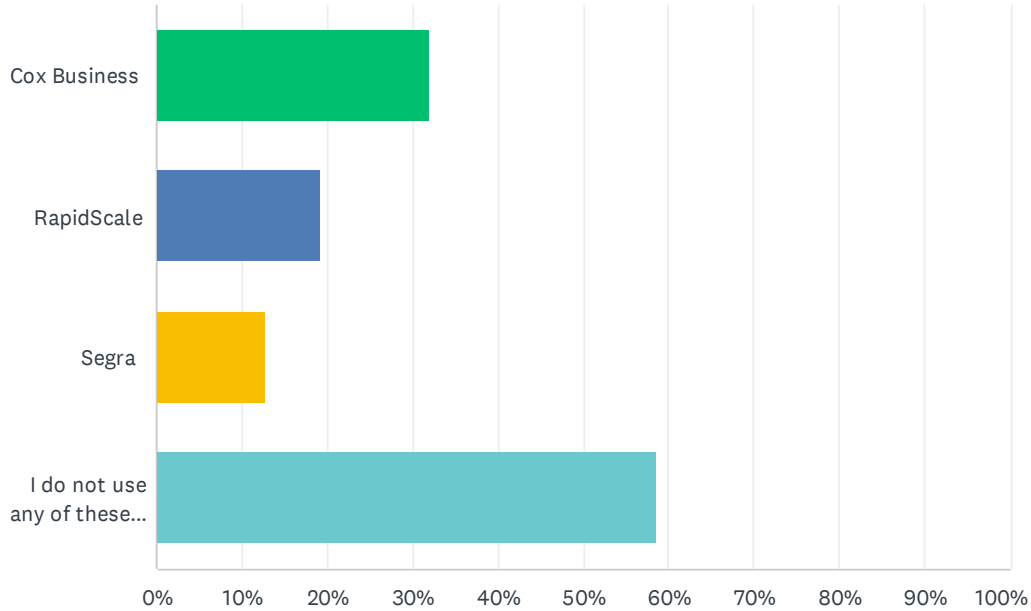


Q1 Do you use any of the following service/technology providers for your business? (Select all that apply.)

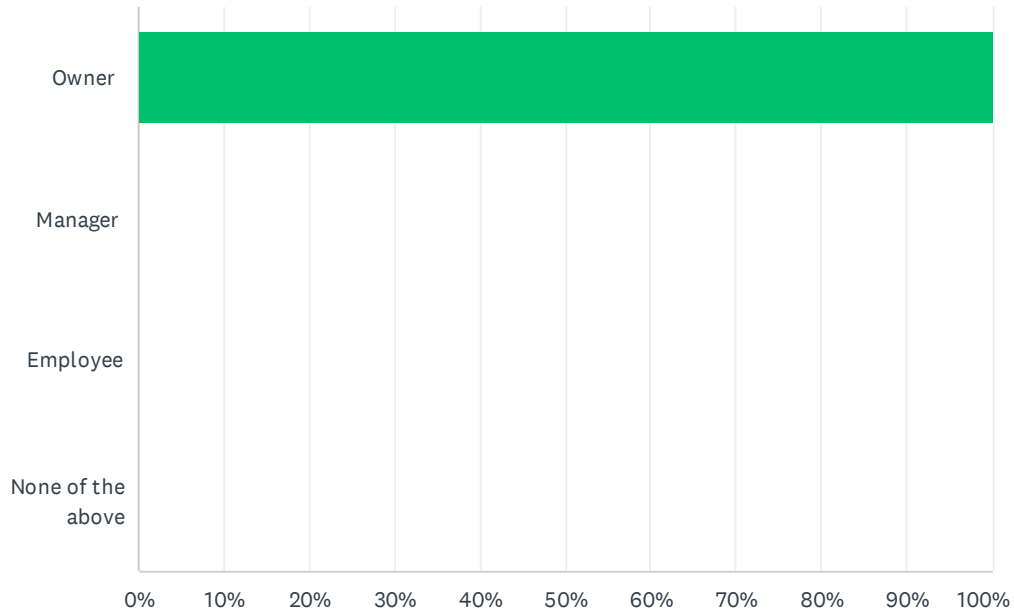
Answered: 502 Skipped: 0



ANSWER CHOICES	RESPONSES	
Cox Business	32.07%	161
RapidScale	19.12%	96
Segra	12.75%	64
I do not use any of these services/tech providers for my business.	58.57%	294
Total Respondents: 502		

Q2 What is your title/role at your business?

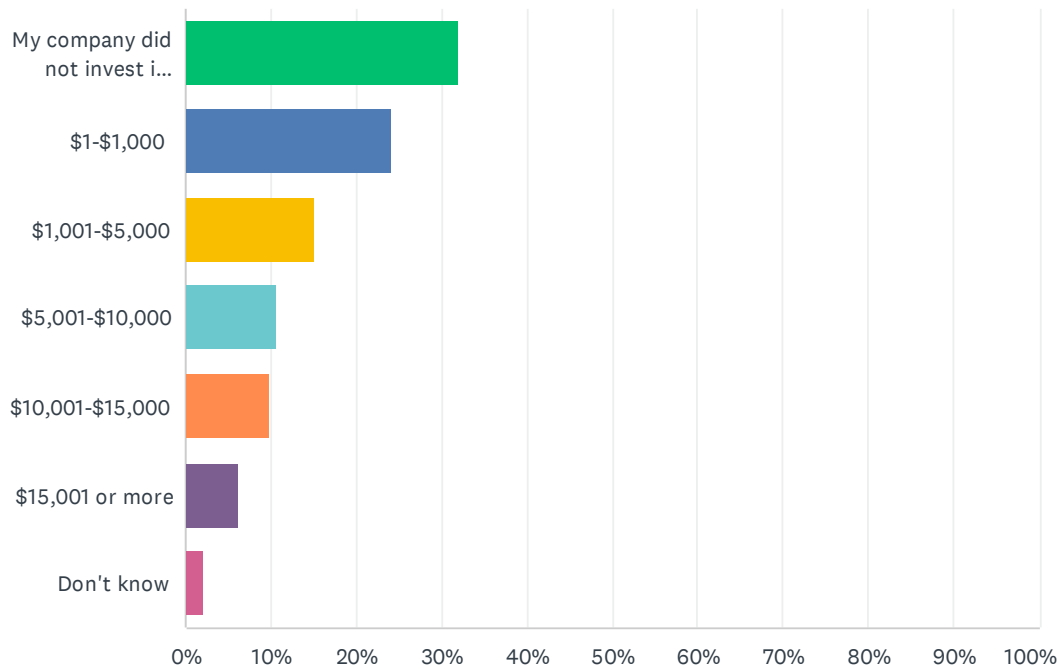
Answered: 502 Skipped: 0



ANSWER CHOICES	RESPONSES	
Owner	100.00%	502
Manager	0.00%	0
Employee	0.00%	0
None of the above	0.00%	0
TOTAL		502

Q3 How much did your company invest in AI in 2023 for the business?

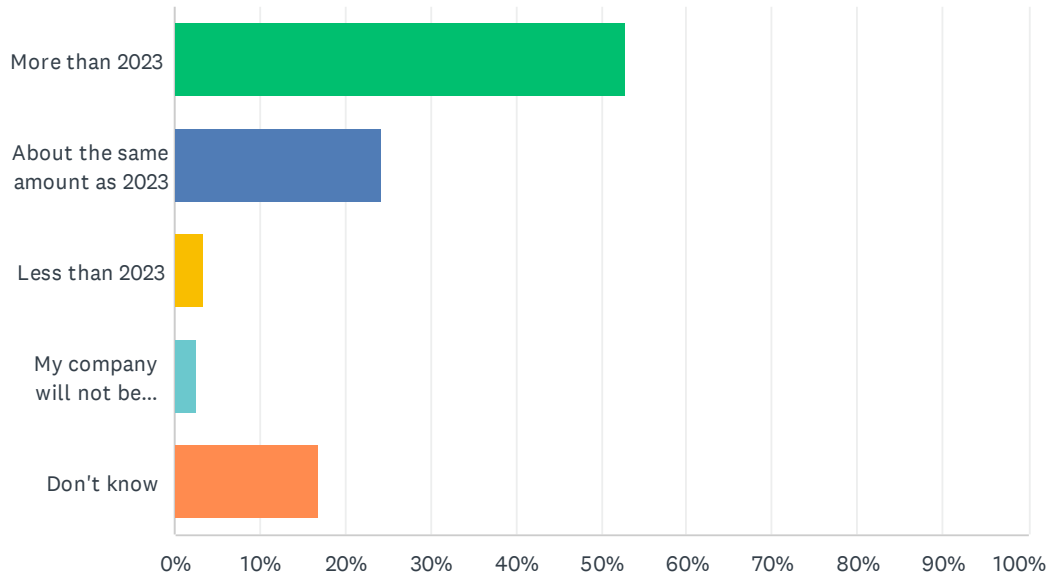
Answered: 502 Skipped: 0



ANSWER CHOICES	RESPONSES	
My company did not invest in AI for business in 2023.	32.07%	161
\$1-\$1,000	24.10%	121
\$1,001-\$5,000	15.14%	76
\$5,001-\$10,000	10.56%	53
\$10,001-\$15,000	9.76%	49
\$15,001 or more	6.18%	31
Don't know	2.19%	11
TOTAL		502

Q4 How much does your company plan to invest in AI for your business in 2024?

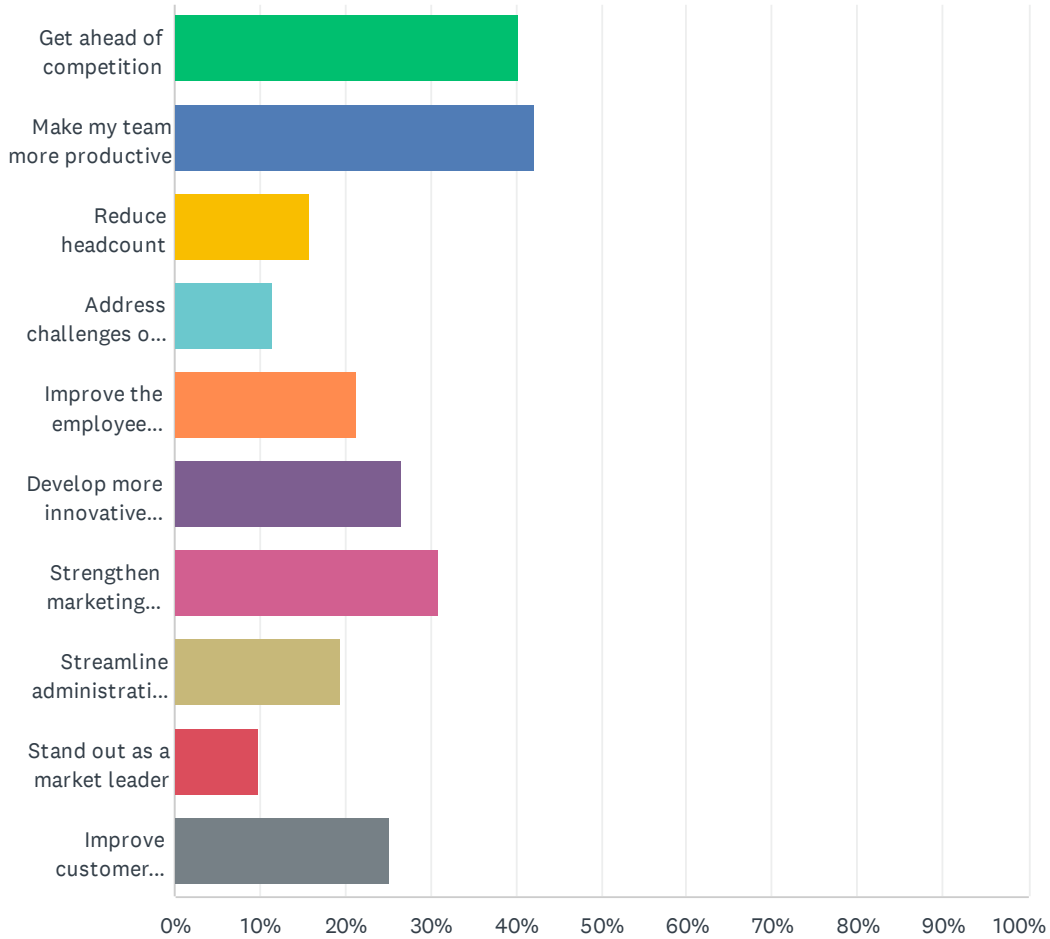
Answered: 502 Skipped: 0



ANSWER CHOICES	RESPONSES	
More than 2023	52.79%	265
About the same amount as 2023	24.30%	122
Less than 2023	3.39%	17
My company will not be investing in AI at all in 2024	2.59%	13
Don't know	16.93%	85
TOTAL		502

Q5 Please select the top three reasons you chose to or plan to invest in AI for your business. (Select up to three responses.)

Answered: 501 Skipped: 1

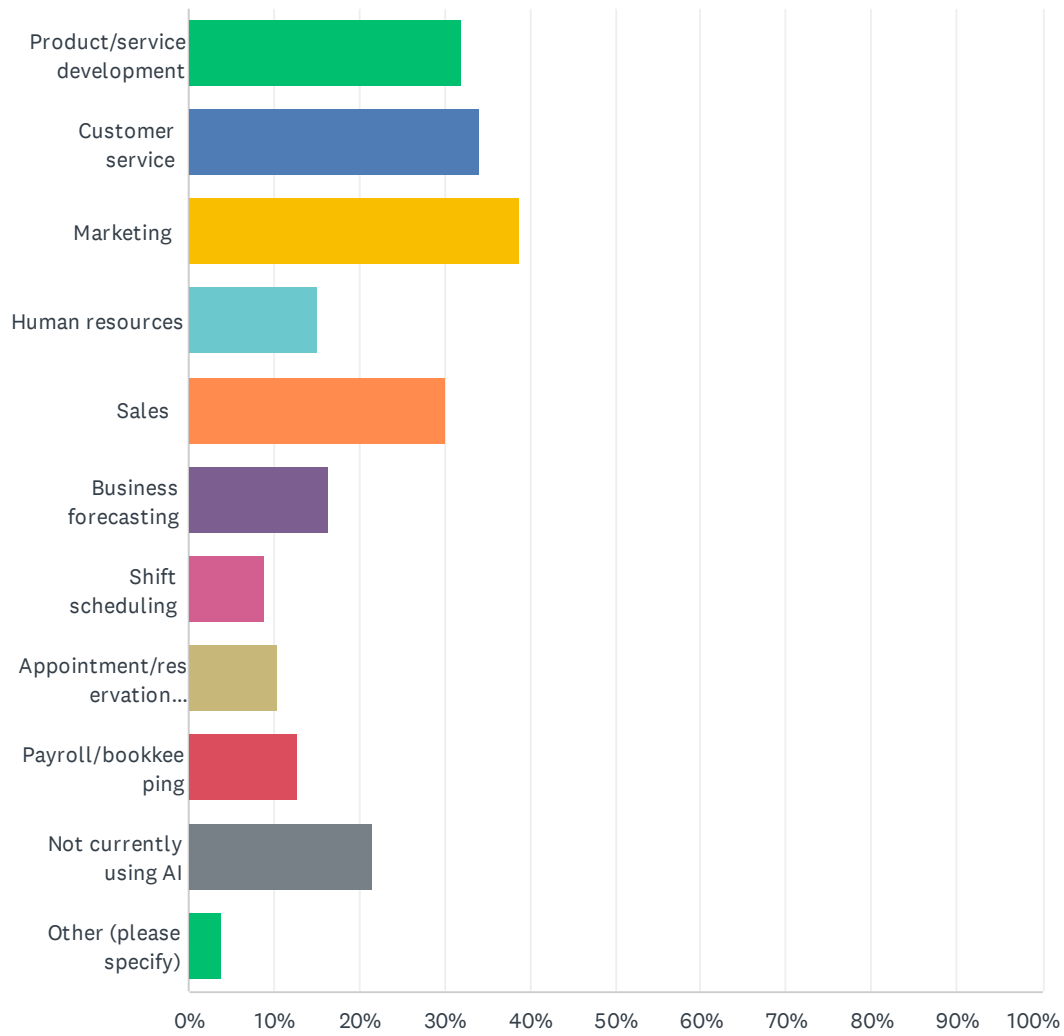


AI's Impact on the Small Business Arena

ANSWER CHOICES	RESPONSES	
Get ahead of competition	40.32%	202
Make my team more productive	42.12%	211
Reduce headcount	15.77%	79
Address challenges of labor shortages	11.58%	58
Improve the employee experience	21.36%	107
Develop more innovative products/services	26.55%	133
Strengthen marketing efforts	30.94%	155
Streamline administrative tasks like scheduling, payroll, taxes, etc.	19.36%	97
Stand out as a market leader	9.78%	49
Improve customer experience	25.15%	126
Total Respondents: 501		

Q6 How is your company using AI? (Select all that apply.)

Answered: 501 Skipped: 1

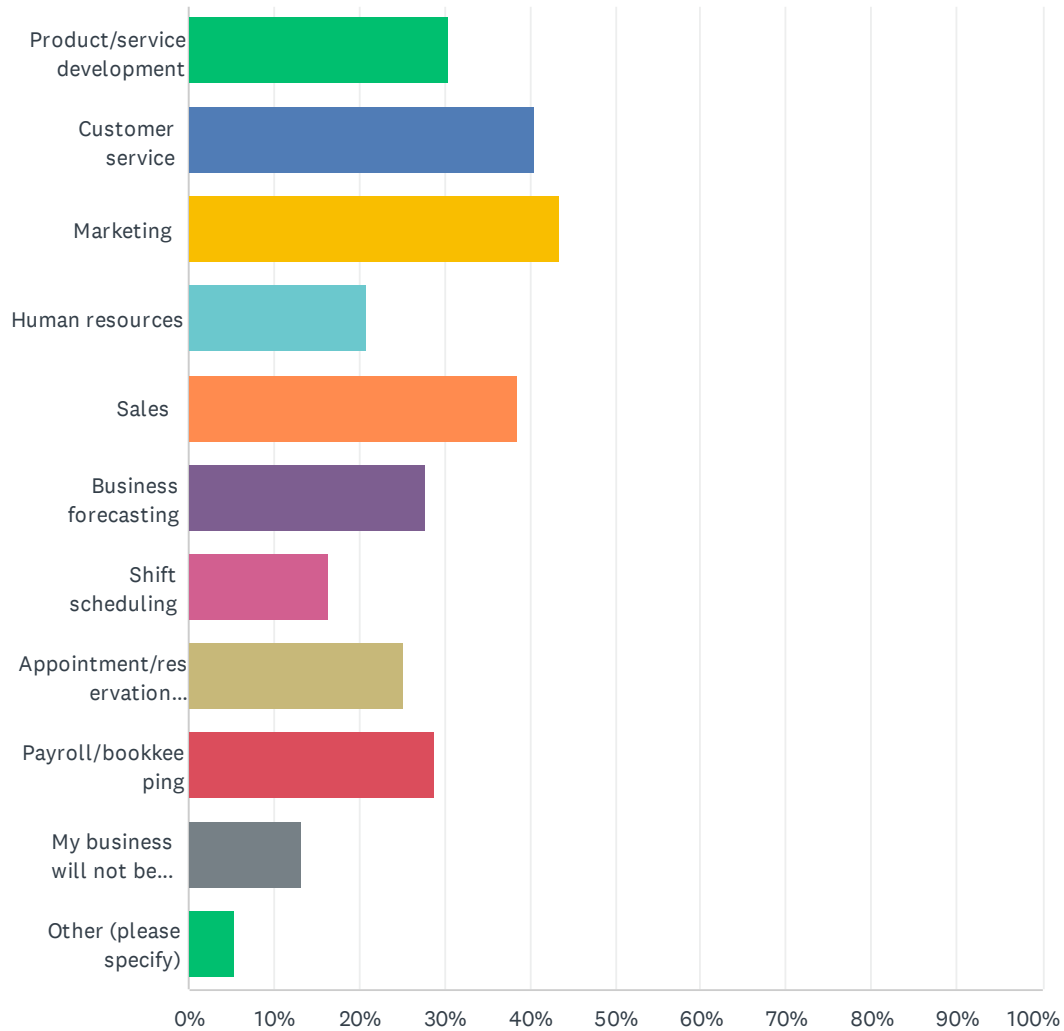


AI's Impact on the Small Business Arena

ANSWER CHOICES	RESPONSES	
Product/service development	31.94%	160
Customer service	34.13%	171
Marketing	38.72%	194
Human resources	15.17%	76
Sales	30.14%	151
Business forecasting	16.37%	82
Shift scheduling	8.98%	45
Appointment/reservation scheduling	10.38%	52
Payroll/bookkeeping	12.77%	64
Not currently using AI	21.56%	108
Other (please specify)	3.79%	19
Total Respondents: 501		

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

Answered: 501 Skipped: 1

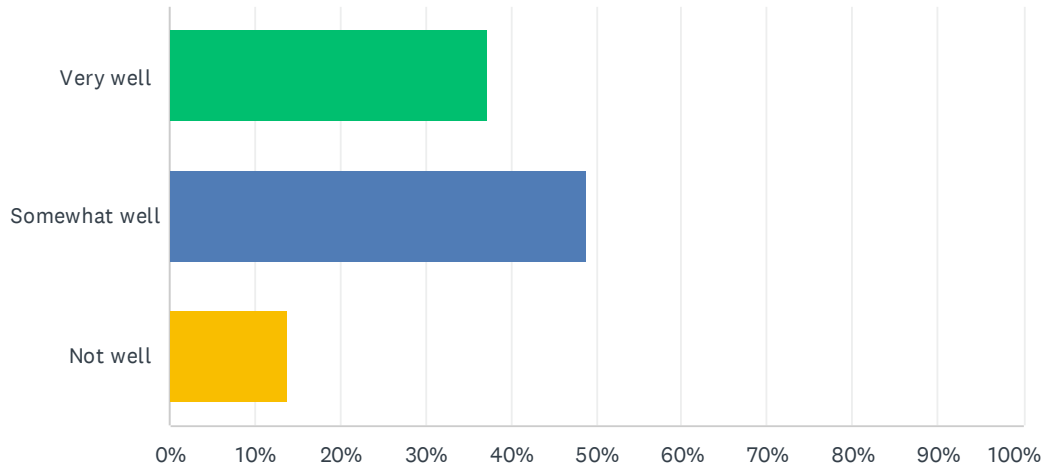


AI's Impact on the Small Business Arena

ANSWER CHOICES	RESPONSES	
Product/service development	30.54%	153
Customer service	40.52%	203
Marketing	43.51%	218
Human resources	20.96%	105
Sales	38.52%	193
Business forecasting	27.74%	139
Shift scheduling	16.37%	82
Appointment/reservation scheduling	25.15%	126
Payroll/bookkeeping	28.74%	144
My business will not be using AI in 2024.	13.17%	66
Other (please specify)	5.39%	27
Total Respondents: 501		

Q8 How well do you understand AI?

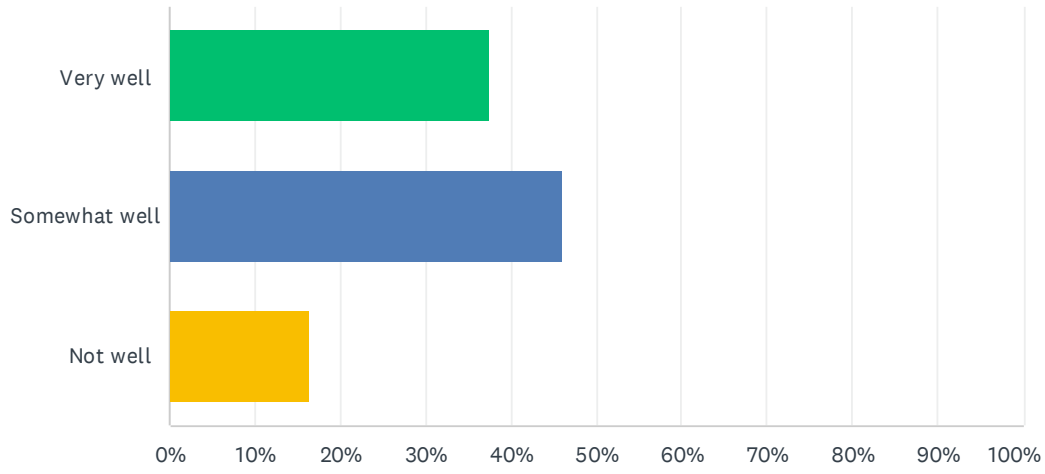
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES
Very well	37.33% 187
Somewhat well	48.90% 245
Not well	13.77% 69
TOTAL	501

Q9 How well does your team understand AI?

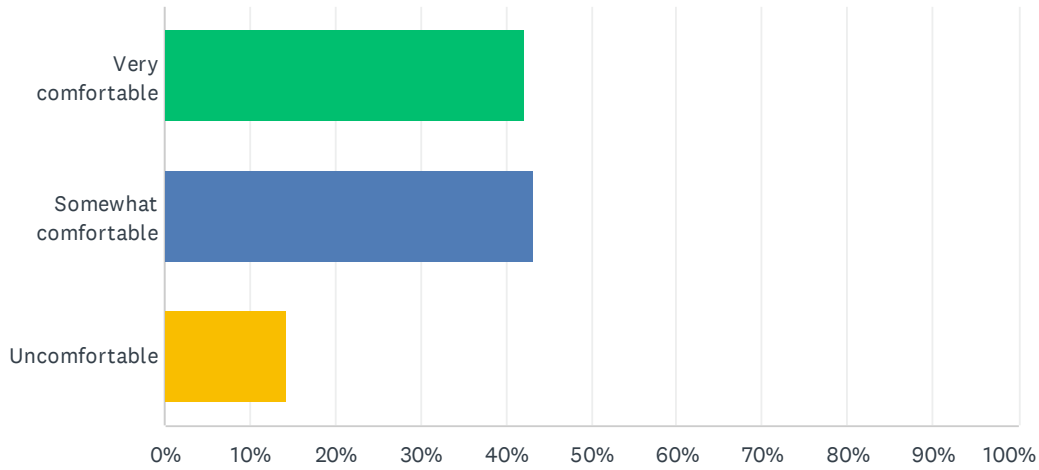
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very well	37.52%	188
Somewhat well	46.11%	231
Not well	16.37%	82
TOTAL		501

Q10 How comfortable are you with using AI tools in your business?

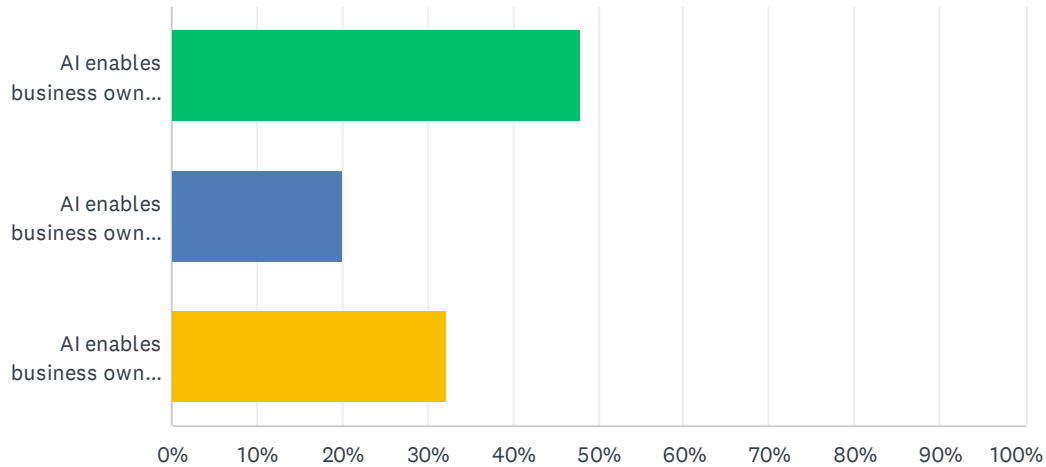
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very comfortable	42.32%	212
Somewhat comfortable	43.31%	217
Uncomfortable	14.37%	72
TOTAL		501

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

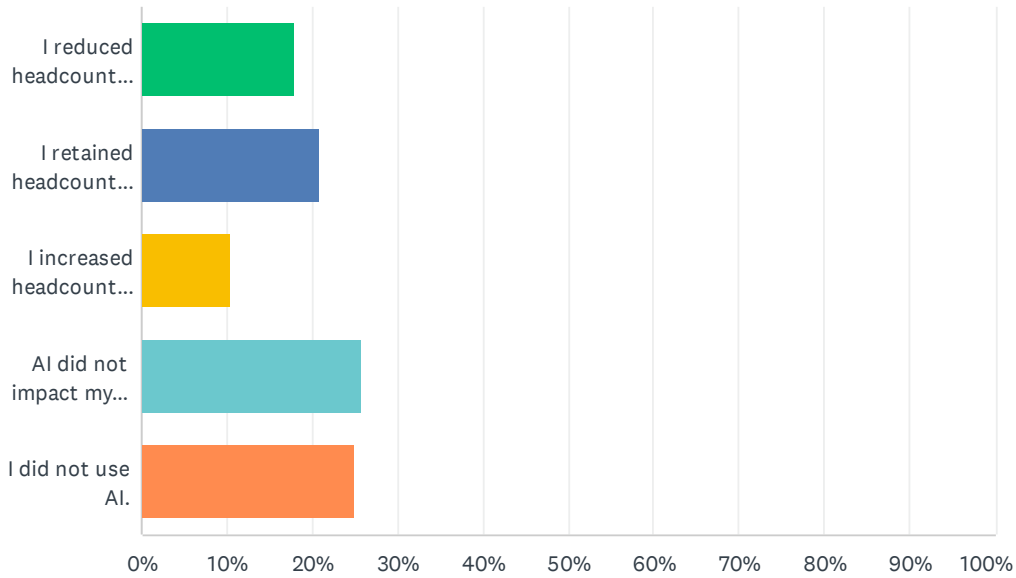
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
AI enables business owners to reduce their employee headcount.	47.90%	240
AI enables business owners to increase their employee headcount.	19.96%	100
AI enables business owners to retain their employee headcount.	32.14%	161
TOTAL		501

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

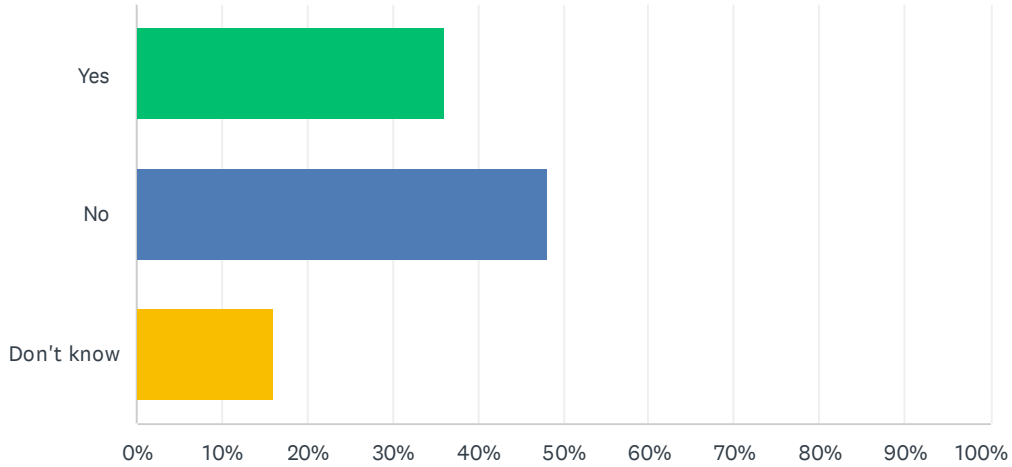
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
I reduced headcount because of AI.	17.96%	90
I retained headcount because of AI.	20.96%	105
I increased headcount because of AI.	10.38%	52
AI did not impact my company's headcount.	25.75%	129
I did not use AI.	24.95%	125
TOTAL		501

Q13 Do you plan to use AI as a means to reduce employee headcount in 2024?

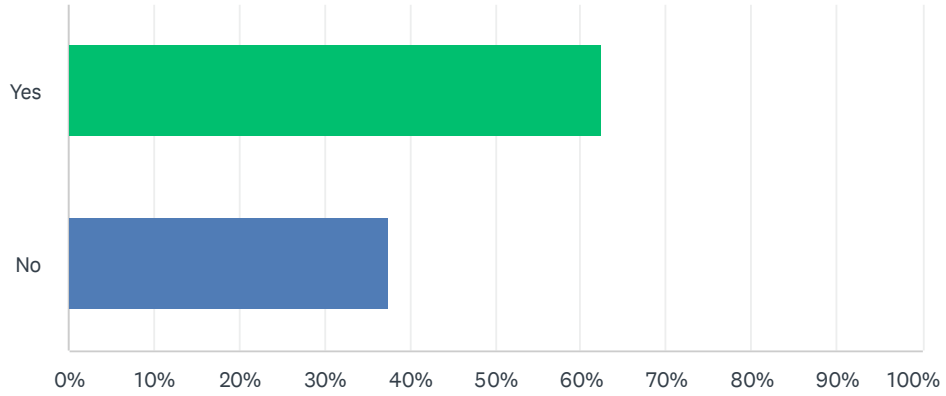
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	35.93%	180
No	48.10%	241
Don't know	15.97%	80
TOTAL		501

Q14 Do you provide training to your employees on how to use AI in the workplace?

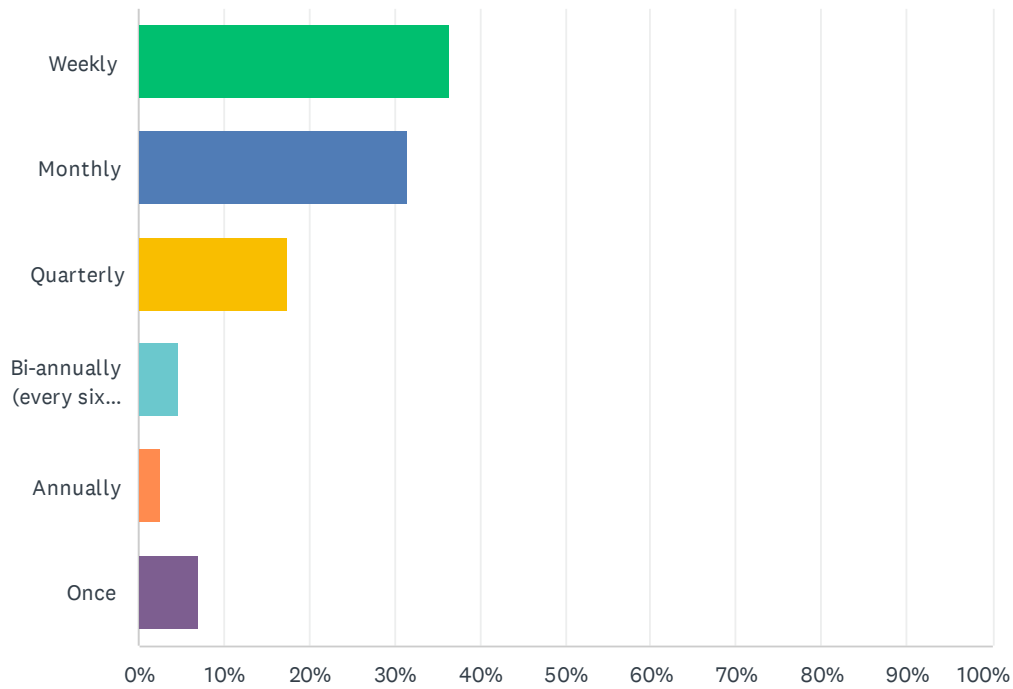
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	62.48%	313
No	37.52%	188
TOTAL		501

Q15 How often are these AI trainings offered to employees?

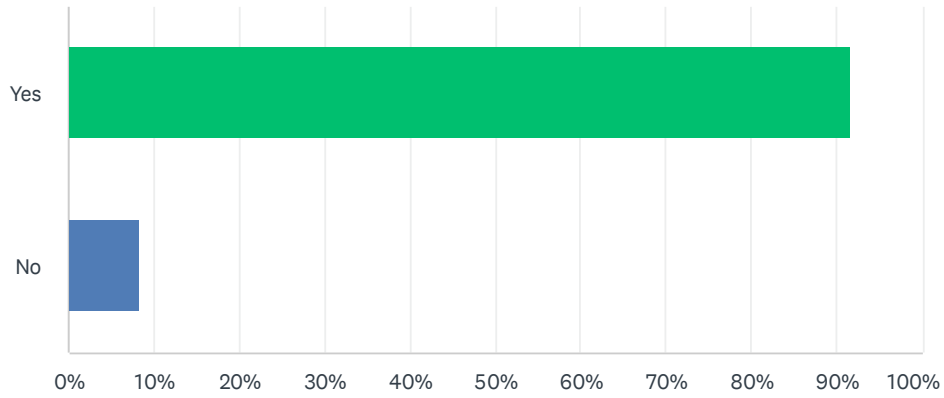
Answered: 313 Skipped: 189



ANSWER CHOICES	RESPONSES	
Weekly	36.42%	114
Monthly	31.63%	99
Quarterly	17.57%	55
Bi-annually (every six months)	4.79%	15
Annually	2.56%	8
Once	7.03%	22
TOTAL		313

Q16 Do you plan to offer new training courses to employees in 2024?

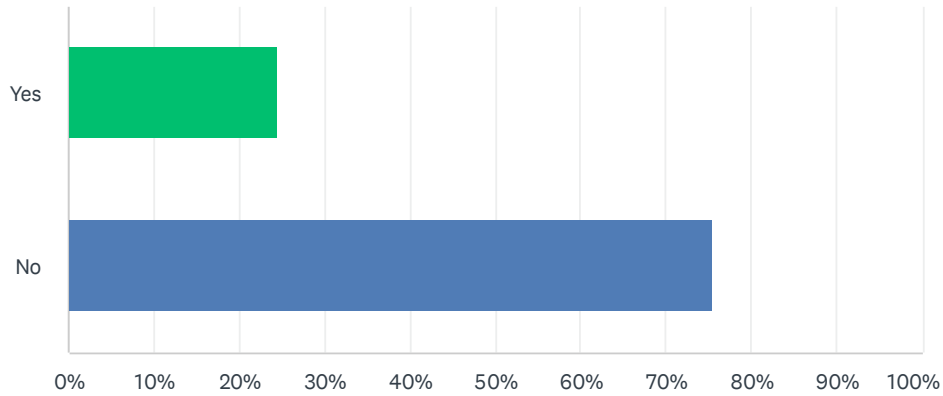
Answered: 313 Skipped: 189



ANSWER CHOICES	RESPONSES	
Yes	91.69%	287
No	8.31%	26
TOTAL		313

Q17 Do you plan to offer AI training courses to employees in 2024?

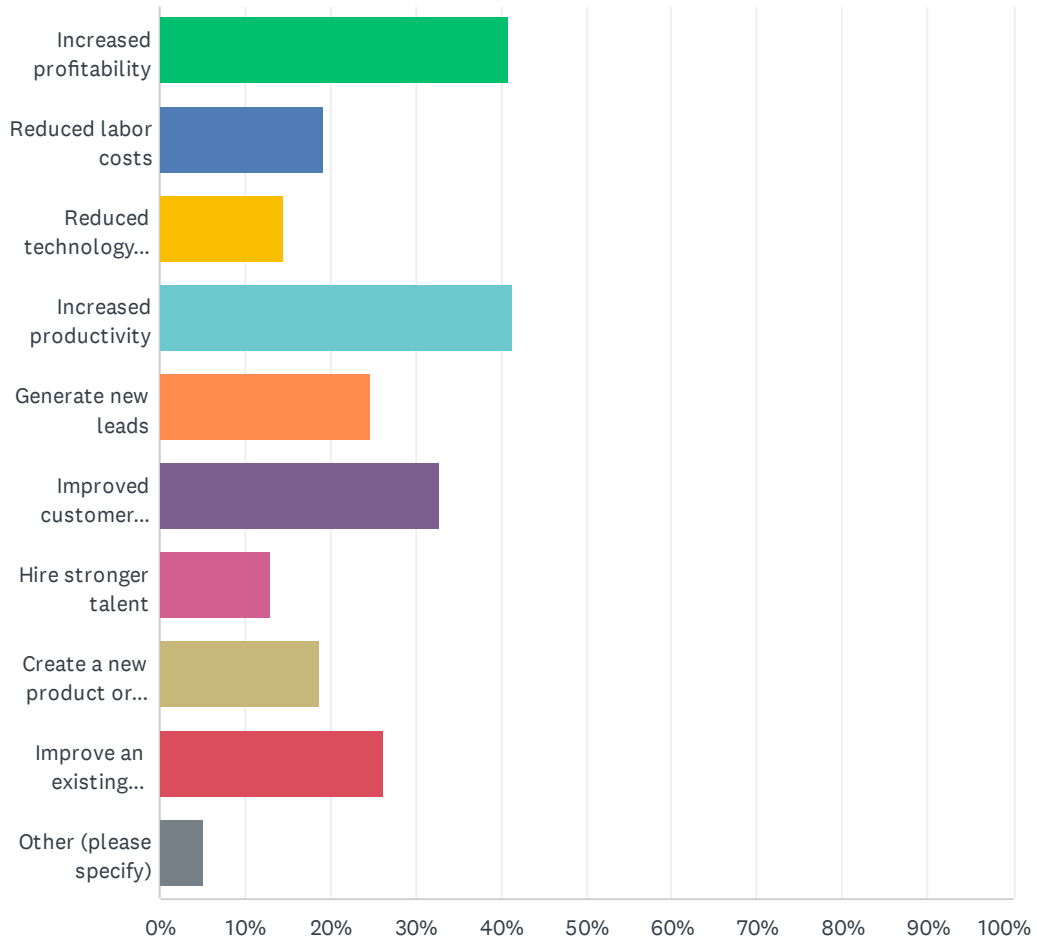
Answered: 188 Skipped: 314



ANSWER CHOICES	RESPONSES	
Yes	24.47%	46
No	75.53%	142
TOTAL		188

Q18 What are your desired business outcomes of using AI in 2024? (Select up to three responses.)

Answered: 501 Skipped: 1

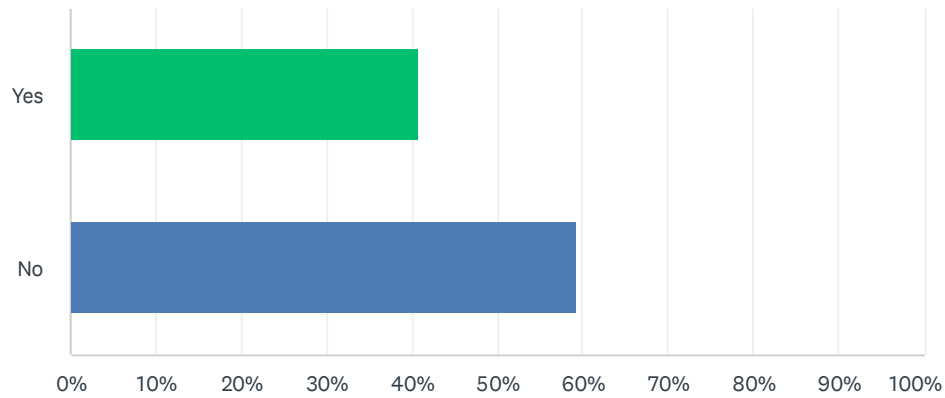


AI's Impact on the Small Business Arena

ANSWER CHOICES	RESPONSES	
Increased profitability	40.92%	205
Reduced labor costs	19.16%	96
Reduced technology costs	14.57%	73
Increased productivity	41.32%	207
Generate new leads	24.75%	124
Improved customer experience	32.93%	165
Hire stronger talent	12.97%	65
Create a new product or service	18.76%	94
Improve an existing product or service	26.15%	131
Other (please specify)	5.19%	26
Total Respondents: 501		

Q19 Did your business feel impacts of the IT labor shortage in 2023?

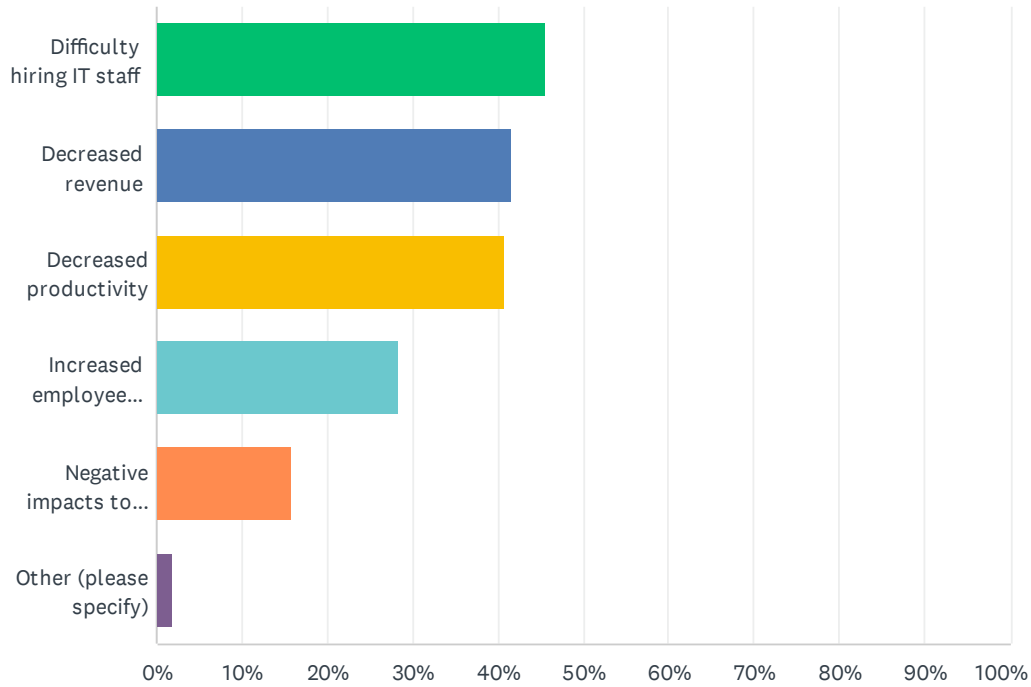
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	40.72%	204
No	59.28%	297
TOTAL		501

Q20 How did the IT labor shortage impact your business in 2023? (Select all that apply.)

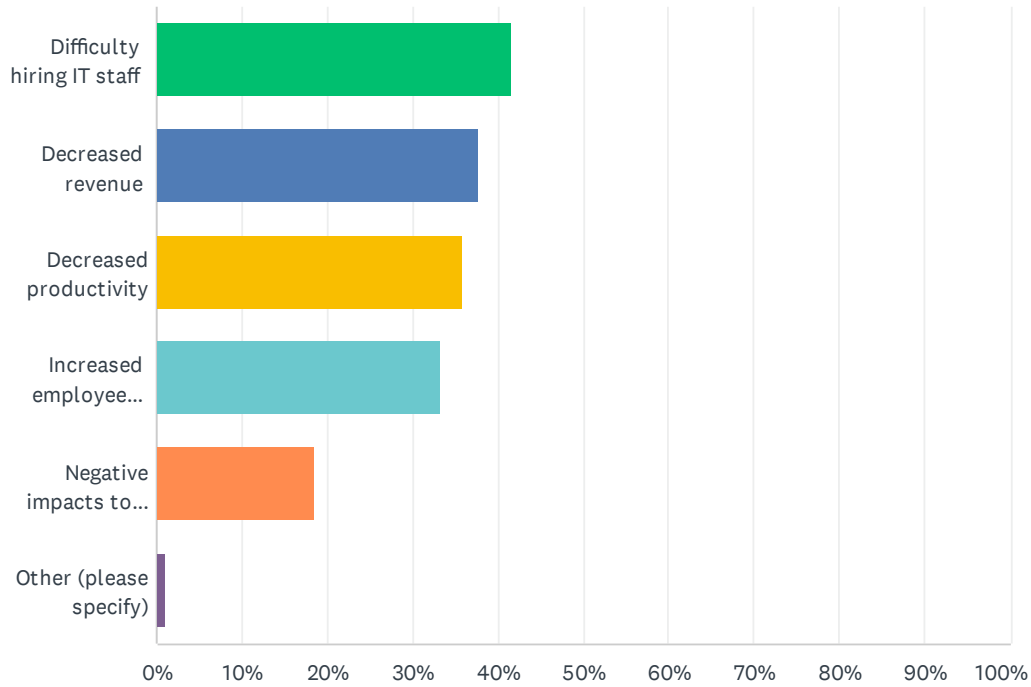
Answered: 204 Skipped: 298



ANSWER CHOICES	RESPONSES	
Difficulty hiring IT staff	45.59%	93
Decreased revenue	41.67%	85
Decreased productivity	40.69%	83
Increased employee turnover	28.43%	58
Negative impacts to customer experience	15.69%	32
Other (please specify)	1.96%	4
Total Respondents: 204		

Q21 How will a continued IT labor shortage impact your business in 2024? (Select all that apply.)

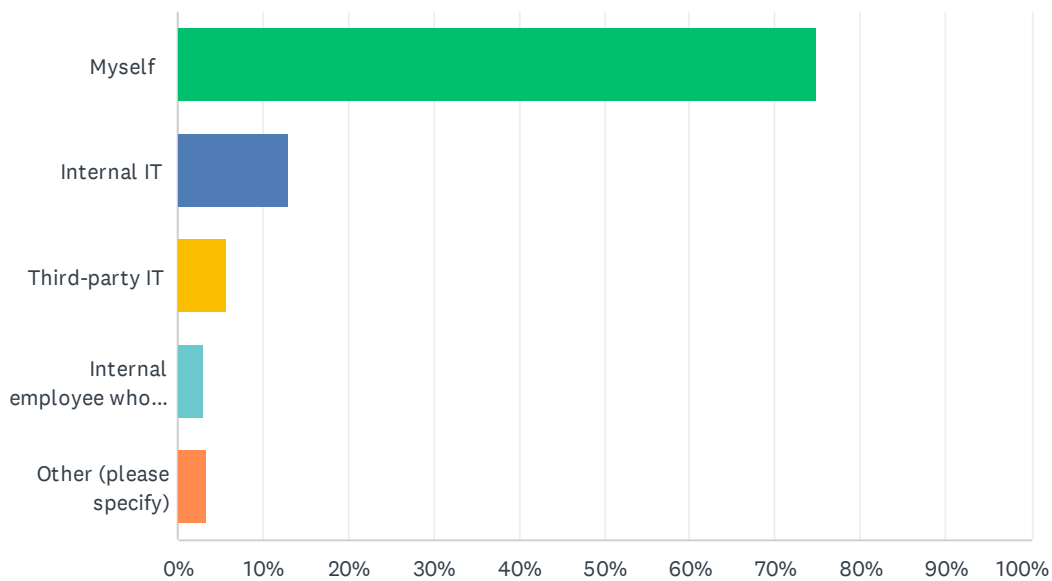
Answered: 204 Skipped: 298



ANSWER CHOICES	RESPONSES	
Difficulty hiring IT staff	41.67%	85
Decreased revenue	37.75%	77
Decreased productivity	35.78%	73
Increased employee turnover	33.33%	68
Negative impacts to customer experience	18.63%	38
Other (please specify)	0.98%	2
Total Respondents: 204		

Q22 Who oversees AI implementation and operations for your business?

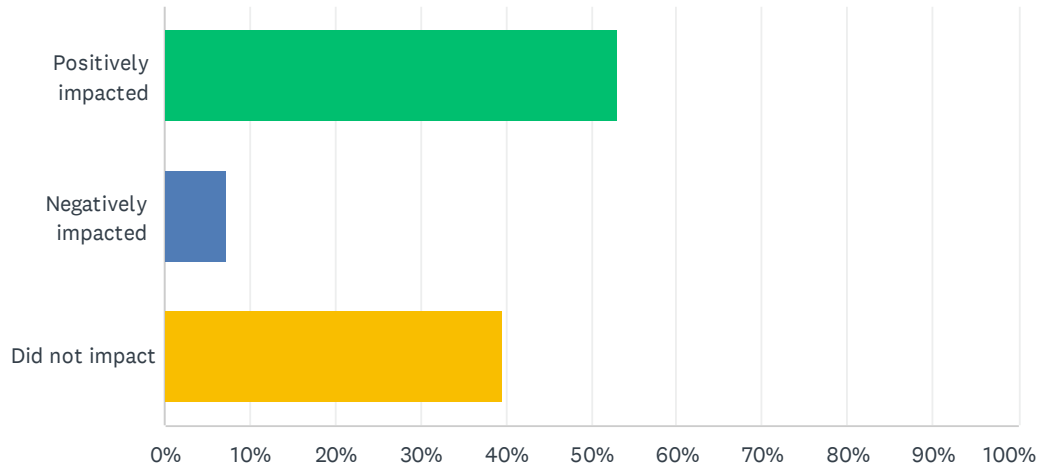
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
Myself	74.85%	375
Internal IT	12.97%	65
Third-party IT	5.79%	29
Internal employee whose primary job function is not IT	2.99%	15
Other (please specify)	3.39%	17
TOTAL		501

Q23 How do you feel AI impacted your business's customer experience in 2023?

Answered: 501 Skipped: 1



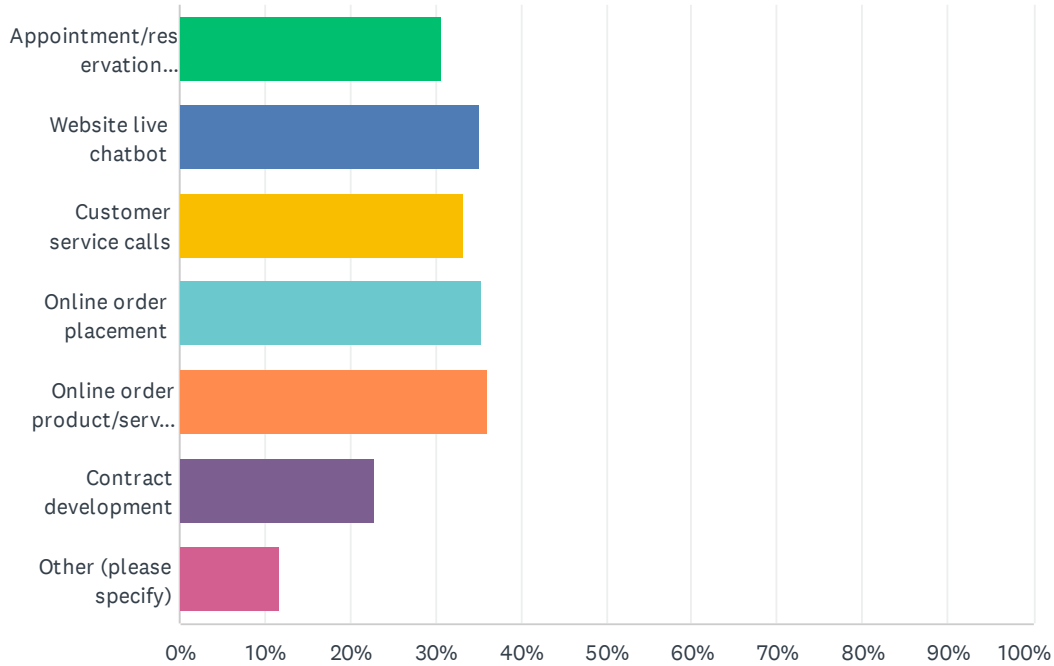
ANSWER CHOICES	RESPONSES
Positively impacted	53.09% 266
Negatively impacted	7.19% 36
Did not impact	39.72% 199
TOTAL	501

Q24 How did AI negatively impact your business's customer experience?

Answered: 36 Skipped: 466

Q25 How do you plan to use AI in support of customer experience in 2024? (Select all that apply.)

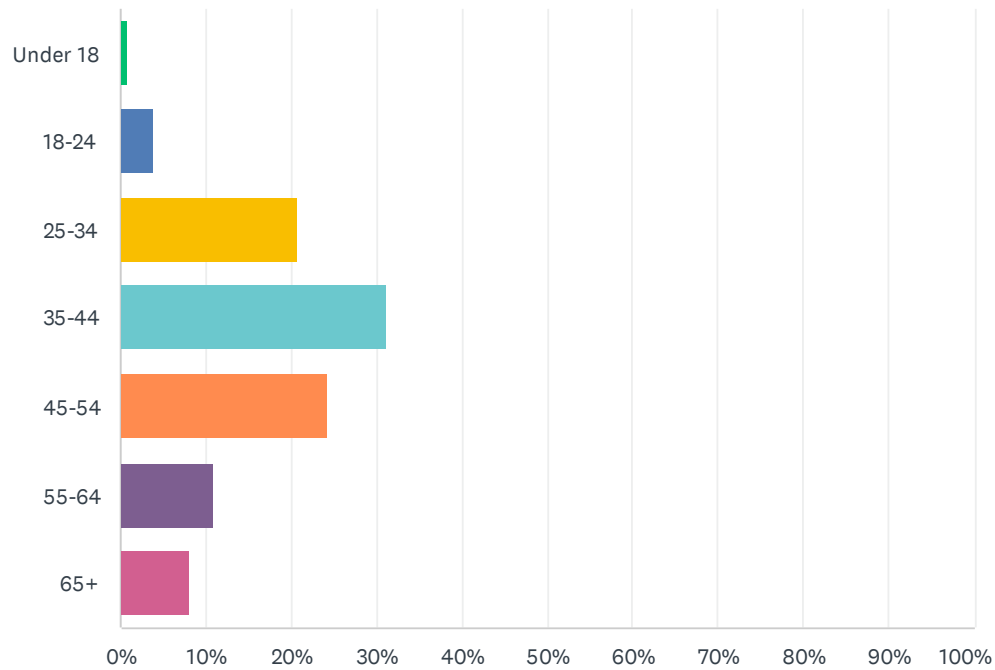
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
Appointment/reservation scheduling	30.74%	154
Website live chatbot	35.13%	176
Customer service calls	33.33%	167
Online order placement	35.33%	177
Online order product/service recommendations	36.13%	181
Contract development	22.75%	114
Other (please specify)	11.78%	59
Total Respondents: 501		

Q26 What is your age?

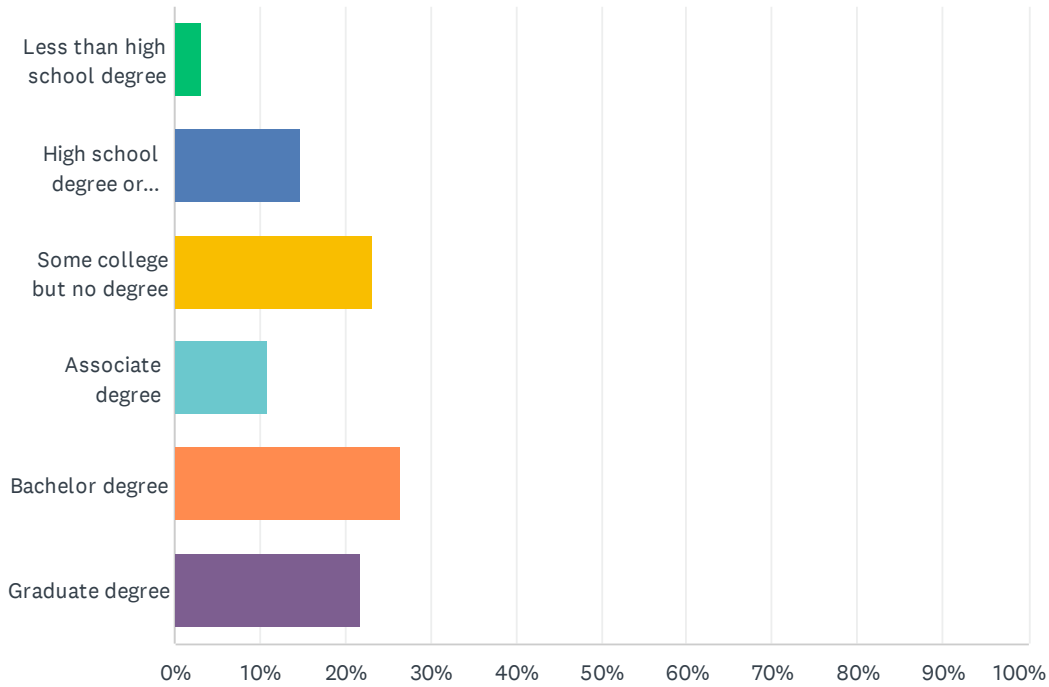
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
Under 18	0.80%	4
18-24	3.79%	19
25-34	20.76%	104
35-44	31.14%	156
45-54	24.35%	122
55-64	10.98%	55
65+	8.18%	41
TOTAL		501

Q27 What is the highest level of school you have completed or the highest degree you have received?

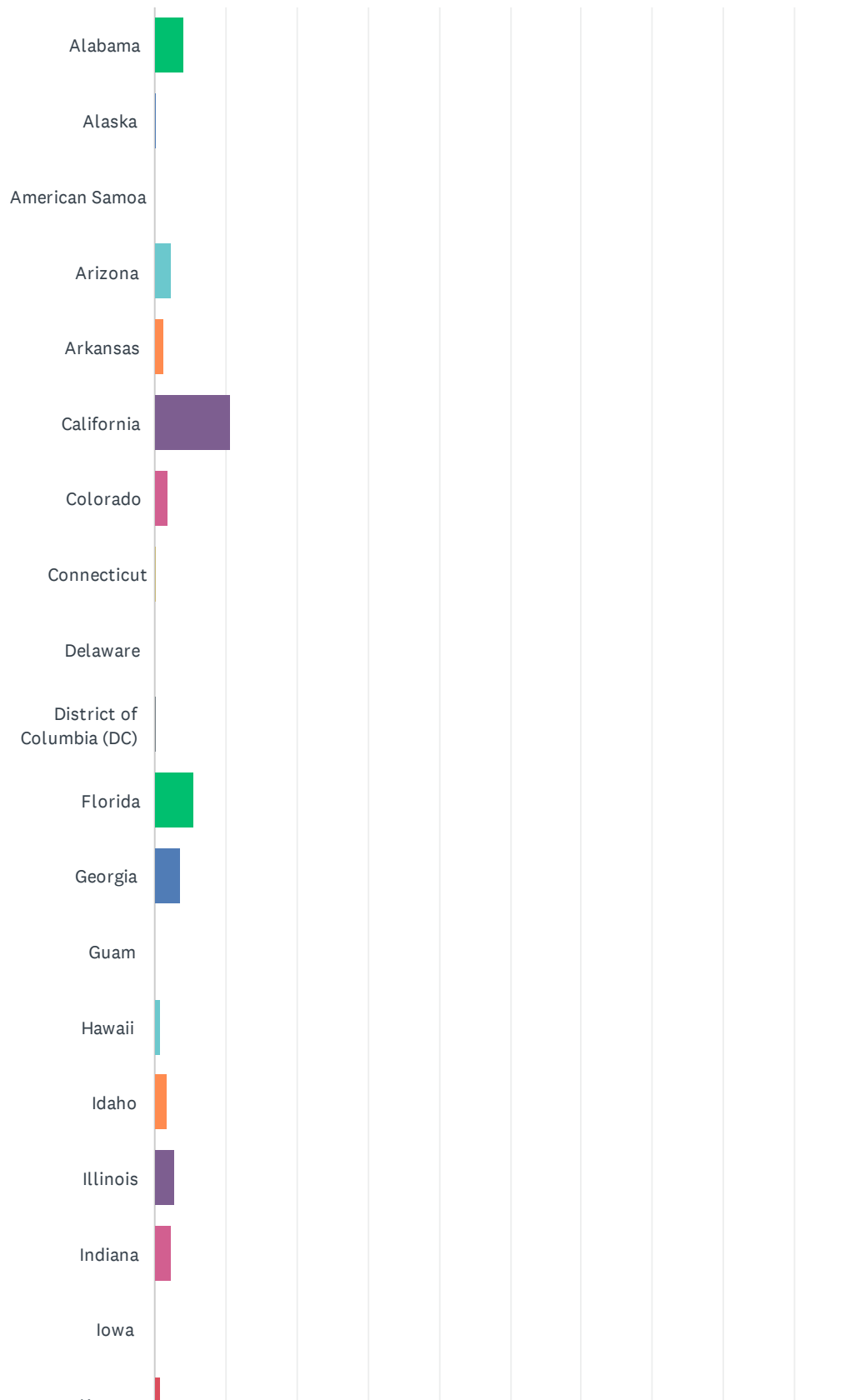
Answered: 501 Skipped: 1



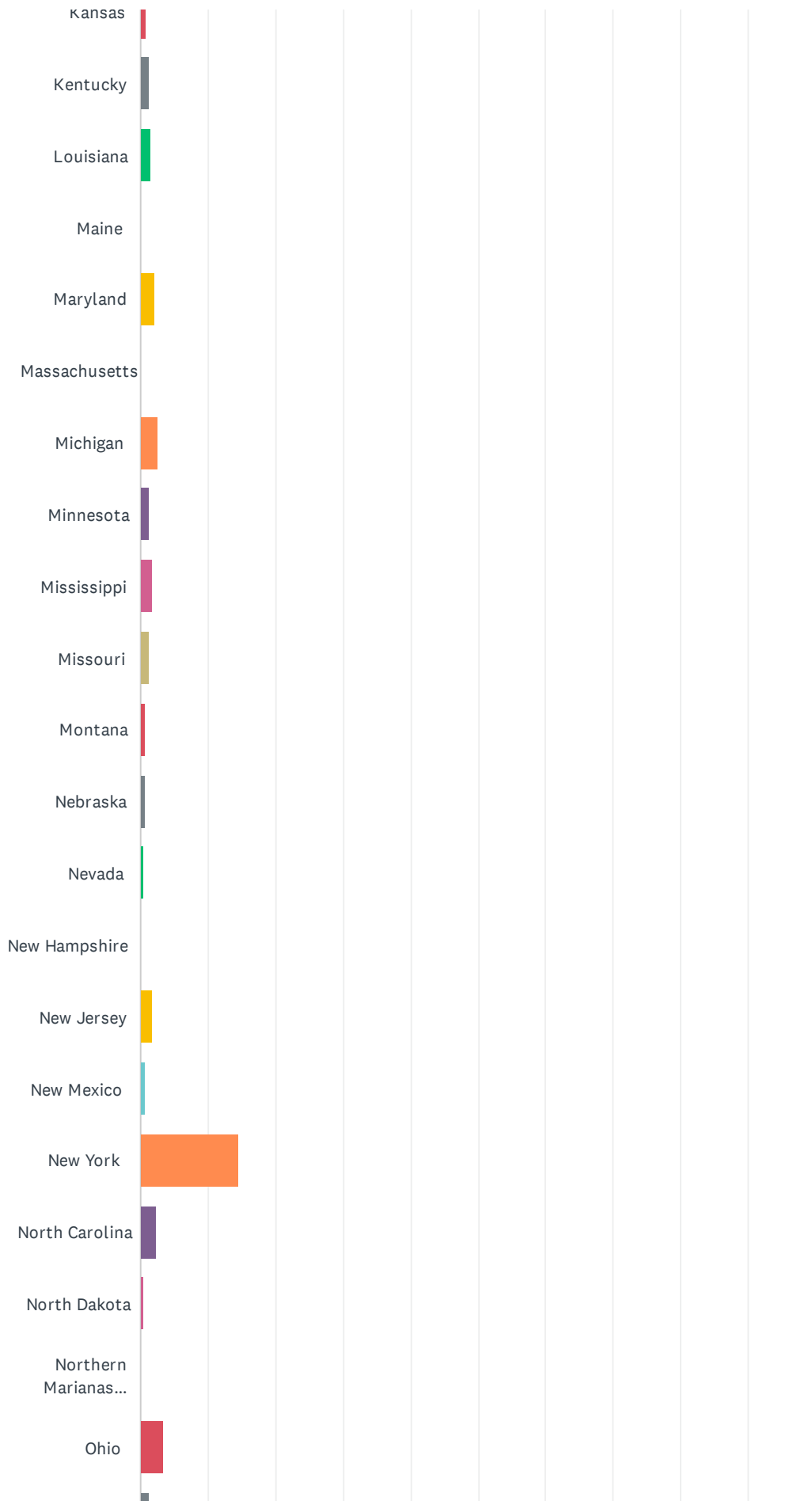
ANSWER CHOICES	RESPONSES	
Less than high school degree	3.19%	16
High school degree or equivalent (e.g., GED)	14.77%	74
Some college but no degree	23.15%	116
Associate degree	10.78%	54
Bachelor degree	26.35%	132
Graduate degree	21.76%	109
TOTAL		501

Q28 In what state or U.S. territory do you live?

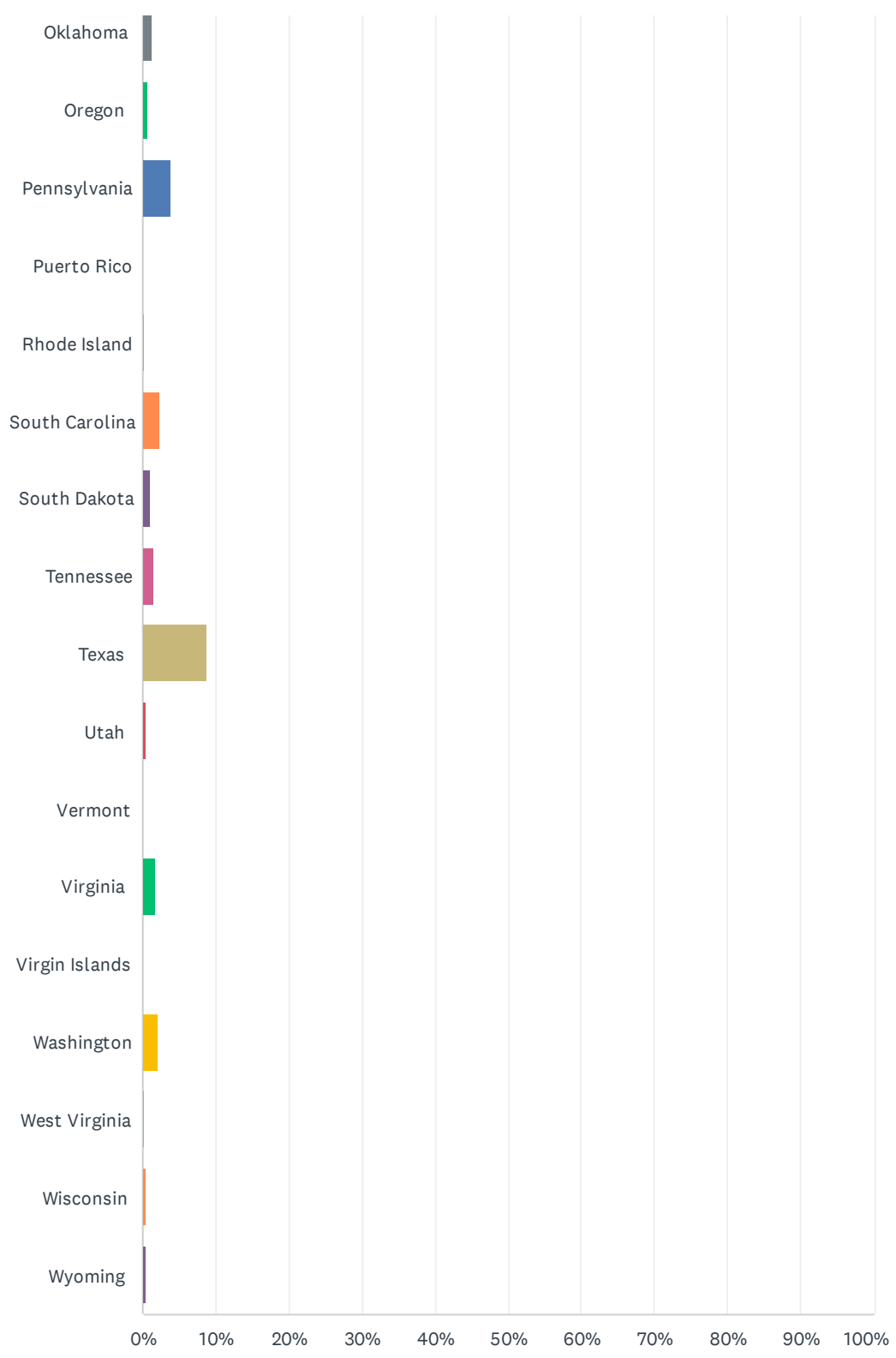
Answered: 501 Skipped: 1



AI's Impact on the Small Business Arena



AI's Impact on the Small Business Arena



AI's Impact on the Small Business Arena

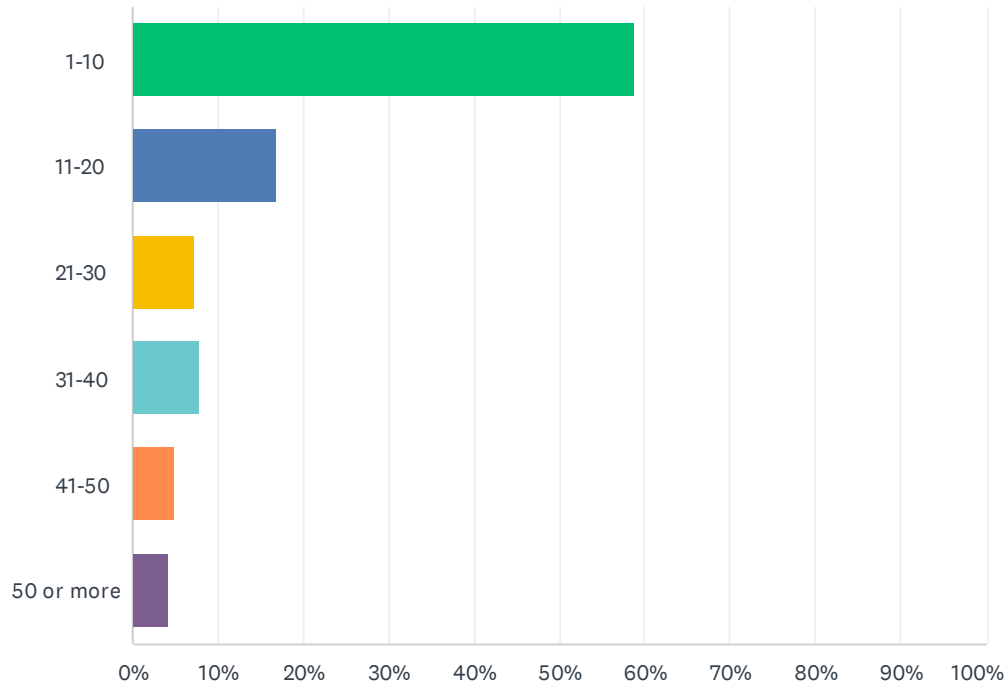
ANSWER CHOICES	RESPONSES	
Alabama	3.99%	20
Alaska	0.20%	1
American Samoa	0.00%	0
Arizona	2.40%	12
Arkansas	1.20%	6
California	10.58%	53
Colorado	2.00%	10
Connecticut	0.20%	1
Delaware	0.00%	0
District of Columbia (DC)	0.20%	1
Florida	5.59%	28
Georgia	3.59%	18
Guam	0.00%	0
Hawaii	0.80%	4
Idaho	1.80%	9
Illinois	2.79%	14
Indiana	2.40%	12
Iowa	0.00%	0
Kansas	0.80%	4
Kentucky	1.20%	6
Louisiana	1.60%	8
Maine	0.00%	0
Maryland	2.20%	11
Massachusetts	0.00%	0
Michigan	2.59%	13
Minnesota	1.20%	6
Mississippi	1.80%	9
Missouri	1.20%	6
Montana	0.60%	3
Nebraska	0.60%	3
Nevada	0.40%	2
New Hampshire	0.00%	0

AI's Impact on the Small Business Arena

New Jersey	1.80%	9
New Mexico	0.60%	3
New York	14.57%	73
North Carolina	2.40%	12
North Dakota	0.40%	2
Northern Marianas Islands	0.00%	0
Ohio	3.39%	17
Oklahoma	1.20%	6
Oregon	0.60%	3
Pennsylvania	3.79%	19
Puerto Rico	0.00%	0
Rhode Island	0.20%	1
South Carolina	2.40%	12
South Dakota	1.00%	5
Tennessee	1.60%	8
Texas	8.78%	44
Utah	0.40%	2
Vermont	0.00%	0
Virginia	1.80%	9
Virgin Islands	0.00%	0
Washington	2.20%	11
West Virginia	0.20%	1
Wisconsin	0.40%	2
Wyoming	0.40%	2
TOTAL		501

Q29 How many employees does your business have?

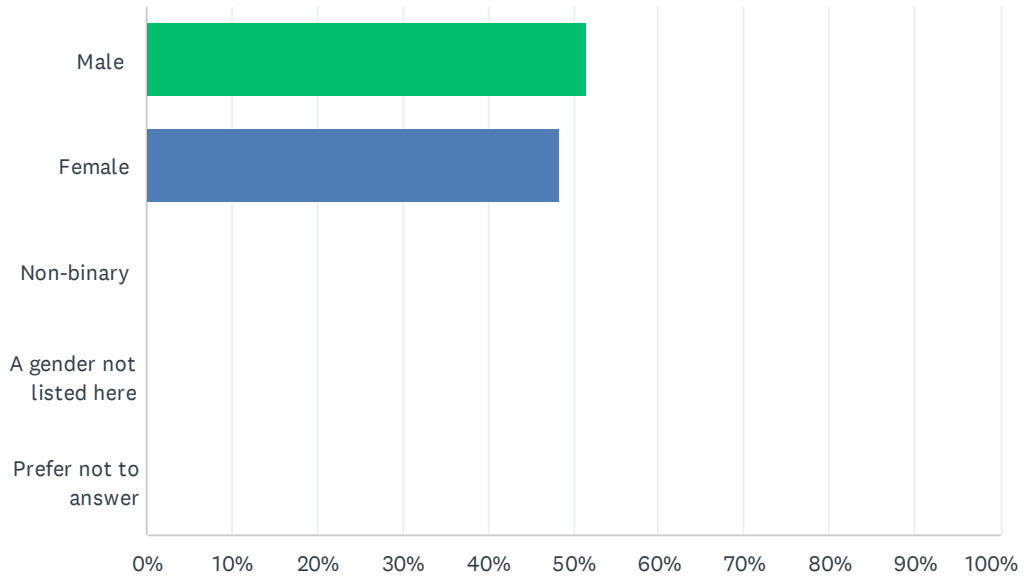
Answered: 501 Skipped: 1



ANSWER CHOICES	RESPONSES	
1-10	58.88%	295
11-20	16.77%	84
21-30	7.19%	36
31-40	7.98%	40
41-50	4.99%	25
50 or more	4.19%	21
TOTAL		501

Q1 Gender

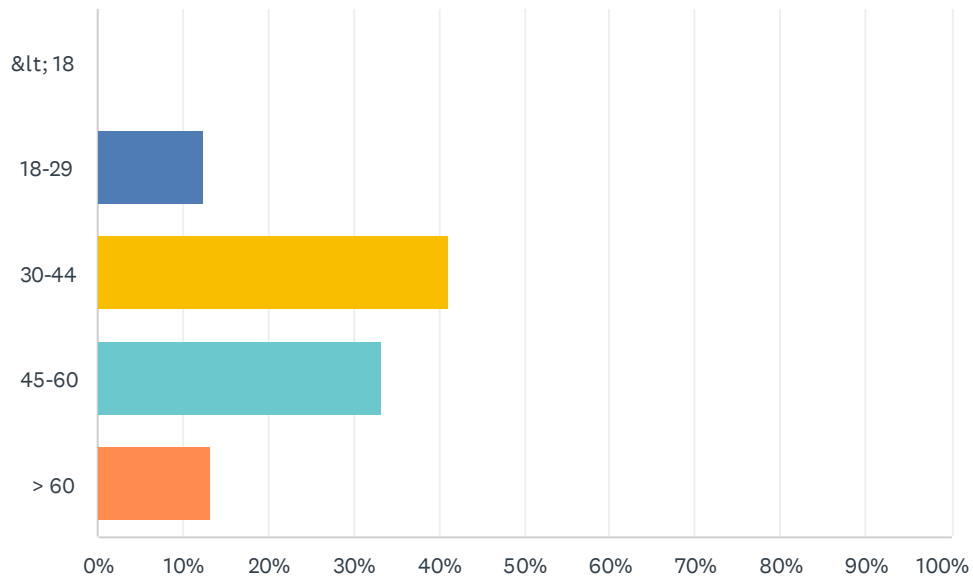
Answered: 502 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	51.59%	259
Female	48.41%	243
Non-binary	0.00%	0
A gender not listed here	0.00%	0
Prefer not to answer	0.00%	0
TOTAL		502

Q2 Age

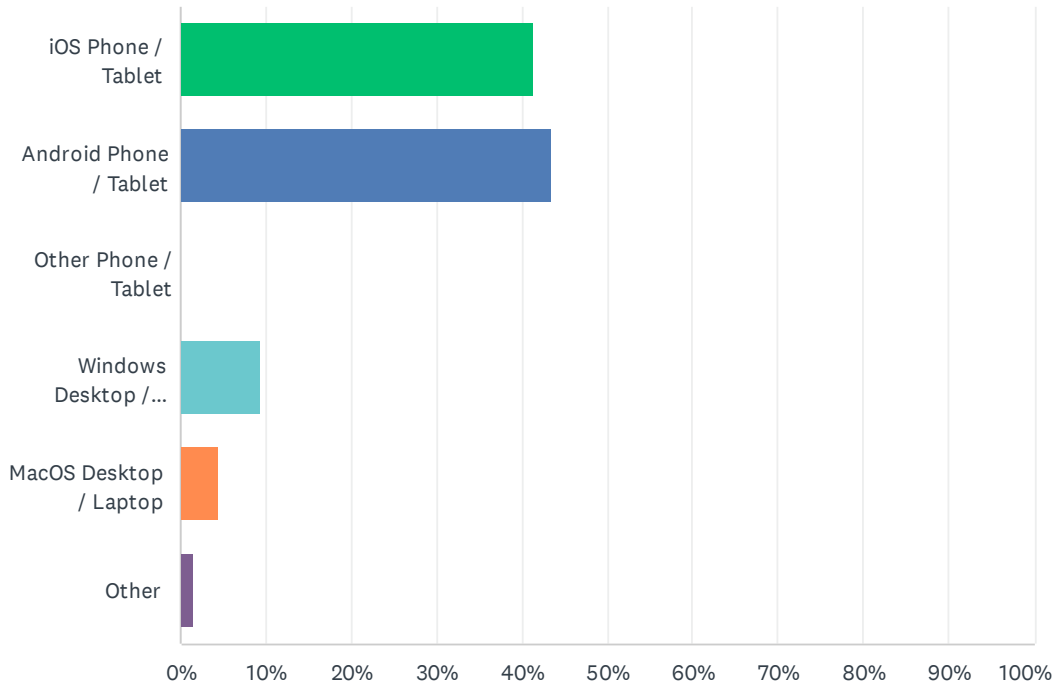
Answered: 502 Skipped: 0



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	12.35%	62
30-44	41.24%	207
45-60	33.27%	167
> 60	13.15%	66
TOTAL		502

Q3 Device Type

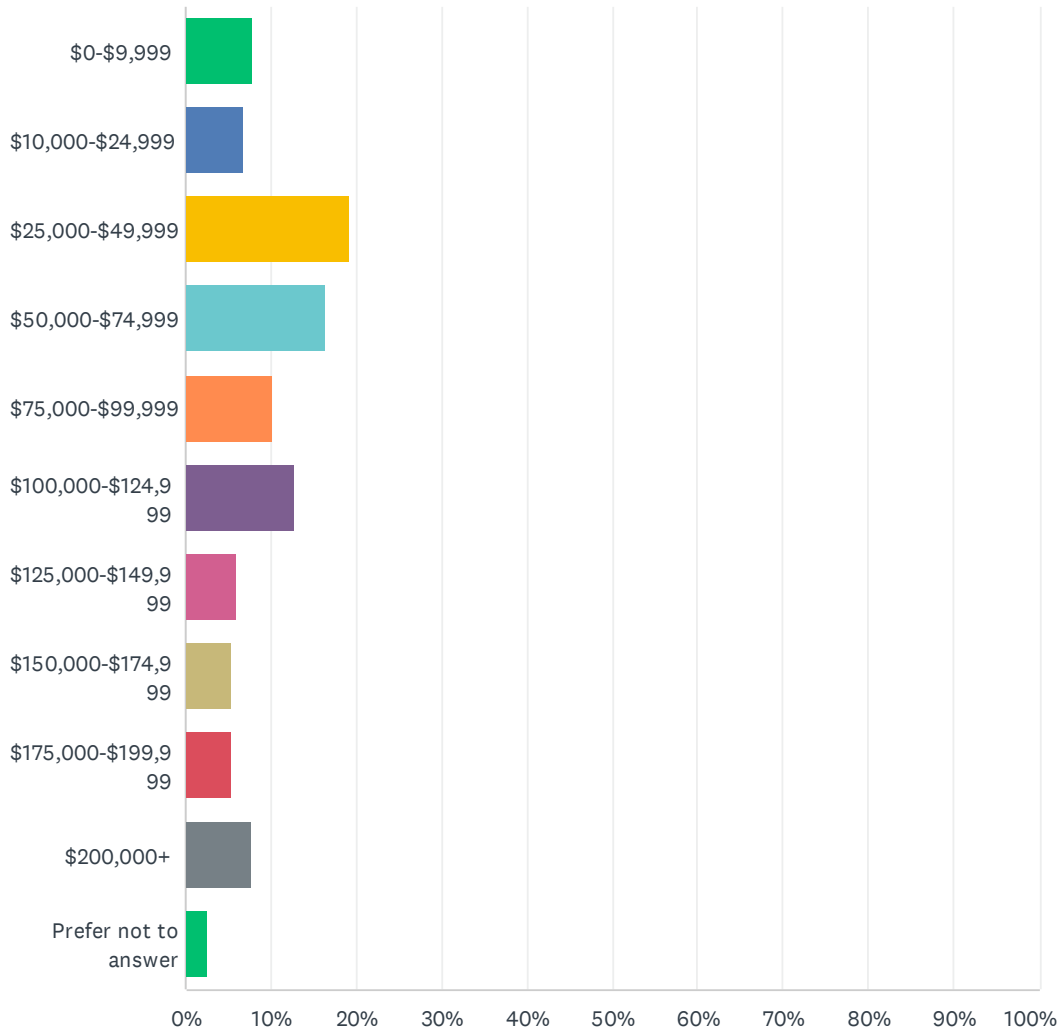
Answered: 502 Skipped: 0



ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	41.43%	208
Android Phone / Tablet	43.43%	218
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	9.36%	47
MacOS Desktop / Laptop	4.38%	22
Other	1.39%	7
TOTAL		502

Q4 Household Income

Answered: 502 Skipped: 0

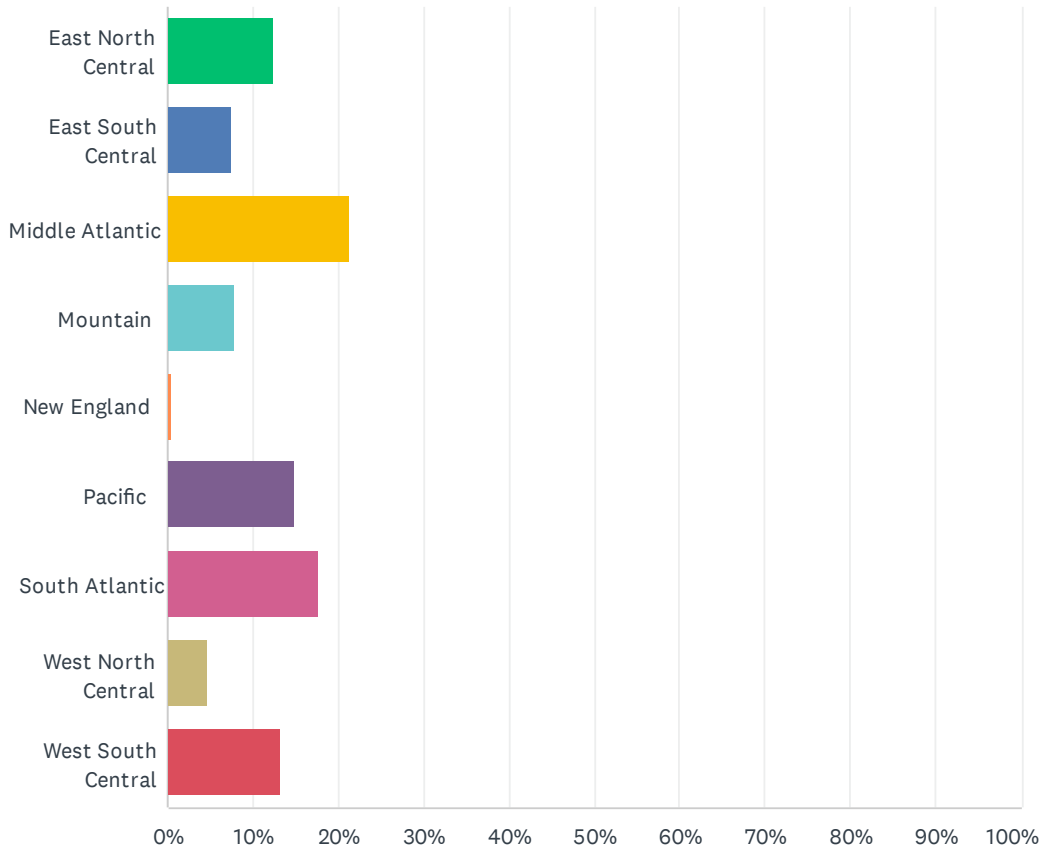


AI's Impact on the Small Business Arena

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	7.97%	40
\$10,000-\$24,999	6.77%	34
\$25,000-\$49,999	19.12%	96
\$50,000-\$74,999	16.33%	82
\$75,000-\$99,999	10.16%	51
\$100,000-\$124,999	12.75%	64
\$125,000-\$149,999	5.98%	30
\$150,000-\$174,999	5.38%	27
\$175,000-\$199,999	5.38%	27
\$200,000+	7.57%	38
Prefer not to answer	2.59%	13
TOTAL		502

Q5 Major US Region

Answered: 495 Skipped: 7



ANSWER CHOICES	RESPONSES	
East North Central	12.32%	61
East South Central	7.47%	37
Middle Atlantic	21.41%	106
Mountain	7.88%	39
New England	0.40%	2
Pacific	14.95%	74
South Atlantic	17.78%	88
West North Central	4.65%	23
West South Central	13.13%	65
TOTAL		495