

# Canada National 2023 [Survey]

GoDaddy

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**Languages:** English, French

## Section Screeners

IntroGD, IntroGE, S1, T2, Q4, T3, S2, T1

### Page Intro

**IntroGD** *Show if Source is GoDaddy (sample\_source = 1,3)*

Thank you for taking the time to participate in this GoDaddy survey. Your opinions and feedback are very important to us. This survey is completely anonymous and your answers will only be used on an aggregate level.

As a thank you for participating, the first 500 participants who complete the survey will get a \$20 CAD Amazon gift card and all other respondents will get a \$10 CAD e-gift card while supplies last.

To begin please click or tap the arrow at the bottom right of your screen.

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### Page Screeners

**S1**

Just to confirm, are you a GoDaddy customer?

- ☐ <sub>1</sub> Yes  
☐ <sub>2</sub> No

**T2** *Show if Not GD (S1 = 2)*

Unfortunately this survey is for GoDaddy Customers only. Thank you for your interest.

Status Code: 510

## Q4

Which of the following **best** fits the purpose of your website:

- ☐ 1 **Business or commercial** (including for profit and non-profit entities)
- ☐ 2 **Personal or community** (primarily for a hobby, idea, religious organisation, community, or sports team/association)

**T3** *Show if website is personal or community (Q4 = 2)*

Unfortunately this survey is for businesses only. Thank you for your interest.

Status Code: 503

## S2

What is your role in respect to this website?

- ☐ 1 I am the owner of the business, organization or idea the website supports
- ☐ 2 I am an employee or member of the business, organization or idea the website supports
- ☐ 3 I am a paid contractor who builds and/or maintains the website
- ☐ 4 I am an unpaid volunteer who builds and/or maintains the website
- ☐ 5 Other (specify): \_\_\_\_\_

**T1** *Show if Q1 contractor or unpaid volunteer or employee (S2 = 2,3,4,5)*

Unfortunately this survey is for business owners and managers, and the rest of our questions for this survey are limited to individuals with those roles. Thank you for your interest.

Status Code: 509

## Section Main Survey

Q1a, Q3a, Q3b, Q3c, Q4c, Q4d, Q4e, Q5a, Q35, Q20, Q5, Q70, Q71, Q38a, Q38b, Q20c, Q79, Q21a, Q72, Q73, Q25b, Q25, Q25a, Q14b, Q9, Q9a, Q9b, Q10, Q11a, Q11b, Q30, Q31, Q11c, Q11d, Q12, Q16, Q16c, Q16a, Q16b, Q17a, Q7, Q8a, Q81, Q78, Q80, Q80a, Q74, Q77, Q75, Q76

## Page Main Body

### Q1a

What do use your website for the most?

*Select all that apply*

- ☐ 1 **Sales/Service Orders** – The website allows customers to place orders for physical goods, or to have professional services performed
- ☐ 2 **Bookings/Appointments** – The website allows clients to book services

- ☐ <sub>3</sub>    **Communications** – The website allows me to communicate updates, promotions, specials, etc. with my customers
- ☐ <sub>4</sub>    **Marketing and Credibility** – The website helps me brand and have a digital presence
- ☐ <sub>5</sub>    **Operations** – The website allows customers to access a web-portal, or allows employees to check schedules, change shifts, request time off, etc
- ☐ <sub>6</sub>    Other (specify): \_\_\_\_\_
- ☐ <sub>7</sub>    Don't know    *(Exclusive)*
- ☐ <sub>8</sub>    Prefer not to answer    *(Exclusive)*

### Q3a

In total, how many employees are there working at your organization?

- ☐ <sub>1</sub>    1 (just myself)
- ☐ <sub>2</sub>    2-4
- ☐ <sub>3</sub>    5-9
- ☐ <sub>4</sub>    10-19
- ☐ <sub>5</sub>    20-49
- ☐ <sub>6</sub>    50-99
- ☐ <sub>7</sub>    100 or more
- ☐ <sub>98</sub>    Don't know    *(Exclusive)*
- ☐ <sub>99</sub>    Prefer not to answer    *(Exclusive)*

### Q3b    *Show if Q3a one or more employees (Q3a = 2,3,4,5,6,7)*

How many hours do your employees work?

- ☐ <sub>1</sub>    They all work full-time
- ☐ <sub>2</sub>    They all work part-time
- ☐ <sub>3</sub>    A combination of both
- ☐ <sub>4</sub>    Don't know
- ☐ <sub>5</sub>    Prefer not to answer

### Q3c

Do you plan to hire additional employees over the next 12 months?

- ☐ <sub>1</sub>    Yes, I plan to hire up to an additional 3 employees
- ☐ <sub>2</sub>    Yes, I plan to hire substantially more employees
- ☐ <sub>3</sub>    No, I do not plan to hire more employees
- ☐ <sub>4</sub>    Don't know
- ☐ <sub>5</sub>    Prefer not to answer

**Q4c**

Which of the following, if any, are true of your business?

(Select one)

- ☐ 1 My business is currently registered as a sole proprietorship, a partnership, or a corporation
- ☐ 2 My business is currently registered as a nonprofit
- ☐ 3 My business is not currently registered
- ☐ 4 Don't know
- ☐ 5 Prefer not to answer

**Q4d** *Show if business is registered (Q4c = 1,2)*

Does your business have a Canadian Business Number (CBN)?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know
- ☐ 4 Prefer not to answer

**Q4e** *Show if business is registered (Q4c = 1,2)*

Is your business registered with any of the following?

*Select all that apply*

- ☐ 1 Federal government
- ☐ 2 Provincial or Territorial government
- ☐ 3 Both *(Exclusive)*
- ☐ 4 None of the above *(Exclusive)*
- ☐ 5 Not sure *(Exclusive)*
- ☐ 6 Prefer not to answer *(Exclusive)*

**Q5a**

Thinking about the business or organization your website supports, where do you conduct business or services?

*Select all that apply*

- ☐ 1 On my website
- ☐ 2 On social media
- ☐ 3 In a physical location (brick & mortar building or storefront) that I rent/lease or own space
- ☐ 4 I work from home (may meet customers in-person or use telecommunication software such as Zoom)
- ☐ 5 Don't know *(Exclusive)*
- ☐ 6 Prefer not to answer *(Exclusive)*

### Q35

In which of the following geographical areas do **most** of your customers reside?

Select One

- ☐ 1 My neighbourhood
- ☐ 2 My city
- ☐ 3 My Province or Territory
- ☐ 4 Canada
- ☐ 5 International
- ☐ 6 Don't know
- ☐ 7 Prefer not to answer

### Q20

When was your business launched?

Minimum: 1900, Maximum: 2023

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- ☐ -8 Prefer not to answer
- ☐ -9 Don't know

### Q5

Which of the following best describes the main industry sector your organization operates in?

- ☐ 1 Aerospace
- ☐ 2 Agriculture
- ☐ 3 Automotive
- ☐ 4 Chemicals
- ☐ 5 Construction and Trade
- ☐ 6 Education
- ☐ 7 Energy and Utilities
- ☐ 8 Engineering
- ☐ 9 Entertainment and Arts
- ☐ 10 Financial Services
- ☐ 11 Food and Drink
- ☐ 12 Government and Public Sector
- ☐ 13 Healthcare
- ☐ 14 Hospitality
- ☐ 15 IT / Technology
- ☐ 16 Manufacturing and Industrial
- ☐ 17 Media and Advertising
- ☐ 18 Nonprofit/charity
- ☐ 19 Oil and Gas
- ☐ 20 Personal care/personal services (e.g. fitness / wellbeing)
- ☐ 21 Paper, Print and Packaging

- ☐ 22 Professional Services and Business Services (e.g. law / accountancy)
- ☐ 23 Retail and Consumer
- ☐ 24 Telecommunications
- ☐ 25 Transport and Logistics
- ☐ 26 Other (specify): \_\_\_\_\_
- ☐ 98 Don't know *(Exclusive)*
- ☐ 99 Prefer not to answer *(Exclusive)*

## Q70

How many businesses do you currently own?

- ☐ 1 1
- ☐ 2 2
- ☐ 3 3
- ☐ 4 4 or more
- ☐ 5 Don't know
- ☐ 6 Prefer not to answer

## Q71 *Show if own one business (Q70 = 1)*

Is this your first business?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know
- ☐ 4 Prefer not to answer

## Q38a *Show if Q70 Q71 not first business (((Q70 = 1) AND (Q71 = 2)) OR (Q70 = 2,3,4))*

Did you previously sell or close any businesses that you owned?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know
- ☐ 4 Prefer not to answer

## Q38b *Show if Q38a yes (Q38a = 1)*

What was the outcome of the most recent business that you sold or closed?

- ☐ 1 I sold the business at a profit
- ☐ 2 I sold the business and broke-even
- ☐ 3 I sold the business at a loss
- ☐ 4 I closed the business because it was losing money
- ☐ 5 I closed for other reasons
- ☐ 98 Don't know

☐ 99 Prefer not to answer

### Q20c

What would you say are the top 3 reasons you started your business?

Please rank your top 3 reasons

- ☐ I've always dreamed of starting a business \*
- ☐ I wanted to be my own boss \*
- ☐ I wanted a career change \*
- ☐ I had an idea for a new product or service \*
- ☐ My business supports a cause or hobby about which I am passionate \*
- ☐ I was looking to make some extra money \*
- ☐ I lost my prior job and needed to establish a new source of income \*
- ☐ I wanted or needed the flexibility with my time that a typical job does not allow. \*
- ☐ I wanted to contribute to my community \*
- ☐ I previously retired and started this business to stay active \*
- ☐ To have fun \*
- ☐ I can have more success on my own \*
- ☐ Other (specify): \_\_\_\_\_
- ☐ Don't know *(Exclusive)*
- ☐ Prefer not to answer *(Exclusive)*

*Levels marked with \* are randomized*

### Q79

Prior to starting your business, which of the following applied to you?

- ☐ 1 I was running another business
- ☐ 2 I was employed full-time
- ☐ 3 I was employed part-time
- ☐ 4 I was unemployed (but was not in education)
- ☐ 5 I was enrolled in full or part-time education
- ☐ 6 Don't know
- ☐ 7 Prefer not to answer

### Q21a

What would you say were the **three biggest challenges** you faced when you first started the business?

Please rank them 1 to 3.

- ☐ Access to financial capital \*
- ☐ Affordable space \*
- ☐ Marketing my business online (social media, ads, promotions, etc.) \*
- ☐ Marketing my business using traditional media (print, radio, tv, etc.) \*
- ☐ Affordable healthcare/benefits \*
- ☐ Finding the right employees, independent contractors, or consultants \*
- ☐ Getting my business website online effectively \*
- ☐ Getting my business social media accounts setup \*

- \_\_\_ Expertise on business planning and management \*
- \_\_\_ Rising costs on wages and materials \*
- \_\_\_ Technology management \*
- \_\_\_ Networking with other business owners \*
- \_\_\_ Licensing/permits \*
- \_\_\_ Supply chain delays \*
- \_\_\_ Shutdowns due to the pandemic \*
- \_\_\_ Time management \*
- \_\_\_ Taxes \*
- \_\_\_ Knowing what to do at each phase \*
- \_\_\_ Other (specify): \_\_\_\_\_
- \_\_\_ None *(Exclusive)*
- \_\_\_ Don't know *(Exclusive)*
- \_\_\_ Prefer not to answer *(Exclusive)*

*Levels marked with \* are randomized*

## Q72

How were **the first dollars** invested into the business?

- ☐ 1 Marketing my business online (social media, ads, promotions, etc.) \*
- ☐ 2 Marketing my business using traditional media (print, radio, tv, promotions, etc.) \*
- ☐ 3 Hiring employees \*
- ☐ 4 Developing new products/services \*
- ☐ 5 Finding office/retail space \*
- ☐ 6 Creating my website \*
- ☐ 7 Obtaining Licenses/permits/taxes \*
- ☐ 8 Hiring a consultant \*
- ☐ 9 Equipment \*
- ☐ 10 Inventory \*
- ☐ 11 Other (specify): \_\_\_\_\_
- ☐ 12 Don't know *(Exclusive)*

*Levels marked with \* are randomized*

## Q73

How were **the most recent dollars** invested into the business?

- ☐ 1 Marketing my business online (social media, ads, promotions, etc.) \*
- ☐ 2 Marketing my business using traditional media (print, radio, tv, promotions, etc.) \*
- ☐ 3 Hiring employees \*
- ☐ 4 Developing new products/services \*
- ☐ 5 Finding office/retail space \*
- ☐ 6 Creating my website \*
- ☐ 7 Obtaining Licenses/permits/taxes \*
- ☐ 8 Hiring a consultant \*
- ☐ 9 Equipment \*
- ☐ 10 Inventory \*



- ☐ <sub>11</sub> Other (specify): \_\_\_\_\_
- ☐ <sub>12</sub> Don't know *(Exclusive)*
- Levels marked with \* are randomized*

### Q25b

Where did you make your **first sale**?

- ☐ <sub>1</sub> My first sale was made **on my website**
- ☐ <sub>2</sub> My first sale was made **on social media**
- ☐ <sub>3</sub> My first sale was made **in a physical location**
- ☐ <sub>4</sub> My first sale was made **at an in-person event**
- ☐ <sub>5</sub> My first sale was made **over the phone or email**
- ☐ <sub>6</sub> My first sale was made **somewhere else**
- ☐ <sub>7</sub> My first sale was from a **referral**
- ☐ <sub>8</sub> Don't know
- ☐ <sub>9</sub> Prefer not to answer

### Q25

What was the total amount of capital needed to start your business or organization?

- ☐ <sub>1</sub> No start-up capital was needed
- ☐ <sub>2</sub> Less than \$500
- ☐ <sub>3</sub> \$500-\$1,000
- ☐ <sub>4</sub> \$1,001-\$5,000
- ☐ <sub>5</sub> \$5,001-\$10,000
- ☐ <sub>6</sub> \$10,001-\$25,000
- ☐ <sub>7</sub> \$25,001-\$50,000
- ☐ <sub>8</sub> More than \$50,000
- ☐ <sub>9</sub> Don't know
- ☐ <sub>10</sub> Prefer not to answer

### Q25a *Show if some capital needed start business (Q25 = 2,3,4,5,6,7,8)*

On a scale of 1 (very easy) to 7 (very hard), how easy or hard was it for you to access the capital you needed to start your business?

- ☐ <sub>1</sub> 1 - Very easy
- ☐ <sub>2</sub> 2
- ☐ <sub>3</sub> 3
- ☐ <sub>4</sub> 4 - Moderate
- ☐ <sub>5</sub> 5
- ☐ <sub>6</sub> 6
- ☐ <sub>7</sub> 7 - Very difficult
- ☐ <sub>8</sub> Don't know
- ☐ <sub>9</sub> Prefer not to answer

### Q14b

When this business was started what was the **primary source** of capital, if any was needed?

- ☐ <sub>1</sub>    Loan from bank/credit union
- ☐ <sub>2</sub>    Loan from friends and/or family
- ☐ <sub>3</sub>    Personal savings
- ☐ <sub>4</sub>    Equity investors
- ☐ <sub>5</sub>    Debt investors
- ☐ <sub>6</sub>    Online start-up campaign
- ☐ <sub>7</sub>    Other (specify): \_\_\_\_\_
- ☐ <sub>8</sub>    No start-up capital was needed
- ☐ <sub>98</sub>    Don't know    *(Exclusive)*
- ☐ <sub>99</sub>    Prefer not to answer    *(Exclusive)*

## Page Income and employment afforded by the business

### Q9

Do activities related to this website provide a source of income for you?

- ☐ <sub>1</sub>    Yes, my main source of income
- ☐ <sub>2</sub>    Yes, a supplemental source of income
- ☐ <sub>3</sub>    No, I do not receive any income related to this website
- ☐ <sub>4</sub>    Don't know
- ☐ <sub>5</sub>    Prefer not to answer

### Q9a    *Show if website is main source income (Q9 = 1)*

Prior to being your main source of income, was this business previously a supplemental source of income?

- ☐ <sub>1</sub>    Yes
- ☐ <sub>2</sub>    No
- ☐ <sub>3</sub>    Don't know
- ☐ <sub>4</sub>    Prefer not to answer

### Q9b    *Show if website is supplemental income (Q9 = 2)*

At any time was this business previously your main source of income?

- ☐ <sub>1</sub>    Yes
- ☐ <sub>2</sub>    No
- ☐ <sub>3</sub>    Don't know
- ☐ <sub>4</sub>    Prefer not to answer

**Q10** Show if website is supplemental income (Q9 = 2)

If your business is only for supplemental income, do you hope it turns into your primary source of income?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 98 Don't know (Exclusive)
- ☐ 99 Prefer not to answer (Exclusive)

**Q11a** Show if website is main or supplemental income (Q9 = 1,2)

What is the average monthly revenue for this business?

- ☐ 1 \$500 or less
- ☐ 2 \$501 to \$2,500
- ☐ 3 \$2,501 to \$5,000
- ☐ 4 \$5,001 to \$10,000
- ☐ 5 \$10,001 to \$15,000
- ☐ 6 \$15,001 to \$25,000
- ☐ 7 \$25,001 to \$50,000
- ☐ 8 Over \$50,000
- ☐ 9 Don't know
- ☐ 10 Prefer not to answer

**Q11b** Show if website is main or supplemental income (Q9 = 1,2)

Approximately what percentage of your household income comes from your business?

- ☐ 1 0% - 25%
- ☐ 2 26% - 50%
- ☐ 3 51% - 75%
- ☐ 4 76% - 100%
- ☐ 5 Don't know
- ☐ 6 Prefer not to answer

**Q30**

In which of the following areas have you seen cost increases in the past year?

Select all that apply

- ☐ 1 Raw materials / parts / ingredients \*
- ☐ 2 Storage costs \*
- ☐ 3 Energy bills \*
- ☐ 4 Transport costs \*
- ☐ 5 Recruitment costs \*
- ☐ 6 Staff costs overall, including wages \*
- ☐ 7 Production costs \*
- ☐ 8 Business admin costs \*

- ☐ <sub>12</sub> Rent or mortgage for your primary work location \*
- ☐ <sub>9</sub> Other (specify): \_\_\_\_\_
- ☐ <sub>13</sub> None *(Exclusive)*
- ☐ <sub>98</sub> Don't know *(Exclusive)*
- ☐ <sub>11</sub> Prefer not to answer *(Exclusive)*

*Levels marked with \* are randomized*

**Q31** Show if Q30 not blank (Q30\_11 != 1 OR Q30\_98 != 1)

By how much, approximately, have you seen the following costs increase by in the past year?

1. Raw materials / parts / ingredients \* *(Show if Q30 1 Raw materials (Q30\_1 = 1))*
2. Storage costs \* *(Show if Q30 2 Storage costs (Q30\_2 = 1))*
3. Energy bills \* *(Show if Q30 3 Energy bills (Q30\_3 = 1))*
4. Transport costs \* *(Show if Q30 4 Transport costs (Q30\_4 = 1))*
5. Recruitment costs \* *(Show if Q30 5 Recruitment cos (Q30\_5 = 1))*
6. Staff costs overall, including wages \* *(Show if Q30 6 Staff costs ove (Q30\_6 = 1))*
7. Production costs \* *(Show if Q30 7 Production cost (Q30\_7 = 1))*
8. Business admin costs \* *(Show if Q30 8 Business admin (Q30\_8 = 1))*
12. Rent or mortgage for your primary work location \* *(Show if q30 rent drilldown (Q30\_12 = 1))*
9. <<Q30.specify(9)>> *(Show if Q30 9 Other specify (Q30\_9 = 1))*
98. Don't know *(Exclusive; Show if Q30 98 Dont know (Q30\_98 = 1))*
11. Prefer not to answer *(Exclusive; Show if Q30 11 Prefer not to a (Q30\_11 = 1))*

*Levels marked with \* are randomized*

- ☐ <sub>1</sub> 10%
- ☐ <sub>2</sub> 20%
- ☐ <sub>3</sub> 30%
- ☐ <sub>4</sub> 40%
- ☐ <sub>5</sub> 50%
- ☐ <sub>6</sub> 60%
- ☐ <sub>7</sub> 70%
- ☐ <sub>8</sub> 80%
- ☐ <sub>9</sub> 90%
- ☐ <sub>10</sub> 100%
- ☐ <sub>11</sub> More than 100%
- ☐ <sub>98</sub> Don't know
- ☐ <sub>99</sub> Prefer not to answer

**Q11c** Show if website is main or supplemental income (Q9 = 1,2)

Over the last 6 months, how has your business' average monthly revenue changed?

- ☐ <sub>1</sub> My revenue has increased
- ☐ <sub>2</sub> My revenue has stayed constant
- ☐ <sub>3</sub> My revenue has decreased
- ☐ <sub>4</sub> Don't know
- ☐ <sub>5</sub> Prefer not to answer

**Q11d** *Show if website is main or supplemental income (Q9 = 1,2)*

How would you describe the current availability of cash on hand for this business, including any financial assistance or loans?

Currently, on-hand cash will cover:

- ☐ <sub>1</sub> No cash available for business operations
- ☐ <sub>2</sub> Less than a month
- ☐ <sub>3</sub> 1-3 months of business operations
- ☐ <sub>4</sub> More than 3 months
- ☐ <sub>5</sub> Don't know
- ☐ <sub>6</sub> Prefer not to answer

**Q12**

How many hours per week, on average, do you currently spend on your business?

- ☐ <sub>1</sub> 0 hours
- ☐ <sub>2</sub> 1-10 hours
- ☐ <sub>3</sub> 11-20 hours
- ☐ <sub>4</sub> 21-30 hours
- ☐ <sub>5</sub> 31-40 hours
- ☐ <sub>6</sub> 41-50 hours
- ☐ <sub>7</sub> 51 hours or more
- ☐ <sub>8</sub> Don't know
- ☐ <sub>9</sub> Prefer not to answer

**Q16**

Which of the following statements best describes your current employment situation?

- ☐ <sub>1</sub> I am fully employed by my business
- ☐ <sub>2</sub> I am employed full-time outside of my business
- ☐ <sub>3</sub> I am employed part-time outside of my business
- ☐ <sub>4</sub> Outside of my business, I am either a stay-at-home parent, a student, or unable to find work due to a disability
- ☐ <sub>5</sub> Outside of my business, I am retired
- ☐ <sub>6</sub> Outside of my business, I am unemployed
- ☐ <sub>7</sub> Other (specify): \_\_\_\_\_
- ☐ <sub>8</sub> Don't know
- ☐ <sub>9</sub> Prefer not to answer

**Q16c** *Show if employed outside business (Q16 = 2,3)*

You indicated that you are either employed full-time or part-time in addition to your business. How would you describe your employment situation?

- ☐ 1 Primarily In-Person / On-Site (I travel to the location of the business or project-site for work)
- ☐ 2 Hybrid (Sometimes I work from home)
- ☐ 3 Primarily work from home (100% of the time)
- ☐ 4 Don't know
- ☐ 5 Prefer not to answer

**Q16a** *Show if employed business (Q16 = 1)*

Prior to being employed full-time at this business, were you employed part-time by your business?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know
- ☐ 4 Prefer not to answer

**Q16b** *Show if outside business (Q16 = 2,3,4,5,6)*

At any point in the past have you been fully employed by your business?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know
- ☐ 4 Prefer not to answer

## Page Growing the business

**Q17a**

What are your long-term aspirations for your business?

- ☐ 1 I aspire to be a **solopreneur** and stay small.
- ☐ 2 I aspire to be a **small business** with some employees and/or a physical location.
- ☐ 3 I aspire to be a **mid-size business** with several employees and/or multiple physical locations.
- ☐ 4 I aspire to be a **corporate business** with a large employee base and headquarters.
- ☐ 5 None of the above
- ☐ 6 Don't know
- ☐ 7 Prefer not to answer

**Q7**

What is your overall expectation for **your business or organization** over the next 6 months?

- ☐ 1 More positive (I am optimistic)

- ☐ 2 More negative (I am concerned)
- ☐ 3 No change
- ☐ 4 Don't know
- ☐ 5 Prefer not to answer

### Q8a

What are your overall expectations for the **national economy** over the next 6 months?

- ☐ 1 More positive (I am optimistic)
- ☐ 2 More negative (I am concerned)
- ☐ 3 No change
- ☐ 4 Don't know
- ☐ 5 Prefer not to answer

### Q81

Are you the first person in your family to start a business?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know
- ☐ 4 Prefer not to answer

### Q78

How would you rate your level of confidence in running your own business?

- ☐ 1 Extremely confident
- ☐ 2 Very confident
- ☐ 3 Somewhat confident
- ☐ 4 Not confident
- ☐ 5 Not at all confident
- ☐ 6 Don't know
- ☐ 7 Prefer not to answer

### Q80

What is the biggest priority for your business this year?

*Choose the top 3*

- \_\_\_\_\_ Increase sales revenue \*
- \_\_\_\_\_ Hire employees \*
- \_\_\_\_\_ Develop new products/services \*
- \_\_\_\_\_ Get more organized (for example, improve processes) \*
- \_\_\_\_\_ Grow my brand online \*
- \_\_\_\_\_ Expand into new markets \*

- \_\_\_\_\_ Have more work-life balance \*
- \_\_\_\_\_ Find an exit strategy \*
- \_\_\_\_\_ Improve the web experience of my customers \*
- \_\_\_\_\_ Use new tools (such as AI) more for my business \*
- \_\_\_\_\_ Other (specify): \_\_\_\_\_
- \_\_\_\_\_ None of the above *(Exclusive)*
- \_\_\_\_\_ Don't know *(Exclusive)*
- \_\_\_\_\_ Prefer not to answer

*Levels marked with \* are randomized*

**Q80a** Show if increase sales rev is priority (Q80 = 1)

Through which channel would you like to see the most sales growth?

- ☐ 1 I want to grow sales through **my website**
- ☐ 2 I want to grow sales through **social media**
- ☐ 3 I want to grow sales through **my brick-and-mortar location**
- ☐ 4 I want to grow sales through **in-person events**
- ☐ 5 None of the above
- ☐ 6 Don't know
- ☐ 7 Prefer not to answer

## Page Attitudes / Mindset

**Q74**

Would you agree or disagree with the following statement: "Life is better after becoming an entrepreneur."?

- ☐ 1 1 - Completely Agree
- ☐ 2 2
- ☐ 3 3
- ☐ 4 4 - Neutral
- ☐ 5 5
- ☐ 6 6
- ☐ 7 7 - Completely Disagree
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

**Q77**

What brings you the most joy in operating your business?

- ☐ 1 Making a sale \*
- ☐ 2 Connecting with customers \*
- ☐ 3 Making an impact in my community \*
- ☐ 4 Being an inspiration to others around me \*
- ☐ 5 Creating my own source of income \*



- ☐ 11 Supporting my family \*
- ☐ 6 Creating jobs for others \*
- ☐ 10 Inventing new products or filling a gap in the market \*
- ☐ 7 Other (specify): \_\_\_\_\_
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

*Levels marked with \* are randomized*

### Q75

How would you rate your current level of stress/anxiety/burnout?

- ☐ 1 1 – No stress/anxiety/burnout
- ☐ 2 2
- ☐ 3 3
- ☐ 4 4 - Neutral
- ☐ 5 5
- ☐ 6 6
- ☐ 7 7 – Maximum stress/anxiety/burnout
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

### Q76

What is the **primary** cause of stress that comes from your business?

Pick the top 2

- \_\_\_\_\_ **Financial**  
(not enough money available to cover rent, wages, advertising, inventory, etc.) \*
- \_\_\_\_\_ **Work-Life balance**  
(not enough time for non-work-related activities) \*
- \_\_\_\_\_ **Customers**  
(problems such as returns, complaints, theft, rudeness, etc.) \*
- \_\_\_\_\_ **Employees**  
(issues including sickness, scheduling, benefits, wages, complaints, etc.) \*
- \_\_\_\_\_ **Vendors/Partnerships**  
(issues including pricing, delivery, quality, selection, etc.) \*
- \_\_\_\_\_ **Technology/Equipment**  
(issues including breakdowns/interruptions, cost/replacement, training, availability, etc.) \*
- \_\_\_\_\_ Other (specify:) \_\_\_\_\_
- \_\_\_\_\_ Don't know *(Exclusive)*
- \_\_\_\_\_ Prefer not to answer *(Exclusive)*

*Levels marked with \* are randomized*

## Section Firmographics and Demographics

D1, D3, D14, D17, D15, D16, D5a, D5, D13, D18, D12, D8, D9, D10, D11

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### Page Demographics

#### D1

We are interested in knowing more about our customers. Please tell us which gender you most identify with:

- ☐ <sub>1</sub> I identify as a man
- ☐ <sub>2</sub> I identify as a woman
- ☐ <sub>97</sub> I identify as non-binary or gender diverse
- ☐ <sub>99</sub> Prefer not to answer

#### D3

With which race do you most identify?

- ☐ <sub>1</sub> White
- ☐ <sub>2</sub> Black or African
- ☐ <sub>3</sub> Asian or Pacific Islander
- ☐ <sub>4</sub> Indigenous
- ☐ <sub>5</sub> Other or multi-racial
- ☐ <sub>99</sub> Prefer not to answer

#### D14

Do you identify as Indigenous?

- ☐ <sub>1</sub> Yes
- ☐ <sub>2</sub> No
- ☐ <sub>3</sub> Don't know
- ☐ <sub>4</sub> Prefer not to answer

#### D17

Within which ethnic group(s) do you identify?

*Select all that apply*

- ☐ <sub>1</sub> Arab
- ☐ <sub>2</sub> Black
- ☐ <sub>3</sub> Caribbean
- ☐ <sub>4</sub> Chinese
- ☐ <sub>5</sub> Filipino/a/x
- ☐ <sub>6</sub> Indo-Caribbean, Indo-African, Indo-Fijian

- ☐ 7 Japanese
- ☐ 8 Korean
- ☐ 9 Latino/a/x
- ☐ 10 North African
- ☐ 11 Oceania
- ☐ 12 South Asian
- ☐ 13 White
- ☐ 14 I would like to specify an ethno-racial identity not listed above (specify):  
\_\_\_\_\_
- ☐ 15 I do not identify with any of the options listed above *(Exclusive)*
- ☐ 16 Don't know *(Exclusive)*
- ☐ 17 Prefer not to answer *(Exclusive)*

### D15

Were you born in Canada?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Don't know
- ☐ 4 Prefer not to answer

### D16

In which region of Canada do you live?

- ☐ 1 Alberta
- ☐ 2 British Columbia
- ☐ 3 Manitoba
- ☐ 4 New Brunswick
- ☐ 5 Newfoundland and Labrador
- ☐ 6 Nova Scotia
- ☐ 7 Northwest Territories
- ☐ 8 Nunavut
- ☐ 9 Ontario
- ☐ 10 Prince Edward Island
- ☐ 11 Quebec
- ☐ 12 Saskatchewan
- ☐ 13 Yukon Territory
- ☐ 14 Don't know
- ☐ 15 Prefer not to answer

### D5a

What is your marital status?

- ☐ 1 Single, never married

- ☐ 2 Married or Cohabiting
- ☐ 3 Divorced or Separated
- ☐ 4 Widowed
- ☐ 5 Other
- ☐ 6 Prefer not to answer

## D5

How would you describe the area you live in?

- ☐ 1 Rural, i.e. in the countryside or small village / hamlet
- ☐ 2 Suburban, i.e. in a town or on the outskirts of a city
- ☐ 3 Urban, i.e. in a city
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

## D13

How would you describe the area you live in, with regards to its economy?

- ☐ 1 Disadvantaged area
- ☐ 2 Affluent area
- ☐ 3 Neither disadvantaged nor affluent
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

## D18

Which of the following best describes your highest level of education?

- ☐ 1 Some high school
- ☐ 2 Completed high school
- ☐ 3 Some college/university
- ☐ 4 Apprenticeship training and trades
- ☐ 5 Completed college/university
- ☐ 6 Some graduate education
- ☐ 7 Completed graduate education
- ☐ 8 Professional degrees
- ☐ 9 Don't know
- ☐ 10 Prefer not to answer

## D12

In what year were you born?

Minimum: 1900, Maximum: 2023

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- ☐ -8 Prefer not to answer  
☐ -9 Don't know

### D8

Which best describes your living situation?

- ☐ 1 I live in a home I own mortgage-free  
☐ 2 I live in a home for which I maintain a mortgage  
☐ 3 I rent the home or apartment in which I live  
☐ 4 I live with friends or family with no rent expectation  
☐ 5 I am currently unhoused  
☐ 6 Prefer not to answer

### D9

How many children, adults, and seniors are in your household – including yourself?

Minimum: 0, Maximum: 9999999

Children (0 to 5 years old) \_\_\_\_\_  
Children (6 to 17 years old) \_\_\_\_\_  
Adults (18 to 64 years old) \_\_\_\_\_  
Seniors (65 years and older) \_\_\_\_\_

- ☐ -8 Prefer not to answer

### D10

What was your estimated household income last year (2022) before taxes? Please consider all sources of income.

- ☐ 1 Less than \$25,000  
☐ 2 \$25,000 to \$34,999  
☐ 3 \$35,000 to \$49,999  
☐ 4 \$50,000 to \$74,999  
☐ 5 \$75,000 to \$99,999  
☐ 6 \$100,000 to \$149,999  
☐ 7 \$150,000 to \$200,000  
☐ 8 More than \$200,000  
☐ 9 Prefer not to answer

## D11

Your insights help inform the understanding of how better to support businesses like yours. If you are open to being contacted based on the answers you provided to share your story or considered for future case studies, please provide the URL for your business. (eg www.domain.com) and an email address for GoDaddy to contact you:

URL: \_\_\_\_\_  
Email: \_\_\_\_\_

☐ -8 No thank you

## Section End of survey

Incentive, ContactEmail, EndGD

### Page Incentives

#### Incentive

As a thank you for participating in the survey, the **first 500** GoDaddy Customers who complete the survey will receive a \$20 CAD e-gift card, and the **next 2000** customers who complete will receive a \$15 CAD e-gift card.

If you are one of the first **2500** people to complete, would you like to receive this gift card?

- ☐ 1 Yes  
☐ 2 No  
☐ -8 Not interested

**ContactEmail** *Show if Agreed to incentive or contact ((Incentive = 1) OR (Contact = 1))*

In order to send you a gift card, we need the email address where you would like to receive it.

*Note: Your email address will not be used for marketing or any activities other than sending you a gift card.*

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☐ -8 I do not want to give my email and refuse the incentive

## Page End Page

**EndGD** *Show if Source is GoDaddy (sample\_source = 1,3)*

Thank you! Those are all the questions that we have. We appreciate your time today.

Status Code: -1