

Languages: English

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Int

Thank you for being a GoDaddy customer. In an effort to better serve our customers, we have created this short survey that seeks deeper understanding of your online goals and objectives. Your answers will help us discover emerging trends and needs in the process of building and managing an online presence. We thank you for your time and thoughtful responses.

If you have more than one website, please answer the following questions based on the one that is **of primary importance to you**:

S1

Just to confirm, are you a GoDaddy customer?

- ☐ ₁ Yes
☐ ₂ No

T1 *Show if NotGoDaddyHost*

Thanks. That is all the questions that we have. This survey is for current GoDaddy customers.

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Q3

Can you share the domain name/url of your primary website?

- ☐ ₈ Prefer not to answer

Q4

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): _____

T4 *Show if Contractor or Unpaid*

Thanks. Those are all the questions that we have for you. This survey is for business owners and managers.

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Q2

How long have you hosted this specific website?

An estimate here is fine.

- ☐ 1 Less than 1 year
- ☐ 2 1-3 years
- ☐ 3 4-5 years
- ☐ 4 6-10 years
- ☐ 5 Over 10 years

Q1

What is the **primary** method you use to access your website?

- ☐ 1 Cell phone
- ☐ 2 Tablet
- ☐ 3 Laptop/desktop
- ☐ 4 Other (specify): _____

Q5

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): _____

Q5a

Thinking about the business your website supports, how many employees, if any, do you have in your business?

- ☐ ₁ 0 – I am the only person involved
- ☐ ₂ 1-10
- ☐ ₃ 11-50
- ☐ ₄ 51-100
- ☐ ₅ More than 100
- ☐ ₉ Don't know

Q5b

Where do you conduct business?

- ☐ ₁ Only online
- ☐ ₂ Only in a physical location
- ☐ ₃ Both online and in a physical location
- ☐ ₉ Don't know

Q5c

Which of the following best describes the category in which your business operates?

- ☐ ₁ Management, business or financial services
- ☐ ₂ Professional, legal and educational services
- ☐ ₃ Health care services
- ☐ ₄ Security, building maintenance, or groundskeeping services
- ☐ ₅ Food services
- ☐ ₆ Personal care services
- ☐ ₇ Sales
- ☐ ₈ Office and administrative support
- ☐ ₉ Construction or mining
- ☐ ₁₀ Installation, maintenance and repair
- ☐ ₁₁ Production
- ☐ ₁₂ Transportation and material moving
- ☐ ₁₃ Agriculture or forestry
- ☐ ₁₄ Other (specify): _____

Q5d

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

- ☐ ₁ Less than \$5,000
- ☐ ₂ \$5,000 to \$9,999
- ☐ ₃ \$10,000 to \$24,999
- ☐ ₄ \$25,000 to \$49,999
- ☐ ₅ \$50,000 to \$99,999

- ☐ 6 \$100,000 to \$249,999
- ☐ 7 \$250,000 to \$999,999
- ☐ 8 \$1,000,000 to \$2,999,999
- ☐ 9 \$3,000,000 +
- ☐ -8 Prefer not to answer
- ☐ -9 Don't know

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Q6

Approximately how many people visited your website in the past year?

- ☐ 2 1-10
- ☐ 4 11-100
- ☐ 5 101-1000
- ☐ 8 1,001-10,000
- ☐ 10 More than 10,000
- ☐ -9 Don't know

Q7

How many people would you ideally want to view your website annually?

- ☐ 2 1-10
- ☐ 4 11-100
- ☐ 5 101-1000
- ☐ 8 1,001-10,000
- ☐ 10 More than 10,000

Q8

People have different goals for their website.

How do you define “success”?

Select all that apply

- ☐ 1 The website helps my business, organization or idea to grow
- ☐ 2 The website helps to maintain my business, organization or idea, but I don't want to grow
- ☐ 3 The website generates leads
- ☐ 4 The website makes it easier to manage my business, organization or idea
- ☐ 5 The website gets views and reaches my target audience
- ☐ 6 The website provides a place for direct sales for my products and services
- ☐ 7 Other (specify): _____
- ☐ -9 Don't know

Q9

What is the audience for or scope of your website?

- ☐ 1 I'm focused on a small local geographic area (neighborhood)

- ☐ 2 I'm focused on a larger local geographic area (city)
- ☐ 3 I'm focused on a state, region, or a few states
- ☐ 4 I'm focused on a national scale (country)
- ☐ 5 I'm focused on a global scale (anyone in the world)
- ☐ -9 Don't know

Q10 *Show if MultiState*

Please indicate which states you are currently operating in:

Select all that apply

- ☐ New England
- ☐ 2 Maine
- ☐ 3 New Hampshire
- ☐ 4 Vermont
- ☐ 5 Massachusetts
- ☐ 6 Rhode Island
- ☐ 7 Connecticut
- ☐ MidAtlantic
- ☐ 8 New York
- ☐ 9 Pennsylvania
- ☐ 10 New Jersey
- ☐ Midwest
- ☐ 11 Wisconsin
- ☐ 12 Michigan
- ☐ 13 Illinois
- ☐ 14 Indiana
- ☐ 15 Ohio
- ☐ West North Central
- ☐ 16 North Dakota
- ☐ 17 South Dakota
- ☐ 18 Nebraska
- ☐ 19 Kansas
- ☐ 20 Minnesota
- ☐ 21 Iowa
- ☐ 22 Missouri
- ☐ South Atlantic
- ☐ 23 Delaware
- ☐ 24 Maryland
- ☐ 25 District of Columbia
- ☐ 26 Virginia
- ☐ 27 West Virginia
- ☐ 28 North Carolina
- ☐ 29 South Carolina
- ☐ 30 Georgia
- ☐ 31 Florida
- ☐ South Central
- ☐ 32 Kentucky

- ☐ 33 Tennessee
- ☐ 34 Mississippi
- ☐ 35 Alabama
- ☐ 36 Oklahoma
- ☐ 37 Texas
- ☐ 38 Arkansas
- ☐ 39 Louisiana
- ☐ 40 Mountain
- ☐ 41 Idaho
- ☐ 42 Montana
- ☐ 43 Wyoming
- ☐ 44 Nevada
- ☐ 45 Utah
- ☐ 46 Colorado
- ☐ 47 Arizona
- ☐ 48 New Mexico
- ☐ 49 Pacific
- ☐ 50 Alaska
- ☐ 51 Washington
- ☐ 52 Oregon
- ☐ 53 California
- ☐ 54 Hawaii

Q11 *Show if OwnsWebsite*

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
- ☐ -9 Don't know

Q11a *Show if NoIncomeorSupplimentalIncome*

Would you like activities related to this website to provide a main source of income for you?

- ☐ 1 Yes
- ☐ 2 No

Q12

How important do you feel this website is for your business, organization, or idea?

- ☐ 1 Very important
- ☐ 2 Important
- ☐ 3 Not very important
- ☐ 4 Not important at all
- ☐ -9 Don't know

Q14

On a scale from 0 – 10, how likely are you to recommend GoDaddy to a friend or colleague?

- ☐ 0 0 Not at all likely
- ☐ 1 1
- ☐ 2 2
- ☐ 3 3
- ☐ 4 4
- ☐ 5 5
- ☐ 6 6
- ☐ 7 7
- ☐ 8 8
- ☐ 9 9
- ☐ 10 10 Extremely likely

Q13

If you have ever called GoDaddy's Customer Care team, please rate the assistance you received.

- ☐ 1 Excellent
- ☐ 2 Good
- ☐ 3 Fair
- ☐ 4 Poor
- ☐ -8 Not applicable – I have not used the Customer Care team.

Q15a

Think about the biggest problem you have had in respect to your website so far. Did you get it resolved?

- ☐ 1 Yes
- ☐ 2 No
- ☐ -8 I have never had a problem with my website.

Q15b *Show if NOT Q15a no problems*

Tell me about the biggest problem you have had in respect to your website so far.

Also, share with us how it was/wasn't resolved?

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.

- ☐ -8 No comment

Q16

Do you have any additional comments to share?

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.

☐ -8 No comment

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Q17

We are interested in knowing more about our customers. Please tell us whether you are:

- ☐ 1 Male
- ☐ 2 Female
- ☐ 3 Prefer to self describe _____
- ☐ -8 Prefer not to answer

Q18

In what year were you born?

Minimum: 1900, Maximum: 2019

☐ -8 Prefer not to answer

Q19

What is the last year of school or last 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)
- ☐ -8 Prefer not to answer

Q20

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

- ☐ 1 Yes
- ☐ 2 No
- ☐ -8 Prefer not to answer

Q21

What is your race?

- ☐ ₁ White
- ☐ ₂ Black or African American
- ☐ ₃ Asian or Pacific Islander
- ☐ ₄ American Indian or Alaska Native
- ☐ ₅ Other or multi-racial
- ☐ ₋₈ Prefer not to answer

Q22

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

- ☐ ₁ United States
- ☐ ₂ Another country
- ☐ ₋₈ Prefer not to answer

Q23

Have you ever served in any branch of the Armed Forces, including the Coast Guard, National Guard, or a Reserve for any branch of service?

- ☐ ₁ Yes
- ☐ ₂ No
- ☐ ₋₈ Prefer not to answer

Q24

Last year, that is in 2018, what was your total family income from all sources, before taxes?

- ☐ ₁ Less than \$10,000
- ☐ ₂ \$10,00 to \$24,999
- ☐ ₃ \$25,000 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 \$200,001 +
- ☐ ₋₈ Prefer not to answer

Q25

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
- ☐ -8 Prefer not to answer

Q26

How would you describe the current economic situation in your community?

- ☐ 1 Very good
- ☐ 2 Somewhat good
- ☐ 3 Somewhat bad
- ☐ 4 Very bad
- ☐ -8 Prefer not to answer
- ☐ -9 Don't know

Page *Show if NotWebsiteOwner*

Q27

Please indicate the following about the website owner.

What is the owner's gender?

- ☐ 1 Male
- ☐ 2 Female
- ☐ 3 Prefer to self describe _____
- ☐ -8 Prefer not to answer

Q29

Is the website owner Hispanic?

(Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background)

- ☐ 1 Yes
- ☐ 2 No
- ☐ -8 Prefer not to answer

Q28

What is the owner's race?

- ☐ 1 White
- ☐ 2 Black or African American
- ☐ 3 Asian or Pacific Islander
- ☐ 4 American Indian or Alaska Native
- ☐ 5 Other or multi-racial
- ☐ -8 Prefer not to answer

Q30

Was the website owner born in the United States, or some other country?

- ☐ 1 United States
- ☐ 2 Another country
- ☐ -8 Prefer not to answer
- ☐ -9 Don't know

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Incent

These are all the questions that we have. In order to send you the e-gift card, please provide your email address below.

This email address will only be used for the purposes of sending you the e-gift card. We will not contact you for any other reason.

-
- ☐ -8 I don't want provide my email address. I understand that I will not be sent an e-gift card.

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End

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

Status Code: -1