Birmingham

GoDaddy

Languages: English

Section Screeners

IntroGD, S1, T2, S2, T1, S10

Page Intro

IntroGD

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

As a thank you for participating, the first 250 participants who complete the survey will get a $25 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

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

S10

In what Zip Code is your business or organization based?

_____

Section Main Survey

Q1, Q2, Q3, Q4, Q5, Q6, Q7, Q8, Q9, Q10, Q11, Q12, Q13, Q14, Q15, Q16, Q17, Q18, Q19, Q20, Q21, Q22, Q23, Q24, Q25, Q26, Q27, Q28, Q29, Q30, Q31, Q32, Q33, Q34, Q35

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, my interests or my career

○ 5   Other (specify): _____

Q2   *Show if Q1 NOT Personal*

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): _____

Q3

In total, how many employees are there working at your organization?
- ❍ 1   1 (just myself)
- ❍ 2   2-10
- ❍ 3   11-25
- ❍ 4   26-50
- ❍ 5   51-100
- ❍ 6   101-500
- ❍ 7   More than 500
- ❍ 8   Don't know   *(Exclusive)*

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

Q5

Thinking about the business or organization your website supports, where do you conduct business or services?
- ❍ 1   Only online
- ❍ 2   Only in a physical location
- ❍ 3   Both online and in a physical location
- ❍ 4   Not sure

Q6

Still thinking about the business or organization your website supports, which of the following statements is most true about the products and services you offer? Consider a *physical product* as any item that must be made or manufactured. Consider a *service* as the act of doing work for a client.

Example: Selling kitchen sinks is a physical product. Installing a sink is a service.

- ❍ 1   We offer both services and physical products.
- ❍ 2   We only offer physical products.
- ❍ 3   We only offer services.
- ❍ 4   We do not offer either products or services.
- ❍ 5   Don't know

Q7

What is your overall expectation for **your business or organization** over the next 3 months?
- ❍ 1   More positive
- ❍ 2   More negative
- ❍ 3   No change
- ❍ 4   Not sure

Q8

What is your overall expectation for **Birmingham's economy** over the next 3 months?
- ❍ 1   More positive
- ❍ 2   More negative
- ❍ 3   No change
- ❍ 4   Not sure

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

Q10   *Show if Q9 Supplemental*

If your business is only for supplemental income, do you hope it turns into full-time employment or a major source of income?
- ❍ 1   Yes
- ❍ 2   No
- ❍ 3   Not sure
- ❍ 4   Prefer not to answer

Q11   *Show if Q9 Main and supp*

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)*

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   Not sure

Q13   *Show if Q12 non zero hours*

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

○ 1   Increasing
○ 2   Decreasing
○ 3   Not sure

Q14

Do you consider your 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

Q15

Were you employed before you started your business?

○ 1   Yes, I was already employed when I made the decision to leave and start my business
○ 2   Yes, I started my business 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 business
○ 4   No, I wasn't working at the time because I was a student when I made the decision to start my business

○ 5   No, I wasn't working at the time for other reasons (retirement, parenting, disability, etc.)

○ 6   Not sure

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   I am employed in multiple part-time jobs/businesses

○ 5   Outside of working on my business, I am a homemaker or stay at home parent

○ 6   Outside of working on my business, I am retired

○ 7   Outside of working on my business, I am a student

○ 8   Outside of working on my business, I am unemployed

○ 9   Outside of working on my business, I am unable to find work due to a disability

○ 10   I did have employment outside of my business, but was laid-off

○ 11   Other (specify): _____

○ 12   Prefer not to answer

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 in the next year.

○ 2   I am content with the size of my business or organization in the next year.

○ 3   I would like to reduce the size of my business or organization in the next year.

○ 4   I intend to close my business or organization in the next year

○ 5   Don't know

Q18   *Show if Q17 Grow*

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

Please rank them 1 to 3.

_____   Access to 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 *

_____   Expertise on website building or technology management *

_____   Networking with other business owners *

_____   Licensing/Permits *

_____   Taxes *

_____   Other

_____   None   *(Exclusive)*

❏ -8   Not sure

*Levels marked with * are randomized*

Q19   *Show if Q18 Other*

You ranked "Other" as one of the 3 most important resource you need to grow, could you tell us a bit more on what this other resource is?

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

Page Microbusiness start up

Q20

To the best of your recollection, in what year was your business launched?

Minimum: 1900, Maximum: 2021

(e.g. 2018) _____

❏ ₋₉   Do not recall

Q21

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 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 *
____   Expertise on website building or technology management *
____   Networking with other business owners *
____   Licensing/Permits *
____   Taxes *
____   Other
____   None   *(Exclusive)*
❏ ₋₈   Not sure

*Levels marked with * are randomized*

Q22   *Show if Q21 Other*

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

Q23

Do you use any of the following social media for marketing/customer generation?
Select all that apply
❑ 1   Facebook
❑ 2   Instagram
❑ 3   Pinterest
❑ 4   Snapchat
❑ 5   Twitter
❑ 6   Yelp
❑ 7   Google My Business
❑ 8   Other (specify): _____
❑ 9   Not sure   *(Exclusive)*
❑ 10   None of the above   *(Exclusive)*

Q24

When this business was started what was the **primary source** of capital, if any was needed?
○ 1   Loan from bank/credit union
○ 2   Loan from friends and/or family
○ 3   Personal savings
○ 4   Equity investors
○ 5   Debt investors
○ 6   Online start-up campaign (e.g. Kickstarter, etc.)
○ 7   Other (specify): _____
○ 8   No start-up capital was needed
○ 9   Don't know/not sure

Q25   *Show if Q24 need capital*

What was the total amount of capital needed to start your business or organization?
○ 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
○ 8   Don't know   *(Exclusive)*
○ 9   Prefer not to answer   *(Exclusive)*

Q26

If you were going to 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 capital
____   Marketing of businesses to local residents
____   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.)
____   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
❑ -8   Not sure
❑ -9   None of the above

Q27   *Show if Q26 Other*

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

Q28

Are you aware of business assistance funding or programs available through your local government?

○ 1   Yes
○ 2   No
○ 3   Not sure
○ 4   Prefer not to answer

Q29   *Show if Q28 yes*

Which types of local resources has your business benefited from/have you leveraged?
Select all that apply

- ❏ 1   Access to capital
- ❏ 2   Networking or mentorship
- ❏ 3   Skills training
- ❏ 4   Other (specify): _____
- ❏ 5   Don't Know *   *(Exclusive)*

*Levels marked with * are randomized*

Page COVID19 Experience

Q30

For many, the Coronavirus outbreak (COVID-19) has had a profound impact. Which of the following ways 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 made me expand what I was already doing online
- ❏ 5   It forced me to lay off or furlough some or all of my employees
- ❏ 6   It led to a reduction in my business revenues
- ❏ 7   It led to an increase in my business revenues
- ❏ 8   Other (specify): _____
- ❏ 9   It has not affected my business or organization   *(Exclusive)*
- ❏ 10   Not sure   *(Exclusive)*

Q31

What difference, if any, has a website made for your business or organization during COVID-19?
Select all that apply

- ❏ 1   It helped me shift more business or activities online
- ❏ 2   It helped me communicate changes to customers or participants
- ❏ 3   It helped me to market my business or organization to new people
- ❏ 4   It helped me start a new business without having to rent space or buy equipment right away
- ❏ 5   It helped in other ways (specify): _____
- ❏ 6   It hasn't made any difference   *(Exclusive)*
- ❏ 7   Not sure   *(Exclusive)*

Q32

Did you apply for the following Federal funding?
Select all that apply

- ❏ 1   Paycheck Protection Program (PPP)
- ❏ 2   Shuttered Venue Operators Grant (SVOG)
- ❏ 3   Economic Injury Disaster Load (EIDL)

❏ 4   Restaurant Revitalization Fund
❏ 5   SBA debt relief
❏ 6   Other (specify): _____
❏ 7   No I did not apply for any funding   *(Exclusive)*

Q33   *Show if Q32 Funding*

Please select each Federal program from which you received funding.

Select all that apply

❏ 1   Paycheck Protection Program (PPP)   *(Show if Q32 1 Paycheck Protec)*
❏ 2   Shuttered Venue Operators Grant (SVOG)   *(Show if Q32 2 Shuttered Venue)*
❏ 3   Economic Injury Disaster Load (EIDL) *(Show if Q32 3 Economic Injury)*
❏ 4   Restaurant Revitalization Fund   *(Show if Q32 4 Restaurant Revi)*
❏ 5   SBA debt relief *(Show if Q32 5 SBA debt relief)*
❏ 6   <<Q32.specify(6)>>   *(Show if Q32 6 Other specify)*
❏ 7   None of the above   *(Exclusive)*

Q34

Did your business or organization receive assistance related to COVID-19 from your **state and/or local government**?

Select all that apply

❏ 1   I did receive information from them about federal programs
❏ 2   I did receive help from them to apply for federal programs
❏ 3   I did receive state or local grants or loans
❏ 4   I did receive state or local tax breaks
❏ 5   I did receive other state or local assistance
❏ 6   I did not receive any state or local assistance
❏ 7   Not sure   *(Exclusive)*

Page City/State specific questions

Q35

In which of the following geographical areas do your <u>customers</u> reside?

Select all that apply

❏ 1   My neighborhood
❏ 2   Birmingham area
❏ 3   State of Alabama
❏ 4   United States
❏ 5   International
❏ 6   Don't know

Section Firmographics and Demographics

D1, D2, D3, D4, D5, D6, D7

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
- ○ 3   Other

- ○ 4   Prefer not to answer

D2

Which of the following 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)*

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
- ○ 6   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
- ○ 3   Prefer not to answer

D5

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

❍ 1   United States
❍ 2   Another country
❍ 3   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)
❍ 7   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+
❍ 8   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 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?

❍ 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.

_____

❏ -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