

# UK National Survey

GoDaddy

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**Languages:** English

## Section Screeners

IntroGD, S1, T2, Q1, T1

### Page Intro

**IntroGD** *Show if Source is GoDaddy*

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?

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

**T2** *Show if Not GD*

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

Status Code: 510

**Q1**

What is your role in respect to this website?

- <sub>1</sub> I am the owner of the business, organisation or idea the website supports
- <sub>2</sub> 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

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

Q2, Q3, Q4a, Q4b, Q5, Q6, Q7, Q8, Q8b, Q9, Q9b, Q10, Q11, Q11b, Q12, Q13, Q14, Q14b, Q15, Q16, Q16b, Q17, Q18, Q19, Q20, Q21, Q22, Q23, Q24, Q25, Q26, Q27, Q28, Q29

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### Page Main Body

#### Q2

Please choose the following category that **best** fits the purpose of your website:

- 1 **Commercial** – the site was built to support a business or sell products or services
- 2 **Civic** – the site focuses on issues, politics, campaigns, advocacy groups, etc. that affect a larger group of people
- 3 **Community** – the site supports social activities such as hobbies, sports teams, entertainment, religious institutions, etc. (but not a for-profit business offering these activities)
- 4 **Personal** – the site focuses on me, my family, my interests or my career
- 5 Other (specify): \_\_\_\_\_

#### 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
- 7 Don't know

**Q4a** Show if Not Q3 Indie Sole

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
- 8 Don't know *(Exclusive)*

#### **Q4b**

What is the average annual 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
- 14 Don't know *(Exclusive)*
- 15 Prefer not to answer *(Exclusive)*

#### **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): \_\_\_\_\_

**Q6**

When did you start your current business or organisation?

- 1 Between March 2020 and the present day
- 2 Before March 2020
- 3 Don't recall

**Q7**

When did you launch the website for your current business or organisation?

- 1 Between March 2020 and the present day
- 2 Before March 2020
- 3 In conjunction with starting the business
- 4 Don't recall

**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 \*
- \_\_\_ Affordable childcare/benefits \*
- \_\_\_ Finding employees with necessary skills \*
- \_\_\_ Getting my business online effectively \*
- \_\_\_ Expertise on business planning and management \*
- \_\_\_ Expertise on website building or technology management \*
- \_\_\_ Accessing high speed broadband \*
- \_\_\_ Navigating challenges brought about by Brexit / Covid \*
- \_\_\_ Networking with other business owners \*
- \_\_\_ Licensing/Permits \*
- \_\_\_ Taxes \*
- \_\_\_ Other
- \_\_\_ None (*Exclusive*)
- .8 Not sure

*Levels marked with \* are randomized*

**Q8b** Show if Q8 Other

You ranked "Other" as one of the top 3 biggest challenges you faced, could you tell us a bit more on what this other challenge was?

*Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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.9 Don't know

**Q9**

What are the **three most important** resources you would need to grow right now?

Please rank them 1 to 3.

- Getting funding / access to capital \*
- Affordable space to run my business from \*
- Marketing my business \*
- Affordable childcare/benefits \*
- Finding employees with necessary skills \*
- Getting my business online effectively \*
- Expertise on business planning and management \*
- Expertise on website building or technology management \*
- Accessing high speed broadband \*
- Support in managing effects of Brexit / Covid \*
- Networking with other business owners \*
- Licensing/Permits \*
- Taxes \*
- Other
- None (Exclusive)
- .8 Not sure

*Levels marked with \* are randomized*

**Q9b** Show if Q9 Other

You ranked "Other" as one of the 3 most important resources you need to grow, could you tell us a bit more on what this other resource is?

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.9 Don't know

**Q10**

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

- 1 Only online
- 2 Only in a physical location
- 3 Both online and in a physical location
- 4 Not sure

**Q11** *Show if Q1 Owner*

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

**Q11b** *Show if Q11 Supplemental*

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
- 3 Not sure
- 4 Prefer not to answer

**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

**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
- 8 Not sure

### Q14

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

- 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
- 8 Don't know *(Exclusive)*
- 9 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
- 9 Don't know/not sure

### 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 working on my business, I am a homemaker / stay at home parent / career *(Exclusive)*
- 6 Outside of working on my business, I am retired
- 7 Outside of working on my business, I am a student
- 8 Outside of working on my business, I am unemployed
- 9 Outside of working on my business, I am unable to find work due to a disability
- 10 I did have employment outside of my business, but was laid-off
- 11 Other (specify): \_\_\_\_\_
- 12 Prefer not to answer

### Q16

If you were going to tell your local MP how they can help businesses like yours to be successful, what three things should they consider?

Please rank them 1 to 3.

- Affordable space/subsidised rent \*
- Access to capital \*
- Marketing of businesses to local residents \*
- Affordable options for health insurance and other benefits \*
- A skilled workforce in the community \*
- Customised workforce training at businesses \*
- Technical assistance for business development (e.g. getting more customers / vendors, developing an online presence, etc.) \*
- Assistance with digital strategies (e.g. marketing online, developing online operations/infrastructure to sell online) \*
- Opportunities to network with other business owners \*
- Expedited licensing/permits \*
- Expertise on health / safety protocols \*
- Tax incentives \*
- Access to high speed broadband \*
- Other
- .8 Not sure
- .9 None of the above

*Levels marked with \* are randomized*

### Q16b Show if Q16 Other

You ranked "Other" as one of the 3 things you would tell your local government, could you tell us a bit more on what this would be?

*Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

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- .9 Don't know

## Page COVID19

### Q17

On a scale of 1-10 – where 1 is the least amount of disruption and 10 is the most amount of disruption – how disruptive has the Covid-19 pandemic been for your business?

- 1 1 - Least amount of disruption
- 2 2
- 3 3
- 4 4
- 5 5

- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 - Most amount of disruption

### Q18

On a scale of 1-10 – where 1 is the least amount of disruption and 10 is the most amount of disruption – how disruptive has Brexit been for your business?

- 1 1 - Least amount of disruption
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 - Most amount of disruption

### Q19

Has your business or organisation received any financial support from the UK Government during the Covid-19 pandemic?

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

### Q20

Which of the following statements best reflects your feelings about the prospects for your business / organisation in 2022 as a whole?

- 1 I am **very confident** that 2022 will be **better** than 2021
- 2 I am **somewhat confident** that 2022 will be **better** than 2021
- 3 I believe 2022 will be much like 2021 for my business / organisation
- 4 I am **somewhat confident** that 2022 will be **worse** than 2021
- 5 I am **very confident** that 2022 will be **worse** than 2021
- 6 Unsure / Don't know

### Q21

Which of the following statements best reflects your feelings about the prospects for your business / organisation over the next three months?

- 1 I am **very confident** that the next three months will be **better** than the last three months
- 2 I am **somewhat confident** that next three months will be **better** than the last three months

- 3 I believe the next three months will be much like the last three months for my business / organisation
- 4 I am **somewhat confident** that next three months will be **worse** than the last three months
- 5 I am **very confident** that next three months will be **worse** than the last three months

### Q22

How confident are you feeling about the economy as a whole in 2022?

- 1 I am **very confident** that 2022 will be **better** than 2021
- 2 I am **somewhat confident** that 2022 will be **better** than 2021
- 3 I believe 2022 will be much like 2021 for my business / organisation
- 4 I am **somewhat confident** that 2022 will be **worse** than 2021
- 5 I am **very confident** that 2022 will be **worse** than 2021
- 6 Unsure / Don't know

### Q23

How easy did you find the process of starting up your own business?

- 1 Extremely easy
- 2 Quite easy
- 3 Quite hard
- 4 Extremely hard
- 5 Don't know

### Q24

How seriously do you think people take you as a business owner / entrepreneur?

- 1 Extremely seriously
- 2 Quite seriously
- 3 Not very seriously
- 4 Not seriously at all
- 5 Don't know

## Page Wellness

### Q25

How many hours sleep, on average, do you get each night?

- 1 0 - 2
- 2 3 - 4
- 3 5 - 6
- 4 7 - 8
- 5 More than 8
- 6 Don't know
- 7 Prefer not to answer

**Q26**

How would you describe your **energy levels** on an average day?

- 1 Very good
- 2 Quite good
- 3 Not very good
- 4 Poor
- 5 Don't know
- 6 Prefer not to answer \_\_\_\_\_

**Q27**

How would you describe your **mental health and wellbeing** on an average day?

- 1 Very good
- 2 Quite good
- 3 Not very good
- 4 Poor
- 5 Don't know
- 6 Prefer not to answer

**Q28**

How would you describe your **diet** on an average day?

- 1 Very healthy
- 2 Quite healthy
- 3 Not very healthy
- 4 Not healthy at all
- 5 Don't know
- 6 Prefer not to answer

**Q29**

Do you find it difficult to focus on work for long periods at a time?

- 1 Yes, regularly
- 2 Yes, sometimes
- 3 No, rarely
- 4 No, never
- 5 Don't know
- 6 Prefer not to answer

# Section Firmographics and Demographics

D1, D2, D3, D4, D5, D6, D7, 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 Other
  
- 4 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 Prefer not to answer

### D3

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

- 1 United Kingdom
- 2 Another country
- 3 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

### 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
- 4 Don't know / Not sure

### 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
- 4 Don't know / Not sure

### D7

How old are you?

- 1 18 - 24
- 2 25 - 34
- 3 35 - 44
- 4 45 - 54
- 5 55 - 64
- 6 65 - 80
- 7 80+
- 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
- 8 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*

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*

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

Status Code: -1