

Small Businesses See the Transformative Potential of Artificial Intelligence

State Oversample Results - March 2024

The Connected Commerce Council commissioned the RXN Group to conduct an online survey of 2,000 SMB leaders (owners and senior decision-makers) nationwide, with additional oversamples of 250 SMB leaders in eleven states. The survey was conducted from November 27 - December 4, 2023. The overall survey has a margin of error of +/- 2.2%; the margins of error are larger for the state oversamples and breakouts. The final data were weighted to known variables, including Census data. The full report from our survey can be found [here](#).

Q1. How many employees does your company have in total? (Q1)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
0 to 9	155	150	147	133	144	154	154	136	139	149	142
	62.0%	60.0%	58.8%	53.2%	57.6%	61.6%	61.6%	54.4%	55.6%	59.6%	56.8%
10 to 49	33	37	28	52	43	34	41	37	36	41	40
	13.2%	14.8%	11.2%	20.8%	17.2%	13.6%	16.4%	14.8%	14.4%	16.4%	16.0%
50 to 500	62	63	75	65	63	62	55	77	75	60	68
	24.8%	25.2%	30.0%	26.0%	25.2%	24.8%	22.0%	30.8%	30.0%	24.0%	27.2%
MEAN	44.8	55.1	84.1	55.8	50.3	48.4	55.6	92.8	53.6	48.4	65.6

Q2. How would you describe your role when it comes to making decisions that affect your business? (Q2)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I am the sole/primary decision maker	198	200	189	184	189	193	181	193	189	181	174
	79.2%	80.0%	75.6%	73.6%	75.6%	77.2%	72.4%	77.2%	75.6%	72.4%	69.6%
I share decision making with my partner/co-owner/executive team	52	50	61	66	61	57	69	57	61	69	76
	20.8%	20.0%	24.4%	26.4%	24.4%	22.8%	27.6%	22.8%	24.4%	27.6%	30.4%

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? (Q3)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
North East	0.0	0.0	0.0	0.0	250	0.0	0.0	250	0.0	250	0.0
	0.0	0.0	0.0	0.0	100.0%	0.0	0.0	100.0%	0.0	100.0%	0.0
Midwest	0.0	0.0	250	0.0	0.0	250	250	0.0	250	0.0	250
	0.0	0.0	100.0%	0.0	0.0	100.0%	100.0%	0.0	100.0%	0.0	100.0%
South	250	250	0.0	250	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	100.0%	100.0%	0.0	100.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Q4. Would you say the area your business is based is...? (Q4)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Suburban	136	107	98	118	134	137	109	80	123	110	91
	54.4%	42.8%	39.2%	47.2%	53.6%	54.8%	43.6%	32.0%	49.2%	44.0%	36.4%
Rural	44	79	47	50	37	52	57	38	60	70	69
	17.6%	31.6%	18.8%	20.0%	14.8%	20.8%	22.8%	15.2%	24.0%	28.0%	27.6%
Urban	70	64	105	82	79	61	84	132	67	70	90
	28.0%	25.6%	42.0%	32.8%	31.6%	24.4%	33.6%	52.8%	26.8%	28.0%	36.0%

Q5. In what industry is your business or company? (SELECT ALL THAT APPLY) (Q5)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Construction	34	29	34	28	36	29	27	27	34	23	22
	13.6%	11.6%	13.6%	11.2%	14.4%	11.6%	10.8%	10.8%	13.6%	9.2%	8.8%
Retail	27	26	24	35	30	28	23	19	22	31	27
	10.8%	10.4%	9.6%	14.0%	12.0%	11.2%	9.2%	7.6%	8.8%	12.4%	10.8%
Food/Beverages	18	22	24	18	24	21	21	13	20	25	24
	7.2%	8.8%	9.6%	7.2%	9.6%	8.4%	8.4%	5.2%	8.0%	10.0%	9.6%
Professional Services	20	18	20	14	19	16	27	11	16	14	21
	8.0%	7.2%	8.0%	5.6%	7.6%	6.4%	10.8%	4.4%	6.4%	5.6%	8.4%
IT	10	9	17	14	14	10	6	32	7	9	14
	4.0%	3.6%	6.8%	5.6%	5.6%	4.0%	2.4%	12.8%	2.8%	3.6%	5.6%
Manufacturing	6	16	14	8	10	17	11	5	14	14	18
	2.4%	6.4%	5.6%	3.2%	4.0%	6.8%	4.4%	2.0%	5.6%	5.6%	7.2%
Automotive	10	13	7	10	13	18	11	8	9	9	8
	4.0%	5.2%	2.8%	4.0%	5.2%	7.2%	4.4%	3.2%	3.6%	3.6%	3.2%
Transportation/Warehouse/Logistics	8	9	10	18	12	5	5	12	12	9	16
	3.2%	3.6%	4.0%	7.2%	4.8%	2.0%	2.0%	4.8%	4.8%	3.6%	6.4%
Advertising	4	17	12	10	10	5	16	11	11	9	8
	1.6%	6.8%	4.8%	4.0%	4.0%	2.0%	6.4%	4.4%	4.4%	3.6%	3.2%

Consulting	10	16	10	14	10	6	18	6	9	5	7
	4.0%	6.4%	4.0%	5.6%	4.0%	2.4%	7.2%	2.4%	3.6%	2.0%	2.8%
Apparel and Accessories	6	14	10	13	10	8	7	7	10	12	11
	2.4%	5.6%	4.0%	5.2%	4.0%	3.2%	2.8%	2.8%	4.0%	4.8%	4.4%
Hospitality/Travel	12	6	9	14	7	8	4	4	13	17	10
	4.8%	2.4%	3.6%	5.6%	2.8%	3.2%	1.6%	1.6%	5.2%	6.8%	4.0%
Amusement and Entertainment	7	10	8	9	14	7	8	6	5	7	10
	2.8%	4.0%	3.2%	3.6%	5.6%	2.8%	3.2%	2.4%	2.0%	2.8%	4.0%
Computer and Electronics	3	10	10	4	7	7	7	12	8	4	13
	1.2%	4.0%	4.0%	1.6%	2.8%	2.8%	2.8%	4.8%	3.2%	1.6%	5.2%
Real Estate/Leasing	10	7	10	8	8	5	7	6	4	9	10
	4.0%	2.8%	4.0%	3.2%	3.2%	2.0%	2.8%	2.4%	1.6%	3.6%	4.0%
Financial Services	4	5	10	10	5	4	11	9	10	7	8
	1.6%	2.0%	4.0%	4.0%	2.0%	1.6%	4.4%	3.6%	4.0%	2.8%	3.2%
Marketing	4	16	8	9	5	2	8	9	5	5	10
	1.6%	6.4%	3.2%	3.6%	2.0%	0.8%	3.2%	3.6%	2.0%	2.0%	4.0%
Finance	5	7	16	6	7	2	3	10	6	6	12
	2.0%	2.8%	6.4%	2.4%	2.8%	0.8%	1.2%	4.0%	2.4%	2.4%	4.8%
Wholesale	9	7	10	6	7	7	5	8	4	4	10
	3.6%	2.8%	4.0%	2.4%	2.8%	2.8%	2.0%	3.2%	1.6%	1.6%	4.0%
Media	4	6	12	1	5	7	10	6	6	4	10
	1.6%	2.4%	4.8%	0.4%	2.0%	2.8%	4.0%	2.4%	2.4%	1.6%	4.0%
Government	2	4	6	7	5	5	4	3	3	1	6
	0.8%	1.6%	2.4%	2.8%	2.0%	2.0%	1.6%	1.2%	1.2%	0.4%	2.4%
Non-Profit/Association	1	4	5	4	4	3	6	9	1	2	4
	0.4%	1.6%	2.0%	1.6%	1.6%	1.2%	2.4%	3.6%	0.4%	0.8%	1.6%

Communications/PR	2	3	4	3	3	3	4	1	4	4	8
	0.8%	1.2%	1.6%	1.2%	1.2%	1.2%	1.6%	0.4%	1.6%	1.6%	3.2%
Biotechnology	0.0	2	6	1	10	3	4	4	3	4	0.0
	0.0	0.8%	2.4%	0.4%	4.0%	1.2%	1.6%	1.6%	1.2%	1.6%	0.0
Aerospace and Aviation	2	8	3	3	7	2	4	4	1	1	1
	0.8%	3.2%	1.2%	1.2%	2.8%	0.8%	1.6%	1.6%	0.4%	0.4%	0.4%
Energy	0.0	4	5	2	5	5	2	1	4	2	6
	0.0	1.6%	2.0%	0.8%	2.0%	2.0%	0.8%	0.4%	1.6%	0.8%	2.4%
Chemicals	0.0	5	6	3	3	4	1	7	1	2	1
	0.0	2.0%	2.4%	1.2%	1.2%	1.6%	0.4%	2.8%	0.4%	0.8%	0.4%
Law Firm	3	1	6	1	6	1	2	4	1	5	3
	1.2%	0.4%	2.4%	0.4%	2.4%	0.4%	0.8%	1.6%	0.4%	2.0%	1.2%
Publishing	2	3	4	4	2	3	8	0.0	1	2	3
	0.8%	1.2%	1.6%	1.6%	0.8%	1.2%	3.2%	0.0	0.4%	0.8%	1.2%
Utilities	12	0.0	6	1	3	1	1	2	1	3	2
	4.8%	0.0	2.4%	0.4%	1.2%	0.4%	0.4%	0.8%	0.4%	1.2%	0.8%
Insurance	2	3	6	2	4	3	1	4	0.0	1	4
	0.8%	1.2%	2.4%	0.8%	1.6%	1.2%	0.4%	1.6%	0.0	0.4%	1.6%
Telecommunications	4	3	3	1	1	0.0	2	4	4	0.0	6
	1.6%	1.2%	1.2%	0.4%	0.4%	0.0	0.8%	1.6%	1.6%	0.0	2.4%
Industrial Supplies/Equipment	2	6	3	2	0.0	3	1	1	0.0	1	0.0
	0.8%	2.4%	1.2%	0.8%	0.0	1.2%	0.4%	0.4%	0.0	0.4%	0.0
Lodging	1	2	1	0.0	0.0	0.0	1	1	0.0	0.0	2
	0.4%	0.8%	0.4%	0.0	0.0	0.0	0.4%	0.4%	0.0	0.0	0.8%
Other	52	45	42	40	36	63	48	41	55	39	52
	20.8%	18.0%	16.8%	16.0%	14.4%	25.2%	19.2%	16.4%	22.0%	15.6%	20.8%

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) (Q6)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes products only	61	85	67	65	67	80	52	80	73	78	61
	24.4%	34.0%	26.8%	26.0%	26.8%	32.0%	20.8%	32.0%	29.2%	31.2%	24.4%
Yes products and services	102	92	97	112	99	87	104	102	87	102	101
	40.8%	36.8%	38.8%	44.8%	39.6%	34.8%	41.6%	40.8%	34.8%	40.8%	40.4%
No just services	87	73	86	73	84	83	94	68	90	70	88
	34.8%	29.2%	34.4%	29.2%	33.6%	33.2%	37.6%	27.2%	36.0%	28.0%	35.2%

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

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes	161	163	168	169	154	147	156	191	152	161	166
	64.4%	65.2%	67.2%	67.6%	61.6%	58.8%	62.4%	76.4%	60.8%	64.4%	66.4%
No	89	87	82	81	96	103	94	59	98	89	84
	35.6%	34.8%	32.8%	32.4%	38.4%	41.2%	37.6%	23.6%	39.2%	35.6%	33.6%

Q8. Which of the following platforms does your business currently use for paid digital advertising? (SELECT ALL THAT APPLY) (Q8)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	161	163	168	169	154	147	156	191	152	161	166
Facebook	101	97	97	97	98	87	110	123	98	99	105
	62.7%	59.5%	57.7%	57.4%	63.6%	59.2%	70.5%	64.4%	64.5%	61.5%	63.3%
Google	100	88	99	100	96	98	96	117	88	89	102
	62.1%	54.0%	58.9%	59.2%	62.3%	66.7%	61.5%	61.3%	57.9%	55.3%	61.4%
YouTube	68	73	69	73	77	65	59	100	62	62	57
	42.2%	44.8%	41.1%	43.2%	50.0%	44.2%	37.8%	52.4%	40.8%	38.5%	34.3%
Instagram	60	77	82	72	54	70	59	103	45	63	61
	37.3%	47.2%	48.8%	42.6%	35.1%	47.6%	37.8%	53.9%	29.6%	39.1%	36.7%
Amazon	50	50	55	58	60	31	43	77	44	55	58
	31.1%	30.7%	32.7%	34.3%	39.0%	21.1%	27.6%	40.3%	28.9%	34.2%	34.9%
TikTok	44	63	54	43	41	51	38	79	45	44	45
	27.3%	38.7%	32.1%	25.4%	26.6%	34.7%	24.4%	41.4%	29.6%	27.3%	27.1%
LinkedIn	36	35	37	39	42	27	41	55	35	35	36
	22.4%	21.5%	22.0%	23.1%	27.3%	18.4%	26.3%	28.8%	23.0%	21.7%	21.7%
Twitter	39	38	39	32	39	33	34	62	26	25	31
	24.2%	23.3%	23.2%	18.9%	25.3%	22.4%	21.8%	32.5%	17.1%	15.5%	18.7%
Microsoft (Bing, Yahoo, DuckDuckGo)	38	33	30	46	32	22	32	50	34	24	33
	23.6%	20.2%	17.9%	27.2%	20.8%	15.0%	20.5%	26.2%	22.4%	14.9%	19.9%
Apple	25	29	33	26	24	19	21	45	27	20	27
	15.5%	17.8%	19.6%	15.4%	15.6%	12.9%	13.5%	23.6%	17.8%	12.4%	16.3%
Pinterest	16	24	21	20	22	24	27	36	24	18	12
	9.9%	14.7%	12.5%	11.8%	14.3%	16.3%	17.3%	18.8%	15.8%	11.2%	7.2%
Other	9	7	7	3	4	5	8	7	6	6	8
	5.6%	4.3%	4.2%	1.8%	2.6%	3.4%	5.1%	3.7%	3.9%	3.7%	4.8%

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

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Excellent	37 14.8%	50 20.0%	51 20.4%	43 17.2%	43 17.2%	29 11.6%	29 11.6%	72 28.8%	43 17.2%	36 14.4%	27 10.8%
Good	67 26.8%	53 21.2%	77 30.8%	68 27.2%	75 30.0%	57 22.8%	75 30.0%	62 24.8%	56 22.4%	63 25.2%	64 25.6%
Fair	65 26.0%	59 23.6%	69 27.6%	71 28.4%	74 29.6%	84 33.6%	76 30.4%	65 26.0%	76 30.4%	65 26.0%	87 34.8%
Poor	81 32.4%	88 35.2%	53 21.2%	68 27.2%	58 23.2%	80 32.0%	70 28.0%	51 20.4%	75 30.0%	86 34.4%	72 28.8%
GOOD (NET)	104 41.6%	103 41.2%	128 51.2%	111 44.4%	118 47.2%	86 34.4%	104 41.6%	134 53.6%	99 39.6%	99 39.6%	91 36.4%
NOT GOOD (NET)	146 58.4%	147 58.8%	122 48.8%	139 55.6%	132 52.8%	164 65.6%	146 58.4%	116 46.4%	151 60.4%	151 60.4%	159 63.6%

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? (Q10)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Excellent	43 17.2%	54 21.6%	56 22.4%	40 16.0%	49 19.6%	48 19.2%	36 14.4%	77 30.8%	45 18.0%	37 14.8%	38 15.2%
Good	100 40.0%	96 38.4%	115 46.0%	119 47.6%	119 47.6%	98 39.2%	118 47.2%	105 42.0%	107 42.8%	114 45.6%	110 44.0%
Fair	91 36.4%	76 30.4%	71 28.4%	72 28.8%	65 26.0%	81 32.4%	80 32.0%	54 21.6%	78 31.2%	77 30.8%	85 34.0%
Poor	16 6.4%	24 9.6%	8 3.2%	19 7.6%	17 6.8%	23 9.2%	16 6.4%	14 5.6%	20 8.0%	22 8.8%	17 6.8%
GOOD (NET)	143 57.2%	150 60.0%	171 68.4%	159 63.6%	168 67.2%	146 58.4%	154 61.6%	182 72.8%	152 60.8%	151 60.4%	148 59.2%
NOT GOOD (NET)	107 42.8%	100 40.0%	79 31.6%	91 36.4%	82 32.8%	104 41.6%	96 38.4%	68 27.2%	98 39.2%	99 39.6%	102 40.8%

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

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Excellent	37 14.8%	38 15.2%	41 16.4%	38 15.2%	46 18.4%	23 9.2%	31 12.4%	59 23.6%	27 10.8%	22 8.8%	25 10.0%
Good	77 30.8%	72 28.8%	88 35.2%	85 34.0%	90 36.0%	80 32.0%	94 37.6%	82 32.8%	85 34.0%	83 33.2%	77 30.8%
Fair	92 36.8%	92 36.8%	78 31.2%	88 35.2%	83 33.2%	91 36.4%	80 32.0%	68 27.2%	93 37.2%	97 38.8%	97 38.8%
Poor	44 17.6%	48 19.2%	43 17.2%	39 15.6%	31 12.4%	56 22.4%	45 18.0%	41 16.4%	45 18.0%	48 19.2%	51 20.4%
GOOD (NET)	114 45.6%	110 44.0%	129 51.6%	123 49.2%	136 54.4%	103 41.2%	125 50.0%	141 56.4%	112 44.8%	105 42.0%	102 40.8%
NOT GOOD (NET)	136 54.4%	140 56.0%	121 48.4%	127 50.8%	114 45.6%	147 58.8%	125 50.0%	109 43.6%	138 55.2%	145 58.0%	148 59.2%

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

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
100% positive	65 26.0%	70 28.0%	60 24.0%	60 24.0%	62 24.8%	51 20.4%	49 19.6%	88 35.2%	61 24.4%	48 19.2%	49 19.6%
Very optimistic	74 29.6%	92 36.8%	97 38.8%	99 39.6%	79 31.6%	88 35.2%	78 31.2%	86 34.4%	93 37.2%	88 35.2%	83 33.2%
Somewhat optimistic	75 30.0%	65 26.0%	75 30.0%	72 28.8%	84 33.6%	80 32.0%	91 36.4%	60 24.0%	69 27.6%	76 30.4%	92 36.8%
Not very optimistic	32 12.8%	21 8.4%	12 4.8%	13 5.2%	17 6.8%	25 10.0%	28 11.2%	11 4.4%	22 8.8%	32 12.8%	20 8.0%
Not at all optimistic	4 1.6%	2 0.8%	6 2.4%	6 2.4%	8 3.2%	6 2.4%	4 1.6%	5 2.0%	5 2.0%	6 2.4%	6 2.4%
OPTIMISTIC (NET)	214 85.6%	227 90.8%	232 92.8%	231 92.4%	225 90.0%	219 87.6%	218 87.2%	234 93.6%	223 89.2%	212 84.8%	224 89.6%
NOT OPTIMISTIC (NET)	36 14.4%	23 9.2%	18 7.2%	19 7.6%	25 10.0%	31 12.4%	32 12.8%	16 6.4%	27 10.8%	38 15.2%	26 10.4%

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. (SELECT ALL THAT APPLY) (Q13)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Inflation/Economic Uncertainty	144	134	120	133	116	134	136	120	110	140	150
	57.6%	53.6%	48.0%	53.2%	46.4%	53.6%	54.4%	48.0%	44.0%	56.0%	60.0%
Gas prices	99	106	88	112	95	98	98	82	108	109	91
	39.6%	42.4%	35.2%	44.8%	38.0%	39.2%	39.2%	32.8%	43.2%	43.6%	36.4%
Health	84	78	80	87	73	80	77	78	75	73	89
	33.6%	31.2%	32.0%	34.8%	29.2%	32.0%	30.8%	31.2%	30.0%	29.2%	35.6%
Energy, environment, and sustainability	59	55	73	70	65	49	80	70	70	55	72
	23.6%	22.0%	29.2%	28.0%	26.0%	19.6%	32.0%	28.0%	28.0%	22.0%	28.8%
Supply chain	60	80	62	69	57	56	68	71	50	57	73
	24.0%	32.0%	24.8%	27.6%	22.8%	22.4%	27.2%	28.4%	20.0%	22.8%	29.2%
Small business access to capital	64	51	53	61	56	72	56	69	65	56	61
	25.6%	20.4%	21.2%	24.4%	22.4%	28.8%	22.4%	27.6%	26.0%	22.4%	24.4%
Regulatory burden on small businesses	63	43	40	50	56	50	54	60	59	54	60
	25.2%	17.2%	16.0%	20.0%	22.4%	20.0%	21.6%	24.0%	23.6%	21.6%	24.0%
America's standing in the world	52	44	41	51	35	45	38	58	47	42	60
	20.8%	17.6%	16.4%	20.4%	14.0%	18.0%	15.2%	23.2%	18.8%	16.8%	24.0%
Consumer data security and privacy	50	40	49	54	37	36	37	51	34	39	33
	20.0%	16.0%	19.6%	21.6%	14.8%	14.4%	14.8%	20.4%	13.6%	15.6%	13.2%
Access to skilled employees for open roles	33	41	48	35	43	40	36	56	46	29	43
	13.2%	16.4%	19.2%	14.0%	17.2%	16.0%	14.4%	22.4%	18.4%	11.6%	17.2%
Working to end the crises in Ukraine and Israel	32	38	39	44	54	31	37	48	38	34	46
	12.8%	15.2%	15.6%	17.6%	21.6%	12.4%	14.8%	19.2%	15.2%	13.6%	18.4%
Increasing regulations on large tech companies	25	25	36	41	37	32	38	37	29	22	22
	10.0%	10.0%	14.4%	16.4%	14.8%	12.8%	15.2%	14.8%	11.6%	8.8%	8.8%
Science, technology, engineering, and math (STEM) education	30	20	29	42	31	29	29	36	24	25	31
	12.0%	8.0%	11.6%	16.8%	12.4%	11.6%	11.6%	14.4%	9.6%	10.0%	12.4%
Other	8	14	7	9	8	13	12	6	12	10	10
	3.2%	5.6%	2.8%	3.6%	3.2%	5.2%	4.8%	2.4%	4.8%	4.0%	4.0%

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. (Q14)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Overcoming inflation/economic uncertainty	140	127	121	135	127	127	137	108	105	126	130
	56.0%	50.8%	48.4%	54.0%	50.8%	50.8%	54.8%	43.2%	42.0%	50.4%	52.0%
Financial resources	98	82	86	98	75	85	87	94	94	71	109
	39.2%	32.8%	34.4%	39.2%	30.0%	34.0%	34.8%	37.6%	37.6%	28.4%	43.6%
Connecting with customers	79	70	93	86	67	74	77	81	74	94	87
	31.6%	28.0%	37.2%	34.4%	26.8%	29.6%	30.8%	32.4%	29.6%	37.6%	34.8%
Sustaining operations	55	78	69	59	53	69	72	71	76	67	67
	22.0%	31.2%	27.6%	23.6%	21.2%	27.6%	28.8%	28.4%	30.4%	26.8%	26.8%
Understanding customer behavior	59	51	51	49	49	50	52	69	63	53	66
	23.6%	20.4%	20.4%	19.6%	19.6%	20.0%	20.8%	27.6%	25.2%	21.2%	26.4%
Managing digital tools	49	45	50	42	45	53	45	71	52	41	35
	19.6%	18.0%	20.0%	16.8%	18.0%	21.2%	18.0%	28.4%	20.8%	16.4%	14.0%
Navigating the regulatory environment	42	53	37	46	50	45	43	41	41	34	31
	16.8%	21.2%	14.8%	18.4%	20.0%	18.0%	17.2%	16.4%	16.4%	13.6%	12.4%

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

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Absolutely critical - we couldnt operate without them	96	98	93	103	92	94	109	119	91	98	94
	38.4%	39.2%	37.2%	41.2%	36.8%	37.6%	43.6%	47.6%	36.4%	39.2%	37.6%
Valuable and important but not critical	108	102	119	114	117	119	93	102	108	111	113
	43.2%	40.8%	47.6%	45.6%	46.8%	47.6%	37.2%	40.8%	43.2%	44.4%	45.2%
Useful, but not that important	34	33	29	31	33	27	42	25	40	29	33
	13.6%	13.2%	11.6%	12.4%	13.2%	10.8%	16.8%	10.0%	16.0%	11.6%	13.2%
Not useful	12	17	9	2	8	10	6	4	11	12	10
	4.8%	6.8%	3.6%	0.8%	3.2%	4.0%	2.4%	1.6%	4.4%	4.8%	4.0%
IMPORTANT (NET)	204	200	212	217	209	213	202	221	199	209	207
	81.6%	80.0%	84.8%	86.8%	83.6%	85.2%	80.8%	88.4%	79.6%	83.6%	82.8%
NOT IMPORTANT (NET)	46	50	38	33	41	37	48	29	51	41	43
	18.4%	20.0%	15.2%	13.2%	16.4%	14.8%	19.2%	11.6%	20.4%	16.4%	17.2%

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

Q16. To sell products or services and drive revenue (Q16)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes, a critical part of my business	104	109	85	109	93	95	106	103	89	91	91
	41.6%	43.6%	34.0%	43.6%	37.2%	38.0%	42.4%	41.2%	35.6%	36.4%	36.4%
Yes, a valuable and important part of my business	76	85	102	87	87	76	71	93	93	82	94
	30.4%	34.0%	40.8%	34.8%	34.8%	30.4%	28.4%	37.2%	37.2%	32.8%	37.6%
Yes, but not an important part of my business	30	24	28	28	35	46	30	28	29	45	35
	12.0%	9.6%	11.2%	11.2%	14.0%	18.4%	12.0%	11.2%	11.6%	18.0%	14.0%
No, but have considered doing so	23	14	16	13	14	15	20	11	12	14	17
	9.2%	5.6%	6.4%	5.2%	5.6%	6.0%	8.0%	4.4%	4.8%	5.6%	6.8%
No, and not considering	17	18	19	13	21	18	23	15	27	18	13
	6.8%	7.2%	7.6%	5.2%	8.4%	7.2%	9.2%	6.0%	10.8%	7.2%	5.2%
YES (NET)	210	218	215	224	215	217	207	224	211	218	220
	84.0%	87.2%	86.0%	89.6%	86.0%	86.8%	82.8%	89.6%	84.4%	87.2%	88.0%
NO (NET)	40	32	35	26	35	33	43	26	39	32	30
	16.0%	12.8%	14.0%	10.4%	14.0%	13.2%	17.2%	10.4%	15.6%	12.8%	12.0%

Q17. To retain existing customers (Q17)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes, a critical part of my business	100	107	84	95	82	97	86	105	84	88	85
	40.0%	42.8%	33.6%	38.0%	32.8%	38.8%	34.4%	42.0%	33.6%	35.2%	34.0%
Yes, a valuable and important part of my business	79	86	104	97	91	81	105	96	95	91	95
	31.6%	34.4%	41.6%	38.8%	36.4%	32.4%	42.0%	38.4%	38.0%	36.4%	38.0%
Yes, but not an important part of my business	36	30	40	30	51	42	31	31	35	35	43
	14.4%	12.0%	16.0%	12.0%	20.4%	16.8%	12.4%	12.4%	14.0%	14.0%	17.2%
No, but have considered doing so	20	10	12	15	7	18	15	11	16	20	13
	8.0%	4.0%	4.8%	6.0%	2.8%	7.2%	6.0%	4.4%	6.4%	8.0%	5.2%
No, and not considering	15	17	10	13	19	12	13	7	20	16	14
	6.0%	6.8%	4.0%	5.2%	7.6%	4.8%	5.2%	2.8%	8.0%	6.4%	5.6%
YES (NET)	215	223	228	222	224	220	222	232	214	214	223
	86.0%	89.2%	91.2%	88.8%	89.6%	88.0%	88.8%	92.8%	85.6%	85.6%	89.2%
NO (NET)	35	27	22	28	26	30	28	18	36	36	27
	14.0%	10.8%	8.8%	11.2%	10.4%	12.0%	11.2%	7.2%	14.4%	14.4%	10.8%

Q18. To find new customers (Q18)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes, a critical part of my business	110	123	106	108	101	107	94	103	95	95	93
	44.0%	49.2%	42.4%	43.2%	40.4%	42.8%	37.6%	41.2%	38.0%	38.0%	37.2%
Yes, a valuable and important part of my business	82	75	103	95	82	89	87	97	95	89	91
	32.8%	30.0%	41.2%	38.0%	32.8%	35.6%	34.8%	38.8%	38.0%	35.6%	36.4%
Yes, but not an important part of my business	34	23	21	31	36	30	37	31	27	42	32
	13.6%	9.2%	8.4%	12.4%	14.4%	12.0%	14.8%	12.4%	10.8%	16.8%	12.8%
No, but have considered doing so	12	17	10	10	12	14	21	16	16	10	22
	4.8%	6.8%	4.0%	4.0%	4.8%	5.6%	8.4%	6.4%	6.4%	4.0%	8.8%
No, and not considering	12	12	10	6	19	10	11	3	17	14	12
	4.8%	4.8%	4.0%	2.4%	7.6%	4.0%	4.4%	1.2%	6.8%	5.6%	4.8%
YES (NET)	226	221	230	234	219	226	218	231	217	226	216
	90.4%	88.4%	92.0%	93.6%	87.6%	90.4%	87.2%	92.4%	86.8%	90.4%	86.4%
NO (NET)	24	29	20	16	31	24	32	19	33	24	34
	9.6%	11.6%	8.0%	6.4%	12.4%	9.6%	12.8%	7.6%	13.2%	9.6%	13.6%

Q19. To hire new employees (Q19)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes, a critical part of my business	66	74	58	73	66	61	53	67	62	61	47
	26.4%	29.6%	23.2%	29.2%	26.4%	24.4%	21.2%	26.8%	24.8%	24.4%	18.8%
Yes, a valuable and important part of my business	77	69	89	92	76	80	77	93	68	78	81
	30.8%	27.6%	35.6%	36.8%	30.4%	32.0%	30.8%	37.2%	27.2%	31.2%	32.4%
Yes, but not an important part of my business	42	40	41	31	34	36	47	40	46	43	42
	16.8%	16.0%	16.4%	12.4%	13.6%	14.4%	18.8%	16.0%	18.4%	17.2%	16.8%
No, but have considered doing so	22	30	25	27	25	23	29	15	35	16	26
	8.8%	12.0%	10.0%	10.8%	10.0%	9.2%	11.6%	6.0%	14.0%	6.4%	10.4%
No, and not considering	43	37	37	27	49	50	44	35	39	52	54
	17.2%	14.8%	14.8%	10.8%	19.6%	20.0%	17.6%	14.0%	15.6%	20.8%	21.6%
YES (NET)	185	183	188	196	176	177	177	200	176	182	170
	74.0%	73.2%	75.2%	78.4%	70.4%	70.8%	70.8%	80.0%	70.4%	72.8%	68.0%
NO (NET)	65	67	62	54	74	73	73	50	74	68	80
	26.0%	26.8%	24.8%	21.6%	29.6%	29.2%	29.2%	20.0%	29.6%	27.2%	32.0%

Q20. To train new or current employees (Q20)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes, a critical part of my business	58	72	60	77	64	68	44	70	65	63	55
	23.2%	28.8%	24.0%	30.8%	25.6%	27.2%	17.6%	28.0%	26.0%	25.2%	22.0%
Yes, a valuable and important part of my business	77	80	86	86	86	77	88	93	73	69	87
	30.8%	32.0%	34.4%	34.4%	34.4%	30.8%	35.2%	37.2%	29.2%	27.6%	34.8%
Yes, but not an important part of my business	44	32	47	42	32	29	47	39	43	46	36
	17.6%	12.8%	18.8%	16.8%	12.8%	11.6%	18.8%	15.6%	17.2%	18.4%	14.4%
No, but have considered doing so	31	27	32	15	15	27	19	15	24	22	25
	12.4%	10.8%	12.8%	6.0%	6.0%	10.8%	7.6%	6.0%	9.6%	8.8%	10.0%
No, and not considering	40	39	25	30	53	49	52	33	45	50	47
	16.0%	15.6%	10.0%	12.0%	21.2%	19.6%	20.8%	13.2%	18.0%	20.0%	18.8%
YES (NET)	179	184	193	205	182	174	179	202	181	178	178
	71.6%	73.6%	77.2%	82.0%	72.8%	69.6%	71.6%	80.8%	72.4%	71.2%	71.2%
NO (NET)	71	66	57	45	68	76	71	48	69	72	72
	28.4%	26.4%	22.8%	18.0%	27.2%	30.4%	28.4%	19.2%	27.6%	28.8%	28.8%

Q21. To work productively with employees (Q21)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes, a critical part of my business	71	94	74	76	82	78	65	88	73	63	80
	28.4%	37.6%	29.6%	30.4%	32.8%	31.2%	26.0%	35.2%	29.2%	25.2%	32.0%
Yes, a valuable and important part of my business	89	75	94	107	85	83	82	85	84	81	85
	35.6%	30.0%	37.6%	42.8%	34.0%	33.2%	32.8%	34.0%	33.6%	32.4%	34.0%
Yes, but not an important part of my business	34	32	42	32	31	28	42	32	37	53	31
	13.6%	12.8%	16.8%	12.8%	12.4%	11.2%	16.8%	12.8%	14.8%	21.2%	12.4%
No, but have considered doing so	24	17	23	15	12	25	24	18	19	21	16
	9.6%	6.8%	9.2%	6.0%	4.8%	10.0%	9.6%	7.2%	7.6%	8.4%	6.4%
No, and not considering	32	32	17	20	40	36	37	27	37	32	38
	12.8%	12.8%	6.8%	8.0%	16.0%	14.4%	14.8%	10.8%	14.8%	12.8%	15.2%
YES (NET)	194	201	210	215	198	189	189	205	194	197	196
	77.6%	80.4%	84.0%	86.0%	79.2%	75.6%	75.6%	82.0%	77.6%	78.8%	78.4%
NO (NET)	56	49	40	35	52	61	61	45	56	53	54
	22.4%	19.6%	16.0%	14.0%	20.8%	24.4%	24.4%	18.0%	22.4%	21.2%	21.6%

Q22. To communicate with your customers (Q22)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes, a critical part of my business	111	118	93	113	103	114	102	107	99	97	97
	44.4%	47.2%	37.2%	45.2%	41.2%	45.6%	40.8%	42.8%	39.6%	38.8%	38.8%
Yes, a valuable and important part of my business	91	80	98	93	85	83	92	99	89	86	98
	36.4%	32.0%	39.2%	37.2%	34.0%	33.2%	36.8%	39.6%	35.6%	34.4%	39.2%
Yes, but not an important part of my business	30	24	35	30	38	23	34	32	33	40	28
	12.0%	9.6%	14.0%	12.0%	15.2%	9.2%	13.6%	12.8%	13.2%	16.0%	11.2%
No, but have considered doing so	9	15	17	9	10	19	14	6	13	14	12
	3.6%	6.0%	6.8%	3.6%	4.0%	7.6%	5.6%	2.4%	5.2%	5.6%	4.8%
No, and not considering	9	13	7	5	14	11	8	6	16	13	15
	3.6%	5.2%	2.8%	2.0%	5.6%	4.4%	3.2%	2.4%	6.4%	5.2%	6.0%
YES (NET)	232	222	226	236	226	220	228	238	221	223	223
	92.8%	88.8%	90.4%	94.4%	90.4%	88.0%	91.2%	95.2%	88.4%	89.2%	89.2%
NO (NET)	18	28	24	14	24	30	22	12	29	27	27
	7.2%	11.2%	9.6%	5.6%	9.6%	12.0%	8.8%	4.8%	11.6%	10.8%	10.8%

Q23. Overcome inflation/economic uncertainty through efficiency (Q23)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes, a critical part of my business	82	89	80	84	86	67	54	92	78	72	75
	32.8%	35.6%	32.0%	33.6%	34.4%	26.8%	21.6%	36.8%	31.2%	28.8%	30.0%
Yes, a valuable and important part of my business	90	87	89	97	82	87	88	98	86	95	97
	36.0%	34.8%	35.6%	38.8%	32.8%	34.8%	35.2%	39.2%	34.4%	38.0%	38.8%
Yes, but not an important part of my business	38	40	43	50	39	48	61	39	45	48	43
	15.2%	16.0%	17.2%	20.0%	15.6%	19.2%	24.4%	15.6%	18.0%	19.2%	17.2%
No, but have considered doing so	22	19	20	9	13	28	22	9	19	18	19
	8.8%	7.6%	8.0%	3.6%	5.2%	11.2%	8.8%	3.6%	7.6%	7.2%	7.6%
No, and not considering	18	15	18	10	30	20	25	12	22	17	16
	7.2%	6.0%	7.2%	4.0%	12.0%	8.0%	10.0%	4.8%	8.8%	6.8%	6.4%
YES (NET)	210	216	212	231	207	202	203	229	209	215	215
	84.0%	86.4%	84.8%	92.4%	82.8%	80.8%	81.2%	91.6%	83.6%	86.0%	86.0%
NO (NET)	40	34	38	19	43	48	47	21	41	35	35
	16.0%	13.6%	15.2%	7.6%	17.2%	19.2%	18.8%	8.4%	16.4%	14.0%	14.0%

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? (Q24)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Very important	97	106	92	94	97	94	71	129	97	93	74
	38.8%	42.4%	36.8%	37.6%	38.8%	37.6%	28.4%	51.6%	38.8%	37.2%	29.6%
Somewhat important	67	87	78	96	63	70	85	64	78	83	92
	26.8%	34.8%	31.2%	38.4%	25.2%	28.0%	34.0%	25.6%	31.2%	33.2%	36.8%
Not very important	46	30	47	34	47	48	43	30	44	44	41
	18.4%	12.0%	18.8%	13.6%	18.8%	19.2%	17.2%	12.0%	17.6%	17.6%	16.4%
Not important at all	40	27	33	26	43	38	51	27	31	30	43
	16.0%	10.8%	13.2%	10.4%	17.2%	15.2%	20.4%	10.8%	12.4%	12.0%	17.2%
IMPORTANT (NET)	164	193	170	190	160	164	156	193	175	176	166
	65.6%	77.2%	68.0%	76.0%	64.0%	65.6%	62.4%	77.2%	70.0%	70.4%	66.4%
NOT IMPORTANT (NET)	86	57	80	60	90	86	94	57	75	74	84
	34.4%	22.8%	32.0%	24.0%	36.0%	34.4%	37.6%	22.8%	30.0%	29.6%	33.6%

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) (Q25)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Absolutely critical - we couldnt operate without them	89	107	84	123	82	88	81	115	93	92	77
	35.6%	42.8%	33.6%	49.2%	32.8%	35.2%	32.4%	46.0%	37.2%	36.8%	30.8%
Valuable and important but not critical	102	84	117	88	101	90	103	89	105	103	112
	40.8%	33.6%	46.8%	35.2%	40.4%	36.0%	41.2%	35.6%	42.0%	41.2%	44.8%
Useful, but not that important	39	36	38	22	36	49	40	37	25	34	37
	15.6%	14.4%	15.2%	8.8%	14.4%	19.6%	16.0%	14.8%	10.0%	13.6%	14.8%
Not useful	20	23	11	17	31	23	26	9	27	21	24
	8.0%	9.2%	4.4%	6.8%	12.4%	9.2%	10.4%	3.6%	10.8%	8.4%	9.6%
USEFUL (NET)	191	191	201	211	183	178	184	204	198	195	189
	76.4%	76.4%	80.4%	84.4%	73.2%	71.2%	73.6%	81.6%	79.2%	78.0%	75.6%
NOT USEFUL (NET)	59	59	49	39	67	72	66	46	52	55	61
	23.6%	23.6%	19.6%	15.6%	26.8%	28.8%	26.4%	18.4%	20.8%	22.0%	24.4%

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

		Oversample States										
		FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total		250	250	250	250	250	250	250	250	250	250	250
Yes		134	161	137	165	145	145	132	169	133	145	128
		53.6%	64.4%	54.8%	66.0%	58.0%	58.0%	52.8%	67.6%	53.2%	58.0%	51.2%
No		116	89	113	85	105	105	118	81	117	105	122
		46.4%	35.6%	45.2%	34.0%	42.0%	42.0%	47.2%	32.4%	46.8%	42.0%	48.8%

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? (Q27)

		Oversample States										
		FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total		134	161	137	165	145	145	132	169	133	145	128
Very important - we couldnt operate without them		72	93	76	83	74	76	64	97	87	80	57
		53.7%	57.8%	55.5%	50.3%	51.0%	52.4%	48.5%	57.4%	65.4%	55.2%	44.5%
Valuable and important		47	53	53	73	62	57	48	55	41	54	63
		35.1%	32.9%	38.7%	44.2%	42.8%	39.3%	36.4%	32.5%	30.8%	37.2%	49.2%
Useful, but not business-critical		15	11	8	9	8	9	15	14	5	10	6
		11.2%	6.8%	5.8%	5.5%	5.5%	6.2%	11.4%	8.3%	3.8%	6.9%	4.7%
Not used to any significant degree		0.0	4	0.0	0.0	1	3	5	3	0.0	1	2
		0.0	2.5%	0.0	0.0	0.7%	2.1%	3.8%	1.8%	0.0	0.7%	1.6%
USEFUL (NET)		119	146	129	156	136	133	112	152	128	134	120
		88.8%	90.7%	94.2%	94.5%	93.8%	91.7%	84.8%	89.9%	96.2%	92.4%	93.8%
NOT USEFUL (NET)		15	15	8	9	9	12	20	17	5	11	8
		11.2%	9.3%	5.8%	5.5%	6.2%	8.3%	15.2%	10.1%	3.8%	7.6%	6.3%

For each of the following statements, please indicate whether you agree or disagree.

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

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	90	95	92	110	101	98	96	122	93	94	97
	36.0%	38.0%	36.8%	44.0%	40.4%	39.2%	38.4%	48.8%	37.2%	37.6%	38.8%
Somewhat agree	85	82	96	77	81	81	86	75	82	76	89
	34.0%	32.8%	38.4%	30.8%	32.4%	32.4%	34.4%	30.0%	32.8%	30.4%	35.6%
Neither agree nor disagree	47	38	38	40	43	43	40	26	39	47	38
	18.8%	15.2%	15.2%	16.0%	17.2%	17.2%	16.0%	10.4%	15.6%	18.8%	15.2%
Somewhat disagree	8	14	13	7	12	13	12	15	11	18	9
	3.2%	5.6%	5.2%	2.8%	4.8%	5.2%	4.8%	6.0%	4.4%	7.2%	3.6%
Strongly disagree	4	6	2	9	3	9	7	4	12	4	7
	1.6%	2.4%	0.8%	3.6%	1.2%	3.6%	2.8%	1.6%	4.8%	1.6%	2.8%
N/A - does not apply	16	15	9	7	10	6	9	8	13	11	10
	6.4%	6.0%	3.6%	2.8%	4.0%	2.4%	3.6%	3.2%	5.2%	4.4%	4.0%
AGREE (NET)	175	177	188	187	182	179	182	197	175	170	186
	70.0%	70.8%	75.2%	74.8%	72.8%	71.6%	72.8%	78.8%	70.0%	68.0%	74.4%
DISAGREE (NET)	12	20	15	16	15	22	19	19	23	22	16
	4.8%	8.0%	6.0%	6.4%	6.0%	8.8%	7.6%	7.6%	9.2%	8.8%	6.4%

Q29. Digital tools will play a critical role in my company succeeding in 2024. (Q29)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	101	114	93	113	106	116	104	127	95	95	91
	40.4%	45.6%	37.2%	45.2%	42.4%	46.4%	41.6%	50.8%	38.0%	38.0%	36.4%
Somewhat agree	87	75	90	79	80	78	79	76	84	78	90
	34.8%	30.0%	36.0%	31.6%	32.0%	31.2%	31.6%	30.4%	33.6%	31.2%	36.0%
Neither agree nor disagree	36	34	47	33	40	33	36	30	43	51	41
	14.4%	13.6%	18.8%	13.2%	16.0%	13.2%	14.4%	12.0%	17.2%	20.4%	16.4%
Somewhat disagree	6	9	10	12	13	8	16	8	11	13	11
	2.4%	3.6%	4.0%	4.8%	5.2%	3.2%	6.4%	3.2%	4.4%	5.2%	4.4%
Strongly disagree	9	5	3	4	3	7	9	1	6	6	5
	3.6%	2.0%	1.2%	1.6%	1.2%	2.8%	3.6%	0.4%	2.4%	2.4%	2.0%
N/A - does not apply	11	13	7	9	8	8	6	8	11	7	12
	4.4%	5.2%	2.8%	3.6%	3.2%	3.2%	2.4%	3.2%	4.4%	2.8%	4.8%
AGREE (NET)	188	189	183	192	186	194	183	203	179	173	181
	75.2%	75.6%	73.2%	76.8%	74.4%	77.6%	73.2%	81.2%	71.6%	69.2%	72.4%
DISAGREE (NET)	15	14	13	16	16	15	25	9	17	19	16
	6.0%	5.6%	5.2%	6.4%	6.4%	6.0%	10.0%	3.6%	6.8%	7.6%	6.4%

Q30. Digital tools give me a sense of confidence about the future of my company. (Q30)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	98	94	90	93	84	91	83	106	79	82	80
	39.2%	37.6%	36.0%	37.2%	33.6%	36.4%	33.2%	42.4%	31.6%	32.8%	32.0%
Somewhat agree	91	79	96	95	92	85	97	86	108	95	92
	36.4%	31.6%	38.4%	38.0%	36.8%	34.0%	38.8%	34.4%	43.2%	38.0%	36.8%
Neither agree nor disagree	32	48	43	44	51	52	41	43	31	47	53
	12.8%	19.2%	17.2%	17.6%	20.4%	20.8%	16.4%	17.2%	12.4%	18.8%	21.2%
Somewhat disagree	13	9	13	5	11	9	12	6	7	13	9
	5.2%	3.6%	5.2%	2.0%	4.4%	3.6%	4.8%	2.4%	2.8%	5.2%	3.6%
Strongly disagree	3	9	1	5	3	7	9	3	11	6	4
	1.2%	3.6%	0.4%	2.0%	1.2%	2.8%	3.6%	1.2%	4.4%	2.4%	1.6%
N/A - does not apply	13	11	7	8	9	6	8	6	14	7	12
	5.2%	4.4%	2.8%	3.2%	3.6%	2.4%	3.2%	2.4%	5.6%	2.8%	4.8%
AGREE (NET)	189	173	186	188	176	176	180	192	187	177	172
	75.6%	69.2%	74.4%	75.2%	70.4%	70.4%	72.0%	76.8%	74.8%	70.8%	68.8%
DISAGREE (NET)	16	18	14	10	14	16	21	9	18	19	13
	6.4%	7.2%	5.6%	4.0%	5.6%	6.4%	8.4%	3.6%	7.2%	7.6%	5.2%

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. (Q31)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	76	103	65	75	74	84	61	101	75	79	78
	30.4%	41.2%	26.0%	30.0%	29.6%	33.6%	24.4%	40.4%	30.0%	31.6%	31.2%
Somewhat agree	91	76	95	94	96	75	98	79	95	86	94
	36.4%	30.4%	38.0%	37.6%	38.4%	30.0%	39.2%	31.6%	38.0%	34.4%	37.6%
Neither agree nor disagree	45	44	59	41	48	51	57	41	44	47	47
	18.0%	17.6%	23.6%	16.4%	19.2%	20.4%	22.8%	16.4%	17.6%	18.8%	18.8%
Somewhat disagree	17	15	21	29	22	30	21	15	22	22	19
	6.8%	6.0%	8.4%	11.6%	8.8%	12.0%	8.4%	6.0%	8.8%	8.8%	7.6%
Strongly disagree	11	5	5	8	7	5	9	9	9	13	5
	4.4%	2.0%	2.0%	3.2%	2.8%	2.0%	3.6%	3.6%	3.6%	5.2%	2.0%
N/A - does not apply	10	7	5	3	3	5	4	5	5	3	7
	4.0%	2.8%	2.0%	1.2%	1.2%	2.0%	1.6%	2.0%	2.0%	1.2%	2.8%
AGREE (NET)	167	179	160	169	170	159	159	180	170	165	172
	66.8%	71.6%	64.0%	67.6%	68.0%	63.6%	63.6%	72.0%	68.0%	66.0%	68.8%
DISAGREE (NET)	28	20	26	37	29	35	30	24	31	35	24
	11.2%	8.0%	10.4%	14.8%	11.6%	14.0%	12.0%	9.6%	12.4%	14.0%	9.6%

Q32. Digital tools will play a critical role in helping to run my overall business in 2024. (Q32)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	101	106	83	111	92	92	103	116	93	90	88
	40.4%	42.4%	33.2%	44.4%	36.8%	36.8%	41.2%	46.4%	37.2%	36.0%	35.2%
Somewhat agree	84	75	98	77	85	86	87	75	92	88	93
	33.6%	30.0%	39.2%	30.8%	34.0%	34.4%	34.8%	30.0%	36.8%	35.2%	37.2%
Neither agree nor disagree	35	40	50	44	48	45	37	37	43	50	45
	14.0%	16.0%	20.0%	17.6%	19.2%	18.0%	14.8%	14.8%	17.2%	20.0%	18.0%
Somewhat disagree	14	8	9	9	10	11	14	10	5	11	8
	5.6%	3.2%	3.6%	3.6%	4.0%	4.4%	5.6%	4.0%	2.0%	4.4%	3.2%
Strongly disagree	4	9	2	1	7	10	4	5	6	4	7
	1.6%	3.6%	0.8%	0.4%	2.8%	4.0%	1.6%	2.0%	2.4%	1.6%	2.8%
N/A - does not apply	12	12	8	8	8	6	5	7	11	7	9
	4.8%	4.8%	3.2%	3.2%	3.2%	2.4%	2.0%	2.8%	4.4%	2.8%	3.6%
AGREE (NET)	185	181	181	188	177	178	190	191	185	178	181
	74.0%	72.4%	72.4%	75.2%	70.8%	71.2%	76.0%	76.4%	74.0%	71.2%	72.4%
DISAGREE (NET)	18	17	11	10	17	21	18	15	11	15	15
	7.2%	6.8%	4.4%	4.0%	6.8%	8.4%	7.2%	6.0%	4.4%	6.0%	6.0%

Q33. Digital tools will play a critical role in saving my business money in 2024. (Q33)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	77	95	72	98	83	77	74	116	84	87	68
	30.8%	38.0%	28.8%	39.2%	33.2%	30.8%	29.6%	46.4%	33.6%	34.8%	27.2%
Somewhat agree	94	72	90	93	87	88	107	71	87	71	91
	37.6%	28.8%	36.0%	37.2%	34.8%	35.2%	42.8%	28.4%	34.8%	28.4%	36.4%
Neither agree nor disagree	48	47	63	36	46	51	46	38	45	60	53
	19.2%	18.8%	25.2%	14.4%	18.4%	20.4%	18.4%	15.2%	18.0%	24.0%	21.2%
Somewhat disagree	10	12	12	11	17	14	9	14	12	16	19
	4.0%	4.8%	4.8%	4.4%	6.8%	5.6%	3.6%	5.6%	4.8%	6.4%	7.6%
Strongly disagree	5	11	4	4	7	13	5	3	9	11	7
	2.0%	4.4%	1.6%	1.6%	2.8%	5.2%	2.0%	1.2%	3.6%	4.4%	2.8%
N/A - does not apply	16	13	9	8	10	7	9	8	13	5	12
	6.4%	5.2%	3.6%	3.2%	4.0%	2.8%	3.6%	3.2%	5.2%	2.0%	4.8%
AGREE (NET)	171	167	162	191	170	165	181	187	171	158	159
	68.4%	66.8%	64.8%	76.4%	68.0%	66.0%	72.4%	74.8%	68.4%	63.2%	63.6%
DISAGREE (NET)	15	23	16	15	24	27	14	17	21	27	26
	6.0%	9.2%	6.4%	6.0%	9.6%	10.8%	5.6%	6.8%	8.4%	10.8%	10.4%

Q34. Digital tools will play a critical role in helping my business navigate inflation and economic uncertainty in 2024. (Q34)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	77	99	79	101	84	80	74	93	79	78	74
	30.8%	39.6%	31.6%	40.4%	33.6%	32.0%	29.6%	37.2%	31.6%	31.2%	29.6%
Somewhat agree	89	77	87	84	82	87	94	91	88	92	89
	35.6%	30.8%	34.8%	33.6%	32.8%	34.8%	37.6%	36.4%	35.2%	36.8%	35.6%
Neither agree nor disagree	48	43	61	44	52	50	51	39	53	49	50
	19.2%	17.2%	24.4%	17.6%	20.8%	20.0%	20.4%	15.6%	21.2%	19.6%	20.0%
Somewhat disagree	17	9	8	8	15	14	16	14	13	17	17
	6.8%	3.6%	3.2%	3.2%	6.0%	5.6%	6.4%	5.6%	5.2%	6.8%	6.8%
Strongly disagree	6	9	4	6	6	10	7	5	7	8	9
	2.4%	3.6%	1.6%	2.4%	2.4%	4.0%	2.8%	2.0%	2.8%	3.2%	3.6%
N/A - does not apply	13	13	11	7	11	9	8	8	10	6	11
	5.2%	5.2%	4.4%	2.8%	4.4%	3.6%	3.2%	3.2%	4.0%	2.4%	4.4%
AGREE (NET)	166	176	166	185	166	167	168	184	167	170	163
	66.4%	70.4%	66.4%	74.0%	66.4%	66.8%	67.2%	73.6%	66.8%	68.0%	65.2%
DISAGREE (NET)	23	18	12	14	21	24	23	19	20	25	26
	9.2%	7.2%	4.8%	5.6%	8.4%	9.6%	9.2%	7.6%	8.0%	10.0%	10.4%

Q35. How big a concern is data security and customer privacy for your business right now? (Q35)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Very big concern	84	86	72	82	84	71	72	106	65	82	72
	33.6%	34.4%	28.8%	32.8%	33.6%	28.4%	28.8%	42.4%	26.0%	32.8%	28.8%
Big concern	92	91	89	98	84	98	88	90	101	89	78
	36.8%	36.4%	35.6%	39.2%	33.6%	39.2%	35.2%	36.0%	40.4%	35.6%	31.2%
Not a big concern	61	56	77	60	66	66	78	41	66	62	78
	24.4%	22.4%	30.8%	24.0%	26.4%	26.4%	31.2%	16.4%	26.4%	24.8%	31.2%
Not a concern at all	13	17	12	10	16	15	12	13	18	17	22
	5.2%	6.8%	4.8%	4.0%	6.4%	6.0%	4.8%	5.2%	7.2%	6.8%	8.8%
A CONCERN (NET)	176	177	161	180	168	169	160	196	166	171	150
	70.4%	70.8%	64.4%	72.0%	67.2%	67.6%	64.0%	78.4%	66.4%	68.4%	60.0%
NOT A CONCERN (NET)	74	73	89	70	82	81	90	54	84	79	100
	29.6%	29.2%	35.6%	28.0%	32.8%	32.4%	36.0%	21.6%	33.6%	31.6%	40.0%

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? (Q36)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Very closely	102	98	85	117	86	99	79	130	74	84	70
	40.8%	39.2%	34.0%	46.8%	34.4%	39.6%	31.6%	52.0%	29.6%	33.6%	28.0%
Somewhat closely	103	98	102	102	116	94	112	92	124	116	121
	41.2%	39.2%	40.8%	40.8%	46.4%	37.6%	44.8%	36.8%	49.6%	46.4%	48.4%
Not very closely	35	43	52	24	41	45	49	24	36	42	42
	14.0%	17.2%	20.8%	9.6%	16.4%	18.0%	19.6%	9.6%	14.4%	16.8%	16.8%
Not closely at all	10	11	11	7	7	12	10	4	16	8	17
	4.0%	4.4%	4.4%	2.8%	2.8%	4.8%	4.0%	1.6%	6.4%	3.2%	6.8%
CLOSELY (NET)	205	196	187	219	202	193	191	222	198	200	191
	82.0%	78.4%	74.8%	87.6%	80.8%	77.2%	76.4%	88.8%	79.2%	80.0%	76.4%
NOT CLOSELY (NET)	45	54	63	31	48	57	59	28	52	50	59
	18.0%	21.6%	25.2%	12.4%	19.2%	22.8%	23.6%	11.2%	20.8%	20.0%	23.6%

Q37. Has your business ever been the target of a cyber attack? (Q37)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes	39	48	47	44	43	43	34	67	29	46	39
	15.6%	19.2%	18.8%	17.6%	17.2%	17.2%	13.6%	26.8%	11.6%	18.4%	15.6%
No	196	178	198	186	189	191	189	166	202	187	194
	78.4%	71.2%	79.2%	74.4%	75.6%	76.4%	75.6%	66.4%	80.8%	74.8%	77.6%
Dont know	15	24	5	20	18	16	27	17	19	17	17
	6.0%	9.6%	2.0%	8.0%	7.2%	6.4%	10.8%	6.8%	7.6%	6.8%	6.8%

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

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Very concerned	57	75	57	64	58	61	38	82	49	60	46
	22.8%	30.0%	22.8%	25.6%	23.2%	24.4%	15.2%	32.8%	19.6%	24.0%	18.4%
Somewhat concerned	92	91	89	107	107	90	103	99	102	97	97
	36.8%	36.4%	35.6%	42.8%	42.8%	36.0%	41.2%	39.6%	40.8%	38.8%	38.8%
Not very concerned	74	63	72	65	63	74	82	51	69	71	76
	29.6%	25.2%	28.8%	26.0%	25.2%	29.6%	32.8%	20.4%	27.6%	28.4%	30.4%
Not concerned at all	27	21	32	14	22	25	27	18	30	22	31
	10.8%	8.4%	12.8%	5.6%	8.8%	10.0%	10.8%	7.2%	12.0%	8.8%	12.4%
CONCERNED (NET)	149	166	146	171	165	151	141	181	151	157	143
	59.6%	66.4%	58.4%	68.4%	66.0%	60.4%	56.4%	72.4%	60.4%	62.8%	57.2%
NOT CONCERNED (NET)	101	84	104	79	85	99	109	69	99	93	107
	40.4%	33.6%	41.6%	31.6%	34.0%	39.6%	43.6%	27.6%	39.6%	37.2%	42.8%

Q39. And regardless of how concerned you are, how likely is it that your business would be a target for a cyber attack? (Q39)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Very likely	36	64	45	51	40	27	29	75	38	35	31
	14.4%	25.6%	18.0%	20.4%	16.0%	10.8%	11.6%	30.0%	15.2%	14.0%	12.4%
Somewhat likely	83	74	66	72	76	76	82	67	84	83	73
	33.2%	29.6%	26.4%	28.8%	30.4%	30.4%	32.8%	26.8%	33.6%	33.2%	29.2%
Not very likely	97	80	91	100	95	115	98	79	90	101	110
	38.8%	32.0%	36.4%	40.0%	38.0%	46.0%	39.2%	31.6%	36.0%	40.4%	44.0%
Not likely at all	34	32	48	27	39	32	41	29	38	31	36
	13.6%	12.8%	19.2%	10.8%	15.6%	12.8%	16.4%	11.6%	15.2%	12.4%	14.4%
LIKELY (NET)	119	138	111	123	116	103	111	142	122	118	104
	47.6%	55.2%	44.4%	49.2%	46.4%	41.2%	44.4%	56.8%	48.8%	47.2%	41.6%
NOT LIKELY (NET)	131	112	139	127	134	147	139	108	128	132	146
	52.4%	44.8%	55.6%	50.8%	53.6%	58.8%	55.6%	43.2%	51.2%	52.8%	58.4%

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? (Q40)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	87	101	88	79	72	87	61	108	83	80	77
	34.8%	40.4%	35.2%	31.6%	28.8%	34.8%	24.4%	43.2%	33.2%	32.0%	30.8%
Somewhat agree	127	101	101	112	123	108	119	98	124	119	120
	50.8%	40.4%	40.4%	44.8%	49.2%	43.2%	47.6%	39.2%	49.6%	47.6%	48.0%
Somewhat disagree	29	31	41	47	46	39	55	28	33	39	40
	11.6%	12.4%	16.4%	18.8%	18.4%	15.6%	22.0%	11.2%	13.2%	15.6%	16.0%
Strongly disagree	7	17	20	12	9	16	15	16	10	12	13
	2.8%	6.8%	8.0%	4.8%	3.6%	6.4%	6.0%	6.4%	4.0%	4.8%	5.2%
AGREE (NET)	214	202	189	191	195	195	180	206	207	199	197
	85.6%	80.8%	75.6%	76.4%	78.0%	78.0%	72.0%	82.4%	82.8%	79.6%	78.8%
DISAGREE (NET)	7	17	20	12	9	16	15	16	10	12	13
	2.8%	6.8%	8.0%	4.8%	3.6%	6.4%	6.0%	6.4%	4.0%	4.8%	5.2%

Q41. Which of the following best describes you and your business? (Q41)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently have a cyber security plan in place	104	101	99	112	95	80	78	134	98	104	95
	41.6%	40.4%	39.6%	44.8%	38.0%	32.0%	31.2%	53.6%	39.2%	41.6%	38.0%
I dont have a cyber security plan in place, but I have plans to in the next year or two	74	79	76	84	74	83	85	55	71	66	70
	29.6%	31.6%	30.4%	33.6%	29.6%	33.2%	34.0%	22.0%	28.4%	26.4%	28.0%
I dont have a cyber security plan in place, or any plan to - but I might reconsider that now	36	38	47	37	45	55	56	34	42	51	52
	14.4%	15.2%	18.8%	14.8%	18.0%	22.0%	22.4%	13.6%	16.8%	20.4%	20.8%
I have no need for a cyber security plan	36	32	28	17	36	32	31	27	39	29	33
	14.4%	12.8%	11.2%	6.8%	14.4%	12.8%	12.4%	10.8%	15.6%	11.6%	13.2%
MAY PLAN (NET)	110	117	123	121	119	138	141	89	113	117	122
	44.0%	46.8%	49.2%	48.4%	47.6%	55.2%	56.4%	35.6%	45.2%	46.8%	48.8%

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? (Q42)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	214	218	222	233	214	218	219	223	211	221	217
Much more comfortable	99	96	82	101	89	84	84	108	80	87	77
	46.3%	44.0%	36.9%	43.3%	41.6%	38.5%	38.4%	48.4%	37.9%	39.4%	35.5%
Somewhat more comfortable	78	83	96	101	88	92	98	90	90	95	108
	36.4%	38.1%	43.2%	43.3%	41.1%	42.2%	44.7%	40.4%	42.7%	43.0%	49.8%
No impact	30	37	43	27	33	38	32	23	38	34	27
	14.0%	17.0%	19.4%	11.6%	15.4%	17.4%	14.6%	10.3%	18.0%	15.4%	12.4%
Somewhat less comfortable	7	1	1	4	3	4	5	2	3	5	5
	3.3%	0.5%	0.5%	1.7%	1.4%	1.8%	2.3%	0.9%	1.4%	2.3%	2.3%
Much less comfortable	0.0	1	0.0	0.0	1	0.0	0.0	0.0	0.0	0.0	0.0
	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
COMFORTABLE (NET)	207	216	221	229	210	214	214	221	208	216	212
	96.7%	99.1%	99.5%	98.3%	98.1%	98.2%	97.7%	99.1%	98.6%	97.7%	97.7%
NOT COMFORTABLE (NET)	7	2	1	4	4	4	5	2	3	5	5
	3.3%	0.9%	0.5%	1.7%	1.9%	1.8%	2.3%	0.9%	1.4%	2.3%	2.3%

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

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Very well	67	83	73	74	55	70	46	99	67	65	53
	26.8%	33.2%	29.2%	29.6%	22.0%	28.0%	18.4%	39.6%	26.8%	26.0%	21.2%
Somewhat well	117	95	112	123	133	108	130	104	121	101	130
	46.8%	38.0%	44.8%	49.2%	53.2%	43.2%	52.0%	41.6%	48.4%	40.4%	52.0%
Not very well	51	52	50	46	45	57	60	38	44	69	50
	20.4%	20.8%	20.0%	18.4%	18.0%	22.8%	24.0%	15.2%	17.6%	27.6%	20.0%
Not well at all	15	20	15	7	17	15	14	9	18	15	17
	6.0%	8.0%	6.0%	2.8%	6.8%	6.0%	5.6%	3.6%	7.2%	6.0%	6.8%
WELL (NET)	184	178	185	197	188	178	176	203	188	166	183
	73.6%	71.2%	74.0%	78.8%	75.2%	71.2%	70.4%	81.2%	75.2%	66.4%	73.2%
NOT WELL (NET)	66	72	65	53	62	72	74	47	62	84	67
	26.4%	28.8%	26.0%	21.2%	24.8%	28.8%	29.6%	18.8%	24.8%	33.6%	26.8%

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

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
100% yes	68	78	78	82	70	69	71	104	75	71	72
	27.2%	31.2%	31.2%	32.8%	28.0%	27.6%	28.4%	41.6%	30.0%	28.4%	28.8%
Likely, but not sure	79	71	72	85	77	62	77	63	87	82	79
	31.6%	28.4%	28.8%	34.0%	30.8%	24.8%	30.8%	25.2%	34.8%	32.8%	31.6%
I dont think so, but its possible	39	46	57	38	43	67	43	37	38	42	42
	15.6%	18.4%	22.8%	15.2%	17.2%	26.8%	17.2%	14.8%	15.2%	16.8%	16.8%
No, definitely not	64	55	43	45	60	52	59	46	50	55	57
	25.6%	22.0%	17.2%	18.0%	24.0%	20.8%	23.6%	18.4%	20.0%	22.0%	22.8%
LIKELY (NET)	147	149	150	167	147	131	148	167	162	153	151
	58.8%	59.6%	60.0%	66.8%	58.8%	52.4%	59.2%	66.8%	64.8%	61.2%	60.4%
NOT LIKELY (NET)	103	101	100	83	103	119	102	83	88	97	99
	41.2%	40.4%	40.0%	33.2%	41.2%	47.6%	40.8%	33.2%	35.2%	38.8%	39.6%

Q45. In the next 1-2 years, do you plan to use AI in your business operations? (Q45)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Do not use, not interested	35	49	34	32	42	40	44	25	34	40	45
	14.0%	19.6%	13.6%	12.8%	16.8%	16.0%	17.6%	10.0%	13.6%	16.0%	18.0%
Do not use, but want to learn more about it	47	45	40	42	44	49	46	39	41	42	44
	18.8%	18.0%	16.0%	16.8%	17.6%	19.6%	18.4%	15.6%	16.4%	16.8%	17.6%
Do not use, but planning to start	45	28	44	37	42	36	28	26	39	50	34
	18.0%	11.2%	17.6%	14.8%	16.8%	14.4%	11.2%	10.4%	15.6%	20.0%	13.6%
Use it, plan to use it less	18	27	24	26	25	26	21	25	23	25	20
	7.2%	10.8%	9.6%	10.4%	10.0%	10.4%	8.4%	10.0%	9.2%	10.0%	8.0%
Use it, plan to use it the same	42	37	46	41	45	39	44	51	48	44	45
	16.8%	14.8%	18.4%	16.4%	18.0%	15.6%	17.6%	20.4%	19.2%	17.6%	18.0%
Use it, plan to use it more	59	59	59	68	48	52	60	82	55	45	56
	23.6%	23.6%	23.6%	27.2%	19.2%	20.8%	24.0%	32.8%	22.0%	18.0%	22.4%
Dont really understand the question	4	5	3	4	4	8	7	2	10	4	6
	1.6%	2.0%	1.2%	1.6%	1.6%	3.2%	2.8%	0.8%	4.0%	1.6%	2.4%
DO NOT USE (NET)	127	122	118	111	128	125	118	90	114	132	123
	50.8%	48.8%	47.2%	44.4%	51.2%	50.0%	47.2%	36.0%	45.6%	52.8%	49.2%
USE (NET)	119	123	129	135	118	117	125	158	126	114	121
	47.6%	49.2%	51.6%	54.0%	47.2%	46.8%	50.0%	63.2%	50.4%	45.6%	48.4%

Q46. Based on this information, how interested would you say you are in using AI and AI tools in your business? (Q46)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Already use them	45	50	46	60	47	51	48	72	51	46	40
	18.0%	20.0%	18.4%	24.0%	18.8%	20.4%	19.2%	28.8%	20.4%	18.4%	16.0%
Very interested	92	81	98	90	79	74	75	87	88	80	81
	36.8%	32.4%	39.2%	36.0%	31.6%	29.6%	30.0%	34.8%	35.2%	32.0%	32.4%
Somewhat interested	66	60	64	56	74	80	65	56	59	76	72
	26.4%	24.0%	25.6%	22.4%	29.6%	32.0%	26.0%	22.4%	23.6%	30.4%	28.8%
Not very interested	29	35	22	28	28	26	38	23	24	24	27
	11.6%	14.0%	8.8%	11.2%	11.2%	10.4%	15.2%	9.2%	9.6%	9.6%	10.8%
Not interested at all	18	24	20	16	22	19	24	12	28	24	30
	7.2%	9.6%	8.0%	6.4%	8.8%	7.6%	9.6%	4.8%	11.2%	9.6%	12.0%
INTERESTED (NET)	158	141	162	146	153	154	140	143	147	156	153
	63.2%	56.4%	64.8%	58.4%	61.2%	61.6%	56.0%	57.2%	58.8%	62.4%	61.2%
NOT INTERESTED (NET)	47	59	42	44	50	45	62	35	52	48	57
	18.8%	23.6%	16.8%	17.6%	20.0%	18.0%	24.8%	14.0%	20.8%	19.2%	22.8%

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

Q47. Help my overall business grow (Q47)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	68	56	77	77	68	59	55	91	65	64	63
	27.2%	22.4%	30.8%	30.8%	27.2%	23.6%	22.0%	36.4%	26.0%	25.6%	25.2%
I plan to use AI tools in the next two years	89	84	87	84	84	71	86	75	88	80	79
	35.6%	33.6%	34.8%	33.6%	33.6%	28.4%	34.4%	30.0%	35.2%	32.0%	31.6%
I do not use, but am interested in learning more about it	61	63	51	64	55	85	65	65	64	73	72
	24.4%	25.2%	20.4%	25.6%	22.0%	34.0%	26.0%	26.0%	25.6%	29.2%	28.8%
I do not use, and not considering	32	47	35	25	43	35	44	19	33	33	36
	12.8%	18.8%	14.0%	10.0%	17.2%	14.0%	17.6%	7.6%	13.2%	13.2%	14.4%
PLAN/MAY USE (NET)	150	147	138	148	139	156	151	140	152	153	151
	60.0%	58.8%	55.2%	59.2%	55.6%	62.4%	60.4%	56.0%	60.8%	61.2%	60.4%

Q48. Improve customer service (Q48)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	63	72	69	80	62	58	64	89	65	59	55
	25.2%	28.8%	27.6%	32.0%	24.8%	23.2%	25.6%	35.6%	26.0%	23.6%	22.0%
I plan to use AI tools in the next two years	92	68	78	71	76	83	65	80	73	89	78
	36.8%	27.2%	31.2%	28.4%	30.4%	33.2%	26.0%	32.0%	29.2%	35.6%	31.2%
I do not use, but am interested in learning more about it	57	67	59	67	57	69	73	56	72	55	72
	22.8%	26.8%	23.6%	26.8%	22.8%	27.6%	29.2%	22.4%	28.8%	22.0%	28.8%
I do not use, and not considering	38	43	44	32	55	40	48	25	40	47	45
	15.2%	17.2%	17.6%	12.8%	22.0%	16.0%	19.2%	10.0%	16.0%	18.8%	18.0%
PLAN/MAY USE (NET)	149	135	137	138	133	152	138	136	145	144	150
	59.6%	54.0%	54.8%	55.2%	53.2%	60.8%	55.2%	54.4%	58.0%	57.6%	60.0%

Q49. Boost efficiency (Q49)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	54	64	71	82	63	55	61	87	64	63	61
	21.6%	25.6%	28.4%	32.8%	25.2%	22.0%	24.4%	34.8%	25.6%	25.2%	24.4%
I plan to use AI tools in the next two years	102	74	84	72	81	74	76	90	87	85	83
	40.8%	29.6%	33.6%	28.8%	32.4%	29.6%	30.4%	36.0%	34.8%	34.0%	33.2%
I do not use, but am interested in learning more about it	56	61	56	65	64	80	66	52	64	65	65
	22.4%	24.4%	22.4%	26.0%	25.6%	32.0%	26.4%	20.8%	25.6%	26.0%	26.0%
I do not use, and not considering	38	51	39	31	42	41	47	21	35	37	41
	15.2%	20.4%	15.6%	12.4%	16.8%	16.4%	18.8%	8.4%	14.0%	14.8%	16.4%
PLAN/MAY USE (NET)	158	135	140	137	145	154	142	142	151	150	148
	63.2%	54.0%	56.0%	54.8%	58.0%	61.6%	56.8%	56.8%	60.4%	60.0%	59.2%

Q50. Save time and money (Q50)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	60	64	73	82	64	63	64	96	70	66	67
	24.0%	25.6%	29.2%	32.8%	25.6%	25.2%	25.6%	38.4%	28.0%	26.4%	26.8%
I plan to use AI tools in the next two years	103	82	87	84	89	72	74	84	79	71	76
	41.2%	32.8%	34.8%	33.6%	35.6%	28.8%	29.6%	33.6%	31.6%	28.4%	30.4%
I do not use, but am interested in learning more about it	52	60	54	60	57	78	71	48	64	68	69
	20.8%	24.0%	21.6%	24.0%	22.8%	31.2%	28.4%	19.2%	25.6%	27.2%	27.6%
I do not use, and not considering	35	44	36	24	40	37	41	22	37	45	38
	14.0%	17.6%	14.4%	9.6%	16.0%	14.8%	16.4%	8.8%	14.8%	18.0%	15.2%
PLAN/MAY USE (NET)	155	142	141	144	146	150	145	132	143	139	145
	62.0%	56.8%	56.4%	57.6%	58.4%	60.0%	58.0%	52.8%	57.2%	55.6%	58.0%

Q51. Better inform decision-making (Q51)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	66	57	60	79	48	46	60	98	56	63	49
	26.4%	22.8%	24.0%	31.6%	19.2%	18.4%	24.0%	39.2%	22.4%	25.2%	19.6%
I plan to use AI tools in the next two years	81	80	87	85	89	81	71	76	84	69	86
	32.4%	32.0%	34.8%	34.0%	35.6%	32.4%	28.4%	30.4%	33.6%	27.6%	34.4%
I do not use, but am interested in learning more about it	63	61	62	54	61	78	69	53	65	75	64
	25.2%	24.4%	24.8%	21.6%	24.4%	31.2%	27.6%	21.2%	26.0%	30.0%	25.6%
I do not use, and not considering	40	52	41	32	52	45	50	23	45	43	51
	16.0%	20.8%	16.4%	12.8%	20.8%	18.0%	20.0%	9.2%	18.0%	17.2%	20.4%
PLAN/MAY USE (NET)	144	141	149	139	150	159	140	129	149	144	150
	57.6%	56.4%	59.6%	55.6%	60.0%	63.6%	56.0%	51.6%	59.6%	57.6%	60.0%

Q52. Improve employee satisfaction (Q52)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	52	57	52	60	44	58	44	85	55	56	53
	20.8%	22.8%	20.8%	24.0%	17.6%	23.2%	17.6%	34.0%	22.0%	22.4%	21.2%
I plan to use AI tools in the next two years	82	76	76	85	77	65	65	76	77	77	68
	32.8%	30.4%	30.4%	34.0%	30.8%	26.0%	26.0%	30.4%	30.8%	30.8%	27.2%
I do not use, but am interested in learning more about it	67	59	73	60	70	73	78	55	63	61	68
	26.8%	23.6%	29.2%	24.0%	28.0%	29.2%	31.2%	22.0%	25.2%	24.4%	27.2%
I do not use, and not considering	49	58	49	45	59	54	63	34	55	56	61
	19.6%	23.2%	19.6%	18.0%	23.6%	21.6%	25.2%	13.6%	22.0%	22.4%	24.4%
PLAN/MAY USE (NET)	149	135	149	145	147	138	143	131	140	138	136
	59.6%	54.0%	59.6%	58.0%	58.8%	55.2%	57.2%	52.4%	56.0%	55.2%	54.4%

Q53. Uncover new business opportunities (Q53)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	50	54	61	70	53	51	44	83	57	53	48
	20.0%	21.6%	24.4%	28.0%	21.2%	20.4%	17.6%	33.2%	22.8%	21.2%	19.2%
I plan to use AI tools in the next two years	99	86	91	88	97	75	91	84	85	82	84
	39.6%	34.4%	36.4%	35.2%	38.8%	30.0%	36.4%	33.6%	34.0%	32.8%	33.6%
I do not use, but am interested in learning more about it	66	64	59	62	54	85	76	64	65	74	77
	26.4%	25.6%	23.6%	24.8%	21.6%	34.0%	30.4%	25.6%	26.0%	29.6%	30.8%
I do not use, and not considering	35	46	39	30	46	39	39	19	43	41	41
	14.0%	18.4%	15.6%	12.0%	18.4%	15.6%	15.6%	7.6%	17.2%	16.4%	16.4%
PLAN/MAY USE (NET)	165	150	150	150	151	160	167	148	150	156	161
	66.0%	60.0%	60.0%	60.0%	60.4%	64.0%	66.8%	59.2%	60.0%	62.4%	64.4%

Q54. Grow my workforce (Q54)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	43	53	49	67	56	61	44	77	53	54	48
	17.2%	21.2%	19.6%	26.8%	22.4%	24.4%	17.6%	30.8%	21.2%	21.6%	19.2%
I plan to use AI tools in the next two years	85	65	88	74	66	61	71	74	82	73	75
	34.0%	26.0%	35.2%	29.6%	26.4%	24.4%	28.4%	29.6%	32.8%	29.2%	30.0%
I do not use, but am interested in learning more about it	74	71	65	64	63	68	74	62	64	62	62
	29.6%	28.4%	26.0%	25.6%	25.2%	27.2%	29.6%	24.8%	25.6%	24.8%	24.8%
I do not use, and not considering	48	61	48	45	65	60	61	37	51	61	65
	19.2%	24.4%	19.2%	18.0%	26.0%	24.0%	24.4%	14.8%	20.4%	24.4%	26.0%
PLAN/MAY USE (NET)	159	136	153	138	129	129	145	136	146	135	137
	63.6%	54.4%	61.2%	55.2%	51.6%	51.6%	58.0%	54.4%	58.4%	54.0%	54.8%

Q55. Train my employees (Q55)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	40	55	57	57	45	46	34	75	57	54	45
	16.0%	22.0%	22.8%	22.8%	18.0%	18.4%	13.6%	30.0%	22.8%	21.6%	18.0%
I plan to use AI tools in the next two years	86	73	69	82	69	65	70	72	68	75	64
	34.4%	29.2%	27.6%	32.8%	27.6%	26.0%	28.0%	28.8%	27.2%	30.0%	25.6%
I do not use, but am interested in learning more about it	67	53	70	64	69	69	67	59	63	56	66
	26.8%	21.2%	28.0%	25.6%	27.6%	27.6%	26.8%	23.6%	25.2%	22.4%	26.4%
I do not use, and not considering	57	69	54	47	67	70	79	44	62	65	75
	22.8%	27.6%	21.6%	18.8%	26.8%	28.0%	31.6%	17.6%	24.8%	26.0%	30.0%
PLAN/MAY USE (NET)	153	126	139	146	138	134	137	131	131	131	130
	61.2%	50.4%	55.6%	58.4%	55.2%	53.6%	54.8%	52.4%	52.4%	52.4%	52.0%

Q56. Deter cybersecurity threats (Q56)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	50	59	61	73	59	53	41	80	55	54	56
	20.0%	23.6%	24.4%	29.2%	23.6%	21.2%	16.4%	32.0%	22.0%	21.6%	22.4%
I plan to use AI tools in the next two years	90	84	82	70	72	72	77	90	88	81	69
	36.0%	33.6%	32.8%	28.0%	28.8%	28.8%	30.8%	36.0%	35.2%	32.4%	27.6%
I do not use, but am interested in learning more about it	74	62	71	76	75	82	77	55	62	74	80
	29.6%	24.8%	28.4%	30.4%	30.0%	32.8%	30.8%	22.0%	24.8%	29.6%	32.0%
I do not use, and not considering	36	45	36	31	44	43	55	25	45	41	45
	14.4%	18.0%	14.4%	12.4%	17.6%	17.2%	22.0%	10.0%	18.0%	16.4%	18.0%
PLAN/MAY USE (NET)	164	146	153	146	147	154	154	145	150	155	149
	65.6%	58.4%	61.2%	58.4%	58.8%	61.6%	61.6%	58.0%	60.0%	62.0%	59.6%

Q57. Increase ad spend return on investment (ROI) (Q57)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	56	52	64	61	51	51	52	93	60	63	55
	22.4%	20.8%	25.6%	24.4%	20.4%	20.4%	20.8%	37.2%	24.0%	25.2%	22.0%
I plan to use AI tools in the next two years	91	78	77	93	80	74	76	75	83	72	71
	36.4%	31.2%	30.8%	37.2%	32.0%	29.6%	30.4%	30.0%	33.2%	28.8%	28.4%
I do not use, but am interested in learning more about it	57	70	63	62	65	83	69	56	67	69	68
	22.8%	28.0%	25.2%	24.8%	26.0%	33.2%	27.6%	22.4%	26.8%	27.6%	27.2%
I do not use, and not considering	46	50	46	34	54	42	53	26	40	46	56
	18.4%	20.0%	18.4%	13.6%	21.6%	16.8%	21.2%	10.4%	16.0%	18.4%	22.4%
PLAN/MAY USE (NET)	148	148	140	155	145	157	145	131	150	141	139
	59.2%	59.2%	56.0%	62.0%	58.0%	62.8%	58.0%	52.4%	60.0%	56.4%	55.6%

Q58. Drive more online sales (Q58)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
I currently use AI tools	63	66	63	76	59	61	51	92	69	67	55
	25.2%	26.4%	25.2%	30.4%	23.6%	24.4%	20.4%	36.8%	27.6%	26.8%	22.0%
I plan to use AI tools in the next two years	87	78	90	81	81	68	83	78	81	81	75
	34.8%	31.2%	36.0%	32.4%	32.4%	27.2%	33.2%	31.2%	32.4%	32.4%	30.0%
I do not use, but am interested in learning more about it	58	56	54	60	62	77	62	57	58	59	68
	23.2%	22.4%	21.6%	24.0%	24.8%	30.8%	24.8%	22.8%	23.2%	23.6%	27.2%
I do not use, and not considering	42	50	43	33	48	44	54	23	42	43	52
	16.8%	20.0%	17.2%	13.2%	19.2%	17.6%	21.6%	9.2%	16.8%	17.2%	20.8%
PLAN/MAY USE (NET)	145	134	144	141	143	145	145	135	139	140	143
	58.0%	53.6%	57.6%	56.4%	57.2%	58.0%	58.0%	54.0%	55.6%	56.0%	57.2%

Q59. Which of the following Google AI tools does your business use? (SELECT ALL THAT APPLY) (Q59)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	116	122	124	145	113	117	109	151	121	116	115
Google Cloud & Workspace, e.g., Gmail: Smart Compose, Smart Reply, Tabbed Inbox and Duet AI for Workspace	71	62	66	70	50	61	49	82	71	52	59
	61.2%	50.8%	53.2%	48.3%	44.2%	52.1%	45.0%	54.3%	58.7%	44.8%	51.3%
Google Analytics, e.g., Google Analytics 4 (Analytics Intelligence)	54	46	48	66	52	47	51	69	49	48	54
	46.6%	37.7%	38.7%	45.5%	46.0%	40.2%	46.8%	45.7%	40.5%	41.4%	47.0%
Google Ads, e.g., Performance Max Campaigns	46	49	53	45	37	37	36	56	39	44	49
	39.7%	40.2%	42.7%	31.0%	32.7%	31.6%	33.0%	37.1%	32.2%	37.9%	42.6%
Google Bard	33	37	27	40	24	34	37	45	30	25	19
	28.4%	30.3%	21.8%	27.6%	21.2%	29.1%	33.9%	29.8%	24.8%	21.6%	16.5%
Search Labs, e.g., Search Generative Experience	28	31	33	38	25	20	33	43	21	27	25
	24.1%	25.4%	26.6%	26.2%	22.1%	17.1%	30.3%	28.5%	17.4%	23.3%	21.7%
Google MakerSuite aka Google AI Studio	20	25	27	18	23	18	21	29	30	16	20
	17.2%	20.5%	21.8%	12.4%	20.4%	15.4%	19.3%	19.2%	24.8%	13.8%	17.4%
Google NotebookLM	26	19	34	24	23	21	9	30	23	20	18
	22.4%	15.6%	27.4%	16.6%	20.4%	17.9%	8.3%	19.9%	19.0%	17.2%	15.7%
Google MedPaLM	12	17	22	12	16	14	16	27	10	10	14
	10.3%	13.9%	17.7%	8.3%	14.2%	12.0%	14.7%	17.9%	8.3%	8.6%	12.2%
My business doesn't use Google AI tools	8	9	4	7	9	8	9	7	3	11	4
	6.9%	7.4%	3.2%	4.8%	8.0%	6.8%	8.3%	4.6%	2.5%	9.5%	3.5%

Q60. And how do Google AI tools help your business? (Select all that apply) (Q60)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	108	113	120	138	104	109	100	144	118	105	111
Save time and money	48	51	60	64	42	42	42	66	55	42	53
	44.4%	45.1%	50.0%	46.4%	40.4%	38.5%	42.0%	45.8%	46.6%	40.0%	47.7%
Boost efficiency	44	45	54	57	43	41	48	59	56	43	52
	40.7%	39.8%	45.0%	41.3%	41.3%	37.6%	48.0%	41.0%	47.5%	41.0%	46.8%
Help my overall business grow	36	50	36	61	38	40	43	54	41	40	45
	33.3%	44.2%	30.0%	44.2%	36.5%	36.7%	43.0%	37.5%	34.7%	38.1%	40.5%
Improve customer service	39	44	49	59	32	34	37	59	40	38	37
	36.1%	38.9%	40.8%	42.8%	30.8%	31.2%	37.0%	41.0%	33.9%	36.2%	33.3%
Drive more online sales	34	31	47	42	29	36	38	54	41	35	43
	31.5%	27.4%	39.2%	30.4%	27.9%	33.0%	38.0%	37.5%	34.7%	33.3%	38.7%
Better inform decision-making	31	36	38	46	26	31	44	50	36	29	35
	28.7%	31.9%	31.7%	33.3%	25.0%	28.4%	44.0%	34.7%	30.5%	27.6%	31.5%
Grow my workforce	29	32	31	44	28	41	22	48	38	32	25
	26.9%	28.3%	25.8%	31.9%	26.9%	37.6%	22.0%	33.3%	32.2%	30.5%	22.5%
Improve employee satisfaction	36	32	34	33	26	27	34	48	35	24	33
	33.3%	28.3%	28.3%	23.9%	25.0%	24.8%	34.0%	33.3%	29.7%	22.9%	29.7%
Train my employees	28	33	33	33	30	33	21	45	29	24	27
	25.9%	29.2%	27.5%	23.9%	28.8%	30.3%	21.0%	31.3%	24.6%	22.9%	24.3%
Deter cybersecurity threats	38	21	29	35	28	26	31	39	26	21	34
	35.2%	18.6%	24.2%	25.4%	26.9%	23.9%	31.0%	27.1%	22.0%	20.0%	30.6%
Uncover new business opportunities	22	31	30	35	26	30	33	37	27	23	26
	20.4%	27.4%	25.0%	25.4%	25.0%	27.5%	33.0%	25.7%	22.9%	21.9%	23.4%
Increase ad spend return on investment (ROI)	20	25	35	36	23	27	29	41	27	21	32
	18.5%	22.1%	29.2%	26.1%	22.1%	24.8%	29.0%	28.5%	22.9%	20.0%	28.8%
I don't know how they help my business	0.0	1	2	0.0	1	1	0.0	0.0	0.0	0.0	1
	0.0	0.9%	1.7%	0.0	1.0%	0.9%	0.0	0.0	0.0	0.0	0.9%

Q61. Do you use Generative AI for your business? If yes, select all that apply. (Q61)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	116	122	124	145	113	117	109	151	121	116	115
ChatGPT	66	60	71	71	59	68	67	94	53	61	62
	56.9%	49.2%	57.3%	49.0%	52.2%	58.1%	61.5%	62.3%	43.8%	52.6%	53.9%
Google Bard	54	56	63	66	53	56	53	83	65	54	49
	46.6%	45.9%	50.8%	45.5%	46.9%	47.9%	48.6%	55.0%	53.7%	46.6%	42.6%
Microsoft Bing Chat, for their business	25	34	29	45	20	30	35	59	32	27	37
	21.6%	27.9%	23.4%	31.0%	17.7%	25.6%	32.1%	39.1%	26.4%	23.3%	32.2%
IBM WatsonX	22	28	33	22	19	16	9	33	23	18	16
	19.0%	23.0%	26.6%	15.2%	16.8%	13.7%	8.3%	21.9%	19.0%	15.5%	13.9%
POE com	14	21	23	15	13	13	5	27	7	17	10
	12.1%	17.2%	18.5%	10.3%	11.5%	11.1%	4.6%	17.9%	5.8%	14.7%	8.7%
I don't use	14	10	7	10	18	10	14	4	11	9	6
	12.1%	8.2%	5.6%	6.9%	15.9%	8.5%	12.8%	2.6%	9.1%	7.8%	5.2%

Q62. And how does Generative AI help your business? (Select all that apply) (Q62)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	102	112	117	135	95	107	95	147	110	107	109
Boosts efficiency	44	42	41	55	34	43	52	61	48	37	57
	43.1%	37.5%	35.0%	40.7%	35.8%	40.2%	54.7%	41.5%	43.6%	34.6%	52.3%
Saves time and money	43	48	56	57	35	39	44	58	49	35	42
	42.2%	42.9%	47.9%	42.2%	36.8%	36.4%	46.3%	39.5%	44.5%	32.7%	38.5%
Improves customer service	38	35	35	59	36	31	35	58	49	33	42
	37.3%	31.3%	29.9%	43.7%	37.9%	29.0%	36.8%	39.5%	44.5%	30.8%	38.5%
Helps my overall business grow	33	41	38	41	23	33	32	55	43	33	36
	32.4%	36.6%	32.5%	30.4%	24.2%	30.8%	33.7%	37.4%	39.1%	30.8%	33.0%
Better informs decision-making	26	34	36	37	20	29	34	54	39	29	35
	25.5%	30.4%	30.8%	27.4%	21.1%	27.1%	35.8%	36.7%	35.5%	27.1%	32.1%
Grows my workforce	30	35	33	42	28	32	22	53	30	32	31
	29.4%	31.3%	28.2%	31.1%	29.5%	29.9%	23.2%	36.1%	27.3%	29.9%	28.4%
Drives more online sales	28	28	34	39	26	31	31	53	32	27	32
	27.5%	25.0%	29.1%	28.9%	27.4%	29.0%	32.6%	36.1%	29.1%	25.2%	29.4%
Improves employee satisfaction	29	41	32	37	26	30	21	54	31	24	25
	28.4%	36.6%	27.4%	27.4%	27.4%	28.0%	22.1%	36.7%	28.2%	22.4%	22.9%
Trains my employees	18	39	27	40	24	28	21	45	25	24	34
	17.6%	34.8%	23.1%	29.6%	25.3%	26.2%	22.1%	30.6%	22.7%	22.4%	31.2%
Uncovers new business opportunities	27	32	31	32	20	25	28	43	27	20	32
	26.5%	28.6%	26.5%	23.7%	21.1%	23.4%	29.5%	29.3%	24.5%	18.7%	29.4%
Increases ad spend return on investment (ROI)	27	27	33	29	20	24	22	44	21	23	25
	26.5%	24.1%	28.2%	21.5%	21.1%	22.4%	23.2%	29.9%	19.1%	21.5%	22.9%
Deters cybersecurity threats	24	24	28	23	22	23	17	32	26	16	32
	23.5%	21.4%	23.9%	17.0%	23.2%	21.5%	17.9%	21.8%	23.6%	15.0%	29.4%
I don't know how they help my business	0.0	1	0.0	0.0	1	3	0.0	0.0	0.0	1	0.0
	0.0	0.9%	0.0	0.0	1.1%	2.8%	0.0	0.0	0.0	0.9%	0.0

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. (Q63)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	50	60	65	81	61	44	34	82	54	55	54
	20.0%	24.0%	26.0%	32.4%	24.4%	17.6%	13.6%	32.8%	21.6%	22.0%	21.6%
Somewhat agree	72	56	57	60	55	68	68	59	78	65	50
	28.8%	22.4%	22.8%	24.0%	22.0%	27.2%	27.2%	23.6%	31.2%	26.0%	20.0%
Neither agree nor disagree	57	54	53	46	46	49	61	46	44	43	56
	22.8%	21.6%	21.2%	18.4%	18.4%	19.6%	24.4%	18.4%	17.6%	17.2%	22.4%
Somewhat disagree	21	14	21	17	23	14	18	16	17	21	22
	8.4%	5.6%	8.4%	6.8%	9.2%	5.6%	7.2%	6.4%	6.8%	8.4%	8.8%
Strongly disagree	19	24	24	20	23	30	28	16	15	31	20
	7.6%	9.6%	9.6%	8.0%	9.2%	12.0%	11.2%	6.4%	6.0%	12.4%	8.0%
N/A - does not apply	31	42	30	26	42	45	41	31	42	35	48
	12.4%	16.8%	12.0%	10.4%	16.8%	18.0%	16.4%	12.4%	16.8%	14.0%	19.2%

Q64. I have the resources needed for my business to leverage AI tools. (Q64)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	49	60	58	67	48	48	40	94	57	55	39
	19.6%	24.0%	23.2%	26.8%	19.2%	19.2%	16.0%	37.6%	22.8%	22.0%	15.6%
Somewhat agree	90	69	86	71	86	64	80	59	78	74	84
	36.0%	27.6%	34.4%	28.4%	34.4%	25.6%	32.0%	23.6%	31.2%	29.6%	33.6%
Neither agree nor disagree	49	55	45	53	57	64	54	54	45	53	59
	19.6%	22.0%	18.0%	21.2%	22.8%	25.6%	21.6%	21.6%	18.0%	21.2%	23.6%
Somewhat disagree	26	24	24	28	20	23	34	12	21	20	25
	10.4%	9.6%	9.6%	11.2%	8.0%	9.2%	13.6%	4.8%	8.4%	8.0%	10.0%
Strongly disagree	14	12	12	10	14	19	21	10	14	19	16
	5.6%	4.8%	4.8%	4.0%	5.6%	7.6%	8.4%	4.0%	5.6%	7.6%	6.4%
N/A - does not apply	22	30	25	21	25	32	21	21	35	29	27
	8.8%	12.0%	10.0%	8.4%	10.0%	12.8%	8.4%	8.4%	14.0%	11.6%	10.8%
AGREE (NET)	139	129	144	138	134	112	120	153	135	129	123
	55.6%	51.6%	57.6%	55.2%	53.6%	44.8%	48.0%	61.2%	54.0%	51.6%	49.2%
DISAGREE (NET)	40	36	36	38	34	42	55	22	35	39	41
	16.0%	14.4%	14.4%	15.2%	13.6%	16.8%	22.0%	8.8%	14.0%	15.6%	16.4%

Q65. My employees are prepared to use AI tools at work right now. (Q65)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	55	51	52	73	55	39	37	81	56	49	45
	22.0%	20.4%	20.8%	29.2%	22.0%	15.6%	14.8%	32.4%	22.4%	19.6%	18.0%
Somewhat agree	60	75	75	66	57	72	72	63	69	55	60
	24.0%	30.0%	30.0%	26.4%	22.8%	28.8%	28.8%	25.2%	27.6%	22.0%	24.0%
Neither agree nor disagree	53	41	53	42	47	49	53	40	44	51	48
	21.2%	16.4%	21.2%	16.8%	18.8%	19.6%	21.2%	16.0%	17.6%	20.4%	19.2%
Somewhat disagree	29	23	20	14	26	24	17	19	17	26	24
	11.6%	9.2%	8.0%	5.6%	10.4%	9.6%	6.8%	7.6%	6.8%	10.4%	9.6%
Strongly disagree	16	17	16	19	17	23	28	14	14	26	22
	6.4%	6.8%	6.4%	7.6%	6.8%	9.2%	11.2%	5.6%	5.6%	10.4%	8.8%
N/A - does not apply	37	43	34	36	48	43	43	33	50	43	51
	14.8%	17.2%	13.6%	14.4%	19.2%	17.2%	17.2%	13.2%	20.0%	17.2%	20.4%
AGREE (NET)	115	126	127	139	112	111	109	144	125	104	105
	46.0%	50.4%	50.8%	55.6%	44.8%	44.4%	43.6%	57.6%	50.0%	41.6%	42.0%
DISAGREE (NET)	45	40	36	33	43	47	45	33	31	52	46
	18.0%	16.0%	14.4%	13.2%	17.2%	18.8%	18.0%	13.2%	12.4%	20.8%	18.4%

Q66. At least some of my employees' jobs could be done almost entirely by AI tools. (Q66)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	44	62	53	64	45	44	26	71	57	44	42
	17.6%	24.8%	21.2%	25.6%	18.0%	17.6%	10.4%	28.4%	22.8%	17.6%	16.8%
Somewhat agree	62	55	73	73	62	67	65	64	67	69	68
	24.8%	22.0%	29.2%	29.2%	24.8%	26.8%	26.0%	25.6%	26.8%	27.6%	27.2%
Neither agree nor disagree	44	50	44	45	60	40	55	41	32	44	40
	17.6%	20.0%	17.6%	18.0%	24.0%	16.0%	22.0%	16.4%	12.8%	17.6%	16.0%
Somewhat disagree	32	13	34	19	13	22	26	20	18	21	24
	12.8%	5.2%	13.6%	7.6%	5.2%	8.8%	10.4%	8.0%	7.2%	8.4%	9.6%
Strongly disagree	38	34	14	24	31	33	38	25	41	40	34
	15.2%	13.6%	5.6%	9.6%	12.4%	13.2%	15.2%	10.0%	16.4%	16.0%	13.6%
N/A - does not apply	30	36	32	25	39	44	40	29	35	32	42
	12.0%	14.4%	12.8%	10.0%	15.6%	17.6%	16.0%	11.6%	14.0%	12.8%	16.8%
AGREE (NET)	106	117	126	137	107	111	91	135	124	113	110
	42.4%	46.8%	50.4%	54.8%	42.8%	44.4%	36.4%	54.0%	49.6%	45.2%	44.0%
DISAGREE (NET)	70	47	48	43	44	55	64	45	59	61	58
	28.0%	18.8%	19.2%	17.2%	17.6%	22.0%	25.6%	18.0%	23.6%	24.4%	23.2%

Q67. AI tools have increased my employees' job satisfaction. (Q67)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	52	56	60	66	54	51	28	75	46	44	55
	20.8%	22.4%	24.0%	26.4%	21.6%	20.4%	11.2%	30.0%	18.4%	17.6%	22.0%
Somewhat agree	55	56	58	62	63	55	67	60	75	67	52
	22.0%	22.4%	23.2%	24.8%	25.2%	22.0%	26.8%	24.0%	30.0%	26.8%	20.8%
Neither agree nor disagree	61	55	64	45	54	54	68	49	50	64	51
	24.4%	22.0%	25.6%	18.0%	21.6%	21.6%	27.2%	19.6%	20.0%	25.6%	20.4%
Somewhat disagree	16	13	12	18	13	8	12	11	11	9	14
	6.4%	5.2%	4.8%	7.2%	5.2%	3.2%	4.8%	4.4%	4.4%	3.6%	5.6%
Strongly disagree	13	18	10	15	13	19	20	8	14	20	15
	5.2%	7.2%	4.0%	6.0%	5.2%	7.6%	8.0%	3.2%	5.6%	8.0%	6.0%
N/A - does not apply	53	52	46	44	53	63	55	47	54	46	63
	21.2%	20.8%	18.4%	17.6%	21.2%	25.2%	22.0%	18.8%	21.6%	18.4%	25.2%
AGREE (NET)	107	112	118	128	117	106	95	135	121	111	107
	42.8%	44.8%	47.2%	51.2%	46.8%	42.4%	38.0%	54.0%	48.4%	44.4%	42.8%
DISAGREE (NET)	29	31	22	33	26	27	32	19	25	29	29
	11.6%	12.4%	8.8%	13.2%	10.4%	10.8%	12.8%	7.6%	10.0%	11.6%	11.6%

Q68. I expect my employee headcount to increase as a result of implementing AI tools at work. (Q68)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	49	59	61	64	59	40	29	83	44	38	46
	19.6%	23.6%	24.4%	25.6%	23.6%	16.0%	11.6%	33.2%	17.6%	15.2%	18.4%
Somewhat agree	60	52	58	69	51	63	62	58	85	74	57
	24.0%	20.8%	23.2%	27.6%	20.4%	25.2%	24.8%	23.2%	34.0%	29.6%	22.8%
Neither agree nor disagree	65	56	55	48	59	68	67	50	44	45	56
	26.0%	22.4%	22.0%	19.2%	23.6%	27.2%	26.8%	20.0%	17.6%	18.0%	22.4%
Somewhat disagree	24	12	23	20	11	15	23	9	20	23	20
	9.6%	4.8%	9.2%	8.0%	4.4%	6.0%	9.2%	3.6%	8.0%	9.2%	8.0%
Strongly disagree	18	25	22	23	26	20	24	19	13	34	19
	7.2%	10.0%	8.8%	9.2%	10.4%	8.0%	9.6%	7.6%	5.2%	13.6%	7.6%
N/A - does not apply	34	46	31	26	44	44	45	31	44	36	52
	13.6%	18.4%	12.4%	10.4%	17.6%	17.6%	18.0%	12.4%	17.6%	14.4%	20.8%
AGREE (NET)	109	111	119	133	110	103	91	141	129	112	103
	43.6%	44.4%	47.6%	53.2%	44.0%	41.2%	36.4%	56.4%	51.6%	44.8%	41.2%
DISAGREE (NET)	42	37	45	43	37	35	47	28	33	57	39
	16.8%	14.8%	18.0%	17.2%	14.8%	14.0%	18.8%	11.2%	13.2%	22.8%	15.6%

Q69. I have seen positive outcomes on my business by using AI tools. (Q69)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	63	69	60	85	56	60	46	91	54	57	57
	25.2%	27.6%	24.0%	34.0%	22.4%	24.0%	18.4%	36.4%	21.6%	22.8%	22.8%
Somewhat agree	63	56	70	63	73	62	71	68	76	66	66
	25.2%	22.4%	28.0%	25.2%	29.2%	24.8%	28.4%	27.2%	30.4%	26.4%	26.4%
Neither agree nor disagree	60	51	59	46	52	50	57	42	47	59	52
	24.0%	20.4%	23.6%	18.4%	20.8%	20.0%	22.8%	16.8%	18.8%	23.6%	20.8%
Somewhat disagree	8	15	18	12	13	11	16	4	17	11	12
	3.2%	6.0%	7.2%	4.8%	5.2%	4.4%	6.4%	1.6%	6.8%	4.4%	4.8%
Strongly disagree	13	13	11	11	9	17	18	10	13	19	10
	5.2%	5.2%	4.4%	4.4%	3.6%	6.8%	7.2%	4.0%	5.2%	7.6%	4.0%
N/A - does not apply	43	46	32	33	47	50	42	35	43	38	53
	17.2%	18.4%	12.8%	13.2%	18.8%	20.0%	16.8%	14.0%	17.2%	15.2%	21.2%
AGREE (NET)	126	125	130	148	129	122	117	159	130	123	123
	50.4%	50.0%	52.0%	59.2%	51.6%	48.8%	46.8%	63.6%	52.0%	49.2%	49.2%
DISAGREE (NET)	21	28	29	23	22	28	34	14	30	30	22
	8.4%	11.2%	11.6%	9.2%	8.8%	11.2%	13.6%	5.6%	12.0%	12.0%	8.8%

Q70. AI tools are critical to the success of my business right now. (Q70)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	49	64	54	70	57	47	45	82	59	54	43
	19.6%	25.6%	21.6%	28.0%	22.8%	18.8%	18.0%	32.8%	23.6%	21.6%	17.2%
Somewhat agree	62	56	71	68	63	65	60	63	69	64	65
	24.8%	22.4%	28.4%	27.2%	25.2%	26.0%	24.0%	25.2%	27.6%	25.6%	26.0%
Neither agree nor disagree	62	56	60	49	57	56	68	40	49	61	56
	24.8%	22.4%	24.0%	19.6%	22.8%	22.4%	27.2%	16.0%	19.6%	24.4%	22.4%
Somewhat disagree	28	15	21	25	25	18	20	26	19	20	22
	11.2%	6.0%	8.4%	10.0%	10.0%	7.2%	8.0%	10.4%	7.6%	8.0%	8.8%
Strongly disagree	26	24	21	22	23	36	28	21	18	33	36
	10.4%	9.6%	8.4%	8.8%	9.2%	14.4%	11.2%	8.4%	7.2%	13.2%	14.4%
N/A - does not apply	23	35	23	16	25	28	29	18	36	18	28
	9.2%	14.0%	9.2%	6.4%	10.0%	11.2%	11.6%	7.2%	14.4%	7.2%	11.2%
AGREE (NET)	111	120	125	138	120	112	105	145	128	118	108
	44.4%	48.0%	50.0%	55.2%	48.0%	44.8%	42.0%	58.0%	51.2%	47.2%	43.2%
DISAGREE (NET)	54	39	42	47	48	54	48	47	37	53	58
	21.6%	15.6%	16.8%	18.8%	19.2%	21.6%	19.2%	18.8%	14.8%	21.2%	23.2%

Q71. AI tools can help level the playing field for businesses of all sizes. (Q71)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	67	67	69	93	68	66	61	86	62	60	60
	26.8%	26.8%	27.6%	37.2%	27.2%	26.4%	24.4%	34.4%	24.8%	24.0%	24.0%
Somewhat agree	103	75	88	79	79	85	71	81	98	90	87
	41.2%	30.0%	35.2%	31.6%	31.6%	34.0%	28.4%	32.4%	39.2%	36.0%	34.8%
Neither agree nor disagree	42	59	55	46	51	54	69	50	45	55	46
	16.8%	23.6%	22.0%	18.4%	20.4%	21.6%	27.6%	20.0%	18.0%	22.0%	18.4%
Somewhat disagree	12	8	15	10	13	9	18	12	12	14	20
	4.8%	3.2%	6.0%	4.0%	5.2%	3.6%	7.2%	4.8%	4.8%	5.6%	8.0%
Strongly disagree	8	13	9	9	16	19	18	11	6	14	15
	3.2%	5.2%	3.6%	3.6%	6.4%	7.6%	7.2%	4.4%	2.4%	5.6%	6.0%
N/A - does not apply	18	28	14	13	23	17	13	10	27	17	22
	7.2%	11.2%	5.6%	5.2%	9.2%	6.8%	5.2%	4.0%	10.8%	6.8%	8.8%
AGREE (NET)	170	142	157	172	147	151	132	167	160	150	147
	68.0%	56.8%	62.8%	68.8%	58.8%	60.4%	52.8%	66.8%	64.0%	60.0%	58.8%
DISAGREE (NET)	20	21	24	19	29	28	36	23	18	28	35
	8.0%	8.4%	9.6%	7.6%	11.6%	11.2%	14.4%	9.2%	7.2%	11.2%	14.0%

Q72. AI tools will improve the productivity of my business over the next two years. (Q72)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	62	69	71	94	64	59	57	103	64	63	63
	24.8%	27.6%	28.4%	37.6%	25.6%	23.6%	22.8%	41.2%	25.6%	25.2%	25.2%
Somewhat agree	96	68	88	69	79	74	81	63	88	75	85
	38.4%	27.2%	35.2%	27.6%	31.6%	29.6%	32.4%	25.2%	35.2%	30.0%	34.0%
Neither agree nor disagree	49	56	44	49	55	62	52	53	43	49	41
	19.6%	22.4%	17.6%	19.6%	22.0%	24.8%	20.8%	21.2%	17.2%	19.6%	16.4%
Somewhat disagree	9	14	16	13	12	12	16	8	16	24	19
	3.6%	5.6%	6.4%	5.2%	4.8%	4.8%	6.4%	3.2%	6.4%	9.6%	7.6%
Strongly disagree	16	16	12	8	11	19	23	7	13	22	18
	6.4%	6.4%	4.8%	3.2%	4.4%	7.6%	9.2%	2.8%	5.2%	8.8%	7.2%
N/A - does not apply	18	27	19	17	29	24	21	16	26	17	24
	7.2%	10.8%	7.6%	6.8%	11.6%	9.6%	8.4%	6.4%	10.4%	6.8%	9.6%
AGREE (NET)	158	137	159	163	143	133	138	166	152	138	148
	63.2%	54.8%	63.6%	65.2%	57.2%	53.2%	55.2%	66.4%	60.8%	55.2%	59.2%
DISAGREE (NET)	25	30	28	21	23	31	39	15	29	46	37
	10.0%	12.0%	11.2%	8.4%	9.2%	12.4%	15.6%	6.0%	11.6%	18.4%	14.8%

Q73. AI tools will be critical to the success of my business over the next two years. (Q73)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	63	69	62	87	64	56	46	88	76	66	55
	25.2%	27.6%	24.8%	34.8%	25.6%	22.4%	18.4%	35.2%	30.4%	26.4%	22.0%
Somewhat agree	80	66	82	60	73	72	85	72	68	63	69
	32.0%	26.4%	32.8%	24.0%	29.2%	28.8%	34.0%	28.8%	27.2%	25.2%	27.6%
Neither agree nor disagree	49	50	56	59	53	55	50	52	50	64	55
	19.6%	20.0%	22.4%	23.6%	21.2%	22.0%	20.0%	20.8%	20.0%	25.6%	22.0%
Somewhat disagree	19	16	19	10	19	19	21	13	12	13	24
	7.6%	6.4%	7.6%	4.0%	7.6%	7.6%	8.4%	5.2%	4.8%	5.2%	9.6%
Strongly disagree	22	20	13	17	17	30	30	9	17	24	27
	8.8%	8.0%	5.2%	6.8%	6.8%	12.0%	12.0%	3.6%	6.8%	9.6%	10.8%
N/A - does not apply	17	29	18	17	24	18	18	16	27	20	20
	6.8%	11.6%	7.2%	6.8%	9.6%	7.2%	7.2%	6.4%	10.8%	8.0%	8.0%
AGREE (NET)	143	135	144	147	137	128	131	160	144	129	124
	57.2%	54.0%	57.6%	58.8%	54.8%	51.2%	52.4%	64.0%	57.6%	51.6%	49.6%
DISAGREE (NET)	41	36	32	27	36	49	51	22	29	37	51
	16.4%	14.4%	12.8%	10.8%	14.4%	19.6%	20.4%	8.8%	11.6%	14.8%	20.4%

Q74. Using AI tools responsibly is a high priority. (Q74)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	83	94	70	102	79	79	79	112	76	68	81
	33.2%	37.6%	28.0%	40.8%	31.6%	31.6%	31.6%	44.8%	30.4%	27.2%	32.4%
Somewhat agree	77	54	78	67	62	69	73	67	86	84	63
	30.8%	21.6%	31.2%	26.8%	24.8%	27.6%	29.2%	26.8%	34.4%	33.6%	25.2%
Neither agree nor disagree	41	44	51	41	59	48	49	33	38	39	46
	16.4%	17.6%	20.4%	16.4%	23.6%	19.2%	19.6%	13.2%	15.2%	15.6%	18.4%
Somewhat disagree	18	15	17	17	15	14	13	15	10	18	14
	7.2%	6.0%	6.8%	6.8%	6.0%	5.6%	5.2%	6.0%	4.0%	7.2%	5.6%
Strongly disagree	13	15	10	9	11	20	16	12	12	19	14
	5.2%	6.0%	4.0%	3.6%	4.4%	8.0%	6.4%	4.8%	4.8%	7.6%	5.6%
N/A - does not apply	18	28	24	14	24	20	20	11	28	22	32
	7.2%	11.2%	9.6%	5.6%	9.6%	8.0%	8.0%	4.4%	11.2%	8.8%	12.8%
AGREE (NET)	160	148	148	169	141	148	152	179	162	152	144
	64.0%	59.2%	59.2%	67.6%	56.4%	59.2%	60.8%	71.6%	64.8%	60.8%	57.6%
DISAGREE (NET)	31	30	27	26	26	34	29	27	22	37	28
	12.4%	12.0%	10.8%	10.4%	10.4%	13.6%	11.6%	10.8%	8.8%	14.8%	11.2%

Q75. Privacy, trust and safety are a top priority when it comes to AI tools. (Q75)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	107	109	81	113	97	95	98	115	98	89	102
	42.8%	43.6%	32.4%	45.2%	38.8%	38.0%	39.2%	46.0%	39.2%	35.6%	40.8%
Somewhat agree	72	57	86	69	81	81	73	72	86	72	75
	28.8%	22.8%	34.4%	27.6%	32.4%	32.4%	29.2%	28.8%	34.4%	28.8%	30.0%
Neither agree nor disagree	41	39	54	33	42	38	45	37	26	45	36
	16.4%	15.6%	21.6%	13.2%	16.8%	15.2%	18.0%	14.8%	10.4%	18.0%	14.4%
Somewhat disagree	7	7	8	16	4	12	9	8	11	16	8
	2.8%	2.8%	3.2%	6.4%	1.6%	4.8%	3.6%	3.2%	4.4%	6.4%	3.2%
Strongly disagree	8	9	6	8	4	10	8	7	9	11	6
	3.2%	3.6%	2.4%	3.2%	1.6%	4.0%	3.2%	2.8%	3.6%	4.4%	2.4%
N/A - does not apply	15	29	15	11	22	14	17	11	20	17	23
	6.0%	11.6%	6.0%	4.4%	8.8%	5.6%	6.8%	4.4%	8.0%	6.8%	9.2%
AGREE (NET)	179	166	167	182	178	176	171	187	184	161	177
	71.6%	66.4%	66.8%	72.8%	71.2%	70.4%	68.4%	74.8%	73.6%	64.4%	70.8%
DISAGREE (NET)	15	16	14	24	8	22	17	15	20	27	14
	6.0%	6.4%	5.6%	9.6%	3.2%	8.8%	6.8%	6.0%	8.0%	10.8%	5.6%

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. (Q76)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	64	71	66	87	48	55	40	91	53	60	54
	25.6%	28.4%	26.4%	34.8%	19.2%	22.0%	16.0%	36.4%	21.2%	24.0%	21.6%
Somewhat agree	79	63	82	75	86	78	92	73	82	73	79
	31.6%	25.2%	32.8%	30.0%	34.4%	31.2%	36.8%	29.2%	32.8%	29.2%	31.6%
Neither agree nor disagree	53	51	58	41	59	59	61	47	51	53	61
	21.2%	20.4%	23.2%	16.4%	23.6%	23.6%	24.4%	18.8%	20.4%	21.2%	24.4%
Somewhat disagree	24	16	14	14	21	18	21	10	15	24	18
	9.6%	6.4%	5.6%	5.6%	8.4%	7.2%	8.4%	4.0%	6.0%	9.6%	7.2%
Strongly disagree	18	25	14	20	13	24	19	18	26	27	19
	7.2%	10.0%	5.6%	8.0%	5.2%	9.6%	7.6%	7.2%	10.4%	10.8%	7.6%
N/A - does not apply	12	24	16	13	23	16	17	11	23	13	19
	4.8%	9.6%	6.4%	5.2%	9.2%	6.4%	6.8%	4.4%	9.2%	5.2%	7.6%
AGREE (NET)	143	134	148	162	134	133	132	164	135	133	133
	57.2%	53.6%	59.2%	64.8%	53.6%	53.2%	52.8%	65.6%	54.0%	53.2%	53.2%
DISAGREE (NET)	42	41	28	34	34	42	40	28	41	51	37
	16.8%	16.4%	11.2%	13.6%	13.6%	16.8%	16.0%	11.2%	16.4%	20.4%	14.8%

Q77. AI can help me receive quicker and better quality customer service. (Q77)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	69	82	63	85	68	55	52	98	60	65	59
	27.6%	32.8%	25.2%	34.0%	27.2%	22.0%	20.8%	39.2%	24.0%	26.0%	23.6%
Somewhat agree	91	63	88	89	89	102	98	80	91	84	86
	36.4%	25.2%	35.2%	35.6%	35.6%	40.8%	39.2%	32.0%	36.4%	33.6%	34.4%
Neither agree nor disagree	54	60	55	43	53	48	54	33	50	49	46
	21.6%	24.0%	22.0%	17.2%	21.2%	19.2%	21.6%	13.2%	20.0%	19.6%	18.4%
Somewhat disagree	13	9	18	10	9	18	17	12	14	16	17
	5.2%	3.6%	7.2%	4.0%	3.6%	7.2%	6.8%	4.8%	5.6%	6.4%	6.8%
Strongly disagree	15	17	11	16	14	15	20	13	17	20	19
	6.0%	6.8%	4.4%	6.4%	5.6%	6.0%	8.0%	5.2%	6.8%	8.0%	7.6%
N/A - does not apply	8	19	15	7	17	12	9	14	18	16	23
	3.2%	7.6%	6.0%	2.8%	6.8%	4.8%	3.6%	5.6%	7.2%	6.4%	9.2%
AGREE (NET)	160	145	151	174	157	157	150	178	151	149	145
	64.0%	58.0%	60.4%	69.6%	62.8%	62.8%	60.0%	71.2%	60.4%	59.6%	58.0%
DISAGREE (NET)	28	26	29	26	23	33	37	25	31	36	36
	11.2%	10.4%	11.6%	10.4%	9.2%	13.2%	14.8%	10.0%	12.4%	14.4%	14.4%

Q78. AI enables comparison shopping to help me save money. (Q78)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	66	67	71	83	64	64	46	87	60	59	54
	26.4%	26.8%	28.4%	33.2%	25.6%	25.6%	18.4%	34.8%	24.0%	23.6%	21.6%
Somewhat agree	95	84	80	92	98	94	115	89	94	96	98
	38.0%	33.6%	32.0%	36.8%	39.2%	37.6%	46.0%	35.6%	37.6%	38.4%	39.2%
Neither agree nor disagree	61	43	64	40	58	62	52	47	50	52	57
	24.4%	17.2%	25.6%	16.0%	23.2%	24.8%	20.8%	18.8%	20.0%	20.8%	22.8%
Somewhat disagree	11	14	12	10	7	7	10	14	9	18	14
	4.4%	5.6%	4.8%	4.0%	2.8%	2.8%	4.0%	5.6%	3.6%	7.2%	5.6%
Strongly disagree	10	21	7	12	7	10	15	7	20	15	8
	4.0%	8.4%	2.8%	4.8%	2.8%	4.0%	6.0%	2.8%	8.0%	6.0%	3.2%
N/A - does not apply	7	21	16	13	16	13	12	6	17	10	19
	2.8%	8.4%	6.4%	5.2%	6.4%	5.2%	4.8%	2.4%	6.8%	4.0%	7.6%
AGREE (NET)	161	151	151	175	162	158	161	176	154	155	152
	64.4%	60.4%	60.4%	70.0%	64.8%	63.2%	64.4%	70.4%	61.6%	62.0%	60.8%
DISAGREE (NET)	21	35	19	22	14	17	25	21	29	33	22
	8.4%	14.0%	7.6%	8.8%	5.6%	6.8%	10.0%	8.4%	11.6%	13.2%	8.8%

Q79. AI makes it easier and faster for doctors to diagnose and treat diseases. (Q79)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	62 24.8%	64 25.6%	67 26.8%	77 30.8%	62 24.8%	55 22.0%	47 18.8%	80 32.0%	52 20.8%	51 20.4%	65 26.0%
Somewhat agree	88 35.2%	68 27.2%	80 32.0%	88 35.2%	96 38.4%	87 34.8%	84 33.6%	85 34.0%	84 33.6%	81 32.4%	80 32.0%
Neither agree nor disagree	69 27.6%	73 29.2%	59 23.6%	54 21.6%	53 21.2%	58 23.2%	69 27.6%	49 19.6%	66 26.4%	61 24.4%	58 23.2%
Somewhat disagree	10 4.0%	7 2.8%	17 6.8%	10 4.0%	15 6.0%	22 8.8%	14 5.6%	13 5.2%	17 6.8%	22 8.8%	20 8.0%
Strongly disagree	14 5.6%	19 7.6%	12 4.8%	13 5.2%	8 3.2%	17 6.8%	20 8.0%	13 5.2%	17 6.8%	27 10.8%	13 5.2%
N/A - does not apply	7 2.8%	19 7.6%	15 6.0%	8 3.2%	16 6.4%	11 4.4%	16 6.4%	10 4.0%	14 5.6%	8 3.2%	14 5.6%
AGREE (NET)	150 60.0%	132 52.8%	147 58.8%	165 66.0%	158 63.2%	142 56.8%	131 52.4%	165 66.0%	136 54.4%	132 52.8%	145 58.0%
DISAGREE (NET)	24 9.6%	26 10.4%	29 11.6%	23 9.2%	23 9.2%	39 15.6%	34 13.6%	26 10.4%	34 13.6%	49 19.6%	33 13.2%

Q80. AI will help governments provide better services for citizens. (Q80)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Strongly agree	61 24.4%	63 25.2%	63 25.2%	75 30.0%	59 23.6%	57 22.8%	40 16.0%	72 28.8%	56 22.4%	49 19.6%	52 20.8%
Somewhat agree	69 27.6%	64 25.6%	70 28.0%	74 29.6%	80 32.0%	84 33.6%	77 30.8%	90 36.0%	79 31.6%	84 33.6%	76 30.4%
Neither agree nor disagree	65 26.0%	67 26.8%	73 29.2%	65 26.0%	57 22.8%	64 25.6%	73 29.2%	48 19.2%	51 20.4%	63 25.2%	64 25.6%
Somewhat disagree	24 9.6%	15 6.0%	21 8.4%	19 7.6%	21 8.4%	16 6.4%	21 8.4%	22 8.8%	17 6.8%	19 7.6%	21 8.4%
Strongly disagree	25 10.0%	22 8.8%	13 5.2%	13 5.2%	17 6.8%	20 8.0%	29 11.6%	11 4.4%	29 11.6%	26 10.4%	23 9.2%
N/A - does not apply	6 2.4%	19 7.6%	10 4.0%	4 1.6%	16 6.4%	9 3.6%	10 4.0%	7 2.8%	18 7.2%	9 3.6%	14 5.6%
AGREE (NET)	130 52.0%	127 50.8%	133 53.2%	149 59.6%	139 55.6%	141 56.4%	117 46.8%	162 64.8%	135 54.0%	133 53.2%	128 51.2%
DISAGREE (NET)	49 19.6%	37 14.8%	34 13.6%	32 12.8%	38 15.2%	36 14.4%	50 20.0%	33 13.2%	46 18.4%	45 18.0%	44 17.6%

Q81. How would you prefer to learn about different and new AI tools and emerging tech? (Select all that apply) (Q81)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Virtual training	127	112	106	136	120	130	122	132	102	105	121
	50.8%	44.8%	42.4%	54.4%	48.0%	52.0%	48.8%	52.8%	40.8%	42.0%	48.4%
Social media	103	116	110	114	101	99	85	118	114	103	113
	41.2%	46.4%	44.0%	45.6%	40.4%	39.6%	34.0%	47.2%	45.6%	41.2%	45.2%
In-person workshops	103	89	101	105	99	86	97	100	87	77	93
	41.2%	35.6%	40.4%	42.0%	39.6%	34.4%	38.8%	40.0%	34.8%	30.8%	37.2%
Podcasts	57	63	54	64	61	76	69	72	56	59	63
	22.8%	25.2%	21.6%	25.6%	24.4%	30.4%	27.6%	28.8%	22.4%	23.6%	25.2%
Other small business leaders	56	79	63	64	48	53	67	66	59	47	75
	22.4%	31.6%	25.2%	25.6%	19.2%	21.2%	26.8%	26.4%	23.6%	18.8%	30.0%
Family members	53	59	52	57	58	59	56	72	64	54	65
	21.2%	23.6%	20.8%	22.8%	23.2%	23.6%	22.4%	28.8%	25.6%	21.6%	26.0%
Newsletters	34	46	55	43	53	35	44	71	35	39	45
	13.6%	18.4%	22.0%	17.2%	21.2%	14.0%	17.6%	28.4%	14.0%	15.6%	18.0%
Print books	38	35	58	47	42	35	38	56	44	46	48
	15.2%	14.0%	23.2%	18.8%	16.8%	14.0%	15.2%	22.4%	17.6%	18.4%	19.2%
Other	12	13	7	5	9	13	8	6	10	14	11
	4.8%	5.2%	2.8%	2.0%	3.6%	5.2%	3.2%	2.4%	4.0%	5.6%	4.4%

Q82. What is your age? (Q82)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
18 - 34	70	94	109	107	88	91	83	96	83	85	104
	28.0%	37.6%	43.6%	42.8%	35.2%	36.4%	33.2%	38.4%	33.2%	34.0%	41.6%
35 - 54	117	106	91	84	96	109	108	114	116	115	96
	46.8%	42.4%	36.4%	33.6%	38.4%	43.6%	43.2%	45.6%	46.4%	46.0%	38.4%
55+	63	50	50	59	66	50	59	40	51	50	50
	25.2%	20.0%	20.0%	23.6%	26.4%	20.0%	23.6%	16.0%	20.4%	20.0%	20.0%

Q83. What is your gender? (Q83)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Male	111	111	128	117	125	121	114	131	111	113	120
	44.4%	44.4%	51.2%	46.8%	50.0%	48.4%	45.6%	52.4%	44.4%	45.2%	48.0%
Female	139	137	122	132	121	128	134	119	137	137	130
	55.6%	54.8%	48.8%	52.8%	48.4%	51.2%	53.6%	47.6%	54.8%	54.8%	52.0%
Other	0.0	1	0.0	1	1	1	0.0	0.0	1	0.0	0.0
	0.0	0.4%	0.0	0.4%	0.4%	0.4%	0.0	0.0	0.4%	0.0	0.0
Prefer not to respond	0.0	1	0.0	0.0	3	0.0	2	0.0	1	0.0	0.0
	0.0	0.4%	0.0	0.0	1.2%	0.0	0.8%	0.0	0.4%	0.0	0.0

Q84. Which of the following best describes you? Select all that apply. (Q84)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
White	168	126	150	137	189	169	201	148	187	176	182
	67.2%	50.4%	60.0%	54.8%	75.6%	67.6%	80.4%	59.2%	74.8%	70.4%	72.8%
Hispanic or Latino	43	11	31	12	36	14	14	37	9	11	22
	17.2%	4.4%	12.4%	4.8%	14.4%	5.6%	5.6%	14.8%	3.6%	4.4%	8.8%
Black/African American	45	106	62	102	27	65	34	65	52	60	49
	18.0%	42.4%	24.8%	40.8%	10.8%	26.0%	13.6%	26.0%	20.8%	24.0%	19.6%
Asian	6	9	14	9	10	7	7	10	4	6	4
	2.4%	3.6%	5.6%	3.6%	4.0%	2.8%	2.8%	4.0%	1.6%	2.4%	1.6%
American Indian or Alaskan Native	3	10	8	4	0.0	10	8	4	12	3	7
	1.2%	4.0%	3.2%	1.6%	0.0	4.0%	3.2%	1.6%	4.8%	1.2%	2.8%
Other	5	3	3	1	3	2	2	6	6	1	6
	2.0%	1.2%	1.2%	0.4%	1.2%	0.8%	0.8%	2.4%	2.4%	0.4%	2.4%
Prefer not to answer	0.0	1	2	2	2	1	1	1	0.0	0.0	0.0
	0.0	0.4%	0.8%	0.8%	0.8%	0.4%	0.4%	0.4%	0.0	0.0	0.0

Q85. As far as you know, is your company a veteran-owned business, at least in part? (Q85)

	Oversample States										
	FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total	250	250	250	250	250	250	250	250	250	250	250
Yes	48	54	65	41	51	39	50	71	49	46	44
	19.2%	21.6%	26.0%	16.4%	20.4%	15.6%	20.0%	28.4%	19.6%	18.4%	17.6%
No	186	173	169	190	180	191	184	164	182	190	192
	74.4%	69.2%	67.6%	76.0%	72.0%	76.4%	73.6%	65.6%	72.8%	76.0%	76.8%
Not sure	16	23	16	19	19	20	16	15	19	14	14
	6.4%	9.2%	6.4%	7.6%	7.6%	8.0%	6.4%	6.0%	7.6%	5.6%	5.6%

Q86. And are you yourself a veteran? (Q86)

		Oversample States										
		FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total		250	250	250	250	250	250	250	250	250	250	250
Yes		30	38	41	24	35	15	33	53	31	33	29
		12.0%	15.2%	16.4%	9.6%	14.0%	6.0%	13.2%	21.2%	12.4%	13.2%	11.6%
No		220	212	209	226	215	235	217	197	219	217	221
		88.0%	84.8%	83.6%	90.4%	86.0%	94.0%	86.8%	78.8%	87.6%	86.8%	88.4%

Q87. As far as you know, is your company a woman-owned business, at least in part? (Q87)

		Oversample States										
		FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total		250	250	250	250	250	250	250	250	250	250	250
Yes		119	133	120	117	107	111	123	136	119	114	115
		47.6%	53.2%	48.0%	46.8%	42.8%	44.4%	49.2%	54.4%	47.6%	45.6%	46.0%
No		125	106	120	120	126	122	114	102	116	124	126
		50.0%	42.4%	48.0%	48.0%	50.4%	48.8%	45.6%	40.8%	46.4%	49.6%	50.4%
Not sure		6	11	10	13	17	17	13	12	15	12	9
		2.4%	4.4%	4.0%	5.2%	6.8%	6.8%	5.2%	4.8%	6.0%	4.8%	3.6%

Q88. As far as you know, is your company a minority/underrepresented community-owned business, at least in part? (Q88)

		Oversample States										
		FL	GA	IL	MD	MA	MI	MN	NY	OH	PA	WI
Total		250	250	250	250	250	250	250	250	250	250	250
Yes		81	111	99	97	77	91	74	115	86	75	79
		32.4%	44.4%	39.6%	38.8%	30.8%	36.4%	29.6%	46.0%	34.4%	30.0%	31.6%
No		144	109	134	128	152	143	148	121	136	159	154
		57.6%	43.6%	53.6%	51.2%	60.8%	57.2%	59.2%	48.4%	54.4%	63.6%	61.6%
Not sure		25	30	17	25	21	16	28	14	28	16	17
		10.0%	12.0%	6.8%	10.0%	8.4%	6.4%	11.2%	5.6%	11.2%	6.4%	6.8%