

GoDaddy 2023 Data Observatory

Global and Colombia Findings: Business
May 2023



About the 2023 GoDaddy Data Observatory

Methodology and Target Group:

The research studied small businesses globally in March 2023. Businesses surveyed ranged from solopreneurs (no employees) to small businesses (up to 50 employees).

It was conducted in partnership with research firm Advanis.

Markets & Sample Sizes

- TOTAL: n=4,682
 - US: n=1,021
 - Brazil: n=540
 - Colombia: n=511
 - Germany: n=480
 - Spain: n=500
 - Mexico: n=573
 - India: n=569
 - APAC (Thailand, Singapore, Philippines): n=488

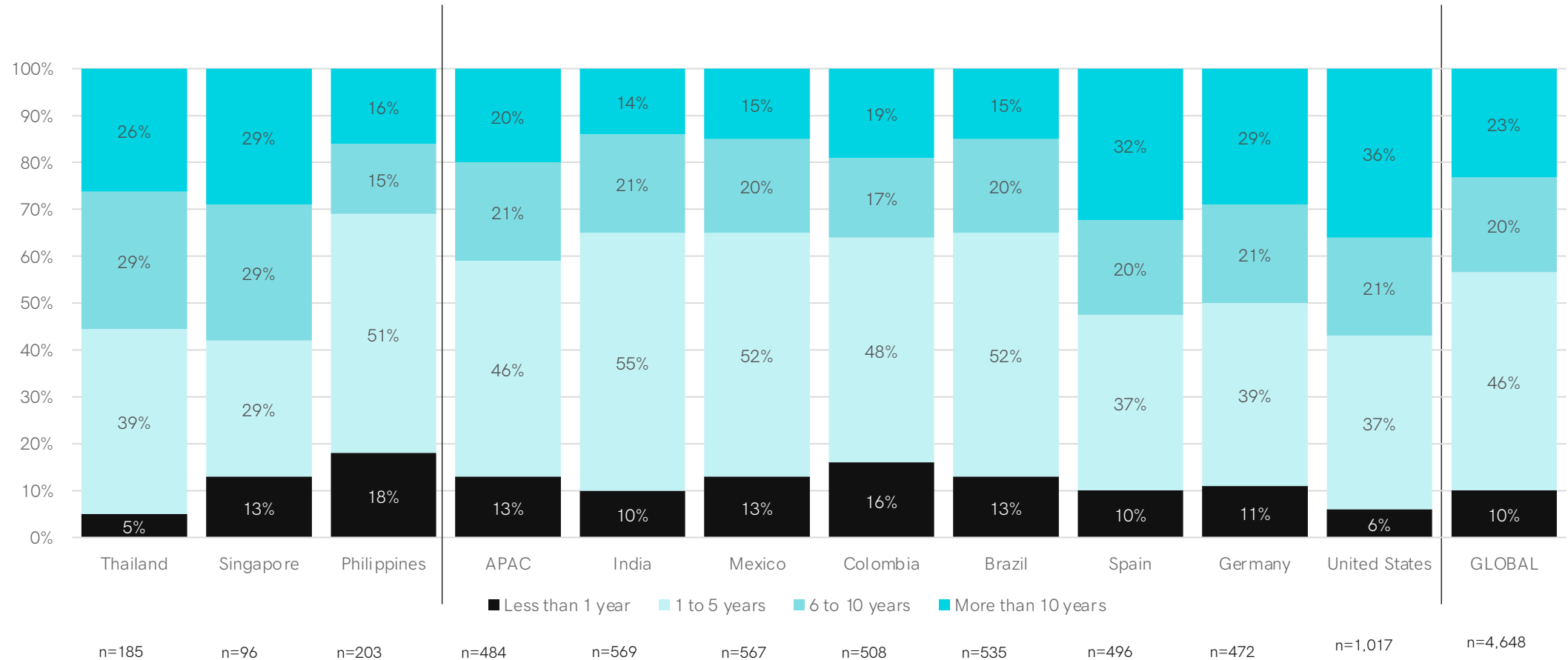
Categories

1. Business Tenure
2. Online Business Tenure
3. Sales Channels
4. Share of Online Sales Revenue
5. Initial steps to publicize business
6. Activities to raise awareness
7. Importance of Business Challenges

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Business Tenure

How many years has your company been in business?



[COLOMBIA] Business Tenure

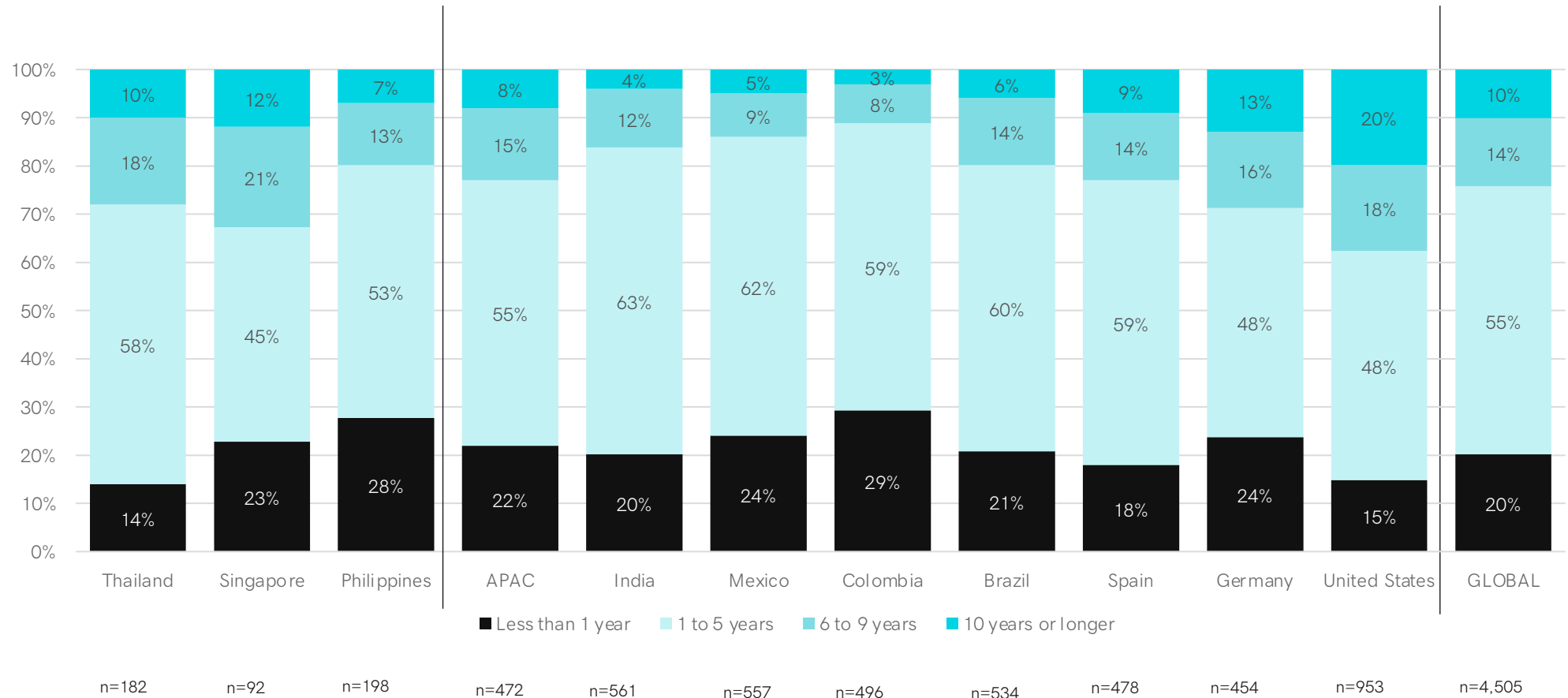
Almost half of small businesses in Colombia are 1-5 years old (48%)

32% of GenZ (18-24y) small businesses were founded less than one year ago

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Online Business Tenure

How long have you been selling your products online?



[COLOMBIA] Online Business Tenure

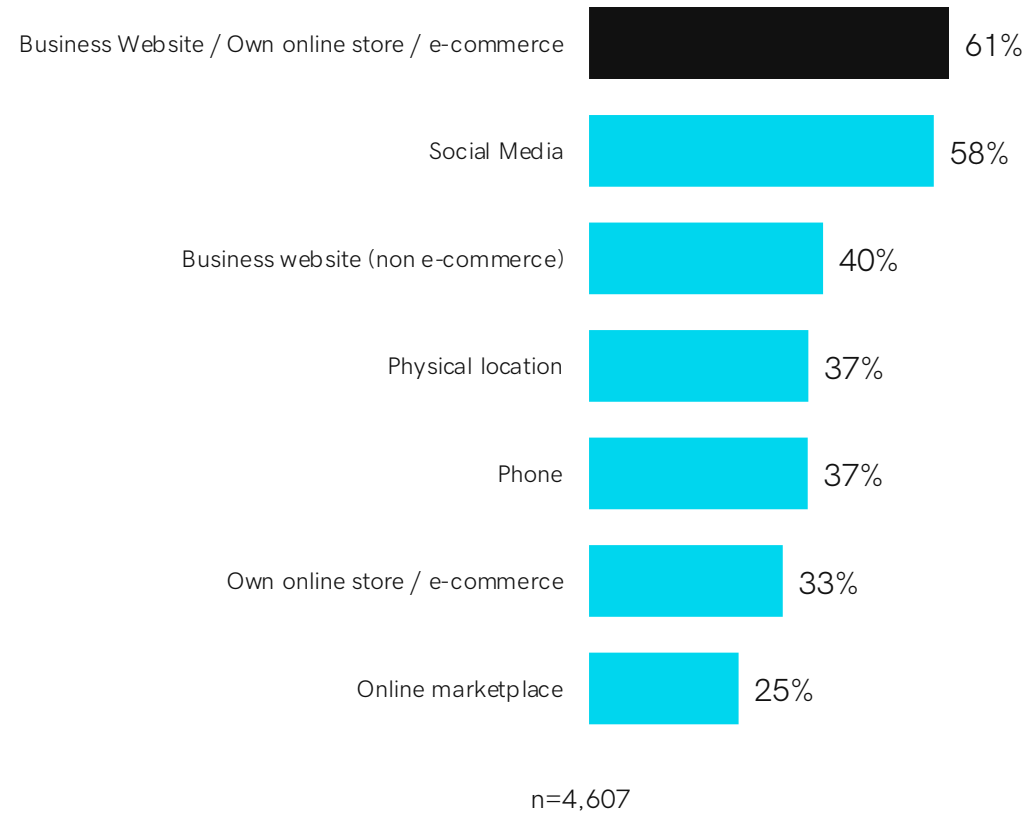
SMBs in Colombia have been selling products / services online for the shortest time vs. other countries surveyed: 29% started less than one year ago

This trend is driven by women: 35% started selling online less than one year ago (vs. 25% male)

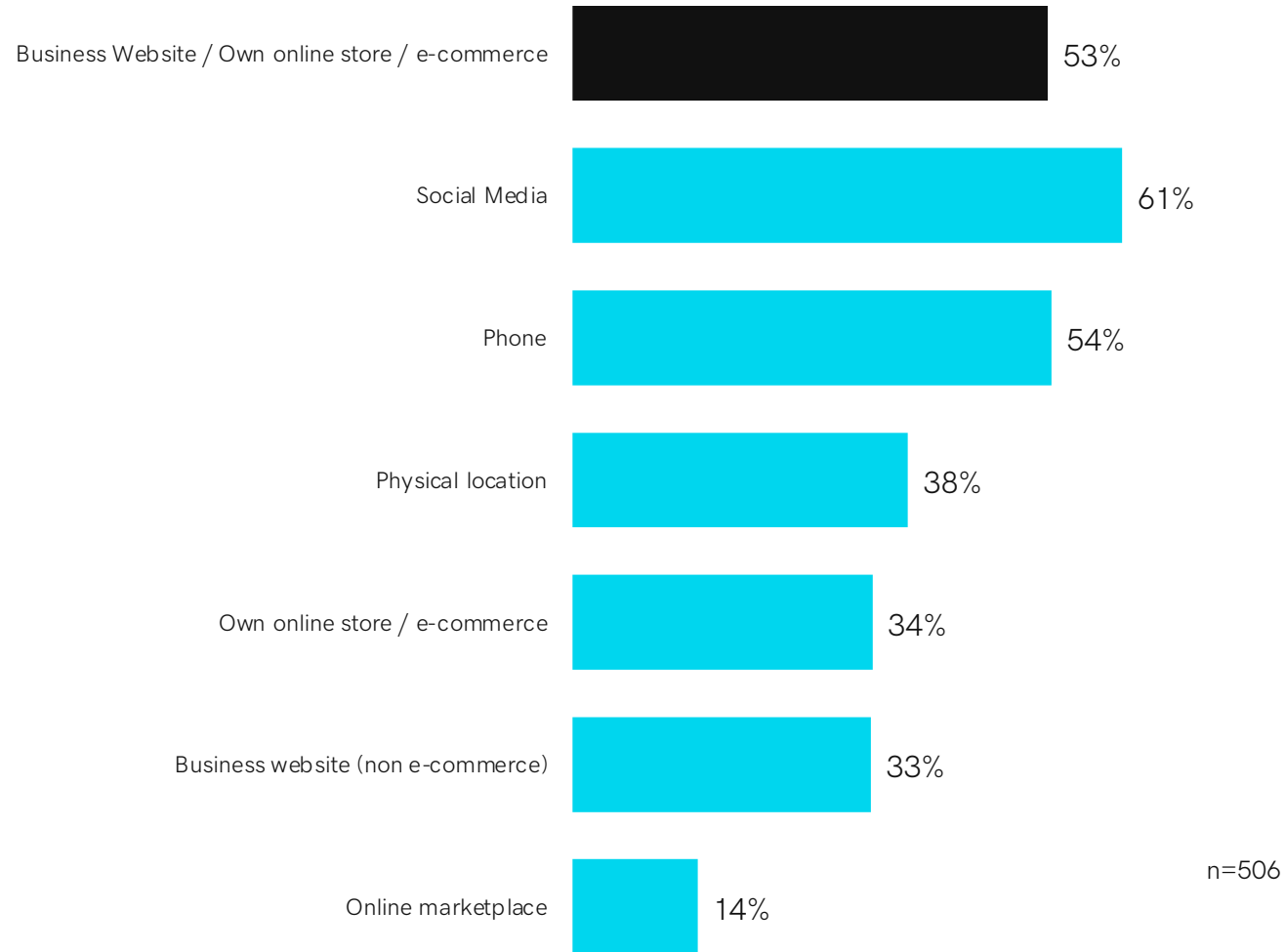
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Sales Channels

[GLOBAL] Which of the following sales channels does your company use?



[COLOMBIA] Which of the following sales channels does your company use?



[COLOMBIA] Sales Channels

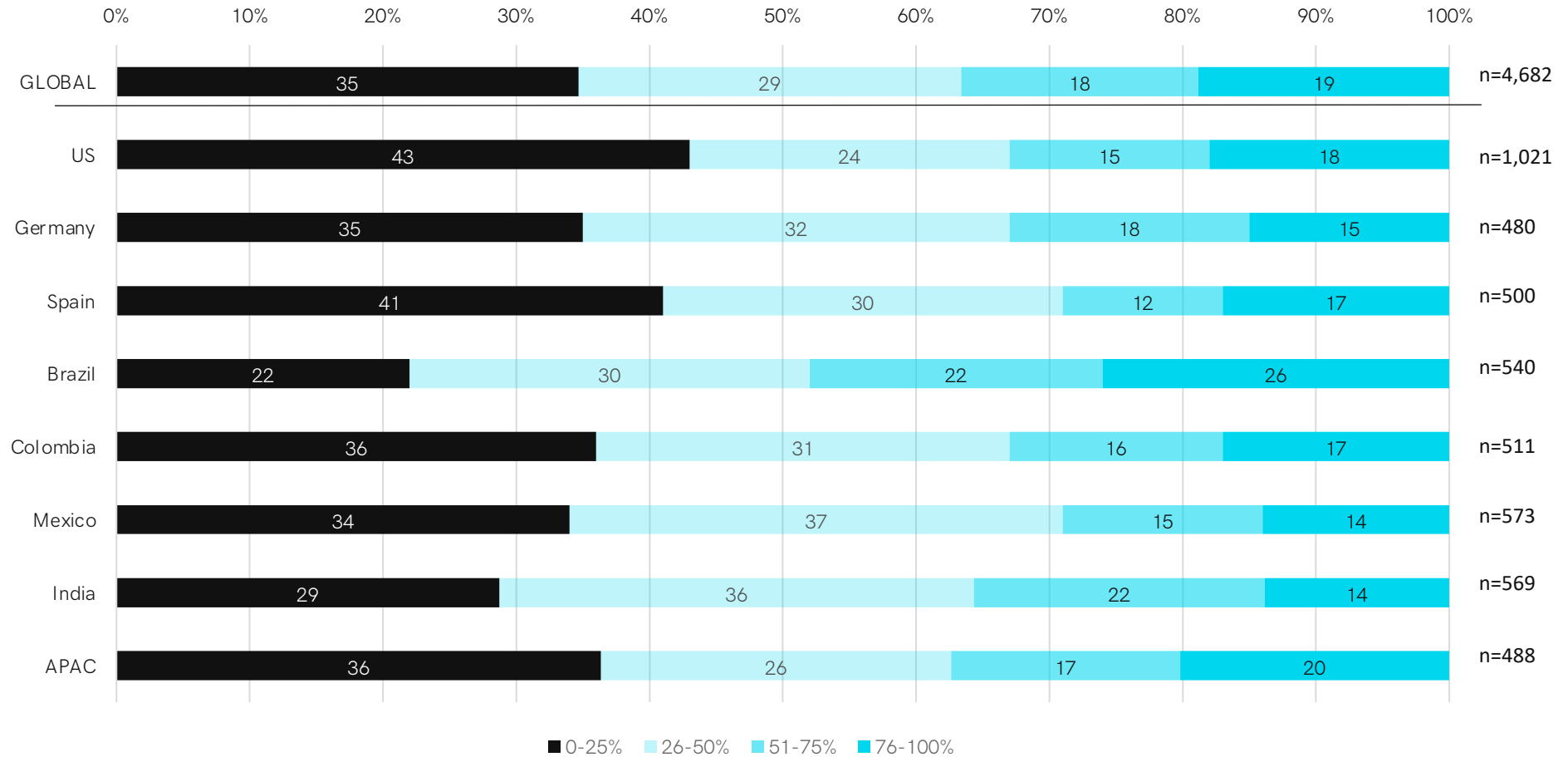
Phone usage is more relevant (54%) in Colombia than in many other countries

Women use a physical location more often (44 vs. 32%) than men

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Share of Online Sales Revenue

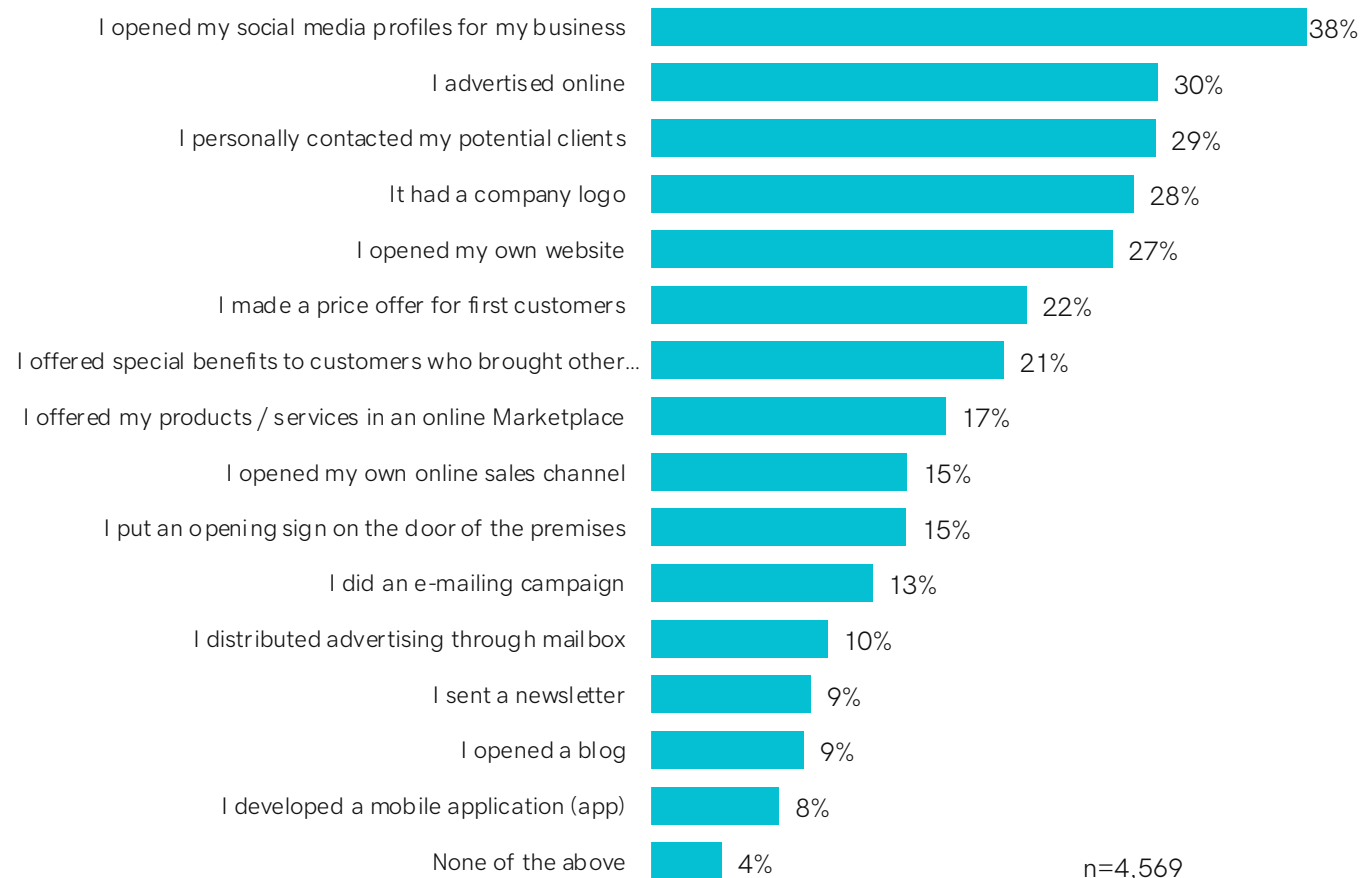
What share of your annual revenue is based on online sales channels?



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Initial Steps to Publicize Business

[GLOBAL] In the first three months of opening your business, which of the following actions did you take to publicize your company?”



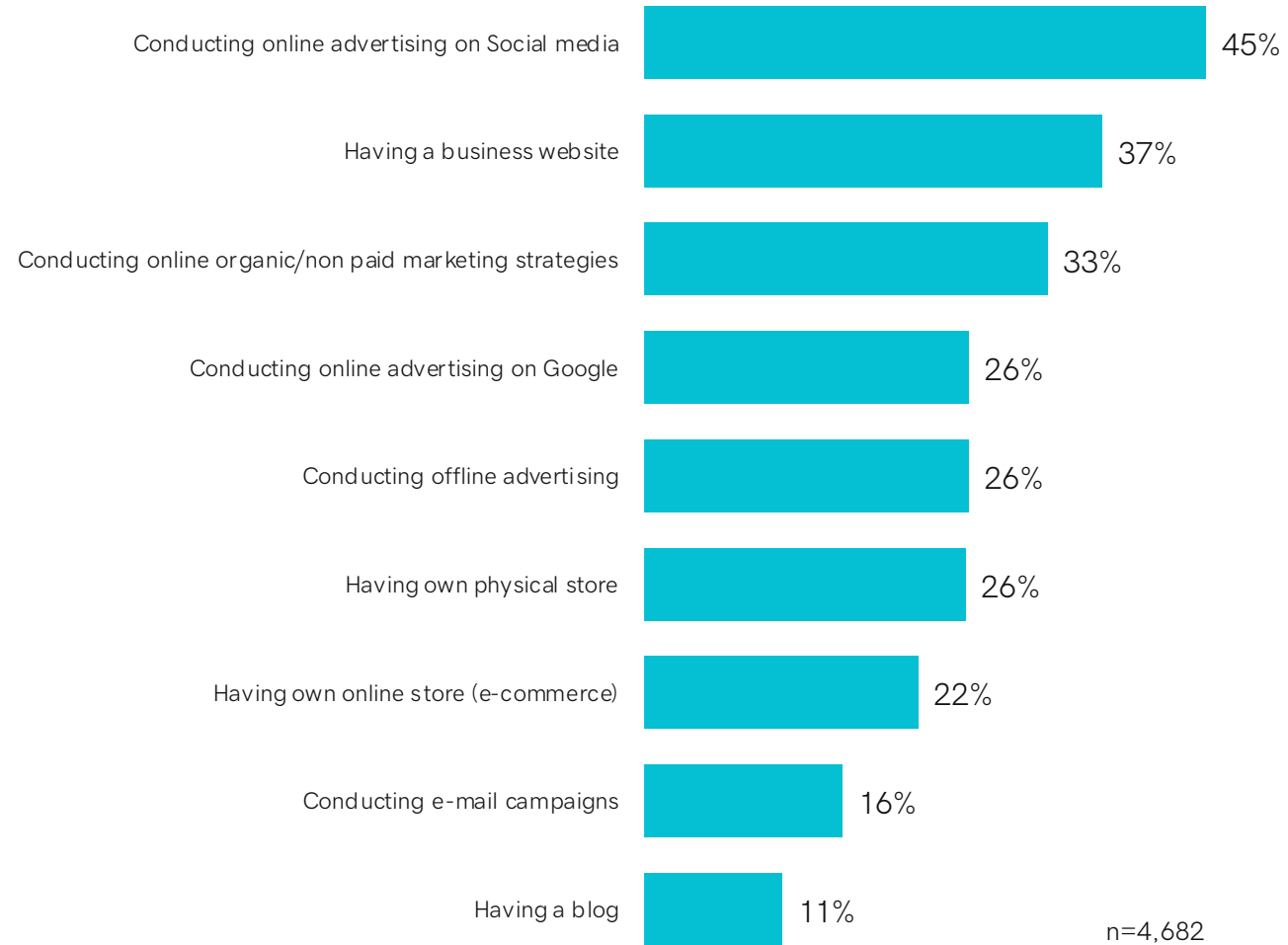
[COLOMBIA] In the first three months of opening your business, which of the following actions did you take to publicize your company?



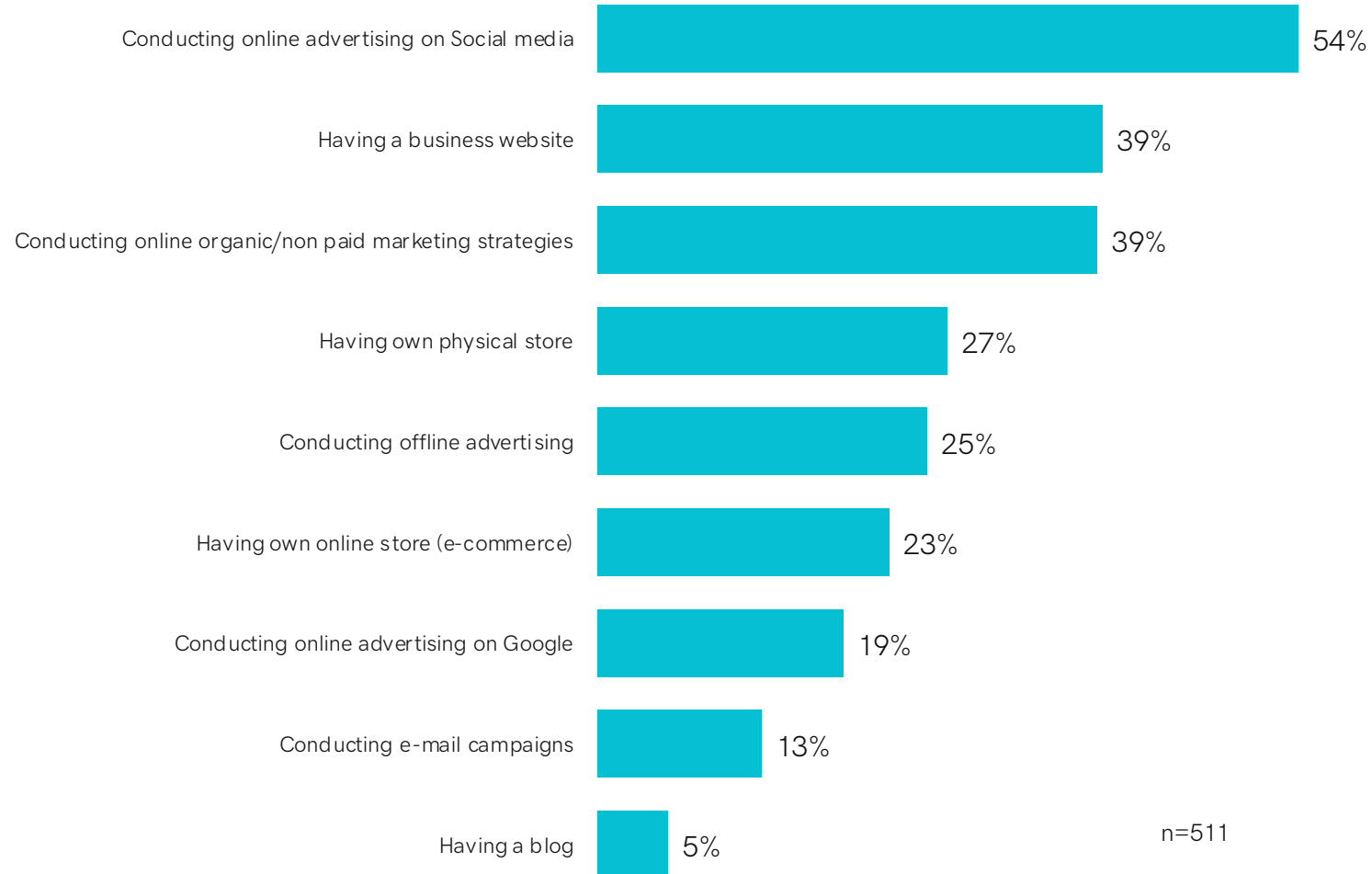
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Activities to Raise Awareness

[GLOBAL] Which do you think are the most impactful activities to raise awareness of a business?



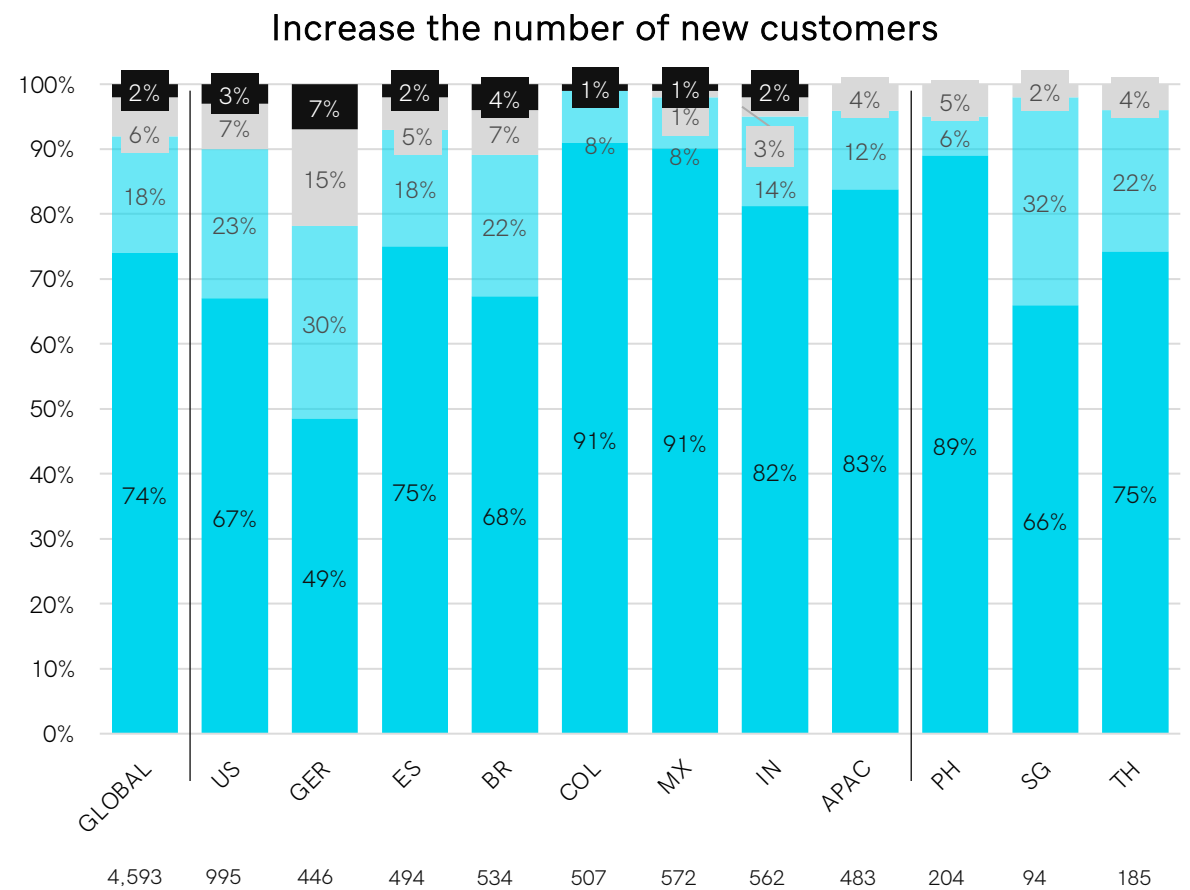
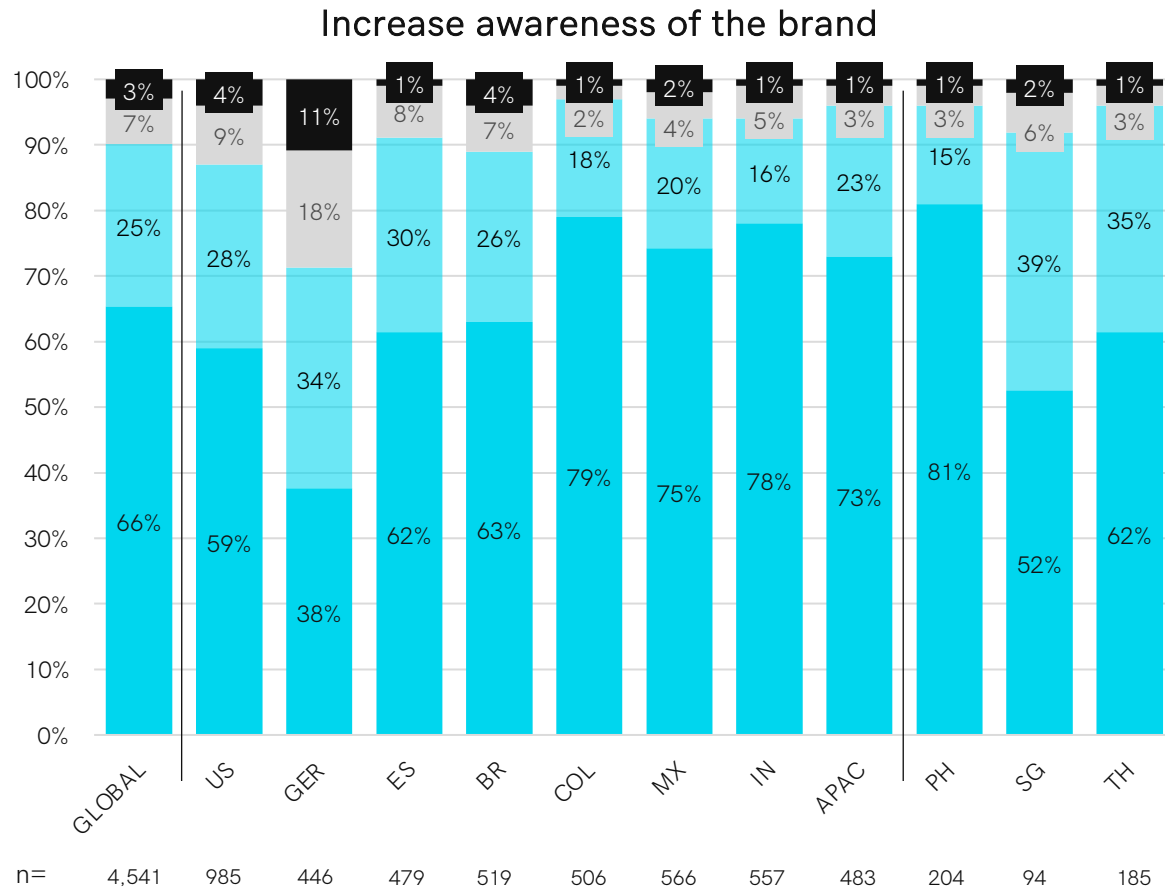
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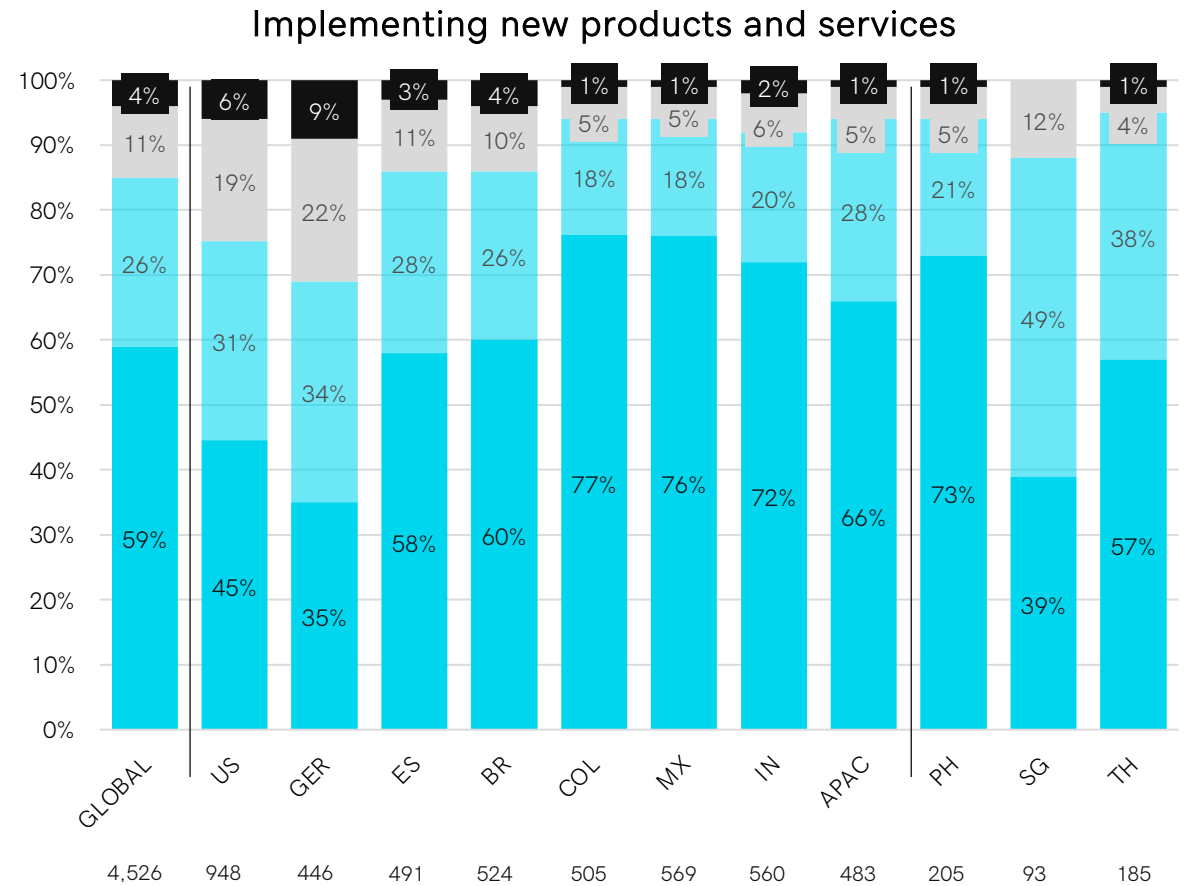
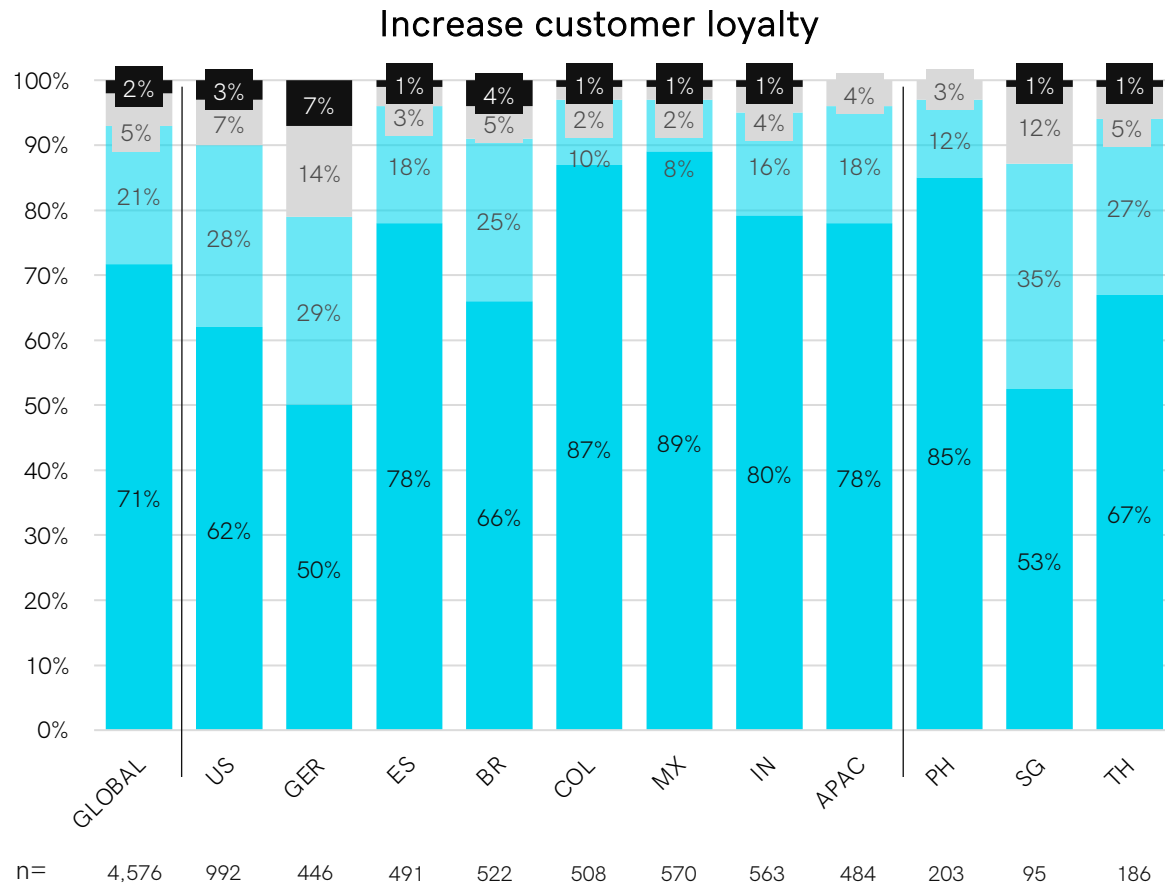
Importance of Business Challenges

In general, how important are the following challenges for your business?



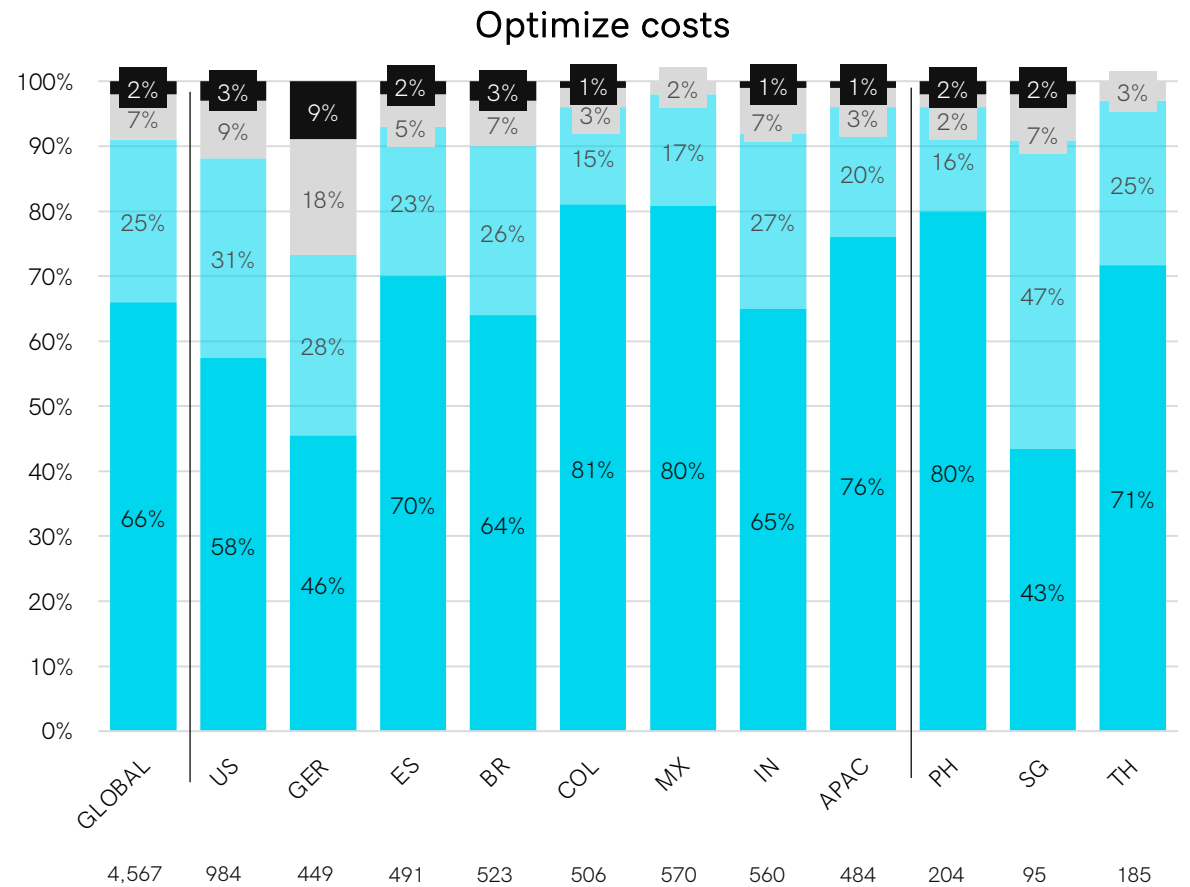
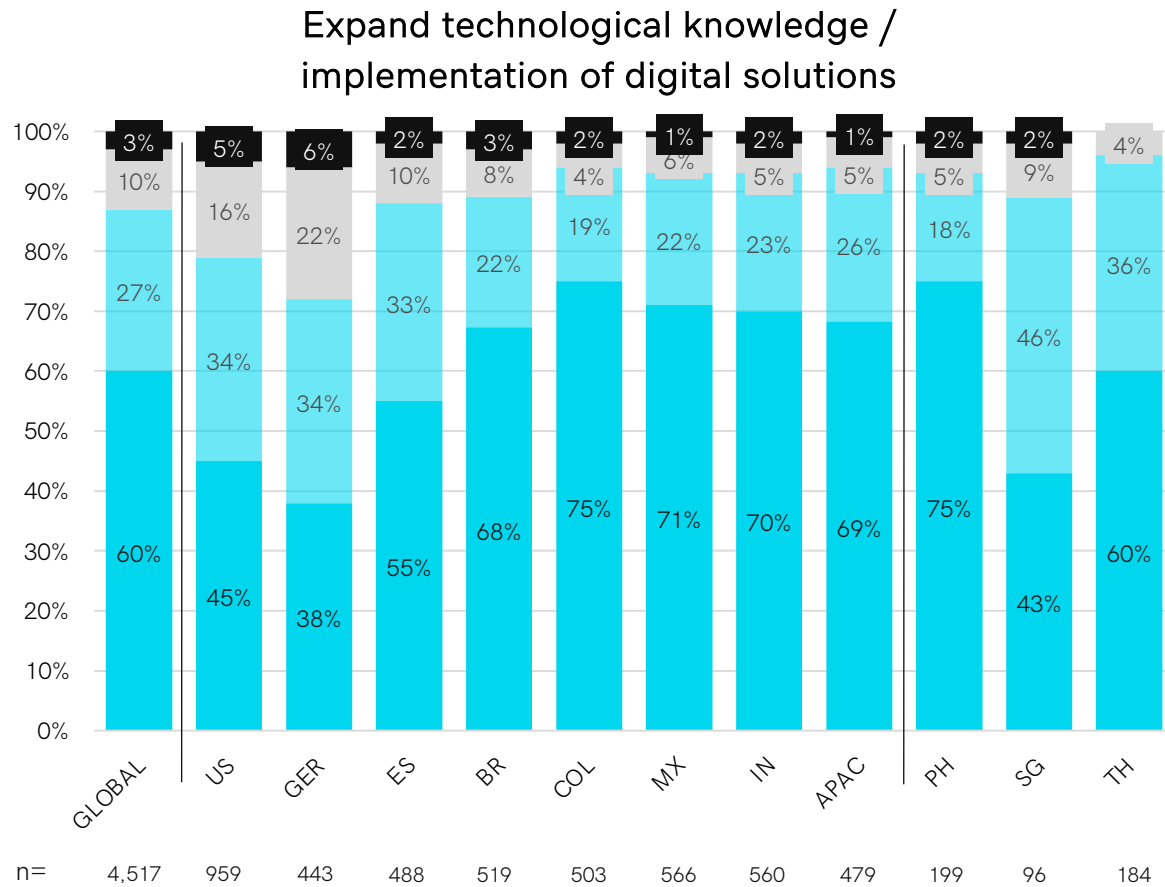
Very important Rather important Less important Not important at all

In general, how important are the following challenges for your business?



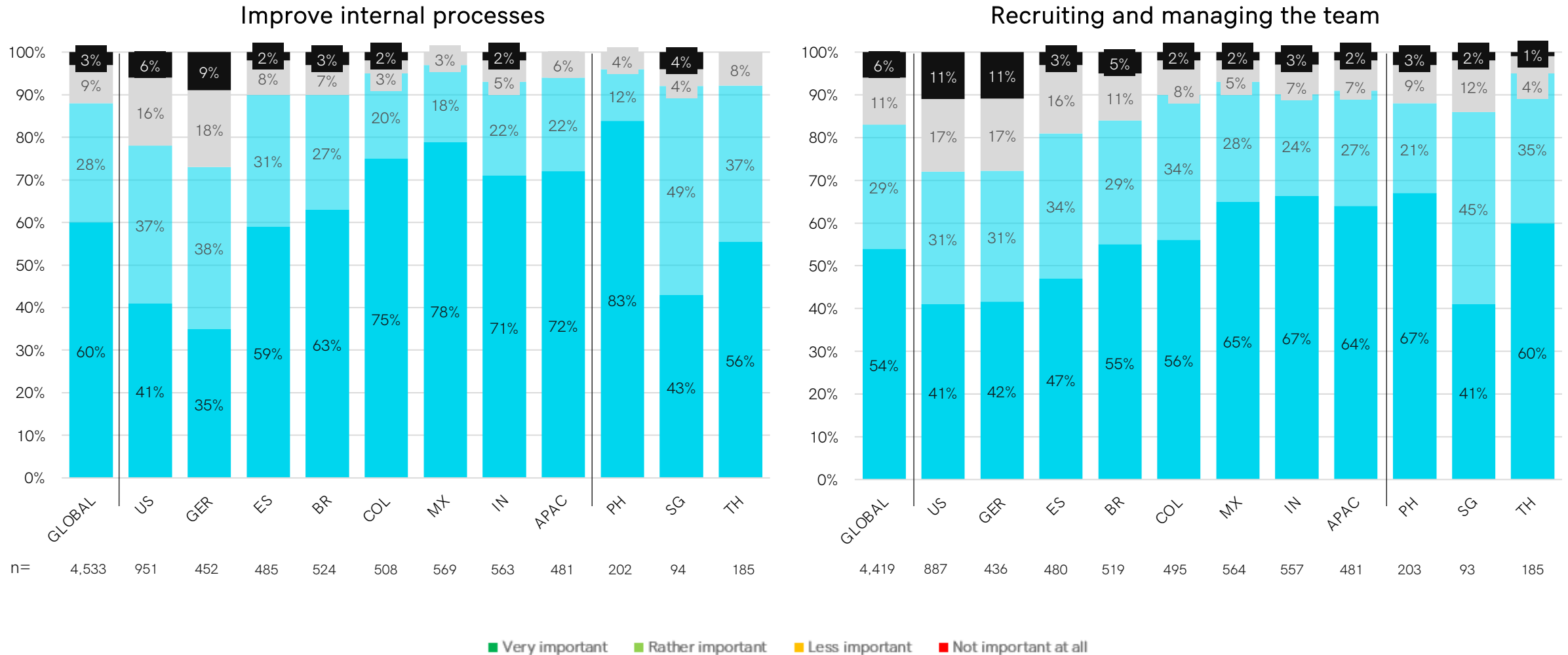
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In general, how important are the following challenges for your business?



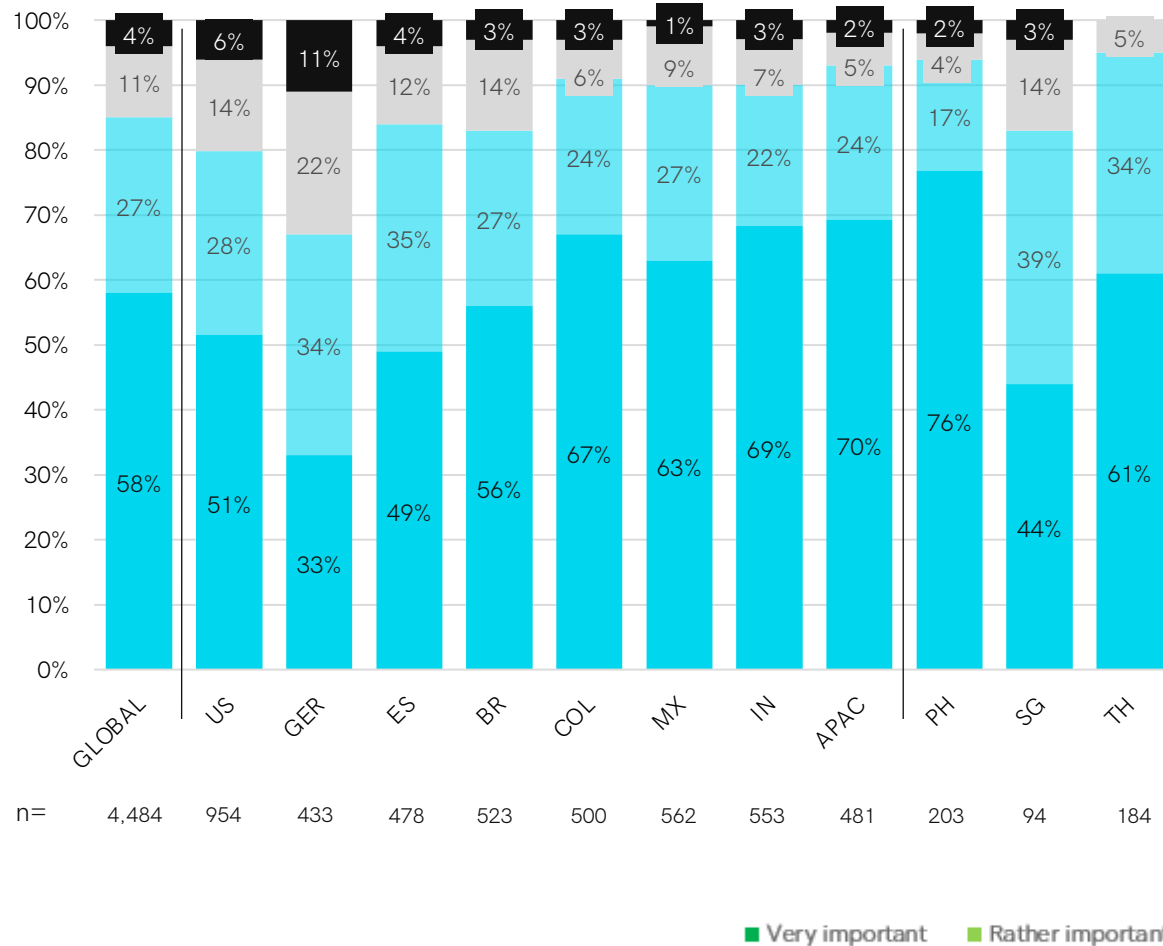
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In general, how important are the following challenges for your business?



In general, how important are the following challenges for your business?

Finding funds to run the business



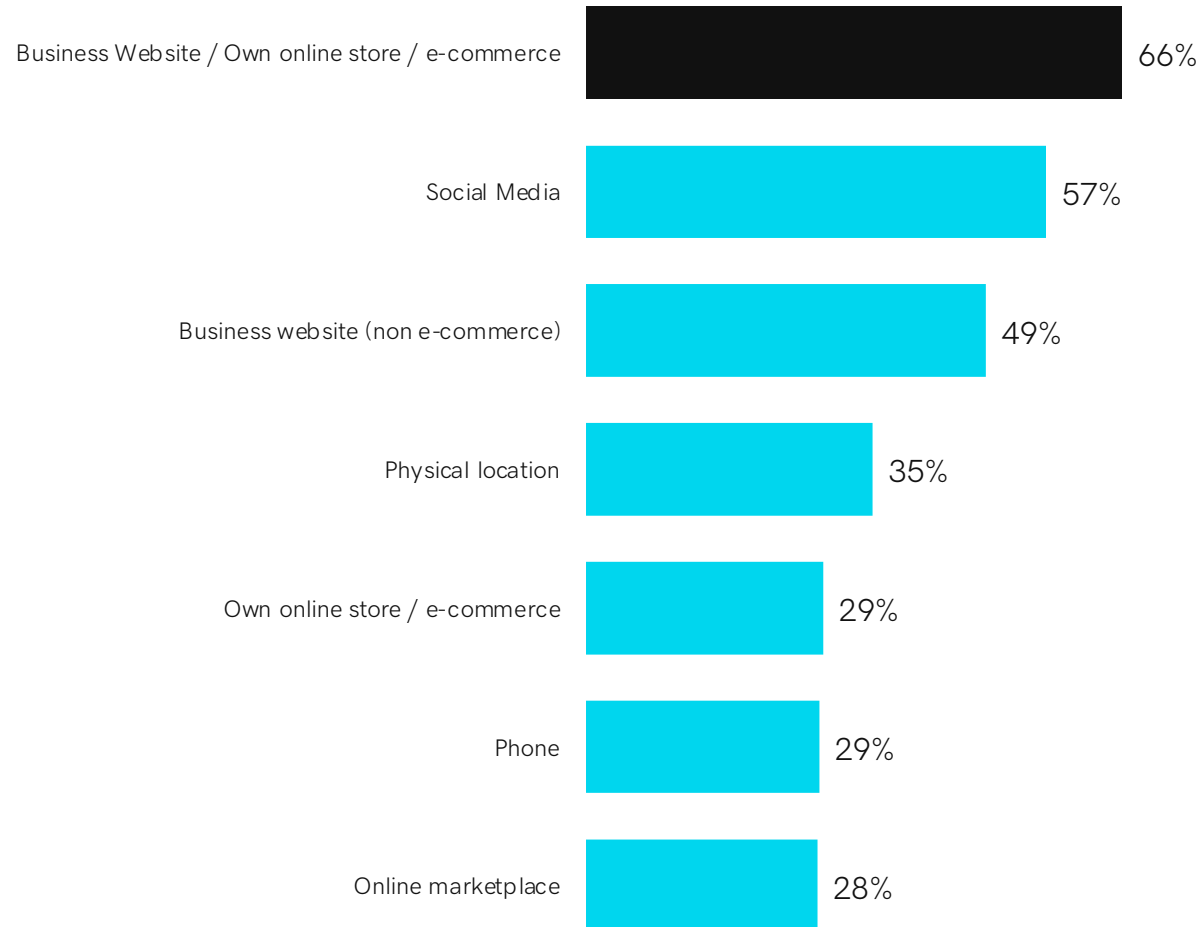
Appendix

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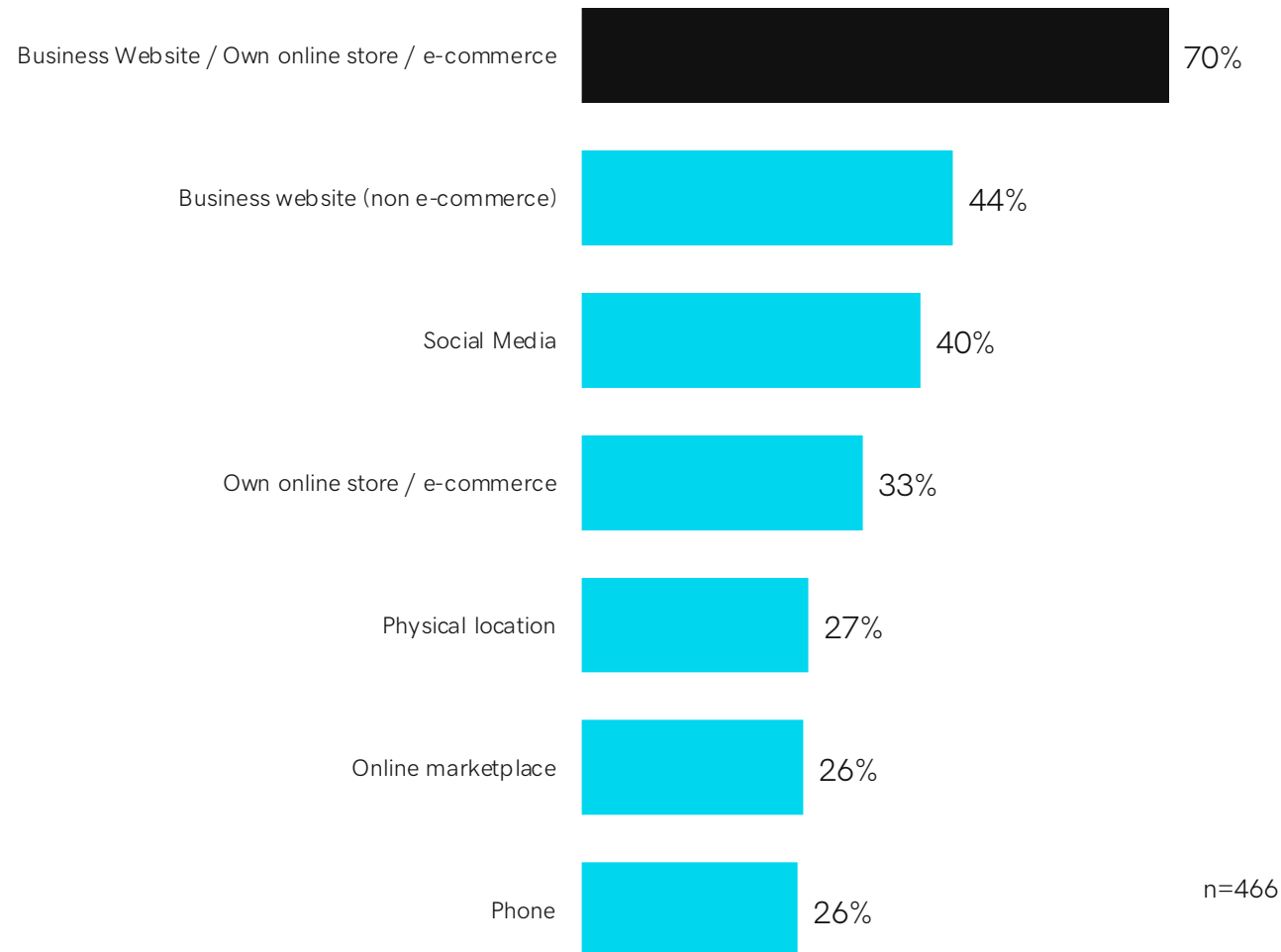
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Sales Channels

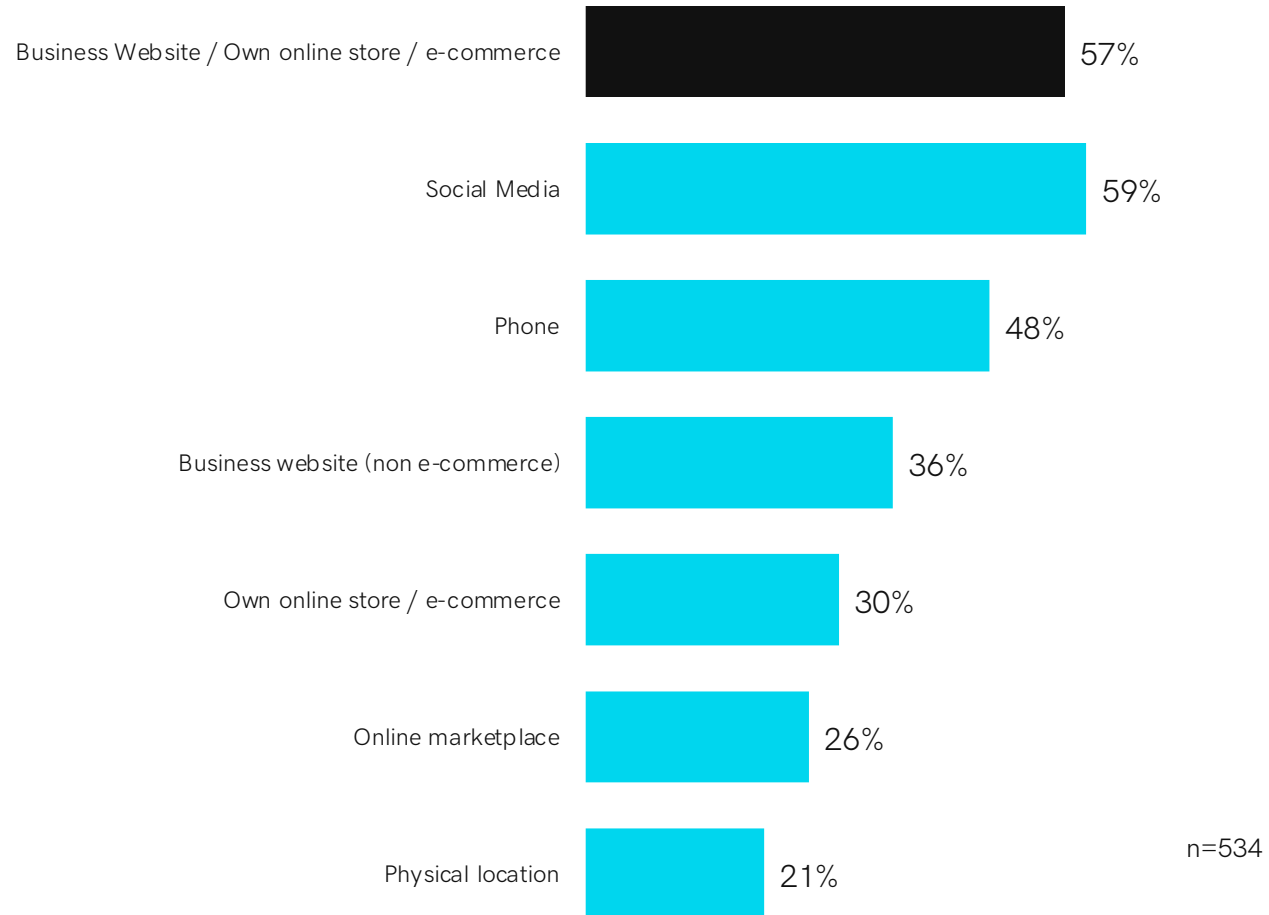
[UNITED STATES] Which of the following sales channels does your company use?



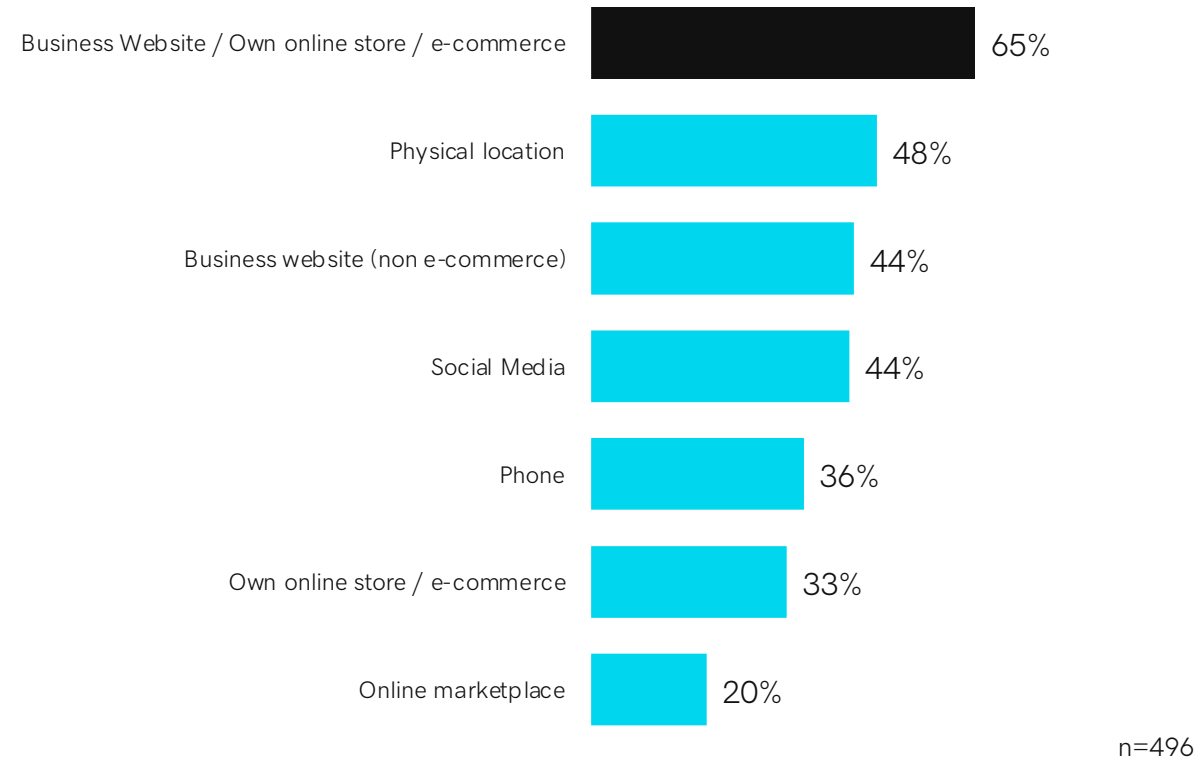
[GERMANY] Which of the following sales channels does your company use?



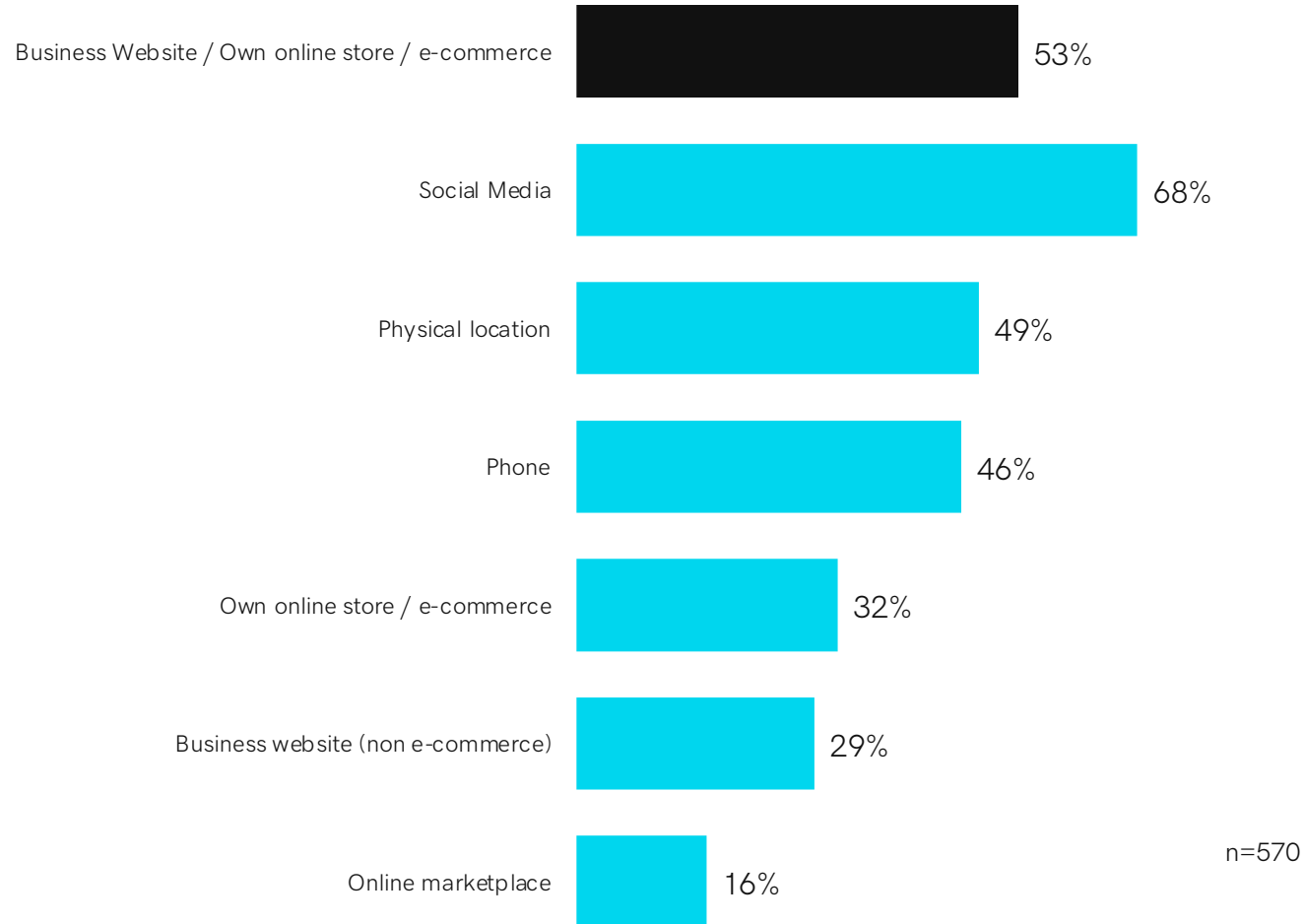
[BRAZIL] Which of the following sales channels does your company use?



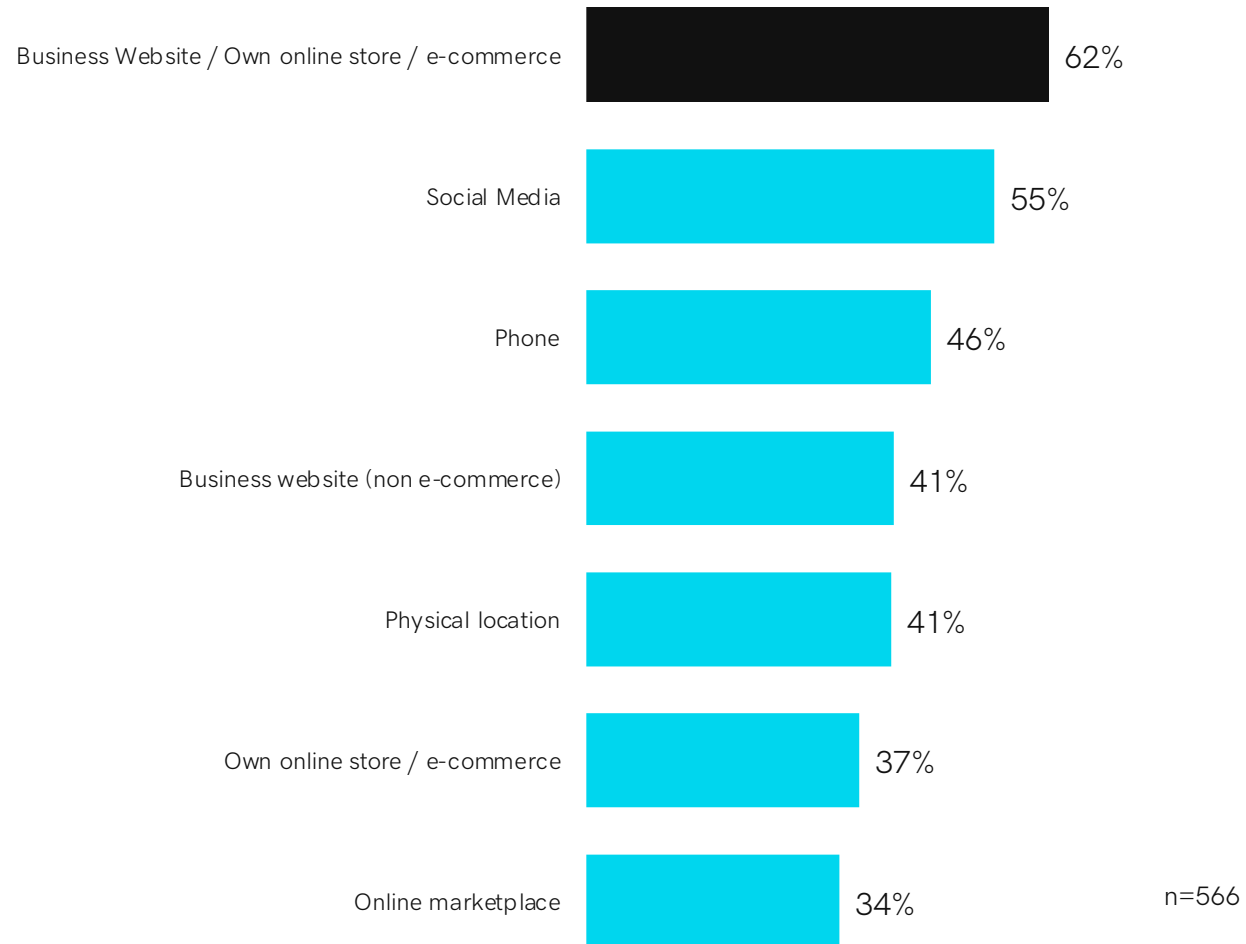
[SPAIN] Which of the following sales channels does your company use?



[MEXICO] Which of the following sales channels does your company use?

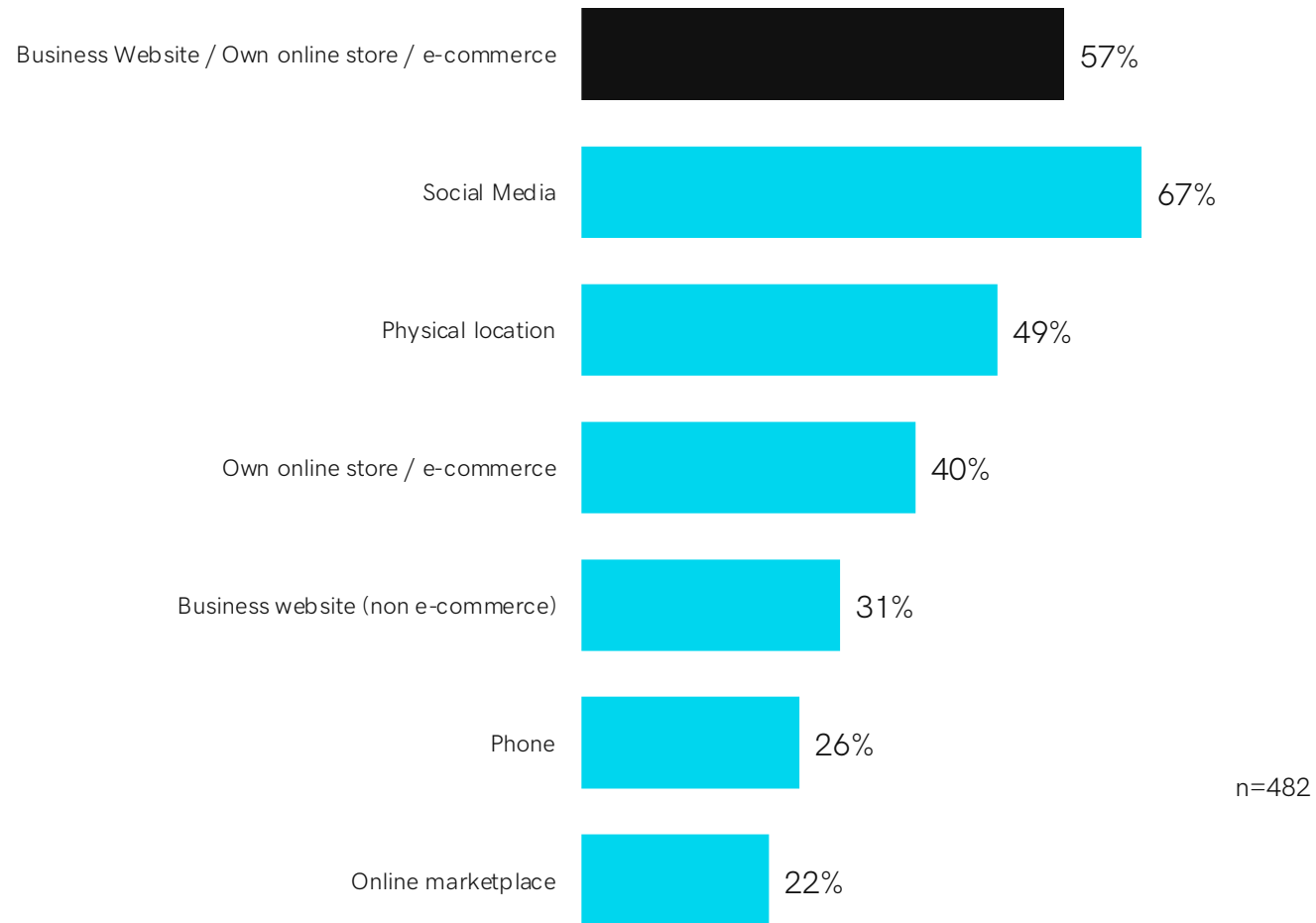


[INDIA] Which of the following sales channels does your company use?



[APAC] Which of the following sales channels does your company use?

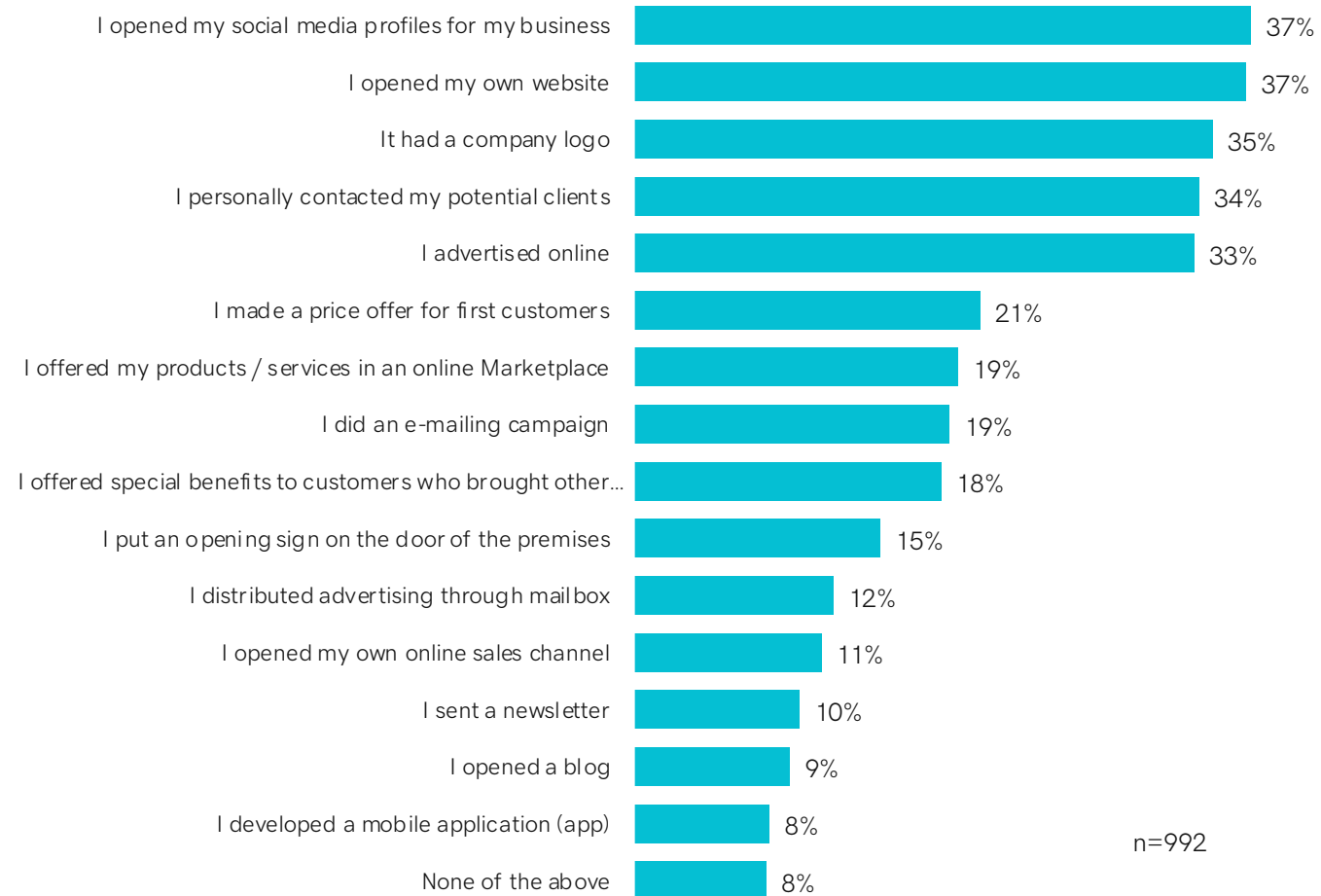
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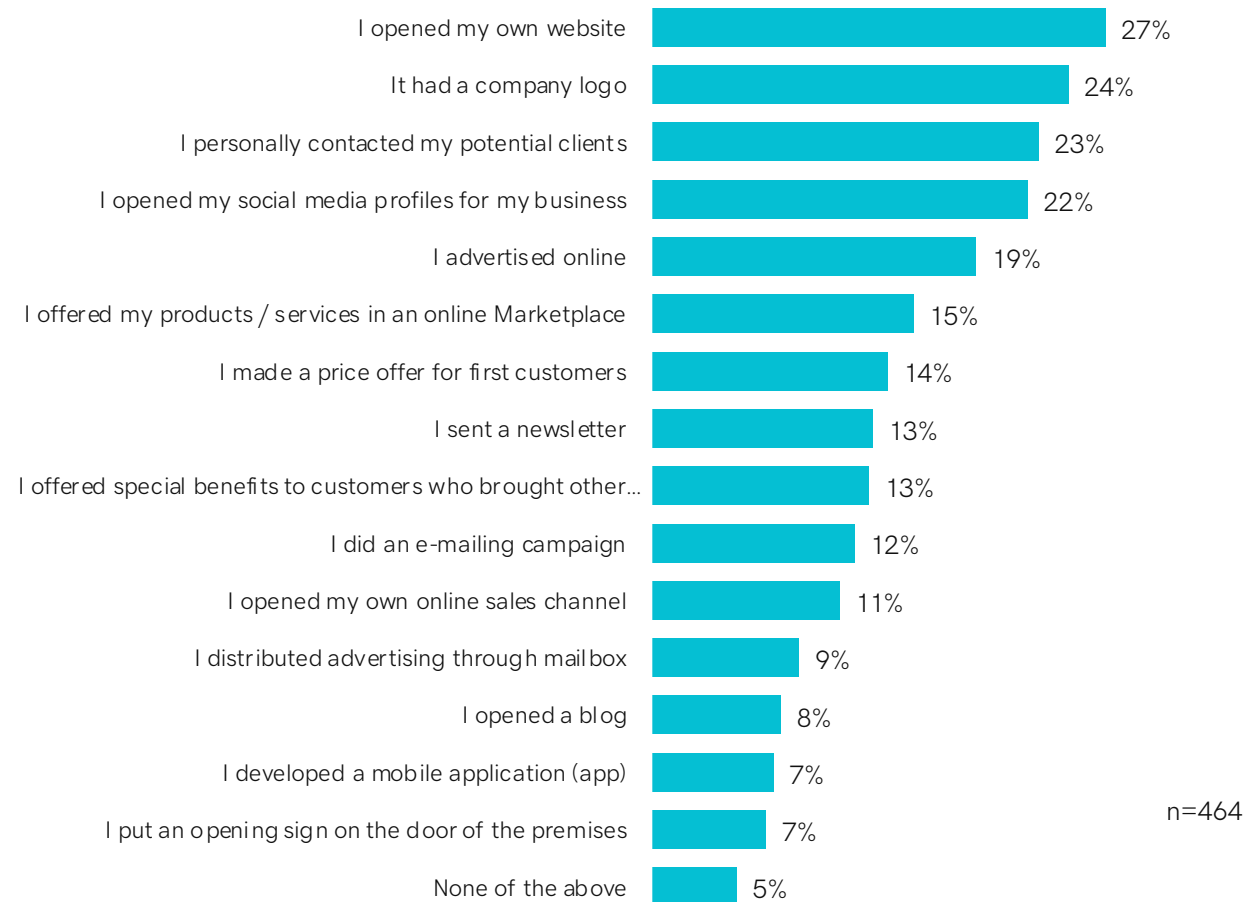
Initial Steps to Publicize Business

[UNITED STATES] In the first three months of opening your business, which of the following actions did you take to publicize your company?

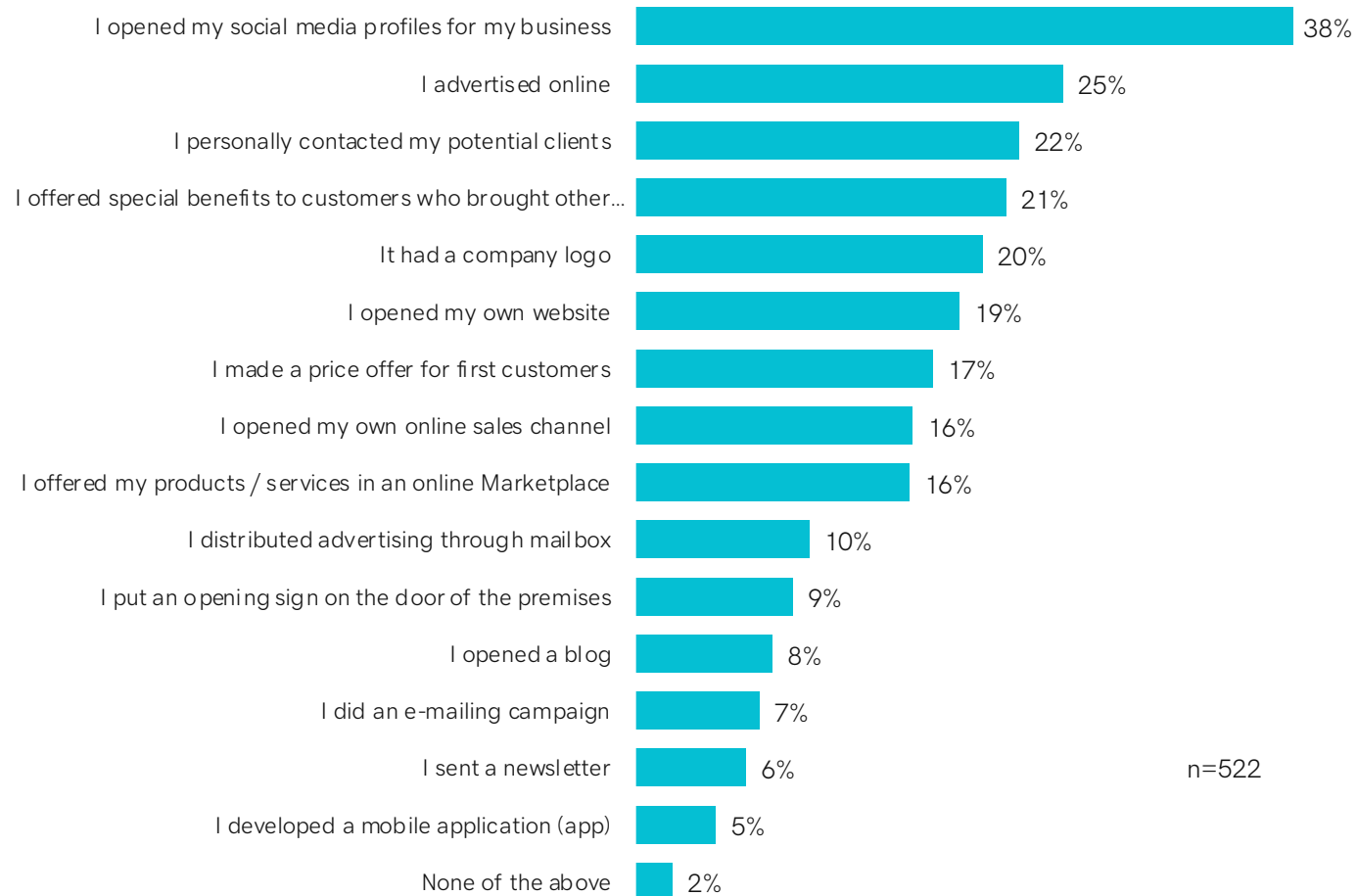


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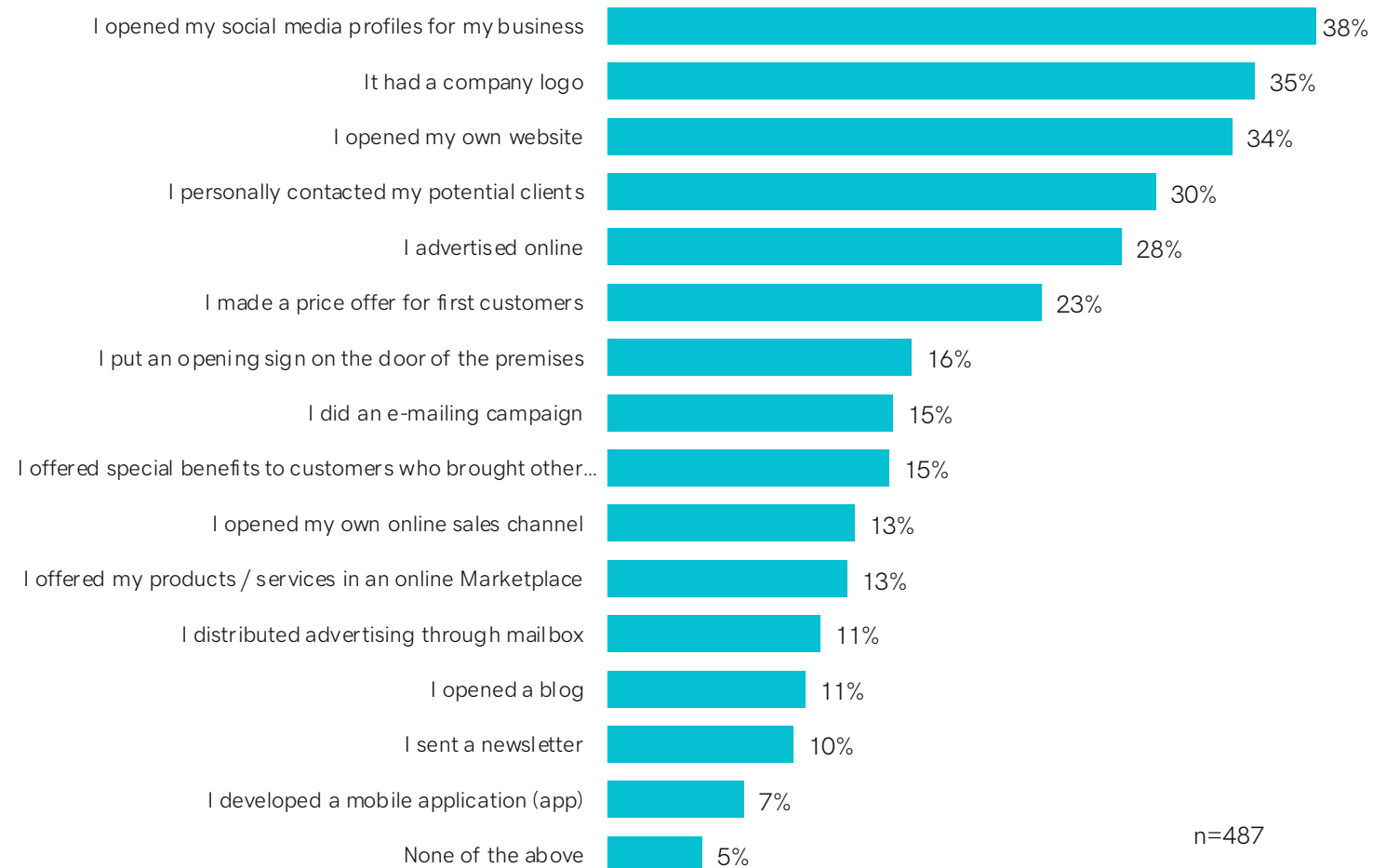
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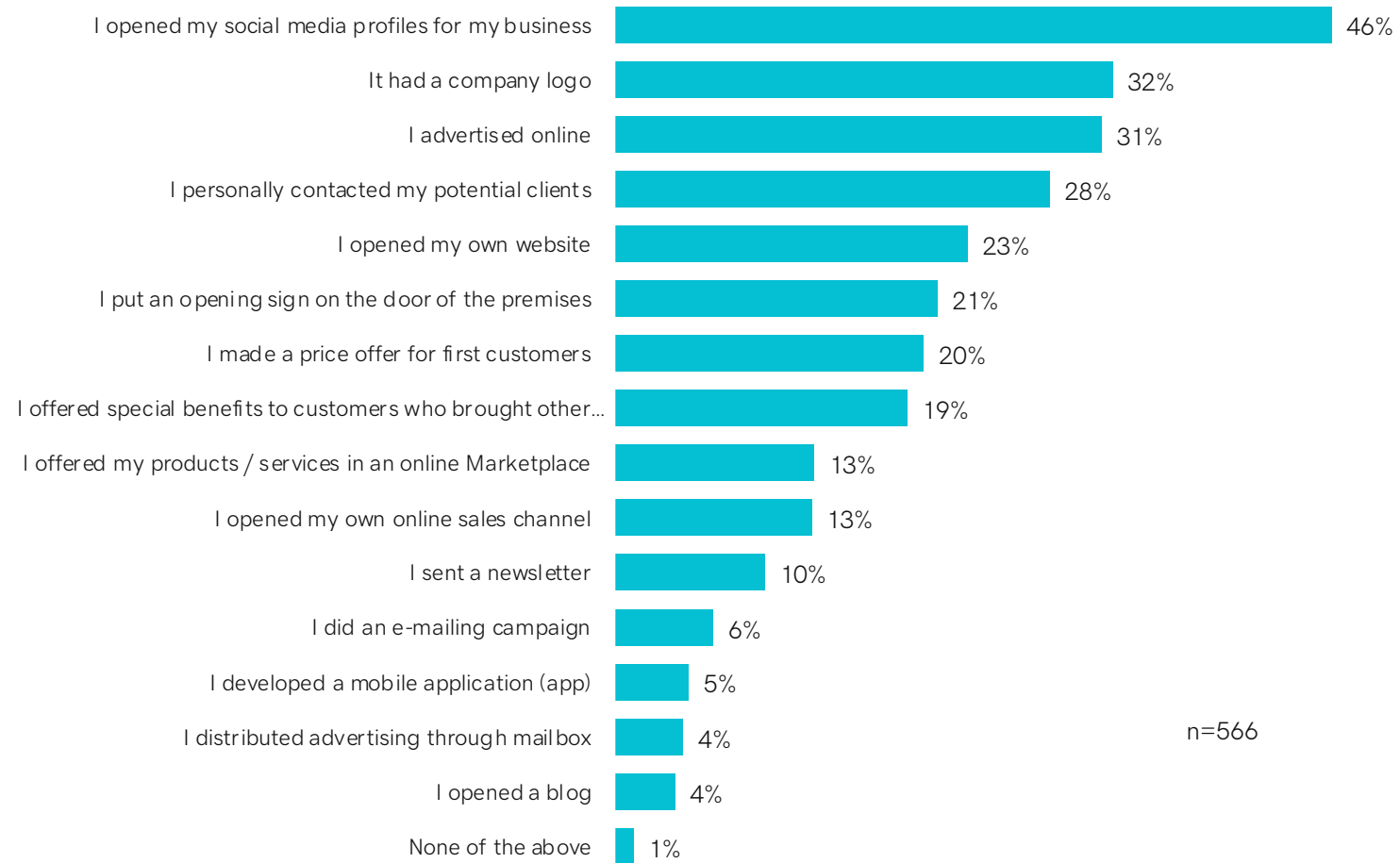
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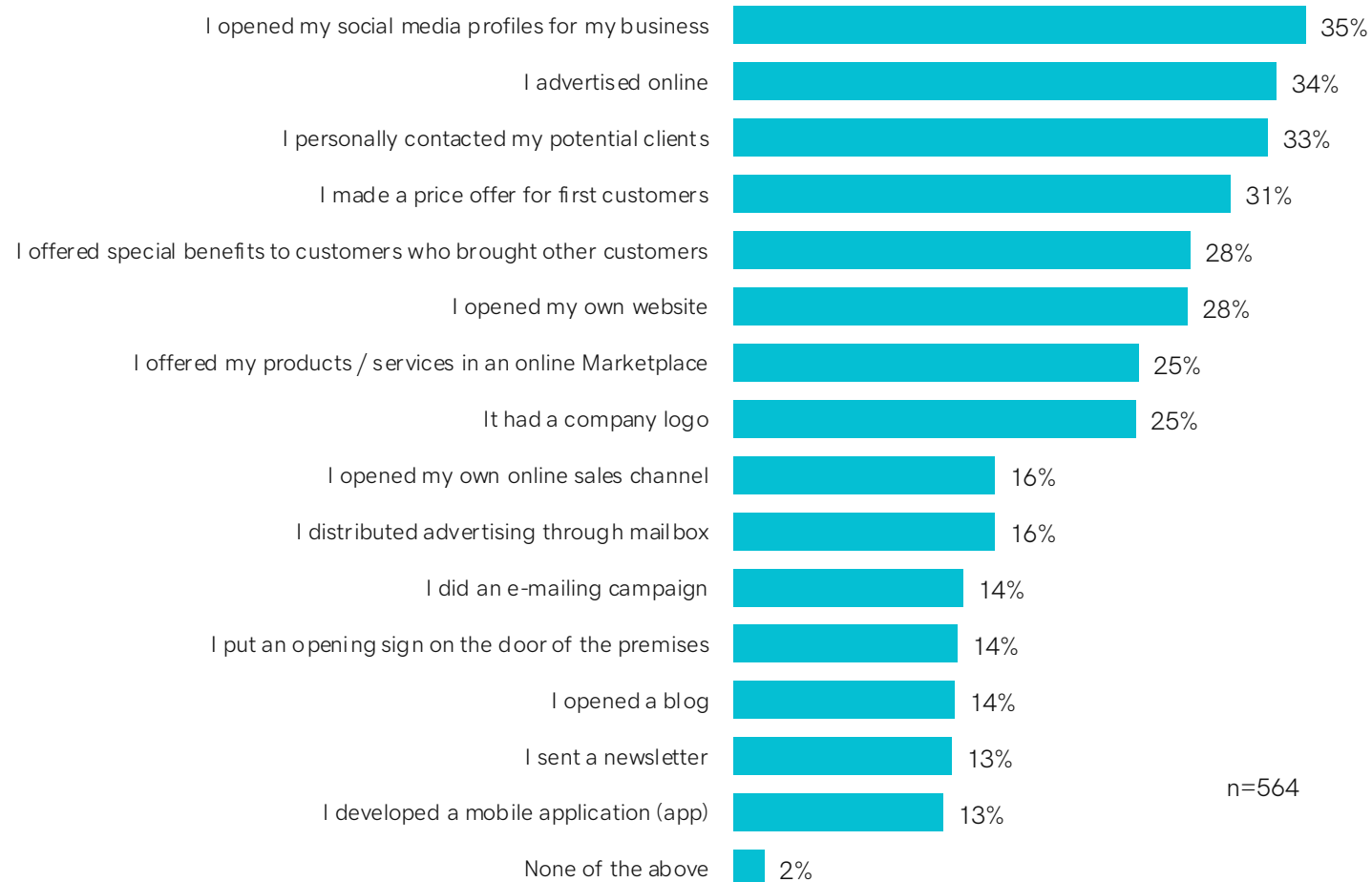
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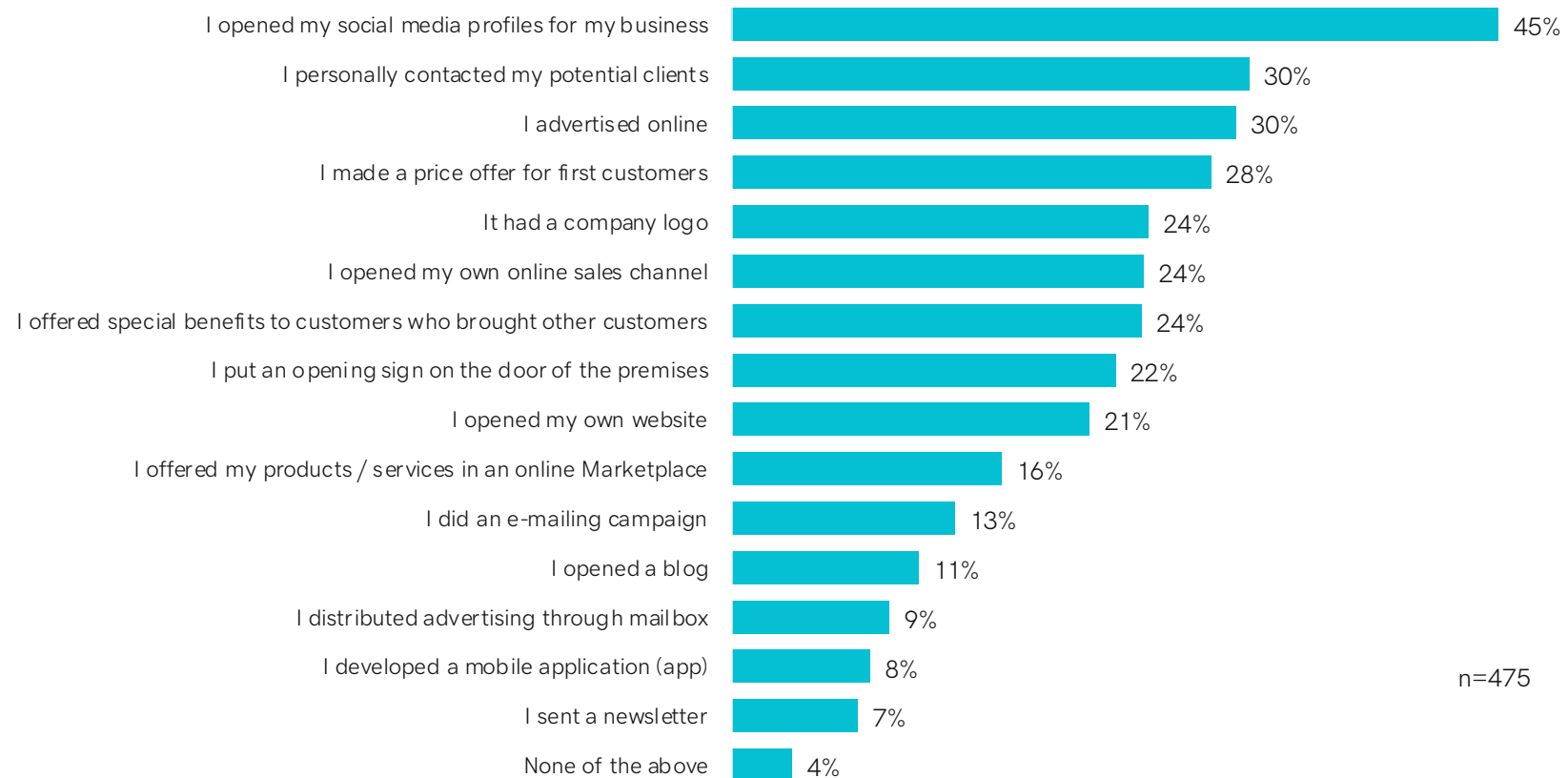


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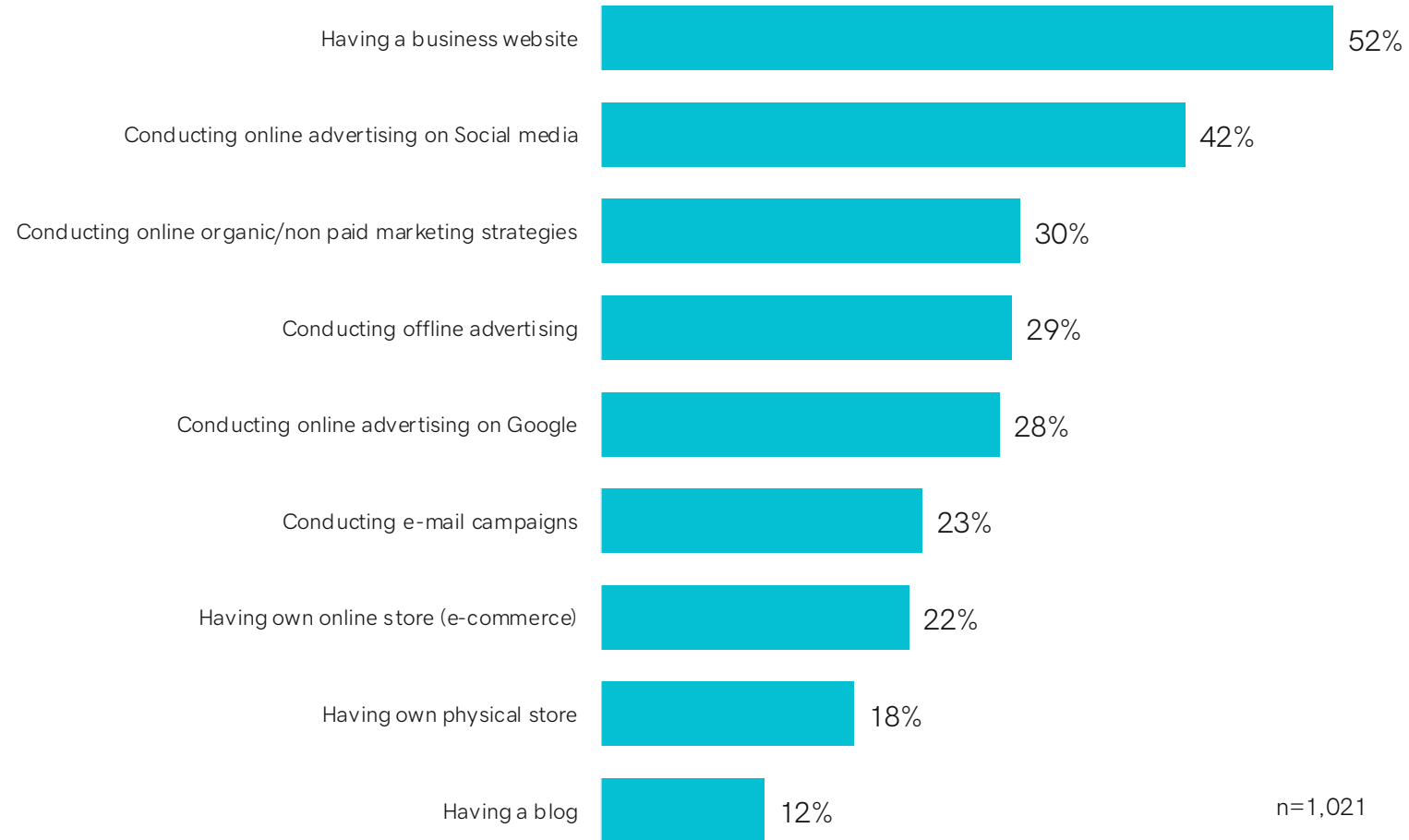


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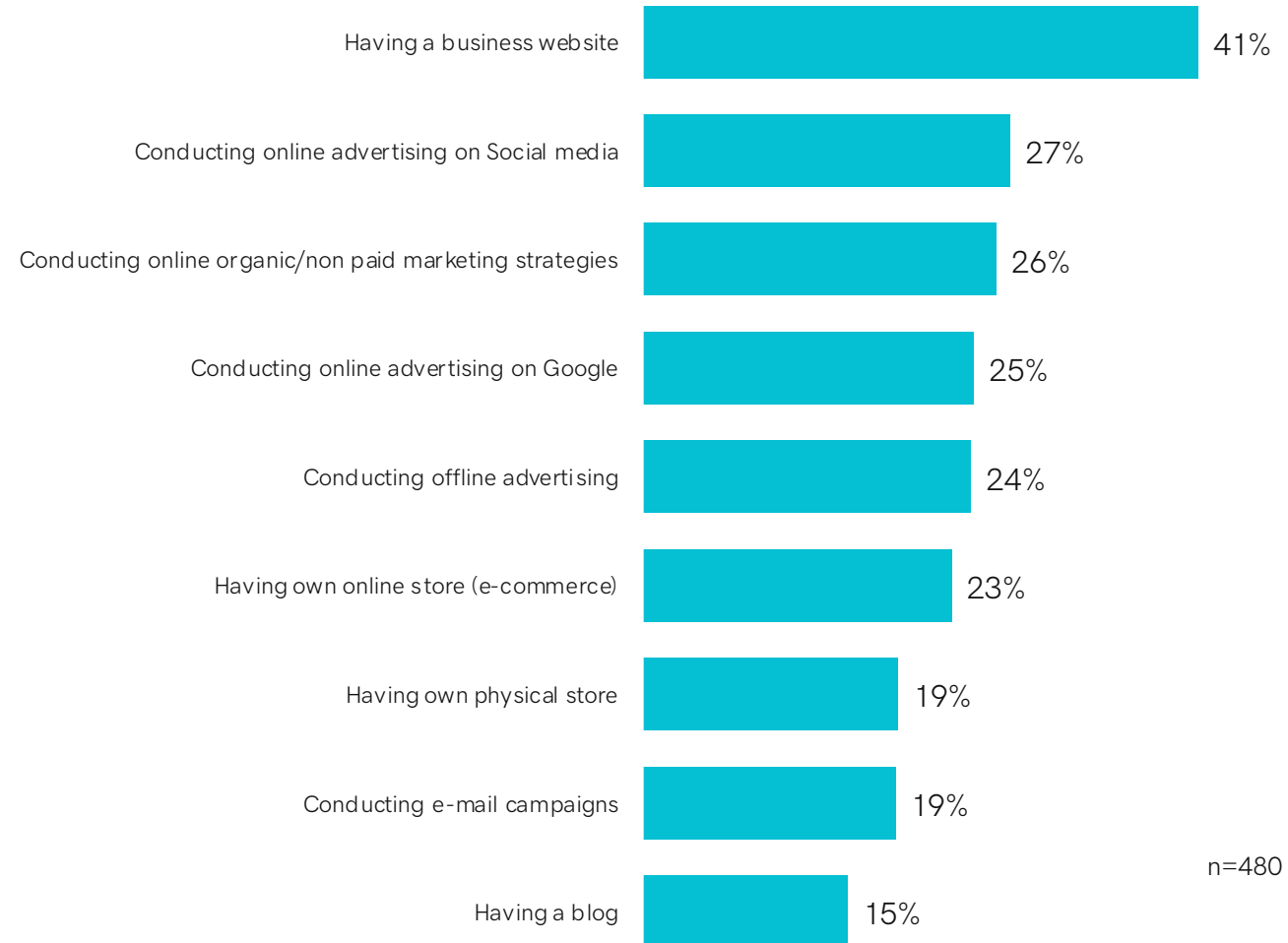
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Activities to Raise Awareness

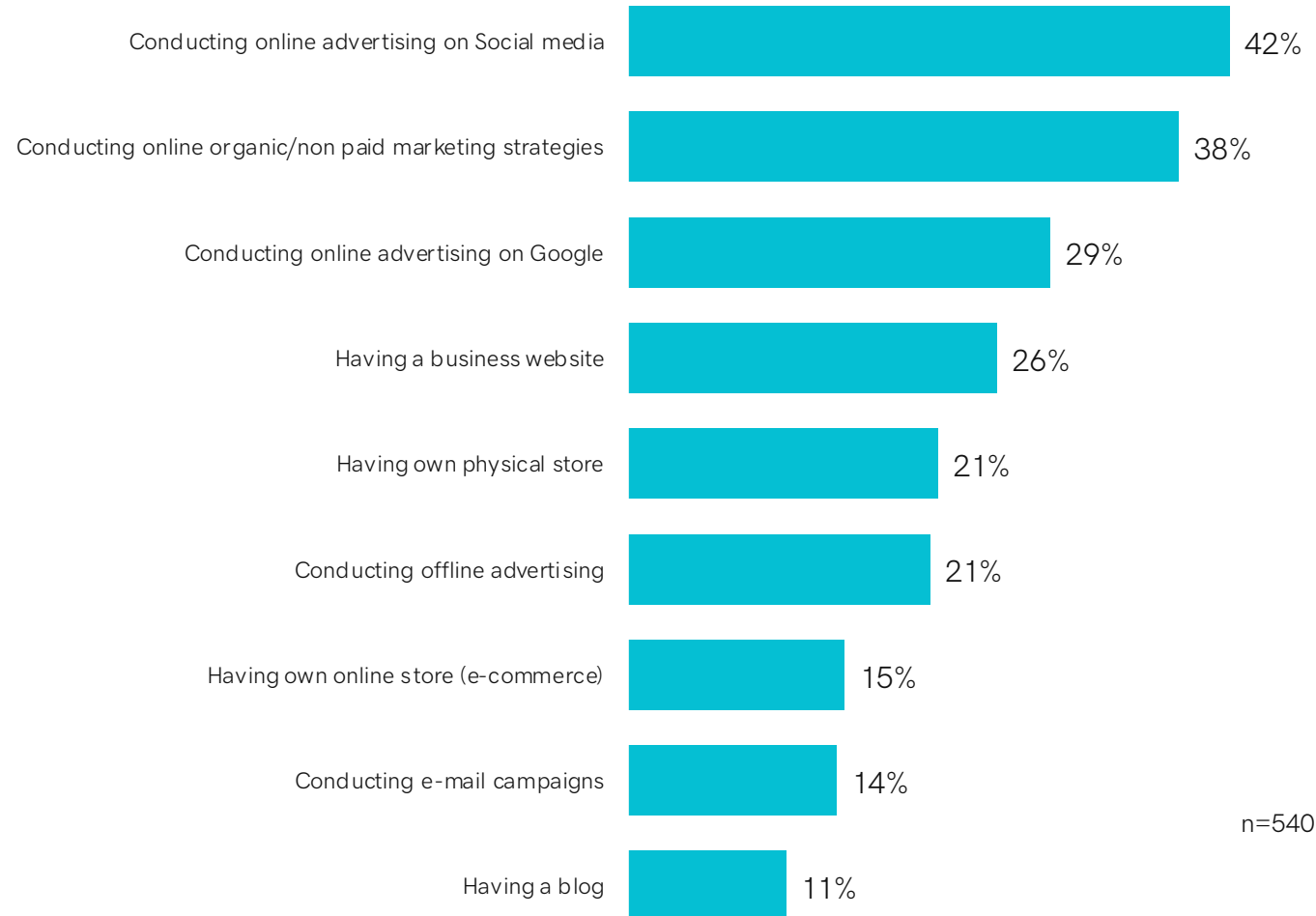
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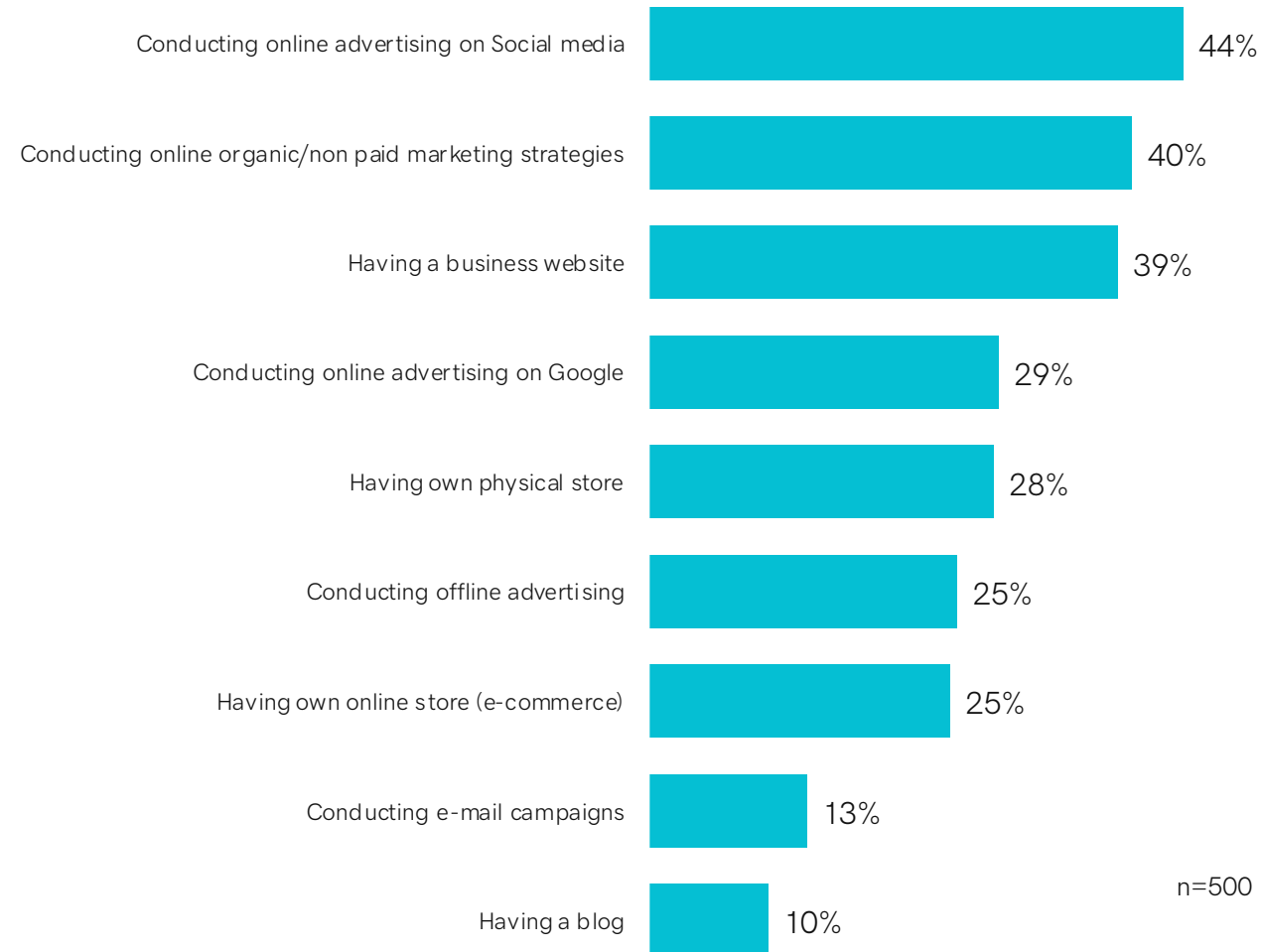
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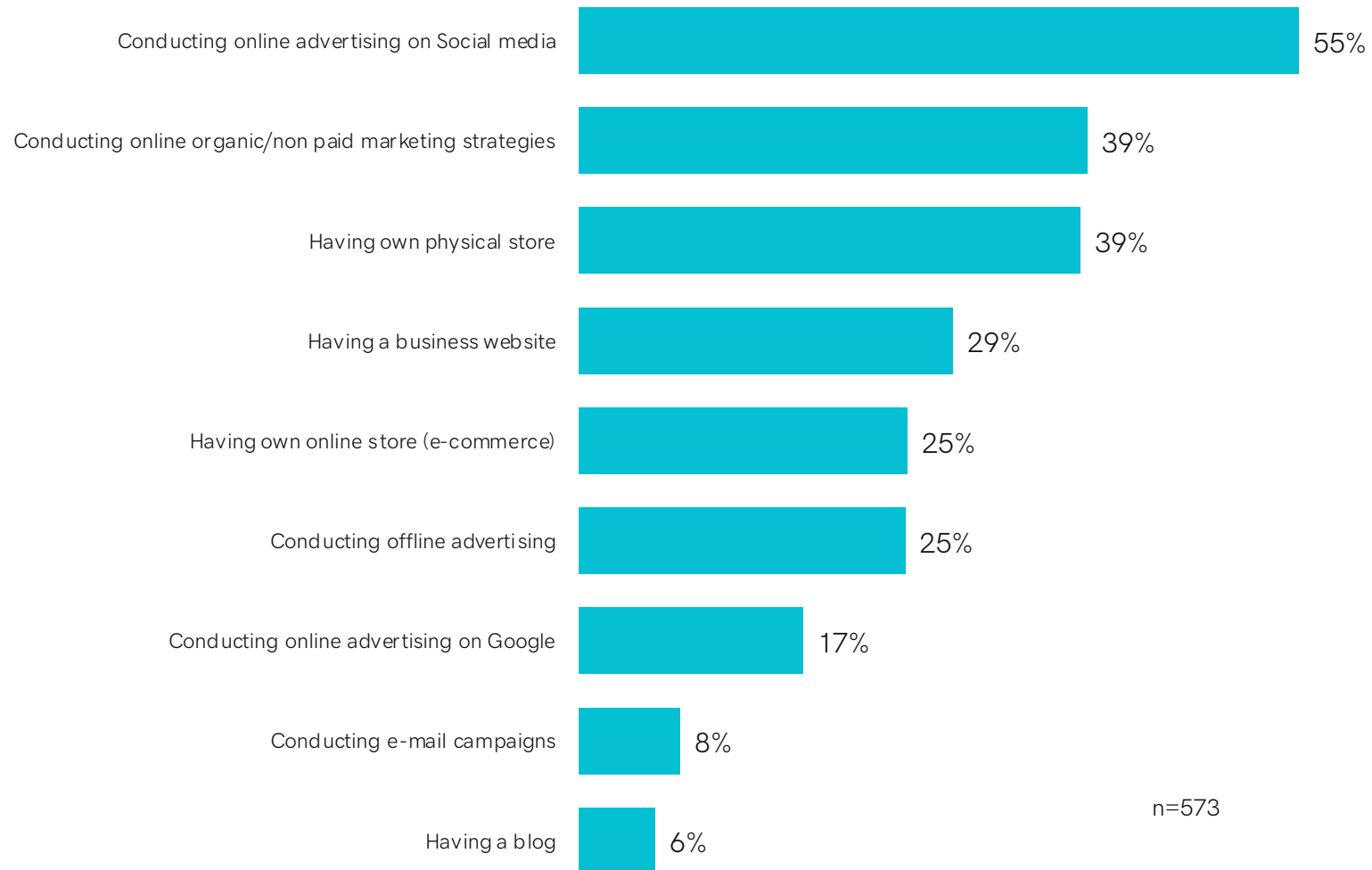
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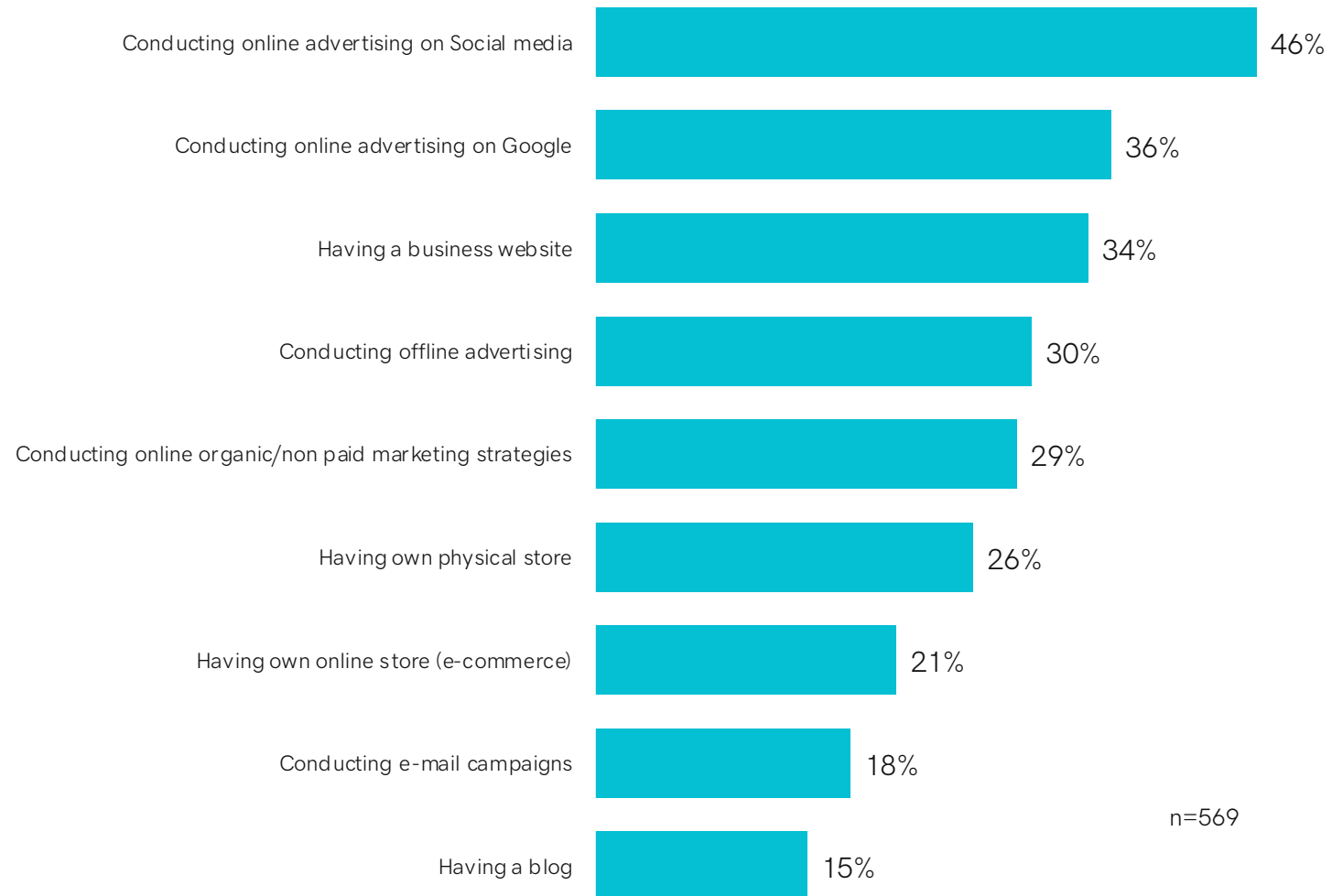
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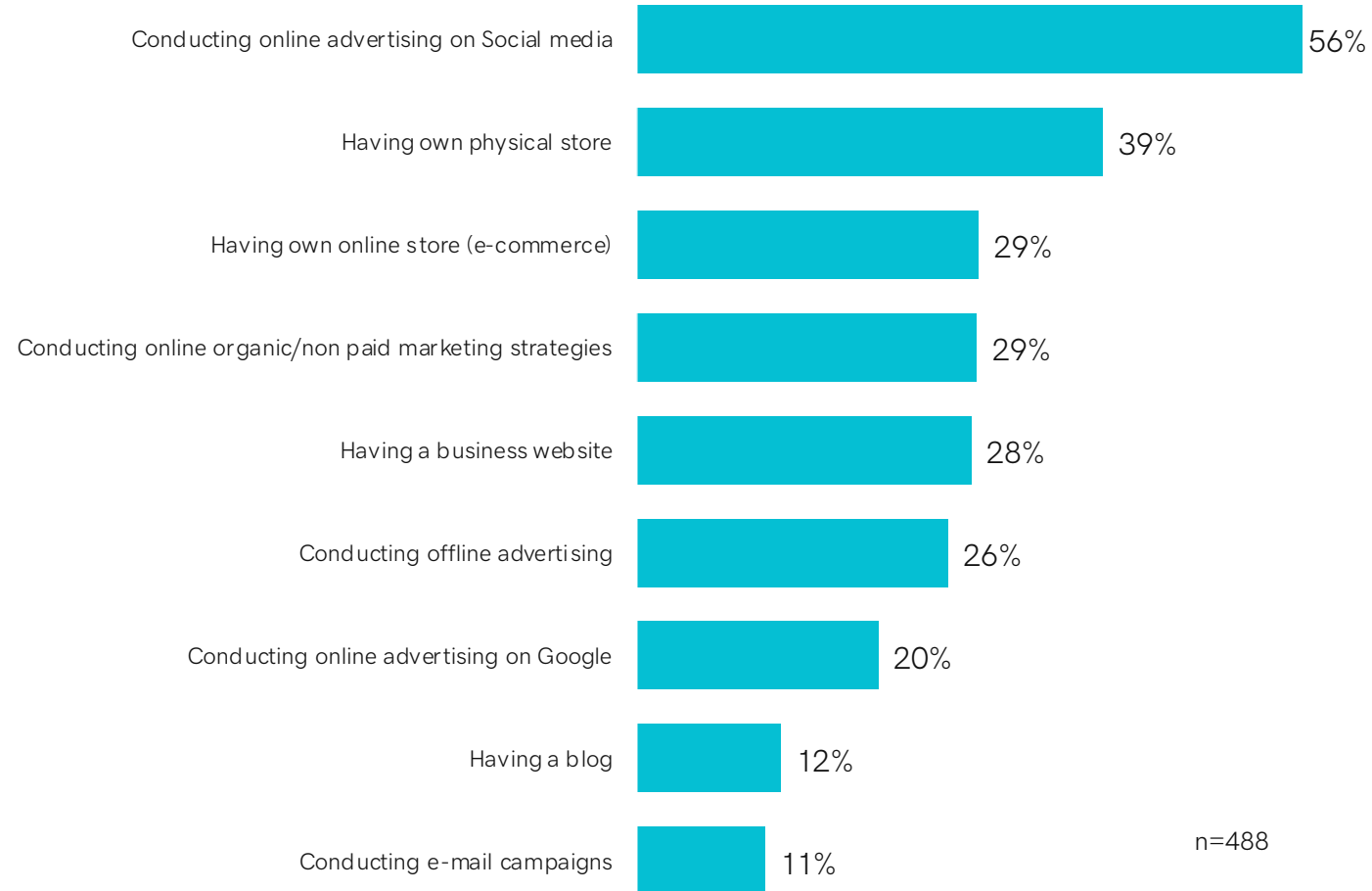


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GoDaddy 2023 Data Observatory (Appendix)

Gender and Age Groups Globally

[BUSINESS TENURE] How many years has your company been in business?

	Total	Gender		Generation			
		Male	Female	Gen Z (18-24 years)	Millennial (25-39 years)	Gen X (40-54 years)	Baby Boomer (55+ years)
Less than 1 year	10%	9%	12%	18%	11%	7%	3%
1 to 5 years	46%	45%	46%	59%	52%	35%	20%
6 to 10 years	20%	21%	20%	15%	22%	23%	16%
More than 10 years	23%	25%	22%	8%	15%	35%	61%
Base n=	4648	2410	2213	905	2170	1125	448

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[ONLINE BUSINESS TENURE] How long have you been selling your products or services online?

	Total	Gender		Generation			
		Male	Female	Gen Z (18-24 years)	Millennial (25-39 years)	Gen X (40-54 years)	Baby Boomer (55+ years)
Less than 1 year	20%	20%	20%	28%	19%	18%	13%
1 to 5 years	55%	56%	55%	58%	61%	50%	34%
6 to 9 years	14%	13%	15%	11%	14%	17% S↑	16%
10 years or longer	10%	11%	10%	3%	6%	14%	37%
Base n=	4505	2348	2133	904	2128	1072	401

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[SALES CHANNELS] Which of the following sales channels does your company use?

	Total	Gender		Generation			
		Male	Female	Gen Z (18-24 years)	Millennial (25-39 years)	Gen X (40-54 years)	Baby Boomer (55+ years)
Business Website / Own online store / e-commerce	61%	62%	59%	64%	60%	60%	58%
Social Media	58%	56%	60%	49%	60%	66%	50%
Business website (non-e-commerce)	40%	43%	36%	37%	38%	43%	43%
Physical location	37%	38%	36%	37%	38%	35%	35%
Phone	37%	35%	39%	27%	39%	41%	36%
Own online store / e-commerce	33%	34%	32%	39%	34%	29%	21%
Online marketplace	25%	26%	24%	30%	26%	22%	18%
Base n=	4607	2397	2186	908	2160	1112	427

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