

# US National 2024 Feb

GoDaddy

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Languages: English

## Section Screeners

IntroGD, QBClient, S1, T2, Q4, S2, T1, S4

### 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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**QBClient** *Show if quota reached Source GoDaddy (GoDaddy = closed)*

Thank you very much for your interest in the survey. The survey is now closed.

Status Code: 571

### 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 organization, community, or sports team/association)

#### **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 (S2 = 2,3,4,5)*

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

#### **S4**

Where in the US do you live?

- 1 Northeast**  
(Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont)
- 2 Midwest**  
(Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin)
- 3 South**  
(Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia)
- 4 West**  
(Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming)
- 5** I do not live in the US

## Section Main Survey

Q1a, Q3a, Q3c, Q3b, Q86, Q87, Q4c, Q4d, Q4e, Q5a, Q35, Q20, Q70, Q71, Q38aa, Q38b, Q20a, Q5b, Q5c, Q20c, Q15, Q21a, Q78, Q72, Q73, Q25b, Q25, Q25a, Q9, Q9a, Q9b, Q10, Q11aa, Q11b, Q11c, Q11d, Q12, Q16, Q16a, Q16b, Q92, Q17a, Q7, Q8a, Q74, Q77, Q76, Q88, Q80, Q81, Q82, Q83, Q84, Q85, Q91, Q93, Q89

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### 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.
- 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

#### Q3c

Do you plan to hire additional employees over the next 12 months?

- 1 Yes, I plan to hire up to an additional 3 employees
- 2 Yes, I plan to hire substantially more employees
- 3 No, I do not plan to hire more employees
- 4 Don't know
- 5 Prefer not to answer

**Q3b** Show if Have 1 or more employees (Q3a = 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

**Q86**

Does your business utilize any of the following technologies?

*Select all that apply*

- 1 Machine Learning
- 2 Cloud Computing
- 3 Artificial Intelligence
- 4 Internet of Things (IOT)
- 5 Blockchain
- 6 3D Printing
- 7 Virtual Reality / Augmented Reality (VR/AR)
- 8 Robotics
- 9 None of the above *(Exclusive)*
- 98 Don't know *(Exclusive)*
- 99 Prefer not to answer *(Exclusive)*

**Q87**

Which of the following tasks do you think technology could help with in your business?

*Select all that apply*

- 1 Getting business or market insights from data (summarizing my business performance, performing a market trend analysis, etc.) \*
- 2 Generating recommendations or strategies for my marketing or operations \*
- 3 Writing content for me \*
- 4 Creating or editing multimedia content (videos, graphics, audio) \*
- 5 Summarizing information or text \*
- 6 Writing computer code \*
- 7 Helping me with my business operations (accounting, payroll, administration) \*
- 8 Other (specify): \_\_\_\_\_
- 98 Don't know *(Exclusive)*
- 99 Prefer not to answer *(Exclusive)*

*Levels marked with \* are randomized*

**Q4c**

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

(Select one)

- 1 My business is currently registered as a limited liability corporation (LLC), Sole proprietorship, or corporation (S or C)
- 2 My business is currently registered as a nonprofit
- 3 I have a "Doing Business As" (DBA) name
- 4 My business is not currently registered (Exclusive)
- 5 Don't know (Exclusive)
- 6 Prefer not to answer (Exclusive)

**Q4d** Show if business registered (Q4c = 1,2,3)

Does your business have an Employer Identification Number (EIN)?

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

**Q4e** Show if business registered (Q4c = 1,2,3)

Is your business registered with any of the following?

Select all that apply

- 1 Federal government
- 2 State government
- 3 Both (Exclusive)
- 4 None of the above (Exclusive)
- 5 Not sure (Exclusive)
- 6 Prefer not to answer (Exclusive)

**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 (brick & mortar building or storefront) that I rent/lease or own space
- 4 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)

### Q35

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

Select one

- 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: 2024

\_\_\_\_\_

- .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 (Q70 = 1)

Is this your first business?

- 1 Yes  
 2 No  
 98 Don't know

99 Prefer not to answer

**Q38aa** Show if q70 q71 combined (((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 q38aa yes (Q38aa = 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 other reasons
- 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

**Q5b** Show if q70 Currently own more than one business or DK (Q70 = 2,3,4,98,99)

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

*Select all that apply*

- 1 Accommodations (hotels, rentals, RV parks, camping)
- 2 Administrative and support services
- 3 Agriculture
- 4 Art and design
- 5 Beauty products or services (makeup, hair/nail salon, etc.)

- 6 Charitable / Political
- 7 Construction, engineering, and property development
- 8 Consumer services (auto repair, dry cleaners, etc.)
- 9 Education services and training
- 10 Entertainment / Recreation
- 11 Financial services (banking, insurance, etc.)
- 12 Fashion
- 13 Health care and medical
- 14 Home services (plumbing, HVAC, carpet cleaning, etc.)
- 15 Information technology and managed services
- 16 Legal services
- 17 Manufacturing and wholesale trade
- 18 Marketing, advertising, and PR
- 19 Media / Content
- 20 Packaged Food
- 21 Professional Services and Business Services (e.g. law / accountancy)
- 22 Personal services (personal trainer, dog walker, childcare, etc.)
- 23 Real estate, rental, or leasing
- 24 Restaurant
- 25 Retail and consumer
- 26 Technology and telecommunications
- 27 Transportation, logistics, and automotive services
- 28 Website design, development, and digital marketing services
- 29 Other (specify): \_\_\_\_\_
- 98 Don't know *(Exclusive)*
- 31 Prefer not to answer *(Exclusive)*

**Q5c** Show if q70 Currently own one business (Q70 = 1)

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

*Select one*

- 1 Accommodations (hotels, rentals, RV parks, camping)
- 2 Administrative and support services
- 3 Agriculture
- 4 Art and design
- 5 Beauty products or services (makeup, hair/nail salon, etc.)
- 6 Charitable / Political
- 7 Construction, engineering, and property development
- 8 Consumer services (auto repair, dry cleaners, etc.)
- 9 Education services and training
- 10 Entertainment / Recreation
- 11 Financial services (banking, insurance, etc.)
- 12 Fashion
- 13 Health care and medical

- 14 Home services (plumbing, HVAC, carpet cleaning, etc.)
- 15 Information technology and managed services
- 16 Legal services
- 17 Manufacturing and wholesale trade
- 18 Marketing, advertising, and PR
- 19 Media / Content
- 20 Packaged Food
- 21 Professional Services and Business Services (e.g. law / accountancy)
- 22 Personal services (personal trainer, dog walker, childcare, etc.)
- 23 Real estate, rental, or leasing
- 24 Restaurant
- 25 Retail and consumer
- 26 Technology and telecommunications
- 27 Transportation, logistics, and automotive services
- 28 Website design, development, and digital marketing services
- 29 Other (specify): \_\_\_\_\_
- 98 Don't know *(Exclusive)*
- 31 Prefer not to answer *(Exclusive)*

### Q20c

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 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*

### 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 set up \*
- \_\_\_ Expertise on business planning and management \*
- \_\_\_ Rising costs on wages and materials \*
- \_\_\_ Technology management \*
- \_\_\_ Networking with other business owners \*
- \_\_\_ Licensing / Permits \*
- \_\_\_ Supply chain delays \*
- \_\_\_ Time management \*
- \_\_\_ 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*

### Q78 Show if has access to capital (Q21a = 1)

What is the top thing you'd use capital for if it were easier to access?

*Select one*

- 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 \*

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

Levels marked with \* are randomized

## Q72

How did you invest your first dollars 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 \*
- 97 Other (specify): \_\_\_\_\_
- 98 Don't know (Exclusive)
- 99 Prefer not to answer (Exclusive)

Levels marked with \* are randomized

## 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 \*
- 9 Equipment \*
- 10 Inventory \*
- 97 Other (specify): \_\_\_\_\_
- 98 Don't know (Exclusive)
- 99 Prefer not to answer (Exclusive)

Levels marked with \* are randomized

### 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 no capital (Q25 != 0)*

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

## Page Income and employment afforded by the business

### Q9

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 q9 yes main (Q9 = 1)*

Prior to being your main source of income, was this business previously a supplemental source of income?

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

### Q9b *Show if q9 yes supp (Q9 = 2)*

At any time was this business previously your main source of income?

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

### Q10 *Show if Q9 Supplemental (Q9 = 2)*

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 (Q9 = 1,2)*

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 \$10,000
- 5 \$10,001 to \$15,000

- 6 \$15,001 to \$25,000
- 7 \$25,001 to \$50,000
- 8 Over \$50,000
- 98 Don't know

**Q11b** *Show if Q9 Main and supp (Q9 = 1,2)*

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 (Q9 = 1,2)*

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 (Q9 = 1,2)*

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:**

- 6 No cash available for business operations
- 1 Less than a month
- 2 1-3 months of business operations
- 3 More than 3 months
- 98 Don't know
- 99 Prefer not to answer

**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

**Q16a** *Show if q16 employed business (Q16 = 1)*

Prior to being employed full-time at this business, were you employed part-time by your business?

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

**Q16b** *Show if q16 outside business (Q16 = 2,3,4,5,6)*

At any point in the past have you been fully employed by your business?

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

**Q92**

What business tasks have you previously hired/paid someone to help you with?

*Select all that apply*

- 1 Getting business or market insights from data (summarizing my business performance,

- performing a market trend analysis, etc.) \*
- 2 Generating recommendations or strategies for my marketing or operations \*
  - 3 Writing content for me \*
  - 4 Creating or editing multimedia content (videos, graphics, audio) \*
  - 5 Summarizing information or text \*
  - 6 Writing computer code \*
  - 7 Helping me with my business operations (accounting, payroll, administration) \*
  - 8 Other (specify): \_\_\_\_\_
  - 98 Don't know (Exclusive)
  - 99 Prefer not to answer (Exclusive)

*Levels marked with \* are randomized*

## Page Growing the business

### Q17a

What are your long-term aspirations for your business?

- 1 I aspire to be a **solo entrepreneur** 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.
- 6 None of the above
- 98 Don't know
- 99 Prefer not to answer

### Q7

What is your overall expectation for **your business or organization's revenue** 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 are your overall expectations 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

## 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*

### 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.) \*

\_\_\_\_\_ **Competition**

(pressure from other businesses on pricing, marketing and attracting customers) \*

\_\_\_\_\_ Other (specify:) \_\_\_\_\_

\_\_\_\_\_ Don't know (Exclusive)

\_\_\_\_\_ Prefer not to answer (Exclusive)

Levels marked with \* are randomized

**Q88**

Regarding your business, what are you most proud of?

*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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**Page AI**

**Q80**

In the past few months, have you tried using a Generative AI tool (like Airo, ChatGPT, DALL-E, Stable Diffusion, Jasper or Bard)?

*Select all that apply*

- 1 Yes, for fun / out of curiosity
- 2 Yes, for personal use
- 3 Yes, for my business
- 4 No (Exclusive)

**Q81** Show if used genAI for business (Q80\_3 = 1)

Which tools have you used for business?

*Select all that apply*

- 1 ChatGPT \*
- 2 DALL-E \*
- 3 Stable Diffusion \*
- 4 Jasper AI \*
- 5 Google Bard \*
- 6 Gemini \*
- 7 AlphaCode \*

- 8 Descript \*
- 9 Synthesia \*
- 10 Designs.ai \*
- 11 Bardeen \*
- 12 Claude \*
- 13 You.com \*
- 14 Canva (Magic Design or Magic Writer) \*
- 15 GitHub Copilot X \*
- 16 Airo \*
- 17 Other (specify): \_\_\_\_\_

*Levels marked with \* are randomized*

**Q82** Show if used genAI for business (Q80\_3 = 1)

What business tasks did you do with the Generative AI tools you tried?

*Select all that apply*

- 1 Customer Service (Use of chatbots, creating first drafts, forecasting needs, etc.) \*
- 2 Marketing (Ad creation, personalization by customer, automation of campaigns, etc.) \*
- 3 Content Creation (Create first drafts of text for social media posts, video/graphics, etc.) \*
- 4 Boosting Sales (Identify and overcome objections, how to build trust and rapport, etc.) \*
- 5 Business Advice (Strategy recommendations, technical help such as coding, etc.) \*
- 6 Other (specify): \_\_\_\_\_

*Levels marked with \* are randomized*

**Q83** Show if used genAI for business (Q80\_3 = 1)

On a scale of 1-7, how confident are you as a user of AI for your business?

- 1 1 – Not very confident user
- 2 2
- 3 3
- 4 4 – Neutral
- 5 5
- 6 6
- 7 7 – Very confident user
- 98 Don't know
- 99 Prefer not to answer

**Q84** Show if used genAI for business (Q80\_3 = 1)

Have you experienced any impact from AI on your business?

- 1 Yes, I've experienced a positive impact from AI on my business
- 2 Yes, I've experienced a negative impact from AI on my business
- 3 No, I haven't experienced any impact from AI on my business

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

**Q85** Show if has experienced positive AI impact on business (Q84 = 1)

What business activities have you used AI for?

*Select all that apply*

- 1 Getting business or market insights from data (summarizing my business performance, performing a market trend analysis, etc.) \*
- 2 Generating recommendations or strategies for my marketing or operations \*
- 3 Writing content for me \*
- 4 Creating or editing multimedia content (videos, graphics, audio) \*
- 5 Summarizing information or text \*
- 6 Writing computer code \*
- 7 Helping me with my business operations (accounting, payroll, administration) \*
- 8 Other (specify): \_\_\_\_\_
- 98 Don't know *(Exclusive)*
- 99 Prefer not to answer *(Exclusive)*

*Levels marked with \* are randomized*

**Q91** Show if used genAI for business (Q80\_3 = 1)

Do you personally know other small business owners that are using AI?

- 1 Yes, a minority
- 2 Yes, a majority
- 3 No
- 98 Don't know
- 99 Prefer not to answer

**Q93**

Do you agree or disagree with the following statement?

***"AI will help my small business compete with large businesses in the same industry over the next 12 months"***

- 1 Completely Agree
- 2 Somewhat Agree
- 3 Neutral
- 4 Somewhat Disagree
- 5 Completely Disagree
- 98 Don't know
- 99 Prefer not to answer

**Q89** Show if have not tried genAI tool (Q80\_4 = 1)

What is the primary reason why you haven't tried using AI?

Select one

- 1 I'm not familiar with AI \*
- 2 My business has no need for it \*
- 3 It would take too long to learn for it to be useful \*
- 4 Only large companies have enough time and resources for it to be useful \*
- 5 I don't have the time \*
- 6 It costs too much money \*
- 7 Other (specify): \_\_\_\_\_
- 8 Don't know
- 9 Prefer not to answer

Levels marked with \* are randomized

## Section Firmographics and Demographics

D1, D3, D4, D5a, D6, D12, D8, D9, D10, D11

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### 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

**D12**

In what year were you born?

Minimum: 1900, Maximum: 2024

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

**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 (2023) 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 to \$200,000
- 8 More than \$200,000
- 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

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

Would you like to receive this gift card?

- 1 Yes
- 2 No
- .8 Not interested

#### ContactEmail *Show if Incentive yes (Incentive = 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. 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