

# Pittsburgh Metro 2022

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 **100 participants** who complete the survey will get a **\$30 USD** e-gift card and **the next 900 participants who complete the survey will get a \$20 USD** 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*

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, Q3a, Q4c, Q5, Q5a, Q6, Q2a, Q35, Q20, Q20a, Q20b, Q15, Q21a, Q21b, Q24, Q25, Q25a, Q6e, Q6b, Q6d, Q9, Q10, Q11, Q12, Q13a, Q16, Q17, Q17a, Q17b, Q18, Q19, Q26, Q27, Q28, Q29a, Q30, Q31, Q7, Q8

## 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, my interests or my career
- 5 Other (specify): \_\_\_\_\_

**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
- 8 Don't know

#### Q4c

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

Select all that apply

- 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
- 6 I have an employer identification number (EIN)
- 7 My business is not currently registered, but I am in the process
- 8 My business is not currently registered, and I do not intend to
- 9 None of these are true for my business (Exclusive)
- 10 Don't know (Exclusive)

#### Q5

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 Don't know

#### Q5a Show if Q5 Online

Do you support transactions as part of your online business activity? A transaction could be selling products, services or taking appointments and reservations.

- 1 Yes, my business supports online transactions.
- 2 No, my business does not support online transactions, yet, but I intend to, eventually.
- 3 No, my business does not support online transactions and I do not intend to.
- 4 Don't know

#### Q6

Still thinking about the business or organization your website supports, which of the following statements is most true about the products and services you offer? Consider a *physical product* as any item that must be made or manufactured. Consider a *service* as the act of doing work for a client.

Example: Selling kitchen sinks is a physical product. Installing a sink is a service.

- 1 We offer both services and physical products.
- 2 We only offer physical products.
- 3 We only offer services.
- 4 We do not offer either products or services.
- 5 Don't know

**Q2a** Show if Q1 NOT Personal

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

- 1 Accommodation
- 2 Administrative and support services
- 3 Agriculture
- 4 Arts, entertainment, and recreation
- 5 Construction, engineering, and property development
- 6 Consumer services (auto repair, dry cleaners, etc.)
- 7 Educational services and training
- 8 Entertainment/Media
- 9 Financial Services (banking, insurance, etc.)
- 10 Food service/Restaurant
- 11 Health care, medical and social assistance services
- 12 Home Services (Plumbing, HVAC, Carpet Cleaning, etc.)
- 13 Information technology and managed services
- 14 Manufacturing and Wholesale trade
- 15 Marketing, advertising, PR, and Design
- 16 Website design, development, and digital marketing services
- 17 Legal services
- 18 Professional services, business management, management consulting and organization services
- 19 Personal services (hair/nail salon, personal trainer, etc.)
- 20 Real estate and rental and leasing
- 21 Retail
- 22 Transportation, logistics, and automotive services
- 23 Technology and Telecommunications
- 24 Other (specify) \_\_\_\_\_

**Q35**

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

Select all that apply

- 1 My neighborhood
- 2 The Pittsburgh Metro Area
- 3 My state
- 4 United States
- 5 International
- 6 Don't know (Exclusive)

**Page Microbusiness start up**

**Q20**

When was your business launched?

Minimum: 1900, Maximum: 2022

\_\_\_\_\_

- .9 Don't know

### 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
- 7 Don't know

### Q20b *Show if Q20a NOT none*

Why did you start your business?

Select all that apply

- 1 I've always dreamed of starting a business. \*
- 2 I wanted to be my own boss. \*
- 3 I wanted a career change \*
- 4 I had an idea for a new product or service. \*
- 5 My business supports a cause or hobby about which I am passionate. \*
- 6 I was looking to make some extra money. \*
- 7 I lost my prior job and needed to establish a new source of income. \*
- 8 I wanted or needed the flexibility with my time that a typical job does not allow. \*
- 9 I wanted to contribute to my community. \*
- 10 I previously retired and started this business to stay active. \*
- 11 Other (specify) \_\_\_\_\_
- 12 Prefer not to answer (*Exclusive*)

*Levels marked with \* are randomized*

### Q15

Were you employed before you started your business?

- 1 Yes, I was employed when I made the decision to leave and 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.)
- 6 Don't know

### 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 \*

- \_\_\_ Affordable healthcare/benefits \*
- \_\_\_ Finding employees with necessary skills \*
- \_\_\_ Getting my business online effectively \*
- \_\_\_ Expertise on business planning and management \*
- \_\_\_ Rising costs on wages and materials \*
- \_\_\_ Expertise on website building or technology management \*
- \_\_\_ Networking with other business owners \*
- \_\_\_ Licensing/Permits \*
- \_\_\_ Supply chain delays \*
- \_\_\_ Shutdowns due to the pandemic \*
- \_\_\_ Taxes \*
- \_\_\_ Other
- \_\_\_ None *(Exclusive)*
- .8 Don't know

*Levels marked with \* are randomized*

**Q21b** *Show if Q21 other top3*

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

**Q24**

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
- 10 Investors
- 6 Online start-up campaign (e.g. Kickstarter, etc.)
- 7 Other (specify): \_\_\_\_\_
- 8 No start-up financial capital was needed
- 9 Don't know/not sure

**Q25** *Show if Q24b need capital or notsure*

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)

**Q25a** Show if Q24b need capital or notsure

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
- 5 5
- 6 6
- 7 7 - Very difficult
- 8 Don't recall

**Q6e**

When did you launch the website for your business?

- 1 Before I formally launched my business
- 2 At the same time as I launched my business
- 3 Within 6 months of launching my business
- 4 More than 6 months after launching my business
- 5 Don't recall

**Q6b**

What prompted you to create a website for your business?

Select all that apply

- 1 I wanted my customers to be able to transact directly with my business \*
- 2 I wanted to generate leads for my business \*
- 3 I wanted to better establish my brand \*
- 4 I believe a website is important to establish credibility with my customers \*
- 5 I believe a website saves me time and costs for customer support \*
- 6 I wanted a place to communicate updates and announcements about my business \*
- 7 I needed a website to keep up with the competition \*
- 8 Marketplaces like Amazon.com, Ebay.com and Etsy.com cost too much \*
- 9 Marketplaces like Amazon.com, Ebay.com and Etsy.com have too many restrictions \*
- 12 A website offers a better experience and showcases my business better than social media or a marketplace \*
- 11 Not sure (Exclusive)

Levels marked with \* are randomized

## Q6d

Prior to launching your website, which of the following were true about your business?

Select all that apply

- 1 I promoted my business on social media platforms like Facebook, Twitter, Google, Yelp
- 2 I promoted my business on marketplace platforms like Etsy, Amazon, Ebay
- 3 I had dedicated office space where I ran my business
- 4 I ran my business from my home
- 5 None of the above *(Exclusive)*
- 6 Don't recall *(Exclusive)*

## 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

### 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
- 3 Don't know
- 4 Prefer not to answer

### Q11 *Show if Q9 Main and supp*

What is the estimated average gross income (before taxes and withholdings) for employees, including yourself, in your business?

- 1 Less than \$1,000 per month, on average
- 2 \$1,000 to \$2,000 per month, on average
- 3 \$2,001 to \$4,000 per month, on average
- 4 \$4,001 to \$7,000 per month, on average
- 5 More than \$7,000 per month, on average
- 6 Don't know
- 7 Prefer not to answer *(Exclusive)*

## 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
- 8 Don't know

**Q13a** *Show if Q12 non zero hours*

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

- 1 Increasing
- 2 Decreasing
- 3 No change
- 4 Don't know

**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 I am employed in multiple part-time jobs/businesses
- 5 Outside of my business, I am a homemaker or stay at home parent
- 6 Outside of 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
- 11 Other (specify): \_\_\_\_\_
- 12 Prefer not to answer

## Page Growing the business

**Q17**

Which of the following statements best reflects your attitude about your business or organization in the **next year**?

- 1 I would like to grow the size of my business or organization.
- 2 I am content with the size of my business or organization.
- 3 I would like to reduce the size of my business or organization.
- 4 I intend to close my business or organization.
- 5 Don't know

**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
- 7 Don't know

**Q17b**

At what stage of your business was access to financial capital most critical?

- 1 When I was starting up.
- 2 When I wanted to expand to new products or markets.
- 3 When I wanted to open a new physical location.
- 4 When I wanted to upgrade or expand an existing physical location.
- 5 When I wanted to add staff.
- 6 When I wanted to increase inventory.
- 7 Access to financial capital has not been an important part of my business.
- 8 Don't know

**Q18** *Show if Q17 Grow*

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

Please rank them 1 to 3.

- \_\_\_ Access to financial capital \*
- \_\_\_ Affordable space /subsidized rent \*
- \_\_\_ Marketing my business \*
- \_\_\_ Affordable healthcare/benefits \*
- \_\_\_ Finding employees with necessary skills \*
- \_\_\_ Getting my business online effectively \*
- \_\_\_ Expertise on business planning and management \*
- \_\_\_ Expertise on website building or technology management \*
- \_\_\_ Networking with other business owners \*
- \_\_\_ Licensing/Permits \*
- \_\_\_ Tax incentives \*
- \_\_\_ Other
- \_\_\_ None (*Exclusive*)
- .8 Don't know

*Levels marked with \* are randomized*

**Q19** *Show if Q18 Other top3*

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

*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

**Q26**

If you could tell your local government how they can help businesses like yours to be successful, **what three things** should they consider?

Please rank them 1 to 3.

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

**Q27** Show if Q26 Other top3

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

**Q28**

Are you aware of business assistance funding or programs available through your local government?

- 1 Yes
- 2 No
- 3 Not sure

**Q29a** Show if Q28 yes

Which types of local business assistance funding or programs have you used for your business?

Select all that apply

- 1 Access to financial capital \*
- 2 Subsidized rent \*
- 3 Support with marketing \*
- 4 Skill training and professional development programs \*

- 5 Support with digital strategies \*
- 6 Networking or mentorship \*
- 7 Tax incentives \*
- 8 Other (specify): \_\_\_\_\_
- 9 None *(Exclusive)*
- 10 Don't Know *(Exclusive)*

*Levels marked with \* are randomized*

**Q30**

What is your opinion about how effectively your city or town’s policies and programs support businesses like yours?

- 1 Very well
- 2 Somewhat well
- 3 Neutral
- 4 Not very well
- 5 Not well at all
- 6 Don't know

**Q31**

What specific policies and programs led you to feel this way?

*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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- .8 Prefer not to say

**Q7**

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

**Q8**

What is your overall expectation for **your local city or town’s economy** over the next 3 months?

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

## Section Firmographics and Demographics

D1, D2a, D3, D4, D5, D6, D7, D8, D9, D10, D11

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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

#### D2a

Which of the following describes this business?

Select all that apply

*Select all that apply*

- 1 Woman-owned
- 2 Black-owned
- 3 Latino-owned
- 4 Foreign born-owned
- 5 Veteran-owned
- 6 LGBTQ -owned
- 7 None of the above *(Exclusive)*
- 8 Prefer not to answer *(Exclusive)*

#### 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
- 6 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
- 3 Prefer not to answer

**D5**

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

- 1 United States
- 2 Another country
- 3 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)
- 7 Prefer not to answer

**D7**

Which of the following ranges contains your age?

- 1 Under 20
- 2 20-29
- 3 30-39
- 4 40-49
- 5 50-59
- 6 60-69
- 7 70+
- 8 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
- 5 Prefer not to answer

**D9**

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

Minimum: 0, Maximum: 20

Adults (18 to 64 years old) \_\_\_\_\_

Seniors (65 years and older) \_\_\_\_\_

Children (0 to 5 years old) \_\_\_\_\_

Children (6 to 17 years old) \_\_\_\_\_

- 8 Prefer not to answer

**D10**

What was your estimated household income last year (2021) 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
- 8 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

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**Page Incentives**

**Incentive**

As a thank you for participating in the survey, the first 100 GoDaddy Customers who complete the survey will receive a \$30 USD e-gift card, and the next 900 participants who complete the survey will get a \$20 USD e-gift card.

If you are one of these customers, 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.*

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.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