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| Canada National July 2025 [Survey]  GoDaddy |  |

Languages: English, French

Section Screeners

IntroGD, S1, T2, Q4, T3, S2, T1

Page Intro

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

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 $20 CAD Amazon gift card and all other respondents will get a $10 CAD 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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Privacy Policy (https://advanis.net/privacy-policy/english/) CRIC Pledge (https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf)    
 

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 organisation, community, or sports team/association) |

T3 *Show if website is personal or community (Q4 = 2)*

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

    Status Code: -1

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 Q1 contractor or unpaid volunteer or employee (S2 = 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

Q1a, Q3a, Q3b, Q3c, Q4c, Q4d, Q4e, Q5a, Q35, Q20, Q5, Q70, Q71, Q38a, Q38b, Q20c, Q79, Q21a, Q72, Q73, Q25b, Q25, Q25a, Q14b, Q9, Q9a, Q9b, Q10, Q11a, Q11b, Q30, Q31, Q11c, Q11d, Q12, Q16, Q16c, Q16a, Q16b, Q17a, Q7, Q8a, Q81, Q78, Q80, Q80a, Q74, Q77, Q75, Q76

Page Main Body

**Q1a**

What do use your website for the most? 

*Rank the top 2 choices* 

|  |  |
| --- | --- |
| ❑1 | **Sales/Service Orders** – The website allows customers to place orders for physical goods, or to have professional services performed |
| ❑2 | **Bookings/Appointments** – 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 |
| ❑6 | 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 Q3a one 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 | Some, or all of my employees are contract-workers |
| ❍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 |
| ❍98 | Don't know |
| ❍99 | 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 sole proprietorship, a partnership, or a corporation |
| ❍2 | My business is currently registered as a nonprofit |
| ❍3 | My business is not currently registered |
| ❍98 | Don't know |
| ❍99 | Prefer not to answer |

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

Does your business have a Canadian Business Number (CBN)?   

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

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

Is your business registered with any of the following?  

*Select all that apply* 

|  |  |
| --- | --- |
| ❑1 | Federal government |
| ❑2 | Provincial or Territorial 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?  

|  |  |
| --- | --- |
| ❍1 | On my website |
| ❍2 | On social media |
| ❍3 | In a brick & mortar building, storefront, or office space that I rent/lease or own |
| ❍7 | Both online and in-person |
| ❍98 | Don't know *(Exclusive)* |
| ❍99 | Prefer not to answer |

**Q35**

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

|  |  |
| --- | --- |
| ❍1 | My neighbourhood |
| ❍2 | My city |
| ❍3 | My Province or Territory |
| ❍4 | Canada |
| ❍5 | International |
| ❍98 | Don't know |
| ❍99 | Prefer not to answer |

**Q20**

What year 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 |

**Q5** *Show if Q70 own 1 business (Q70 = 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 |
| ❍97 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍98 | Don't know *(Exclusive)* |
| ❍99 | Prefer not to answer *(Exclusive)* |

**Q5b** *Show if Q70 own more than 1 business (Q70 = 2,3,4,5,6)*

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

**Q5a**

(if Operate in more than 1 industry (Q5b >= 2)) 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) \* |
| ❑97 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑98 | Don't know *(Exclusive)* |
| ❑99 | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**Q71**

Is this your first business? 

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

**Q38a** *Show if Q70 Q71 not first business (((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 |
| ❍98 | Don't know |
| ❍99 | Prefer not to answer |

**Q38b** *Show if Q38a yes (Q38a = 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 |

**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 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 (for example, I had no upward mobility in my last role.) \* |
| \_\_\_\_\_ | 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*

**Q79**

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

|  |  |
| --- | --- |
| ❍1 | I was running another business |
| ❍2 | I was employed full-time |
| ❍3 | I was employed part-time |
| ❍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 |

**Q21a**

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*

**Q78** *Show if Q8 Has access to capital (Q8 = 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 \* |
| ❍97 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍98 | Don't know *(Exclusive)* |
| ❍99 | 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 \* |
| ❍11 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍98 | Don't know *(Exclusive)* |
| ❍99 | Prefer not to answer |

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

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

**Q25**

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

|  |  |
| --- | --- |
| ❍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 |
| ❍9 | Don't know |
| ❍10 | Prefer not to answer |

**Q25a** *Show if some capital needed start business (Q25 = 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 |
| ❍8 | Don't know |
| ❍9 | Prefer not to answer |

**Q14b**

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 *(Exclusive)* |
| ❍99 | Prefer not to answer *(Exclusive)* |

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 |
| ❍4 | Don't know |
| ❍5 | Prefer not to answer |

**Q9a** *Show if website is main source income (Q9 = 1)*

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

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

**Q9b** *Show if website is supplemental income (Q9 = 2)*

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

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

**Q10** *Show if website is supplemental income (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 *(Exclusive)* |
| ❍99 | Prefer not to answer *(Exclusive)* |

**Q11a** *Show if website is main or supplemental income (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 |
| ❍9 | Don't know |
| ❍10 | Prefer not to answer |

**Q11b** *Show if website is main or supplemental income (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% |
| ❍5 | Don't know |
| ❍6 | Prefer not to answer |

**Q30**

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

|  |  |
| --- | --- |
| ❑1 | Raw materials / parts / ingredients \* |
| ❑2 | Storage costs \* |
| ❑3 | Energy bills \* |
| ❑4 | Transport costs \* |
| ❑5 | Recruitment costs \* |
| ❑6 | Staff costs overall, including wages  \* |
| ❑7 | Production costs \* |
| ❑8 | Business admin costs \* |
| ❑12 | Rent or mortgage for your primary work location \* |
| ❑9 | Other (specify):  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑13 | None *(Exclusive)* |
| ❑98 | Don't know *(Exclusive)* |
| ❑11 | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**Q106** *Show if Q30 not blank (Q30\_11 != 1 OR Q30\_98 != 1)*

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 |

**Q36**

By how much, if at all, do you expect your financial turnover to increase in 2024? 

|  |  |
| --- | --- |
| ❍1 | Up to 30% |
| ❍2 | Between 31% – 60% |
| ❍3 | Between 61% - 100% |
| ❍4 | Over 100% |
| ❍5 | I don’t expect any increase in 2024 |
| ❍6 | I expect my financial turnover to decrease in 2024 |
| ❍98 | Don't know |
| ❍99 | Prefer not to answer |

**Q11c** *Show if website is main or supplemental income (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 |
| ❍4 | Don't know |
| ❍5 | Prefer not to answer |

**Q11d** *Show if website is main or supplemental income (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:  

|  |  |
| --- | --- |
| ❍1 | No cash available for business operations |
| ❍2 | Less than a month |
| ❍3 | 1-3 months of business operations |
| ❍4 | More than 3 months |
| ❍5 | Don't know |
| ❍6 | 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 |
| ❍8 | Don't know |
| ❍9 | 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 |
| ❍7 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍8 | Don't know |
| ❍9 | Prefer not to answer |

**Q16a** *Show if 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 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 |

**Q16d** *Show if Q15 unemployed (Q15 = 5)*

You indicated that outside of your business, you are unemployed.  Were you recently laid off?  

|  |  |
| --- | --- |
| ❍1 | No |
| ❍2 | Yes, within the last 3 months |
| ❍3 | Yes, within the last 6 months |
| ❍4 | Yes, within the last 9 months |
| ❍5 | Yes, within the last 12 months |
| ❍98 | Don't know |
| ❍99 | Prefer not to answer |

Page Growing the business

**Q17a**

What are your long-term aspirations for your business?  

|  |  |
| --- | --- |
| ❍1 | I aspire to be a solo entrepreneur without a physical location (office or retail space from which to run my business). |
| ❍6 | I aspire to be a small business with some employees but without a physical location |
| ❍2 | I aspire to be a small business with some employees and 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 |

**Q7**

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

|  |  |
| --- | --- |
| ❍1 | More positive (I am optimistic) |
| ❍2 | More negative (I am concerned) |
| ❍3 | No change |
| ❍4 | Don't know |
| ❍5 | Prefer not to answer |

**Q8a**

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 |
| ❍4 | Don't know |
| ❍5 | Prefer not to answer |

**Q81**

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

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

**Q78**

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 |
| ❍6 | Don't know |
| ❍7 | 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 | Managing social media accounts \* |
| ❑97 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑98 | Don't know *(Exclusive)* |
| ❑99 | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

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 \* |
| ❍6 | Supporting my family \* |
| ❍7 | Creating jobs for others \* |
| ❍10 | Inventing new products or filling a gap in the market \* |
| ❍8 | 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/Materials  (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**

**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 Q80 Use AI 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*

**Q83** *Show if Q80 Use AI 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 |
| ❍8 | Don't know |
| ❍9 | Prefer not to answer |

**Q84** *Show if Q80 Use AI 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 |
| ❍4 | Don’t know |
| ❍5 | Prefer not to answer |

**Q85** *Show if Q84 positive experience with AI (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): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑9 | Don't know *(Exclusive)* |
| ❑10 | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**Q91**

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

|  |  |
| --- | --- |
| ❍1 | Yes, a few |
| ❍2 | Yes, many |
| ❍3 | No |
| ❍4 | Don't know |
| ❍5 | Prefer not to answer |

**Q93**

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 |
| ❍6 | Don't know |
| ❍7 | Prefer not to answer |

**Q89** *Show if Q80 Didn't use AI (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 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): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍9 | Don’t know |
| ❍10 | Prefer not to answer |

*Levels marked with \* are randomized*

## ### Q110 HUSTLE FOR HOME

\*Show if Q9 = 2 (Side-hustlers)\*

Q110a. Are you currently using income from your side business to help save for a house deposit/ down payment?

❍ 1 Yes

❍ 2 No

❍ 98 Don’t know

❍ 99 Prefer not to answer

Q110b. \*Show if 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 Q110a = 2\*

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

❍ 1 Yes

❍ 2 No

❍ 98 Don’t know

❍ 99 Prefer not to answer

Q110d. \*Show if Q110a = 2\*

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

❍ 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

## ### C-Q111 HUSTLE FOR HOLIDAY

\*Show if Q9 = 2 (Side-hustlers)\*

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 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 < 6 months

❍ 2 6 – 12 months

❍ 3 1 – 2 years

❍ 4 > 2 years

❍ 98 Don’t know

❍ 99 Prefer not to answer

Q111c. \*Show if Q111a = 2\*

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

❍ 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

Q111c. \*Show if 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

## ### Q112 ARTS & GRAFT

Q112a. Which of the following best describes your art- and design-related work? *(Select all that apply)*  
□ Photographer / videographer / content creator  
□ Interior designer  
□ Graphic designer  
□ Artist  
□ Illustrator  
□ Fashion designer  
□ Animator  
□ Web designer (e.g., UX / UI)  
□ Art teacher  
□ Make-up artist  
□ Other (please specify)  
□ None of the above

Q112a. Compared with the average Canadian 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

Q112b. How many employees (full- or part-time) does your business currently have?

(Open numeric – whole numbers; 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?

Scale 1 (Not at all confident) – 7 (Very confident) plus 98/99

Q112d. Which social-media platforms do you regularly use for marketing? (Select all that apply)

□ Facebook □ Instagram □ TikTok □ LinkedIn □ Pinterest □ Snapchat □ X/Twitter □ Threads □ Other (specify) □ None

## ### Q113 THE CANADIAN CHOICE

Q113b. Does your business currently offer a product or service that is uniquely Canadian (e.g., made in Canada, uses Canadian inputs, themed to Canadian identity)?

❍ 1 Yes

❍ 2 No, but we plan to

❍ 3 No, and no plans

❍ 98 Don’t know

❍ 99 Prefer not to answer

Q113c. Agreement statements – ask all

“I expect customers to buy more Canadian-made products in the next 12 months.”

“I expect customers to reduce purchases of imported goods in favour of Canadian-made products.”

“Canadian consumers are willing to pay a premium for local products and brands.”

Response scale 1 (Strongly disagree) – 5 (Strongly agree) + 98/99

## ### Q114 WINTER FESTIVAL FLURRY

Q114a. Does your business specifically tailor products or marketing to Canadian winter festivals (e.g., Igloofest, Contact Winter)?

❍ 1 Yes

❍ 2 No

❍ 98 Don’t know

❍ 99 Prefer not to answer

Q114b. \*Show if Q114a = 1\*

Approximately what percentage of your annual revenue comes from festival-specific offerings?

❍ 1 Less than 10 %

❍ 2 10 – 24 %

❍ 3 25 – 49 %

❍ 4 50 % or more

❍ 98 Don’t know

❍ 99 Prefer not to answer

Q114c. \*Show if Q114a = 1\*

By roughly what percentage do you expect your turnover to increase during this winter’s festival season?

(Open numeric – whole numbers; 98 = Don’t know, 99 = Prefer not to answer)

**Q114d. What items do you sell at winter festivals?** *(Select all that apply)*  
□ Clothing  
□ Food and drink  
□ Souvenirs  
□ Camping equipment  
□ Jewellery  
□ Hand-crafted goods  
□ Art  
□ Tickets  
□ Other (specify)  
□ None of the above

**Q114e. To what extent do you agree or disagree with the following statement?**  
*“Participating in winter festivals keeps my business afloat.”*  
1 Strongly disagree  
2 Somewhat disagree  
3 Neither agree nor disagree  
4 Somewhat agree  
5 Strongly agree  
98 Don’t know  
99 Prefer not to answer

## ### Q115 PLAN B IS THE NEW PLAN A

Q115a. 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

Q115b. 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 / GICs

❍ 5 Property investment

❍ 6 Cryptocurrency / alternative assets

❍ 98 Don’t know

❍ 99 Prefer not to answer

Q115c. \*Show if Q115a = 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

## ### Q116 PRODUCT STORIES – GoDaddy Airo

Q116a. Are you currently using GoDaddy Airo in your business?

❍ 1 Yes

❍ 2 No

❍ 98 Don’t know

❍ 99 Prefer not to answer

Q116b. \*Show if Q116a = 1\*

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

Scale 1 (Strongly disagree) – 7 (Strongly agree) + 98/99

Q116c. \*Show if Q116a = 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

Q116d. \*Show if Q116a = 1 – multi-select benefits\*

How, if at all, has Airo helped your business? (Select all that apply)

□ Reduced routine admin

□ Improved marketing quality

□ Faster content creation

□ Better work-life balance

□ Reduced stress

□ Increased revenue

□ Other (specify)

□ None of the above

Section Firmographics and Demographics

D1, D3, D14, D17, D15, D16, D5a, D5, D6 D13, D18, D12, D8, D9, D10, D11

**Section Firmographics and Demographics**

D1, D2, D5a, D3, D4, D5, D6, D7, D9, D10

**Page Demographics**

**D1** Select all that apply

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

|  |  |
| --- | --- |
| ❑1 | Man |
| ❑2 | Woman |
| ❑3 | Transgender |
| ❑4 | Intersex |
| ❑5 | Non-binary, Gender Nonconforming, Genderfluid |
| ❑6 | Agender, or Neutral Gender |
| ❑7 | Something else not listed |
| ❑99 | Prefer not to answer |

**D3**

With which race do you most identify? 

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

**D14**

Do you identify as Indigenous?  

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

**D17**

Within which ethnic group(s) do you identify?  

*Select all that apply* 

|  |  |
| --- | --- |
| ❑1 | Arab |
| ❑2 | Black |
| ❑3 | Caribbean |
| ❑4 | Chinese |
| ❑5 | Filipino/a/x |
| ❑6 | Indo-Caribbean, Indo-African, Indo-Fijian |
| ❑7 | Japanese |
| ❑8 | Korean |
| ❑9 | Latino/a/x |
| ❑10 | North African |
| ❑11 | Oceania |
| ❑12 | South Asian |
| ❑13 | White |
| ❑14 | I would like to specify an ethno-racial identity not listed above (specify):   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑15 | I do not identify with any of the options listed above *(Exclusive)* |
| ❑98 | Don't know *(Exclusive)* |
| ❑99 | Prefer not to answer *(Exclusive)* |

**D15**

Were you born in Canada?  

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

**D16**

In which region of Canada do you live?  

|  |  |
| --- | --- |
| ❍1 | Alberta |
| ❍2 | British Columbia |
| ❍3 | Manitoba |
| ❍4 | New Brunswick |
| ❍5 | Newfoundland and Labrador |
| ❍6 | Nova Scotia |
| ❍7 | Northwest Territories |
| ❍8 | Nunavut |
| ❍9 | Ontario |
| ❍10 | Prince Edward Island |
| ❍11 | Quebec |
| ❍12 | Saskatchewan |
| ❍13 | Yukon Territory |
| ❍98 | Don't know |
| ❍99 | Prefer not to answer |

**D5a**

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 |

**D5**

How would you describe the area you live in? 

|  |  |
| --- | --- |
| ❍1 | Rural, i.e. in the countryside or small village / hamlet |
| ❍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 |

**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 |

**D13**

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 |

**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 mortgage-free |
| ❍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 |
| ❍6 | Prefer not to answer |

D9

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 | |

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 |
| ❍9 | Prefer not to answer |

D11

Your insights help inform the understanding of how better to support businesses like yours.  If you are open to being contacted based on the answers you provided 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 CAD e-gift card, and the next 2000 customers who complete will receive a $15 CAD e-gift card.   
   
If you are one of the first 2500 people to complete, 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.* 

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

|  |  |
| --- | --- |
| ❑-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