

US National 2023

GoDaddy

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Languages: English

Section Screeners

IntroGD, S1, T2, S2, T1, S3

Page Intro

IntroGD

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 USD e-gift card and all other respondents will get a \$10 USD 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?

- ₁ Yes
- ₂ No

T2 *Show if Not GD*

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

Status Code: 510

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 S2 employee contractor or unpaid volunteer*

Unfortunately at this time, 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

S3

In what Zip Code is your business or organization based?

Section Main Survey

Q1, Q1a, Q3a, Q4c, Q5a, Q35, Q20, Q70, Q71, Q20a, Q20c, Q20co, Q38a, Q15, Q21a, Q21b, Q72, Q72a, Q25b, Q25, Q25a, Q73, Q73a, Q9, Q10, Q11aa, Q11b, Q11c, Q11d, Q11ef, Q11g, Q12, Q16, Q17a, Q28a, Q28b, Q7, Q8a

Page Main Body

Q1

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, or my interests
- 5 Other (specify): _____
- 98 Don't know
- 99 Prefer not to answer

Q1a *Show if Web for Commercial*

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.
- 97 Other (specify): _____

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

Q3a

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

- 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
- 99 Prefer not to answer

Q4c

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

Select all that apply

- 6 I have an employer identification number (EIN) *
- 1 My business is currently registered as a limited liability corporation (LLC) *
- 2 My business is currently registered as a sole proprietorship *
- 3 My business is currently registered as a corporation (S or C) *
- 4 My business is currently registered as a nonprofit *
- 5 I have a "Doing Business As" (DBA) name *
- 7 My business is not currently registered, but I am in the process of registering it *
- 8 My business is not currently registered, and I do not intend to register it *
- 9 None of these are true for my business *(Exclusive)*
- 98 Don't know *(Exclusive)*
- 99 Prefer not to answer *(Exclusive)*

*Levels marked with * are randomized*

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

Q35

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

Select all that apply

- 1 My neighborhood
- 2 My city
- 3 My state
- 4 United States
- 5 International
- 98 Don't know *(Exclusive)*
- 99 Prefer not to answer *(Exclusive)*

Page Microbusiness start up

Q20

When was your business launched?

Minimum: 1900, Maximum: 2023

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

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 *Show if Own one business*

Is this your first business?

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

Q20a

How many businesses have you started?

- 1 1 – just the current one
- 2 2
- 3 3
- 4 4

- 5 5 or more
- 6 None – I didn't start this business
- 98 Don't know
- 99 Prefer not to answer

Q20c Show if Q20a NOT none

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*

Q20co Show if Other as top3 reason to start business

You ranked "Other" as one of the top 3 reasons you started your business. Please explain.

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.

- .9 Don't know

Q38a

How many businesses that you've started did you sell or close?

- 0 None
- 1 1
- 2 2
- 3 3
- 4 4
- 5 5 or more
- 98 Don't know
- 99 Prefer not to answer

Q15

Were you employed before you started your business?

- 1 Yes, I left my prior job to start my business
- 2 Yes, I started my business while still working elsewhere
- 3 No, I wasn't working because I was laid off or furloughed
- 4 No, I wasn't working at the time because I was a student
- 5 No, I wasn't working at the time for other reasons (retirement, parenting, disability, etc.)
- 98 Don't know
- 99 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 employees, independent contractors, or consultants with necessary skills *
- ___ 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 *
- ___ 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*

Q21b Show if Q21 other top3

You ranked "Other" as one of the top 3 biggest challenges you faced. Please explain.

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.

.9 Don't know

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

Levels marked with * are randomized

Q72a Show if Other way to invest first dollar on business

You listed "Other" as the way in which you invested your first dollars into the business. Please explain.

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.

.9 Don't know

Q25b

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

- 1 My first sale was made **on my website**
- 2 My first sale was made **on social media**
- 3 My first sale was made **in a physical location**
- 4 My first sale was made **at an in-person event**
- 5 My first sale was made **over the phone or email**

- 6 My first sale was made **somewhere else**
- 98 Don't know
- 99 Prefer not to answer

Q25

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

- 0 No start-up capital was 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)*

Q25a *Show if Q25 not nocapital*

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?

- 1 1 - Very easy
- 2 2
- 3 3
- 4 4 - Moderate
- 5 5
- 6 6
- 7 7 - Very difficult
- 98 Don't know
- 99 Prefer not to answer

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

*Levels marked with * are randomized*

Q73a *Show if Other way to invest recent dollar on business*

You listed "Other" as the way in which you invested your most recent dollars into the business. Please explain.

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.

.9 Don't know

Page Income and employment afforded by the business

Q9 *Show if S2 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
- 98 Don't know
- 99 Prefer not to answer

Q10 *Show if Q9 Supplemental*

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
- 99 Prefer not to answer

Q11aa *Show if Q9 Main and supp*

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 \$15,000
- 5 \$15,001 to \$50,000
- 7 \$50,001 to \$125,000
- 6 Over \$125,000
- 98 Don't know
- 99 Prefer not to answer

Q11b *Show if Q9 Main and supp*

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

Q11c *Show if Q9 Main and supp*

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

- 1 My revenue has increased
- 2 My revenue has stayed constant
- 3 My revenue has decreased
- 98 Don't know
- 99 Prefer not to answer

Q11d *Show if Q9 Main and supp*

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:

- 1 1-7 days of business operations
- 2 1-2 weeks of business operations
- 3 3-4 weeks of business operations
- 4 1-2 months of business operations
- 5 3 or more months of business operations
- 6 No cash available for business operations
- 98 Don't know
- 99 Prefer not to answer

Q11ef

Has your business recently been affected by any of the following ?

1. Inflation *
2. Interest rates *
9. Supply chain issues *
6. Delays in delivery/shipping to customers *
10. Employee retention
11. Stress from environmental challenges, such as changes in household income or employment *

*Levels marked with * are randomized*

- 1 Yes, my business has been positively affected
- 2 Yes, my business has been negatively affected
- 3 No, my business has not been affected

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

Q11g Show if Any negative impact on business

What actions have you taken, or do you plan to take, in response to recent economic factors?

Select all that apply

- 1 Increasing my prices *
- 2 Reducing the number of my employees *
- 3 Cutting costs, excluding employee payroll *
- 4 Utilizing business assistance resources from the government or other organizations *
- 5 Temporarily suspending business operations *
- 7 Temporarily stop hiring *
- 10 Adjust my time spent on the business *
- 11 Increase my online marketing efforts to attract new customers *
- 12 Increase my traditional marketing efforts to attract new customers *
- 13 Run promotions or campaigns to increase spending from my current customers *
- 97 Other (specify): _____
- 9 None of the above (Exclusive)
- 98 Don't know (Exclusive)
- 99 Prefer not to answer (Exclusive)

Levels marked with * are randomized

Q12

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

Q16

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 Outside of my business, I am either a stay-at-home parent, a student, or unable to find work due to a disability
- 5 Outside of my business, I am retired
- 6 Outside of my business, I am unemployed

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

Page Growing the business

Q17a

Which of the following statements best describes your ambitions for your business **in the long term**?

- 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 I want to become a **unicorn**; a company with more than a billion dollar valuation.
- 6 None of the above
- 98 Don't know
- 99 Prefer not to answer

Q28a

Are you aware of business assistance funding or programs available to your business?

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

Q28b *Show if Q28a yes*

Please describe your awareness and use of programs from...

Select all that apply

1. My local government
3. The federal government
5. Private (non-government) organizations
6. Other organizations (local accelerators, investment clubs, angel investors, etc.)

- 1 Aware of resources
- 2 Used resources
- 3 Not aware of resources *(Exclusive)*

Q7

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

- 1 More positive
- 2 More negative
- 3 No change
- 98 Don't know
- 99 Prefer not to answer

Q8a

What is your overall expectation for **the national economy** over the next 6 months?

- 1 More positive
- 2 More negative
- 3 No change
- 98 Don't know
- 99 Prefer not to answer

Section Firmographics and Demographics

D1, D3, D4, D5a, D6, D7, D8, D9, D10, D11

Page Demographics

D1

We are interested in knowing more about our customers. Please tell us which of the following best describes you:

- 1 Male
- 2 Female
- 97 Non-Binary
- 99 Prefer not to answer

D3

With which race do you most identify?

- 1 White
- 2 Black or African American
- 3 Asian or Pacific Islander
- 4 American Indian or Alaska Native
- 5 Other or multi-racial
- 99 Prefer not to answer

D4

Are you of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- 1 Yes
- 2 No
- 99 Prefer not to answer

D5a

What is your marital status?

- 1 Single

- 2 Married
- 3 Divorced
- 4 Widowed
- 97 Other
- 99 Prefer not to answer

D6

What is the last year of school or degree that you completed?

- 1 Less than high school
- 2 High school graduate (Grade 12 or GED certificate)
- 3 Technical, trade, or vocational school AFTER high school
- 4 Some college, no 4-year degree (including Associate's Degree)
- 5 College graduate (B.S., B.A., or other 4-year degree)
- 6 Graduate degree (Master's Degree or Ph.D.; law or medical school)
- 99 Prefer not to answer

D7

Which of the following ranges contains your age?

- 8 Under 24
- 9 25-29
- 3 30-39
- 4 40-49
- 5 50-59
- 6 60-69
- 7 70+
- 99 Prefer not to answer

D8

Which best describes your living situation?

- 1 I live in a home I own free and clear (without a mortgage)
- 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
- 99 Prefer not to answer

D9

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

Minimum: 0, Maximum: 20

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 or more
- 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 \$20 USD e-gift card, and all other respondents will receive a \$10 USD e-gift card while supplies last.

If you complete the survey, would you like to receive this gift card?

- 1 Yes
- 2 No
- 8 Not interested

ContactEmail *Show if Incentive yes*

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. You will only be contacted once the survey ends and your answers are verified as legitimate.

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

Page End Page

EndGD

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

Status Code: -1