

# Small Businesses See the Transformative Potential of Artificial Intelligence

Research Report Toplines - March 2024

Q1. How many employees does your company have in total?	
Total	2000
0 to 9	60.0%
10 to 49	16.8%
50 to 500	23.2%

Q2. How would you describe your role when it comes to making decisions that affect your business?	
Total	2000
I am the sole/primary decision maker	74.6%
I share decision making with my partner/co-owner/executive team	25.4%

Q3. In what state is your company headquartered? If there isn't an official headquarters location, where is the main office, or what state has the most employees?	
Total	2000
North East	17.3%
Midwest	20.8%
South	38.2%
West	23.7%

Q4. Would you say the area your business is based is...?	
Total	2000
Suburban	43.1%
Rural	24.4%
Urban	32.5%

Q5. In what industry is your business or company?	
Total	2000
Construction	14.3%
Retail	10.6%
Food/Beverages	8.0%
Professional Services	7.7%
IT	5.1%
Automotive	4.2%
Manufacturing	4.1%
Consulting	3.8%
Transportation/Warehouse/Logistics	3.7%
Hospitality/Travel	3.6%
Financial Services	3.4%
Advertising	3.3%
Wholesale	3.0%
Finance	3.0%
Apparel and Accessories	3.0%
Real Estate/Leasing	2.7%
Amusement and Entertainment	2.7%
Media	2.3%
Marketing	2.2%
Computer and Electronics	2.0%
Non-Profit/Association	1.9%
Communications/PR	1.2%
Aerospace and Aviation	1.2%
Utilities	1.2%
Government	1.1%
Telecommunications	1.1%
Biotechnology	1.1%
Energy	1.1%
Law Firm	0.9%
Insurance	0.9%
Industrial Supplies/Equipment	0.9%
Chemicals	0.8%
Publishing	0.7%
Lodging	0.3%

Other	18.9%
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**Q6. Does your company sell physical goods of any kind, size, or price, either wholesale or retail, to customers or companies? (it doesn't matter if services such as installation or consulting are sometimes included) For example, if you sell a variety of rugs and carpeting and sometimes a customer will also purchase installation services, you would answer "yes."**

Total	2000
Yes, products only	26.0%
Yes, products and services	41.0%
No, just services	33.0%

**Q7. Does your business pay for online or digital advertising?**

Total	2000
Yes	64.3%
No	35.7%

**Q8. Which of the following platforms does your business currently use for paid digital advertising?**

Total	1286
Facebook	62.6%
Google	59.7%
YouTube	44.6%
Instagram	42.7%
TikTok	32.3%
Amazon	30.6%
Twitter	21.5%
LinkedIn	21.2%
Microsoft (Bing, Yahoo, DuckDuckGo)	19.5%
Apple	15.5%
Pinterest	13.7%
Other	4.9%

**Q9. In general, how would you rate the status of the economy in the United States today?**

Total	2000
Excellent	14.5%

Good	23.2%
Fair	31.4%
Poor	30.9%
GOOD (NET)	37.7%
NOT GOOD (NET)	62.3%

**Q10. And compared to other industries in the US, how would you describe the current state of the industry your business is a part of?**

Total	2000
Excellent	17.2%
Good	43.9%
Fair	30.6%
Poor	8.3%
GOOD (NET)	61.1%
NOT GOOD (NET)	38.9%

**Q11. How would you rate the economy in your state?**

Total	2000
Excellent	12.7%
Good	32.3%
Fair	36.0%
Poor	19.0%
GOOD (NET)	45.0%
NOT GOOD (NET)	55.0%

**Q12. How optimistic are you that your business will grow and thrive in the next 3-5 years?**

Total	2000
100% positive	22.9%
Very optimistic	34.4%
Somewhat optimistic	31.6%
Not very optimistic	8.7%
Not at all optimistic	2.3%
OPTIMISTIC (NET)	89.0%

NOT OPTIMISTIC (NET)	11.0%
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Q13. From the following list of issues that may affect your business, please identify the top three that the President, his Administration, and Congress should be most focused on in the next six months.	
Total	2000
Inflation/Economic Uncertainty	56.2%
Gas prices	42.5%
Health	30.0%
Small business access to capital	26.5%
Energy, environment, and sustainability	26.3%
Supply chain	23.7%
Regulatory burden on small businesses	23.6%
America's standing in the world	18.8%
Consumer data security and privacy	16.5%
Access to skilled employees for open roles	16.0%
Working to end the crises in Ukraine and Israel	15.6%
Increasing regulations on large tech companies	12.1%
Science, technology, engineering, and math (STEM) education	11.3%
Other	3.6%

Q14. Looking ahead, which of the following do you think will be the biggest challenges for your business over the next two years? Select up to three.	
Total	2000
Overcoming inflation/economic uncertainty	53.7%
Financial resources	34.9%
Connecting with customers	30.8%
Sustaining operations	28.5%
Understanding customer behavior	23.4%
Managing digital tools	19.4%
Navigating the regulatory environment	16.1%

The following questions are about your business, and what kinds of digital tools or services you might use in them (“digital tools” includes any tools, technologies, software, platforms, marketplaces or other services that your business uses for any aspect of its operations, including marketing, sales, accounting, collaboration, training, inventory, and more).

Q15. How would you describe the role of digital tools in running your business right now?	
Total	2000

Absolutely critical - we couldn't operate without them	39.3%
Valuable and important but not critical	44.4%
Useful, but not that important	12.7%
Not useful	3.7%
IMPORTANT (NET)	83.7%
NOT IMPORTANT (NET)	16.3%

For each of the following, please tell me whether you use digital tools.

Q16. To sell products or services and drive revenue	
Total	2000
Yes, a critical part of my business	38.8%
Yes, a valuable and important part of my business	34.3%
Yes, but not an important part of my business	13.4%
No, but have considered doing so	6.3%
No, and not considering	7.2%
YES (NET)	86.5%
NO (NET)	13.5%

Q17. To retain existing customers	
Total	2000
Yes, a critical part of my business	35.7%
Yes, a valuable and important part of my business	37.2%
Yes, but not an important part of my business	15.3%
No, but have considered doing so	6.1%
No, and not considering	5.6%
YES (NET)	88.3%
NO (NET)	11.7%

Q18. To find new customers	
Total	2000
Yes, a critical part of my business	40.7%
Yes, a valuable and important part of my business	36.4%
Yes, but not an important part of my business	12.3%

No, but have considered doing so	5.7%
No, and not considering	4.9%
YES (NET)	89.4%
NO (NET)	10.6%

Q19. To hire new employees	
Total	2000
Yes, a critical part of my business	22.5%
Yes, a valuable and important part of my business	30.9%
Yes, but not an important part of my business	18.3%
No, but have considered doing so	10.7%
No, and not considering	17.6%
YES (NET)	71.7%
NO (NET)	28.3%

Q20. To train new or current employees	
Total	2000
Yes, a critical part of my business	24.0%
Yes, a valuable and important part of my business	31.4%
Yes, but not an important part of my business	16.7%
No, but have considered doing so	10.3%
No, and not considering	17.6%
YES (NET)	72.0%
NO (NET)	28.0%

Q21. To work productively with employees	
Total	2000
Yes, a critical part of my business	28.1%
Yes, a valuable and important part of my business	34.3%
Yes, but not an important part of my business	15.6%
No, but have considered doing so	8.2%
No, and not considering	13.7%
YES (NET)	78.1%

NO (NET)	21.9%
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Q22. To communicate with your customers	
Total	2000
Yes, a critical part of my business	41.0%
Yes, a valuable and important part of my business	37.4%
Yes, but not an important part of my business	13.3%
No, but have considered doing so	4.6%
No, and not considering	3.7%
YES (NET)	91.7%
NO (NET)	8.3%

Q23. Overcome inflation/economic uncertainty through efficiency	
Total	2000
Yes, a critical part of my business	30.4%
Yes, a valuable and important part of my business	37.4%
Yes, but not an important part of my business	16.7%
No, but have considered doing so	8.2%
No, and not considering	7.2%
YES (NET)	84.5%
NO (NET)	15.5%

Q24. In order for your business to consider 2023 a success, how important to your business is the holiday shopping period that begins the day after Thanksgiving?	
Total	2000
Very important	37.8%
Somewhat important	30.5%
Not very important	17.9%
Not important at all	13.8%
IMPORTANT (NET)	68.3%
NOT IMPORTANT (NET)	31.7%



**Q25. Thinking specifically about this holiday shopping period, how would you describe the role of digital tools in running your business? (this includes accounting, inventory, supply chain tracking, marketing, sales, hiring, training, and any other aspect)**

Total	2000
Absolutely critical - we couldn't operate without them	35.8%
Valuable and important but not critical	41.0%
Useful, but not that important	15.6%
Not useful	7.7%
USEFUL (NET)	76.7%
NOT USEFUL (NET)	23.3%

**Q26. Does your business sell physical goods/products that must be packed, shipped, and delivered to customers in some way?**

Total	2000
Yes	57.6%
No	42.4%

**Q27. How important are digital sales channels (web store, online marketplaces, social media selling, delivery apps, etc ) to selling your company's products during the holiday shopping season?**

Total	1152
Very important - we couldn't operate without them	51.4%
Valuable and important	38.4%
Useful, but not business-critical	8.2%
Not used to any significant degree	2.0%
USEFUL (NET)	89.9%
NOT USEFUL (NET)	10.1%

**Q28. Digital tools played a critical role in helping my business succeed over the last two years.**

Total	2000
Strongly agree	38.6%
Somewhat agree	34.0%
Neither agree nor disagree	15.3%
Somewhat disagree	4.8%
Strongly disagree	2.6%

N/A - does not apply	4.6%
AGREE (NET)	72.6%
DISAGREE (NET)	7.5%

Q29. Digital tools will play a critical role in my company succeeding in 2024.	
Total	2000
Strongly agree	41.1%
Somewhat agree	32.7%
Neither agree nor disagree	16.0%
Somewhat disagree	4.2%
Strongly disagree	2.1%
N/A - does not apply	4.0%
AGREE (NET)	73.7%
DISAGREE (NET)	6.3%

Q30. Digital tools give me a sense of confidence about the future of my company.	
Total	2000
Strongly agree	35.8%
Somewhat agree	38.3%
Neither agree nor disagree	16.0%
Somewhat disagree	3.6%
Strongly disagree	2.2%
N/A - does not apply	4.1%
AGREE (NET)	74.1%
DISAGREE (NET)	5.8%

Thinking specifically about inflation and economic uncertainty, please indicate whether you agree or disagree with each of the following statements.

Q31. Inflation and economic uncertainty are having a serious negative impact on my ability to run and operate my business.	
Total	2000
Strongly agree	30.9%
Somewhat agree	36.9%
Neither agree nor disagree	18.5%
Somewhat disagree	7.8%

Strongly disagree	3.7%
N/A - does not apply	2.3%
AGREE (NET)	67.8%
DISAGREE (NET)	11.4%

Q32. Digital tools will play a critical role in helping to run my overall business in 2024.	
Total	2000
Strongly agree	37.8%
Somewhat agree	35.8%
Neither agree nor disagree	15.9%
Somewhat disagree	4.2%
Strongly disagree	2.7%
N/A - does not apply	3.5%
AGREE (NET)	73.7%
DISAGREE (NET)	6.9%

Q33. Digital tools will play a critical role in saving my business money in 2024.	
Total	2000
Strongly agree	33.0%
Somewhat agree	35.6%
Neither agree nor disagree	18.6%
Somewhat disagree	5.5%
Strongly disagree	3.1%
N/A - does not apply	4.2%
AGREE (NET)	68.6%
DISAGREE (NET)	8.6%

Q34. Digital tools will play a critical role in helping my business navigate inflation and economic uncertainty in 2024.	
Total	2000
Strongly agree	32.8%
Somewhat agree	36.2%
Neither agree nor disagree	19.1%
Somewhat disagree	4.8%

Strongly disagree	3.1%
N/A - does not apply	4.0%
AGREE (NET)	69.0%
DISAGREE (NET)	7.9%

Q35. How big a concern is data security and customer privacy for your business right now?	
Total	2000
Very big concern	31.0%
Big concern	36.5%
Not a big concern	26.1%
Not a concern at all	6.5%
A CONCERN (NET)	67.5%
NOT A CONCERN (NET)	32.5%

Q36. How closely do you pay attention to news and info about the various digital tools your business could use to make your business safe from a cyber attack?	
Total	2000
Very closely	35.6%
Somewhat closely	45.6%
Not very closely	14.3%
Not closely at all	4.6%
CLOSELY (NET)	81.2%
NOT CLOSELY (NET)	18.8%

Q37. Has your business ever been the target of a cyber attack?	
Total	2000
Yes	15.7%
No	78.2%
Don't Know	6.2%

Q38. How concerned are you about your business being targeted by a cyber attack?	
Total	2000

Very concerned	23.5%
Somewhat concerned	39.1%
Not very concerned	27.4%
Not concerned at all	10.0%
CONCERNED (NET)	62.6%
NOT CONCERNED (NET)	37.4%

Q39. And regardless of how concerned you are, how likely is it that your business would be a target for a cyber attack?	
Total	2000
Very likely	14.6%
Somewhat likely	30.2%
Not very likely	40.7%
Not likely at all	14.5%
LIKELY (NET)	44.9%
NOT LIKELY (NET)	55.1%

Q40. Would you agree or disagree that you currently have the employees (including yourself) with the skills and/or confidence necessary to help protect your business from a cyber attack?	
Total	2000
Strongly agree	32.1%
Somewhat agree	47.3%
Somewhat disagree	14.8%
Strongly disagree	5.8%
AGREE (NET)	79.4%
DISAGREE (NET)	5.8%

Q41. Which of the following best describes you and your business?	
Total	2000
I currently have a cyber security plan in place	38.4%
I don't have a cyber security plan in place, but I have plans to in the next year or two	30.4%
I don't have a cyber security plan in place, or any plan to - but I might reconsider that now	17.7%
I have no need for a cyber security plan	13.5%

MAY PLAN (NET)	48.0%
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**Q42. In the future, with a cyber security plan in place, would that make you feel more comfortable using digital tools for your business over the next two years?**

Total	1729
Much more comfortable	40.8%
Somewhat more comfortable	42.2%
No impact	15.4%
Somewhat less comfortable	1.6%
Much less comfortable	0.0%
COMFORTABLE (NET)	98.4%
NOT COMFORTABLE (NET)	1.6%
Total Sample COMFORTABLE	85.1%

**Q43. How well would you say you understand AI and AI tools and how they might be used in your business?**

Total	2000
Very well	25.8%
Somewhat well	45.8%
Not very well	21.9%
Not well at all	6.5%
WELL (NET)	71.6%
NOT WELL (NET)	28.4%

**Q44. And based on what you know, is your business currently using AI in its business operations?**

Total	2000
100% yes	28.4%
Likely, but not sure	30.0%
I don't think so, but it's possible	18.3%
No, definitely not	23.3%
LIKELY (NET)	58.4%
NOT LIKELY (NET)	41.6%

Q45. In the next 1-2 years, do you plan to use AI in your business operations?	
Total	2000
Do not use, not interested	15.0%
Do not use, but want to learn more about it	19.4%
Do not use, but planning to start	15.7%
Use it, plan to use it less	8.5%
Use it, plan to use it the same	17.0%
Use it, plan to use it more	22.6%
Don't really understand the question	1.8%
DO NOT USE (NET)	50.1%
USE (NET)	48.1%

The following are commonly used definitions of AI:

**Artificial Intelligence (AI):** Computer programs that can complete cognitive tasks typically associated with human intelligence

**AI tool:** AI-powered software that can automate or assist with a variety of tasks

**Generative AI:** AI that can generate new content, such as text, images, or other media

Q46. How interested would you say you are in using AI and AI tools in your business?	
Total	2000
Already use them	18.4%
Very interested	35.5%
Somewhat interested	26.7%
Not very interested	10.3%
Not interested at all	9.1%
INTERESTED (NET)	62.2%
NOT INTERESTED (NET)	19.4%

For each of the following business objectives, please tell me whether you use AI tools.

Q47. Help my overall business grow	
Total	2000
I currently use AI tools	24.3%
I plan to use AI tools in the next two years	34.4%
I do not use, but am interested in learning more about it	26.6%
I do not use, and not considering	14.8%
CURRENT/PLAN SOON (NET)	58.7%

Q48. Improve customer service	
Total	2000
I currently use AI tools	24.1%
I plan to use AI tools in the next two years	32.8%
I do not use, but am interested in learning more about it	26.0%
I do not use, and not considering	17.1%
<b>CURRENT/PLAN SOON (NET)</b>	<b>56.9%</b>

Q49. Boost efficiency	
Total	2000
I currently use AI tools	23.6%
I plan to use AI tools in the next two years	34.6%
I do not use, but am interested in learning more about it	25.9%
I do not use, and not considering	15.8%
<b>CURRENT/PLAN SOON (NET)</b>	<b>58.2%</b>

Q50. Save time and money	
Total	2000
I currently use AI tools	25.7%
I plan to use AI tools in the next two years	33.8%
I do not use, but am interested in learning more about it	25.9%
I do not use, and not considering	14.6%
<b>CURRENT/PLAN SOON (NET)</b>	<b>59.5%</b>

Q51. Better inform decision-making	
Total	2000
I currently use AI tools	23.1%
I plan to use AI tools in the next two years	33.0%
I do not use, but am interested in learning more about it	26.7%
I do not use, and not considering	17.3%



CURRENT/PLAN SOON (NET)	56.1%
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Q52. Improve employee satisfaction	
Total	2000
I currently use AI tools	20.4%
I plan to use AI tools in the next two years	31.2%
I do not use, but am interested in learning more about it	25.6%
I do not use, and not considering	22.7%
CURRENT/PLAN SOON (NET)	51.6%

Q53. Uncover new business opportunities	
Total	2000
I currently use AI tools	21.2%
I plan to use AI tools in the next two years	35.1%
I do not use, but am interested in learning more about it	28.2%
I do not use, and not considering	15.6%
CURRENT/PLAN SOON (NET)	56.3%

Q54. Grow my workforce	
Total	2000
I currently use AI tools	19.3%
I plan to use AI tools in the next two years	31.0%
I do not use, but am interested in learning more about it	27.3%
I do not use, and not considering	22.4%
CURRENT/PLAN SOON (NET)	50.3%

Q55. Train my employees	
Total	2000
I currently use AI tools	19.1%
I plan to use AI tools in the next two years	28.5%

I do not use, but am interested in learning more about it	26.6%
I do not use, and not considering	25.9%
<b>CURRENT/PLAN SOON (NET)</b>	<b>47.6%</b>

<b>Q56. Deter cybersecurity threats</b>	
Total	2000
I currently use AI tools	20.9%
I plan to use AI tools in the next two years	33.1%
I do not use, but am interested in learning more about it	29.3%
I do not use, and not considering	16.7%
<b>CURRENT/PLAN SOON (NET)</b>	<b>54.0%</b>

<b>Q57. Increase ad spend return on investment (ROI)</b>	
Total	2000
I currently use AI tools	21.5%
I plan to use AI tools in the next two years	32.7%
I do not use, but am interested in learning more about it	27.2%
I do not use, and not considering	18.6%
<b>CURRENT/PLAN SOON (NET)</b>	<b>54.2%</b>

<b>Q58. Drive more online sales</b>	
Total	2000
I currently use AI tools	24.0%
I plan to use AI tools in the next two years	32.7%
I do not use, but am interested in learning more about it	25.4%
I do not use, and not considering	18.0%
<b>CURRENT/PLAN SOON (NET)</b>	<b>56.7%</b>

Q59. Which of the following Google AI tools does your business use? (Select all that apply)	
Total	911
Google Cloud & Workspace, e.g., Gmail: Smart Compose, Smart Reply, Tabbed Inbox and Duet AI for Workspace	51.2%
Google Analytics, e.g., Google Analytics 4 (Analytics Intelligence)	42.6%
Google Ads, e.g., Performance Max Campaigns	37.8%
Google Bard	26.2%
Search Labs, e.g., Search Generative Experience	24.4%
Google NotebookLM	19.8%
Google MakerSuite aka Google AI Studio	19.2%
Google MedPaLM	10.6%
My business doesn't use Google AI tools	7.1%

Q60. And how do Google AI tools help your business? (Select all that apply)	
Total	846
Save time and money	44.1%
Boost efficiency	41.8%
Help my overall business grow	38.1%
Improve customer service	37.1%
Drive more online sales	34.2%
Better inform decision-making	33.3%
Grow my workforce	31.0%
Train my employees	27.5%
Improve employee satisfaction	26.9%
Uncover new business opportunities	26.1%
Deter cybersecurity threats	25.8%
Increase ad spend return on investment (ROI)	24.7%
I don't know how they help my business	0.4%

Q61. Do you use Generative AI for your business? If yes, select all that apply.	
Total	911
ChatGPT	53.5%
Google Bard	46.8%

Microsoft Bing Chat, for their business	26.0%
IBM WatsonX	18.4%
POE com	11.0%
I don't use	9.7%

Q62. And how does Generative AI help your business? (Select all that apply)	
Total	823
Save time and money	42.4%
Boost efficiency	40.7%
Help my overall business grow	35.2%
Improve customer service	35.1%
Better informs decision-making	31.7%
Drives more online sales	31.4%
Grow my workforce	29.3%
Uncovers new business opportunities	26.3%
Improve employee satisfaction	25.0%
Increases ad spend return on investment (ROI)	24.7%
Deter cybersecurity threats	24.6%
Trains my employees	24.2%
I don't know how they help my business	0.5%

Regardless of whether you currently use AI tools in your small business, please indicate whether you agree or disagree with each of the following statements.

Q63. Training my workforce to use AI tools is a priority.	
Total	2000
Strongly agree	21.2%
Somewhat agree	27.8%
Neither agree nor disagree	18.8%
Somewhat disagree	7.9%
Strongly disagree	9.7%
N/A - does not apply	14.6%
AGREE (NET)	49.0%
DISAGREE (NET)	17.6%

Q64. I have the resources needed for my business to leverage AI tools.	
Total	2000
Strongly agree	21.5%
Somewhat agree	30.8%
Neither agree nor disagree	20.9%
Somewhat disagree	9.2%
Strongly disagree	6.2%
N/A - does not apply	11.3%
AGREE (NET)	52.3%
DISAGREE (NET)	15.4%

Q65. My employees are prepared to use AI tools at work right now.	
Total	2000
Strongly agree	20.1%
Somewhat agree	25.9%
Neither agree nor disagree	18.7%
Somewhat disagree	10.0%
Strongly disagree	8.6%
N/A - does not apply	16.7%
AGREE (NET)	46.0%
DISAGREE (NET)	18.6%

Q66. At least some of my employees' jobs could be done almost entirely by AI tools.	
Total	2000
Strongly agree	18.1%
Somewhat agree	25.4%
Neither agree nor disagree	18.3%
Somewhat disagree	9.8%
Strongly disagree	14.5%
N/A - does not apply	13.9%
AGREE (NET)	43.5%
DISAGREE (NET)	24.3%

Q67. AI tools have increased my employees' job satisfaction.	
Total	2000
Strongly agree	19.8%
Somewhat agree	23.9%
Neither agree nor disagree	22.9%
Somewhat disagree	5.2%
Strongly disagree	6.6%
N/A - does not apply	21.6%
AGREE (NET)	43.6%
DISAGREE (NET)	11.9%

Q68. I expect my employee headcount to increase as a result of implementing AI tools at work.	
Total	2000
Strongly agree	19.4%
Somewhat agree	26.7%
Neither agree nor disagree	21.2%
Somewhat disagree	7.0%
Strongly disagree	9.7%
N/A - does not apply	16.0%
AGREE (NET)	46.1%
DISAGREE (NET)	16.7%

Q69. I have seen positive outcomes on my business by using AI tools.	
Total	2000
Strongly agree	23.7%
Somewhat agree	27.1%
Neither agree nor disagree	21.0%
Somewhat disagree	5.2%
Strongly disagree	6.0%
N/A - does not apply	16.9%
AGREE (NET)	50.8%
DISAGREE (NET)	11.2%

Q70. AI tools are critical to the success of my business right now.	
Total	2000
Strongly agree	22.0%
Somewhat agree	25.9%
Neither agree nor disagree	21.4%
Somewhat disagree	9.2%
Strongly disagree	11.2%
N/A - does not apply	10.2%
AGREE (NET)	47.9%
DISAGREE (NET)	20.5%

Q71. AI tools can help level the playing field for businesses of all sizes.	
Total	2000
Strongly agree	26.8%
Somewhat agree	35.7%
Neither agree nor disagree	20.1%
Somewhat disagree	5.2%
Strongly disagree	4.8%
N/A - does not apply	7.4%
AGREE (NET)	62.5%
DISAGREE (NET)	10.0%

Q72. AI tools will improve the productivity of my business over the next two years.	
Total	2000
Strongly agree	26.8%
Somewhat agree	32.7%
Neither agree nor disagree	20.0%
Somewhat disagree	4.9%
Strongly disagree	6.9%
N/A - does not apply	8.7%
AGREE (NET)	59.5%
DISAGREE (NET)	11.9%

Q73. AI tools will be critical to the success of my business over the next two years.	
Total	2000
Strongly agree	26.2%
Somewhat agree	29.2%
Neither agree nor disagree	21.2%
Somewhat disagree	7.1%
Strongly disagree	8.3%
N/A - does not apply	8.1%
AGREE (NET)	55.4%
DISAGREE (NET)	15.3%

Q74. Using AI tools responsibly is a high priority.	
Total	2000
Strongly agree	32.5%
Somewhat agree	30.4%
Neither agree nor disagree	17.2%
Somewhat disagree	6.0%
Strongly disagree	5.7%
N/A - does not apply	8.1%
AGREE (NET)	62.9%
DISAGREE (NET)	11.8%

Q75. Privacy, trust and safety are a top priority when it comes to AI tools.	
Total	2000
Strongly agree	40.8%
Somewhat agree	30.9%
Neither agree nor disagree	13.8%
Somewhat disagree	4.3%
Strongly disagree	3.4%
N/A - does not apply	6.9%
AGREE (NET)	71.7%
DISAGREE (NET)	7.6%



And thinking about yourself, personally as a consumer, please indicate whether you agree or disagree with each of the following statements.

Q76. AI tools help me be more productive in my personal life.	
Total	2000
Strongly agree	24.5%
Somewhat agree	33.5%
Neither agree nor disagree	21.1%
Somewhat disagree	6.8%
Strongly disagree	8.1%
N/A - does not apply	6.1%
AGREE (NET)	57.9%
DISAGREE (NET)	14.9%

Q77. AI can help me receive quicker and better quality customer service.	
Total	2000
Strongly agree	27.5%
Somewhat agree	35.9%
Neither agree nor disagree	20.1%
Somewhat disagree	5.3%
Strongly disagree	6.0%
N/A - does not apply	5.2%
AGREE (NET)	63.4%
DISAGREE (NET)	11.2%

Q78. AI enables comparison shopping to help me save money.	
Total	2000
Strongly agree	27.3%
Somewhat agree	38.9%
Neither agree nor disagree	19.9%
Somewhat disagree	4.5%
Strongly disagree	4.7%
N/A - does not apply	4.8%
AGREE (NET)	66.2%
DISAGREE (NET)	9.2%

Q79. AI makes it easier and faster for doctors to diagnose and treat diseases.	
Total	2000
Strongly agree	24.3%
Somewhat agree	35.4%
Neither agree nor disagree	23.8%
Somewhat disagree	6.6%
Strongly disagree	5.9%
N/A - does not apply	3.9%
AGREE (NET)	59.8%
DISAGREE (NET)	12.5%

Q80. AI will help governments provide better services for citizens.	
Total	2000
Strongly agree	22.3%
Somewhat agree	32.3%
Neither agree nor disagree	24.8%
Somewhat disagree	8.0%
Strongly disagree	8.7%
N/A - does not apply	4.0%
AGREE (NET)	54.6%
DISAGREE (NET)	16.7%

Q81. How would you prefer to learn about different and new AI tools and emerging tech? (Select all that apply)	
Total	2000
Virtual training	48.9%
Social media	42.1%
In-person workshops	38.1%
Other small business leaders	25.4%
Podcasts	23.8%
Family members	22.5%
Newsletters	18.5%
Print books	16.5%
Other	3.4%

## Demographic Questions

Q82. What is your age?	
Total	2000
18 - 34	30.7%
35 - 54	45.3%
55+	24.0%

Q83. What is your gender?	
Total	2000
Male	49.3%
Female	50.5%
Other	0.1%
Prefer not to respond	0.1%

Q84. Which of the following best describes you? (Select all that apply)	
Total	2000
White	72.3%
Hispanic or Latino	11.6%
Black/African American	16.7%
Asian	3.4%
American Indian or Alaskan Native	2.7%
Other	1.0%
Prefer not to answer	0.3%

Q85. As far as you know, is your company a veteran-owned business, at least in part?	
Total	2000
Yes	17.9%
No	75.9%
Not Sure	6.2%

Q86. And are you yourself a veteran?	
Total	2000
Yes	11.4%
No	88.6%

Q87. As far as you know, is your company a woman-owned business, at least in part?	
Total	2000
Yes	47.0%
No	48.7%
Not Sure	4.3%

Q88. As far as you know, is your company a minority/underrepresented community-owned business, at least in part?	
Total	2000
Yes	33.8%
No	58.7%
Not Sure	7.5%