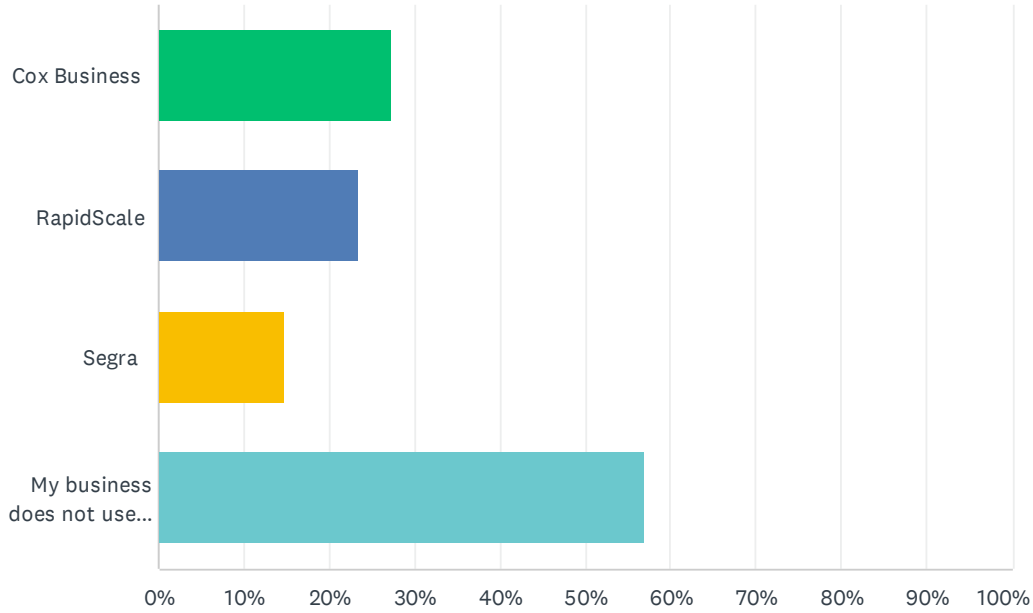


# Q1 Does your company use any of the following service/technology providers? (Select all that apply.)

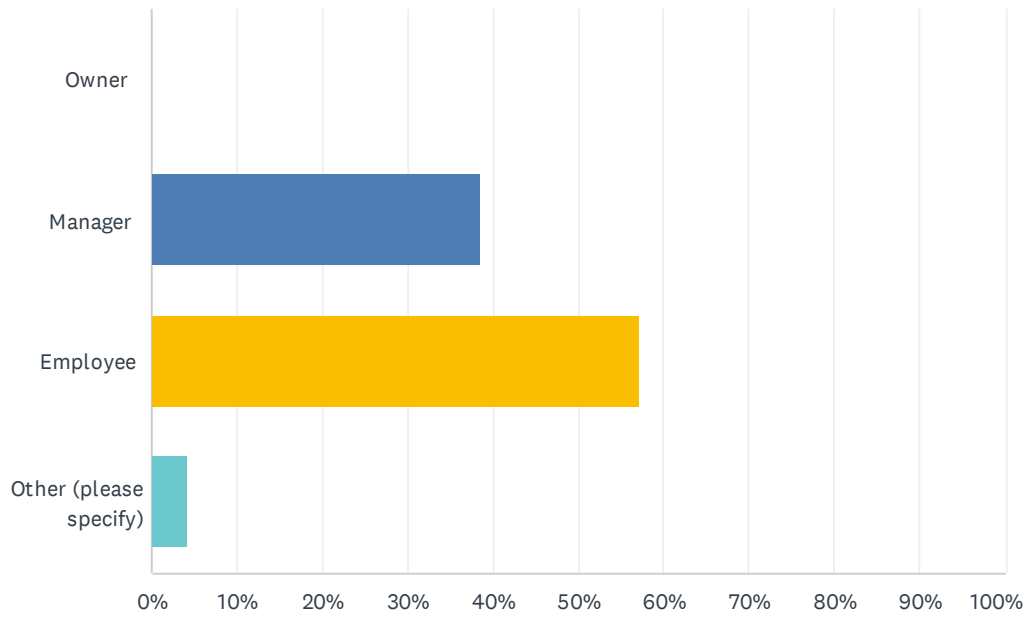
Answered: 511 Skipped: 0



ANSWER CHOICES	RESPONSES	
Cox Business	27.20%	139
RapidScale	23.48%	120
Segra	14.68%	75
My business does not use any of these services/tech providers.	56.95%	291
Total Respondents: 511		

## Q2 What is your title/role at your company?

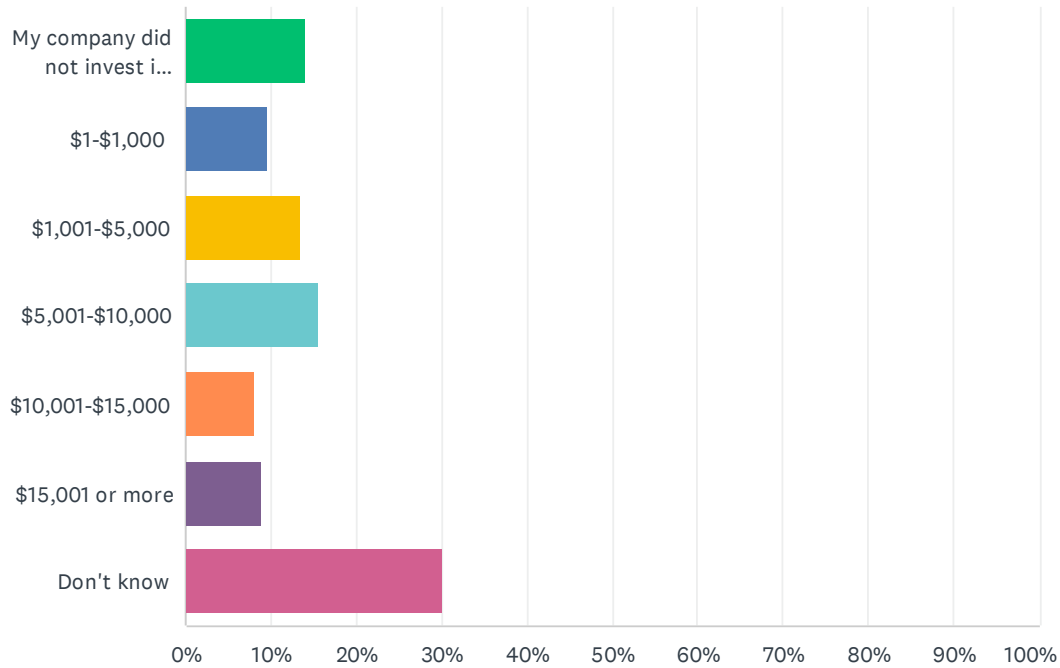
Answered: 511 Skipped: 0



ANSWER CHOICES	RESPONSES
Owner	0.00% 0
Manager	38.55% 197
Employee	57.14% 292
Other (please specify)	4.31% 22
<b>TOTAL</b>	<b>511</b>

### Q3 How much do you estimate your company invested in AI in 2023?

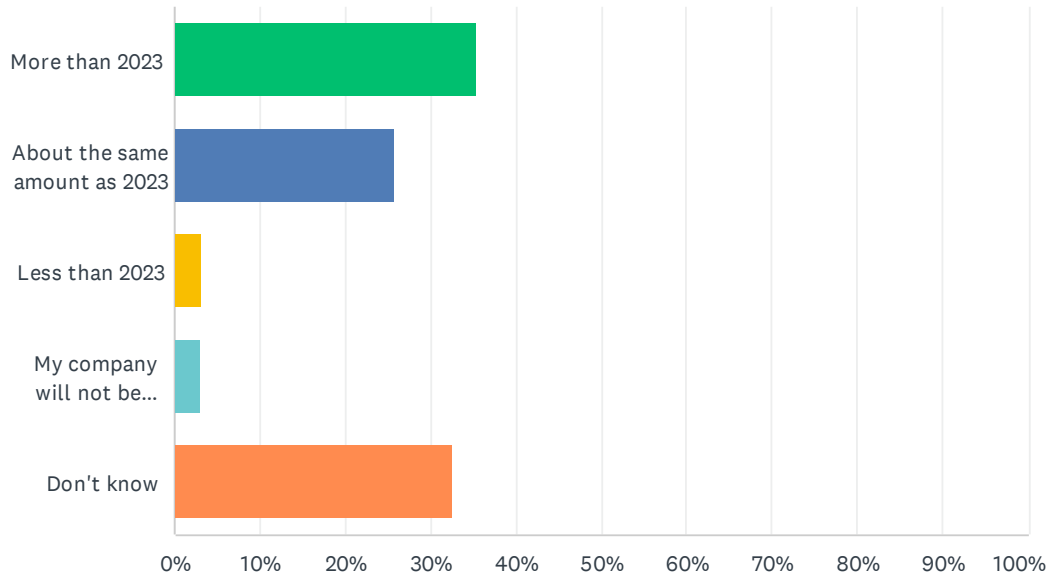
Answered: 511 Skipped: 0



ANSWER CHOICES	RESPONSES	
My company did not invest in AI for business in 2023.	14.09%	72
\$1-\$1,000	9.59%	49
\$1,001-\$5,000	13.50%	69
\$5,001-\$10,000	15.66%	80
\$10,001-\$15,000	8.02%	41
\$15,001 or more	9.00%	46
Don't know	30.14%	154
<b>TOTAL</b>		<b>511</b>

## Q4 Now thinking about 2024, how much does your company plan to invest in AI in 2024?

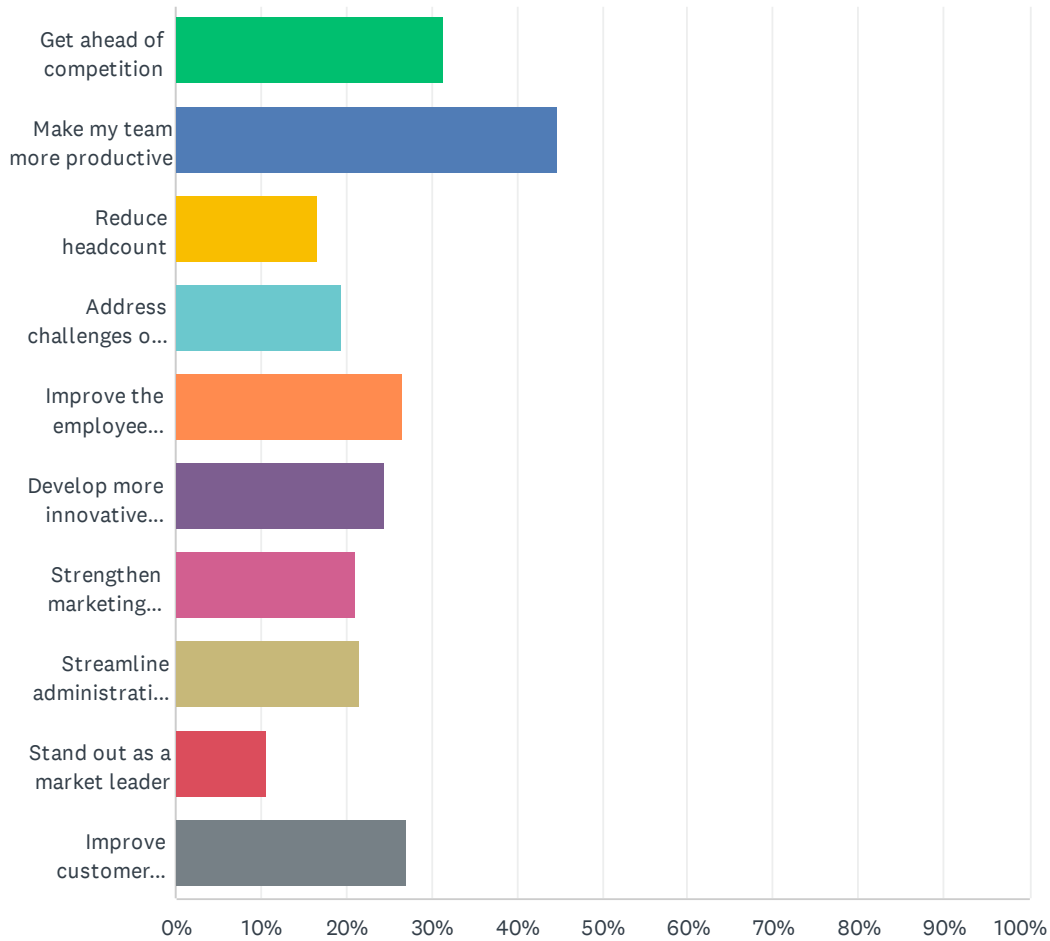
Answered: 511 Skipped: 0



ANSWER CHOICES	RESPONSES	
More than 2023	35.42%	181
About the same amount as 2023	25.83%	132
Less than 2023	3.13%	16
My company will not be investing in AI at all in 2024	2.94%	15
Don't know	32.68%	167
<b>TOTAL</b>		<b>511</b>

### Q5 Please select the top three reasons you believe your company chose to or plans to invest in AI. (Select up to three responses.)

Answered: 510 Skipped: 1

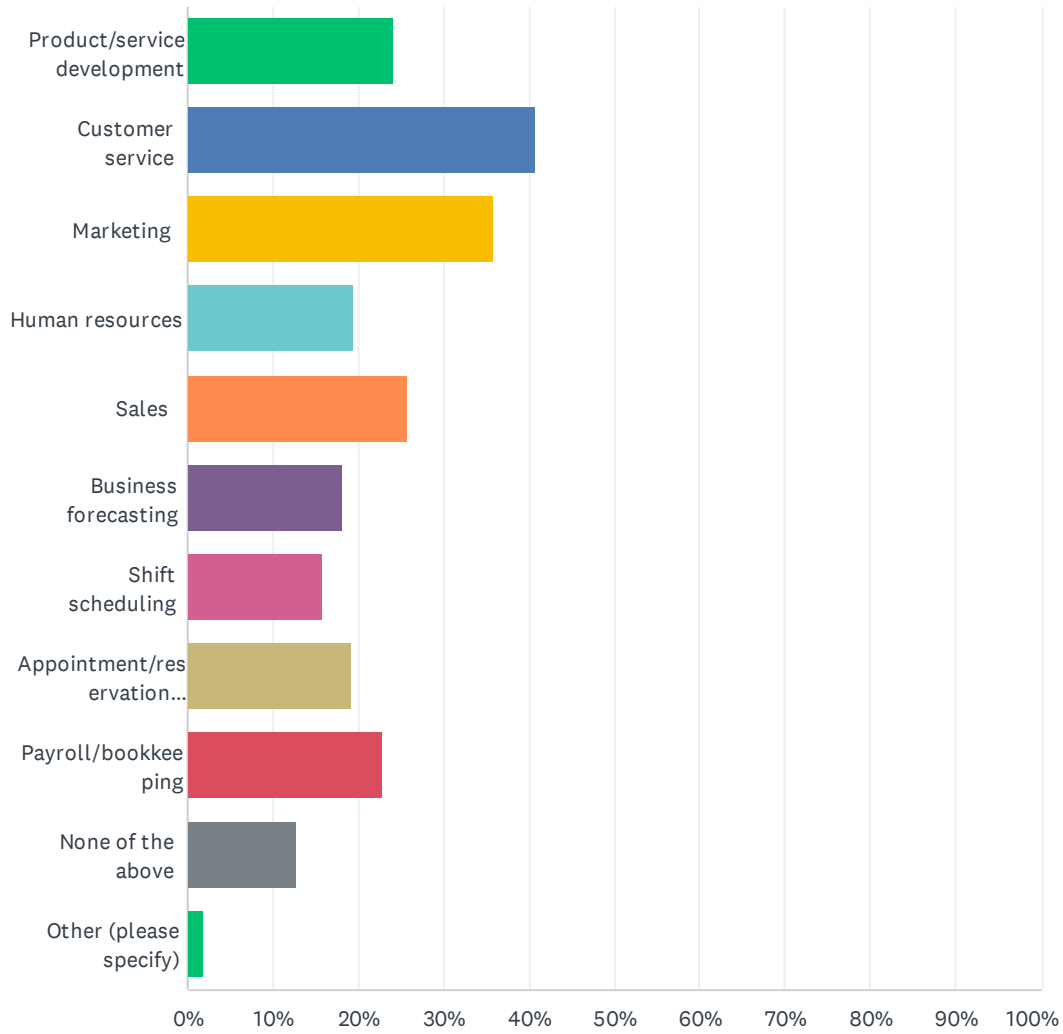


## AI's Impact on the Business Arena

ANSWER CHOICES	RESPONSES	
Get ahead of competition	31.37%	160
Make my team more productive	44.71%	228
Reduce headcount	16.67%	85
Address challenges of labor shortages	19.41%	99
Improve the employee experience	26.67%	136
Develop more innovative products/services	24.51%	125
Strengthen marketing efforts	21.18%	108
Streamline administrative tasks like scheduling, payroll, taxes, etc.	21.57%	110
Stand out as a market leader	10.59%	54
Improve customer experience	27.06%	138
Total Respondents: 510		

### Q6 How do you see AI being used in your company? (Select all that apply.)

Answered: 510 Skipped: 1



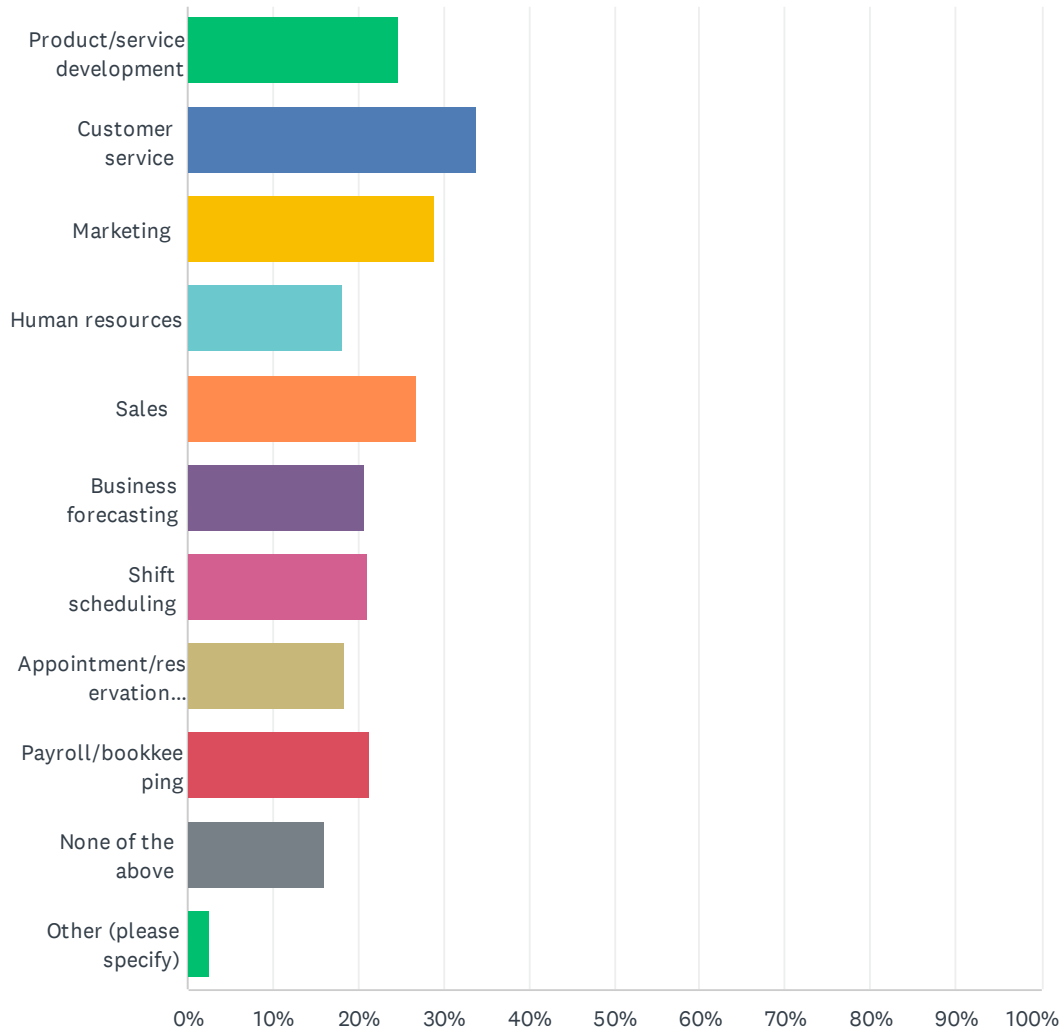
## AI's Impact on the Business Arena

ANSWER CHOICES	RESPONSES	
Product/service development	24.12%	123
Customer service	40.78%	208
Marketing	35.88%	183
Human resources	19.41%	99
Sales	25.88%	132
Business forecasting	18.04%	92
Shift scheduling	15.69%	80
Appointment/reservation scheduling	19.22%	98
Payroll/bookkeeping	22.75%	116
None of the above	12.75%	65
Other (please specify)	1.96%	10
Total Respondents: 510		



### Q7 In what areas of your company would you like to use AI in 2024? (Select all that apply.)

Answered: 510 Skipped: 1

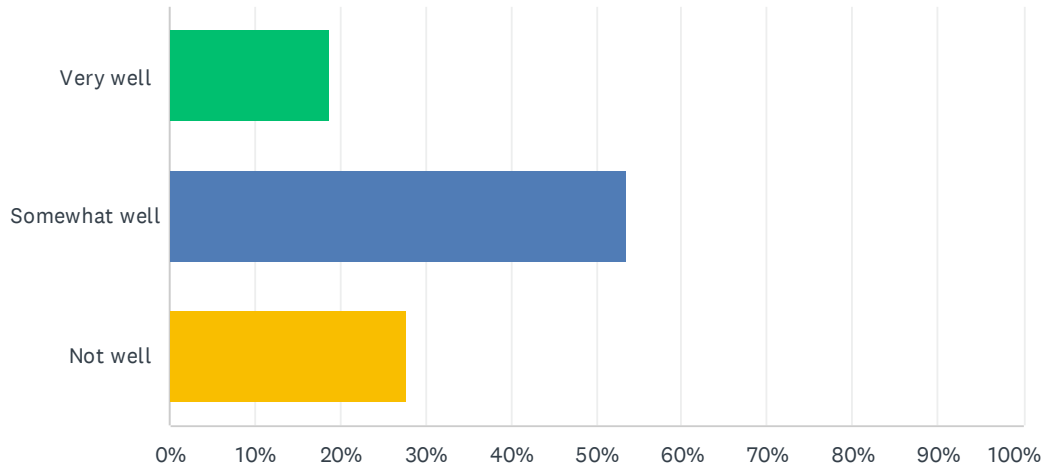


## AI's Impact on the Business Arena

ANSWER CHOICES	RESPONSES	
Product/service development	24.71%	126
Customer service	33.92%	173
Marketing	29.02%	148
Human resources	18.04%	92
Sales	26.86%	137
Business forecasting	20.78%	106
Shift scheduling	21.18%	108
Appointment/reservation scheduling	18.43%	94
Payroll/bookkeeping	21.37%	109
None of the above	16.08%	82
Other (please specify)	2.55%	13
Total Respondents: 510		

## Q8 How well do you understand AI?

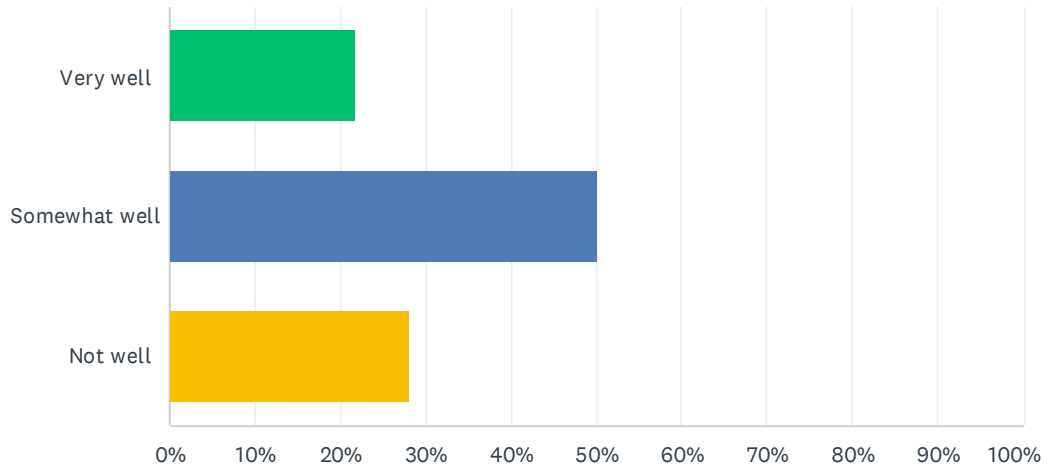
Answered: 510 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very well	18.82%	96
Somewhat well	53.53%	273
Not well	27.65%	141
TOTAL		510

## Q9 How well does your team understand AI?

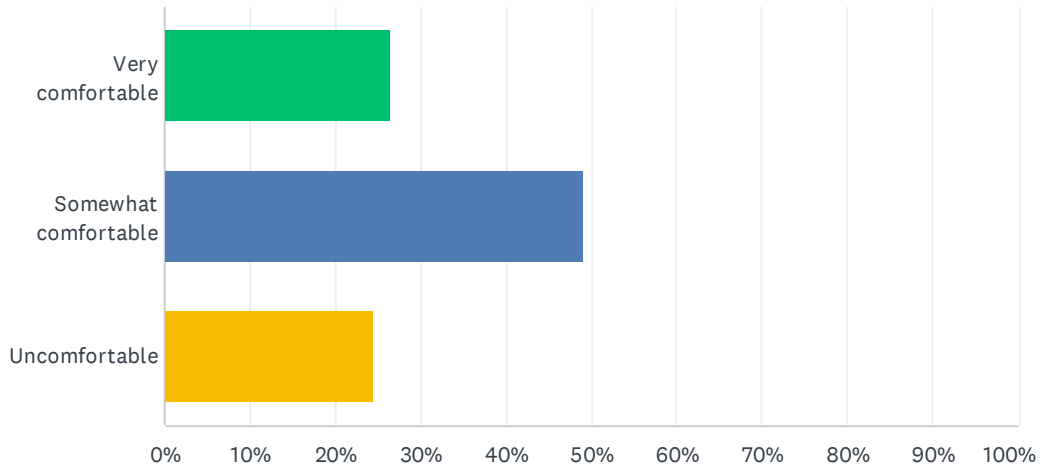
Answered: 510 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very well	21.76%	111
Somewhat well	50.00%	255
Not well	28.24%	144
<b>TOTAL</b>		<b>510</b>

## Q10 How comfortable are you with using AI tools at your company?

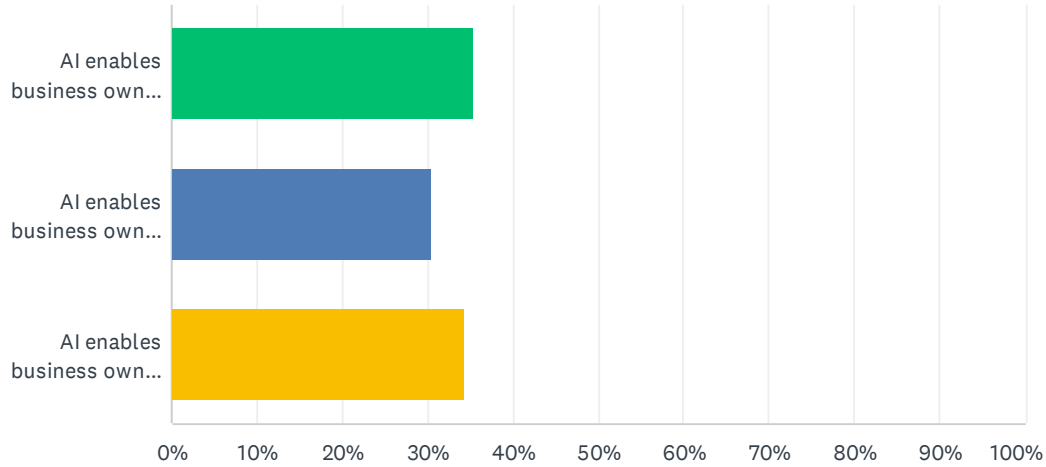
Answered: 510 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very comfortable	26.47%	135
Somewhat comfortable	49.02%	250
Uncomfortable	24.51%	125
<b>TOTAL</b>		<b>510</b>

### Q11 How do you see AI as a tool for employee headcount? Select the response that you agree with most.

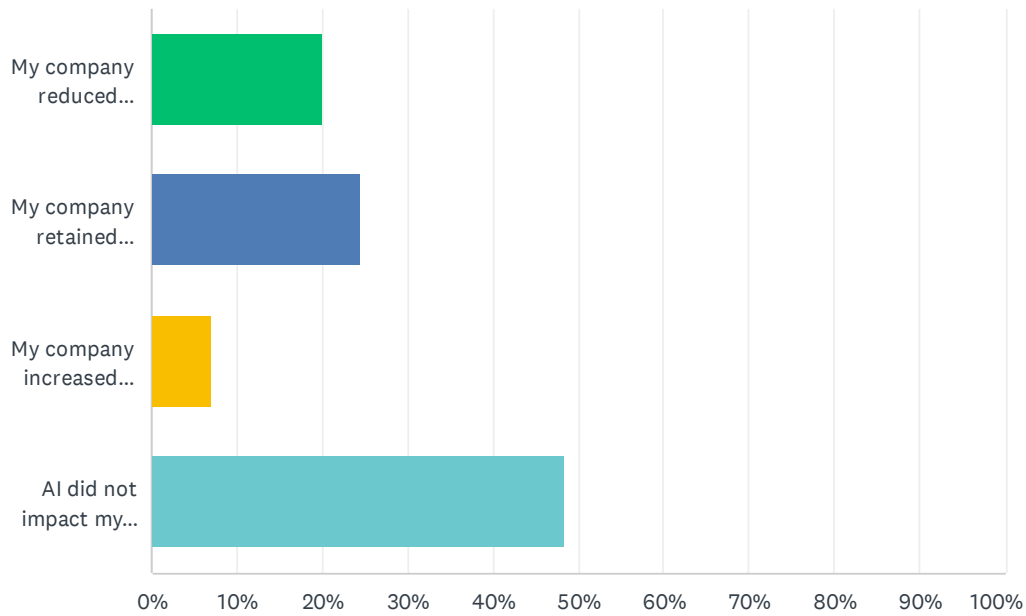
Answered: 510 Skipped: 1



ANSWER CHOICES	RESPONSES	
AI enables business owners to reduce their employee headcount.	35.29%	180
AI enables business owners to increase their employee headcount.	30.39%	155
AI enables business owners to retain their employee headcount.	34.31%	175
<b>TOTAL</b>		<b>510</b>

## Q12 How did AI affect your company's headcount in 2023?

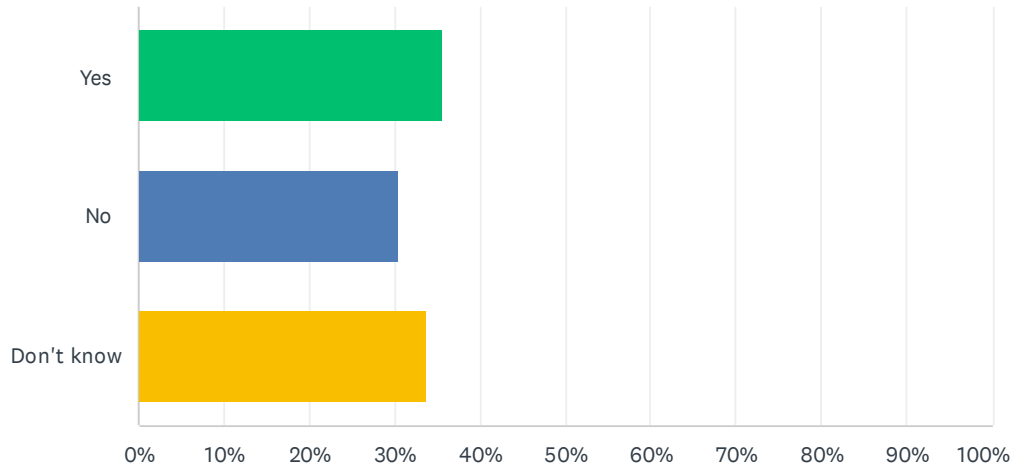
Answered: 510 Skipped: 1



ANSWER CHOICES	RESPONSES	
My company reduced headcount because of AI.	20.00%	102
My company retained headcount because of AI.	24.51%	125
My company increased headcount because of AI.	7.06%	36
AI did not impact my company's headcount.	48.43%	247
<b>TOTAL</b>		<b>510</b>

### Q13 Do you believe your company plans to use AI as a means to reduce employee headcount in 2024?

Answered: 510 Skipped: 1

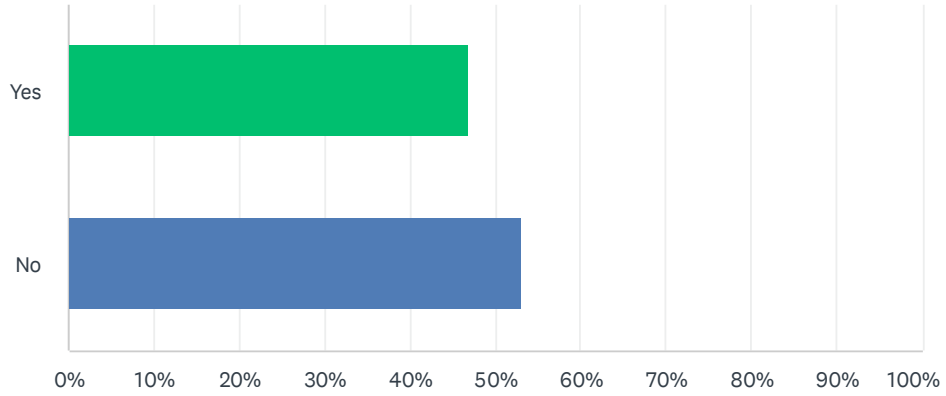


ANSWER CHOICES	RESPONSES	
Yes	35.69%	182
No	30.59%	156
Don't know	33.73%	172
TOTAL		510



## Q14 Does your company provide training to your employees on how to use AI in the workplace?

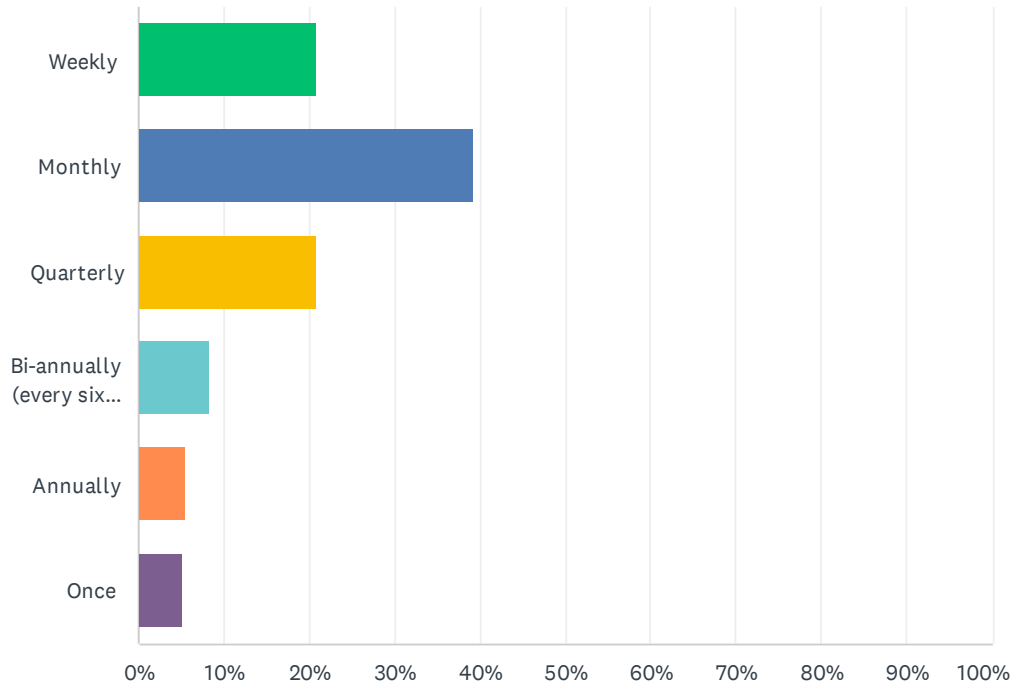
Answered: 510 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	46.86%	239
No	53.14%	271
TOTAL		510

## Q15 How often are these AI trainings offered to employees?

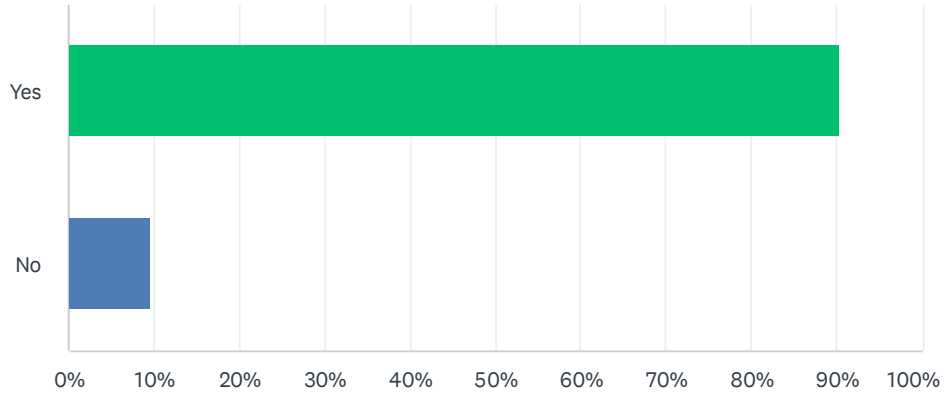
Answered: 239 Skipped: 272



ANSWER CHOICES	RESPONSES	
Weekly	20.92%	50
Monthly	39.33%	94
Quarterly	20.92%	50
Bi-annually (every six months)	8.37%	20
Annually	5.44%	13
Once	5.02%	12
<b>TOTAL</b>		<b>239</b>

## Q16 Does your company plan to offer new training courses to employees in 2024?

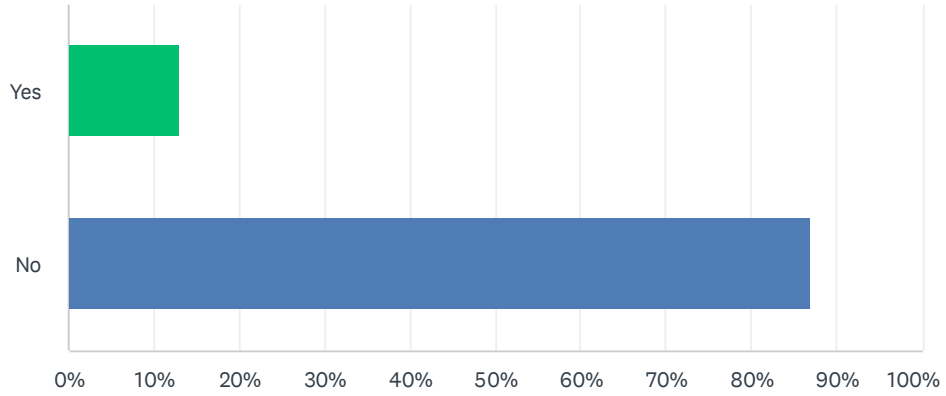
Answered: 239 Skipped: 272



ANSWER CHOICES	RESPONSES	
Yes	90.38%	216
No	9.62%	23
TOTAL		239

# Q17 Does your company plan to offer AI training courses to employees in 2024?

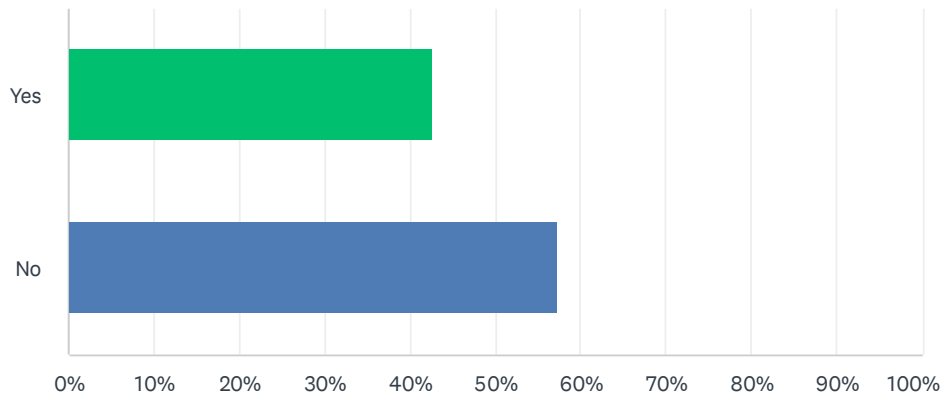
Answered: 271 Skipped: 240



ANSWER CHOICES	RESPONSES	
Yes	12.92%	35
No	87.08%	236
TOTAL		271

## Q18 Did your company feel impacts of the IT labor shortage in 2023?

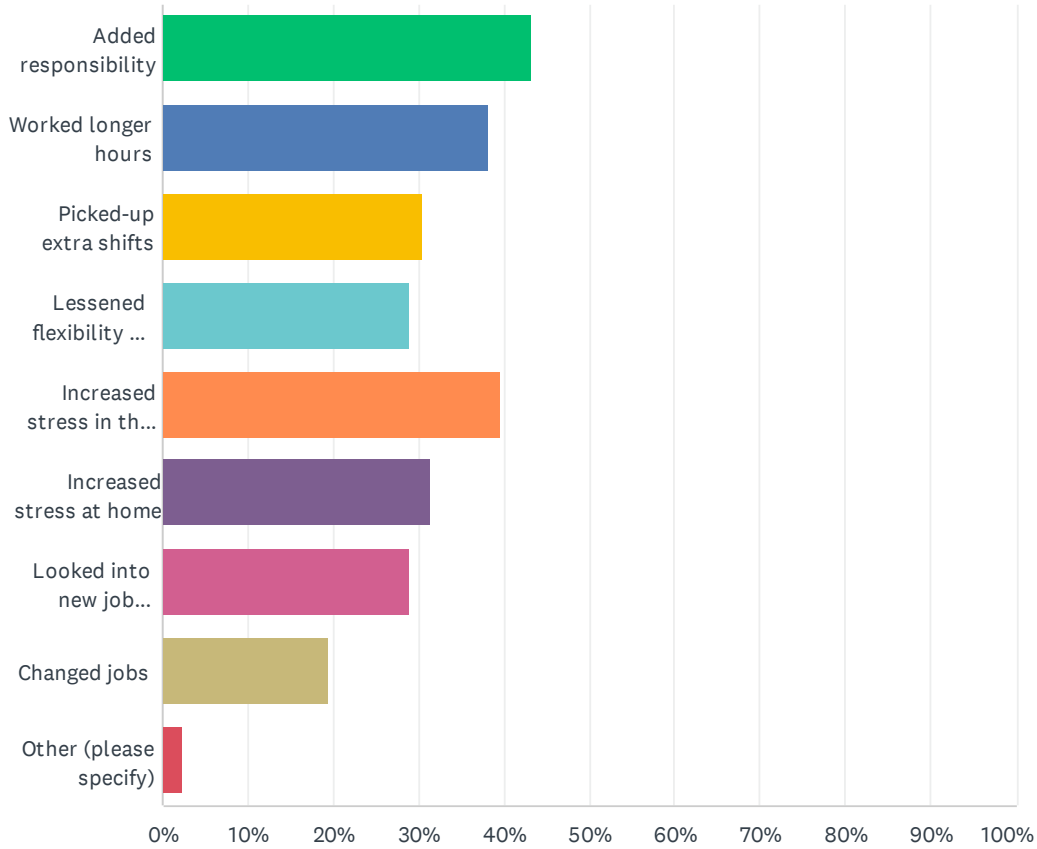
Answered: 510 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	42.55%	217
No	57.45%	293
TOTAL		510

## Q19 How did the IT labor shortage impact your experience at your company in 2023? (Select all that apply.)

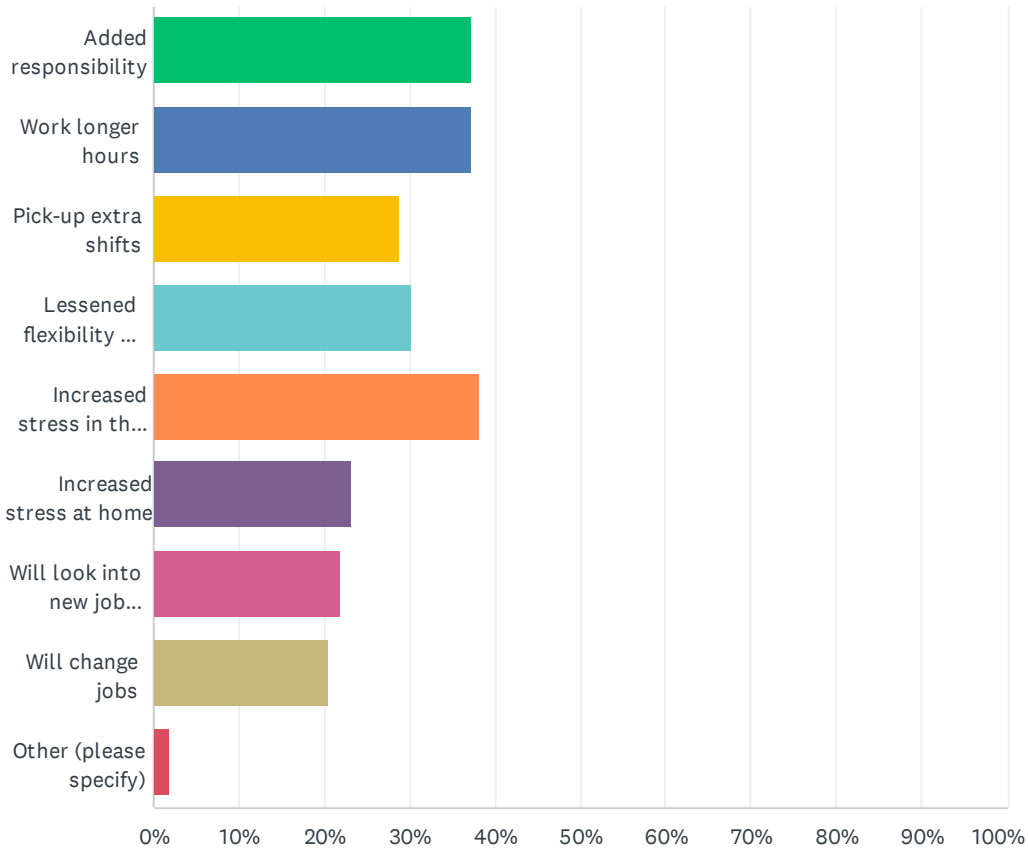
Answered: 217 Skipped: 294



ANSWER CHOICES	RESPONSES	
Added responsibility	43.32%	94
Worked longer hours	38.25%	83
Picked-up extra shifts	30.41%	66
Lessened flexibility in scheduling	29.03%	63
Increased stress in the workplace	39.63%	86
Increased stress at home	31.34%	68
Looked into new job opportunities	29.03%	63
Changed jobs	19.35%	42
Other (please specify)	2.30%	5
Total Respondents: 217		

## Q20 How will a continued IT labor shortage impact your experience at your company in 2024?

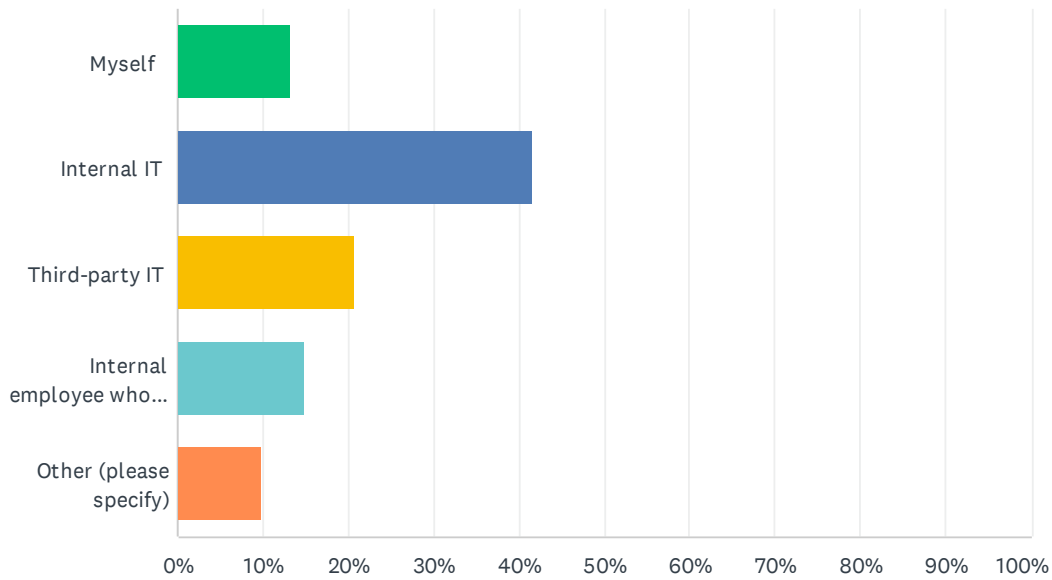
Answered: 215 Skipped: 296



ANSWER CHOICES	RESPONSES	
Added responsibility	37.21%	80
Work longer hours	37.21%	80
Pick-up extra shifts	28.84%	62
Lessened flexibility in scheduling	30.23%	65
Increased stress in the workplace	38.14%	82
Increased stress at home	23.26%	50
Will look into new job opportunities	21.86%	47
Will change jobs	20.47%	44
Other (please specify)	1.86%	4
Total Respondents: 215		

## Q21 Who oversees AI implementation and operations at your company?

Answered: 510 Skipped: 1

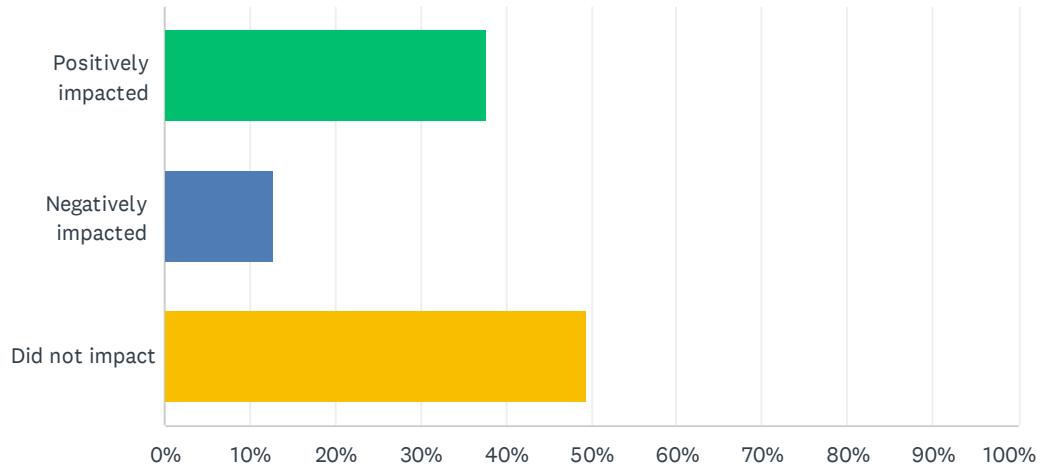


ANSWER CHOICES	RESPONSES	
Myself	13.14%	67
Internal IT	41.57%	212
Third-party IT	20.59%	105
Internal employee whose primary job function is not IT	14.90%	76
Other (please specify)	9.80%	50
<b>TOTAL</b>		<b>510</b>



## Q22 How do you feel AI impacted your company's customer experience in 2023?

Answered: 510 Skipped: 1



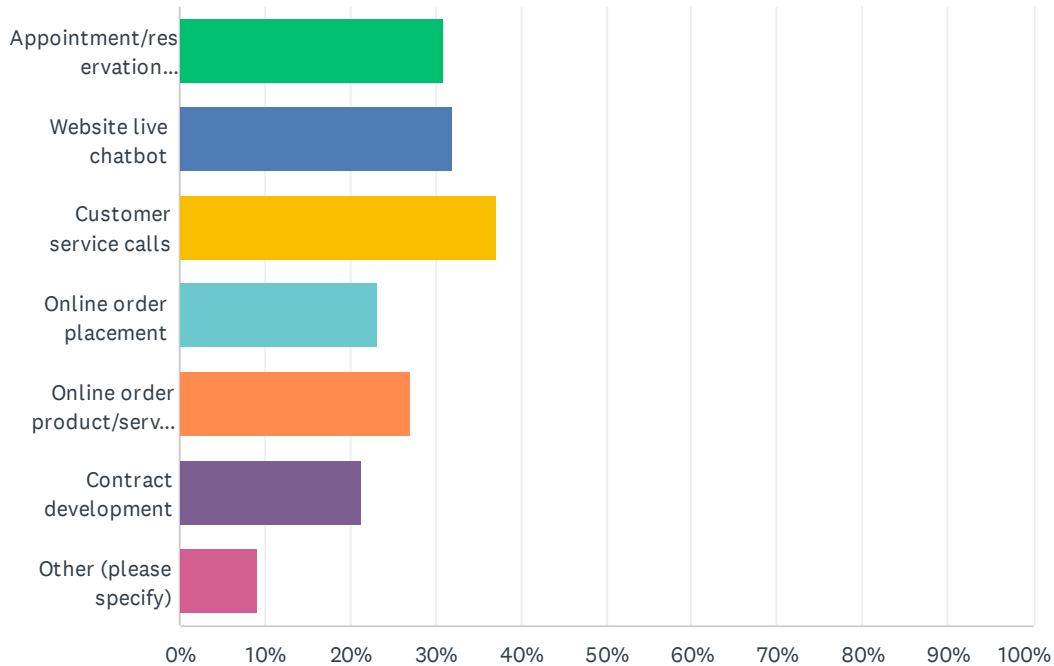
ANSWER CHOICES	RESPONSES
Positively impacted	37.84% 193
Negatively impacted	12.75% 65
Did not impact	49.41% 252
TOTAL	510

## Q23 How did AI negatively impact your company's customer experience?

Answered: 65 Skipped: 446

## Q24 How would you like to use AI in support of your company's customer experience in 2024? (Select all that apply.)

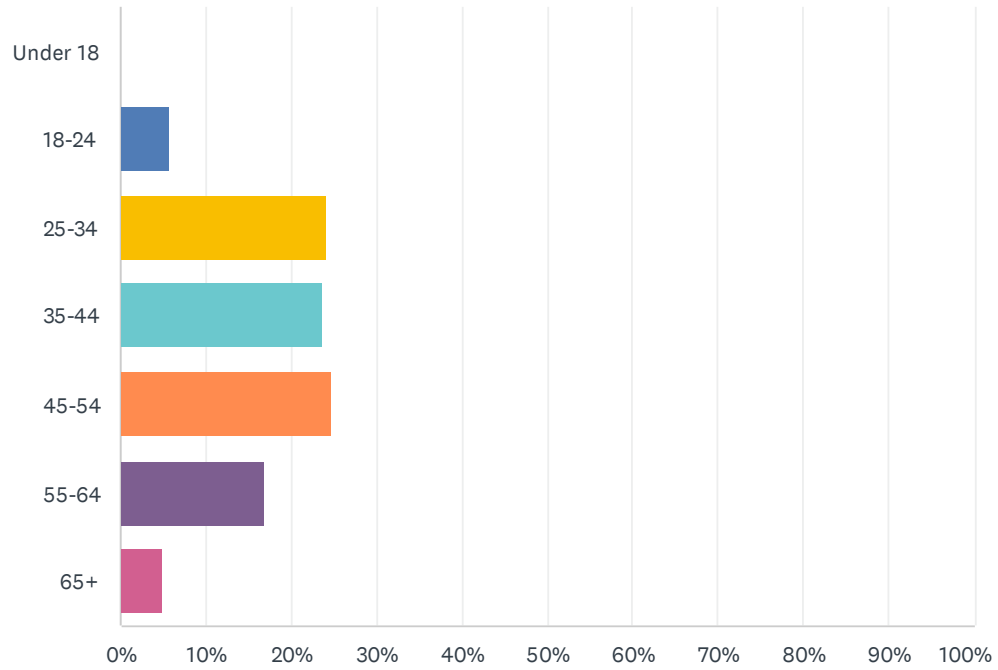
Answered: 510 Skipped: 1



ANSWER CHOICES	RESPONSES	
Appointment/reservation scheduling	30.98%	158
Website live chatbot	31.96%	163
Customer service calls	37.06%	189
Online order placement	23.33%	119
Online order product/service recommendations	27.06%	138
Contract development	21.37%	109
Other (please specify)	9.22%	47
Total Respondents: 510		

## Q25 What is your age?

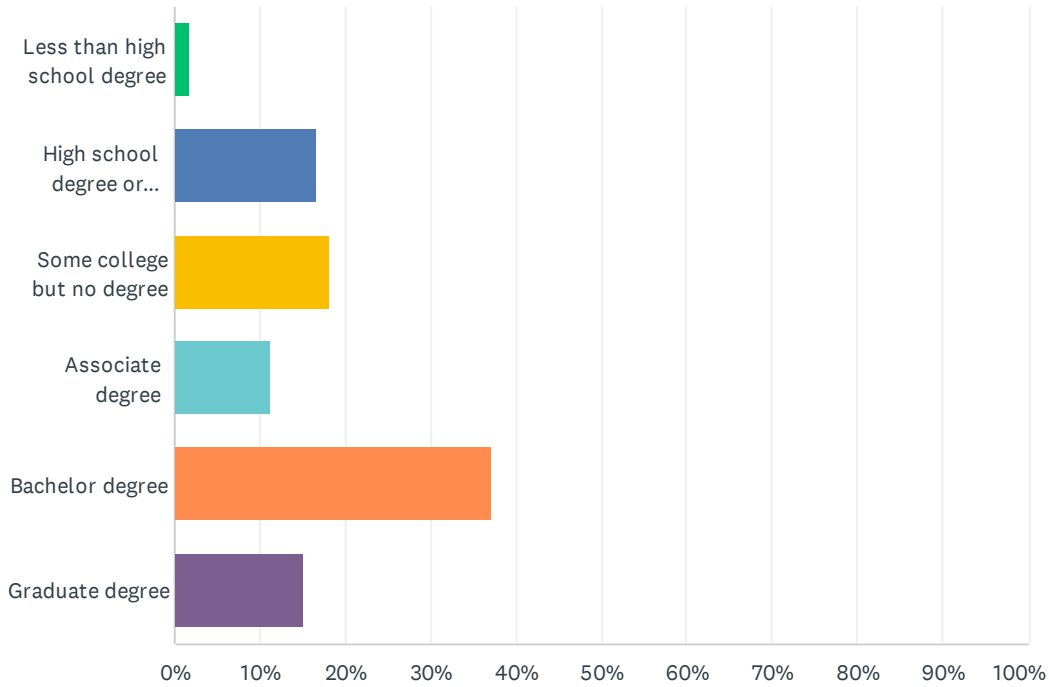
Answered: 510 Skipped: 1



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	5.69%	29
25-34	24.12%	123
35-44	23.73%	121
45-54	24.71%	126
55-64	16.86%	86
65+	4.90%	25
<b>TOTAL</b>		<b>510</b>

## Q26 What is the highest level of school you have completed or the highest degree you have received?

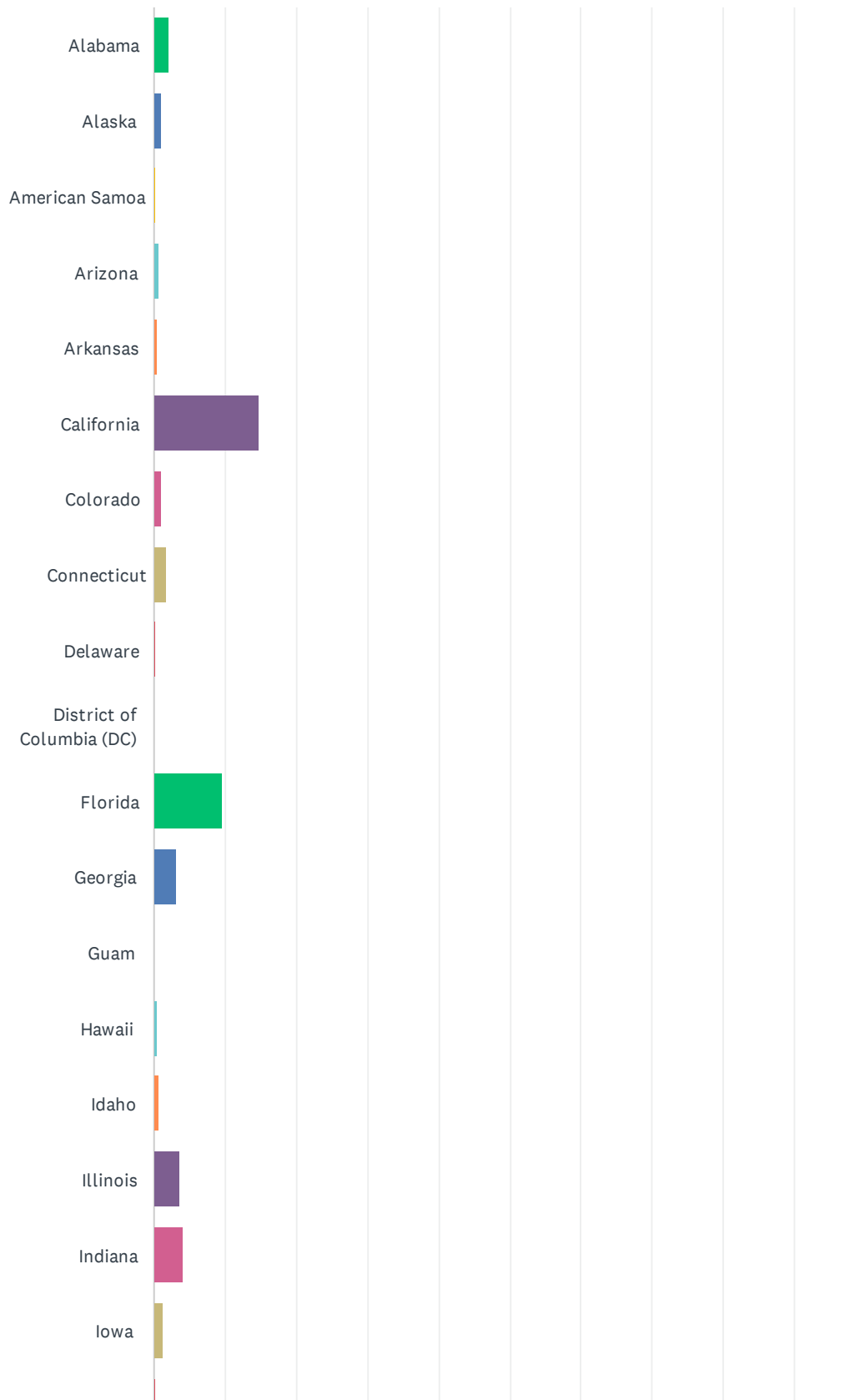
Answered: 510 Skipped: 1



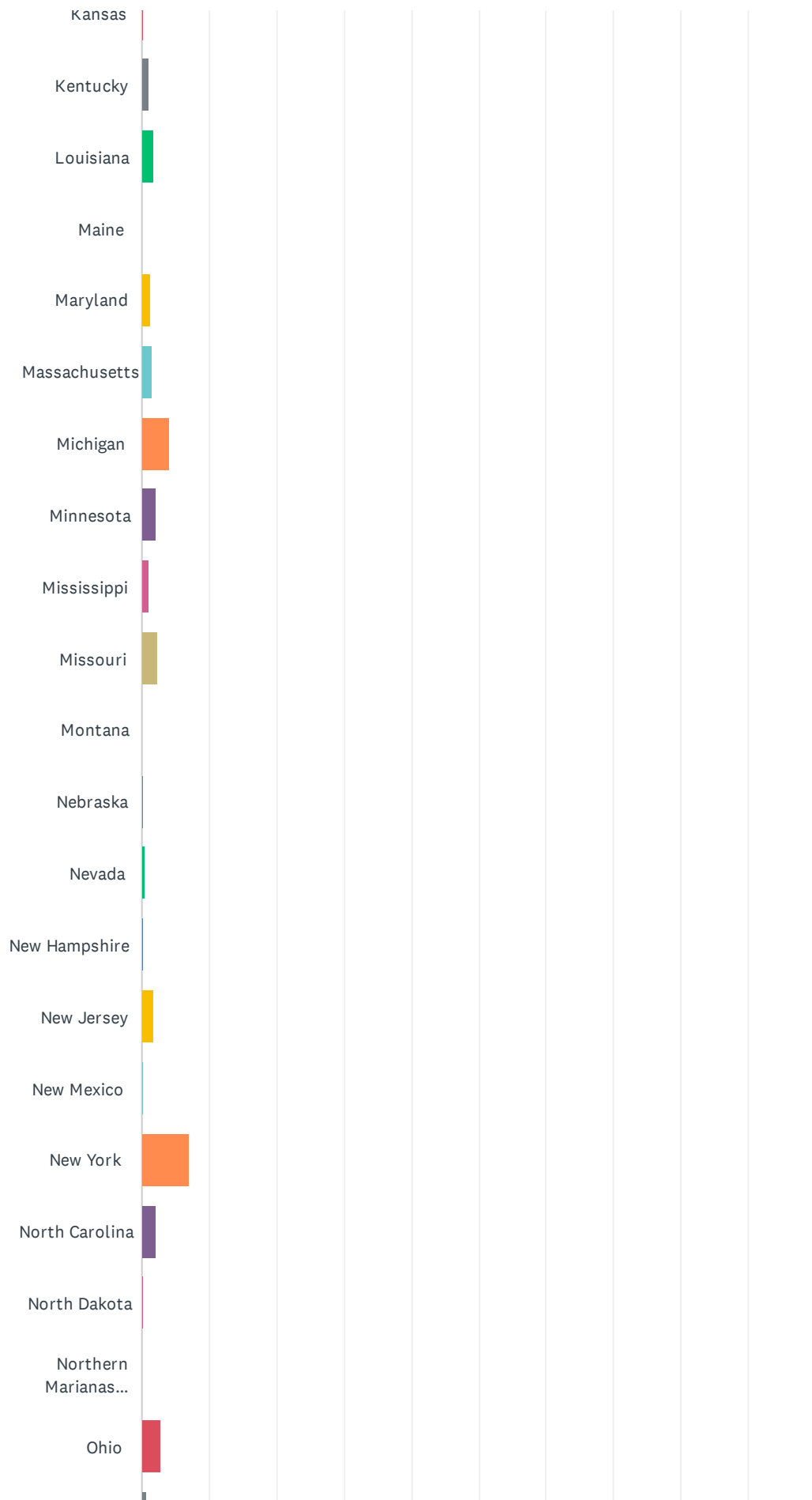
ANSWER CHOICES	RESPONSES	
Less than high school degree	1.76%	9
High school degree or equivalent (e.g., GED)	16.67%	85
Some college but no degree	18.04%	92
Associate degree	11.37%	58
Bachelor degree	37.06%	189
Graduate degree	15.10%	77
<b>TOTAL</b>		<b>510</b>

## Q27 In what state or U.S. territory do you live?

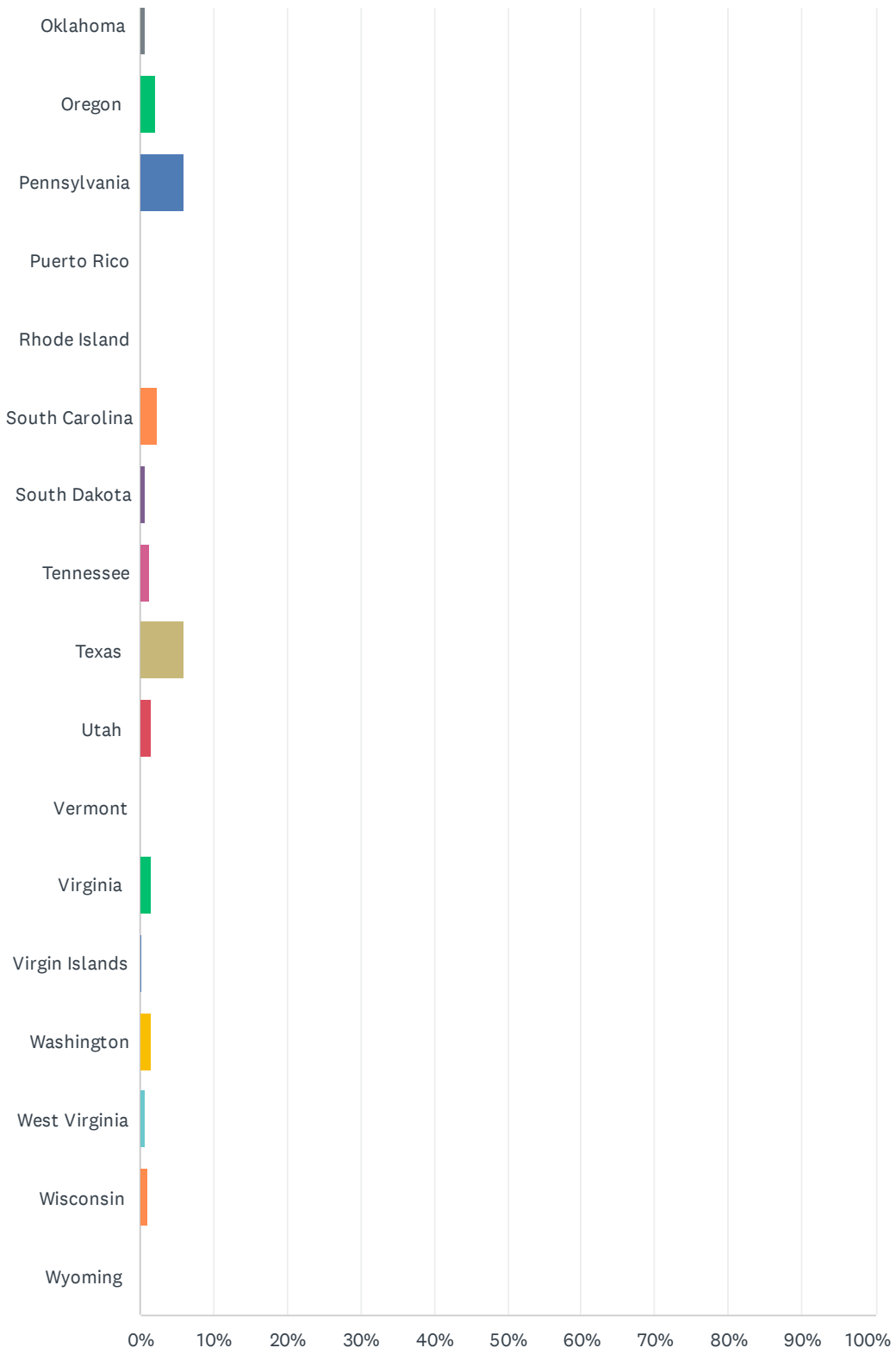
Answered: 510 Skipped: 1



# AI's Impact on the Business Arena



# AI's Impact on the Business Arena





## AI's Impact on the Business Arena

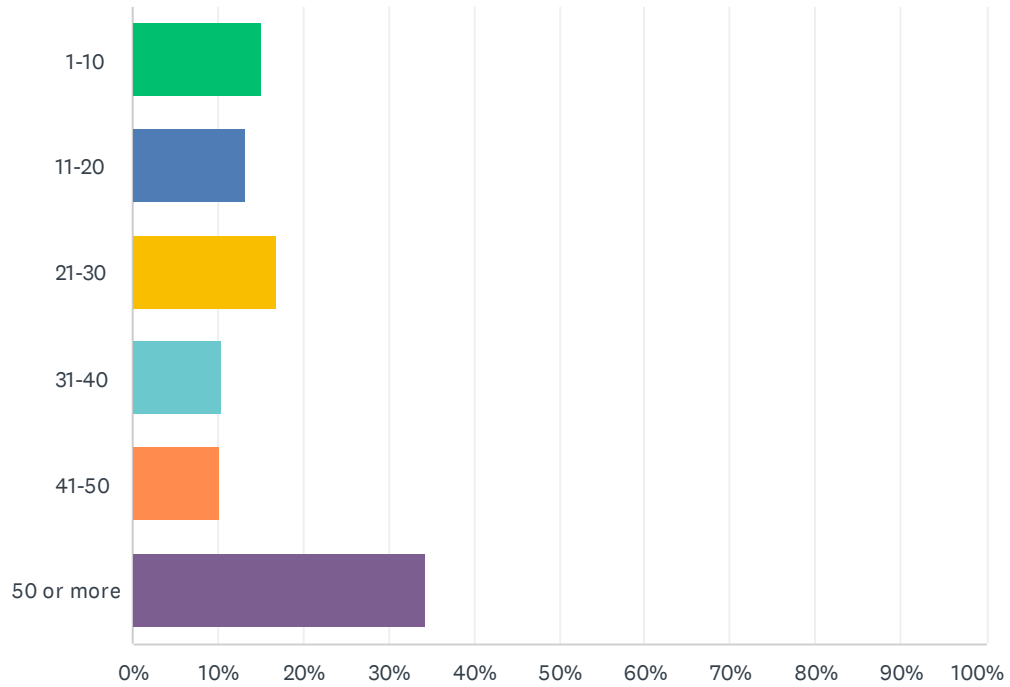
ANSWER CHOICES	RESPONSES	
Alabama	2.16%	11
Alaska	0.98%	5
American Samoa	0.20%	1
Arizona	0.59%	3
Arkansas	0.39%	2
California	14.71%	75
Colorado	0.98%	5
Connecticut	1.76%	9
Delaware	0.20%	1
District of Columbia (DC)	0.00%	0
Florida	9.61%	49
Georgia	3.14%	16
Guam	0.00%	0
Hawaii	0.39%	2
Idaho	0.59%	3
Illinois	3.53%	18
Indiana	4.12%	21
Iowa	1.37%	7
Kansas	0.20%	1
Kentucky	0.98%	5
Louisiana	1.76%	9
Maine	0.00%	0
Maryland	1.18%	6
Massachusetts	1.57%	8
Michigan	4.12%	21
Minnesota	2.16%	11
Mississippi	0.98%	5
Missouri	2.35%	12
Montana	0.00%	0
Nebraska	0.20%	1
Nevada	0.39%	2
New Hampshire	0.20%	1

## AI's Impact on the Business Arena

New Jersey	1.76%	9
New Mexico	0.20%	1
New York	7.06%	36
North Carolina	2.16%	11
North Dakota	0.20%	1
Northern Marianas Islands	0.00%	0
Ohio	2.75%	14
Oklahoma	0.59%	3
Oregon	2.16%	11
Pennsylvania	5.88%	30
Puerto Rico	0.00%	0
Rhode Island	0.00%	0
South Carolina	2.35%	12
South Dakota	0.59%	3
Tennessee	1.18%	6
Texas	5.88%	30
Utah	1.57%	8
Vermont	0.00%	0
Virginia	1.57%	8
Virgin Islands	0.20%	1
Washington	1.57%	8
West Virginia	0.59%	3
Wisconsin	0.98%	5
Wyoming	0.00%	0
<b>TOTAL</b>		<b>510</b>

## Q28 How many employees does your business have?

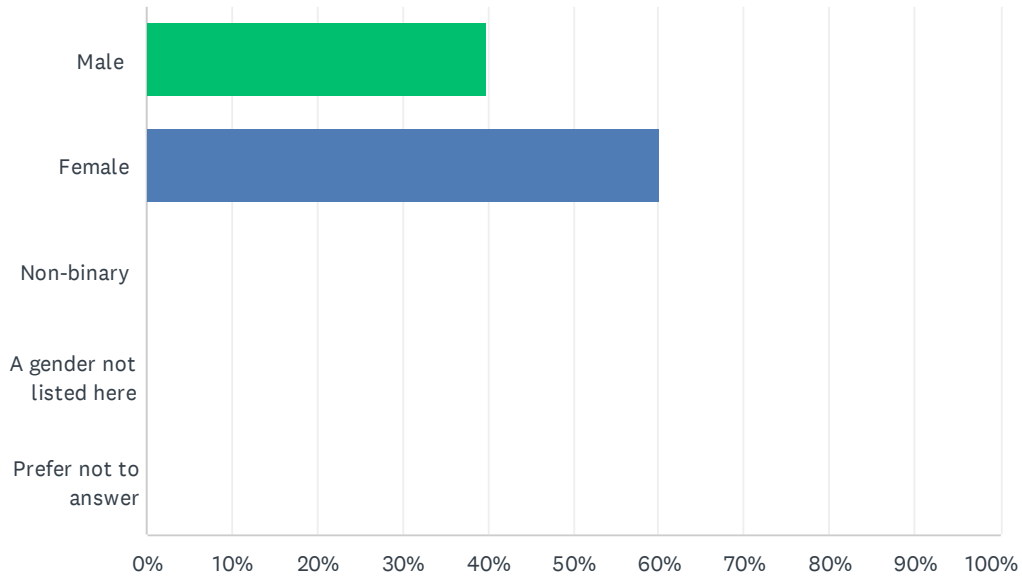
Answered: 510 Skipped: 1



ANSWER CHOICES	RESPONSES
1-10	15.10% 77
11-20	13.14% 67
21-30	16.86% 86
31-40	10.39% 53
41-50	10.20% 52
50 or more	34.31% 175
<b>TOTAL</b>	<b>510</b>

## Q1 Gender

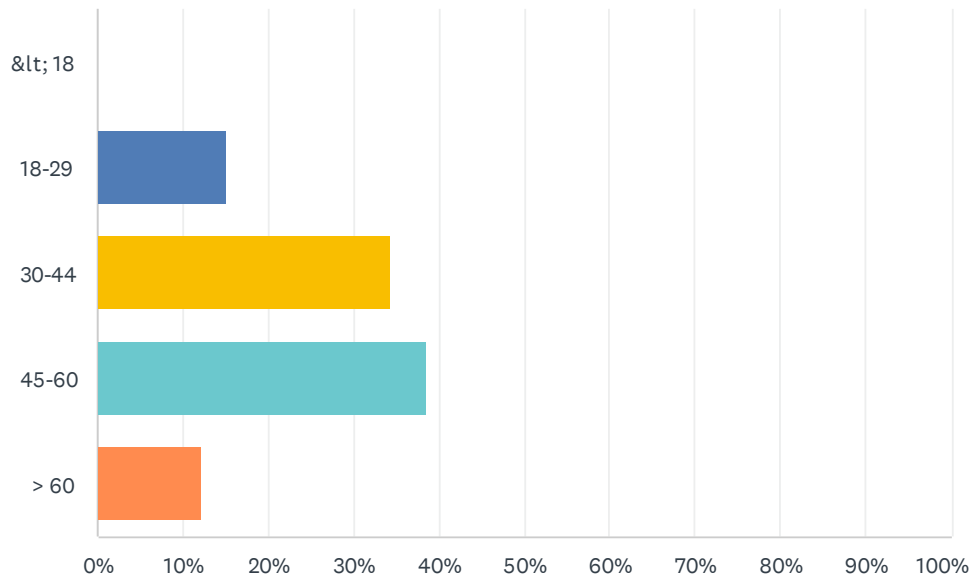
Answered: 511 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	39.92%	204
Female	60.08%	307
Non-binary	0.00%	0
A gender not listed here	0.00%	0
Prefer not to answer	0.00%	0
<b>TOTAL</b>		<b>511</b>

## Q2 Age

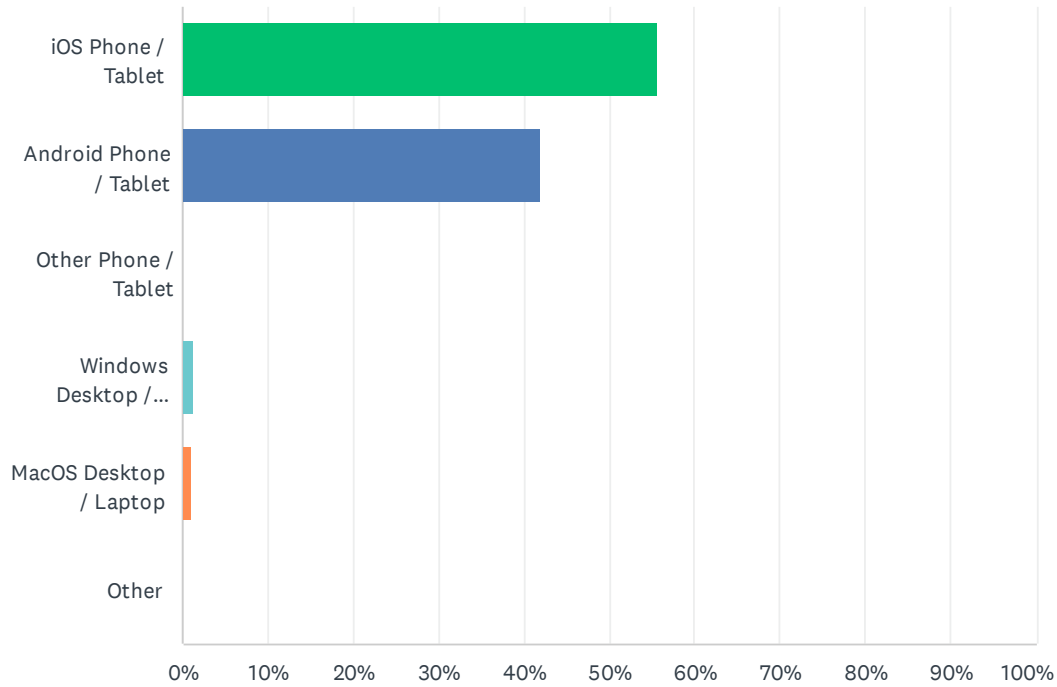
Answered: 511 Skipped: 0



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	15.07%	77
30-44	34.25%	175
45-60	38.55%	197
> 60	12.13%	62
TOTAL		511

## Q3 Device Type

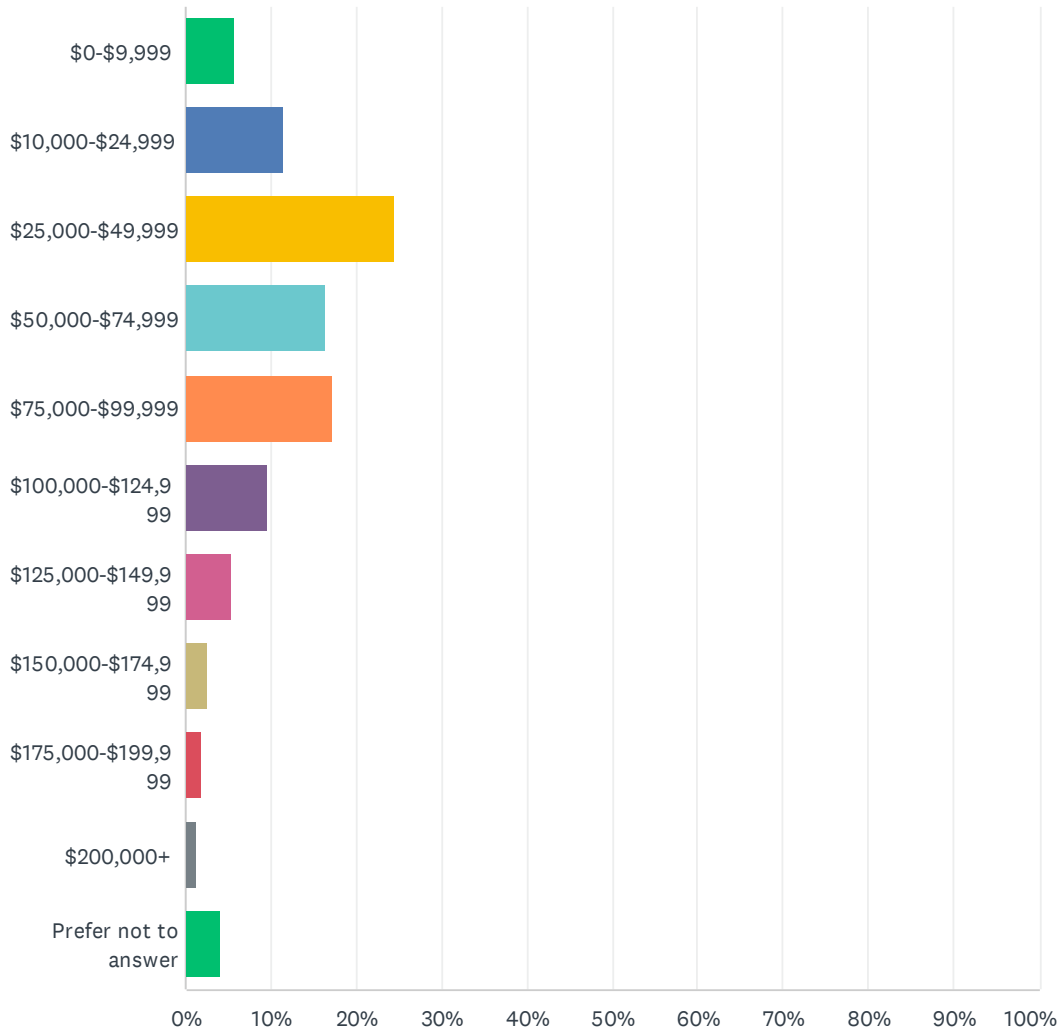
Answered: 511 Skipped: 0



ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	55.58%	284
Android Phone / Tablet	42.07%	215
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	1.37%	7
MacOS Desktop / Laptop	0.98%	5
Other	0.00%	0
<b>TOTAL</b>		<b>511</b>

## Q4 Household Income

Answered: 511 Skipped: 0



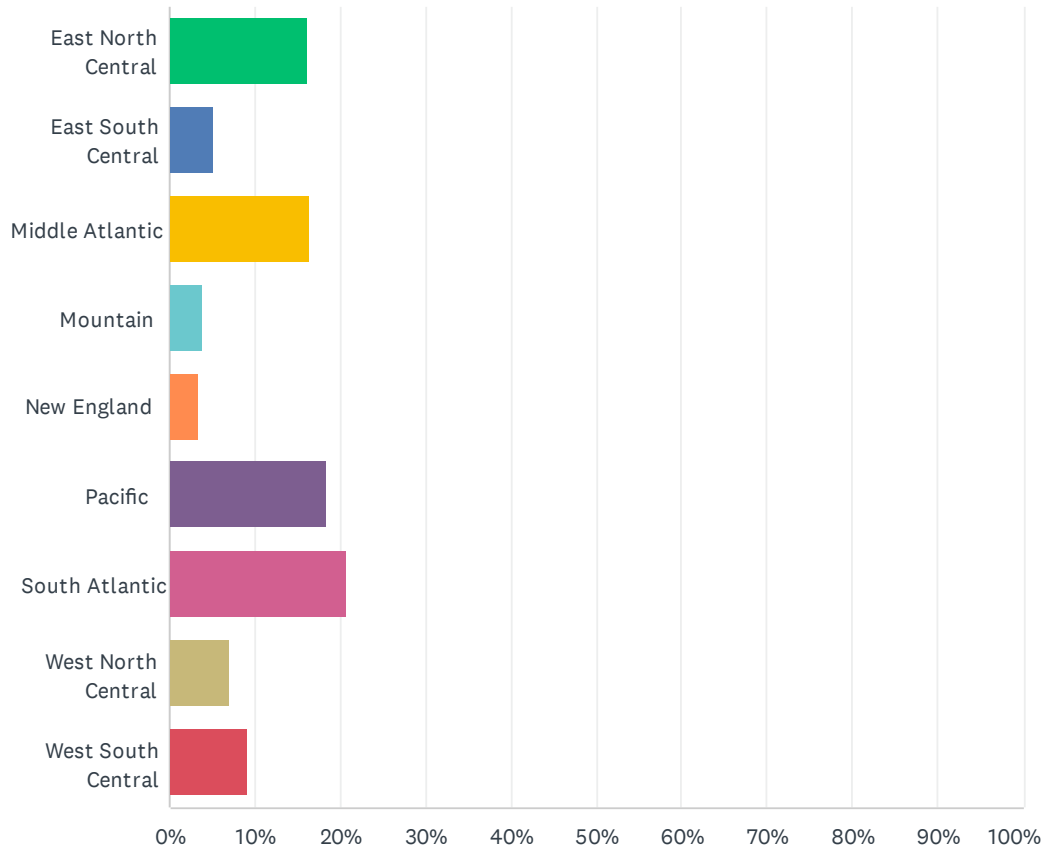
## AI's Impact on the Business Arena

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	5.68%	29
\$10,000-\$24,999	11.55%	59
\$25,000-\$49,999	24.46%	125
\$50,000-\$74,999	16.44%	84
\$75,000-\$99,999	17.22%	88
\$100,000-\$124,999	9.59%	49
\$125,000-\$149,999	5.28%	27
\$150,000-\$174,999	2.54%	13
\$175,000-\$199,999	1.96%	10
\$200,000+	1.17%	6
Prefer not to answer	4.11%	21
<b>TOTAL</b>		<b>511</b>



## Q5 Major US Region

Answered: 502 Skipped: 9



ANSWER CHOICES	RESPONSES	
East North Central	16.14%	81
East South Central	5.18%	26
Middle Atlantic	16.33%	82
Mountain	3.78%	19
New England	3.39%	17
Pacific	18.33%	92
South Atlantic	20.72%	104
West North Central	6.97%	35
West South Central	9.16%	46
<b>TOTAL</b>		<b>502</b>