

US National Survey Aug 2023

GoDaddy

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Languages: English

Section Screeners

IntroGD, QBClient, S1, T2, Q1, 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 (S1 = 2)*

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

Status Code: 510

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

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

S3

In what Zip Code is your business or organization based?

Section Main Survey

Q1a, Q3a, Q3b, Q4c, Q4d, Q4e, Q5a, Q35, Q20, Q70, Q71, Q38aa, Q38b, Q20a, Q20c, Q15, Q21a, Q72, Q73, Q25b, Q25, Q25a, Q9, Q9a, Q9b, Q10, Q11aa, Q11b, Q11c, Q11d, Q11ef, Q11g, Q12, Q16, Q16c, Q16a, Q16b, Q17a, Q28a, Q7, Q8a, Q74, Q77, Q75, Q76

Page Main Body

Q1a Show if Web for Commercial (Q1 = 1)

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 (Exclusive)
- 99 Prefer not to answer (Exclusive)

Q3b Show if Have 1 or more employees

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

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
- 5 Don't know
- 6 Prefer not to answer

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 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 (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 reasons 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

Q20c Show if Q20a NOT none (Q20a != 6)

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

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 *
- ___ Other (specify): _____
- ___ None (Exclusive)
- ___ Don't know (Exclusive)
- ___ Prefer not to answer (Exclusive)

Levels marked with * are randomized

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 *
- 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 *Show if S2 Owner (S2 = 1)*

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 \$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 (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

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 *
12. Transitioning employees back into the office

*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 ((Q11ef_a = 2) OR (Q11ef_b = 2) OR (Q11ef_f = 2) OR (Q11ef_i = 2) OR (Q11ef_j = 2) OR (Q11ef_k = 2))

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 Using 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

Q16c Show if q16 employed not business (Q16 = 2,3)

You indicated that you are either employed full-time or part-time in addition to your business. How would you describe your employment situation?

- 1 Primarily In-Person / On-Site (I travel to the location of the business or project-site for work)
- 2 Hybrid (Sometimes I work from home)
- 3 Primarily work from home
- 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

Page Growing the business

Q17a

What are your long-term aspirations for your business?

- 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.
- 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

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 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*

Q75

How would you rate your current level of stress/anxiety/burnout?

- 1 1 – No stress/anxiety/burnout
- 2 2
- 3 3
- 4 4 - Neutral
- 5 5
- 6 6
- 7 7 – Maximum stress/anxiety/burnout
- 98 Don't know
- 99 Prefer not to answer

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.) *
- _____ Other (specify:) _____
- _____ Don't know *(Exclusive)*

_____ Prefer not to answer (Exclusive)
Levels marked with * are randomized

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.

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.

.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