|  |  |
| --- | --- |
| **UK National 2025 April** GoDaddy Generated on 2024-05-01 at 15:19:14 MT https://surveys.advanis.ca/devel\_zvkohaad?r=ADVANIS\_TEST |  |

**Languages:** English

**Section Screeners**

IntroGD, T3, S1, T2, Q4, Q1, T1

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| --- |
|  |

**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 500 participants who complete the survey will get a £15 e-gift card, and the next 2,000 participants will get a £10 e-gift card.   
  
**Only the individual** sent the invite should complete this survey. If multiple submissions are received, **all entries will be invalidated,** and **you will be ineligible for the incentive**.  
  
To begin please click or tap the arrow at the bottom right of your screen.  
  
© 2025 Advanis This survey is subject to the terms of GoDaddy’s Global Privacy Notice (https://www.godaddy.com/en-ca/legal/agreements/privacy-policy) and the privacy policy of our vendor, Advanis, which is linked below.  
  
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) |

**Q1**

What is your role in respect to this website?

|  |  |
| --- | --- |
| ❍ 1 | I am the owner of the business, organisation or idea the website supports |
| ❍ 2 | I am an employee or member of the business, organisation 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 (Q1 = 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, Q3, Q4a, Q3b, Q3c, Q70, Q71, Q38a, Q38b, Q4b, Q39a, Q6, Q5, Q5b, Q5a, Q20c, Q8, Q78, Q10, Q11, Q9a, Q9bb, Q11b, Q12, Q13, Q14, Q14b, Q72, Q73, Q15, q16c, q16d, q16bb, q11i, Q15b, Q92, Q30, Q31, Q106, Q35, Q36, Q37, Q74, Q77, Q75, Q76, Q80, Q81, Q82, Q83, Q84, Q85, Q91, Q93, Q89, D8, Q97, Q98, Q99, Q100, Q101, Q102, Q103, Q104, Q105

|  |
| --- |
|  |

**Page Main Body**

**Q1a**

What do use your website for the most?  
*Select all that apply*

|  |  |
| --- | --- |
| ❑ 1 | **Sales Orders** – The website allows customers to place orders for physical goods |
| ❑ 2 | **Bookings** – 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. |
| ❑ 97 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❑ 98 | Don't know *(Exclusive)* |
| ❑ 99 | Prefer not to answer *(Exclusive)* |

**Q3**

Which type of organisation 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 organisation |
| ❍ 6 | Publicly traded corporation |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q4a** *Show if Not Q3 Indie Sole (Q3 != 1,2)*

In total, how many employees are there working at your organisation?

|  |  |
| --- | --- |
| ❍ 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 Q4a not 1 employee (Q4a = 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 |
| ❍ 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 |

**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 |

**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 reasons other reasons |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q4b**

What is the average annual financial turnover of your business?

|  |  |
| --- | --- |
| ❍ 1 | £0.00 |
| ❍ 2 | £1.00 - £10,000 |
| ❍ 3 | £10,001 - £25,000 |
| ❍ 4 | £25,001 - £50,000 |
| ❍ 5 | £50,001 - £75,000 |
| ❍ 6 | £75,001 - £100,000 |
| ❍ 7 | £100,001 - £150,000 |
| ❍ 8 | £150,001 - £200,000 |
| ❍ 9 | £200,001 - £250,000 |
| ❍ 10 | £250,001 - £300,000 |
| ❍ 11 | £300,001 - £350,000 |
| ❍ 12 | £350,001 - £400,000 |
| ❍ 13 | £400,001 - £500,000 |
| ❍ 14 | Over £500,000 |
| ❍ 98 | Don’t know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Q39a**

How, if at all, do you expect that your 2025 income from this business will compare to your income from this business in 2024?

|  |  |
| --- | --- |
| ❍ 1 | My income will be **significantly greater** in 2025, compared to 2024 |
| ❍ 2 | My income will be **slightly greater** in 2025, compared to 2024 |
| ❍ 3 | My income will be **about the same** in 2025, compared to 2024 |
| ❍ 4 | My income will be **slightly less** in 2025, compared to 2024 |
| ❍ 5 | My income will be **significantly less** in 2025, compared to 2024 |
| ❍ 98 | Don’t know |
| ❍ 99 | Prefer not to answer |

**Q6**

When was your business launched?

Minimum: 1900, Maximum: 2025

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

|  |  |
| --- | --- |
| ❑ -8 | Prefer not to answer |
| ❑ -9 | Don't know |

**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*

**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 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. \* |
| \_\_\_\_\_ | 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*

**Q8**

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 \* |
| \_\_\_\_\_ | Expertise on business planning and management \* |
| \_\_\_\_\_ | Expertise on website building or technology management \* |
| \_\_\_\_\_ | Accessing high speed broadband \* |
| \_\_\_\_\_ | Technology management \* |
| \_\_\_\_\_ | Navigating challenges brought about by Brexit / Covid \* |
| \_\_\_\_\_ | Networking with other business owners \* |
| \_\_\_\_\_ | Licensing/Permits \* |
| \_\_\_\_\_ | Taxes \* |
| \_\_\_\_\_ | Rising costs on wages and materials \* |
| \_\_\_\_\_ | Finding customers/clients/generating enough sales \* |
| \_\_\_\_\_ | Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| \_\_\_\_\_ | 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*

**Q10**

Thinking about the business or organisation your website supports, where do you **primarily** 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 |
| ❍ 6 | In a physical location that I do not rent/lease or own |
| ❍ 7 | Both online and in-person |
| ❍ 98 | Don't know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Q11** *Show if Q1 Owner (Q1 = 1)*

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 |

**Q9a** *Show if q11 main (Q11 = 1)*

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

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

**Q9bb** *Show if Q11 Supplemental (Q11 = 2)*

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

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

**Q11b** *Show if Q11 Supplemental (Q11 = 2)*

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 |
| ❍ 98 | Don't know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Q12**

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

|  |  |
| --- | --- |
| ❍ 1 | I was running another business |
| ❍ 2 | I was in full-time employment |
| ❍ 3 | I was in part-time employment |
| ❍ 4 | I was unemployed (but was not in education) |
| ❍ 5 | I was enrolled in full or part-time education |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**Q13**

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 |

**Q14**

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

|  |  |
| --- | --- |
| ❍ 10 | No startup capital 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)* |

**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)* |

**Q72**

How were ***the first pounds*** 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 \* |
| ❍ 97 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 98 | Don't know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**Q73**

How were **the most recent pounds** 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 \* |
| ❍ 97 | Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| ❍ 98 | Don't know *(Exclusive)* |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

*Levels marked with \* are randomized*

**Q15**

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 my business, I am unemployed (e.g. disabled, student, unable to find work, retired, laid off) |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**q16c** *Show if Q15 outside business (Q15 = 2,3)*

You indicated that you are either employed full-time or part-time in addition to your business. How would you describe your employment situation?

|  |  |
| --- | --- |
| ❍ 1 | Primarily in-Person / On-Site (I travel to the location of the business or project-site for work) |
| ❍ 2 | Hybrid (Sometimes I work from home) |
| ❍ 3 | Primarily work from home |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**q16d** *Show if q15 fulltime business (Q15 = 1)*

Prior to being employed full-time at this business, were you previously employed part-time by your business?

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

**q16bb** *Show if q15 not* *full time business (Q15 = 2,3,4,5)*

At any point in the past have you been fully employed by your business?

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

**q11i**

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 |

**Q15b** *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 |

**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 Cost-of-living challenges**

**Q30**

In which of the following areas have you seen cost increases in the past year?   
Select all that apply

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

*Levels marked with \* are randomized*

**Q31** *Show if Q30 not blank (Q30\_11 != 1 OR Q30\_98 != 1)*

By how much, approximately, have you seen the following costs increase by in the past year?

|  |  |
| --- | --- |
| 1. | Raw materials / parts / ingredients \* *(Show if Q30 1 Raw materials (Q30\_1 = 1))* |
| 2. | Storage costs \* *(Show if Q30 2 Storage costs (Q30\_2 = 1))* |
| 3. | Energy bills \* *(Show if Q30 3 Energy bills (Q30\_3 = 1))* |
| 4. | Transport costs \* *(Show if Q30 4 Transport costs (Q30\_4 = 1))* |
| 5. | Recruitment costs \* *(Show if Q30 5 Recruitment cos (Q30\_5 = 1))* |
| 6. | Staff costs overall, including wages \* *(Show if Q30 6 Staff costs ove (Q30\_6 = 1))* |
| 7. | Production costs \* *(Show if Q30 7 Production cost (Q30\_7 = 1))* |
| 8. | Business admin costs \* *(Show if Q30 8 Business admin (Q30\_8 = 1))* |
| 12. | Rent or mortgage for your primary work location \* *(Show if q30 rent drilldown (Q30\_12 = 1))* |
| 9. | <<Q30.specify(9)>> *(Show if Q30 9 Other specify (Q30\_9 = 1))* |
| 98. | Don't know *(Exclusive; Show if Q30 98 Dont know (Q30\_98 = 1))* |
| 11. | Prefer not to answer *(Exclusive; Show if Q30 11 Prefer not to a (Q30\_11 = 1))* |

*Levels marked with \* are randomized*

|  |  |
| --- | --- |
| ❍ 1 | 10% |
| ❍ 2 | 20% |
| ❍ 3 | 30% |
| ❍ 4 | 40% |
| ❍ 5 | 50% |
| ❍ 6 | 60% |
| ❍ 7 | 70% |
| ❍ 8 | 80% |
| ❍ 9 | 90% |
| ❍ 10 | 100% |
| ❍ 11 | More than 100% |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**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 |
| ❍ 5 | Don’t know |
| ❍ 6 | Prefer not to answer |

**Q35**

How confident are you that your business will grow in 2025?

|  |  |
| --- | --- |
| ❍ 1 | Extremely confident |
| ❍ 2 | Quite confident |
| ❍ 3 | Neither confident nor unconfident |
| ❍ 4 | Not very confident |
| ❍ 5 | Not confident at all |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer *(Exclusive)* |

**Q36**

By how much, if at all, do you expect your financial turnover to increase in 2025?

|  |  |
| --- | --- |
| ❍ 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 |

**Q37**

How confident are you in the UK economy as a whole in 2025?

|  |  |
| --- | --- |
| ❍ 1 | Extremely confident |
| ❍ 2 | Quite confident |
| ❍ 3 | Neither confident nor unconfident |
| ❍ 4 | Not very confident |
| ❍ 5 | Not confident at all |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**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/ Supporting my family \* |
| ❍ 6 | Creating jobs for others \* |
| ❍ 7 | 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** (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*

**Q82** *Show if Q80 Use AI for business (Q80\_3 = 1)*

What business tasks did you do with the Generative AI tools you tried?   
*Select all that apply*

|  |  |
| --- | --- |
| ❑ 1 | Customer Service (Use of chatbots, creating first drafts, forecasting needs, etc.) \* |
| ❑ 2 | Marketing (Ad creation, personalization by customer, automation of campaigns, etc.) \* |
| ❑ 3 | Content Creation (Create first drafts of text for social media posts, video/graphics, etc.) \* |
| ❑ 4 | Boosting Sales (Identify and overcome objections, how to build trust and rapport, etc.) \* |
| ❑ 5 | Business Advice (Strategy recommendations, technical help such as coding, etc.) \* |
| ❑ 6 | 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*

**Page Additional questions to integrate**

**SPRINGS OF SUCCESS**

1. Identification of “Wellness” Entrepreneurs

QWELL1  
Do you consider your business to be part of the “wellness economy” (for example, focusing on beauty, health care/medical, personal training, or other wellness services)?

1  Yes

2  No

98  Don’t know

99  Prefer not to answer

2. Proximity to UK Spa Towns

QWELL2 [Show if QWELL1 = 1 “Yes”]  
Are any of the following UK spa towns near (within 20 miles) your primary business location? If you are near more than one of these locations, please select the one closest to you.

*Randomize options*

1  Buxton

2  Matlock

3  Matlock Bath

4  Droitwich Spa

5  Malvern

6  Tenbury Wells

7  Askern

8  Boston Spa

9  Harrogate

10 Ilkley

11 Knaresborough

12 Bath

13 Cheltenham

14 Church Stretton

15 Dorton Spa

16 Epsom

17 Royal Leamington Spa

18 Royal Tunbridge Wells

19 Shearbsy

20 Woodhall Spa

97 None of the above / Not near any spa towns

98 Don’t know

99 Prefer not to answer

3. Visits to Spa Towns

QWELL3 [Show if QWELL1 = 1 “Yes”]  
Have you ever personally visited any UK spa towns as research or inspiration for your wellness business?

1  Yes

2  No

98  Don’t know

99  Prefer not to answer

4. Inspiration from Spa Towns

QWELL4 [Show if QWELL1 = 1 “Yes”]  
Are you inspired by any UK spa town in particular for your business offerings (for example, in your branding, services, or overall concept)?

1  Yes

2  No

98  Don’t know

99  Prefer not to answer

QWELL4a [Show if QWELL4 = 1 “Yes”]  
Please specify which spa town(s) most inspire(s) your business (open-ended):

99  Prefer not to answer

5. Specific Wellness Services

QWELL5 [Show if QWELL1 = 1 “Yes”]  
Which of the following services, if any, does your wellness business offer?  
Select all that apply.

1  Massages

2  Beauty treatments (e.g., facials, nail services)

3  Yoga classes or instruction

4  Physical therapy or physiotherapy

5  Alternative / complementary therapy (e.g., acupuncture, aromatherapy)

6  Personal training or fitness coaching

7  Meditation or mindfulness services

8  Nutritional counseling

97 Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

98 Don’t know

99 Prefer not to answer

**WALKING ON AIRO**

1. Daily Screen Time

QAIRO1  
On average, how many hours per day do you spend looking at a screen (computer, phone, tablet, etc.) for your business?

1  Less than 1 hour

2  1-2 hours

3  3-4 hours

4  5-6 hours

5  7-8 hours

6  9 or more hours

98 Don’t know

99 Prefer not to answer

2. Work Breaks

QAIRO2  
How often do you take a break (away from the screen and work tasks) during a typical working day?

1  Never

2  Only once a day

3  A few times a day

4  Hourly or more often

5  It varies day-to-day

98 Don’t know

99 Prefer not to answer

3. Exercise / Walking Time

QAIRO3  
Do you set aside time to exercise or walk in a typical working day?

1  Yes

2  No

98 Don’t know

99 Prefer not to answer

QAIRO3a [Show if QAIRO3 = 1 “Yes”]  
How many minutes do you typically spend exercising or walking each day?

1  Under 15 minutes

2  15-30 minutes

3  31-60 minutes

4  More than 60 minutes

98 Don’t know

99 Prefer not to answer

4. Work-Life Balance

QAIRO4  
How would you rate your current work-life balance?

1  Very balanced (plenty of free/personal time)

2  Somewhat balanced

3  Neither balanced nor imbalanced

4  Somewhat imbalanced

5  Very imbalanced (little to no free/personal time)

98 Don’t know

99 Prefer not to answer

5. Difficulty Concentrating

QAIRO5  
Do you often find it difficult to concentrate or stay alert during your workday?

1  Yes, regularly

2  Sometimes

3  Rarely

4  Never

98 Don’t know

99 Prefer not to answer

**HUSTLE FOR HOME**

1. Using Business Income for House Deposit

QHOME1 [Show if side hustle (Q11 = 2)]  
Are you currently using any income from your side business to help save for a house deposit?

1  Yes

2  No

98 Don’t know

99 Prefer not to answer

2. Speed of Saving

QHOME2 [Show if QHOME1 = 1 “Yes”]  
By earning side-hustle income, how much sooner do you believe you can purchase a home (get on the property ladder) compared to relying only on your primary source of income?

1  Over 5 years sooner

2  3-5 years sooner

3  1-2 years sooner

4  Less than 1 year sooner

5  It won’t really make it any faster

98 Don’t know

99 Prefer not to answer

3. Past Usage of Side Hustle Income

QHOME3 [Show if QHOME1 = 2 “No”]  
Have you previously used income from this side hustle (or any earlier side hustle) to contribute to a house deposit?

1  Yes

2  No

98 Don’t know

99 Prefer not to answer

**HUSTLE FOR HOLIDAY**

1. Using Side Hustle Income for Gap Year / Career Break

QHOL1 [Show if side hustle (Q11 = 2)]  
Are you currently using income from your side business to save for a gap year or career break (an extended holiday)?

1  Yes

2  No

98 Don’t know

99 Prefer not to answer

2. Past Funding of Extended Holiday

QHOL2 [Show if QHOL1 = 2 “No”]  
Have you ever used your side hustle income in the past to fund a gap year or career break?

1  Yes

2  No

98 Don’t know

99 Prefer not to answer

**ARTS & GRAFT**

1. Comparing Business Performance

*(We already collect turnover, employees, growth, etc. in the main survey. We can simply do an analysis offline, or explicitly ask them to self-assess. Below is a self-assessment approach if we want more direct input.)*

QART1 [Show if “Art and design” from Q5 or Q5b]  
Compared to the average small or microbusiness, how do you feel your business is performing financially?

1  Significantly above average

2  Slightly above average

3  About average

4  Slightly below average

5  Significantly below average

98  Don’t know

99  Prefer not to answer

2. Social Media Usage for Marketing

QART3 [Show if “Art and design” from Q5 or Q5b]  
Which social media platforms do you primarily use to market or showcase your art or designs?  
Select all that apply.

1  Instagram

2  TikTok

3  Facebook

4  YouTube

5  Pinterest

6  LinkedIn

7  Twitter / X

8  Threads

97 Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

98 Don’t know

99 Prefer not to answer

**GENERAL BUILDS**

**1. Marketing Spend as a Share of Total Expenditures**

**QGEN1**  
Approximately what percentage of your total business expenditures (i.e., your total spending) do you dedicate to marketing?

1  0%

2  1-10%

3  11-20%

4  21-30%

5  Over 30%

98  Don’t know

99  Prefer not to answer

**2. Marketing Channels Prioritized**

**QGEN2**  
Which marketing or advertising channels do you prioritize the most for your business?  
Select all that apply.

1  Social media advertising (e.g., Facebook/Instagram ads, TikTok ads)

2  Google or other search engine ads

3  Traditional media (print, radio, TV)

4  Email marketing

5  Influencer marketing

6  Organic social media posting

7  Sponsorships (events, local teams, etc.)

8  Word-of-mouth / referral programs

97 Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

98 Don’t know

99 Prefer not to answer

**3. Impact of Tariffs**

**QGEN3**  
Have any tariffs or trade barriers (for example, related to importing/exporting materials or products) impacted your business over the past 12 months?

1  Yes, significantly

2  Yes, slightly

3  No

4  Not sure

98 Don’t know

99 Prefer not to answer

**QGEN3a** [Show if QGEN3 = 1 or 2 “Yes”]  
In what ways do you feel the impact of tariffs on your business – either currently or predicted future impacts?  
Select all that apply.

1  Increased costs passed on to customers

2  Increased costs you have absorbed (not passed on)

3  Delays or supply chain issues

4  Lost sales or decreased demand

5  Disrupted expansion or growth plans

97 Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

98 Don’t know

99 Prefer not to answer

**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 |

**D2**

With which race do you most identify?

|  |  |
| --- | --- |
| ❍ 1 | White (including white English, Welsh, Scottish, Northern Irish, Irish, Irish Traveller or other white background) |
| ❍ 2 | Black, African, Caribbean or Black British |
| ❍ 3 | Asian or Asian British (including Indian, Pakistani, Bangladeshi, Chinese or any other Asian background) |
| ❍ 4 | Mixed or multiple ethnic groups (including white/black Caribbean, white/black African, white/Asian or any other mixed or multiple ethnic background) |
| ❍ 5 | Another group not listed (including Arab) |
| ❍ 6 | None of the above |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**D5a**

What is your marital status?

|  |  |
| --- | --- |
| ❍ 1 | Single |
| ❍ 2 | Married |
| ❍ 3 | Divorced |
| ❍ 4 | Widowed |
| ❍ 5 | Other |
| ❍ 99 | Prefer not to answer |

**D3**

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

|  |  |
| --- | --- |
| ❍ 1 | United Kingdom |
| ❍ 2 | Another country |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**D4**

In which region of the United Kingdom do you live?

|  |  |
| --- | --- |
| ❍ 1 | South East |
| ❍ 2 | South West |
| ❍ 3 | London |
| ❍ 4 | East of England |
| ❍ 5 | West Midlands |
| ❍ 6 | East Midlands |
| ❍ 7 | Yorkshire and the Humber |
| ❍ 8 | North East |
| ❍ 9 | North West |
| ❍ 10 | Wales |
| ❍ 11 | Scotland |
| ❍ 12 | Northern Ireland |
| ❍ 13 | Other |
| ❍ 98 | Don't know |
| ❍ 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**

How would you describe the area you live in, with regards to its economy?

|  |  |
| --- | --- |
| ❍ 1 | Low-income area |
| ❍ 2 | High-income area |
| ❍ 3 | Middle-income area |
| ❍ 98 | Don't know |
| ❍ 99 | Prefer not to answer |

**D7**

In what year were you born?

Minimum: 1900, Maximum: 2025

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

|  |  |
| --- | --- |
| ❑ -8 | 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**

Your insights help inform the understanding of how to better support businesses like yours. If you are open to being contacted 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 £15 e-gift card, and the **next 2,000** customers who complete will receive a £10 USD e-gift card.  
  
Only one complete per survey invite will qualify. Multiple submissions will disqualify you.  
  
If you are one of the first **2,500** 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. You will receive them approximately 2 weeks after the survey has been closed.*

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

|  |  |
| --- | --- |
| ❑ -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