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| **2025 Australia National Survey** GoDaddy Generated on 2025-07-07 at 16:33:55 MT |  |

**Languages:** English

**Section Screeners**

IntroGD, QBClient, S1, T2, S2, T3, S3, T1

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**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 250 participants who complete the survey will get a $25 AUD Amazon gift card and all other respondents will get a $10 AUD Amazon gift card while supplies last.  
    
**Only the individual** sent the invite should complete this survey. If multiple submissions are received, **all entries will be invalidated** and **you will be ineligible for the incentive**.   
   
To begin please click or tap the arrow at the bottom right of your screen.    
  
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Privacy Policy (https://advanis.net/privacy-policy/english/) CRIC Pledge (https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf)

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

Thank you very much for your interest in the survey. We've reached the limit of completed surveys and 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

**S2**

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 organisation, community, or sports team/association) |

**T3** *Show if not business or commercial (S2 = 2)*

Unfortunately this survey is for businesses only. Thank you for your interest. 

Status Code: 503

**S3**

What is your role in respect to this website?

|  |  |
| --- | --- |
| ❍ 1 | I am the owner of the business, organisation or idea the website supports |
| ❍ 2 | I am an employee or member of the business, organisation 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 Q1 contractor or unpaid volunteer or employee (S3 = 2,3,4,5)*

Unfortunately 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

**Section Main Survey**

Q1, Q2, Q3, Q4, Q5, Q6, Q7, Q8, Q9, Q10a, Q10b, Q11, Q12, Q13, Q14, Q15, Q16, Q17, Q18, Q19, Q20, Q21, Q22, Q23, Q24, Q27a, Q27b, Q25, Q26a, Q26b, Q26c, Q28, Q29, Q30, Q31a, Q31b, Q32, Q33, Q34a, Q34b, G1, G2, G3, G4, G5, G6, AM1, AM2, AM3, AM4, AI1, AI2, AI3, AI4, AI5, AI6, AI7, AI8, D6, Q35, Q36, Q37, Q38, Q39, Q40, Q110a, Q110b, Q110c, Q110d, Q111a, Q111b, Q111c, Q111d, Q112a, Q112b, Q112c, Q112d, Q113a, Q113b, Q113c, Q114a, Q114b, Q114c, Q115a, Q115b, Q115c, Q115d

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**Page Main Body**

**Q1**

What do use your website for the most?  
Rank the top 2 choices

|  |  |
| --- | --- |
| \_\_\_\_\_ | **Sales/Service Orders** – The website allows customers to place orders for physical goods, or to have professional services performed |
| \_\_\_\_\_ | **Bookings/Appointments** – The website allows clients to book services |
| \_\_\_\_\_ | **Communications** – The website allows me to communicate updates, promotions, specials, etc. with my customers |
| \_\_\_\_\_ | **Marketing and Credibility** – The website helps me brand and have a digital presence |
| \_\_\_\_\_ | **Operations** – The website allows customers to access a web-portal, or allows employees to check schedules, change shifts, request time off, etc. |
| \_\_\_\_\_ | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| \_\_\_\_\_ | Don't know *(Exclusive)* |
| \_\_\_\_\_ | Prefer not to answer *(Exclusive)* |

**Q2**

In total, how many employees work in your organisation?

|  |  |
| --- | --- |
| ❍ 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 |

**Q3** *Show if have 1 more employees (Q2 = 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 |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q4**

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

|  |  |
| --- | --- |
| ❍ 1 | Yes, I plan to hire between 1 – 3 additional employees |
| ❍ 2 | Yes, I plan to hire between 4 – 10 additional employees |
| ❍ 3 | Yes, I plan to hire substantially more employees |
| ❍ 4 | No, I do not plan to hire more employees |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q5**

Which of the following, if any, are true of your business?    
(Select one) 

|  |  |
| --- | --- |
| ❍ 1 | My business is currently registered as a Limited Liability (LL), Sole Trader, Pty Ltd Company |
| ❍ 2 | My business is currently registered as a nonprofit |
| ❍ 3 | I have an “Australian Business Number” (ABN) name |
| ❍ 4 | My business is not currently registered |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q6**

Thinking about the business or organisation 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 brick & mortar building, storefront, or office space that I rent/lease or own |
| ❑ 4 | Both online and in-person |
| ❑ 98 | Don't know *(Exclusive)* |
| ❑ 99 | Prefer not to answer *(Exclusive)* |

**Q7**

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

|  |  |
| --- | --- |
| ❍ 1 | My suburb |
| ❍ 2 | My state/territory |
| ❍ 3 | Australia |
| ❍ 4 | International |
| ❍ 5 | Don't know |
| ❍ 6 | Prefer not to answer |

**Q8**

What year was your business launched? 

Minimum: 1900, Maximum: 2025

\_\_\_\_\_\_\_\_\_\_

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

**Q9**

How many businesses do you currently own?

|  |  |
| --- | --- |
| ❍ 1 | 1 |
| ❍ 2 | 2 |
| ❍ 3 | 3 |
| ❍ 4 | 4 or more |
| ❍ 5 | Don’t know |
| ❍ 6 | Prefer not to answer |

**Q10a** *Show if own one business (Q9 = 1)*

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

|  |  |
| --- | --- |
| ❍ 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): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ -8 | Prefer not to answer |
| ❑ -9 | Don't know |

**Q10b** *Show if Own more than one business (Q9 = 2,3,4)*

Which of the following best describes the main industry sector(s) your organisation 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): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ -8 | Prefer not to answer |
| ❑ -9 | Don't know |

**Q11**

(if Operates in more than one industry (Q10b > 1)) What would you say are the **primary reasons** why you started your business in these industries?   
(if Default) What would you say are the **primary reasons** why you started your business in this industry?

*Select up to 3 reasons*

|  |  |
| --- | --- |
| ❑ 1 | My experience is primarily in [these industries / this industry] \* |
| ❑ 2 | I saw an opportunity locally and wanted to take it \* |
| ❑ 3 | My education is primarily in [these industries / this industry] \* |
| ❑ 4 | It was a hobby that I turned into a profession/career \* |
| ❑ 5 | I thought I could build a better business than a former employer \* |
| ❑ 6 | I saw a bigger trend developing in [these industries / this industry] \* |
| ❑ 7 | It has always been a goal or dream of mine \* |
| ❑ 8 | I thought it would be fun \* |
| ❑ 9 | I didn’t know what else to do, or had limited options/skills \* |
| ❑ 10 | I didn’t start this business (I inherited it, bought it, or otherwise acquired it) \* |
| ❑ 11 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ -8 | Prefer not to answer |
| ❑ -9 | Don't know |

*Levels marked with \* are randomized*

**Q12**

Is this your first business?

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

**Q13** *Show if Own one but not first business OR more than one business (((Q9 = 1) AND (Q12 = 2)) OR (Q9 = 2,3,4))*

Did you previously sell or close any businesses that you owned? 

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |
| ❍ 98 | Don't know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Q14** *Show if sold business owned (Q13 = 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 |
| ❍ 6 | Don't know |
| ❍ 7 | Prefer not to answer |

**Q15**

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 \* |
| \_\_\_\_\_ | I wanted to start working without going through further or higher education. \* |
| \_\_\_\_\_ | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| \_\_\_\_\_ | Don't know *(Exclusive)* |
| \_\_\_\_\_ | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**Q16**

Prior to starting your business, which of the following applied to you?

|  |  |
| --- | --- |
| ❍ 1 | I was running another business |
| ❍ 2 | I was in full-time employment |
| ❍ 3 | I was in part-time employment |
| ❍ 4 | I was unemployed (but was not a student) |
| ❍ 5 | I was enrolled in full or part-time education |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q17**

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

|  |  |
| --- | --- |
| \_\_\_\_\_ | Getting funding/access to capital \* |
| \_\_\_\_\_ | Affordable space to run my business from \* |
| \_\_\_\_\_ | Marketing my business online (social media, ads, promotions, etc.) \* |
| \_\_\_\_\_ | Marketing my business using traditional media (print, radio, tv, etc.) \* |
| \_\_\_\_\_ | Affordable childcare \* |
| \_\_\_\_\_ | Affordable healthcare \* |
| \_\_\_\_\_ | 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 \* |
| \_\_\_\_\_ | Accessing high speed broadband \* |
| \_\_\_\_\_ | Technology management \* |
| \_\_\_\_\_ | Shutdowns due to the pandemic \* |
| \_\_\_\_\_ | Networking with other business owners \* |
| \_\_\_\_\_ | Licensing/permits \* |
| \_\_\_\_\_ | Taxes \* |
| \_\_\_\_\_ | Rising costs on wages and materials \* |
| \_\_\_\_\_ | Time management \* |
| \_\_\_\_\_ | Knowing what to do at each phase \* |
| \_\_\_\_\_ | Finding customers/clients/generating enough sales \* |
| \_\_\_\_\_ | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| \_\_\_\_\_ | None *(Exclusive)* |
| \_\_\_\_\_ | Don't know *(Exclusive)* |
| \_\_\_\_\_ | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**Q18** *Show if Has access to capital top3 (Q17 = 1)*

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

|  |  |
| --- | --- |
| ❍ 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 \* |
| ❍ 11 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

*Levels marked with \* are randomized*

**Q19**

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 \* |
| ❍ 11 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

*Levels marked with \* are randomized*

**Q20**

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 \* |
| ❍ 11 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

*Levels marked with \* are randomized*

**Q21**

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** |
| ❍ 7 | My first sale was from a **referral** |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q22**

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

|  |  |
| --- | --- |
| ❍ 1 | No start-up capital was needed |
| ❍ 2 | Less than $500 |
| ❍ 3 | $500-$1,000 |
| ❍ 4 | $1,001-$5,000 |
| ❍ 5 | $5,001-$10,000 |
| ❍ 6 | $10,001-$25,000 |
| ❍ 7 | $25,001-$50,000 |
| ❍ 8 | More than $50,000 |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q23** *Show if some capital needed start business (Q22 = 2,3,4,5,6,7,8)*

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 |

**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 |
| ❍ 4 | Equity investors |
| ❍ 5 | Debt investors |
| ❍ 6 | Online start-up campaign |
| ❍ 7 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 8 | No start-up capital was needed |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Page Income and employment afforded by the business**

**Q27a**

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 |
| ❍ 99 | Prefer not to answer |

**Q27b**

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 |

**Q25**

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 |

**Q26a** *Show if website is main income (Q25 = 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 *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Q26b** *Show if website is supplemental income (Q25 = 2)*

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

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |
| ❍ 98 | Don't know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Q26c** *Show if website is supplemental income (Q25 = 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 *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Page Cost of Living Challenges**

**Q28**

In which of the following areas have you seen cost increases in the past year?   
Please rank the top 3

|  |  |
| --- | --- |
| \_\_\_\_\_ | Raw materials / parts / ingredients \* |
| \_\_\_\_\_ | Storage costs \* |
| \_\_\_\_\_ | Energy bills \* |
| \_\_\_\_\_ | Transport costs \* |
| \_\_\_\_\_ | Recruitment costs \* |
| \_\_\_\_\_ | Staff costs overall, including wages \* |
| \_\_\_\_\_ | Production costs \* |
| \_\_\_\_\_ | Business admin costs \* |
| \_\_\_\_\_ | Rent or mortgage for your primary work location \* |
| \_\_\_\_\_ | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| \_\_\_\_\_ | Don't know *(Exclusive)* |
| \_\_\_\_\_ | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**Q29** *Show if Specify area with cost increase (Q28 != 98,99,Not Answered)*

If you have experienced increased running/operating costs for your business this year, have you passed those increases onto customers through higher prices for the products/services you sell?

|  |  |
| --- | --- |
| ❍ 1 | Yes, we recouped all increased costs by raising our prices |
| ❍ 2 | Yes, but we have not passed all cost rises onto customers |
| ❍ 3 | No, but we plan to increase our prices soon |
| ❍ 4 | No, and we have no plans to increase our prices |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q30**

By how much, if at all, do you expect your financial turnover to increase in 2025?

|  |  |
| --- | --- |
| ❍ 1 | Up to 30% |
| ❍ 2 | Between 31% – 60% |
| ❍ 3 | Between 61% - 100% |
| ❍ 4 | Over 100% |
| ❍ 5 | I don’t expect any increase in 2025 |
| ❍ 6 | I expect my financial turnover to decrease in 2025 |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q31a** *Show if website is main or supplemental (Q25 = 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 |

**Q31b** *Show if website is main or supplemental (Q25 = 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:**

|  |  |
| --- | --- |
| ❍ 1 | No cash available for business operations |
| ❍ 2 | Less than a month |
| ❍ 3 | 1-3 months of business operations |
| ❍ 4 | More than 3 months |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q32**

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 |

**Q33**

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 unemployed (e.g., disabled, student, unable to find work, retired, laid off) |
| ❍ 6 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q34a** *Show if full time business (Q33 = 1)*

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

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |
| ❍ 98 | Don't know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Q34b** *Show if not full time business (Q33 = 2,3,4,5,6)*

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

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |
| ❍ 98 | Don't know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Page Growing the business**

**G1**

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. |
| ❍ 5 | None of the above |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**G2**

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

|  |  |
| --- | --- |
| ❍ 1 | More positive  (I am optimistic) |
| ❍ 2 | More negative  (I am concerned) |
| ❍ 3 | No change |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**G3**

What are your overall expectations for the **national economy** over the next 6 months? 

|  |  |
| --- | --- |
| ❍ 1 | More positive  (I am optimistic) |
| ❍ 2 | More negative  (I am concerned) |
| ❍ 3 | No change |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**G4**

Are you the first person in your family to start a business?

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |
| ❍ 98 | Don't know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**G5**

How would you rate your level of confidence in running your own business?

|  |  |
| --- | --- |
| ❍ 1 | Extremely confident |
| ❍ 2 | Very confident |
| ❍ 3 | Somewhat confident |
| ❍ 4 | Not confident |
| ❍ 5 | Not at all confident |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**G6**

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 (summarising 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 | Summarising information or text \* |
| ❑ 6 | Writing computer code \* |
| ❑ 7 | Helping me with my business operations (accounting, payroll, administration) \* |
| ❑ 8 | Managing social media accounts \* |
| ❑ 9 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ 10 | Don't know *(Exclusive)* |
| ❑ 11 | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**Page Attitudes / Mindset**

**AM1**

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 |

**AM2**

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 \* |
| ❍ 6 | Supporting my family \* |
| ❍ 7 | Creating jobs for others \* |
| ❍ 8 | Inventing new products or filling a gap in the market \* |
| ❍ 9 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

*Levels marked with \* are randomized*

**AM3**

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 |

**AM4**

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*

**Page AI**

**AI1**

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)* |

**AI2** *Show if Use AI for business (AI1\_3 = 1)*

Which tools have you used for business?

*Select all that apply*

|  |  |
| --- | --- |
| ❑ 1 | Airo \* |
| ❑ 2 | AlphaCode \* |
| ❑ 3 | Bardeen \* |
| ❑ 4 | Canva (Magic Design or Magic Writer) \* |
| ❑ 5 | ChatGPT \* |
| ❑ 6 | Claude \* |
| ❑ 7 | DALL-E \* |
| ❑ 8 | Descript \* |
| ❑ 9 | Designs.ai \* |
| ❑ 10 | Gemini \* |
| ❑ 11 | GitHub Copilot X \* |
| ❑ 12 | Google Bard \* |
| ❑ 13 | Jasper AI \* |
| ❑ 14 | Stable Diffusion \* |
| ❑ 15 | Synthesia \* |
| ❑ 16 | You.com \* |
| ❑ 17 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

*Levels marked with \* are randomized*

**AI3** *Show if Use AI for business (AI1\_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 |

**AI4** *Show if Use AI for business (AI1\_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 |

**AI5** *Show if Positive AI experience (AI4 = 1)*

What business activities have you used AI for?

*Select all that apply*

|  |  |
| --- | --- |
| ❑ 1 | Getting business or market insights from data (summarising  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 | Summarising information or text \* |
| ❑ 6 | Writing computer code \* |
| ❑ 7 | Helping me with my business operations (accounting, payroll, administration) \* |
| ❑ 8 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ 9 | Don't know *(Exclusive)* |
| ❑ 10 | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**AI6**

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

|  |  |
| --- | --- |
| ❍ 1 | Yes, a few |
| ❍ 2 | Yes, many |
| ❍ 3 | No |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**AI7**

Do you agree or disagree with the following statement?   
**“AI will help my small business compete with larger businesses 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 |

**AI8** *Show if Do not use AI (AI1\_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 larger businesses have enough time and resources for it to be useful \* |
| ❍ 5 | I don’t have the time \* |
| ❍ 6 | It costs too much money \* |
| ❍ 7 | I am uncomfortable/uneasy when it comes to using AI \* |
| ❍ 8 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

*Levels marked with \* are randomized*

**Page Additional questions to integrate**

**D6**

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

|  |  |
| --- | --- |
| ❍ 1 | Less than high school |
| ❍ 2 | High school graduate (Year 12) |
| ❍ 3 | Some university, no degree |
| ❍ 4 | University graduate (B.S., B.A., or other 4-year degree) |
| ❍ 5 | Graduate degree (Master's Degree or Ph.D.; law or medical school) |
| ❍ 99 | Prefer not to answer |

**Q35** *Show if Less than University (D6 = 1,2,3)*

How valuable, on a scale of 1-7 (where 7 = extremely valuable), was high school education to prepare you for life as an entrepreneur?

|  |  |
| --- | --- |
| ❍ 1 | 1  - Not valuable at all |
| ❍ 2 | 2 |
| ❍ 3 | 3 |
| ❍ 4 | 4 - Neutral |
| ❍ 5 | 5 |
| ❍ 6 | 6 |
| ❍ 7 | 7 - Extremely valuable |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q36** *Show if University or higher (D6 = 4,5)*

How valuable, on a scale of 1-7 (where 7 = extremely valuable), was university education to prepare you for life as an entrepreneur?

|  |  |
| --- | --- |
| ❍ 1 | 1  - Not valuable at all |
| ❍ 2 | 2 |
| ❍ 3 | 3 |
| ❍ 4 | 4 - Neutral |
| ❍ 5 | 5 |
| ❍ 6 | 6 |
| ❍ 7 | 7 - Extremely valuable |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q37**

How likely are you to hire people for your business who don’t have a degree?

|  |  |
| --- | --- |
| ❍ 1 | Very likely |
| ❍ 2 | Somewhat likely |
| ❍ 3 | Neutral |
| ❍ 4 | Somewhat unlikely |
| ❍ 5 | Very unlikely |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q38**

How important are Economic / Business issues to how you vote?

|  |  |
| --- | --- |
| ❍ 1 | 1 – Very important |
| ❍ 2 | 2 |
| ❍ 3 | 3 |
| ❍ 4 | 4 – Neutral |
| ❍ 5 | 5 |
| ❍ 6 | 6 |
| ❍ 7 | 7 - Not at all important |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q39**

Did the way you vote change after becoming a business owner?

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |
| ❍ 98 | Don't know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Q40**

Which policies, if any, do you believe should be a priority for the government to help small and microbusinesses?

*Select all that apply*

|  |  |
| --- | --- |
| ❑ 1 | Helping to export to new international markets \* |
| ❑ 2 | Support for the adoption of technology to enhance productivity, innovation and competitiveness \* |
| ❑ 3 | Improved access to capital and funding \* |
| ❑ 4 | Tax incentives \* |
| ❑ 5 | Help to attract and retain talent \* |
| ❑ 6 | Access to affordable work and trading places \* |
| ❑ 7 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ 8 | None of these *(Exclusive)* |
| ❑ 9 | Don't know *(Exclusive)* |

*Levels marked with \* are randomized*

**Page Hustle For Home** *Show if website is supplemental income (Q25 = 2)*

**Q110a**

Are you currently using income from your side business to help save for a house deposit?

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

**Q110b** *Show if Currently using sidehustle income to save for house (Q110a = 1)*

Approximately how much sooner do you expect to purchase a home because of your side-business income?

|  |  |
| --- | --- |
| ❍ 1 | Less than 6 months |
| ❍ 2 | 6 – 12 months |
| ❍ 3 | 1 – 2 years |
| ❍ 4 | 2 – 3 years |
| ❍ 5 | More than 3 years |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q110c** *Show if Not using sidehustle income to save for house (Q110a = 2)*

Have you ever previously used side-business income toward a house deposit?

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

**Q110d** *Show if Currently using sidehustle income to save for house (Q110a = 1)*

How much are you saving each month from your side-business toward a house deposit?

|  |  |
| --- | --- |
| ❍ 1 | Less than $100 |
| ❍ 2 | $100 - $200 |
| ❍ 3 | $201 - $300 |
| ❍ 4 | $301 - $400 |
| ❍ 5 | $401 - $500 |
| ❍ 6 | More than $500 |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Page Hustle For Holiday** *Show if website is supplemental income (Q25 = 2)*

**Q111a**

Are you currently saving side-business income to fund a future gap year or sabbatical (extended holiday)?

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

**Q111b** *Show if Currently using sidehustle to save for gap year (Q111a = 1)*

Roughly how much sooner will this allow you to take that break compared with relying only on your main source of income?

|  |  |
| --- | --- |
| ❍ 1 | Less than 6 months |
| ❍ 2 | 6 – 12 months |
| ❍ 3 | 1 – 2 years |
| ❍ 4 | More than 2 years |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q111c** *Show if Currently using sidehustle to save for gap year (Q111a = 1)*

How much are you saving each month from your side-business towards your gap year or sabbatical?

|  |  |
| --- | --- |
| ❍ 1 | Less $100 |
| ❍ 2 | $100 - $200 |
| ❍ 3 | $201 - $300 |
| ❍ 4 | $301 - $400 |
| ❍ 5 | $401 - $500 |
| ❍ 6 | More than $500 |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q111d** *Show if Not using sidehustle to save for gap year (Q111a = 2)*

Have you ever used side-business income to fund an extended holiday or sabbatical in the past?

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

**Page Arts & Graft** *Show if Business Industry ArtsandDesign ((Q10a = 4) OR (Q10b\_4 = 1))*

**Q112a**

Which of the following best describes your art- and design-related work?

*Select all that apply*

|  |  |
| --- | --- |
| ❑ 1 | Photographer / videographer / content creator |
| ❑ 2 | Interior designer |
| ❑ 3 | Graphic designer |
| ❑ 4 | Artist |
| ❑ 5 | Illustrator |
| ❑ 6 | Fashion designer |
| ❑ 7 | Animator |
| ❑ 8 | Web designer (e.g., UX / UI) |
| ❑ 9 | Art teacher |
| ❑ 10 | Make-up artist |
| ❑ 11 | Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ 12 | None of the above *(Exclusive)* |

**Q112b** *Show if Any listed art and design work area (Q112a\_1 = 1 OR Q112a\_2 = 1 OR Q112a\_3 = 1 OR Q112a\_4 = 1 OR Q112a\_5 = 1 OR Q112a\_6 = 1 OR Q112a\_7 = 1 OR Q112a\_8 = 1 OR Q112a\_9 = 1 OR Q112a\_10 = 1 OR Q112a\_11 = 1)*

Compared with the average Australian micro-business, how would you describe your current annual revenue?

|  |  |
| --- | --- |
| ❍ 1 | Much higher |
| ❍ 2 | Somewhat higher |
| ❍ 3 | About the same |
| ❍ 4 | Somewhat lower |
| ❍ 5 | Much lower |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q112c**

How confident are you that your business revenue will grow in the next 12 months?

|  |  |
| --- | --- |
| ❍ 1 | 1 - Not at all confident |
| ❍ 2 | 2 |
| ❍ 3 | 3 |
| ❍ 4 | 4 |
| ❍ 5 | 5 |
| ❍ 6 | 6 |
| ❍ 7 | 7 - Very confident |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q112d**

Which social-media platforms do you regularly use for marketing?

*Select all that apply*

|  |  |
| --- | --- |
| ❑ 1 | Facebook |
| ❑ 2 | Instagram |
| ❑ 3 | TikTok |
| ❑ 4 | LinkedIn |
| ❑ 5 | Pinterest |
| ❑ 6 | Snapchat |
| ❑ 7 | X/Twitter |
| ❑ 8 | Threads |
| ❑ 9 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ 10 | None *(Exclusive)* |
| ❑ 98 | Don't know |
| ❑ 99 | Prefer not to answer *(Exclusive)* |

**Page Business at the Beach**

**Q113a**

Do you run your business in or from a beach-side town or city?

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

**Q113b** *Show if Run business from beach town or city (Q113a = 1)*

In which ways do you feel operating in a beach-side location benefits your commercial success?

*Select up to three*

|  |  |
| --- | --- |
| ❑ 1 | More relaxed pace of life \* |
| ❑ 2 | Scenic environment inspires creativity \* |
| ❑ 3 | Better amenities/support for entrepreneurs \* |
| ❑ 4 | Lower operating costs \* |
| ❑ 5 | Higher tourist spend \* |
| ❑ 6 | Improved work-life balance \* |
| ❑ 7 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ 8 | None of the above *(Exclusive)* |
| ❑ 9 | Don't know *(Exclusive)* |
| ❑ 10 | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**Q113c** *Show if Run business from beach town or city (Q113a = 1)*

Compared with the average Australian micro-business, would you say your annual revenue is…

|  |  |
| --- | --- |
| ❍ 1 | Much higher |
| ❍ 2 | Somewhat higher |
| ❍ 3 | About the same |
| ❍ 4 | Somewhat lower |
| ❍ 5 | Much lower |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Page Plan B is the New Plan A**

**Q114a**

Are you using income from your small business to plan for your future or fund your retirement in place of more traditional approaches such as contributions to a pension or savings account?

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

**Q114b**

Which of the following do you believe is the most lucrative way to fund your future/retirement?

*Select one*

|  |  |
| --- | --- |
| ❍ 1 | Income from my small business |
| ❍ 2 | Investing in the stock market |
| ❍ 3 | Traditional pension plan |
| ❍ 4 | Savings account |
| ❍ 5 | Property investment |
| ❍ 6 | Cryptocurrency / alternative assets |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q114c** *Show if Using income from smallbusiness to fund retirement (Q114a = 1)*

How much are you saving each month from your side-business towards your future or to fund your retirement?

|  |  |
| --- | --- |
| ❍ 1 | Less than $250 |
| ❍ 2 | $250-500 |
| ❍ 3 | $500-$1,000 |
| ❍ 4 | More than $1,000 |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Page Product Stories - GoDaddy Airo**

**Q115a**

Are you currently using GoDaddy Airo in your business?

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

**Q115b** *Show if Currently using GoDaddy Airo (Q115a = 1)*

To what extent do you agree: **“GoDaddy Airo plays a fundamental role in my business success.”**

|  |  |
| --- | --- |
| ❍ 1 | 1 - Strongly disagree |
| ❍ 2 | 2 |
| ❍ 3 | 3 |
| ❍ 4 | 4 |
| ❍ 5 | 5 |
| ❍ 6 | 6 |
| ❍ 7 | 7 - Strongly agree |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q115c** *Show if Currently using GoDaddy Airo (Q115a = 1)*

Approximately how many hours per week does using Airo save you?

|  |  |
| --- | --- |
| ❍ 1 | None |
| ❍ 2 | Less than 1 hour |
| ❍ 3 | 1 – 3 hours |
| ❍ 4 | 4 – 6 hours |
| ❍ 5 | 7 hours or more |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q115d** *Show if Currently using GoDaddy Airo (Q115a = 1)*

How, if at all, has Airo helped your business?

*Select all that apply*

|  |  |
| --- | --- |
| ❑ 1 | Reduced routine admin \* |
| ❑ 2 | Improved marketing quality \* |
| ❑ 3 | Faster content creation \* |
| ❑ 4 | Better work-life balance \* |
| ❑ 5 | Reduced stress \* |
| ❑ 6 | Increased revenue \* |
| ❑ 7 | Other (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ 8 | None of the above *(Exclusive)* |

*Levels marked with \* are randomized*

**Section Firmographics and Demographics**

D1, D2, D3a, D4a, D5, D7, D8, D9, D10, D11, D12, D13, D14

|  |
| --- |
|  |

**Page Demographics**

**D1**

We are interested in knowing more about our customers. Please tell us which gender you most identify with:

*Select all that apply*

|  |  |
| --- | --- |
| ❑ 1 | Man |
| ❑ 2 | Woman |
| ❑ 3 | Transgender |
| ❑ 4 | Intersex |
| ❑ 5 | Non-binary, Gender Nonconforming, Genderfluid |
| ❑ 6 | Agender, or Neutral Gender |
| ❑ 7 | Something else not listed |
| ❑ 8 | Prefer not to answer *(Exclusive)* |

**D2**

With which race do you most identify?

|  |  |
| --- | --- |
| ❍ 1 | White |
| ❍ 2 | Black or African |
| ❍ 3 | Asian or Pacific Islander |
| ❍ 4 | Indigenous or Aboriginal Australian / Torres Straight Islanders |
| ❍ 5 | Other or multi-racial |
| ❍ 99 | Prefer not to answer |

**D3a**

Where were you born?

|  |  |
| --- | --- |
| ❍ 1 | In Australia |
| ❍ 2 | Overseas (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**D4a**

Which, if any, of the following cities is your microbusiness based in?

*Select all that apply*

|  |  |
| --- | --- |
| ❑ 1 | Adelaide |
| ❑ 2 | Brisbane |
| ❑ 3 | Canberra |
| ❑ 4 | Darwin |
| ❑ 5 | Hobart |
| ❑ 6 | Melbourne |
| ❑ 7 | Perth |
| ❑ 8 | Sydney |
| ❑ 9 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ 10 | None of the above *(Exclusive)* |
| ❑ 98 | Don’t know *(Exclusive)* |
| ❑ 99 | Prefer not to answer *(Exclusive)* |

**D5**

Do you identify with any cultural group or ethnicity?

|  |  |
| --- | --- |
| ❍ 1 | Yes (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 2 | No |
| ❍ 3 | Prefer not to answer |

**D7**

What is your marital status?

|  |  |
| --- | --- |
| ❍ 1 | Single, never married |
| ❍ 2 | Married or Cohabiting |
| ❍ 3 | Divorced or Separated |
| ❍ 4 | Widowed |
| ❍ 5 | Other |
| ❍ 99 | Prefer not to answer |

**D8**

How would you describe the area you live in?

|  |  |
| --- | --- |
| ❍ 1 | Rural, i.e. in the countryside or regional area |
| ❍ 2 | Suburban, i.e. in a town or on the outskirts of a city |
| ❍ 3 | Urban, i.e. in a city |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**D9**

How would you describe the area you live in, with regards to its economy?

|  |  |
| --- | --- |
| ❍ 1 | Low-income area |
| ❍ 2 | Middle-income area |
| ❍ 3 | High-income area |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**D10**

In what year were you born?

Minimum: 1900, Maximum: 2025

\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| ❑ -8 | Prefer not to answer |

**D11**

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 | I am currently unhoused |
| ❍ 99 | Prefer not to answer |

**D12**

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

Minimum: 0, Maximum: 9999999

|  |  |  |
| --- | --- | --- |
| 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 | |

**D13**

What was your estimated household income last year (2024) 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 |

**D14**

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:

*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.*

|  |  |  |
| --- | --- | --- |
| 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 250 GoDaddy Customers who complete the survey will receive a $25 AUD e-gift card, and all other respondents will receive a $10 AU e-gift card while supplies last.   
    
 Only one complete per survey invite will qualify. Multiple submissions will disqualify you.   
  
Would you like to receive this gift card?

|  |  |
| --- | --- |
| ❍ 1 | Yes |
| ❍ 2 | No |
| ❑ -8 | Not interested |

**ContactEmail** *Show if Agreed to incentive or contact ((Incentive = 1) OR (Contact = 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 receive them approximately 2 weeks after the survey has been closed.*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| ❑ -8 | I do not want to give my email and refuse the incentive |

**Page End Page**

**EndGD** *Show if Source is GoDaddy (sample\_source = 1,3)*

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

Status Code: -1