

Haystack 3.0 WEB

GoDaddy

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Section

T3, T4, T5, S1, T1, S2, Q1, T2, Q2, Q19, Q20, Q10, Q11, Q13, Q13b, Q14, Q15, Q15b, Q16, Q16a, Q17a, Q17b, Q18, Q21, Q12, Q22, Q23, Q31, Q3, Q33, Q4, Q5, Q6, Q7, Q8, Q9, Q24, Q25, Q26, Q27, Q28, Q29, Q30, inccnt, Q32

Page Screener

T3 *Show if is cluster 1 or 2 and is closed*

Thank you very much for your interest in the survey.

Due to overwhelming demand, we have reached the limited of GoDaddy customers with a similar profile. Please stay tuned for more surveys in the future.

Thank you and have a wonderful day.

Status Code: 571

T4 *Show if is cluster3 and is closed*

Thank you very much for your interest in the survey.

Due to overwhelming demand, we have reached the limited of GoDaddy customers with a similar profile. Please stay tuned for more surveys in the future.

Thank you and have a wonderful day.

Status Code: 572

T5 *Show if is cluster4 and is closed*

Thank you very much for your interest in the survey.

Due to overwhelming demand, we have reached the limited of GoDaddy customers with a similar profile. Please stay tuned for more surveys in the future.

Thank you and have a wonderful day.

Status Code: 573

S1

Just to confirm, are you a GoDaddy customer?

1 Yes

2 No

T1 *Show if Not GD Customer*

Thanks. That is all the questions that we have. This survey is for current GoDaddy customers.

Status Code: 501

S2

Can you share the domain name/url of your primary website?

.8 Prefer not to answer

Q1

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): _____

T2 *Show if Contractor Unpaid*

Thanks. Those are all the questions that we have for you. This rest of our questions for this survey are limited to business owners and managers.

Status Code: 502

Page 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): _____

Q19

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

- 1 1 (just myself)
- 2 2-10

- 3 11-25
- 4 26-50
- 5 51-100
- 6 101-500
- 7 More than 500

Q20

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

- 1 Aerospace
- 2 Agriculture
- 3 Automotive
- 4 Chemicals
- 5 Construction and Trade
- 6 Education
- 7 Energy and Utilities
- 8 Engineering
- 9 Entertainment and Arts
- 10 Financial Services
- 11 Food and Drink
- 12 Government and Public Sector
- 13 Healthcare
- 14 Hospitality
- 15 IT / Technology
- 16 Manufacturing and Industrial
- 17 Media and Advertising
- 18 Nonprofit/charity
- 19 Oil and Gas
- 20 Personal care/personal services
- 21 Paper, Print and Packaging
- 22 Professional Services and Business Services
- 23 Retail and Consumer
- 24 Telecommunications
- 25 Transport and Logistics
- 26 Other (specify): _____

Q10

What would you say were the 3 biggest challenges you faced when you first started the business? Please rank them from 1 to 3.

- ___ Access to Capital
- ___ Affordable space
- ___ Marketing
- ___ Health and other benefits for me and/or employees
- ___ Employees with necessary skills
- ___ Getting my business online effectively
- ___ Expertise on business planning and management

- ___ Expertise on technology
- ___ Opportunities to network with other business owners
- ___ Licensing/Permits
- ___ Taxes
- ___ Other
- .9 None / Not sure

Q11

What are the **three most important** resources you would need to grow right now? Please rank them from 1 to 3.

- ___ Access to Capital
- ___ Affordable space
- ___ Marketing
- ___ Health and other benefits for me and/or employees
- ___ Employees with necessary skills
- ___ Getting my business online effectively
- ___ Expertise on business planning and management
- ___ Expertise on technology
- ___ Opportunities to network with other business owners
- ___ Licensing/Permits
- ___ Taxes
- ___ Other
- .9 None / Not sure

Q13

Thinking about the business or organization 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

Q13b *Show if q13 conducting*

Do you see conducting business or service "<<Q13.text>>" changing in the next six months?

- 1 Yes
- 2 No
- 3 Unsure

Q14

In addition to your website, do you use any of the following for your online commerce or store?

Select all that apply

- 1 PayPal
- 2 Venmo
- 3 Square
- 4 Shopify

- 5 Other _____
- 6 None of the above (Exclusive)

Q15

Do you use any of the following social media for marketing/customer generation?

Select all that apply

- 1 Facebook
- 2 Instagram
- 3 Pinterest
- 4 Snapchat
- 5 Twitter
- 6 Yelp
- 7 Google My Business
- 8 Other (specify): _____
- 9 Not sure (Exclusive)
- 10 None of the above (Exclusive)

Q15b Show if showif socialmedia used

Do you use any of these social media platforms for commerce (instead of or in addition to) marketing?

Select all that apply

- 1 Facebook (Show if Q15 1 Facebook)
- 2 Instagram (Show if Q15 2 Instagram)
- 3 Pinterest (Show if Q15 3 Pinterest)
- 4 Snapchat (Show if Q15 4 Snapchat)
- 5 Twitter (Show if Q15 5 Twitter)
- 6 Yelp (Show if Q15 6 Yelp)
- 7 Google My Business (Show if Q15 7 Google My Busin)
- 8 <<Q15.specify(8)>> _____ (Show if Q15 8 Other specify)
- 9 Not sure (Exclusive)
- 10 None of the above (Exclusive)

Q16 Show if OwnsWebsite

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

Q16a Show if Q16 supplemental

If your venture 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

.8 Prefer not to answer

Page Ventures

Q17a

When did you start working on this venture?

- 1 Before 2020
- 2 January - February 2020
- 3 March 2020 or later

Q17b

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

- 1 0 hours
- 2 1-10 hours
- 3 11-20 hours
- 4 21-30 hours
- 5 31-40 hours
- 6 41 to 50 hours
- 7 51 hours or more
- 8 Not sure

Q18 *Show if Q17b hours*

Do you anticipate this amount increasing or decreasing in the next 3 months?

- 1 Increasing
- 2 Decreasing
- 3 Not sure

Q21

Do you consider your venture as:

- 1 Your main source of employment
- 2 A second job or side employment
- 3 Volunteer work, a hobby or an interest rather than employment
- 4 Other (specify): _____
- 5 Not sure *(Exclusive)*

Q12

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

- 1 None
- 2 Less than \$5,000
- 3 \$5,000 to \$9,999
- 4 \$10,000 to \$24,999
- 5 \$25,000 to \$49,999

- 6 \$50,000 to \$99,999
- 7 \$100,000 to \$249,999
- 8 \$250,000 to \$999,999
- 9 \$1,000,000 to \$2,999,999
- 10 \$3,000,000 +
- 11 Not Sure
- 8 Prefer not to answer

Q22

Were you employed before you started your venture?

- 1 Yes, I was already employed when I made the decision to leave and start my venture
- 2 Yes, I started my venture on the side while still working elsewhere
- 3 No, I wasn't working at the time because I was laid off or furloughed when I made the decision to start my venture
- 4 No, I wasn't working at the time because I was a student when I made the decision to start my venture
- 5 No, I wasn't working at the time for other reasons (retirement, parenting, disability, etc.)
- 6 Not sure

Q23

What is your employment situation now ?

- 1 I am fully employed by my venture
- 2 I am employed full-time outside of my venture
- 3 I am employed part-time outside of my venture
- 4 I am employed in multiple part-time jobs/businesses
- 5 Outside of working on my venture, I am a homemaker or stay at home parent
- 6 Outside of working on my venture, I am retired
- 7 Outside of working on my venture, I am a student
- 8 Outside of working on my venture, I am unemployed
- 9 Outside of working on my venture, I am unable to find work due to a disability
- 10 I did have employment outside of my venture, but was laid-off
- 11 Other (specify): _____
- 8 Prefer not to answer

Q31

If you were going to tell your local government how they can help ventures like yours to be successful, what three things should they consider? Please rank them 1 to 3.

- ___ Affordable space
- ___ Access to capital
- ___ Marketing of local businesses
- ___ Affordable options for health insurance and other benefits
- ___ A skilled workforce in the community
- ___ Customized workforce training at businesses
- ___ Technical assistance for business development
- ___ Assistance with digital strategies

- ___ Opportunities to network with other business owners
- ___ Expedited licensing/permits
- ___ Tax incentives
- ___ Other
- .9 None / Not sure

Page COVID-19

Q3

For many, the Coronavirus outbreak (COVID-19) has had a profound impact. Which of the following ways has it affected your venture?

Select all that apply

- 1 It forced me to shut down my business or organization **permanently**
- 2 It forced me to shut down my business or organization **temporarily**
- 3 It forced me to shift activity I usually conduct offline to an online mode
- 4 It made me expand what I was already doing online
- 5 It forced me to lay off or furlough some or all of my employees
- 6 It led to a reduction in my business revenues
- 7 It led to an increase in my business revenues
- 8 Other (specify): _____
- 9 It has not affected my business or organization
- 10 Not sure

Q33

Did you at any point move from working in an office or other professional space to working from home because of COVID-19?

- 1 Yes
- 2 No
- 3 I already worked remotely

Q4

What difference, if any, does having a website make for your business or organization with COVID-19?

Select all that apply

- 1 It helped me shift more business or activities online
- 2 It helped me communicate changes to customers or participants
- 3 It helped me to market my business or organization to new people
- 4 It helped me start a new business without having to rent space or buy equipment right away
- 5 No difference *(Exclusive)*
- 6 None of the above *(Exclusive)*
- 7 Other (specify): _____
- 8 Not sure *(Exclusive)*

Q5

Did you apply for government assistance from the Paycheck Protection Program (PPP) related to COVID-19?

- 1 Yes
- 2 No
- 3 Not sure

Q6 *Show if Q5 yes*

Did your business or organization receive government assistance from the Paycheck Protection Program (PPP)?

- 1 I did not receive assistance
- 2 I did receive assistance, it was very helpful
- 3 I did receive assistance, it was somewhat helpful
- 4 I did receive assistance, it was not helpful
- 5 I did receive assistance, it was not helpful at all
- 6 Not sure

Q7

Did your business or organization receive assistance related to COVID-19 from your **state and/or local government**?

Select all that apply

- 1 I did receive information from them about federal programs
- 2 I did receive help from them to apply for federal programs
- 3 I did receive state or local grants or loans
- 4 I did receive state or local tax breaks
- 5 I did receive other state or local assistance
- 6 I did not receive any state or local assistance
- 7 Not sure *(Exclusive)*

Q8

What is your overall expectation for **your business or organization** over the next 3 months?

- 1 More positive
- 2 More negative
- 3 No change
- 4 Not sure

Q9

What is your overall expectation for your state's economy over the next 3 months?

- 1 More positive
- 2 More negative
- 3 No change
- 4 Not sure

Page Demographics

Q24

We are interested in knowing more about our customers. Please tell us whether you are:

- 1 Male
- 2 Female
- 3 Other
- .8 Prefer not to answer

Q25

In what year were you born?

Minimum: 1920, Maximum: 2020

Q26

Have you ever served in any branch of the Armed Forces, including the Coast Guard, National Guard, or a Reserve for any branch of service?

- 1 Yes
- 2 No
- .8 Prefer not to answer

Q27

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

- 1 Yes
- 2 No
- .8 Prefer not to answer

Q28

What is your race?

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

Q29

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

- 1 United States
- 2 Another country

.8 Prefer not to answer

Q30

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)
- .8 Prefer not to answer

Page Incentive

incent

These are all the questions that we have. In order to send you the e-gift card, please provide your email address below.

This email address will only be used for the purposes of sending you the e-gift card. We will not contact you for any other reason.

If you would like further information on the draw rules, please click here:

https://surveys.advanis.ca/media/haystack3/GoDaddy_Haystack_Survey_Sweepstakes_drawrules.htm

.8 I don't want provide my email address. I understand that I will not be sent an e-gift card.

Page

Q32

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

Status Code: -1