

**Languages:** English

## Section Screeners

IntroGD, S1, T1, S10

### Page Intro

**IntroGD** *Show if Source is GoDaddy*

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 (with valid responses) will get a \$25 USD e-gift card and the next 50 participants will get a \$10 USD e-gift card.

To begin please click or tap the arrow at the bottom right of your screen.

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### Page Screeners

#### S1

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

**T1** *Show if S1 contractor or unpaid volunteer*

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

## S10

Please provide the zip code your business is headquartered in.

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## Section Main Survey

Q1, Q2, Q3, Q4, Q4b, Q4c, Q5, Q6, Q6a, Q7, Q8, Q8b, Q9, Q10, Q11, Q11b, Q12, Q13, Q13b, Q14, Q15, Q19, Q16, Q17, Q20

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## Page Main Body

### Q1

In what year was your business launched?

Minimum: 1900, Maximum: 2021

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### Q2

Please choose the following category that **best** fits the purpose of your website:

- ☐ 1 **Commercial** – the site was built to support a business or sell products or services
- ☐ 2 **Civic** – the site focuses on issues, politics, campaigns, advocacy groups, etc. that affect a larger group of people
- ☐ 3 **Community** – the site supports social activities such as hobbies, sports teams, entertainment, religious institutions, etc. (but not a for-profit business offering these activities)
- ☐ 4 **Personal** – the site focuses on me, my family, my interests or my career
- ☐ 5 Other (specify): \_\_\_\_\_

### Q3

Where do you conduct business or services?

- ☐ 1 Only online
- ☐ 2 Only in a physical location
- ☐ 3 Both online and in a physical location

### Q4

Which type of organization best describes your business?

- ☐ 1 Independent worker (contractor, freelance, gig worker)
- ☐ 2 Sole proprietor or business with no employees
- ☐ 3 Privately held business with employees
- ☐ 4 Franchised business operation
- ☐ 5 Not-for-profit organization
- ☐ 6 Publicly traded corporation
- ☐ 7 Don't Know

**Q4b** Show if Not Q4 Indie Sole

How many employees does your business have?

- ☐ 1 1 (just myself)
- ☐ 2 2-10
- ☐ 3 11-25
- ☐ 4 26-50
- ☐ 5 51-100
- ☐ 6 More than 100
- ☐ 7 Don't know

**Q4c**

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

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

**Q5**

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

Select all that apply

- ☐ 1 My neighborhood
- ☐ 2 City of Detroit
- ☐ 3 Metro Detroit area
- ☐ 4 State of Michigan
- ☐ 5 United States
- ☐ 7 Canada
- ☐ 6 International

**Q6**

What would you say are the challenges you faced when you first started the business?

Select all that apply

- ☐ 1 Affordable space
- ☐ 2 Access to capital
- ☐ 3 Marketing my business
- ☐ 4 Finding employees with the necessary skills
- ☐ 5 Expertise on business planning and management
- ☐ 6 Expertise on website building or technology management
- ☐ 7 Networking with other business owners
- ☐ 8 Licensing, permits and regulations
- ☐ 9 Taxes
- ☐ 10 Affordable healthcare/benefits

- ☐ 11 Other (specify): \_\_\_\_\_
- ☐ 12 None *(Exclusive)*
- ☐ 13 Don't know *(Exclusive)*

**Q6a** *Show if Q6 Capital*

If you had access to affordable funding or capital, in what aspects of your business would you have invested?

Select all that apply

- ☐ 1 Lease/purchase of physical space \*
- ☐ 2 Improvements to existing physical space \*
- ☐ 3 Marketing my business \*
- ☐ 4 Adding staff / hiring employees \*
- ☐ 5 Purchasing raw materials \*
- ☐ 6 Purchasing equipment or machinery to produce my products or services \*
- ☐ 7 Technology to improve my operations (software and/or hardware) \*
- ☐ 8 Licensing, permits and regulations \*
- ☐ 9 Enhancements to my website \*
- ☐ 10 Providing benefits to employees \*
- ☐ 11 Other (specify): \_\_\_\_\_
- ☐ 12 None *(Exclusive)*
- ☐ 13 Don't Know *(Exclusive)*

*Levels marked with \* are randomized*

**Q7**

Please select each of the statements that you agree with, specifically about your own business.

**A website/online presence....:**

Select all that apply

- ☐ 1 Is critical for revenue generation and sales
- ☐ 2 Has helped business growth
- ☐ 3 Is part of our future growth/expansion plans
- ☐ 4 Helps this business keep up with the competition
- ☐ 5 Is key to our marketing/branding efforts
- ☐ 6 Is not valuable to our business *(Exclusive)*
- ☐ 7 I am not sure what value a website or online presence can bring to this business *(Exclusive)*

**Q8**

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

- ☐ 1 Aerospace
- ☐ 2 Agriculture
- ☐ 3 Automotive
- ☐ 4 Chemicals
- ☐ 5 Construction and Trade
- ☐ 6 Education

- ☐ 7 Energy and Utilities
- ☐ 8 Engineering
- ☐ 9 Entertainment and Arts
- ☐ 10 Financial Services
- ☐ 11 Food and Drink
- ☐ 12 Government and Public Sector
- ☐ 13 Healthcare
- ☐ 14 Hospitality
- ☐ 15 IT / Technology
- ☐ 16 Manufacturing and Industrial
- ☐ 17 Media and Advertising
- ☐ 18 Nonprofit/charity
- ☐ 19 Oil and Gas
- ☐ 20 Personal care/personal services
- ☐ 21 Paper, Print and Packaging
- ☐ 22 Professional Services and Business Services
- ☐ 23 Retail and Consumer
- ☐ 24 Telecommunications
- ☐ 25 Transport and Logistics
- ☐ 26 Other (specify): \_\_\_\_\_

### Q8b

Were you employed before you started your venture?

- ☐ 1 Yes, I was already employed when I made the decision to leave and start my venture
- ☐ 2 Yes, I started my venture on the side while still working elsewhere
- ☐ 3 No, I wasn't working at the time because I was laid off or furloughed when I made the decision to start my venture
- ☐ 4 No, I wasn't working at the time because I was a student when I made the decision to start my venture
- ☐ 5 No, I wasn't working at the time for other reasons (retirement, parenting, disability, etc.)
- ☐ 6 Not sure

### Q9

Do you consider this business as:

- ☐ 1 Your main source of employment
- ☐ 2 A second job or side employment
- ☐ 3 Volunteer work, a hobby or an interest rather than employment
- ☐ 4 Other (specify): \_\_\_\_\_
- ☐ 5 Not sure *(Exclusive)*

### Q10

What is your employment status?

- ☐ 1 Employed full time
- ☐ 2 Full-time business owner

- ☐ 3 Employed part-time
- ☐ 4 Employed in multiple part-time jobs/businesses
- ☐ 5 A homemaker or stay at home parent
- ☐ 6 Retired
- ☐ 7 Student
- ☐ 8 Unemployed
- ☐ 9 Laid off
- ☐ 10 Disabled
- ☐ 11 Prefer not to answer

### Q11

How much capital was required to start your business?

- ☐ 1 Less than \$500
- ☐ 2 \$500-\$1,000
- ☐ 3 \$1,001-\$5,000
- ☐ 4 \$5,001-\$10,000
- ☐ 5 \$10,001-\$25,000
- ☐ 6 \$25,001-\$50,000
- ☐ 7 \$50,001+
- ☐ 8 Don't know *(Exclusive)*
- ☐ 9 Prefer not to answer *(Exclusive)*

### Q11b

When this business was started what was the **primary source** of capital, if any was needed?

*Select one*

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

### Q12

For many, the Coronavirus outbreak (COVID-19) had a profound impact. In which of the following ways, if any, has it affected your business?

Select all that apply

- ☐ 1 It forced me to shut down my business or organization **permanently**
- ☐ 2 It forced me to shut down my business or organization **temporarily**
- ☐ 3 It forced me to shift activity I usually conduct offline to an online mode
- ☐ 4 It forced me to lay off or furlough some or all of my employees
- ☐ 5 It led to a reduction in my business revenues

- ☐ 6 It led to an increase in my business revenues
- ☐ 7 Other (specify): \_\_\_\_\_
- ☐ 8 It has not affected my business or organization *(Exclusive)*
- ☐ 9 Not sure *(Exclusive)*

### Q13

Did you apply for the following funding?

Select all that apply

- ☐ 1 Paycheck Protection Program (PPP)
- ☐ 2 Recover Together Relief Fund
- ☐ 3 Economic Injury Disaster Load (EIDL)
- ☐ 4 Revive Plus
- ☐ 5 Revitalization Fund
- ☐ 6 Other (specify): \_\_\_\_\_
- ☐ 7 No I did not apply for any funding *(Exclusive)*

### Q13b Show if Q13 not none

Please select each program from which you received funding.

Select all that apply

- ☐ 1 Paycheck Protection Program (PPP) *(Show if Q13 1 Paycheck Protec)*
- ☐ 2 Recover Together Relief Fund *(Show if Q13 2 Recover Togethe)*
- ☐ 3 Economic Injury Disaster Load (EIDL) *(Show if Q13 3 Economic Injury)*
- ☐ 4 Revive Plus *(Show if Q13 4 Revive Plus)*
- ☐ 5 Revitalization Fund *(Show if Q13 5 Revitalization )*
- ☐ 6 <<Q13.specify(6)>> *(Show if Q13 6 Other)*
- ☐ 7 None of the above *(Exclusive)*

### Q14

How long do you believe it will be until your business fully recovers from the pandemic?

- ☐ 1 By the end of this summer
- ☐ 2 Not until 2022
- ☐ 3 Some point beyond 2022
- ☐ 4 Never
- ☐ 5 I am doing better now than prior to the pandemic

### Q15

What do you believe is necessary for your business to thrive **in the next 6 months?**

Please rank them 1 to 3.

- \_\_\_\_\_ Affordable space/subsidized rent
- \_\_\_\_\_ Access to capital
- \_\_\_\_\_ Marketing of businesses to local residents
- \_\_\_\_\_ Affordable options for health insurance and other benefits
- \_\_\_\_\_ A skilled workforce in the community
- \_\_\_\_\_ Customized workforce training at businesses

- ☐ Reduction of COVID restrictions
- ☐ Technical assistance for business development (e.g. getting more customers / vendors, developing an online presence, etc.)
- ☐ Assistance with digital strategies (e.g. marketing online, developing online operations/infrastructure to sell online)
- ☐ Opportunities to network with other business owners
- ☐ Expedited licensing/permits
- ☐ Expertise on health / safety protocols
- ☐ Tax incentives
- ☐ Other (specify): \_\_\_\_\_
- ☐ .9 None of the above

### Q19

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

Please rank them 1 to 3.

- ☐ Affordable space/subsidized rent
- ☐ Access to capital
- ☐ Marketing of businesses to local residents
- ☐ Affordable options for health insurance and other benefits
- ☐ A skilled workforce in the community
- ☐ Customized workforce training at businesses
- ☐ Reduction of COVID restrictions
- ☐ Technical assistance for business development (e.g. getting more customers / vendors, developing an online presence, etc.)
- ☐ Assistance with digital strategies (e.g. marketing online, developing online operations/infrastructure to sell online)
- ☐ Opportunities to network with other business owners
- ☐ Expedited licensing/permits
- ☐ Expertise on health / safety protocols
- ☐ Tax incentives
- ☐ Other (specify): \_\_\_\_\_
- ☐ .9 None of the above

### Q16

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

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

### Q17

What is your overall expectation for **Detroit's economy** over the next 6 months?

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



## Q20

Finally, we would like to know for the future, how would you like to have the city of Detroit engage with you on community-wide issues?

Select all that apply

- ☐ 1 Email
- ☐ 2 Phone Call
- ☐ 3 Text
- ☐ 4 Information and contacts through the city's website
- ☐ 5 Facebook
- ☐ 6 Twitter
- ☐ 7 Mail sent to my home or business
- ☐ 8 LinkedIn
- ☐ 9 NextDoor
- ☐ 10 Town hall
- ☐ 11 Other (specify): \_\_\_\_\_
- ☐ 12 None of the above *(Exclusive)*
- ☐ 13 Don't know/unsure *(Exclusive)*

## Section Firmographics and Demographics

Dtext, D1, D2, D3, D4, D5, D6

### Page Demographics

#### Dtext

We would like to know a little more about you and answering these questions will further help us target resources where they are most needed. All questions in this final section of the survey are optional.

#### D1

Which of the following, if any, describes this business?

Select all that apply

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

#### D2

Are you of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- ☐ 1 Yes *(Exclusive)*
- ☐ 2 No

- ☐ 3 Prefer not to answer

**D3**

Do you identify with one of the following groups?

- ☐ 1 White  
☐ 2 Black or African American  
☐ 3 Asian or Pacific Islander  
☐ 4 American Indian or Alaska Native  
☐ 5 Other or multi-racial  
☐ 6 Prefer not to answer

**D4**

Which of the following do you most identify as:

- ☐ 1 Male  
☐ 2 Female  
☐ 3 Other  
  
☐ 4 Prefer not to answer

**D5**

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

- ☐ 1 Less than high school  
☐ 2 High school graduate (Grade 12 or GED certificate)  
☐ 3 Technical, trade, or vocational school AFTER high school  
☐ 5 Some college, no 4-year degree (including Associate's Degree)  
☐ 4 College graduate (B.S., B.A., or other 4-year degree)  
☐ 6 Graduate degree (Master's Degree or Ph.D.; law or medical school)  
☐ 7 Prefer not to answer

**D6**

How long have you lived in the Detroit Metro area?

- ☐ 1 Less than a year  
☐ 2 1 to 5 years  
☐ 3 6 to 10 years  
☐ 4 11 to 20 years  
☐ 5 More than 20 years  
☐ 6 Don't know / can't recall  
☐ 7 Prefer not to answer

## Section End of survey

Incentive, ContactEmail, EndGD

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### Page Incentives

#### Incentive

As a thank you for participating in the survey, the first 250 GoDaddy Customers who complete the survey will receive a \$25 USD e-gift card, and the next 50 customers who complete will receive a \$10 USD e-gift card.

If you are one of the first 300 people to complete, would you like to receive this gift card?

- ☐ <sub>1</sub> Yes
- ☐ <sub>2</sub> No
- ☐ <sub>-8</sub> Not interested

#### ContactEmail *Show if Agreed to incentive or contact*

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.*

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- ☐ <sub>-8</sub> I do not want to give my email and refuse the incentive

### Page End Page

#### EndGD *Show if Source is GoDaddy*

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

Status Code: -1