

UK National Survey May 2024

GoDaddy

Languages: English

Section Screeners

IntroGD, S1, T2, Q4, Q1, 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 £15 e-gift card and the next 2000 participants will get a £10 e-gift card.

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

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Privacy Policy (<https://advanis.net/privacy-policy/english/>) CRIC Pledge (<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf>)

QBClient *Show if quota reached Source GoDaddy (GoDaddy = closed)*

Thank you very much for your interest in the survey. The survey is now closed.

Status Code: 571

Page Screeners

S1

Just to confirm, are you a GoDaddy customer?

- ₁ Yes
- ₂ 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)

- Personal or community** (primarily for a hobby, idea, religious organisation, community, or sports team/association)

S2

What is your role in respect to this website?

- I am the owner of the business, organisation or idea the website supports
- I am an employee or member of the business, organisation or idea the website supports
- I am a paid contractor who builds and/or maintains the website
- I am an unpaid volunteer who builds and/or maintains the website
- Other (specify): _____

T1 Show if Q1 contractor or unpaid volunteer or employee (Q1 = 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, Q3, Q4a, Q3b, Q70, Q71, Q38a, Q38b, Q4b, Q39a, Q6, Q5, Q8, Q10, Q11, Q9a, Q9bb, Q11b, Q12, Q13, Q14, Q14b, Q72, Q73, Q15, q16c, q16d, q16bb, q11i, Q15b, Q30, Q31, Q32, Q33, Q34, Q35, Q36, Q37, Q38, Q74, Q77, Q75, Q76

Page Main Body

Q1a

What do use your website for the most?

Select all that apply

- Sales Orders** – The website allows customers to place orders for physical goods
- Bookings** – The website allows clients to book services
- Communications** – The website allows me to communicate updates, promotions, specials, etc. with my customers
- Marketing and Credibility** – The website helps me brand and have a digital presence
- Operations** – The website allows customers to access a web-portal, or allows employees to check schedules, change shifts, request time off, etc.
- Other (specify): _____
- Don't know (Exclusive)
- Prefer not to answer (Exclusive)

Q3

Which type of organisation best describes your business?

- Independent worker (contractor, freelance, gig worker)
- Sole proprietor or business with no employees
- Privately held business with employees
- Franchised business operation
- Not-for-profit organisation

- ₆ Publicly traded corporation
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q4a *Show if Not Q3 Indie Sole (Q3 != 1,2)*

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

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

Q3b *Show if Q4a not 1 employee (Q4a = 2,3,4,5,6,7)*

How many hours do your employees work?

- ₁ They all work full-time
- ₂ They all work part-time
- ₃ A combination of both
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q3c

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

- ₁ Yes, I plan to hire up to an additional 3 employees
- ₂ Yes, I plan to hire substantially more employees
- ₃ No, I do not plan to hire more employees
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q70

How many businesses do you currently own?

- ₁ 1
- ₂ 2
- ₃ 3
- ₄ 4 or more
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q71

Is this your first business?

- ₁ Yes
- ₂ No
- ₉₈ Don't know
- ₉₉ 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 reasons other reasons
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q4b

What is the average annual financial turnover of your business?

- ₁ £0.00
- ₂ £1.00 - £10,000
- ₃ £10,001 - £25,000
- ₄ £25,001 - £50,000
- ₅ £50,001 - £75,000
- ₆ £75,001 - £100,000
- ₇ £100,001 - £150,000
- ₈ £150,001 - £200,000
- ₉ £200,001 - £250,000
- ₁₀ £250,001 - £300,000

- ₁₁ £300,001 - £350,000
- ₁₂ £350,001 - £400,000
- ₁₃ £400,001 - £500,000
- ₁₄ Over £500,000
- ₉₈ Don't know (Exclusive)
- ₉₉ Prefer not to answer (Exclusive)

Q39

How, if at all, do you expect that your 2023 income from this business will compare to your income from his business in 2022?

- ₁ My income will be **significantly greater** in 2023, compared to 2022
- ₂ My income will be **slightly greater** in 2023, compared to 2022
- ₃ My income will be **about the same** in 2023, compared to 2022
- ₄ My income will be **slightly less** in 2023, compared to 2022
- ₅ My income will be **significantly less** in 2023, compared to 2022
- ₆ Don't know
- ₇ Prefer not to answer

Q6

When was your business launched?

Minimum: 1900, Maximum: 2024

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

Q5 Show if q70 Currently own more than one business or DK (Q70 = 2,3,4,98,99)

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

- ₁ Accommodations (hotels, rentals, RV parks, camping)
- ₂ Administrative and support services
- ₃ Agriculture
- ₄ Art and design
- ₅ Beauty products or services (makeup, hair/nail salon, etc.)
- ₆ Charitable / Political
- ₇ Construction, engineering, and property development
- ₈ Consumer services (auto repair, dry cleaners, etc.)
- ₉ Education services and training
- ₁₀ Entertainment / Recreation
- ₁₁ Financial services (banking, insurance, etc.)
- ₁₂ Fashion

- ₁₃ Health care and medical
- ₁₄ Home services (plumbing, HVAC, carpet cleaning, etc.)
- ₁₅ Information technology and managed services
- ₁₆ Legal services
- ₁₇ Manufacturing and wholesale trade
- ₁₈ Marketing, advertising, and PR
- ₁₉ Media / Content
- ₂₀ Packaged Food
- ₂₁ Professional Services and Business Services (e.g. law / accountancy)
- ₂₂ Personal services (personal trainer, dog walker, childcare, etc.)
- ₂₃ Real estate, rental, or leasing
- ₂₄ Restaurant
- ₂₅ Retail and consumer
- ₂₆ Technology and telecommunications
- ₂₇ Transportation, logistics, and automotive services
- ₂₈ Website design, development, and digital marketing services
- ₂₉ Other (specify): _____
- ₉₈ Don't know *(Exclusive)*
- ₉₉ Prefer not to answer *(Exclusive)*

Q5a

What would you say are the primary reasons why you started your business in the industry (or industries) listed above?

- ₁ My experience is primarily in this industry
- ₂ I saw an opportunity locally and wanted to take it
- ₃ My education is primarily in this industry
- ₄ It was a hobby that I turned into a profession/career
- ₅ I thought I could build a better business than a former employer
- ₆ I saw a bigger trend developing in this industry
- ₇ It has always been a dream of mine
- ₈ I thought it would be fun
- ₉ I didn't know what else to do, or had limited options/skills
- ₁₀ I didn't start this business (I inherited it, bought it, or otherwise acquired it)
- ₁₁ Other (specify): _____
- ₉₈ Don't know *(Exclusive)*
- ₉₉ Prefer not to answer *(Exclusive)*

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 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. *
 - I wanted to start working without going through further or higher education
 - Other (specify): _____
 - Don't know (Exclusive)
 - Prefer not to answer (Exclusive)
- Levels marked with * are randomized*

Q8

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

Please rank them 1 to 3.

- Getting funding / access to capital *
- Affordable space to run my business from *
- Marketing my business online (social media, ads, promotions, etc.) *
- Marketing my business using traditional media (print, radio, tv, etc.) *
- Affordable childcare *
- Affordable healthcare *
- Finding employees, independent contractors, or consultants with necessary skills *
- Getting my business website online effectively *
- Expertise on business planning and management *
- Expertise on website building or technology management *
- Accessing high speed broadband *
- Technology management *
- Navigating challenges brought about by Brexit / Covid *
- Networking with other business owners *
- Licensing/Permits *
- Taxes *
- Rising costs on wages and materials *
- Finding customers/clients/generating enough sales
- Other _____
- None (Exclusive)

- ___ Don't know (Exclusive)
___ Prefer not to answer (Exclusive)
Levels marked with * are randomized

Q78 Show if has access to capital (Q8_1 = 1)

What is the top thing you'd use capital for if it were easier to access?

Select one

- 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 *
 97 Other (specify): _____
 98 Don't know (Exclusive)
 99 Prefer not to answer (Exclusive)

Levels marked with * are randomized

Q10

Thinking about the business or organisation your website supports, where do you **primarily** conduct business or services?

Select one

- 1 On my website
 2 On social media
 3 In a brick & mortar building, storefront, or office space that I rent/lease or own
 4 In a physical location that **I do not** rent/lease or own
 5 Both online and in-person
 98 Don't know (Exclusive)
 99 Prefer not to answer (Exclusive)

Q11 Show if Q1 Owner (Q1 = 1)

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

- 1 Yes, my main source of income
 2 Yes, a supplemental source of income
 3 No, I do not receive any income related to this website

- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q9a *Show if q11 main (Q11 = 1)*

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

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

Q9bb *Show if Q11 Supplemental (Q11 = 2)*

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

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

Q11b *Show if Q11 Supplemental (Q11 = 2)*

If your business is only for supplemental income, do you hope it turns into full-time employment or a major source of income?

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

Q12

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

- ₁ I was running another business
- ₂ I was in full-time employment
- ₃ I was in part-time employment
- ₄ I was unemployed (but was not in education)
- ₅ I was enrolled in full or part-time education
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q13

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

- ₁ 0 hours
- ₂ 1-10 hours
- ₃ 11-20 hours
- ₄ 21-30 hours
- ₅ 31-40 hours
- ₆ 41-50 hours
- ₇ 51 hours or more
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q14

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

- ₁₀ No startup capital needed
- ₁ Less than £500
- ₂ £500-£1,000
- ₃ £1,001-£5,000
- ₄ £5,001-£10,000
- ₅ £10,001-£25,000
- ₆ £25,001-£50,000
- ₇ More than £50,000
- ₉₈ Don't know (*Exclusive*)
- ₉₉ Prefer not to answer (*Exclusive*)

Q14b

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

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

Q72

How were **the first pounds** invested into your

- 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): _____
- ₉₈ Don't know (Exclusive)
- ₉₉ Prefer not to answer (Exclusive)

Levels marked with * are randomized

Q73

How were **the most recent pounds** invested into your 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): _____
- ₉₈ Don't know (Exclusive)
- ₉₉ Prefer not to answer (Exclusive)

Levels marked with * are randomized

Q15

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

- ₁ I am fully employed by my business
- ₂ I am employed full-time outside of my business
- ₃ I am employed part-time outside of my business
- ₄ I am employed in multiple part-time jobs/businesses
- ₅ Outside of my business, I am unemployed (eg disabled, student, unable to find work, retired, laid off)

- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q16c *Show if Q15 outside business (Q15 = 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)i
- ₂ Hybrid (Sometimes I work from home)
- ₃ Primarily work from home
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q16d *Show if q15 fulltime business (Q15 = 1)*

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

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

Q16bb *Show if q15 not full time business (Q15 = 2,3,4,5)*

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

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

Q11i

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

- ₁ 0% - 25%
- ₂ 26% - 50%
- ₃ 51% - 75%
- ₄ 76% - 100%
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q15b Show if Q15 unemployed (Q15 = 5)

You indicated that outside of your business, you are unemployed. Were you recently laid off?

- ₁ No
- ₂ Yes, within the last 3 months
- ₃ Yes, within the last 6 months
- ₄ Yes, within the last 9 months
- ₅ Yes, within the last 12 months
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q92

What business tasks have you previously hired/paid someone to help you with?

Select all that apply

- ₁ Getting business or market insights from data (summarizing my business performance, performing a market trend analysis, etc.) *
- ₂ Generating recommendations or strategies for my marketing or operations *
- ₃ Writing content for me *
- ₄ Creating or editing multimedia content (videos, graphics, audio) *
- ₅ Summarizing information or text *
- ₆ Writing computer code *
- ₇ Helping me with my business operations (accounting, payroll, administration) *
- ₇ Managing social media accounts *
- ₈ Other (specify): _____
- ₉₈ Don't know (Exclusive)
- ₉₉ Prefer not to answer (Exclusive)

Levels marked with * are randomized

Page Cost-of-living challenges

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 *
- ₁₂ Rent or mortgage for your primary work location *
- ₉ Other (specify): _____
- ₉₈ Don't know (Exclusive)
- ₁₁ 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

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

Q35

How confident are you in your business outlook throughout 2024?

- ₁ Extremely confident

- ₂ Quite confident
- ₃ Neither confident nor unconfident
- ₄ Not very confident
- ₅ Not confident at all
- ₉₈ Don't know
- ₉₉ Prefer not to answer *(Exclusive)*

Q36

By how much, if at all, do you expect your financial turnover to increase in 2024?

- ₁ Up to 30%
- ₂ Between 31% - 60%
- ₃ Between 61% - 100%
- ₄ Over 100%
- ₅ I don't expect any increase in 2024
- ₆ I expect my financial turnover to decrease in 2024
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q37

How confident are you in the UK economy as a whole in 2024?

- ₁ Extremely confident
- ₂ Quite confident
- ₃ Neither confident nor unconfident
- ₄ Not very confident
- ₅ Not confident at all
- ₉₈ Don't know
- ₉₉ 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/Supporting my family *
- ₆ Creating jobs for others *
- 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.) *
- ___ **Competition**
(pressure from other businesses on pricing, marketing and attracting customers) *
- ___ Other (specify:) _____
- ___ Don't know (Exclusive)
- ___ Prefer not to answer (Exclusive)
- Levels marked with * are randomized*

Page AI

Q80

In the past few months, have you tried using a Generative AI tool (like Airo, ChatGPT, DALL-E, Stable Diffusion, Jasper or Bard)?

Select all that apply

- ₁ Yes, for fun / out of curiosity
- ₂ Yes, for personal use
- ₃ Yes, for my business
- ₄ No (Exclusive)

Q81 *Show if used genAI for business (Q80_3 = 1)*
Which tools have you used for business?

Select all that apply

- ₁ ChatGPT *
- ₂ DALL-E *
- ₃ Stable Diffusion *
- ₄ Jasper AI *
- ₅ Google Bard *
- ₆ Gemini *
- ₇ AlphaCode *
- ₈ Descript *
- ₉ Synthesia *
- ₁₀ Designs.ai *
- ₁₁ Bardeen *
- ₁₂ Claude *
- ₁₃ You.com *

- ₁₄ Canva (Magic Design or Magic Writer) *
- ₁₅ GitHub Copilot X *
- ₁₆ Airo *
- ₁₇ Other (specify): _____

*Levels marked with * are randomized*

Q82 *Show if used genAI for business (Q80_3 = 1)*

What business tasks did you do with the Generative AI tools you tried?

Select all that apply

- ₁ Customer Service (Use of chatbots, creating first drafts, forecasting needs, etc.) *
- ₂ Marketing (Ad creation, personalization by customer, automation of campaigns, etc.) *
- ₃ Content Creation (Create first drafts of text for social media posts, video/graphics, etc.) *
- ₄ Boosting Sales (Identify and overcome objections, how to build trust and rapport, etc.) *
- ₅ Business Advice (Strategy recommendations, technical help such as coding, etc.) *
- ₆ Other (specify): _____

*Levels marked with * are randomized*

Q83 *Show if used genAI for business (Q80_3 = 1)*

On a scale of 1-7, how confident are you as a user of AI for your business?

- ₁ 1 – Not very confident user
- ₂ 2
- ₃ 3
- ₄ 4 – Neutral
- ₅ 5
- ₆ 6
- ₇ 7 – Very confident user
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q84 *Show if used genAI for business (Q80_3 = 1)*

Have you experienced any impact from AI on your business?

- ₁ Yes, I've experienced a positive impact from AI on my business
- ₂ Yes, I've experienced a negative impact from AI on my business
- ₃ No, I haven't experienced any impact from AI on my business
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q85 *Show if has experienced positive AI impact on business (Q84 = 1)*

What business activities have you used AI for?

Select all that apply

- ₁ Getting business or market insights from data (summarizing my business performance, performing a market trend analysis, etc.) *
- ₂ Generating recommendations or strategies for my marketing or operations *
- ₃ Writing content for me *
- ₄ Creating or editing multimedia content (videos, graphics, audio) *
- ₅ Summarizing information or text *
- ₆ Writing computer code *
- ₇ Helping me with my business operations (accounting, payroll, administration) *
- ₈ Other (specify): _____
- ₉₈ Don't know (Exclusive)
- ₉₉ Prefer not to answer (Exclusive)

Levels marked with * are randomized

Q91

Do you personally know other small business owners that are using AI?

- ₁ Yes, a few
- ₂ Yes, many
- ₃ No
- ₉₈ Don't know
- ₉₉ Prefer not to answer

Q93

Do you agree or disagree with the following statement?

“AI will help my small business compete with larger businesses over the next 12 months”

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

Q89 Show if have not tried genAI tool (Q80_4 = 1)

What is the primary reason why you haven't tried using AI?

Select one

- ₁ I'm not familiar with AI *
- ₂ My business has no need for it *
- ₃ It would take too long to learn for it to be useful *
- ₄ Only larger businesses have enough time and resources for it to be useful *
- ₅ I don't have the time *
- ₆ It costs too much money *

- ₇ I am uncomfortable/uneasy when it comes to using AI
- ₇ Other (specify): _____
- ₈ Don't know
- ₉ Prefer not to answer

Levels marked with * are randomized

Additional questions to integrate

Q97

How valuable, on a scale of 1-7 (where 7 = extremely valuable), was highschool education to prepare you for life as an entrepreneur?

- a) 1 - Not valuable at all
- b) 2
- c) 3
- d) 4 - Neutral
- e) 5
- f) 6
- g) 7 - Extremely valuable
- h) Don't know
- i) Prefer not to answer

Q98

How valuable, on a scale of 1-7 (where 7 = extremely valuable), was university education to prepare you for life as an entrepreneur?

- a) 1 - Not valuable at all
- b) 2
- c) 3
- d) 4 - Neutral
- e) 5
- f) 6
- g) 7 - Extremely valuable
- h) Don't know
- i) Prefer not to answer

Q99

To what extent do you agree with the following statements:

If you went to university (Show if D8 >= 4)

- *My university experience wasn't essential to my success as an entrepreneur*
- *Starting my business sooner would have been more advantageous than going to university*
- *I would have earned a higher return on investment from my business than from investing in my education*
- *Classes/Courses specific to entrepreneurial skills and setting up a business are highly beneficial*
- *My earnings as an entrepreneur are higher compared to entrepreneurs who don't have a university degree*

If you didn't go to university (Show if D8 = 1, 2, 3)

- *My earnings as an entrepreneur are competitive with those that have a university degree*

- *I am glad to not have the debt burden that comes with a university education*
- *I sought out my own business-related resources and education since I did not attend university*

- a) Strongly agree
- b) Somewhat agree
- c) Neutral
- d) Somewhat disagree
- e) Strongly disagree
- f) Don't know
- g) Prefer not to answer

Q100

How likely are you to hire people for your business who don't have a degree?

- a) Very likely
- b) Somewhat likely
- c) Neutral
- d) Somewhat unlikely
- e) Very unlikely
- f) Don't know
- g) Prefer not to answer

Q101

Which political parties do you believe will support policies that will most benefit entrepreneurs like you?

Please rank the top 3

- ₁ Conservative Party *
- ₂ Labour Party *
- ₃ Liberal Democrats *
- ₄ Scottish National Party *
- ₅ Plaid Cymru *
- ₆ Democratic Unionist Party (Northern Ireland) *
- ₇ Reform UK *
- ₈ Green Party
- ₉₈ Don't know *(Exclusive)*
- ₉₉ Prefer not to answer *(Exclusive)*

Q102

How important are Economic / Business issues to how you vote?

- ₁ 1 - Very important
- ₂ 2
- ₃ 3
- ₄ 4 - Neutral
- ₅ 5
- ₆ 6
- ₇ 7
- ₉₈ Don't know

- ₉₉ Prefer not to answer

Q103

Did the way you vote change after becoming a business owner?

- ₁ Yes
 ₂ No
 ₉₈ Don't know
 ₉₉ Prefer not to answer

Q104

To what extent do you agree with the following statements?

- Another election would reduce some of the uncertainty for my business
 - The ongoing uncertainty around when a general election might be makes it hard to plan for my business
 - A change in government will be beneficial for my business
 - A change in government will be beneficial for all small businesses
 - A change in government will be beneficial for the UK economy as a whole
- a) Strongly agree
b) Somewhat Agree
c) Neutral
d) Somewhat Disagree
e) Strongly disagree
f) Don't know
g) Prefer not to answer

Q105

Which policies, if any, do you believe should be a priority for the next UK government to help small and microbusinesses? Tick all that apply.

- a) Helping to export to new international markets
b) Support for the adoption of technology to enhance productivity, innovation and competitiveness
c) Improved access to capital and funding
d) Tax incentives and/or reformation of the business rates system
e) Help to attract and retain talent
f) Access to affordable work and trading places
g) Other, please specify
h) None of these
i) Don't know

Q106

If you have experienced increased running/operating costs for your business this year, have you passed those increases onto customers through higher prices for the products/services you sell?

- a) Yes, we recouped all increased costs by raising our prices
b) Yes, but we have not passed all cost rises onto customers

- c) No, but we plan to increase our prices soon
- d) No, and we have no plans to increase our prices
- e) Don't know
- f) Prefer not to answer

Section Firmographics and Demographics

D1, D2, D5a, D3, D4, D5, D6, D7, D9, D8

Page Demographics

D1

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

- ₁ Male
- ₂ Female
- ₃ Non-binary
- ₉₉ Prefer not to answer

D2

With which race do you most identify?

- ₁ White (including white English, Welsh, Scottish, Northern Irish, Irish, Irish Traveller or other white background)
- ₂ Black, African, Caribbean or Black British
- ₃ Asian or Asian British (including Indian, Pakistani, Bangladeshi, Chinese or any other Asian background)
- ₄ Mixed or multiple ethnic groups (including white/black Caribbean, white/black African, white/Asian or any other mixed or multiple ethnic background)
- ₅ Other ethnic group (including Arab)
- ₆ None of the above
- ₉₈ Don't know
- ₉₉ Prefer not to answer

D5a

What is your marital status?

- ₁ Single
- ₂ Married
- ₃ Divorced
- ₄ Widowed
- ₅ Other

- ₆ Prefer not to answer

D3

Were you born in the United Kingdom or in another country?

- ₁ United Kingdom
 ₂ Another country
 ₉₈ Don't know
 ₉₉ Prefer not to answer

D4

In which region of the United Kingdom do you live?

- ₁ South East
 ₂ South West
 ₃ London
 ₄ East of England
 ₅ West Midlands
 ₆ East Midlands
 ₇ Yorkshire and the Humber
 ₈ North East
 ₉ North West
 ₁₀ Wales
 ₁₁ Scotland
 ₁₂ Northern Ireland
 ₁₃ Other
 ₉₈ Don't know
 ₉₉ 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

D6

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

D7

In what year were you born?

Minimum: 1900, Maximum: 2024

₋₈ 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

D8

What is the highest level of academic qualification you achieved?

- ₁ GCSE / O Level / CSE or other Level 2 qualification such as NVQ / national diploma / intermediate apprenticeship
- ₂ A Level / AS Level / International Baccalaureate Diploma or other Level 3 qualification such as NVQ / Advanced apprenticeship
- ₃ Certificate of Higher Education (CertHE) or other Level 4 qualification such as higher apprenticeship / higher national certificate (HNC) / NVQ
- ₅ Diploma of Higher Education (DipHE), foundation degree or other Level 5 qualification such as the higher national diploma (HND) / NVQ
- ₄ BA Honours degree, BSc Honours degree or other Level 6 qualification such as degree apprenticeship / NVQ
- ₆ Master's degree or other Level 7 qualification such as NVQ / postgraduate certificate in education (PGCE)
- ₇ PhD / Doctorate or other Level 8 qualification
- ₉₉ Prefer not to answer

D11

Your insights help inform the understanding of how to better support businesses like yours. If you are open to being contacted 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 £15 e-gift card, and the **next 2000** customers who complete will receive a £10 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.

₋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