

## BACKGROUND:

- ❑ Monthly survey of 250-300 respondents in the US who say they are self-employed (ie, are an owner or a partner in their own business).

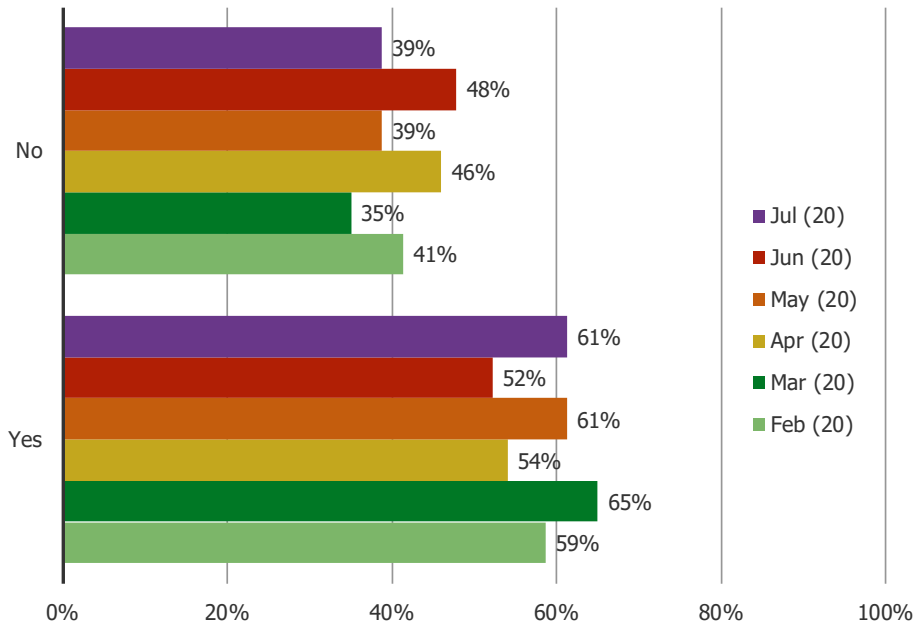
## FINDINGS:

- ❑ Respondents who started their own business in the past year are more likely than the broader audience of business owners/partners to have a company website.
- ❑ GoDaddy is far and away the mindshare leader when it comes purchasing a domain name.
- ❑ GoDaddy is the most popular platform used for purchasing domains among respondents. Google Domains is also very popular, especially among respondents who said they started a business in the past year.
- ❑ The vast majority of GoDaddy customers use the platform for more than just their domain.
- ❑ During the pandemic, the percentage of employed respondents who said they have started a new business in the past year has grown.

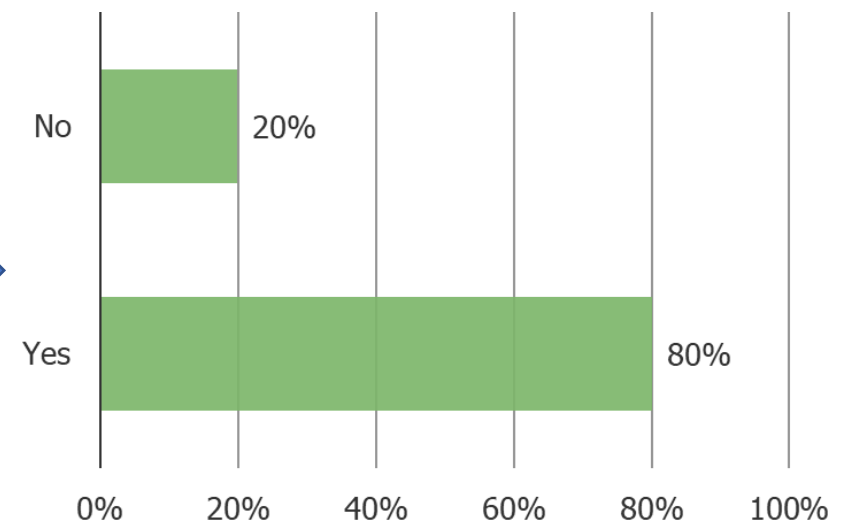


Do you have a website for your company?

*Posed to respondents who own or are partner in their own business.*

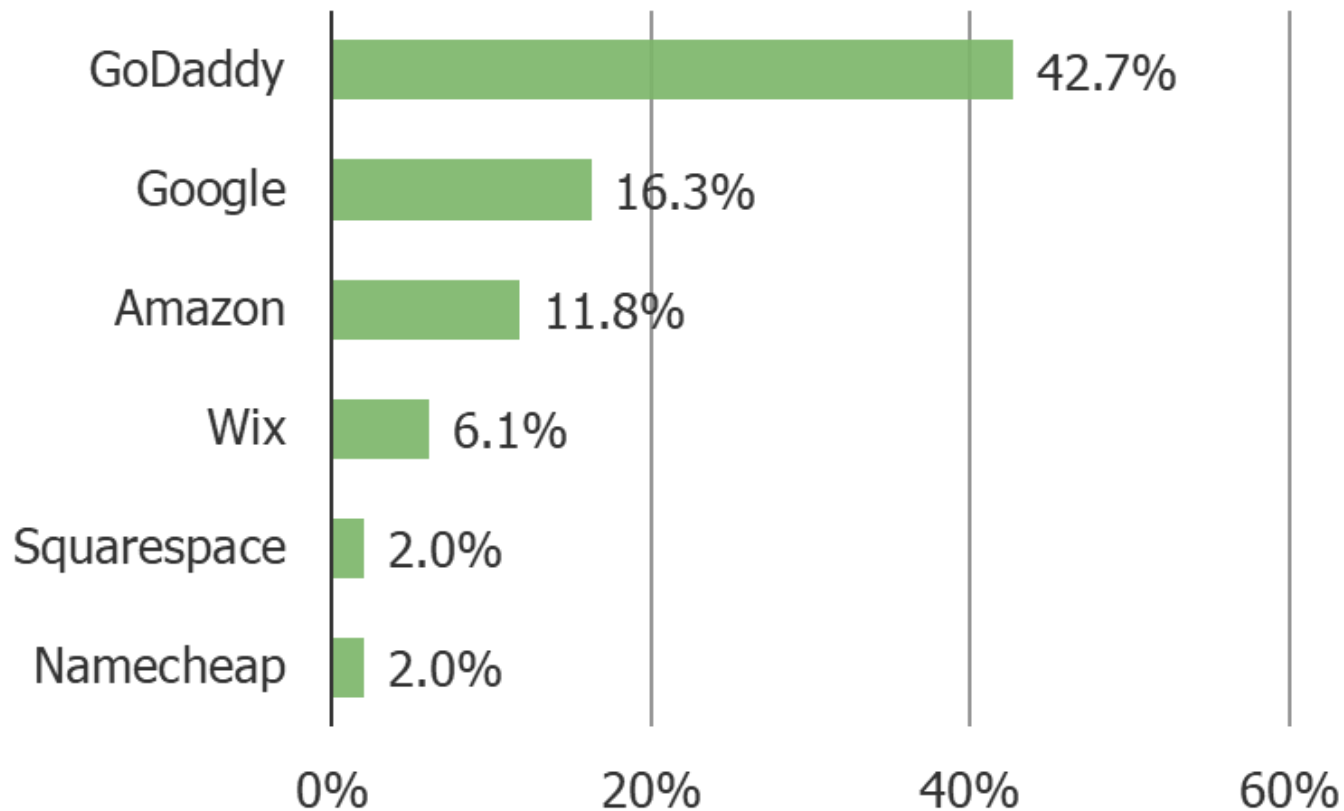


*Focusing on respondents who said they started a new business within the past year. Combining monthly responses from Feb (2020) through present. N = 669*



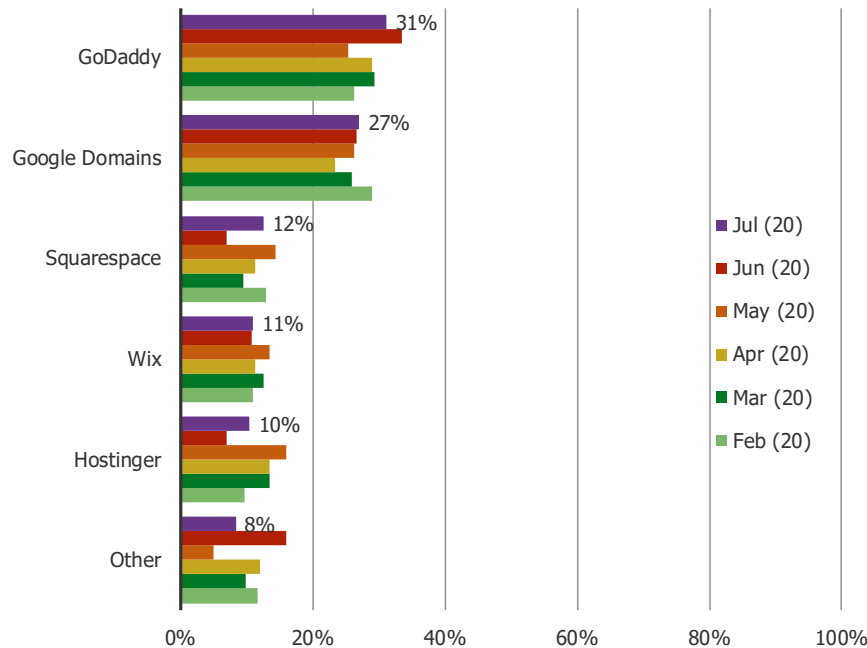
Which website comes to mind first for purchasing a domain name (ie, the URL / web address people visit to get to your website)

*Posed to respondents who own or are partner in their own business (excluding respondents who did not have an opinion on this question or don't know).*



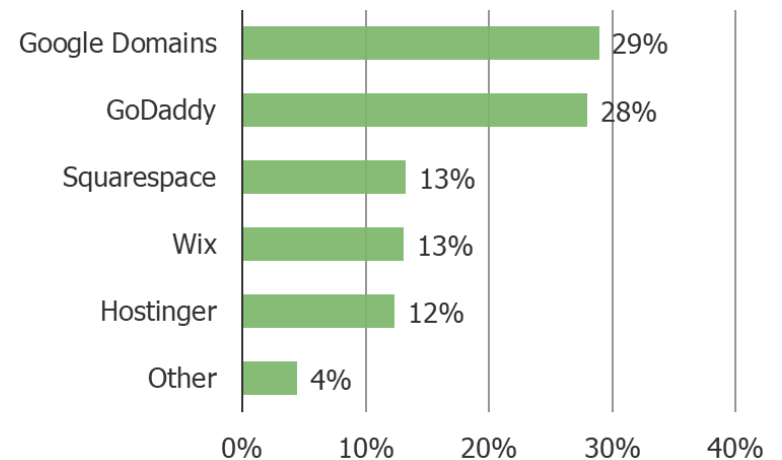
How did you purchase your domain (the URL / web address)?

*Posed to respondents who own or are partner in their own business and have a website for their company.*



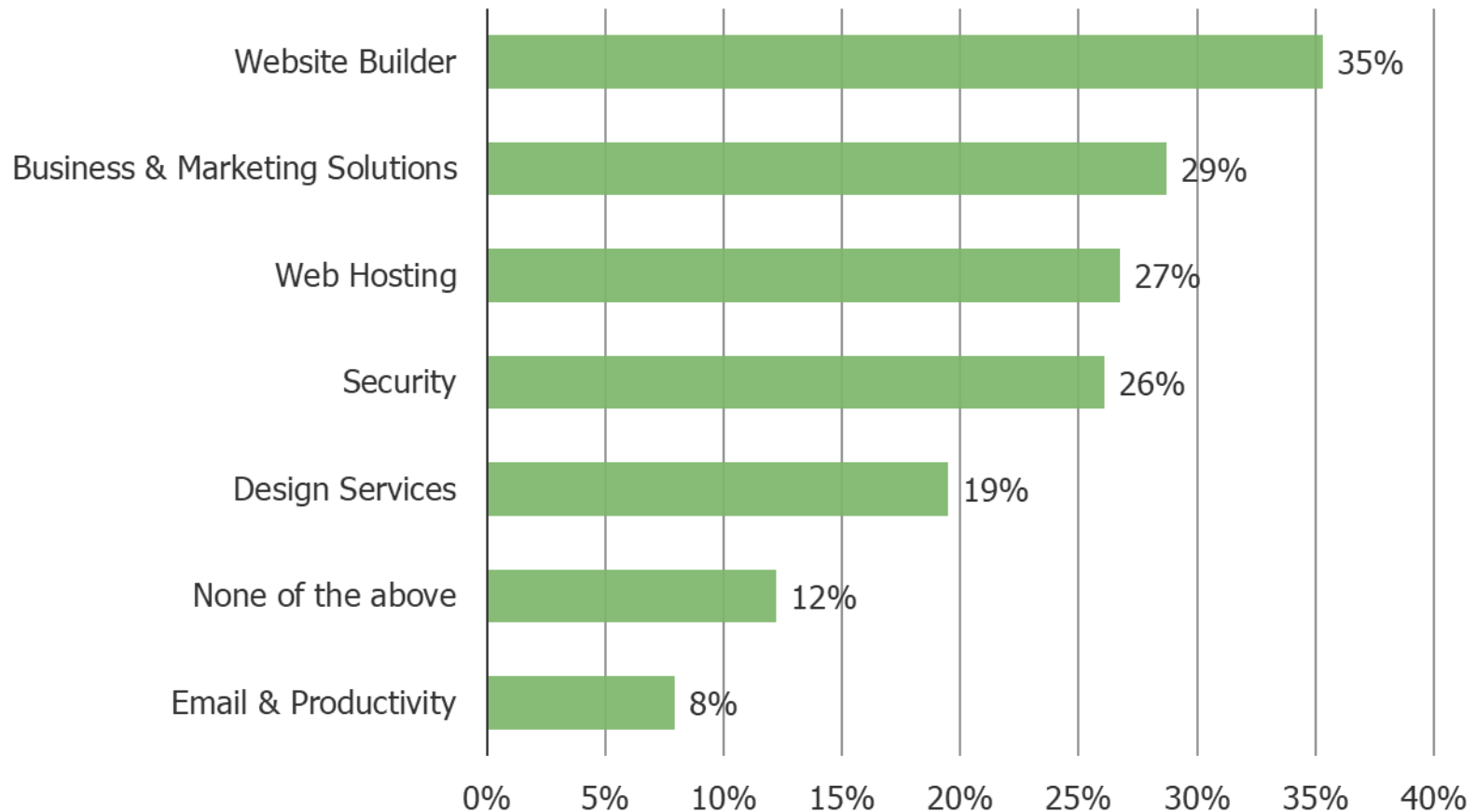
*N = ~200 respondents each month*

*Focusing on respondents who said they started a new business within the past year AND have a website for their company. Combining monthly responses from Feb (2020) through present. N = 536*



Do you use GoDaddy for any other services other than your domain?

*Posed to business owners/partners who have a website and bought their domain through GoDaddy.*



*N = 303 (combining monthly results from February 2020 through present)*



Have you started a new business in the past year? (%Yes)

*Posed to respondents who are employed.*

