

# UK National Survey Aug 2023



GoDaddy

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

## Q1

What is your role in respect to this website?

- 1 I am the owner of the business, organisation or idea the website supports
- 2 I am an employee or member of the business, organisation 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 (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*

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

### Q3

Which type of organisation best describes your business?

- 1 Independent worker (contractor, freelance, gig worker)
- 2 Sole proprietor or business with no employees
- 3 Privately held business with employees
- 4 Franchised business operation
- 5 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 2-10
- 3 11-25
- 4 26-50
- 5 51-100
- 6 101-500
- 7 More than 500
- 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
- 4 Don't know
- 5 Prefer not to answer

### 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**

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 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 - £10,000
- 2 £10,001 - £25,000
- 3 £25,001 - £50,000
- 4 £50,001 - £75,000
- 5 £75,001 - £100,000
- 6 £100,001 - £150,000
- 7 £150,001 - £200,000
- 8 £200,001 - £250,000
- 9 £250,001 - £300,000
- 10 £300,001 - £350,000
- 11 £350,001 - £400,000
- 12 £400,001 - £500,000
- 13 Over £500,000

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

### Q39a

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: 2023

\_\_\_\_\_

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

### Q5

Which of the following best describes the main industry sector your organisation 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)*

### 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 \*
- \_\_\_ Other \_\_\_\_\_
- \_\_\_ None *(Exclusive)*
- \_\_\_ Don't know *(Exclusive)*
- \_\_\_ Prefer not to answer *(Exclusive)*

*Levels marked with \* are randomized*

### Q10

Thinking about the business or organisation 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

- 6 I work from home (may meet customers in-person or use telecommunication software such as Zoom)
- 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 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 pounds** 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*

**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)
- 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

## 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

### Q32

To what extent do you agree with the following statement: the cost-of-living crisis is the most challenging time I've ever known as an entrepreneur?

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 98 Don't know *(Exclusive)*
- 99 Prefer not to answer *(Exclusive)*

### Q33

Which has been more disruptive to your business?

- 1 The pandemic
- 2 The cost-of-living crisis
- 3 Both the same
- 98 Don't know
- 99 Prefer not to answer

**Q34**

Which has been more disruptive to your business?

- 1 Brexit
- 2 The cost-of-living crisis
- 3 Both the same
- 98 Don't know
- 99 Prefer not to answer

**Q35**

How confident are you that your business will grow in 2023?

- 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 2023?

- 1 1 - 10%
- 2 11 - 20%
- 3 21 - 30%
- 4 31 - 40%
- 5 41 - 50%
- 6 51 - 60%
- 7 61 - 70%
- 8 71 - 80%
- 9 81 - 90%
- 10 91 - 100%
- 11 I expect no change to financial turnover in 2023
- 12 I expect a decrease in financial turnover in 2023
- 98 Don't know
- 99 Prefer not to answer

**Q37**

How confident are you in the UK economy as a whole in 2023?

- 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

### Q38

How confident are you that your business can survive until the end of 2023?

- 1 Very confident
- 2 Somewhat confident
- 3 Neither confident nor unconfident
- 4 Somewhat unconfident
- 5 Very unconfident
- 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/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.) \*
- Other (specify:) \_\_\_\_\_
- Don't know *(Exclusive)*
- Prefer not to answer *(Exclusive)*

*Levels marked with \* are randomized*

## Section Firmographics and Demographics

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

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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:

- 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: 2023

\_\_\_\_\_

.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

## Section End of survey

Incentive, ContactEmail, EndGD

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### 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.*

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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