

National Survey 2022 August

GoDaddy

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Languages: English

Section Screeners

IntroGD, S1, T2, S2, T1, S3

Page Intro

IntroGD

Thank you for taking the time to participate in this GoDaddy survey. Your opinions and feedback are very important to us. This survey is completely anonymous and your answers will only be used on an aggregate level.

As a thank you for participating, the first 500 participants who complete the survey will get a \$20 USD e-gift card and all other respondents will get a \$10 USD e-gift card while supplies last.

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

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Page Screeners

S1

Just to confirm, are you a GoDaddy customer?

- ☐ ₁ Yes
- ☐ ₂ No

T2 *Show if Not GD*

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

Status Code: 510

S2

What is your role in respect to this website?

- ☐ ₁ I am the owner of the business, organization or idea the website supports
- ☐ ₂ I am an employee or member of the business, organization or idea the website supports

- ☐ 3 I am a paid contractor who builds and/or maintains the website
- ☐ 4 I am an unpaid volunteer who builds and/or maintains the website
- ☐ 5 Other (specify): _____

T1 Show if S2 employee contractor or unpaid volunteer

Unfortunately at this time, this survey is for business owners and managers, and the rest of our questions for this survey are limited to individuals with those roles. Thank you for your interest.

Status Code: 509

S3

In what Zip Code is your business or organization based?

Section Main Survey

Q1, Q3a, Q4c, Q5a, Q2a, Q35, Q20, Q20a, Q20b, Q15, Q21a, Q21b, Q25, Q25a, Q9, Q10, Q11a, Q11b, Q11c, Q11d, Q11ef, Q11g, Q12, Q13a, Q16, Q17, Q17a, Q26, Q27, Q28a, Q28b, Q28c, Q30, Q7, Q8

Page Main Body

Q1

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

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

Q4c

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

Select all that apply

- ☐ ₆ I have an employer identification number (EIN)
- ☐ ₁ My business is currently registered as a limited liability corporation (LLC)
- ☐ ₂ My business is currently registered as a sole proprietorship
- ☐ ₃ My business is currently registered as a corporation (S or C)
- ☐ ₄ My business is currently registered as a nonprofit
- ☐ ₅ I have a "Doing Business As" (DBA) name
- ☐ ₇ My business is not currently registered, but I am in the process
- ☐ ₈ My business is not currently registered, and I do not intend to
- ☐ ₉ None of these are true for my business *(Exclusive)*
- ☐ ₉₈ Don't know *(Exclusive)*
- ☐ ₉₉ Prefer not to answer *(Exclusive)*

Q5a

Thinking about the business or organization your website supports, where do you conduct business or services?

Select all that apply

- ☐ ₁ On my website
- ☐ ₂ On social media
- ☐ ₃ In a physical location
- ☐ ₉₈ Don't know *(Exclusive)*
- ☐ ₉₉ Prefer not to answer *(Exclusive)*

Q2a *Show if Q1 NOT Personal*

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

- ☐ ₁ Accommodation
- ☐ ₂ Administrative and support services
- ☐ ₃ Agriculture
- ☐ ₄ Arts, entertainment, and recreation
- ☐ ₅ Construction, engineering, and property development
- ☐ ₆ Consumer services (auto repair, dry cleaners, etc.)
- ☐ ₇ Educational services and training
- ☐ ₈ Entertainment/Media
- ☐ ₉ Financial Services (banking, insurance, etc.)
- ☐ ₁₀ Food service/Restaurant
- ☐ ₁₁ Health care, medical and social assistance services
- ☐ ₁₂ Home Services (Plumbing, HVAC, Carpet Cleaning, etc.)
- ☐ ₁₃ Information technology and managed services
- ☐ ₁₄ Manufacturing and Wholesale trade
- ☐ ₁₅ Marketing, advertising, PR, and Design
- ☐ ₁₆ Website design, development, and digital marketing services

- ☐ 17 Legal services
- ☐ 18 Professional services, business management, management consulting and organization services
- ☐ 19 Personal services (hair/nail salon, personal trainer, etc.)
- ☐ 20 Real estate and rental and leasing
- ☐ 21 Retail
- ☐ 22 Transportation, logistics, and automotive services
- ☐ 23 Technology and Telecommunications
- ☐ 97 Other (specify)
- ☐ 98 Don't know *(Exclusive)*
- ☐ 99 Prefer not to answer *(Exclusive)*

Q35

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

Select all that apply

- ☐ 1 My neighborhood
- ☐ 2 My city
- ☐ 3 My state
- ☐ 4 United States
- ☐ 5 International
- ☐ 98 Don't know *(Exclusive)*
- ☐ 99 Prefer not to answer * *(Exclusive)*

*Levels marked with * are randomized*

Page Microbusiness start up

Q20

When was your business launched?

Minimum: 1900, Maximum: 2022

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

Q20a

How many businesses have you started?

- ☐ 1 1 – just the current one
- ☐ 2 2
- ☐ 3 3
- ☐ 4 4
- ☐ 5 5 or more
- ☐ 6 None – I didn't start this business
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

Q20b Show if Q20a NOT none

Why did you start your business?

Please select your top 4 reasons

- ☐ 1 I've always dreamed of starting a business. *
- ☐ 2 I wanted to be my own boss. *
- ☐ 3 I wanted a career change. *
- ☐ 4 I had an idea for a new product or service. *
- ☐ 5 My business supports a cause or hobby about which I am passionate. *
- ☐ 6 I was looking to make some extra money. *
- ☐ 7 I lost my prior job and needed to establish a new source of income. *
- ☐ 8 I wanted or needed the flexibility with my time that a typical job does not allow. *
- ☐ 9 I wanted to contribute to my community. *
- ☐ 10 I previously retired and started this business to stay active. *
- ☐ 11 To have fun. *
- ☐ 12 I can have more success on my own. *
- ☐ 97 Other (specify) _____
- ☐ 98 Don't know (Exclusive)
- ☐ 99 Prefer not to answer (Exclusive)

Levels marked with * are randomized

Q15

Were you employed before you started your business?

- ☐ 1 Yes, I left my prior job to start my business
- ☐ 2 Yes, I started my business while still working elsewhere
- ☐ 3 No, I wasn't working because I was laid off or furloughed
- ☐ 4 No, I wasn't working at the time because I was a student
- ☐ 5 No, I wasn't working at the time for other reasons (retirement, parenting, disability, etc.)
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

Q21a

What would you say were the **three biggest challenges** you faced when you first started the business?

Please rank them 1 to 3.

- ___ Access to financial capital *
- ___ Affordable space *
- ___ Marketing my business *
- ___ Affordable healthcare/benefits *
- ___ Finding employees with necessary skills *
- ___ Getting my business online effectively *
- ___ Expertise on business planning and management *
- ___ Rising costs on wages and materials *
- ___ Technology management *
- ___ Networking with other business owners *
- ___ Licensing/Permits *
- ___ Supply chain delays *
- ___ Shutdowns due to the pandemic *

- ☐ Taxes *
☐ Other
☐ None *(Exclusive)*
☐ Don't know *(Exclusive)*
☐ Prefer not to answer *(Exclusive)*
☐ .8 Don't know

*Levels marked with * are randomized*

Q21b *Show if Q21 other top3*

You ranked "Other" as one of the top 3 biggest challenges you faced, could you tell us a bit more on what this other challenge was?

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.

☐ .9 Don't know

Q25

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

- ☐ 0 No start-up capital was needed
☐ 1 Less than \$500
☐ 2 \$500-\$1,000
☐ 3 \$1,001-\$5,000
☐ 4 \$5,001-\$10,000
☐ 5 \$10,001-\$25,000
☐ 6 \$25,001-\$50,000
☐ 7 More than \$50,000
☐ 98 Don't know *(Exclusive)*
☐ 99 Prefer not to answer *(Exclusive)*

Q25a *Show if Q25 not nocapital*

On a scale of 1 (very easy) to 7 (very hard), how easy or hard was it for you to access the capital you needed to start your business?

- ☐ 1 1 - Very easy
☐ 2 2
☐ 3 3
☐ 4 4 - Moderate
☐ 5 5
☐ 6 6
☐ 7 7 - Very difficult
☐ 98 Don't know

☐ ₉₉ Prefer not to answer

Page Income and employment afforded by the business

Q9 *Show if S2 Owner*

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

Q10 *Show if Q9 Supplemental*

If your business is only for supplemental income, do you hope it turns into your primary source of income?

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

Q11a *Show if Q9 Main and supp*

In the last month, what were the total operating revenues/sales/receipts for this business, not including any financial assistance or loans?

- ☐ ₁ \$500 or less
- ☐ ₂ \$501 to \$2,500
- ☐ ₃ \$2,501 to \$5,000
- ☐ ₄ \$5,001 to \$15,000
- ☐ ₅ \$15,001 to \$50,000
- ☐ ₇ \$50,001 to \$125,000
- ☐ ₆ Over \$125,000
- ☐ ₉₈ Don't know
- ☐ ₉₉ Prefer not to answer

Q11b *Show if Q9 Main and supp*

Approximately what percentage of your household income comes from your business?

- ☐ ₁ 0% - 25%
- ☐ ₂ 26% - 50%
- ☐ ₃ 51% - 75%
- ☐ ₄ 76% - 100%
- ☐ ₉₈ Don't know
- ☐ ₉₉ Prefer not to answer

Q11c *Show if Q9 Main and supp*

Over the last 6 months, how has your business' average monthly revenue changed?

- ☐ ₁ My revenue has increased
- ☐ ₂ My revenue has stayed constant
- ☐ ₃ My revenue has decreased
- ☐ ₉₈ Don't know
- ☐ ₉₉ Prefer not to answer

Q11d *Show if Q9 Main and supp*

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 1-7 days of business operations
- ☐ ₂ 1-2 weeks of business operations
- ☐ ₃ 3-4 weeks of business operations
- ☐ ₄ 1-2 months of business operations
- ☐ ₅ 3 or more months of business operations
- ☐ ₆ No cash available for business operations
- ☐ ₉₈ Don't know
- ☐ ₉₉ Prefer not to answer

Q11ef

Has your business recently been affected by broader economic factors (inflation, supply chain issues, workforce challenges, etc.)?

1. Inflation *
2. Interest rates *
3. Domestic supply chain issues *
4. Foreign supply chain issues *
5. Production delays in business *
6. Delays in delivery/shipping to customers *
7. Employee turnover *
8. New government regulations *

*Levels marked with * are randomized*

- ☐ ₁ Yes, my business has been positively affected
- ☐ ₂ Yes, my business has been negatively affected
- ☐ ₃ No, my business has not been affected
- ☐ ₉₈ Don't know
- ☐ ₉₉ Prefer not to answer

Q11g Show if q11ef any negative

What actions have you taken, or do you plan to take, in response to recent economic factors?

Select all that apply

- ☐ 1 Increasing my prices *
- ☐ 2 Reducing the size of my workforce *
- ☐ 3 Cutting costs, excluding employee payroll *
- ☐ 4 Utilizing business assistance resources from the government or other organizations *
- ☐ 5 Temporarily ceasing business operations *
- ☐ 7 Temporarily stop hiring *
- ☐ 97 Other (specify): _____
- ☐ 9 None of the above (Exclusive)
- ☐ 98 Don't know (Exclusive)
- ☐ 99 Prefer not to answer (Exclusive)

Levels marked with * are randomized

Q12

How many hours per week, on average, do you currently spend on your business?

- ☐ 1 0 hours
- ☐ 2 1-10 hours
- ☐ 3 11-20 hours
- ☐ 4 21-30 hours
- ☐ 5 31-40 hours
- ☐ 6 41-50 hours
- ☐ 7 51 hours or more
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

Q13a Show if Q12 non zero hours

Do you anticipate this amount increasing, decreasing, or staying the same in the next 3 months?

- ☐ 1 Increasing
- ☐ 2 Decreasing
- ☐ 3 No change
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

Q16

Which of the following statements best describes your current employment situation?

- ☐ 1 I am fully employed by my business
- ☐ 2 I am employed full-time outside of my business
- ☐ 3 I am employed part-time outside of my business
- ☐ 4 Outside of my business, I am either a stay-at-home parent, a student, or unable to find work due to a disability
- ☐ 5 Outside of my business, I am retired

- ☐ 6 Outside of my business, I am unemployed
- ☐ 97 Other (specify): _____
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

Page Growing the business

Q17

Which of the following statements best reflects your attitude about your business or organization in the **next year**?

- ☐ 1 I would like to grow the size of my business or organization.
- ☐ 2 I am content with the size of my business or organization.
- ☐ 3 I would like to reduce the size of my business or organization.
- ☐ 4 I intend to close my business or organization.
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

Q17a

Which of the following statements best describes your ambitions for your business **in the long term**?

- ☐ 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 I want to become a **unicorn**; a company with more than a billion dollar valuation.
- ☐ 6 None of the above
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

Q26

If you could tell your local government how they can help businesses like yours to be successful, **what three things** should they consider?

Please rank them 1 to 3.

- _____ Affordable space/subsidized rent
- _____ Access to financial capital
- _____ Marketing assistance for my business
- _____ Affordable options for health insurance and other benefits
- _____ A skilled workforce in the community
- _____ Technical assistance for business development (e.g. getting more customers / vendors, developing an online presence, etc.)
- _____ Help getting online
- _____ Opportunities to network with other business owners
- _____ Expedited licensing/permits
- _____ Expertise on health / safety protocols
- _____ Tax incentives
- _____ Other

- ☐ Don't know (Exclusive)
- ☐ Prefer not to answer (Exclusive)

Q27 Show if Q26 Other top3

You ranked "Other" as one of the 3 things you would tell your local government, could you tell us a bit more on what this would be?

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.

☐ .9 Don't know

Q28a

Are you aware of business assistance funding or programs available to your business?

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

Q28b Show if Q28a yes

Please describe your awareness and utilization of programs from...

Select all that apply

1. My local government
2. Other local organizations
3. The federal government
4. Other national organizations

- ☐ 1 Aware of resources
- ☐ 2 Used resources
- ☐ 3 Not aware of resources (Exclusive)

Q28c Show if Q28b any yes

Which types of business assistance funding or programs have you used for your business?

Select all that apply

- ☐ 1 Access to capital
- ☐ 2 Subsidized rent
- ☐ 3 Marketing support
- ☐ 4 Skills training or other professional development programs
- ☐ 5 Technical assistance
- ☐ 6 Networking or mentorship
- ☐ 7 Tax incentives

☐ 97 Other (specify): _____ (Exclusive)

Q30

What is your opinion about how effectively your city or town's policies support businesses like yours?

- ☐ 1 Very well
- ☐ 2 Somewhat well
- ☐ 3 Neutral
- ☐ 4 Not very well
- ☐ 5 Not well at all
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer

Q7

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

- ☐ 1 More positive
- ☐ 2 More negative
- ☐ 3 No change
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer *

*Levels marked with * are randomized*

Q8

What is your overall expectation for **your local city or town's economy** over the next 3 months?

- ☐ 1 More positive
- ☐ 2 More negative
- ☐ 3 No change
- ☐ 98 Don't know
- ☐ 99 Prefer not to answer *

*Levels marked with * are randomized*

Section Firmographics and Demographics

D1, D2a, D3, D4, D5, D6, D7, D8, D9, D10

Page Demographics

D1

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

- ☐ 1 Male
- ☐ 2 Female
- ☐ 97 Other
- ☐ 99 Prefer not to answer

D2a

Which of the following describes this business?

Select all that apply

- ☐ ₁ Veteran-owned business
- ☐ ₂ LGBTQIA+ owned business
- ☐ ₃ Disability-owned business
- ☐ ₄ None of the above *(Exclusive)*
- ☐ ₉₉ Prefer not to answer *(Exclusive)*

D3

With which race do you most identify?

- ☐ ₁ White
- ☐ ₂ Black or African American
- ☐ ₃ Asian or Pacific Islander
- ☐ ₄ American Indian or Alaska Native
- ☐ ₅ Other or multi-racial
- ☐ ₉₉ Prefer not to answer

D4

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

- ☐ ₁ Yes
- ☐ ₂ No
- ☐ ₉₉ Prefer not to answer

D5

Were you born in the United States or in another country?

- ☐ ₁ United States
- ☐ ₂ Another country
- ☐ ₉₉ Prefer not to answer

D6

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

- ☐ ₁ Less than high school
- ☐ ₂ High school graduate (Grade 12 or GED certificate)
- ☐ ₃ Technical, trade, or vocational school AFTER high school
- ☐ ₄ Some college, no 4-year degree (including Associate's Degree)
- ☐ ₅ College graduate (B.S., B.A., or other 4-year degree)
- ☐ ₆ Graduate degree (Master's Degree or Ph.D.; law or medical school)
- ☐ ₉₉ Prefer not to answer

D7

Which of the following ranges contains your age?

- ☐ ₁ Under 20
- ☐ ₂ 20-29
- ☐ ₃ 30-39
- ☐ ₄ 40-49
- ☐ ₅ 50-59
- ☐ ₆ 60-69
- ☐ ₇ 70+
- ☐ ₉₉ Prefer not to answer

D8

Which best describes your living situation?

- ☐ ₁ I live in a home I own free and clear (without a mortgage)
- ☐ ₂ I live in a home for which I maintain a mortgage
- ☐ ₃ I rent the home or apartment in which I live
- ☐ ₄ I live with friends or family with no rent expectation
- ☐ ₉₉ Prefer not to answer

D9

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

Minimum: 0, Maximum: 20

Children (0 to 5 years old) _____
Children (6 to 17 years old) _____
Adults (18 to 64 years old) _____
Seniors (65 years and older) _____

- ☐ ₋₈ Prefer not to answer

D10

What was your estimated household income last year (2021) before taxes? Please consider all sources of income.

- ☐ ₁ Less than \$25,000
- ☐ ₂ \$25,000 to \$34,999
- ☐ ₃ \$35,000 to \$49,999
- ☐ ₄ \$50,000 to \$74,999
- ☐ ₅ \$75,000 to \$99,999
- ☐ ₆ \$100,000 to \$149,999
- ☐ ₇ \$150,000 or more
- ☐ ₉₉ Prefer not to answer

Section End of survey

Incentive, ContactEmail, EndGD

Page Incentives

Incentive

As a thank you for participating in the survey, the first 500 GoDaddy Customers who complete the survey will receive a \$20 USD e-gift card, and all other respondents will receive a \$10 USD e-gift card while supplies last.

If you complete the survey, would you like to receive this gift card?

- ☐ 1 Yes
- ☐ 2 No
- ☐ -8 Not interested

ContactEmail *Show if Incentive yes*

In order to send you a gift card, we need the email address where you would like to receive it.

Note: Your email address will not be used for marketing or any activities other than sending you a gift card. You will only be contacted once the survey ends and your answers are verified as legitimate.

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

Page End Page

EndGD

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

Status Code: -1