



GoDaddy Venture Forward

US National Survey Results
SPRING 2023

Launched in 2018, GoDaddy Venture Forward is a research initiative that quantifies the impact 20+ million online microbusinesses have on their local economies and provides a unique view into the attitudes, demographics, and needs of these entrepreneurs.

Over the last **five years**, GoDaddy Venture Forward has reported on the outlook, needs and demographics of microbusiness owners, as well as their outsized economic impact, down to the zip-code level.

In February 2023, Venture Forward completed its **6th** national survey of **3,600+** entrepreneurs who own microbusinesses.

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A link to the data behind this report, and all historical data

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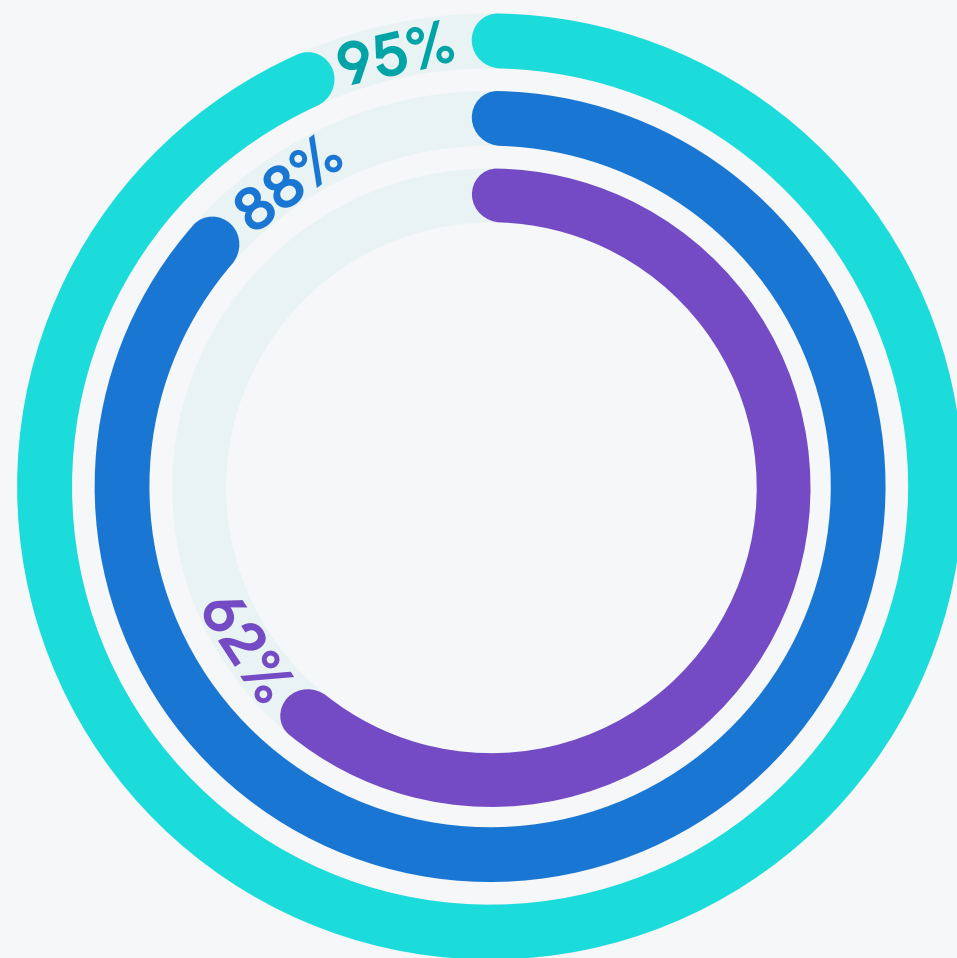
Are Microbusinesses Financially Stable?

Why cash on hand matters



Overview

Microbusinesses are... small



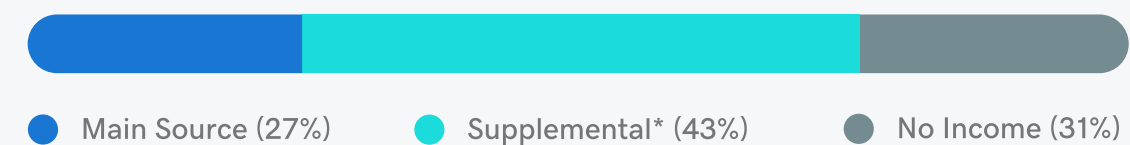
EMPLOYEE COUNT

- 10 or Fewer (95%)
- 5 or Fewer (88%)
- Solo-Entrepreneurs (62%)

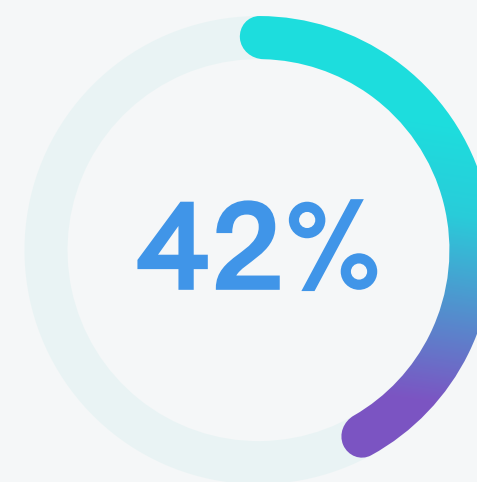
Source: GoDaddy Venture Forward National Survey. February 2023 (N=3,609)

70%

GENERATE INCOME



*Businesses started in 2020 or later are more likely to be earning a supplemental source of income. Source: GoDaddy data.



Almost **half** of microbusinesses are run **while holding down a full-time or part-time job**, which aligns with findings from other national studies*

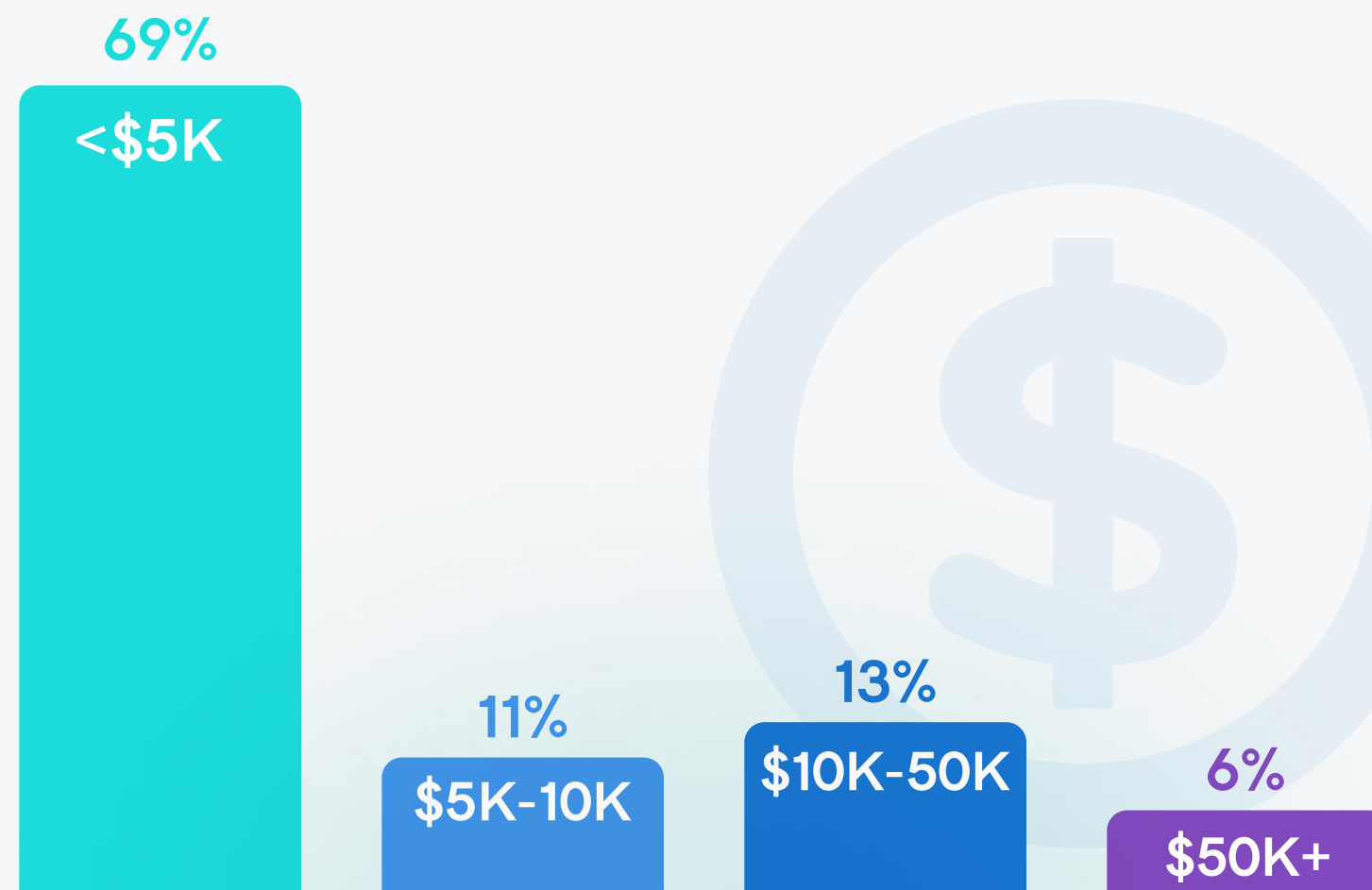
*LendingClub Corp. in partnership with industry publication Pymnts.com
<https://www.bloomberg.com/news/articles/2023-03-27/half-of-us-employees-earn-extra-cash-on-the-side-survey-finds?leadSource=uverify%20wall>

Getting a Microbusiness Started

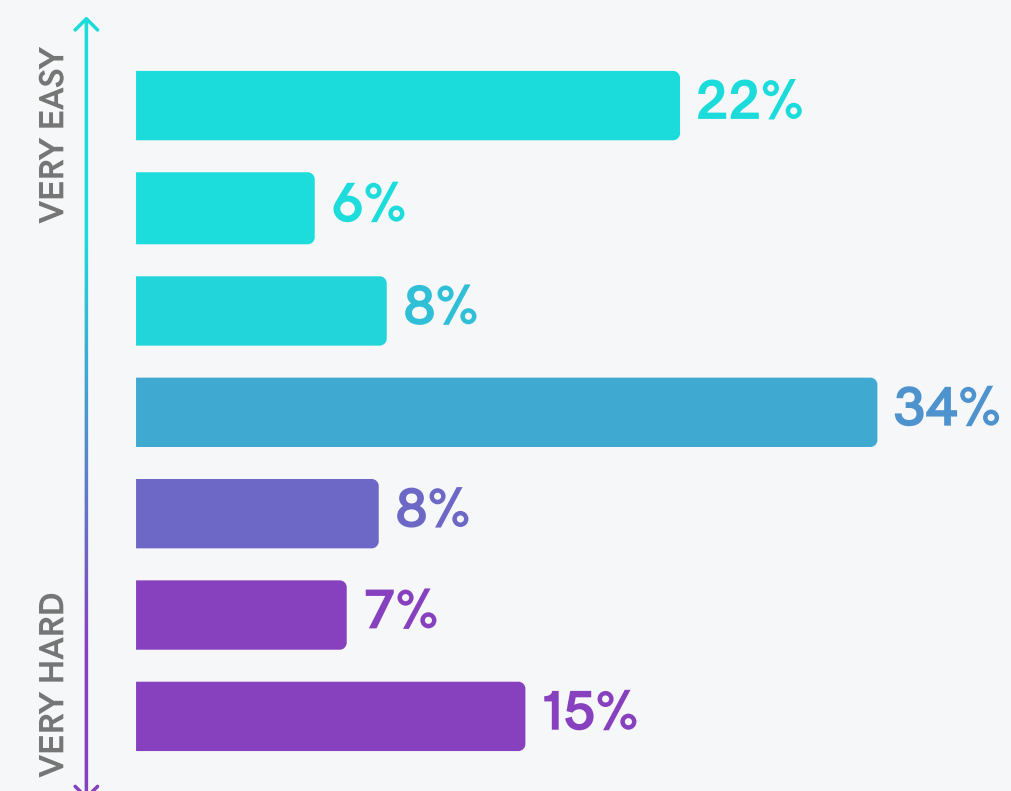
69%

REQUIRED LESS THAN \$5K TO START

Startup Capital Needed



“How difficult was it for you to access the capital you needed to start?”



Twenty-eight percent of microbusiness owners invest their first dollars into creating a website.



The Finances of a Microbusiness

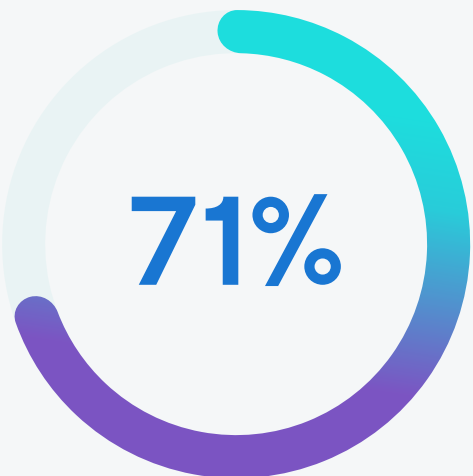
30%

generate more than
\$5K per month

Average Monthly Revenue	Proportion of Sample
Under \$2.5K	55%
\$2.5K - 5K	15%
\$5K - 15K	16%
\$15K - 50K	9%
\$50K+	5%

Source: GoDaddy Venture Forward National Survey. February 2023 (N=3,609)

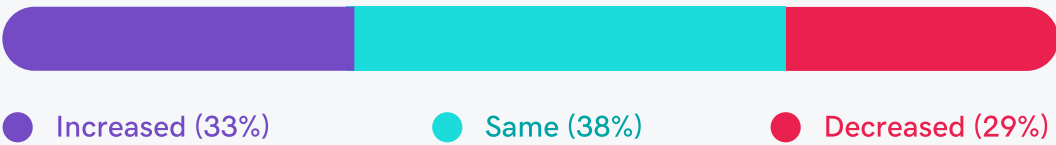
Once a microbusiness is generating revenue it can create **meaningful monthly income**, whether the entrepreneur is working on it part-time or full-time.



Most microbusinesses reported their revenue **increased** or **remained unchanged** over the past 6 months



Revenue Change Over the Past Six Months



Change by Source

Revenue Trend	Main Source	Supplemental Source	Entire Sample
Increased	36%	31%	33%
Remained Constant	35%	40%	38%
Decreased	28%	29%	29%

Source: GoDaddy Venture Forward National Survey. February 2023 (N=3,609)

Can Microbusinesses Support a Household?



microbusinesses
contribute **51% or more**
to household income*

“Approximately what proportion of your household income comes from your microbusiness?”

% of Household Income	Entire Sample	START TIMEFRAME	
		Pre-Pandemic	Post-Pandemic
0% - 15%	54%	43%	67%
26% - 50%	17%	19%	14%
51% - 75%	10%	13%	6%
76% - 100%	19%	25%	13%

Source: GoDaddy Venture Forward National Survey, February 2023 (N=3,609)



Half of those contributing 51% or more to household income (“breadwinners”) are generating **\$60K+/year**.

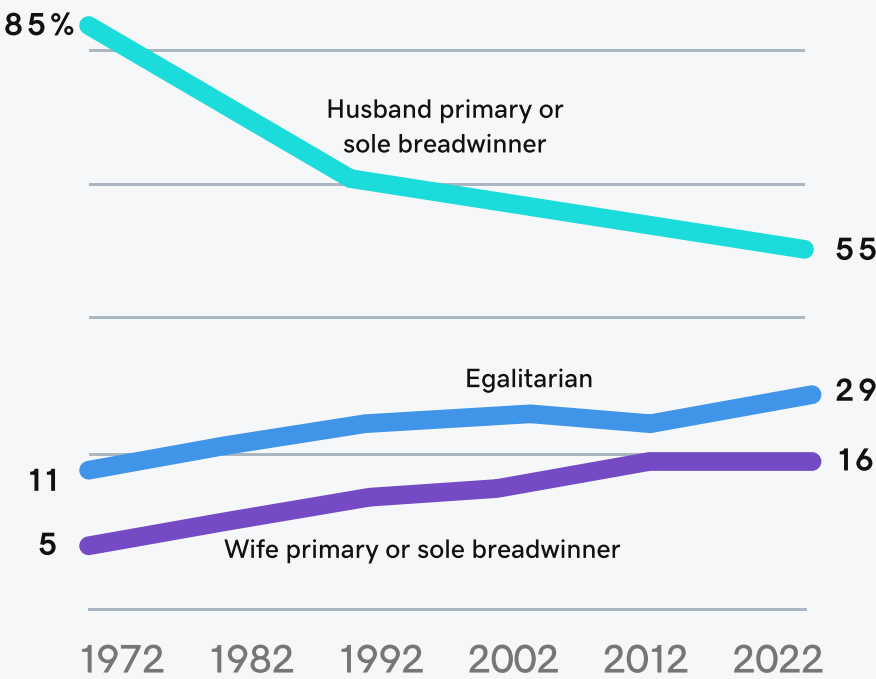


Women make up almost half of these breadwinners

PEW RESEARCH

Wives are gaining economic influence while carrying a heavier burden at home

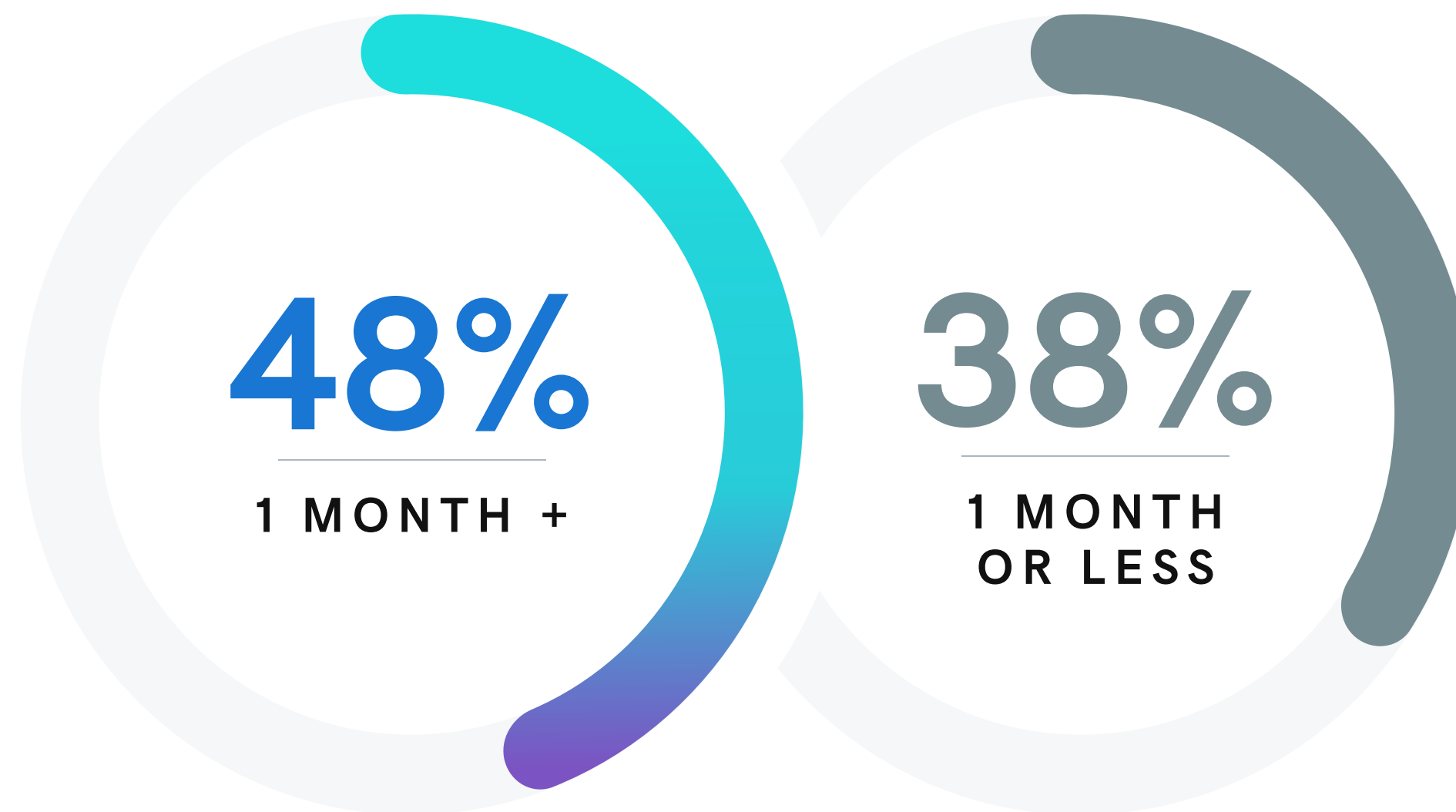
% of opposite-sex marriages with each type of earnings arrangement



Source: Pew Research
<https://www.pewresearch.org/social-trends/2023/04/13/in-a-growing-share-of-u-s-marriages-husbands-and-wives-earn-about-the-same/>

Are Microbusinesses Financially Stable?

Cash on hand



Source: GoDaddy Venture Forward National Survey, February 2023 (N=3,609)

Only about **half** of microbusiness owners have cash on hand to cover **1 month or more** of their operations. **Thirty-eight percent** have **1 month or less**, and the rest have zero or don't know.

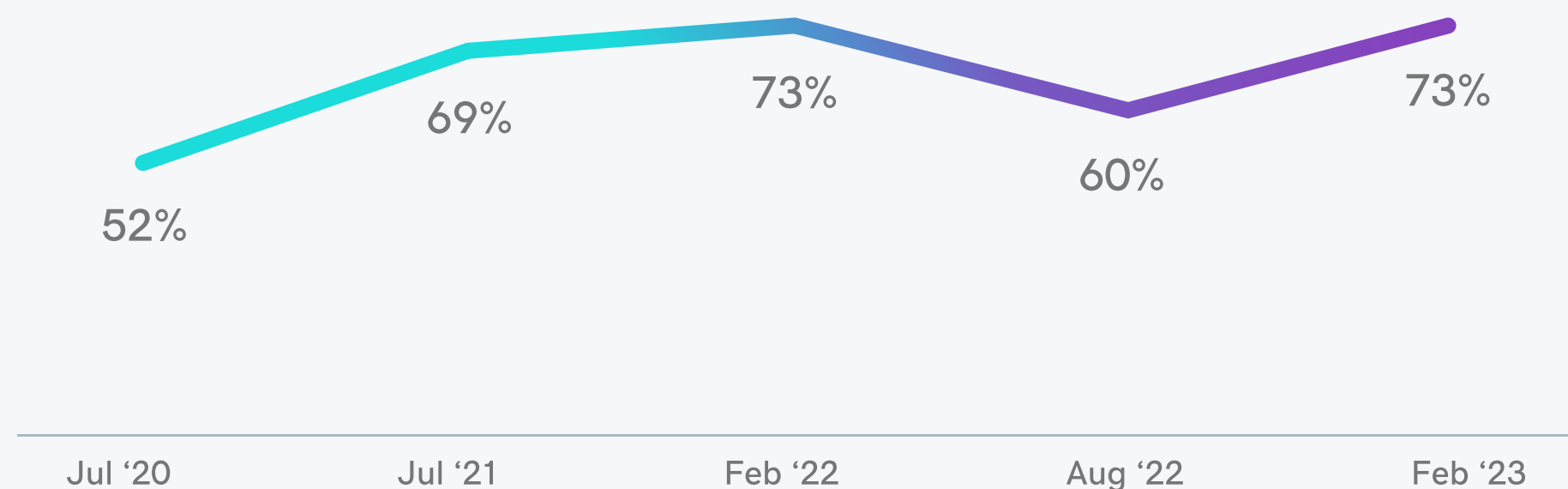
This is a constant proportion whether the business is online only or maintains a physical location, and whether it's supplemental or a main source of income.

Black entrepreneurs and entrepreneurs with children have even **higher optimism** for the next 6 months for their own business, exceeding the overall **73%**, but also still **less than 1 in 3** feel that way about the national economy.

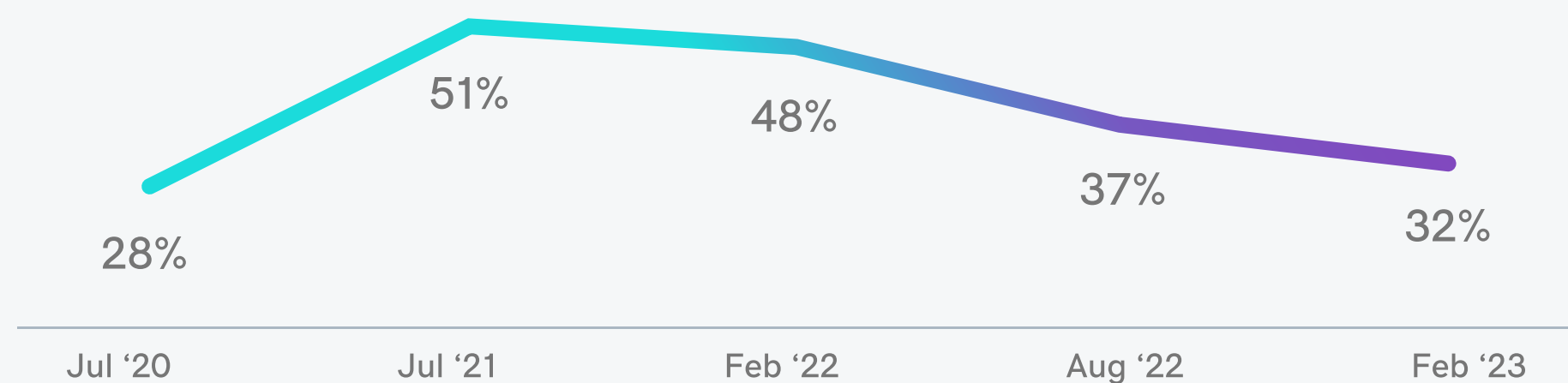
The Enduring Optimism of Entrepreneurs

For all microbusiness entrepreneurs, confidence in their own business prospects is strengthening while confidence in the broader economy is receding.

Positive outlook for my business



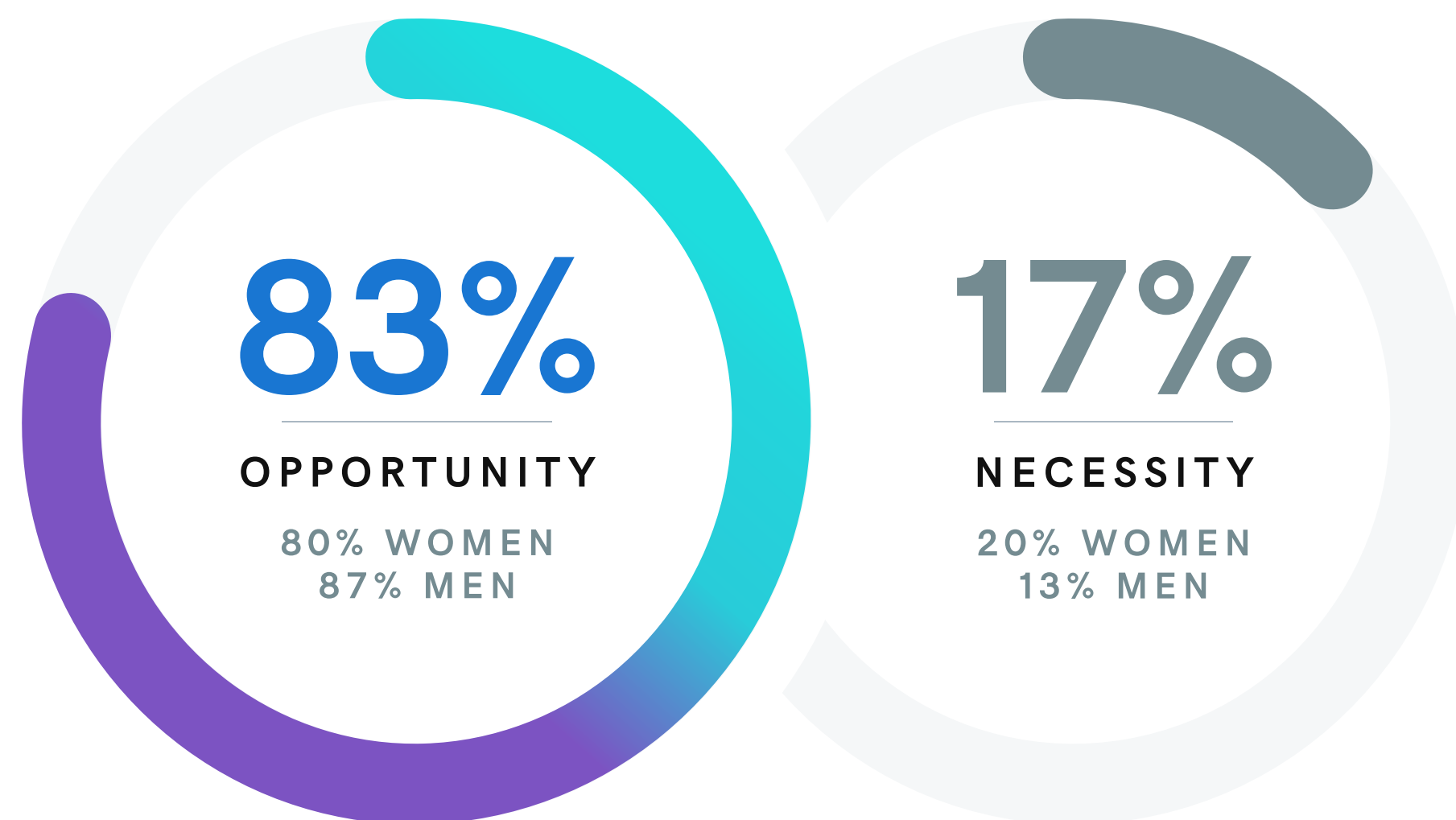
Positive outlook for economy



Source: GoDaddy Venture Forward National Surveys: July 2020-February 2023 (n = 2,306-4,401).

Why Microbusinesses Get Started

Opportunity Outweighs Necessity



Source: GoDaddy Venture Forward National Survey. February 2023 (N=3,609)

“**Opportunity**” is defined as being employed when starting a microbusiness, and offers insight into the choice entrepreneurs make to be their own boss.

“**Necessity**” is defined as starting when not working otherwise, due to disability, retirement, being a stay-at-home-parent, or being furloughed or laid off.

**Download the data behind this report, as well as all
historical Venture Forward data:**

GoDaddy.com/DataHub

For questions or media inquiries, please email

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