Empowering Small Business:

The Impact of Technology on U.S. Small Business

Fourth Edition

U.S. Chamber of Commerce

Introduction

The U.S. Chamber of Commerce Technology Engagement Center (C_TEC) report *Empowering Small Business: The Impact of Technology on U.S. Small Business* examines the pivotal role that diverse technology platforms have in helping small businesses operate and compete. Introduced in 2022, this nationwide analysis of U.S. small businesses continues to explore the various types and applications of technology used by small businesses, how these factors have changed over time, and the effects of these trends on these enterprises and the economy at large.

The latest edition of this report focuses on the profound emergence of artificial intelligence (AI) and other emerging technologies like cryptocurrency in the marketplace and the heightened interest in—and use of—the technology by small businesses. Although small businesses continue to express concern over inflation, supply chains, and interest rates, the report reveals that technology provides opportunities for small businesses to save time and resources while providing more tailored and targeted services to compete with larger companies.

As with previous editions, C_TEC partnered with Teneo Research to conduct this nationwide survey of U.S. small businesses and explore the following:

- How small businesses use various technology platforms.

- How the use of technology affects business operations and key business metrics.

- How the adoption of technology sets up small businesses for future success.

- How U.S. small businesses adopt AI.

- How the current and future regulatory landscape surrounding issues like AI and data privacy could impact small business benefits and the future adoption of technology.

- How small businesses are thinking about cryptocurrencies.

Similar to previous editions of the report, the results demonstrate that various technology platforms have played a

critical role in helping small businesses weather challenges and small businesses that fully embrace technology outperform their peers and are more optimistic about the future. Companies are also looking to add new emerging technologies like AI to their arsenal of digital tools to compete and expand their business. This new edition of the report found the following:
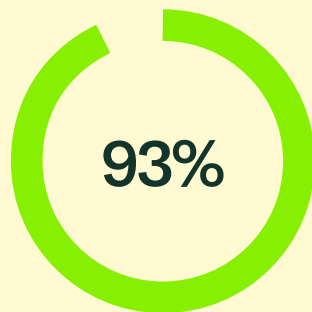
- Nearly all small businesses are using at least one technology platform, and more small businesses are embracing multiple types of technology.

- 58% of small businesses self-identified that they use generative AI—up from 40% in 2024 and more than double compared to 2023 (23%).

- Despite concerns about AI and jobs, 82% of small businesses using AI increased their workforce over the past year.

- 84% of small businesses plan to increase their use of technology platforms.

- 96% of small business owners plan to adopt emerging technologies, including AI and cryptocurrencies.

- Although more small business owners understand the benefits of AI, barriers to adoption persist.

- 77% of small businesses that use AI report that limits on the technology would negatively impact their growth, operations, and bottom line.

- Small business owners show growing optimism about the health of their business and the economy overall.

- Small businesses with higher levls of tech adoption continue to see growth in sales and profits ahead of low-tech small businesses.

- 8 in 10 small business owners credit technology with helping them cope with inflation and supply chain disruption and improving access to capital.

- 7 in 10 small business owners indicate high interest in using cryptocurrency and stablecoins as part of their business in the future.

Part One: Technology Usage in General

Technology use by small businesses has grown to where nearly all report the use of some type of platform at work. Use of generative AI ranks among the top three types of technology, just behind search engines and ahead of social media. Last year, for example, generative AI use was ranked fifth.

Use at least one technology platform

93%
2022

95%
2023

99%
2024

99%
2025

Which of the following technologies do you use at work?

Technology	Percentage
Search engine (e.g., Google, Bing, or Perplexity)	46%
Generative AI chatbot (e.g., ChatGPT, Gemini, Claude, Llama, Copilot, or Perplexity)	44%
Social media	42%
An email service that has a spam blocker (e.g., Gmail and Outlook)	36%
Financial management tools (e.g., QuickBooks)	35%
Recruiting tools (e.g., Indeed and LinkedIn)	30%
Mapping apps (e.g., Google Maps, Apple Maps, and Waze)	27%
A digital camera on a smartphone	26%
Computer virus detection and cybersecurity tools	25%
A virtual assistant (e.g., Alexa, Siri, and Google Assistant)	25%
HR management tools (e.g., Workday)	24%
Writing tools (e.g., Grammarly or spell check)	21%
A streaming video service (e.g., Amazon Prime, Netflix, YouTube, and Hulu)	21%
AI coding tools (e.g., Cursor, Replit, or GitHub Copilot)	20%
A streaming music service (e.g., Spotify, Pandora, and Apple Music)	19%
Image creation tools (e.g., Dalle-3, Midjourney, and Firefly)	16%
Augmented (AR) or virtual reality (VR) (e.g., Meta Quest, Apple Vision Pro. Google Lens)	16%
A translation app	14%
A vehicle with self-driving capabilities (e.g., lane-centering, auto-steering, auto-breaking)	9%

Over half (58%) of small businesses use four or more tech platforms. High adopters, companies that use 6 or more platforms to run their business, account for nearly **one-third** of small businesses. This category of small businesses has shown steady growth over the past four years. This continues a trend in which small businesses are increasingly using multiple technology platforms to enhance their operations.

Which of the following technologies do you use at work?

Low adoption	Mid-level adoption	High adoption
-12%*	+7%*	+4%*

0-3 platforms
- 2022: 60%
- 2023: 62%
- 2024: 54%
- 2025: 42%

4-5 platforms
- 2022: 26%
- 2023: 14%
- 2024: 19%
- 2025: 26%

6+ platforms
- 2022: 14%
- 2023: 25%
- 2024: 28%
- 2025: 32%

Legend: 2022 ■ 2023 ■ 2024 ■ 2025 ■

Small businesses are using technology to manage their day-to-day operations and actiively engage with their customers. The most common applications for technology in small businesses include customer-focused efforts such as marketing and engagement as well as internal operations like payroll management and accounting.

*Change in opinion year-over-year, where applicable

How does your business use technology?

Category	Percentage
Marketing/promotions	34%
Managing payroll	33%
Managing customer relationships	30%
Accounting	29%
Managing inventory	28%
Communicating with customers/prospects	28%
Processing sales	28%
Collecting or managing data about customers	26%
Managing cybersecurity	24%
Automating tasks	24%
Managing supply chain challenges	24%
Identifying potential customers	24%
Accessing and managing credit and cash flow	23%
Developing customer insights	22%
Identifying/recruiting talent	22%
Preventing fraud/know my business partners	21%
Finding lower cost suppliers	20%
Processing returns	20%
Navigating tariff impacts	16%
Fulfilling last-minute delivery	11%

Technology use is correlated to continued growth among small businesses. Small businesses that leverage technology platforms effectively are more likely to have experienced growth in sales and profits over the past year while simultaneously increasing their workforce. For example, 77% of low-tech adopters (those who utilize 1 or fewer technologies) experienced sales growth compared to 86% of average adopters (those who utilize 2 to 3 technologies). Eighty-four percent (84%) of businesses with high adoption (those using 4 to 5 technologies) experienced sales growth while 82% of very high adopters (those using 6 or more technologies) reported higher sales.

% Share of Small Businesses That Grew Since 2023

90%

85%

80%

78%
77%
77%

75%

70%

82%
82%

79%

Low (0-1)   Average (2-3)   High (4-5)   Very High (6+)

■ Sales   ■ Profits   ■ Employment

Small businesses that are utilizing a wide range of technologies are more likely to report growth in sales and profits than their non-tech-enabled peers.

% Share of Small Businesses That Grew Since 2020

Sales Growth

Legend:
- – – 2020 to 2021
- —— 2021 to 2022
- —•— 2022 to 2023
- •••• 2023 to 2024

Tech Platform Usage

Profit Growth

Legend:
- – – 2020 to 2021
- —— 2021 to 2022
- —•— 2022 to 2023
- •••• 2023 to 2024

Tech Platform Usage

Employment Growth

Legend:
- – – 2020 to 2021
- —— 2021 to 2022
- —•— 2022 to 2023
- •••• 2023 to 2024

Tech Platform Usage

As inflation remains the single most prevailing headwind for small businesses, nearly 4 in 5 small businesses report that technology platforms help them prevent passing on cost increases to consumers and mitigate supply chain difficulties.

Please indicate whether you agree or disagree with each of the following statements about how the use of technology has affected your business'.

82% (+3*)

47%

35%

Technology platforms have helped my business limit cost increases that would have been passed customers.

81% (+15*)

47%

34%

Technology platforms have helped improve my business's access to credit and capital.

81% (+17*)

47%

34%

Technology platforms have helped my business handle supply chain difficulties.

82% (+18*)

48%

34%

Technology platforms have helped my business handle/cope with inflation.

81% (+19*)

47%

34%

Technology platforms have helped my business better cope with staffing issues.

■ Strongly Agree ■ Somewhat Agree

The overwhelming majority of U.S. small businesses rely on technology to operate efficiently, and **three-quarters** of them would not be able to survive without technological solutions. That same number (75%) indicated that have limited access to data would harm their operations.

Please indicate whether you agree or disagree with each of the following statements about how the use of technology has affected your business.

86% (+2*)

47%

39%

Technology platforms have helped my business to operate more efficiently.

75% (no change*)

44%

31%

Without access to technology platforms, my business would struggle to survive.

75% (+4*)

43%

32%

Limiting my business's use of data would harm its operations.

■ Strongly Agree ■ Somewhat Agree

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*Change in opinion year-over-year, where applicable

Small business owners report that technology enables better relationships with customers and that customers directly benefit from using tech to interact with the business. **More than 4 in 5** small business owners report that technology enables better and more personal relationships with customers and that customers directly benefit from using tech to interact with the business.

Please indicate whether you agree or disagree with each of the following statements about how the use of technology has affected your business.

86% (+2*)	85% (+3*)	85% (+1*)	84% (+4*)
48%	47%	46%	47%
38%	38%	39%	37%
Technology platforms have helped me communicate more with customers.	My customers appreciate having access to technology when interacting with my business.	Technology platforms have helped me find new customers.	Technology platforms have helped build stronger relationships with customers.

■ Strongly Agree ■ Somewhat Agree

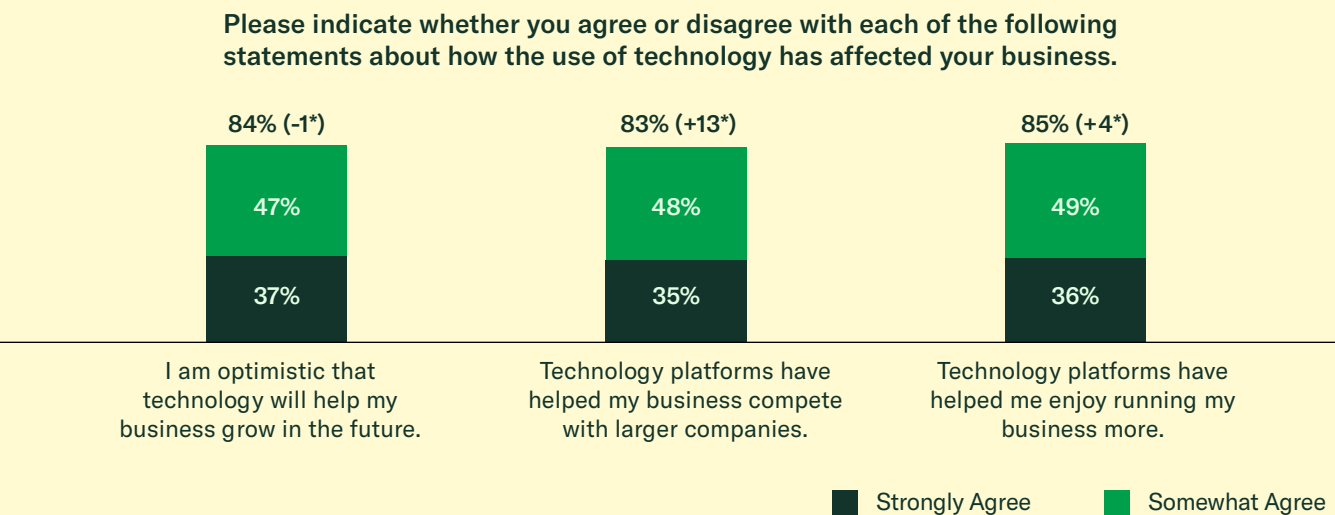Small business owners remain confident that technology will help their business grow. This year, 84% of small business owners were optimistic that technology platforms would help them grow. The data indicates a 13% increase from 70% in 2024 to **83% this year** in small business owners stating that technology platforms have helped them compete with larger companies

Please indicate whether you agree or disagree with each of the following statements about how the use of technology has affected your business.

84% (-1*)	83% (+13*)	85% (+4*)
47%	48%	49%
37%	35%	36%
I am optimistic that technology will help my business grow in the future.	Technology platforms have helped my business compete with larger companies.	Technology platforms have helped me enjoy running my business more.

■ Strongly Agree ■ Somewhat Agree

*Change in opinion year-over-year, where applicable

Part Two:
AI Use Among Small Businesses

AI adoption among small businesses continues to rise. Small business use of AI increased by 18% compared to 2024 and has more than doubled since 2023.

Primary uses for AI tools by small businesses is around understanding and engaging with their customers as well as managing inventory.

Over half of U.S. small businesses are using AI, including:

44% Gen AI chatbot
20% AI coding tools
16% Image creation tools

		58%
	40%	
23%		
2023	2024	2025

The top five sectors of small business adoption of AI include technology, financial services, entertainment and media, education, as well as health, medical, and pharmaceuticals.

Sector	Use AI
Technology	77%
Financial services	74%
Entertainment/media	65%
Education	64%
Health/medical/pharmaceutical	61%
Agriculture	58%
Real estate	58%
Hospitality/tourism	58%
Restaurant/dining	57%
Telecommunications	56%
Professional services	55%
Retail	54%
Construction	47%
Energy/natural resources	47%
Manufacturing	46%
Transportation	46%

■ Use AI

AI Enables Outsize Impact for Small Business

Henry's House of Coffee has been roasting coffee since 1965 in downtown San Francisco. The Kalebjian family, who owns the shop, takes their coffee seriously. Hrag Kalebjian, a member of the U.S. Chamber's Small Business Council, brought his experience scooping coffee beans as a teenager, together with his business leadership experience, to take Henry's to the next level by embracing innovation and AI. Hrag has also used generative AI on platforms like ChatGPT and tools like Shopify to increase his advertising and marketing efficiency.

He has deployed a system he designed with the help of ChatGPT that uses software and sensors to spray water on coffee beans to prevent static buildup, which typically makes it difficult to cleanly bag coffee for distribution. Hrag also encourages his baristas and staff to join him for weekly sessions where he teaches them about innovation like embracing AI.

Most small businesses primarily use AI tools built by other companies for their business. Fewer than 1 in 10 (8%) small businesses are taking a homegrown approach to developing their own AI. Instead, nearly two-thirds (63%) either mostly or entirely rely on externally developed AI tools.

Three in ten (30%) report taking a balanced approach to using both external tools and relying on in-house development.

When it comes to your business' use of AI, are you primarily using AI tools built by other companies, or are you developing your own AI tools built in-house. (asked among those using AI)

7% 1%

26%

30%

37%

- Entirely relying on other companies to develop AI.
- Mostly relying on other companies to develop AI.
- A balance of both approaches
- Mostly relying on in-house AI development
- Entirely relying on in-house AI development

Competitor use of AI influences small business tech strategy. Most small business owners believe that their competitors are already using AI or plan to do so within the year. This knowledge prompted 80% of small businesses to speed up implementation plans for using AI in their business.

When do you believe your competitors and peers/your business will utilize AI.

Legend:
- Will not be using
- Will use in next 5 years
- Will use by next year
- Will use this year
- Already using

Competitors:
- 3%
- 6%
- 16%
- 33%
- 43%

Small businesses:
- 3%
- 5%
- 12%
- 30%
- 50%

How will competitors' current or expected use of AI affect your own strategy around the technology. (asked among those who use/plan to use AI)

It has significantly sped up our planned use of AI	24%
It has somewhat sped up our planned use of AI	56%
It has had no impact on our planned use of AI	18%
It has somewhat delayed our planned use of AI	2%
It has significantly delayed our planned use of AI	0%

80% sped up plans for A.I. as a result of their competitors' use of the tech

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Nearly all (98%) small business AI users are working to upskill their employees. Nearly 2 in 5 (40%) offer training and upskilling to employees on the job (39%), while a similar proportion (41%) provide AI tools to employees hoping that they will take it upon themselves to learn how to use them.

Over one-third (36%) have incorporated AI skills into their hiring process to ensure that new employees come ready with an AI skillset.

What—if anything—are you doing to ensure your workers are AI-ready. (asked among those using AI)

Category	Percentage
Providing AI tools and hoping employees learn to use them	41%
Offering on-the-job training and upskilling	39%
Encouraging staff to take AI training outside of work	36%
Hiring people who already have AI skills	36%
Something else	0%
Not working on AI upskilling	2%

Among small business owners, knowledge of AI and optimism in its ability to help their business has grown. A majority (80%) believe that AI will help their business in the future—significantly higher compared to last year

How would you rate your understanding of AI.

2023
- 2% Have not heard of it
- 37% Aware, but don't know much
- 44% Somewhat knowledgeable
- 17% Very knowledgeable

2024
- 8% Have not heard of it
- 27% Aware, but don't know much
- 42% Somewhat knowledgeable
- 24% Very knowledgeable

2025
- 3% Have not heard of it
- 24% Aware, but don't know much
- 48% Somewhat knowledgeable
- 26% Very knowledgeable

Legend:
- Have not heard of it
- Aware, but don't know much
- Somewhat knowledgeable
- Very knowledgeable

How do you believe AI will affect your small business in the future.

2024
- 10% Unsure/Don't know
- 5% AI will significantly hurt my business in the future
- 5% AI will somewhat hurt my business in the future
- 19% AI will not affect my business in the future
- 34% AI will somewhat help my business in the future
- 26% AI will significantly help my business in the future

2025
- 2% Unsure/Don't know
- 2% AI will significantly hurt my business in the future
- 5% AI will somewhat hurt my business in the future
- 11% AI will not affect my business in the future
- 51% AI will somewhat help my business in the future
- 29% AI will significantly help my business in the future

80% +20 pts

Legend:
- Unsure/Don't know
- AI will significantly hurt my business in the future
- AI will somewhat hurt my business in the future
- AI will not affect my businessin the future
- AI will somewhat help my business in the future
- AI will significantly help my business in the future

Small business owners using AI report significant growth over the past year.

Among U.S. small businesses that are currently using AI.

85%
Increased
Sales

84%
Increased
Profits

82%
Increased
Workforce

Nearly all small businesses (86%) have adopted generative AI in their business within the past two years, and over half (55%) have been using it for a year or less.

Small businesses increasingly report that AI has helped them get access to capital, handle supply chain issues, and cope with inflation. A majority of small business owners who adopt AI report being more efficient, more optimistic, and enjoying their work. Eighty-seven percent (87%) of small businesses agree that AI has increased efficiency, will provide economic growth, help them enjoy running their business, and help them communicate better with customers.

Please indicate whether you agree or disagree with each of the following statements about how the use of AI has affected your business. (asked among AI users)

Statement	Strongly Agree	Somewhat Agree	Change from 2024
AI has helped my business to operate.	40%	47%	
I am optimistic that AI will help my business grow in the future.	40%	47%	
AI has helped me enjoy running my business more.	38%	49%	
AI has helped me communicate more with customers.	38%	49%	
AI has helped me find new customers.	38%	48%	
AI has helped build stronger relationships with customers.	38%	48%	
AI has helped my business to compete.	37%	50%	
My customers appreciate having access to AI when interacting with my business.	37%	49%	
AI has helped my business to grow.	36%	49%	+13 pts
AI has helped improve my business's.	36%	46%	
AI has helped my business handle supply chain difficulties.	36%	46%	+15 pts
AI has helped my business limit cost increases that would have been passed onto customers.	35%	48%	
AI has helped my business better cope with staffing issues.	35%	49%	
AI has helped my business cope with inflation.	35%	48%	+14 pts

■ Strongly Agree ■ Somewhat Agree

While more small business owners understand the benefits of AI, barriers to implementation persist. Small business owners are becoming more savvy regarding AI and the potential benefits it offers their business.

However, those who do not use AI report growing concerns around the quality of tools, cost of implementation, and potential legal or compliance issues associated with its use.

What are the reasons why your business is not yet using AI. (asked among non-AI users)

Reason	2023	2024	2025
Concerned about quality of tools	27%	24%	33%
Concerned about cost	25%	22%	30%
Concerned about legal or compliance issues	20%	25%	28%
Don't know enough about it	38%	31%	24%
Don't see how it would help the business	39%	31%	20%
Employees or users aren't properly trained/I don't have the right employees to use it	7%	13%	16%
Other	3%	6%	2%

■ 2023   ■ 2024   ■ 2025

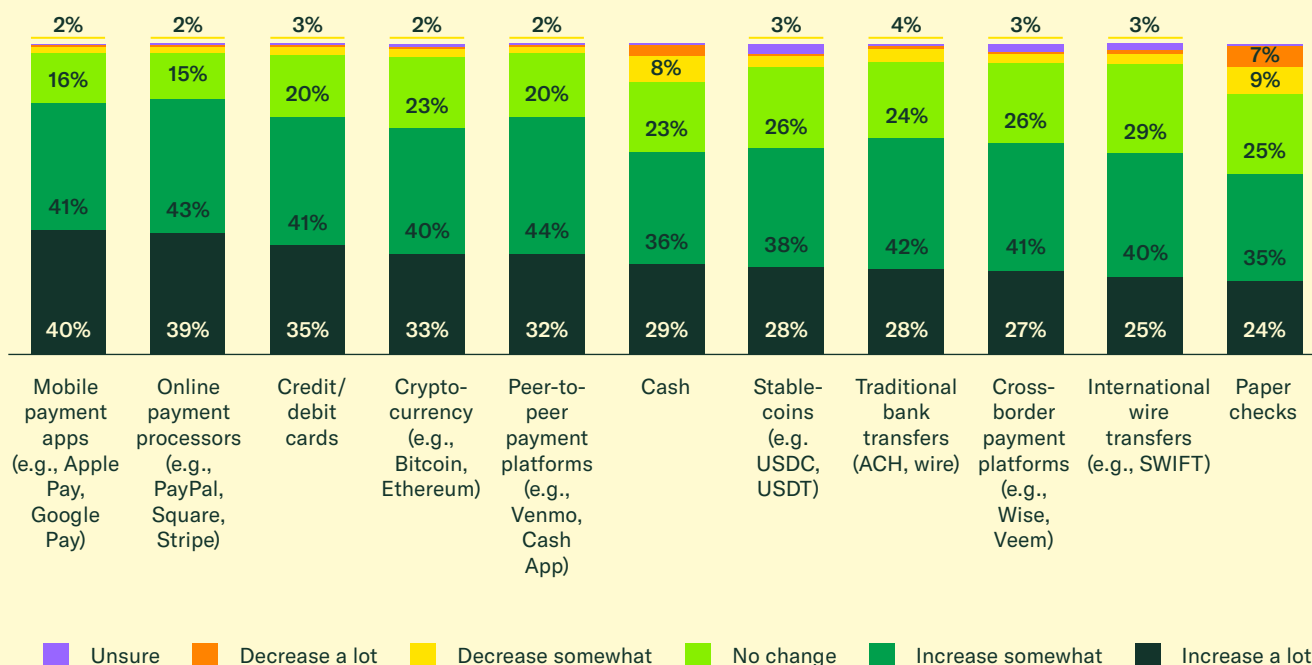# Part Three: Emerging Payment Tools

Small business owners expect an increase in digital payment usage in the next 1–2 years— including cryptocurrency. Notably, one-third (33%) who are familiar with crypto believe that using it as a payment method will increase a lot over the next couple of years.

Over the next 1–2 years, how do you expect usage of the following business payment methods to change in your industry. (asked among those familiar with crypto)

	Mobile payment apps (e.g., Apple Pay, Google Pay)	Online payment processors (e.g., PayPal, Square, Stripe)	Credit/debit cards	Crypto-currency (e.g., Bitcoin, Ethereum)	Peer-to-peer payment platforms (e.g., Venmo, Cash App)	Cash	Stable-coins (e.g. USDC, USDT)	Traditional bank transfers (ACH, wire)	Cross-border payment platforms (e.g., Wise, Veem)	International wire transfers (e.g., SWIFT)	Paper checks
Unsure	2%	2%	3%	2%	2%		3%	4%	3%	3%	
Decrease a lot						8%					7%
Decrease somewhat											9%
No change	16%	15%	20%	23%	20%	23%	26%	24%	26%	29%	25%
Increase somewhat	41%	43%	41%	40%	44%	36%	38%	42%	41%	40%	35%
Increase a lot	40%	39%	35%	33%	32%	29%	28%	28%	27%	25%	24%

Legend: Unsure · Decrease a lot · Decrease somewhat · No change · Increase somewhat · Increase a lot

The top five sectors adopting cryptocurrencies are telecommunications, technology, education, financial services, and real estate.

Sector	Use Crypto
Telecommunications	61%
Technology	48%
Education	48%
Financial services	43%
Real estate	41%
Restaurant/dining	38%
Manufacturing	36%
Construction	35%
Professional services	35%
Health/medical/pharmaceutical	33%
Energy/natural resources	33%
Agriculture	33%
Entertainment/media	32%
Transportation	31%
Retail	31%
Hospitality/tourism	29%

■ Use Crypto

How interested are you in using stablecoins such as USDC (pegged 1:1 with US dollars) in any part of your business in the future. (e.g., for sending/receiving payments from customers, vendors/suppliers, employees, and investing)

- 22% Extremely interested
- 47% Very interested
- 23% Somewhat interested
- 5% Slightly interested
- 4% Not at all interested

How interested are you in using traditional cryptocurrency such as Bitcoin or Ethereum in any part of your business in the future. (e.g., for sending/receiving payments from customers, vendors/suppliers, employees, and investing)

- 22% Extremely interested
- 47% Very interested
- 23% Somewhat interested
- 6% Slightly interested
- 4% Not at all interested

(asked among those familiar with crypto)

Small business owners are eager to learn more about crypto and how to successfully implement it for their business. Among those who are familiar, crypto is seen as becoming more broadly acceptable and offering a competitive advantage for small businesses.

A majority of small business owners (84%) indicate a willingness to consider using cryptocurrency or stablecoins if it was easy to implement into their business.

Nearly three quarters of small business owners familiar with crypto stated that regulatory clarity would increase their interest in using it.

How much do you agree or disagree with these statements about crypto currency. (asked among those familiar with crypto)

Statement	Strongly Agree	Somewhat Agree	Total
I would like to learn more about cryptocurrencies and stablecoins.	39%	47%	86%
I would consider using cryptocurrency or stablecoins if they were easy to implement into my business.	40%	44%	84%
I am more interested in using cryptocurrency or stablecoins for business purposes than I was a year ago.	39%	45%	84%
Accepting crypto or stablecoins as a form of payment would give my business a competitive advantage.	38%	45%	83%
Using cryptocurrency or stablecoins is becoming more broadly acceptable in my industry.	36%	44%	80%
I know other small business owners that are starting to use cryptocurrency or stablecoins.	34%	46%	80%
My company lacks the technical knowledge to implement cryptocurrency or stablecoin payments.	33%	44%	77%

■ Strongly Agree ■ Somewhat Agree

Crypto Use is Percolating

Wade Preston and his wife, Megan, own Prevail Coffee Roasters. Wade came into entrepreneurship from the nonprofit world. He worked with a development and education NPO in West Africa and saw how access to capital that they were creating through micro-loans was empowering people to start businesses that served their community and built an economic flywheel to pull entire villages and even nations out of generational poverty. He and Megan wanted to deliver value to people in the developing world while creating space for an authentic community locally. Coffee was a natural fit. Since then, Prevail Coffee Roasters has grown to a specialty coffee brand with retail locations throughout the Southeast (Montgomery, Atlanta, Birmingham) and a wholesale roastery/direct to consumer e-commerce business. Wade spent several years honing the craft and won several awards, including the 2018 U.S. Coffee Champs New Orleans Brewer's Cup Champion. Prevail was also ranked the No. 17 coffee shop in the world and No. 2 in the U.S. by World's 100 Best Coffee Shops. Wade and Megan have been in business now for almost 12 years and have developed extremely close relationships with their coffee-growing partners all over the world as well as the local communities they serve.

Prevail is utilizing stablecoin payments to reduce expense and friction in payments. These transactions also settle nearly instantaneously.

Wade and Megan have also been working with their coffee-growing partners around the world to onboard them to Acctual invoicing, which allows them to create invoices that can be paid through stablecoins, thus reducing es expense and friction in cross-border transactions.

Finally, the company has been working on a new platform to tokenize customer loyalty rewards into an investable asset to create a new capital formation tool for small business owners and give retail investors a liquid way to invest in local brands they love.

Which of the following platforms have you heard of or used, specifically for cryptocurrency and stablecoins. (e.g., buying, selling, sending and receiving cryptocurrency and stablecoins) (asked among those familiar with crypto)

	PayPal	CashApp	Venmo	Binance	Coinbase	Crypto.com	Kraken	BlockFi
Not familiar with crypto	—	—	—	—	—	—	—	—
Have never heard of it	8%	8%	8%	18%	11%	11%	19%	26%
Have heard of it	15%	22%	25%	20%	26%	25%	31%	31%
Know a little	12%	20%	22%	20%	23%	23%	24%	20%
Very familiar but have not used	17%	20%	22%	20%	22%	24%	17%	15%
Have used it	45%	27%	20%	19%	15%	14%	16%	4%

Legend:
- Not familiar with crypto
- Have never heard of it
- Have heard of it
- Know a little
- Very familiar but have not used
- Have used it

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Part Four: Emerging Technology Outlook

More than 9 in 10 (90%) small businesses plan to grow their tech adoption in the coming years, with two-thirds indicating they will be using AI.

Will your business use any of the following newer technologies in the future.

Technology	Future (2023)	Future (2024)	Future (2025)
At least one of these	71%	77%	96%
Artificial intelligence	39%	49%	67%
Augmented Reality	17%	15%	24%
Metaverse / Virtual Reality	21%	20%	23%
Cryptocurrency	27%	26%	21%
Self-driving or automated vehicles	15%	12%	16%
Drones	14%	12%	14%
NFTs	17%	11%	14%
Non-Crypto Blockchain	10%	7%	8%

■ Future (2023) ■ Future (2024) ■ Future (2025)

While small business owners focus on accepting crypto payments, applications for non-crypto blockchain range across their companies.

How is your business planning to use non-crypto blockchain in the future.

Other
- Misc
- No concrete plans

Legal
- Secure record-keeping & compliance
- Smart contracts & workflow automation

25%
19%
19%
24%
4%
2%
14%
22%
7%
20%
29%
9%
6%

Operational
- Supply-chain tracking / sustainability
- Customer-facing loyalty, authenticity & marketing
- Identity & cybersecurity

Financial
- Payments & transactions
- Asset tokenization & investment

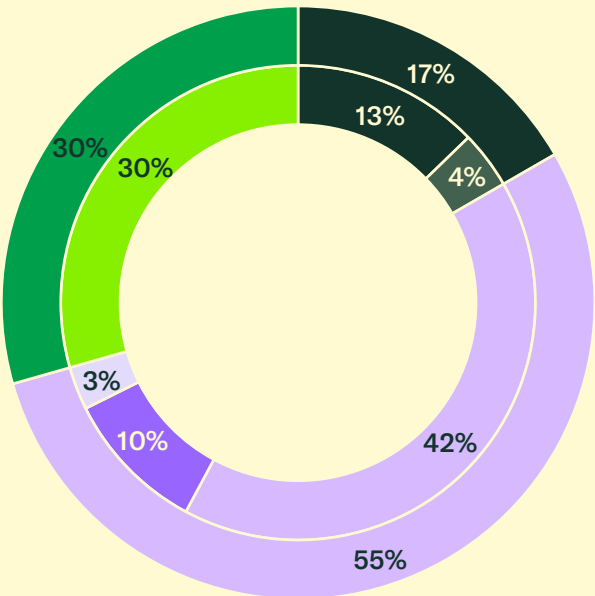## How is your business planning to use cryptocurrency in the future.

Other
- No concrete plans

30%
30%
17%
13%
4%
42%
55%
10%
3%

Operational
- Building Crypto-Enabled Products & Services
- Loyalty & Customer Rewards

Financial
- Accepting Crypto Payments
- Investing / Holding Crypto Assets
- Cross-border & faster settlement

Part Five: How Government Policies Impact Small Businesses

A growing majority of small business owners worry about the impact that tech regulation could have on their business. As more states consider AI and privacy legislation, the number of small businesses worried about a state patchwork of laws adding to compliance and litigation costs jumped by 14 percentage points to **nearly two-thirds of businesses**.

Please indicate whether you agree or disagree with each of the following statements about how the use of technology has affected your business'.

65% (+11*)

40%

25%

74% (+6*)

41%

33%

65% (+14*)

38%

27%

I am worried that changing technology regulations could harm my business.

Limiting my business's access to marketing analytics would negatively impact how I reach customers.

I am worried that having to comply with different state laws on privacy, AI, and technology in states where I am not headquartered will expose me to higher compliance and litigation costs.

■ Strongly Agree   ■ Somewhat Agree

*Change in opinion year-over-year, where applicable

Small business owners recognize the value in data access and view it as an essential growth driver; more cite concerns about losing the ability to effectively personalize for their customers.

Please indicate whether you agree or disagree with each of the following statements about how the use of technology has affected your business.

75% (+1*)	76% (+3*)	73% (+7*)
44%	44%	42%
31%	32%	31%
Limiting my business's access to data would hurt its bottom line.	Limiting my business's access to data would slow its ability to grow.	Losing the ability to use targeted advertising will harm my business.

■ Strongly Agree   ■ Somewhat Agree

Business owners who rely on AI are more likely to say that limits to access would harm their business. And an increasing number of small businesses say that without access their business **would struggle to survive (75%)** and that they are worried about the potential impact of changing regulations on their business (69%).

*Change in opinion year-over-year, where applicable

More than three-quarters (77%) of small businesses that use AI report that limits on the technology would negatively impact their growth, operations, bottom line, and ability to reach customers.

Please indicate whether you agree or disagree with each of the following statements about how the use of AI has affected your business. (asked among AI users)
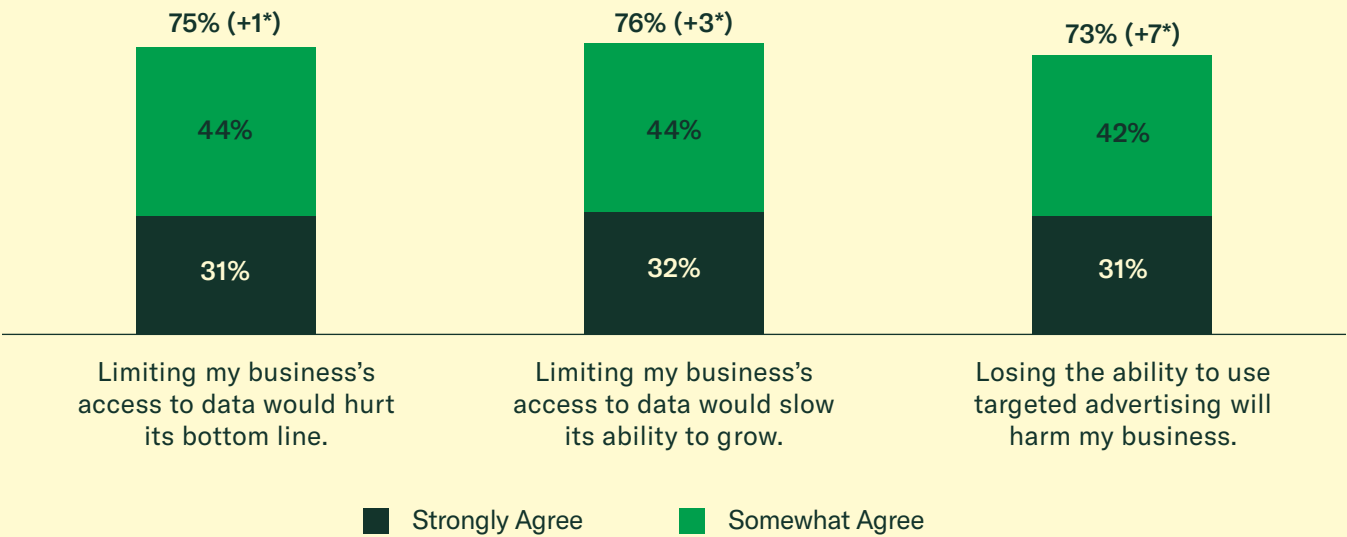
Statement	Strongly Agree	Somewhat Agree	Total
Limiting my business's access to AI would hurt its bottom line.	34%	43%	77%
Limiting my business's access to AI would negatively impact how I reach customers.	33%	44%	77%
Limiting my business's use of AI would harm its operations.	33%	44%	77%
Limiting my business's access to AI would slow its ability to grow.	33%	44%	77%
Without access to AI, my business would struggle to survive.	30%	45%	75% (+14 pts*)
I am worried that changing AI regulations could harm my business.	28%	47%	69% (+13 pts*)

■ Strongly Agree ■ Somewhat Agree

*Change in opinion year-over-year, where applicable

Small businesses would struggle with proposed AI regulations and report that it would impact future adoption. Many states are proposing or implementing regulations that would require businesses to disclose the use of AI to customers, implementation of risks assessments, explain to customers how AI could affect customer interactions, and human oversight of systems that make consequential decisions. When asked about these types of regulations, fewer than 1 in 3 small businesses are well prepared to comply with these new laws.

How well prepared would your business be to comply with these new laws today.

Chart 1 (left bar):
- Unsure: 5%
- Not at all: 7%
- Not too well: 20%
- Fairly well: 38%
- Very well prepared: 30%

Chart 2 (right bar):
- Unsure: 1%
- Not at all: 3%
- Not too well: 10%
- Fairly well: 55%
- Very well prepared: 31%

Legend:
- Unsure
- Not at all
- Not too well
- Fairly well
- Very well prepared

Ninety-five percent of small business owners report that their business would face challenges complying with these types of regulations.

Challenge	2025	2024
Staying informed about new compliance requirements.	35%	35%
Unsure whether these rules would apply to my business.	26%	29%
The regulations could limit our ability to use these AI tools.	29%	20%
Unsure how to implement these disclosures.	22%	20%
Increased legal/compliance costs	31%	19%
These disclosures could scare away customers.	24%	18%
No challenges	5%	14%

Legend: 2025, 2024

If government enacted these regulations on AI use, how would it impact your use of AI. (please select all that apply)

Our use of AI would get more expensive. — 33%

We would use fewer types of AI platforms. — 29%

We would use AI to do fewer tasks. — 28%

We would be less likely to use AI. — 21%

None of these — 6%

Part Six: Policy Implications and Recommendations

- Small businesses that leverage technology platforms reap the benefits in terms of growth, operational efficiency, and customer relationships.

- Small businesses continue, on average, to use at least four different types of technology platforms to run their business.

- Nearly **6 in 10** small businesses are using generative AI, and almost all are using technology assisted by it. Users report that AI is helping their business.

- Most small businesses believe that they would have challenges complying with proposed AI regulations.

- A growing concern of small businesses is finding and retaining employees with AI skills.

- Small business owners are interested in new technologies like AI and cryptocurrencies.

Technology, in part, has helped small businesses stay competitive and thrive despite inflationary, workforce, and supply chain challenges. Without the right policies to encourage a virtuous cycle of technology development and adoption, small businesses could lose their ability to adapt, confront, and compete with larger competitors as they face new challenges in the 21st century economy.

The Chamber offers the following recommendations to policymakers to ensure that America's small businesses realize their potential through AI and other digital tools and platforms:

- **Enacting smart national data privacy legislation.** Nearly two-thirds of small businesses are concerned about increased litigation and compliance costs from dealing with multiple out-of-state privacy laws. Additionally, **three-quarters** are worried that bans on targeted advertising will harm their business. Most believe that limiting business access to data will harm their ability to grow and compete. For this reason, Congress should pass comprehensive privacy legislation that protects all Americans equally. A national privacy law must provide strong preemption of state privacy laws to provide a clear set of rules of the road for businesses to follow.

  Such legislation should be based on the Consensus State Approach that states like Virginia, Texas, and Kentucky have adopted that place reasonable limits on data use while allowing consumers—not government—to choose whether to delete data or opt out of targeted advertising. Data protection laws should grant consumers robust rights.

However, restrictions or bans on the use of broad categories of data as well as allowing for abusive class-action lawsuits against tech companies and end users could deprive small businesses of the benefits of digital tools like advertising.

- **Getting AI regulations right.** With **58%** of small businesses already using generative AI and as the economy experiences increasing adoption from small businesses that indicate further value from these key investments, Congress must ensure that the U.S. remains at the leading edge of technological development. This would provide a competitive advantage for our small business. Policies must promote innovation while mitigating risk.

  In March 2023, the U.S. Chamber of Commerce's Commission on AI Competitiveness, Inclusion, and Innovation released a report highlighting the need for a risk-based approach to AI regulation and not one-size-fits-all bans, pauses, or rules.[1] Not all AI is the same. Different applications may require different regulatory frameworks and not a once-size-fits-all approach. Small businesses indicated they are using tools developed by third parties; therefore, policymakers should craft regulations thoughfully as overregulation can degrade the benefits of these tools. At the same time, laws should provide adequate direct protections for small businesses.

- **Eliminating a state AI patchwork.** Small business owners have said that complying with proposed new state AI regulations would present significant challenges. A national AI framework

should preempt comprehensive state AI laws, while preserving the ability of state attorneys general to enforce technology neutral laws that are address specific harms like consumer protection, privacy, and discrimination laws where appropriate.

- **Upskilling the digital workforce and education.** The government must promote a 21st century workforce that includes small business owners and invests in science, technology, engineering, and mathematics (STEM) and computer science education to prepare the next generation of digital tool developers.

- **Closing the tech literacy gap for small businesses.** Policymakers, community colleges, and business associations should provide resources such as small business-specific training. These groups should also work to make small businesses aware of the benefits of considering emerging technologies like AI wand cryptocurrencies.

  In addition to digital literacy education, policymakers should provide regular support to small businesses and their employees about the resources that are available to them in order to adopt AI tools into their businesses, update small business resource programs to ensure that small businesses can use the funds to adopt AI-powered technologies, and ensure that small businesses have a seat at the table with any type of AI regulation.

- **Preventing overexposure to liability**. In 1996, Congress enacted Section 230 of the Communications Act, which generally prevents interactive computer services from being liable

[1]U.S. Chamber AI Commission Report (March 2023) available ati
https://www.uschamber.com/technology/artificial-intelligence-commission-report

for the activities of third-party content. Since 1996, the internet and the data-driven economy have thrived. Congress should reject calls to outright repeal this landmark law.

- **Using fair competition policy.** Some contend that America's long-standing antitrust laws should be used to specifically target America's technology sector. Congress should refrain from passing competition legislation that singles out companies for enforcement and deprives the companies of due process.

- **Powering data centers.** Policymakers should urgently work to ensure that increasing electricity demand, due in part to America's data centers to power AI, cryptocurrencies, and e-commerce, is met with the necessary power generation and transmission. Government and the private sector must work together to mitigate any potential friction that arises from the location of new data centers.

- **Connecting all Americans.** Broadband access is foundational for small businesses to use most digital tools and connect with consumers across the country. To complement private sector efforts, policymakers must make targeted investments in high-speed broadband in unserved areas and must appropriately address broadband affordability for low-income Americans. To maximize these investments, policymakers should streamline permitting requirements and avoid costly regulatory mandates such as public utility-style rules for broadband and domestic content requirements.

- **Modernizing and digitizing government.** Government should invest in IT modernization, including AI, to help streamline and improve important small business needs like permitting and professional licensure. By investing in upgraded IT, the government will provide better service to constituents and save money in the long run.

Methodology

Working closely with C_TEC, Teneo Research surveyed 3,870 U.S. small businesses, defined as those having fewer than 250 employees. Data were collected between June 6 and June 26, 2025. The survey was fielded online and is available for desktop and mobile devices.

Appendix One:
State Impact Scorecards

Powering Small Business Success
Power Ranking: Generative A.I. Use by Small Business

Small Business A.I. Adoption Rate

Powered by Bing
GeoNames, Microsoft , TomTom

Low rate of AI use ▸ High rate of AI use

Top A.I. Adopting States

Rank	State	Average A.I. Use
1	ME	77% (% using gen AI)
2 (tie)	CT	72%
2 (tie)	NE	72%
4	KS	69%
5	IL	67%
6	HI	66%
7 (tie)	LA	65%
7 (tie)	OR	65%
7 (tie)	WY	65%
10	AZ	64%

Key Numbers in Alabama

Use Tech
- National: 99%
- State-level: 99%

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 79%

79% plan to increase their use of technology in 2-3 years

Legend: National ■ (yellow) State-level ■ (green)

Use AI Platform
- National: 58%
- State-level: 57%

57% currently use an AI platform

42% are using generative AI chatbots

Believe AI will help
- National: 80%
- State-level: 82%

82% believe AI will help their businesses in the future

Use Crypto Platform
- National: 37%
- State-level: 51%

51% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

Legend: High-Tech Adopters ■ (yellow) AI Users ■ (green)

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	87%	87%	79%
AI Users	84%	84%	72%

84% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

68% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
(yellow)	83%	85%	74%	76%
(green)	88%	91%	86%	86%

Key Numbers in Alaska

Use Tech
99%
100%
100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
89%
89% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
58%
62%
62% currently use an AI platform

Believe AI will help
80%
91%
38% are using generative AI chatbots

Use Crypto Platform
37%
47%
91% believe AI will help their businesses in the future

47% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	95%	92%	97%
AI Users	97%	94%	100%

84% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

56% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	74%	89%	68%	68%
State-level	76%	91%	68%	68%

Key Numbers in Arizona

Use Tech
99%
100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
93%

93% plan to increase their use of technology in 2-3 years

Use AI Platform
58%
64%

64% currently use an AI platform

Believe AI will help
80%
81%

51% are using generative AI chatbots

Use Crypto Platform
37%
40%

81% believe AI will help their businesses in the future

40% use a cryptocurrency or stablecoin platform

■ National   ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	90%	90%	86%
AI Users	88%	88%	84%

89% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

64% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	90%	83%	77%	73%
State-level	96%	90%	75%	76%

43

Key Numbers in Arkansas

Use Tech
- National: 99%
- State-level: 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 77%

77% plan to increase their use of technology in 2-3 years

Legend: ■ National ■ State-level

Use AI Platform
- National: 58%
- State-level: 61%

Believe AI will help
- National: 80%
- State-level: 82%

Use Crypto Platform
- National: 37%
- State-level: 32%

61% currently use an AI platform

36% are using generative AI chatbots

82% believe AI will help their businesses in the future

32% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

Legend: ■ High-Tech Adopters ■ AI Users

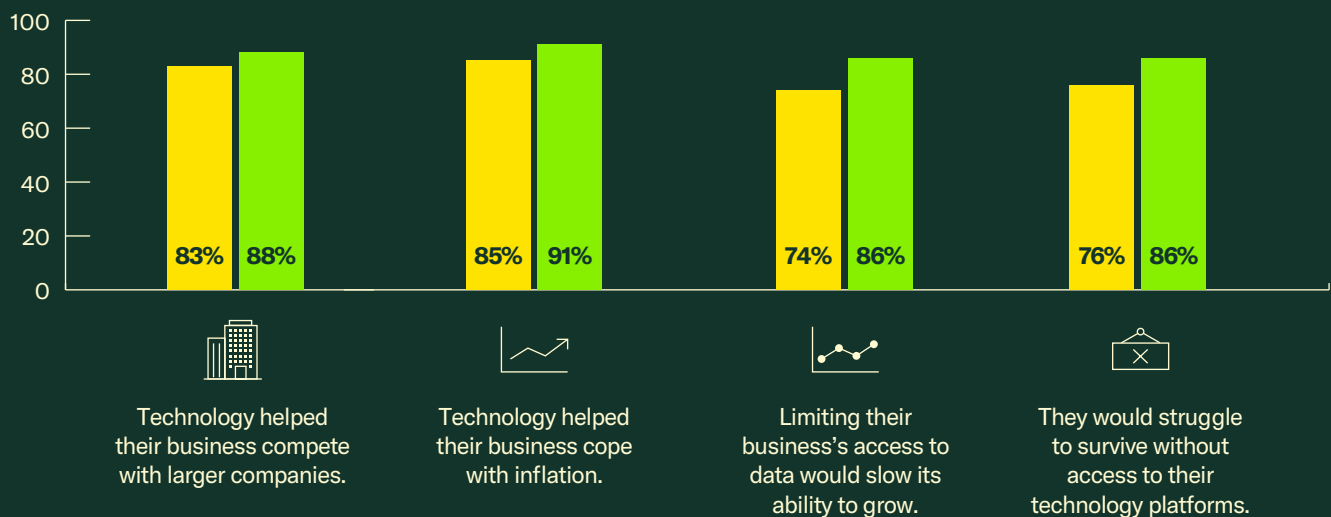|	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	92%	92%	86%
AI Users	94%	85%	87%

79% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

65% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	86%	86%	84%	81%
State-level	85%	87%	83%	87%

Key Numbers in California

Use Tech
- National: 99%
- State-level: 97%

97% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 87%

87% plan to increase their use of technology in 2-3 years

Legend: ■ National ■ State-level

Use AI Platform
- 58%
- 60%

60% currently use an AI platform

45% are using generative AI chatbots

Believe AI will help
- 80%
- 78%

78% believe AI will help their businesses in the future

Use Crypto Platform
- 37%
- 32%

32% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

Legend: ■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	86%	84%	85%
AI Users	89%	86%	86%

83% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

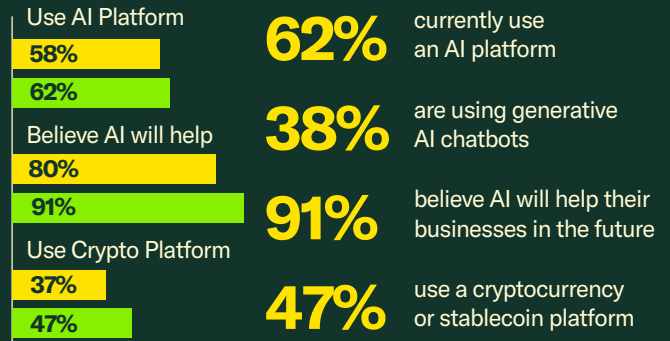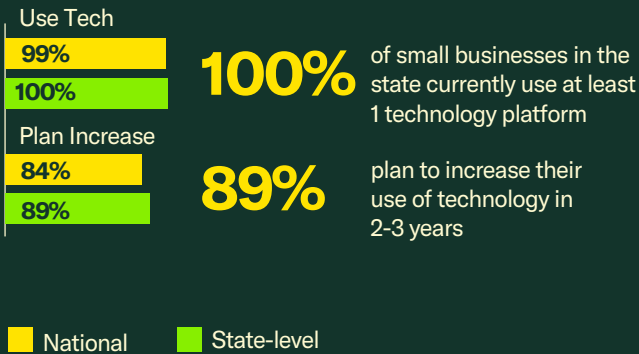**62%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
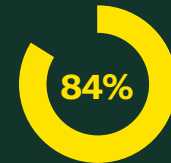
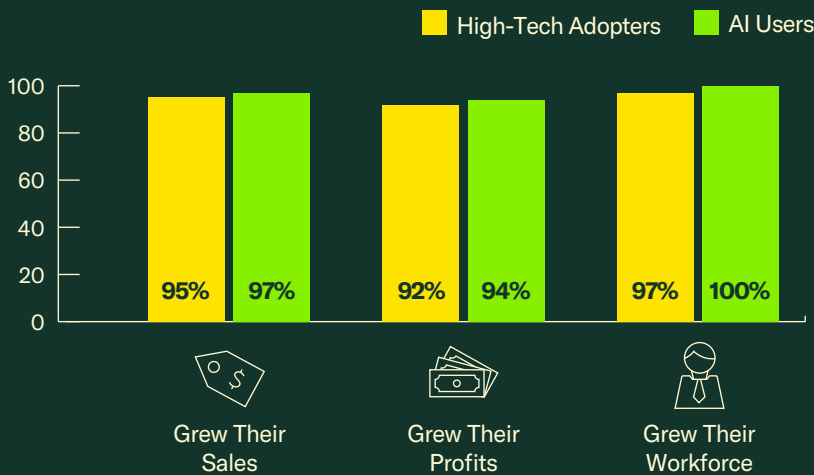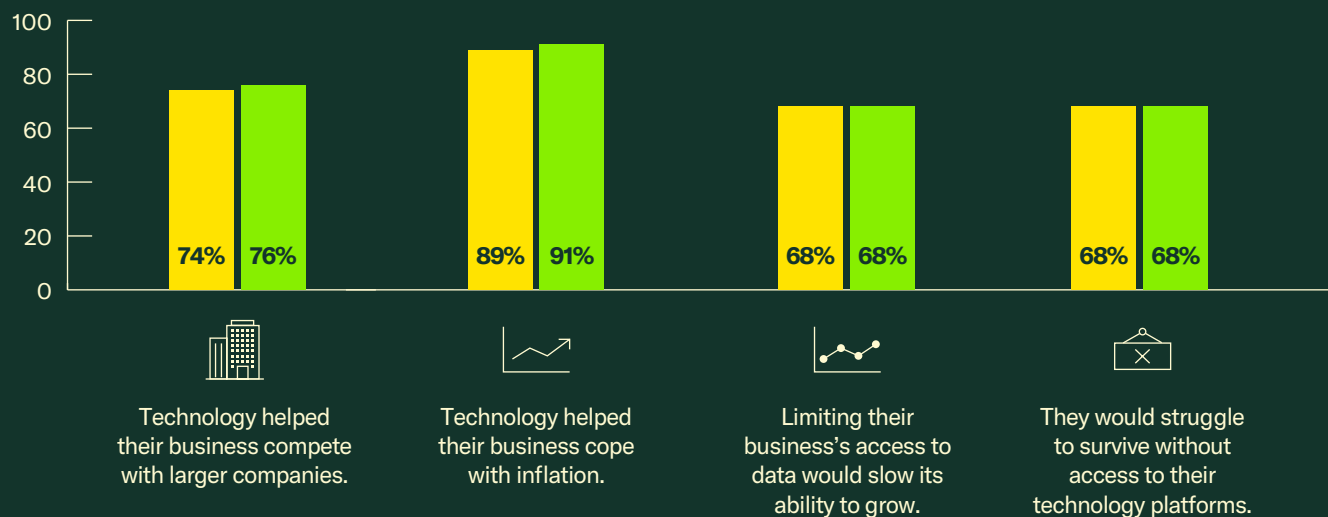---

Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
(yellow)	84%	80%	75%	73%
(green)	82%	88%	76%	81%

Key Numbers in Colorado

Use Tech
- National: 99%
- State-level: 99%

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 90%

90% plan to increase their use of technology in 2-3 years

Legend: ■ National ■ State-level

Use AI Platform
- National: 58%
- State-level: 57%

57% currently use an AI platform

Believe AI will help
- National: 80%
- State-level: 81%

44% are using generative AI chatbots

Use Crypto Platform
- National: 37%
- State-level: 35%

81% believe AI will help their businesses in the future

35% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

Legend: ■ High-Tech Adopters ■ AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	81%	84%
Grew Their Profits	78%	79%
Grew Their Workforce	78%	81%

85% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
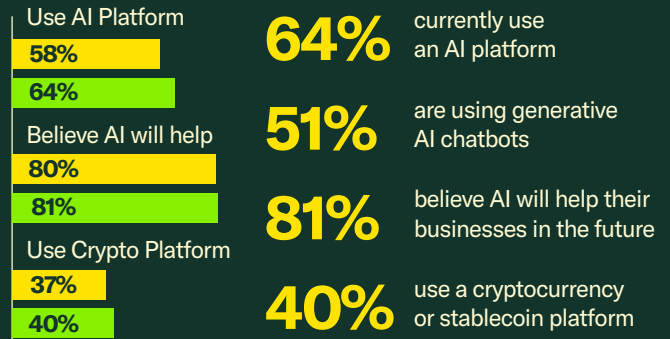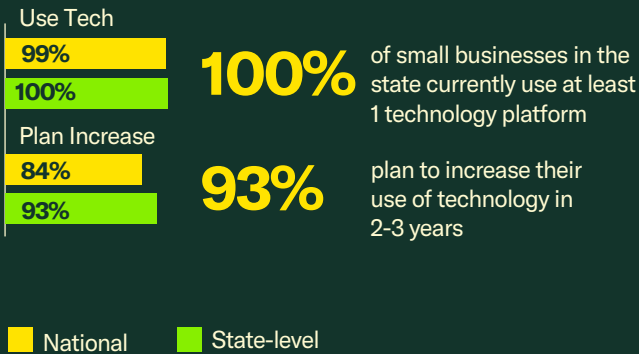
76% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
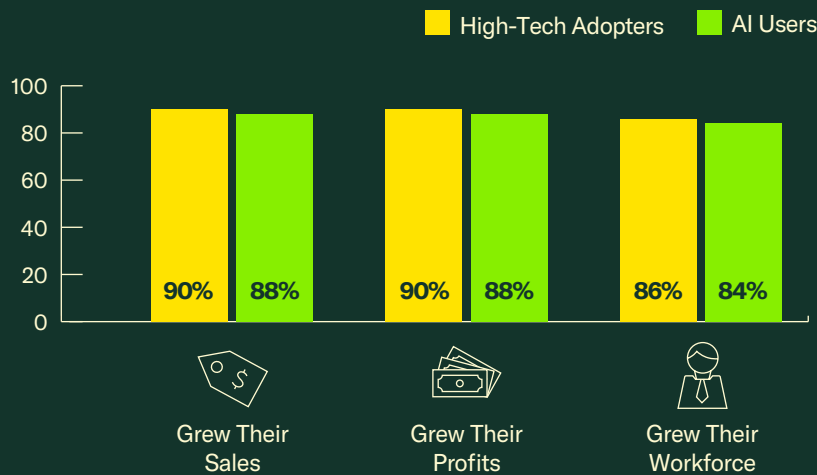

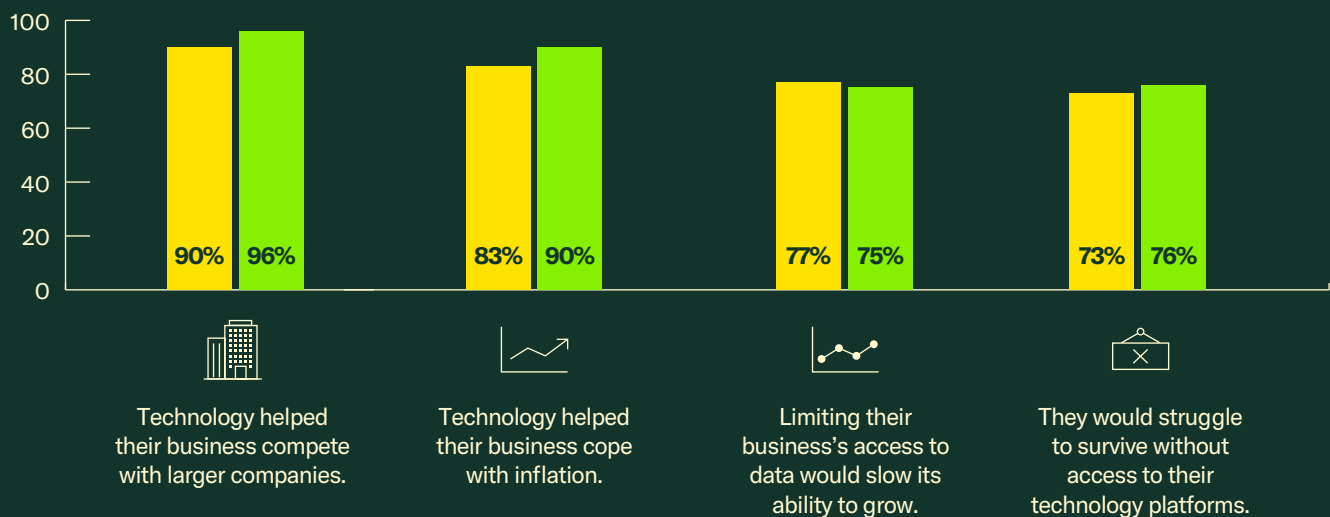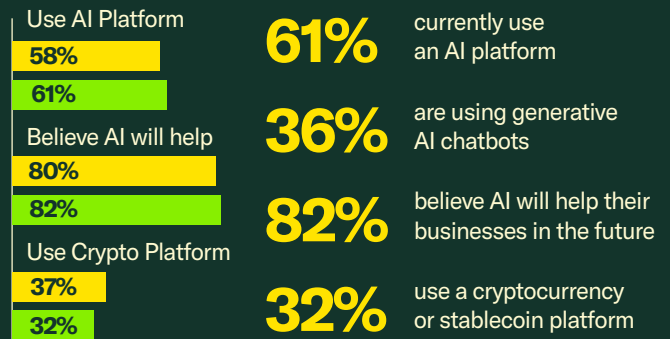## Small businesses in the state that make greater use of tech say...

	National	State-level
Technology helped their business compete with larger companies.	94%	87%
Technology helped their business cope with inflation.	93%	94%
Limiting their business's access to data would slow its ability to grow.	84%	86%
They would struggle to survive without access to their technology platforms.	78%	84%

Key Numbers in Connecticut

Use Tech
- National: 99%
- State-level: 99%

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 85%

85% plan to increase their use of technology in 2-3 years

Use AI Platform
- National: 58%
- State-level: 72%

Believe AI will help
- National: 80%
- State-level: 81%

Use Crypto Platform
- National: 37%
- State-level: 28%

72% currently use an AI platform

58% are using generative AI chatbots

81% believe AI will help their businesses in the future

28% use a cryptocurrency or stablecoin platform

🟨 National 🟩 State-level

Tech and AI use leads to significant economic growth

🟨 High-Tech Adopters 🟩 AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	69%	71%	73%
AI Users	71%	73%	75%

88% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

68% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

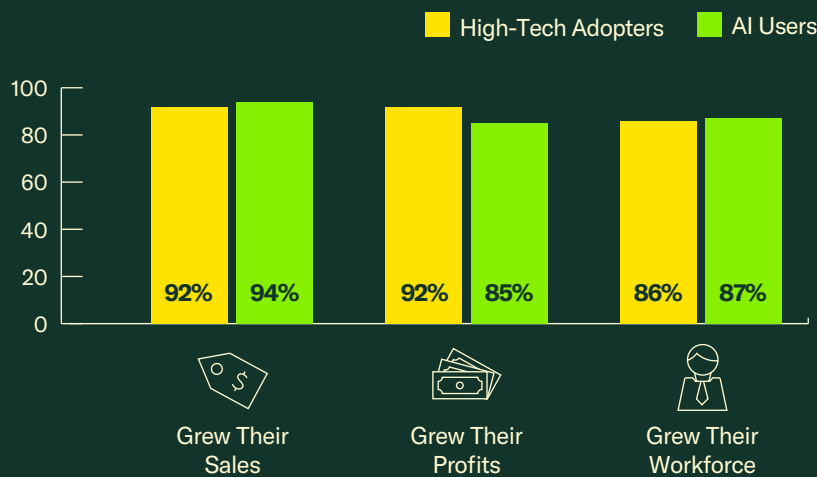## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	80%	79%	75%	79%
State-level	82%	82%	75%	77%

Key Numbers in Delaware

Use Tech
- 99%
- 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- 84%
- 68%

68% plan to increase their use of technology in 2-3 years

Use AI Platform
- 58%
- 63%

Believe AI will help
- 80%
- 67%

Use Crypto Platform
- 37%
- 33%

63% currently use an AI platform

38% are using generative AI chatbots

67% believe AI will help their businesses in the future

33% use a cryptocurrency or stablecoin platform

■ National   ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

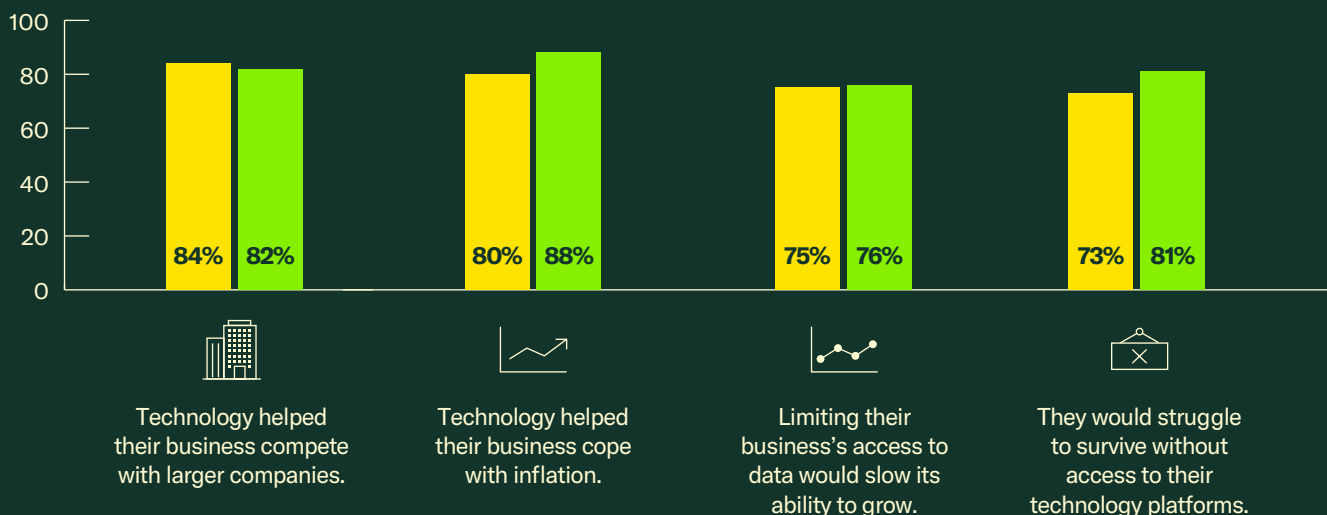|	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	87%	87%	84%
AI Users	86%	86%	86%

73% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
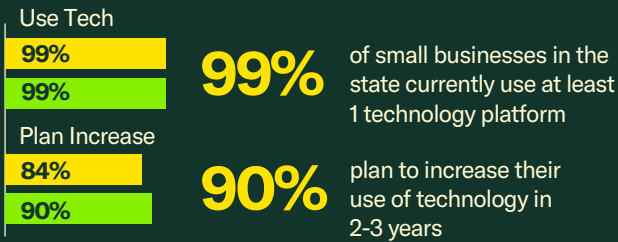
65% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	71%	63%	71%	76%
State-level	69%	65%	71%	78%

48

Key Numbers in District of Columbia

Use Tech
- National: 99%
- State-level: 100%

Plan Increase
- National: 84%
- State-level: 80%

100% of small businesses in the state currently use at least 1 technology platform

80% plan to increase their use of technology in 2-3 years

Use AI Platform
- National: 58%
- State-level: 60%

Believe AI will help
- National: 80%
- State-level: 92%

Use Crypto Platform
- National: 37%
- State-level: 40%

60% currently use an AI platform

36% are using generative AI chatbots

92% believe AI will help their businesses in the future

40% use a cryptocurrency or stablecoin platform

Legend: National | State-level

Tech and AI use leads to significant economic growth

Legend: High-Tech Adopters | AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	87%	80%
Grew Their Profits	87%	80%
Grew Their Workforce	93%	93%

72% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

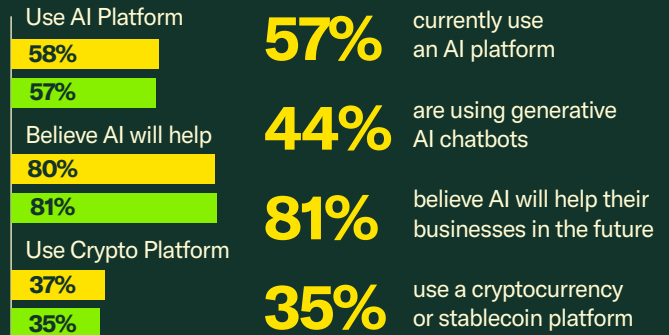**84%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

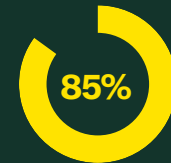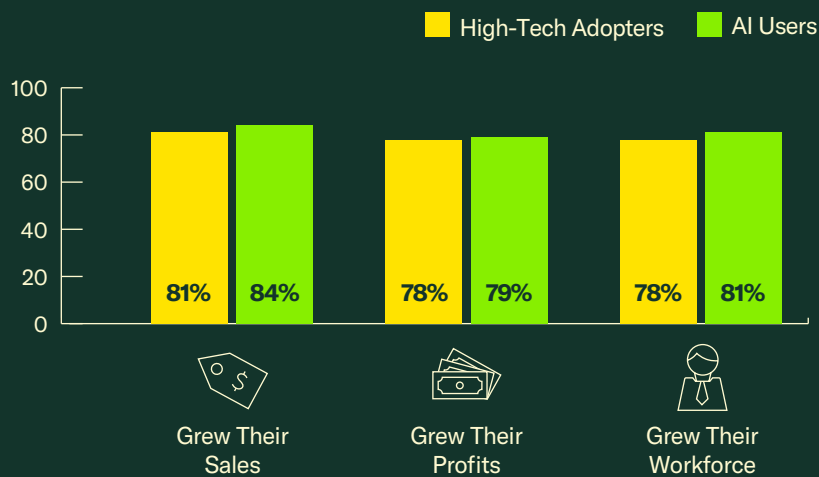## Small businesses in the state that make greater use of tech say...

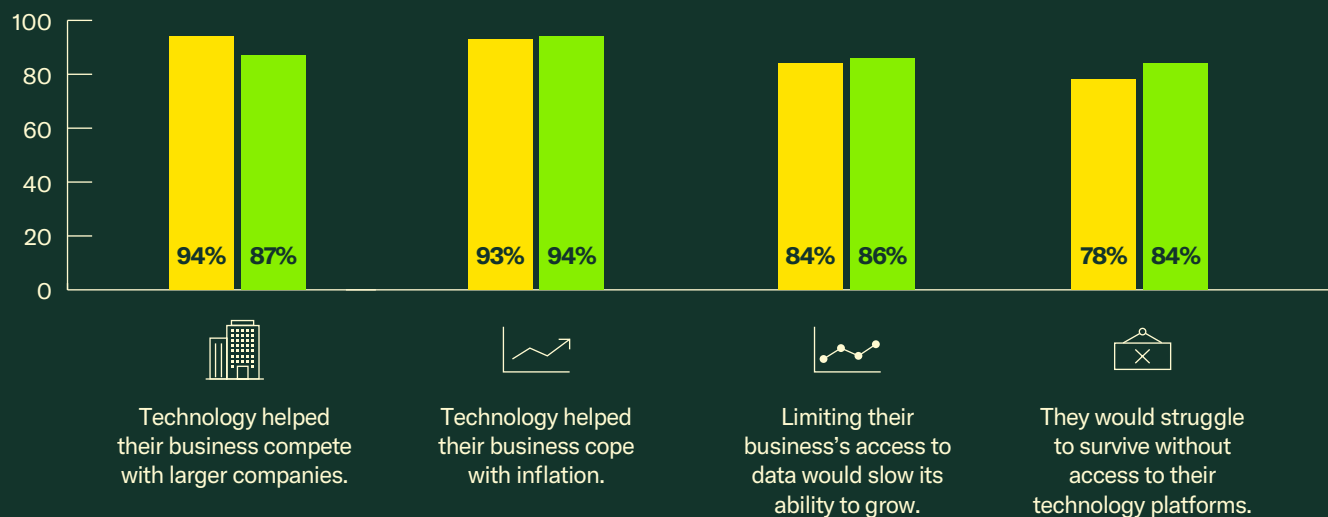|	National	State-level
Technology helped their business compete with larger companies.	93%	93%
Technology helped their business cope with inflation.	80%	80%
Limiting their business's access to data would slow its ability to grow.	67%	73%
They would struggle to survive without access to their technology platforms.	60%	60%

Key Numbers in Florida

Use Tech
99%	National
100%	State-level

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%	National
76%	State-level

76% plan to increase their use of technology in 2-3 years

National (yellow)   **State-level** (green)

Use AI Platform
58%	National
61%	State-level

61% currently use an AI platform

Believe AI will help
80%	National
78%	State-level

49% are using generative AI chatbots

Use Crypto Platform
37%	National
35%	State-level

78% believe AI will help their businesses in the future

35% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

High-Tech Adopters (yellow)   **AI Users** (green)

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	81%	81%	83%
AI Users	79%	79%	79%

87% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
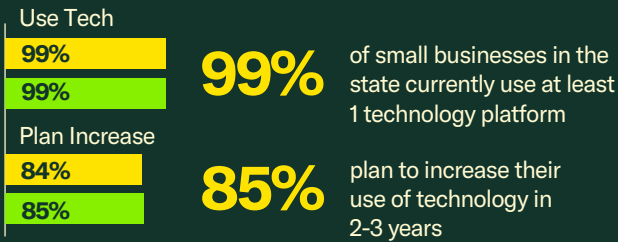
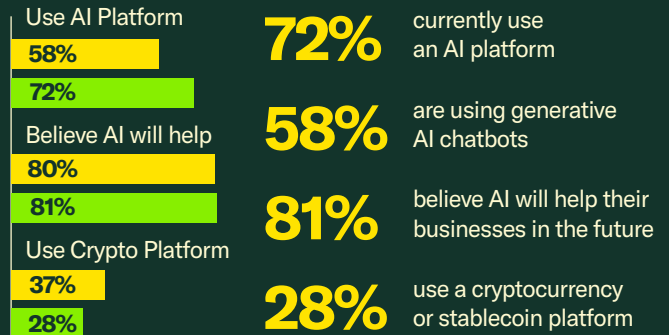**60%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

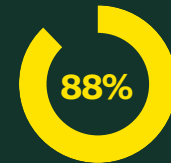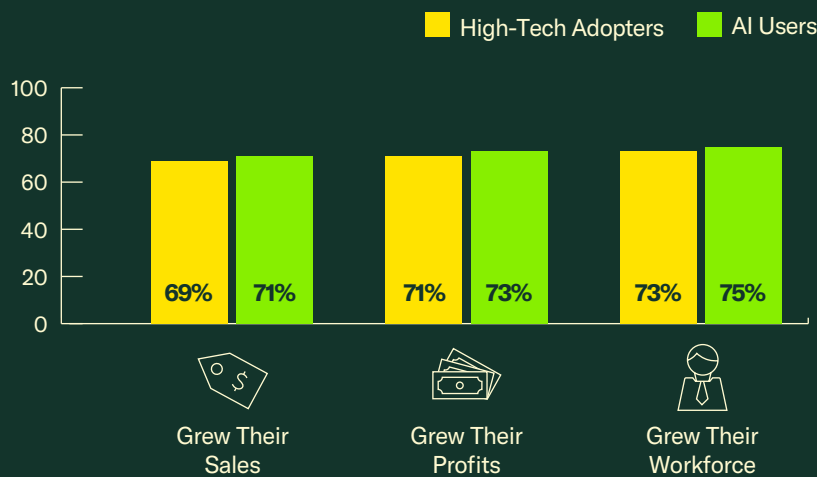## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
(yellow)	88%	84%	77%	72%
(green)	90%	89%	76%	73%

Key Numbers in Georgia

Use Tech
- 99% (National)
- 99% (State-level)

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- 84% (National)
- 90% (State-level)

90% plan to increase their use of technology in 2-3 years

Use AI Platform
- 58% (National)
- 64% (State-level)

Believe AI will help
- 80% (National)
- 82% (State-level)

Use Crypto Platform
- 37% (National)
- 30% (State-level)

64% currently use an AI platform

50% are using generative AI chatbots

82% believe AI will help their businesses in the future

30% use a cryptocurrency or stablecoin platform

- ■ National
- ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	80%	82%	78%
AI Users	82%	86%	82%

76% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
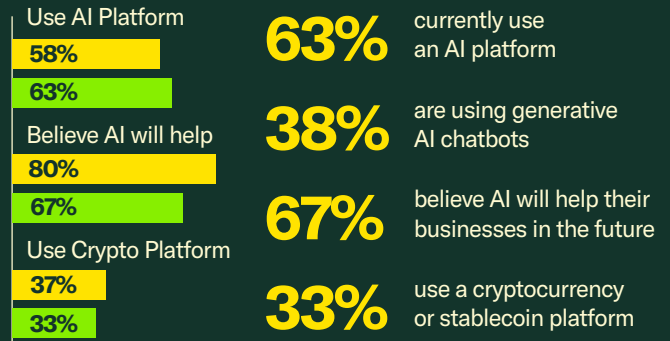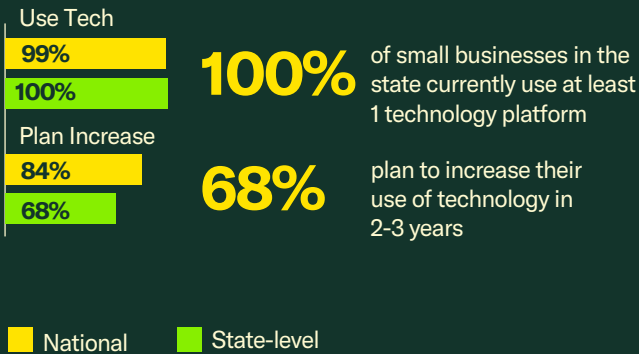
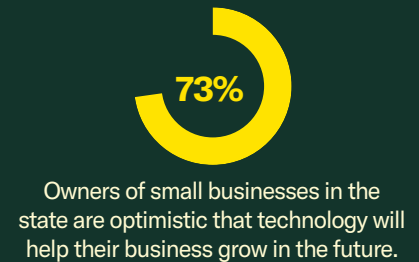**55%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

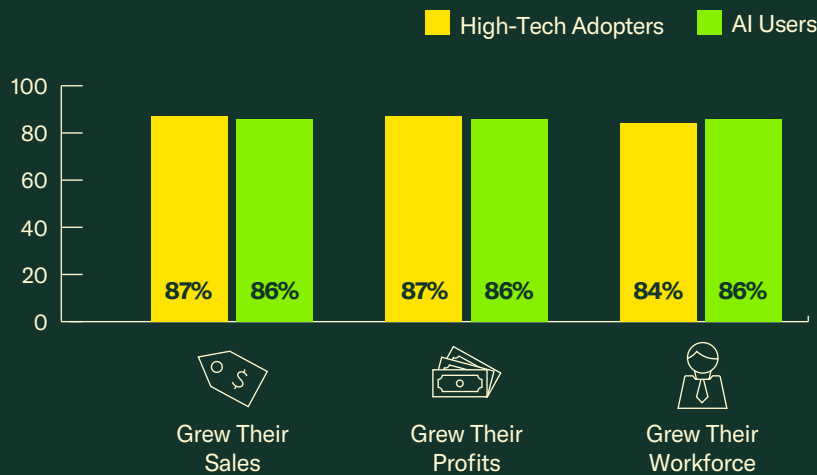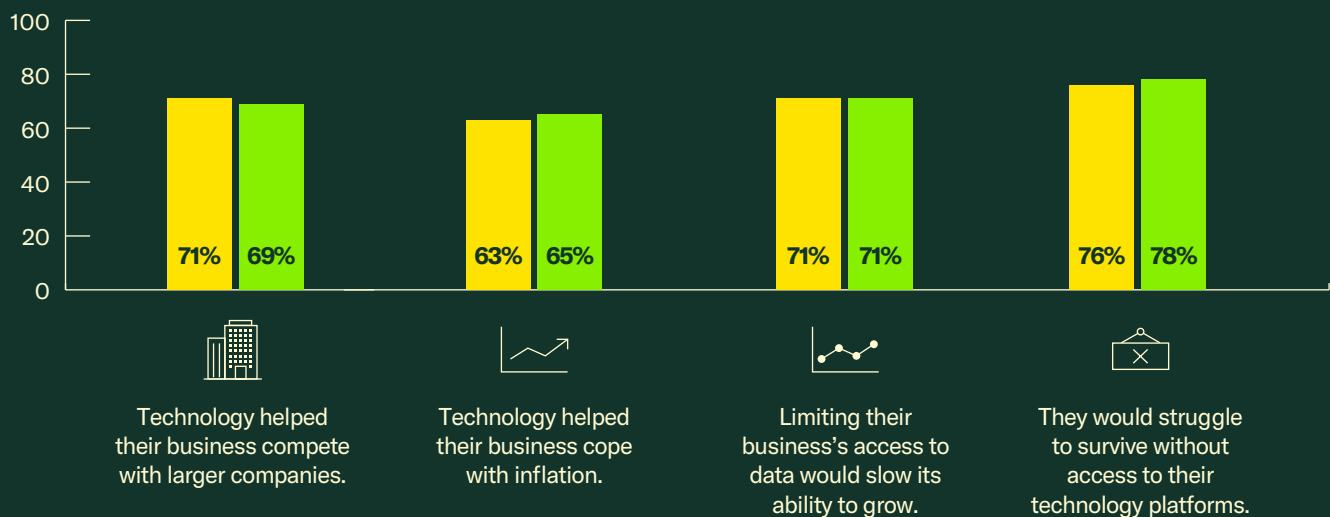## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	84%	82%	76%	69%
State-level	88%	86%	75%	76%

51

Key Numbers in Hawaii

Use Tech
99%
100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
78%

78% plan to increase their use of technology in 2-3 years

Use AI Platform
58%
66%

Believe AI will help
80%
66%

Use Crypto Platform
37%
38%

66% currently use an AI platform

42% are using generative AI chatbots

66% believe AI will help their businesses in the future

38% use a cryptocurrency or stablecoin platform

■ National   ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	86%	86%	75%
AI Users	88%	88%	82%

66%
Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

86%
Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...
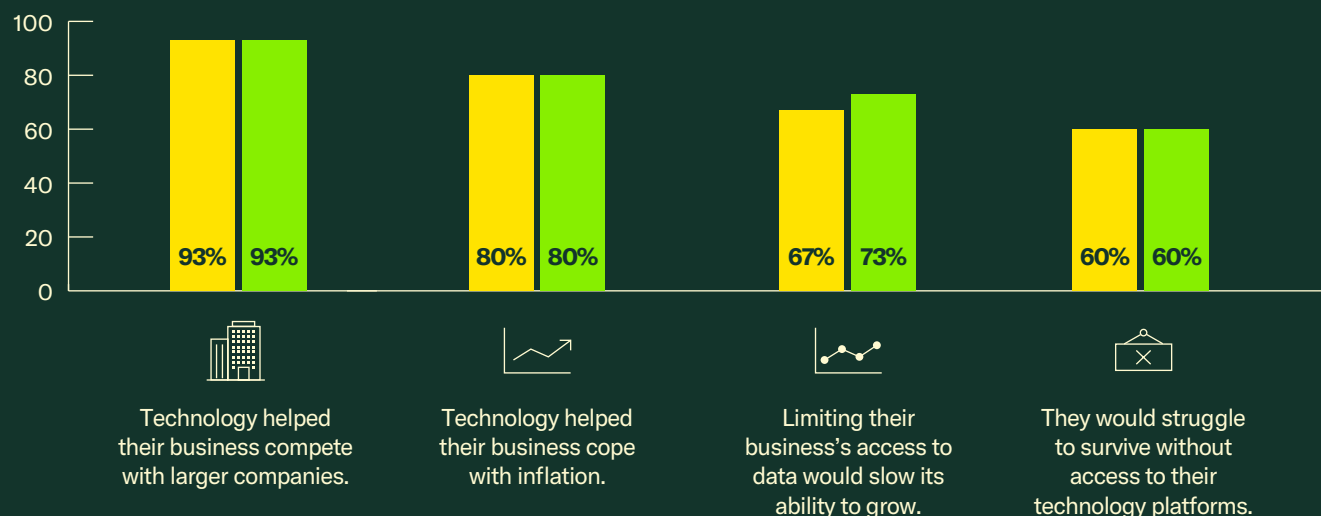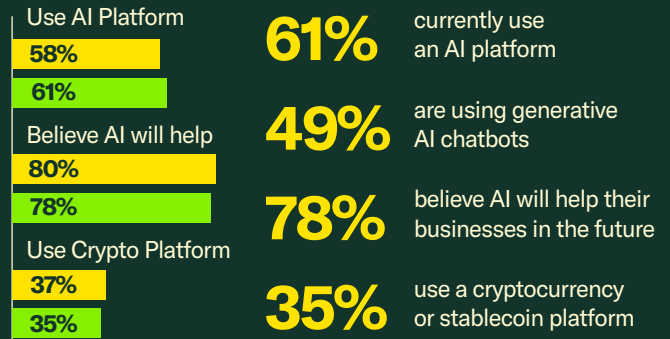
	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	82%	100%	86%	75%
State-level	85%	97%	85%	76%

52

Key Numbers in Idaho

Use Tech
- 99%
- 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- 84%
- 92%

92% plan to increase their use of technology in 2-3 years

Use AI Platform
- 58%
- 56%

56% currently use an AI platform

44% are using generative AI chatbots

Believe AI will help
- 80%
- 88%

88% believe AI will help their businesses in the future

Use Crypto Platform
- 37%
- 37%

37% use a cryptocurrency or stablecoin platform

■ National   ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	87%	83%
Grew Their Profits	83%	79%
Grew Their Workforce	83%	83%

81% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
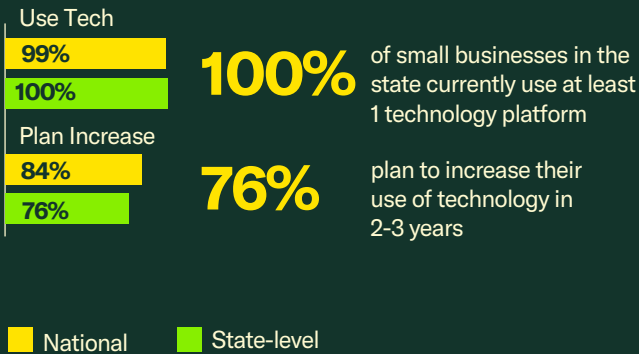
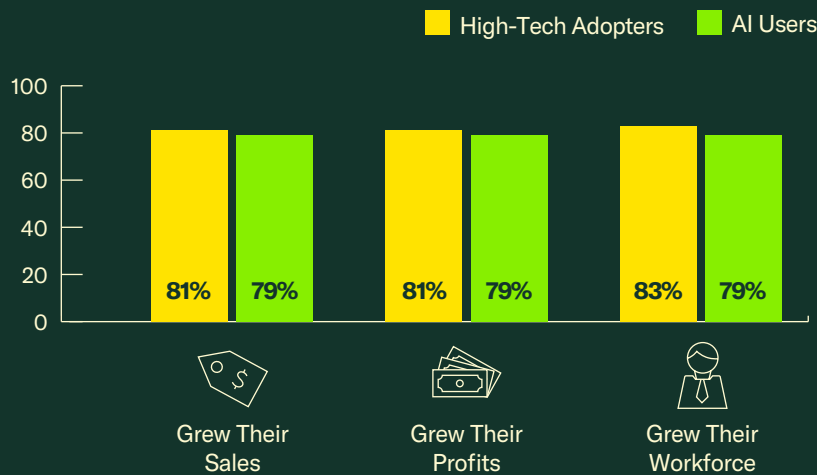**54%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

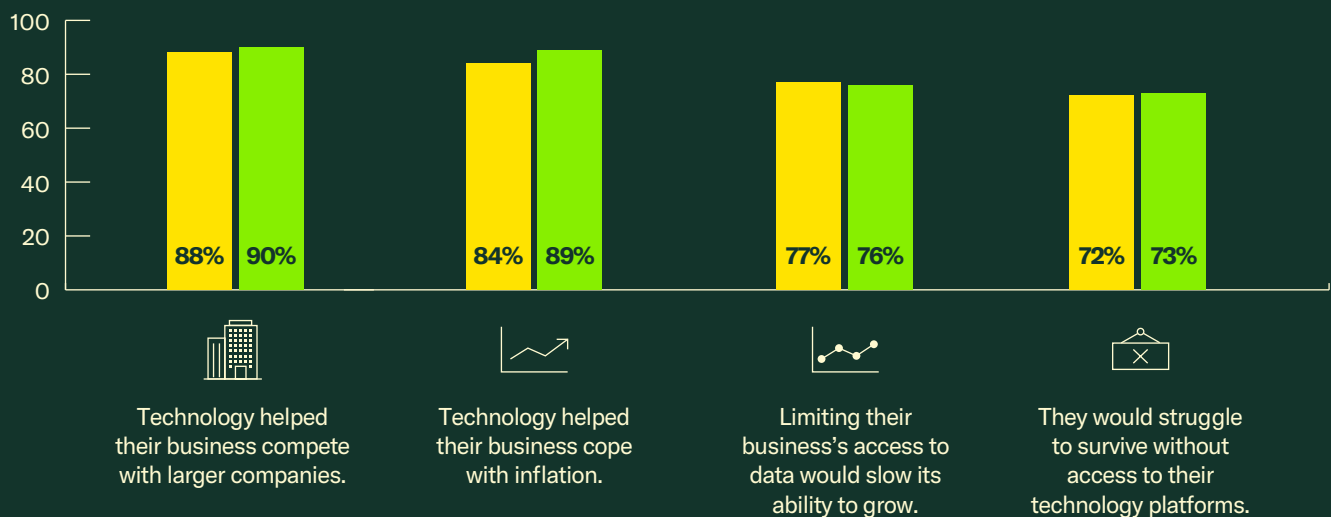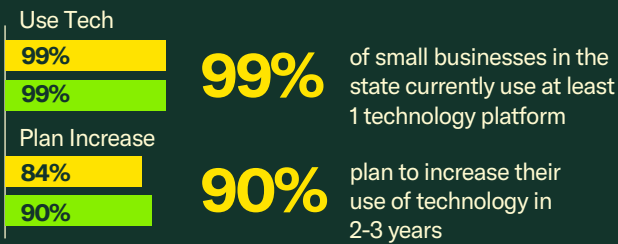## Small businesses in the state that make greater use of tech say...

	National	State-level
Technology helped their business compete with larger companies.	73%	76%
Technology helped their business cope with inflation.	93%	86%
Limiting their business's access to data would slow its ability to grow.	53%	52%
They would struggle to survive without access to their technology platforms.	53%	61%

Key Numbers in Illinois

Use Tech
99%
100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
86%

86% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
58%
67%

67% currently use an AI platform

Believe AI will help
80%
83%

55% are using generative AI chatbots

Use Crypto Platform
37%
34%

83% believe AI will help their businesses in the future

34% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

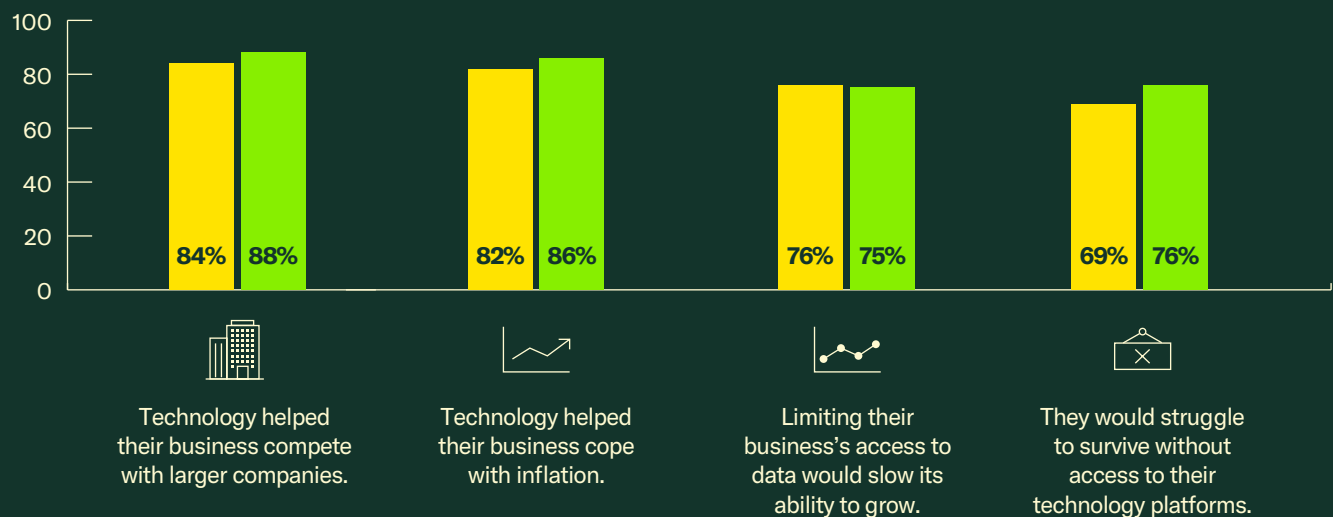|	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	88%	83%	88%
AI Users	92%	86%	88%

95%

Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
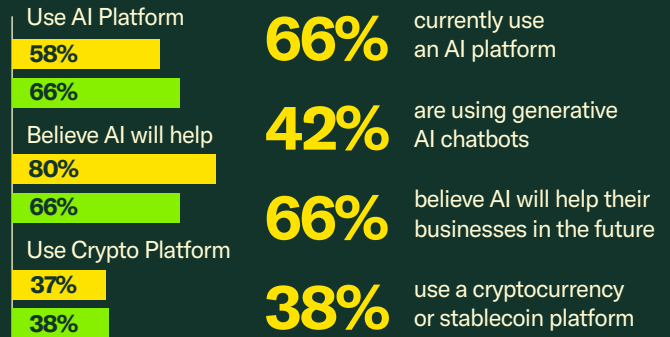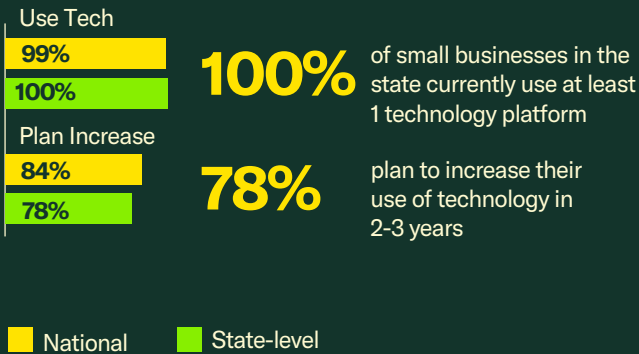
59%

Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	94%	83%	79%	73%
State-level	92%	92%	80%	78%

Key Numbers in Indiana

Use Tech
- National: 99%
- State-level: 96%

96% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 80%

80% plan to increase their use of technology in 2-3 years

Legend: ■ National ■ State-level

Use AI Platform
- National: 58%
- State-level: 63%

63% currently use an AI platform

Believe AI will help
- National: 80%
- State-level: 67%

54% are using generative AI chatbots

Use Crypto Platform
- National: 37%
- State-level: 25%

67% believe AI will help their businesses in the future

25% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

Legend: ■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	79%	76%	79%
AI Users	82%	80%	80%

84% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

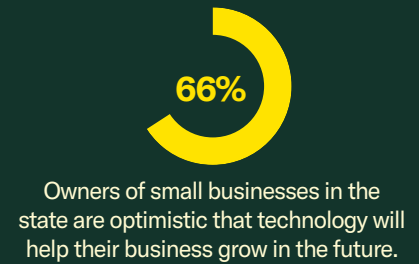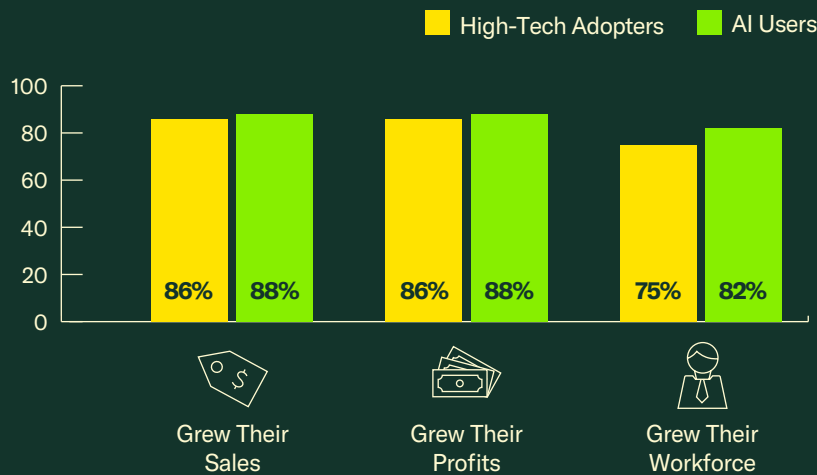**65%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

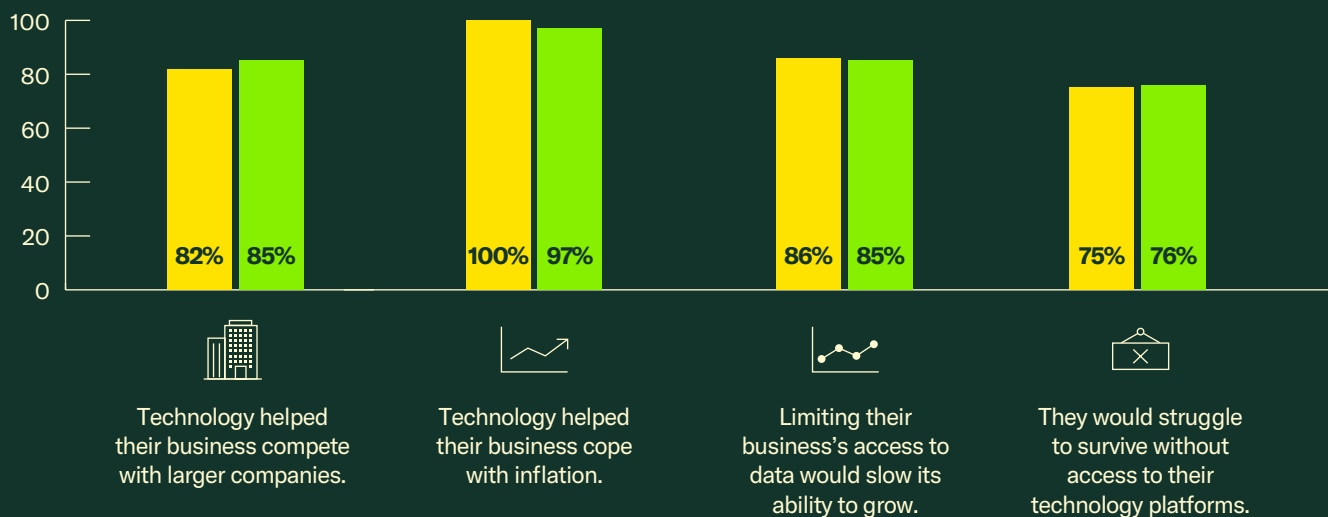## Small businesses in the state that make greater use of tech say...

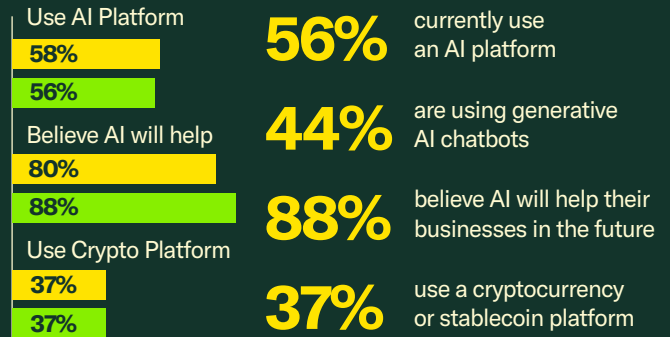|	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	83%	74%	79%	76%
State-level	88%	82%	86%	78%

Key Numbers in Iowa

Use Tech
- National: 99%
- State-level: 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 73%

73% plan to increase their use of technology in 2-3 years

Legend: National (yellow) / State-level (green)

Use AI Platform
- National: 58%
- State-level: 48%

48% currently use an AI platform

Believe AI will help
- National: 80%
- State-level: 85%

29% are using generative AI chatbots

85% believe AI will help their businesses in the future

Use Crypto Platform
- National: 37%
- State-level: 51%

51% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

Legend: High-Tech Adopters (yellow) / AI Users (green)

	High-Tech Adopters	AI Users
Grew Their Sales	84%	83%
Grew Their Profits	89%	89%
Grew Their Workforce	82%	78%

87% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

63% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

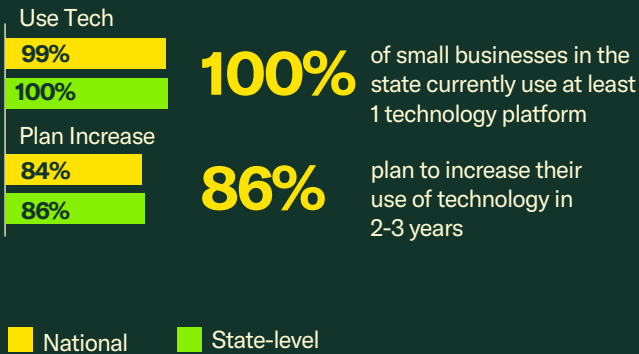## Small businesses in the state that make greater use of tech say...

	National	State-level
Technology helped their business compete with larger companies.	95%	83%
Technology helped their business cope with inflation.	89%	83%
Limiting their business's access to data would slow its ability to grow.	71%	75%
They would struggle to survive without access to their technology platforms.	82%	69%

Key Numbers in Kansas

Use Tech
- 99% (National)
- 100% (State-level)

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- 84% (National)
- 88% (State-level)

88% plan to increase their use of technology in 2-3 years

■ National   ■ State-level

Use AI Platform
- 58% (National)
- 69% (State-level)

Believe AI will help
- 80% (National)
- 80% (State-level)

Use Crypto Platform
- 37% (National)
- 61% (State-level)

69% currently use an AI platform

52% are using generative AI chatbots

80% believe AI will help their businesses in the future

61% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	79%	79%	75%
AI Users	81%	81%	79%

81% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

56% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

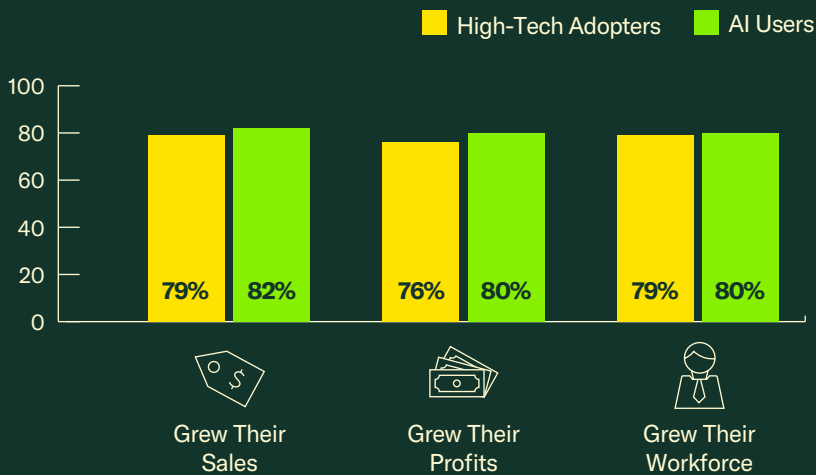## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	94%	91%	83%	83%
State-level	92%	87%	89%	83%

Key Numbers in Kentucky

Use Tech
- National: 99%
- State-level: 99%

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 74%

74% plan to increase their use of technology in 2-3 years

Use AI Platform
- National: 58%
- State-level: 58%

Believe AI will help
- National: 80%
- State-level: 72%

Use Crypto Platform
- National: 37%
- State-level: 36%

58% currently use an AI platform

42% are using generative AI chatbots

72% believe AI will help their businesses in the future

36% use a cryptocurrency or stablecoin platform

■ National ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	73%	82%
Grew Their Profits	69%	73%
Grew Their Workforce	73%	78%

88% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

66% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

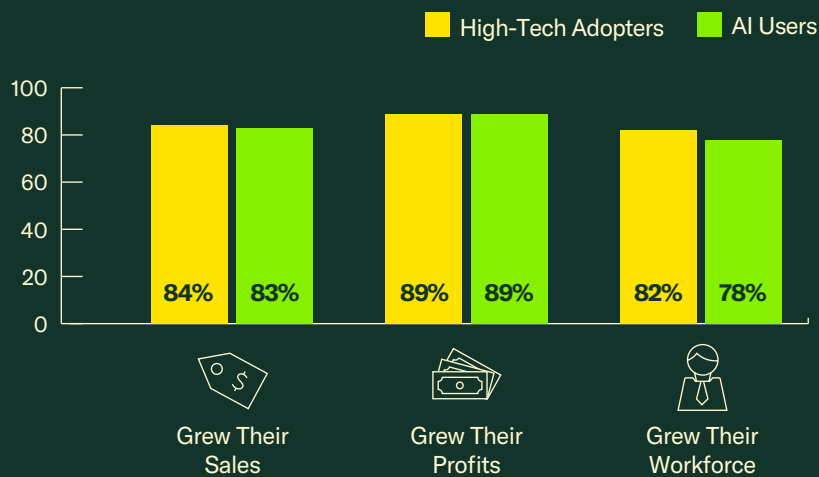## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	80%	78%	84%	73%
State-level	82%	89%	82%	78%

Key Numbers in Louisiana

Use Tech
- National: 99%
- State-level: 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 96%

96% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
- National: 58%
- State-level: 65%

65% currently use an AI platform

Believe AI will help
- National: 80%
- State-level: 88%

54% are using generative AI chatbots

88% believe AI will help their businesses in the future

Use Crypto Platform
- National: 37%
- State-level: 31%

31% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	82%	84%	75%
AI Users	84%	86%	78%

86% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

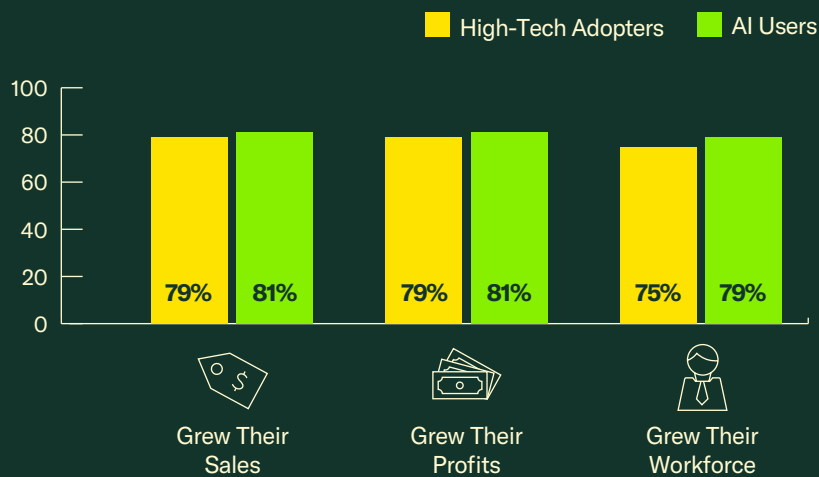**65%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

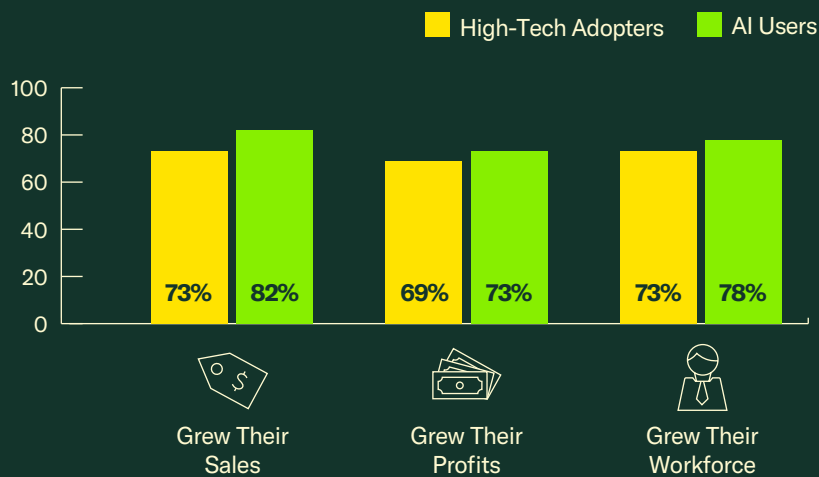## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
High-Tech Adopters	89%	88%	77%	73%
AI Users	86%	88%	73%	71%

Key Numbers in Maine

Use Tech
99%
100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
94%

94% plan to increase their use of technology in 2-3 years

Use AI Platform
58%
77%

77% currently use an AI platform

Believe AI will help
80%
92%

71% are using generative AI chatbots

Use Crypto Platform
37%
59%

92% believe AI will help their businesses in the future

59% use a cryptocurrency or stablecoin platform

■ National   ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

Grew Their Sales	Grew Their Profits	Grew Their Workforce
85% / 82%	85% / 79%	76% / 74%

98% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

80% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
90% / 92%	93% / 100%	80% / 85%	90% / 97%

Key Numbers in Maryland

Use Tech
- 99%
- 97%

97% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- 84%
- 90%

90% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
- 58%
- 56%

Believe AI will help
- 80%
- 86%

Use Crypto Platform
- 37%
- 27%

56% currently use an AI platform

49% are using generative AI chatbots

86% believe AI will help their businesses in the future

27% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	91%	87%	87%
AI Users	93%	93%	86%

86% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

65% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

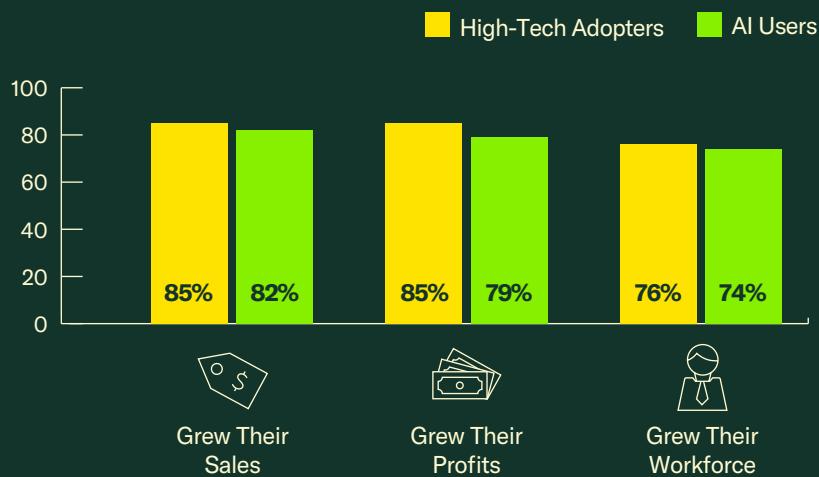## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	87%	77%	81%	72%
State-level	89%	84%	77%	75%

Key Numbers in Massachusetts

Use Tech
- National: 99%
- State-level: 99%

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 87%

87% plan to increase their use of technology in 2-3 years

Use AI Platform
- National: 58%
- State-level: 51%

51% currently use an AI platform

Believe AI will help
- National: 80%
- State-level: 87%

44% are using generative AI chatbots

Use Crypto Platform
- National: 37%
- State-level: 30%

87% believe AI will help their businesses in the future

30% use a cryptocurrency or stablecoin platform

■ National ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	82%	82%	86%
AI Users	85%	83%	90%

89% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

70% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

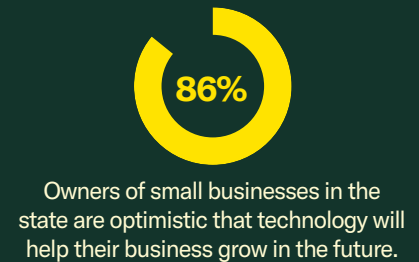## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	95%	82%	70%	66%
State-level	95%	85%	75%	73%

Key Numbers in Michigan

Use Tech
- National: 99%
- State-level: 99%

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 86%

86% plan to increase their use of technology in 2-3 years

National **State-level**

Use AI Platform
- 58%
- 58%

Believe AI will help
- 80%
- 71%

Use Crypto Platform
- 37%
- 36%

58% currently use an AI platform

43% are using generative AI chatbots

71% believe AI will help their businesses in the future

36% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

High-Tech Adopters **AI Users**

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	78%	76%	70%
AI Users	82%	78%	76%

90% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

68% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

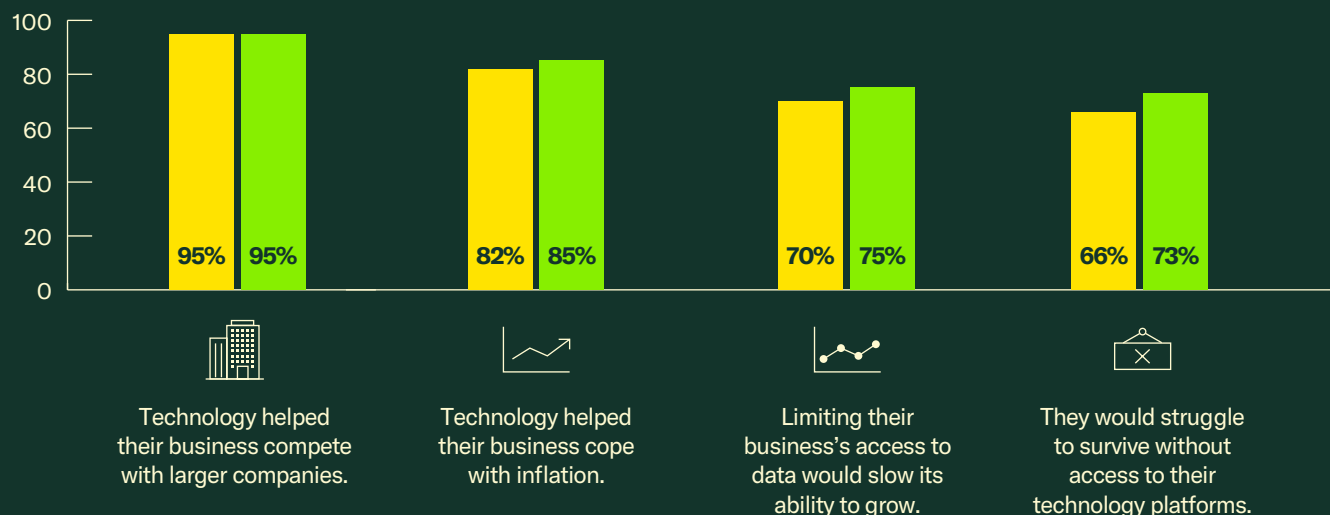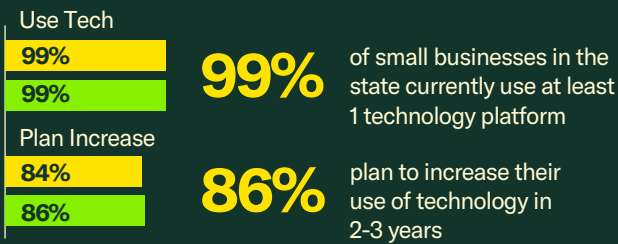|	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	87%	76%	80%	74%
State-level	89%	80%	76%	82%

Key Numbers in Minnesota

Use Tech
99% (National)
99% (State-level)

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84% (National)
91% (State-level)

91% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
58% (National)
47% (State-level)

47% currently use an AI platform

Believe AI will help
80% (National)
88% (State-level)

38% are using generative AI chatbots

Use Crypto Platform
37% (National)
41% (State-level)

88% believe AI will help their businesses in the future

41% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	88%	86%	83%
AI Users	84%	84%	83%

87% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

68% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
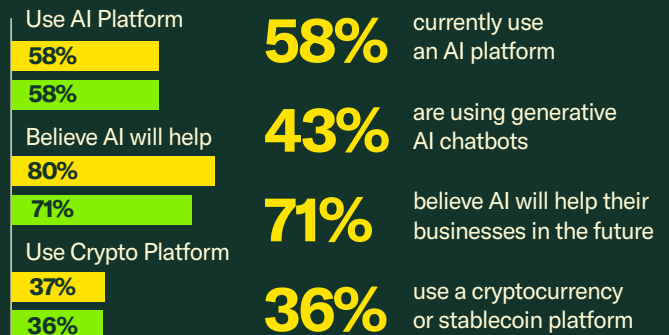
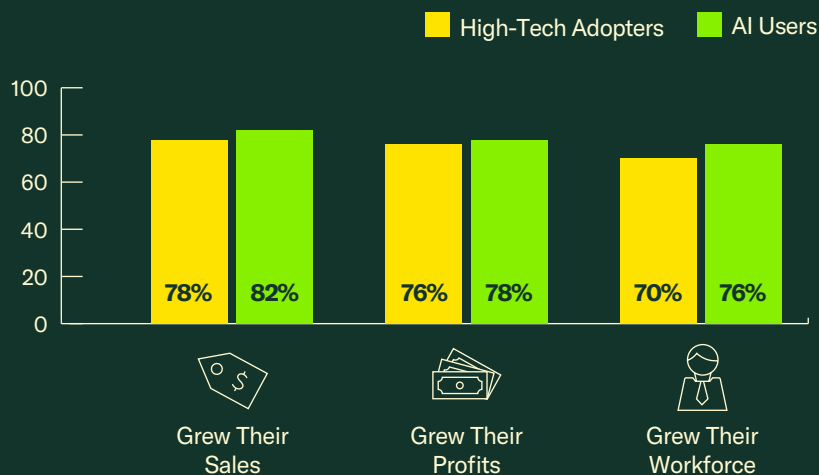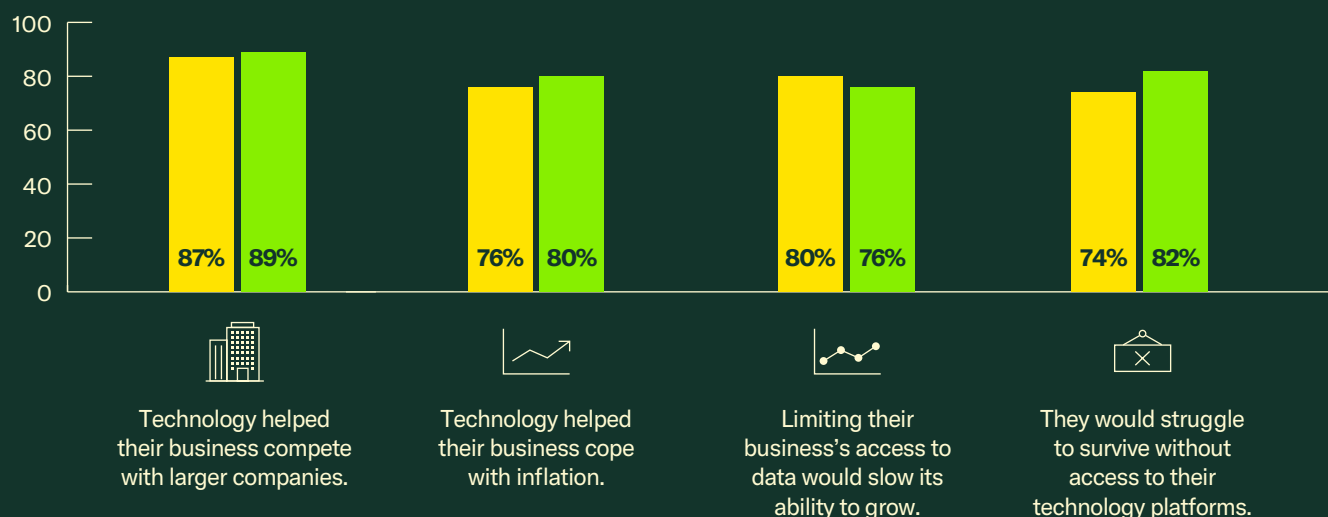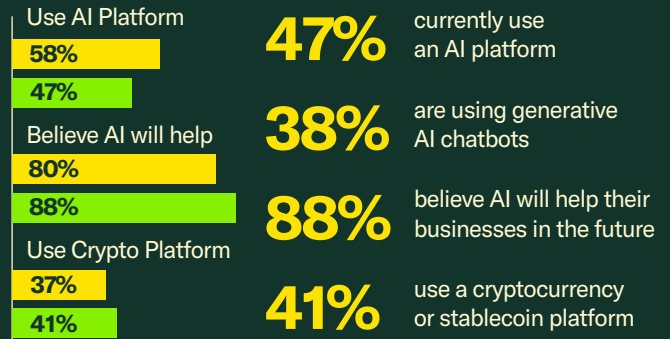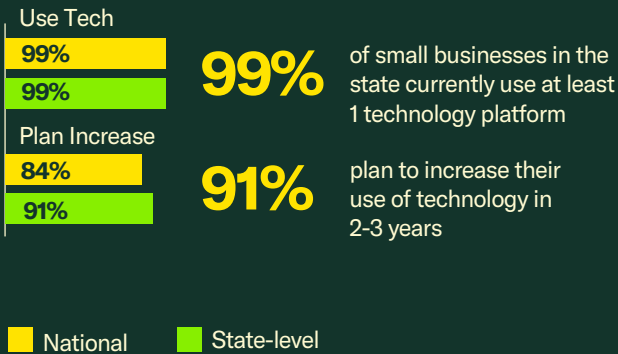## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	74%	81%	74%	72%
State-level	84%	89%	70%	78%

Key Numbers in Mississippi

Use Tech
- National: 99%
- State-level: 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 86%

86% plan to increase their use of technology in 2-3 years

Use AI Platform
- National: 58%
- State-level: 61%

Believe AI will help
- National: 80%
- State-level: 71%

Use Crypto Platform
- National: 37%
- State-level: 38%

61% currently use an AI platform

39% are using generative AI chatbots

71% believe AI will help their businesses in the future

38% use a cryptocurrency or stablecoin platform

Legend: National (yellow) | State-level (green)

Tech and AI use leads to significant economic growth

Legend: High-Tech Adopters (yellow) | AI Users (green)

	High-Tech Adopters	AI Users
Grew Their Sales	89%	83%
Grew Their Profits	89%	81%
Grew Their Workforce	89%	83%

78% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

61% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
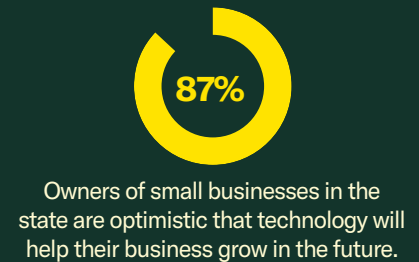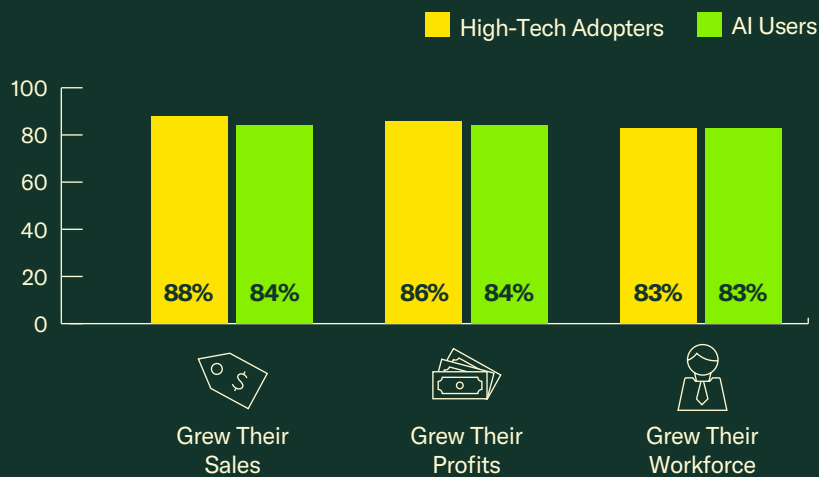

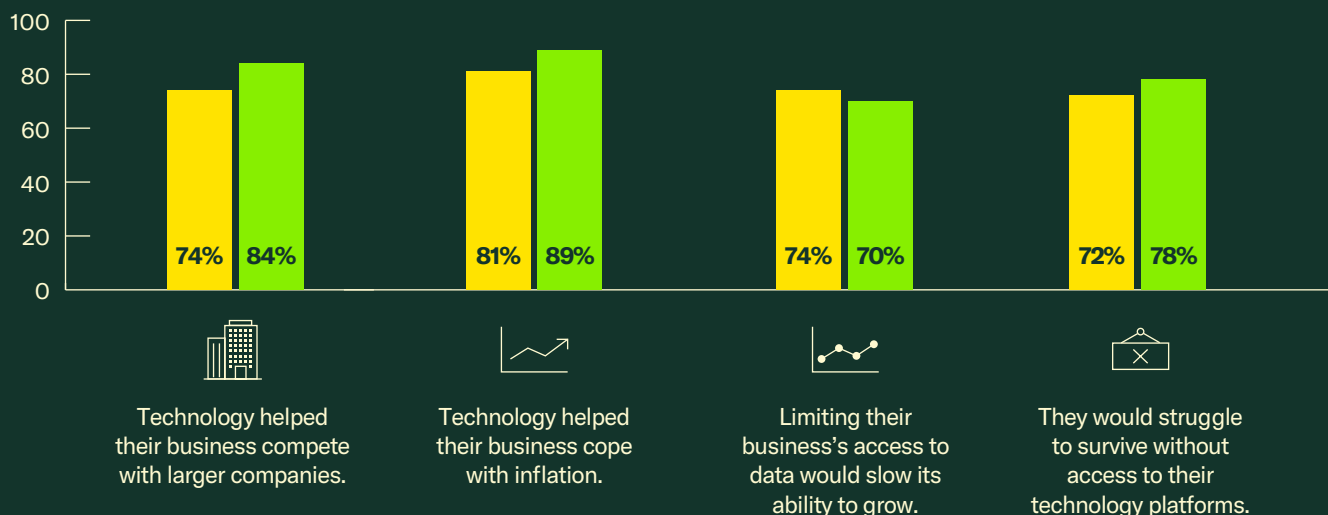## Small businesses in the state that make greater use of tech say...

	National	State-level
Technology helped their business compete with larger companies.	86%	81%
Technology helped their business cope with inflation.	70%	77%
Limiting their business's access to data would slow its ability to grow.	89%	79%
They would struggle to survive without access to their technology platforms.	80%	76%

Key Numbers in Missouri

Use Tech
- National: 99%
- State-level: 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 90%

90% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
- National: 58%
- State-level: 58%

58% currently use an AI platform

Believe AI will help
- National: 80%
- State-level: 80%

47% are using generative AI chatbots

Use Crypto Platform
- National: 37%
- State-level: 38%

80% believe AI will help their businesses in the future

38% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	83%	85%	80%
AI Users	89%	84%	87%

87% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

73% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
High-Tech Adopters	80%	80%	87%	78%
AI Users	80%	83%	83%	83%

66

Key Numbers in Montana

Use Tech

99%	
100%	

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase

84%	
84%	

84% plan to increase their use of technology in 2-3 years

Use AI Platform

58%	
59%	

Believe AI will help

80%	
69%	

Use Crypto Platform

37%	
24%	

59% currently use an AI platform

35% are using generative AI chatbots

69% believe AI will help their businesses in the future

24% use a cryptocurrency or stablecoin platform

■ National   ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

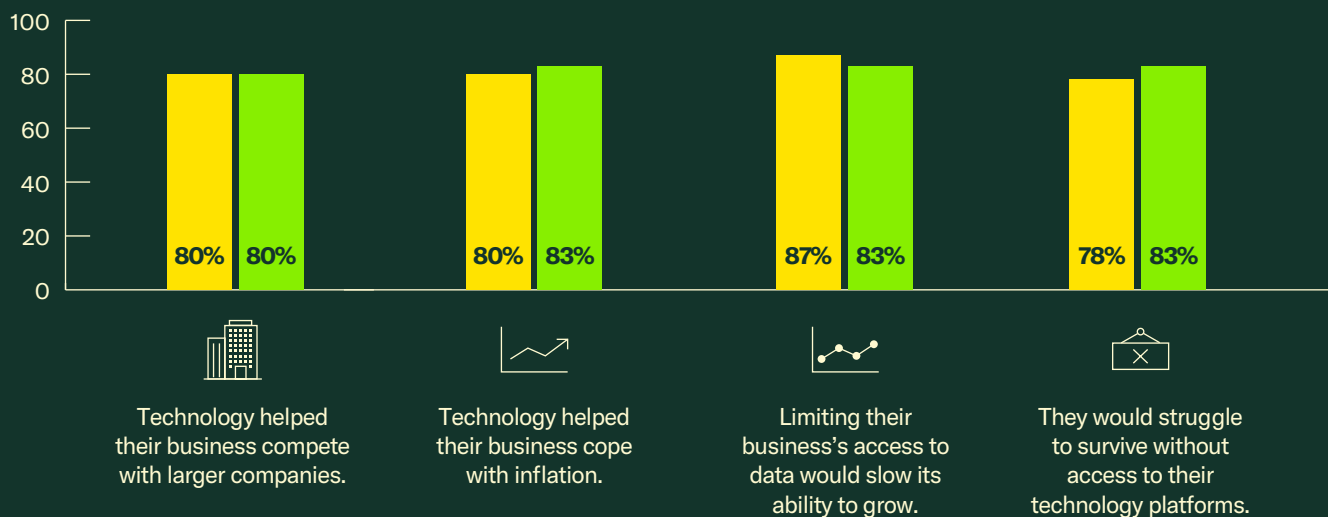|	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	81%	81%	81%
AI Users	80%	83%	83%

86%

Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
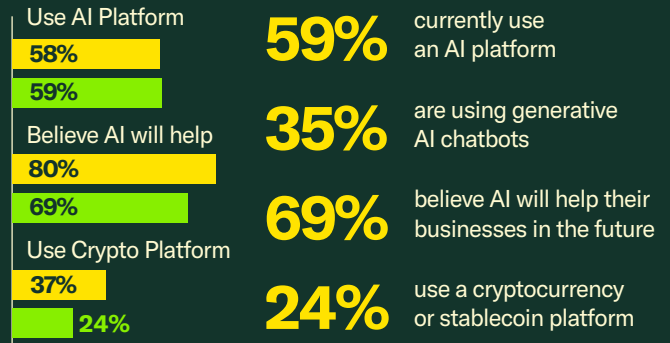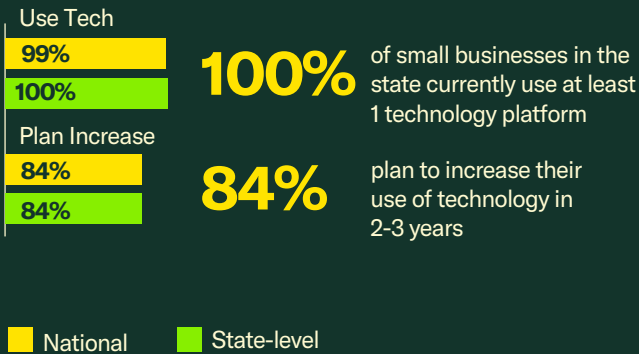
62%

Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	81%	81%	81%	76%
State-level	80%	83%	93%	77%

Key Numbers in Nebraska

Use Tech
- National: 99%
- State-level: 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 83%

83% plan to increase their use of technology in 2-3 years

Use AI Platform
- National: 58%
- State-level: 72%

72% currently use an AI platform

Believe AI will help
- National: 80%
- State-level: 82%

55% are using generative AI chatbots

82% believe AI will help their businesses in the future

Use Crypto Platform
- National: 37%
- State-level: 44%

44% use a cryptocurrency or stablecoin platform

- 🟨 National
- 🟩 State-level

Tech and AI use leads to significant economic growth

- 🟨 High-Tech Adopters
- 🟩 AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	87%	85%	87%
AI Users	86%	84%	82%

87% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

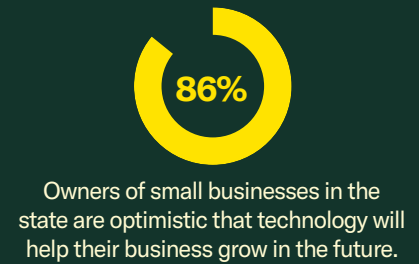**49%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

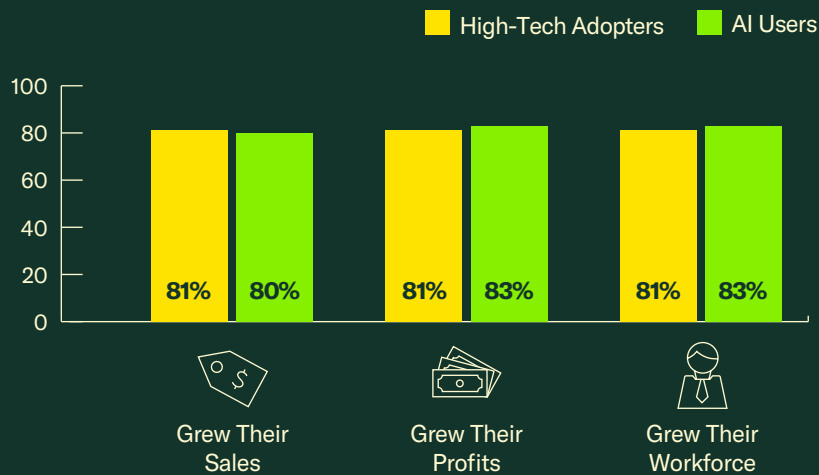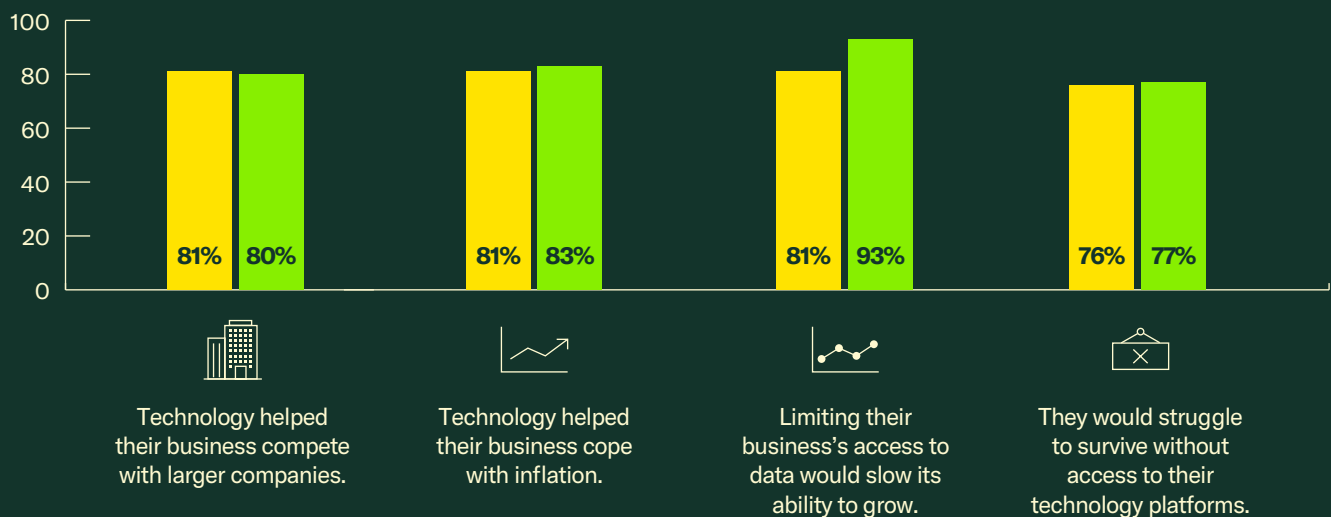## Small businesses in the state that make greater use of tech say...

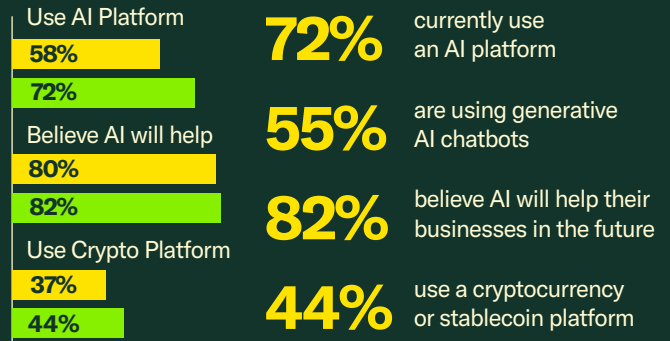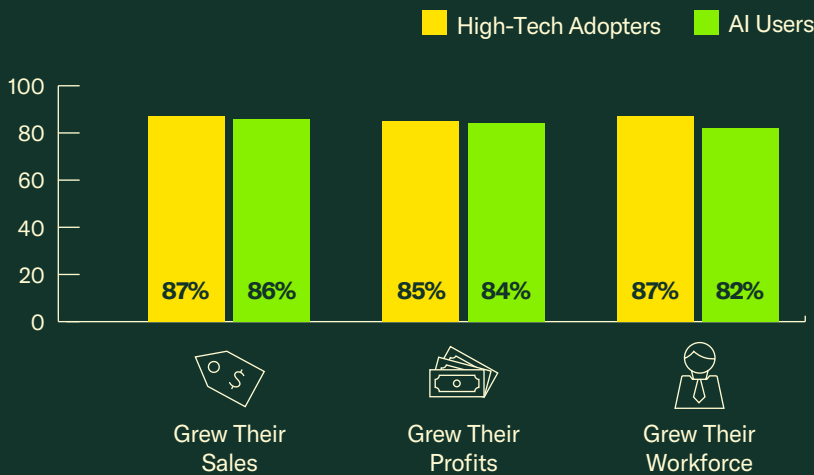|	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	95%	90%	54%	67%
State-level	91%	88%	63%	71%

Key Numbers in Nevada

Use Tech
- National: 99%
- State-level: 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 82%

82% plan to increase their use of technology in 2-3 years

National **State-level**

Use AI Platform
- National: 58%
- State-level: 47%

47% currently use an AI platform

Believe AI will help
- National: 80%
- State-level: 84%

31% are using generative AI chatbots

Use Crypto Platform
- National: 37%
- State-level: 35%

84% believe AI will help their businesses in the future

35% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

High-Tech Adopters **AI Users**

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	88%	88%	83%
AI Users	92%	94%	92%

84%

Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

70%

Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

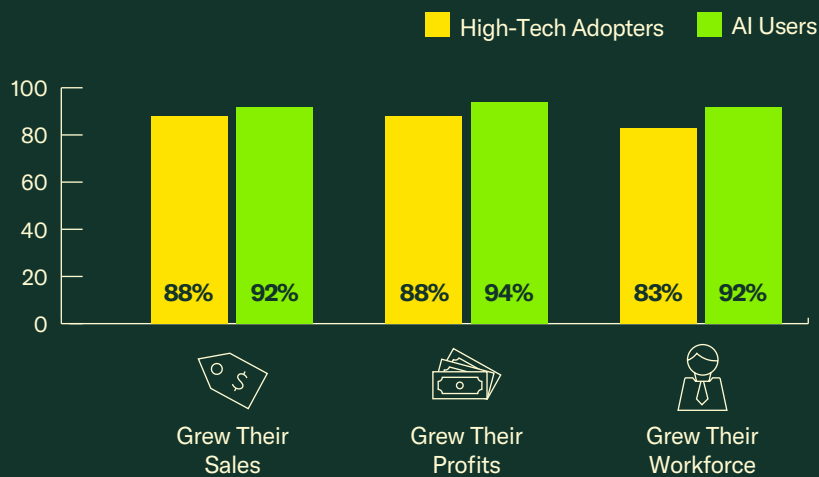## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	88%	83%	79%	79%
State-level	89%	86%	83%	75%

Key Numbers in Hampshire

Use Tech
99%
98%

98% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
62%

62% plan to increase their use of technology in 2-3 years

Use AI Platform
58%
44%

44% currently use an AI platform

Believe AI will help
80%
77%

31% are using generative AI chatbots

Use Crypto Platform
37%
40%

77% believe AI will help their businesses in the future

40% use a cryptocurrency or stablecoin platform

■ National ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	92%	92%	92%
AI Users	96%	91%	96%

77% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

60% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

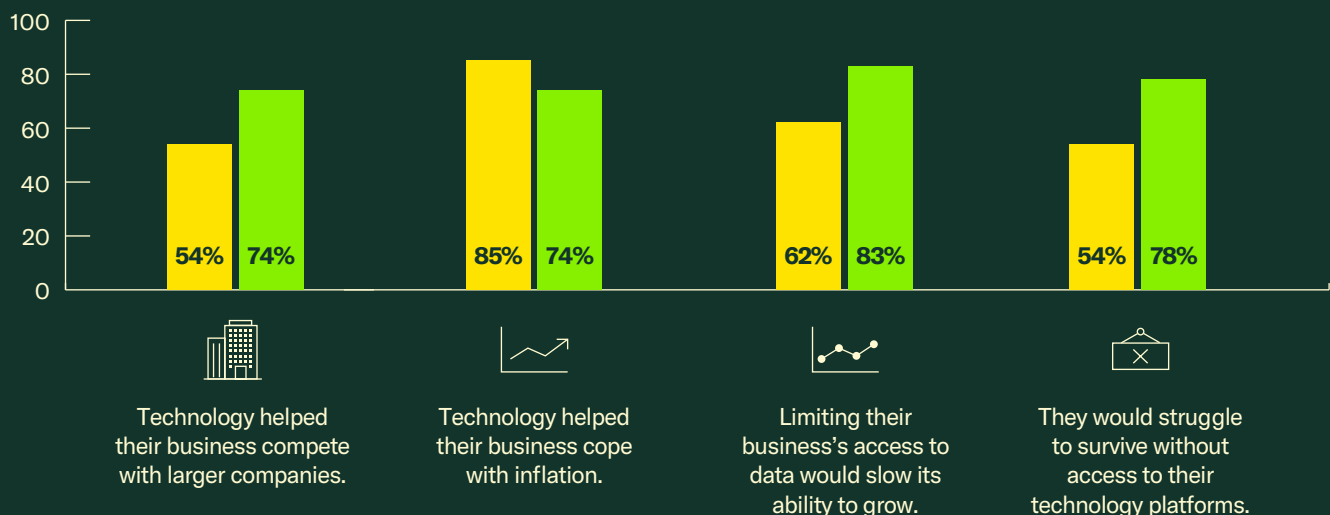## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	54%	85%	62%	54%
State-level	74%	74%	83%	78%

Key Numbers in New Jersey

Use Tech
99%
100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
88%

88% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
58%
64%

Believe AI will help
80%
77%

Use Crypto Platform
37%
44%

64% currently use an AI platform

49% are using generative AI chatbots

77% believe AI will help their businesses in the future

44% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	78%	80%
Grew Their Profits	69%	76%
Grew Their Workforce	73%	76%

86% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
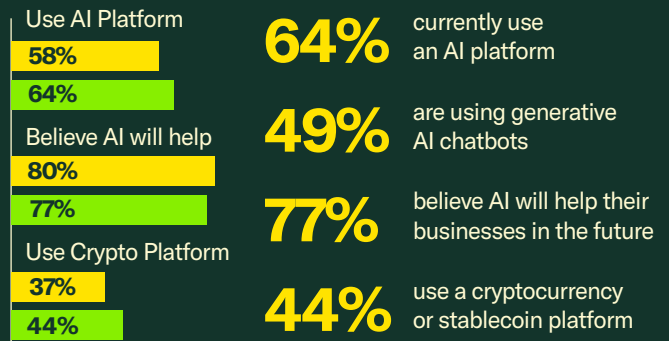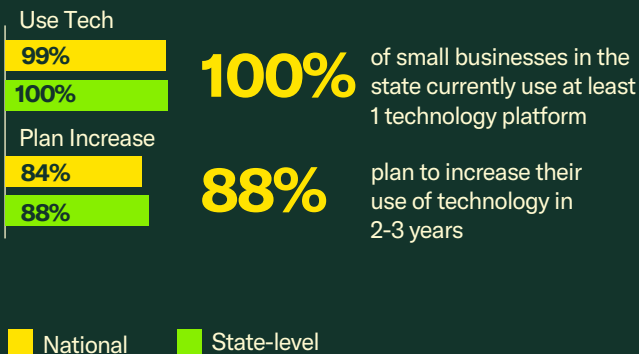
63% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
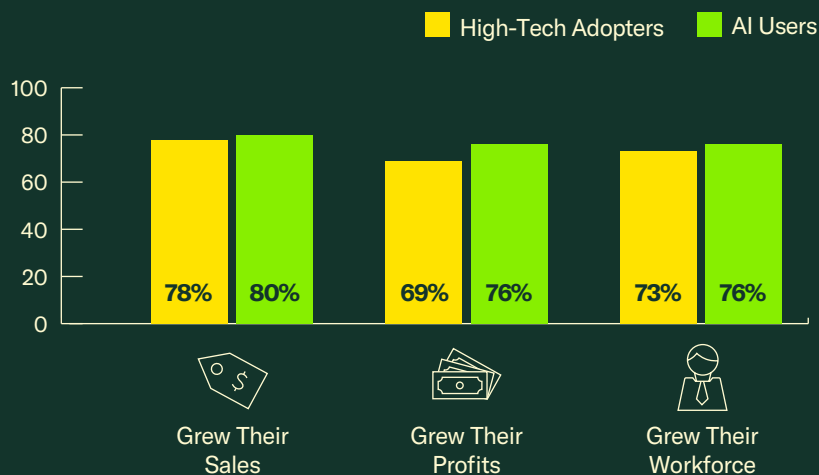
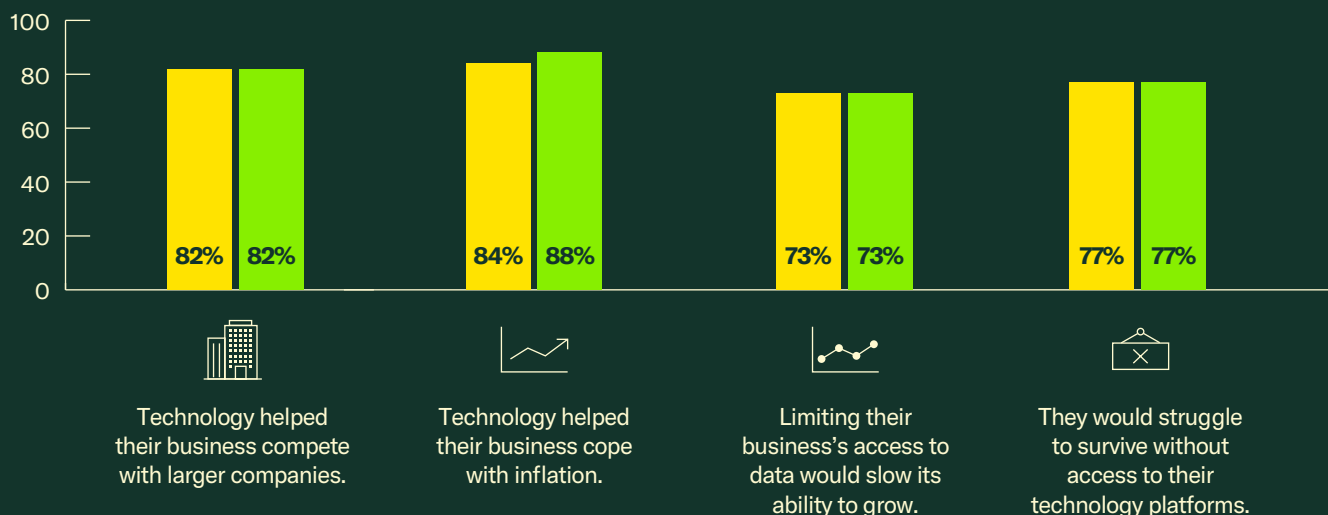## Small businesses in the state that make greater use of tech say…

	National	State-level
Technology helped their business compete with larger companies.	82%	82%
Technology helped their business cope with inflation.	84%	88%
Limiting their business's access to data would slow its ability to grow.	73%	73%
They would struggle to survive without access to their technology platforms.	77%	77%

Key Numbers in New Mexico

Use Tech
- 99% National
- 100% State-level

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- 84% National
- 95% State-level

95% plan to increase their use of technology in 2-3 years

🟨 National 🟩 State-level

Use AI Platform
- 58% National
- 52% State-level

52% currently use an AI platform

Believe AI will help
- 80% National
- 91% State-level

24% are using generative AI chatbots

91% believe AI will help their businesses in the future

Use Crypto Platform
- 37% National
- 77% State-level

77% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

🟨 High-Tech Adopters 🟩 AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	63%	88%	88%
AI Users	73%	78%	83%

86% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

72% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

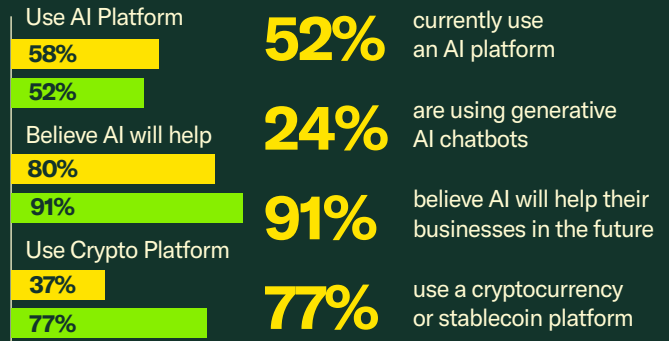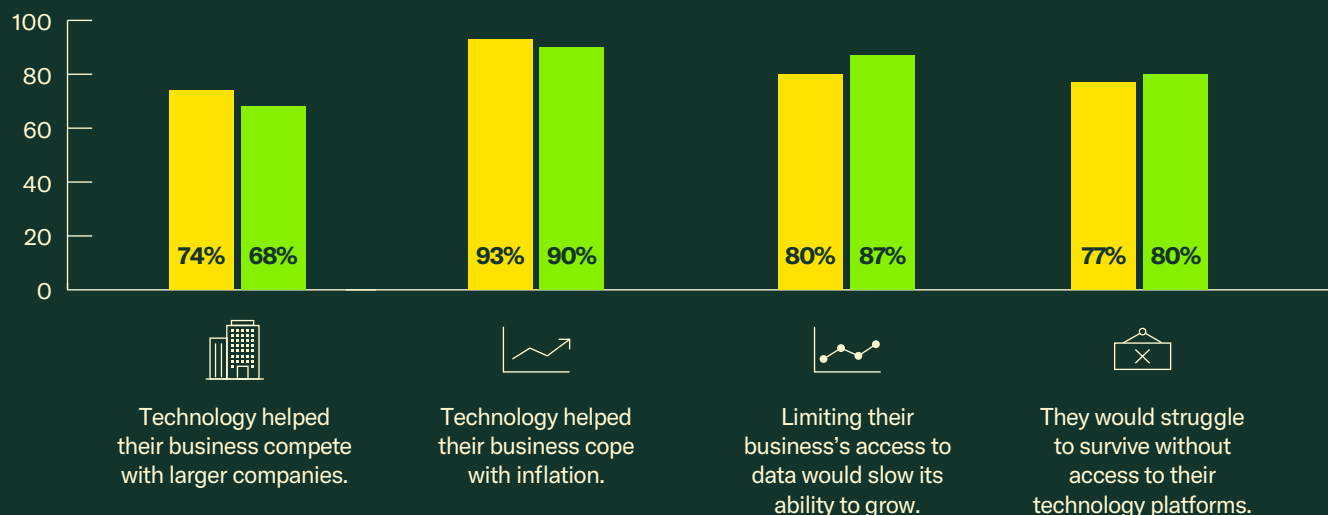|	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	74%	93%	80%	77%
State-level	68%	90%	87%	80%

Key Numbers in New York

Use Tech
99% | 99%

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84% | 87%

87% plan to increase their use of technology in 2-3 years

Use AI Platform
58% | 57%

57% currently use an AI platform

Believe AI will help
80% | 77%

44% are using generative AI chatbots

Use Crypto Platform
37% | 38%

77% believe AI will help their businesses in the future

38% use a cryptocurrency or stablecoin platform

National **State-level**

Tech and AI use leads to significant economic growth

High-Tech Adopters **AI Users**

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	84%	84%	80%
AI Users	87%	84%	83%

87%

Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
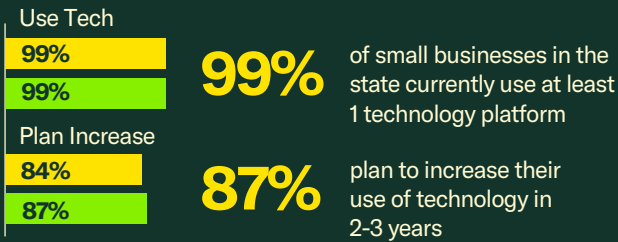
77%

Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
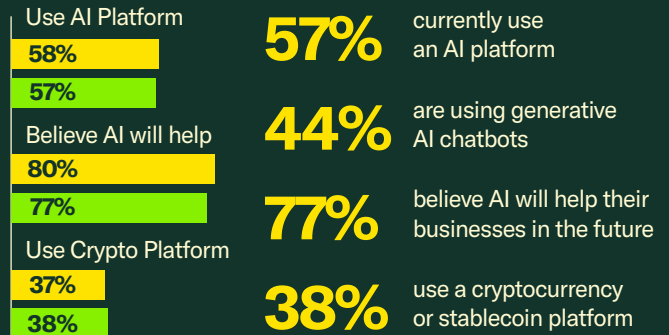
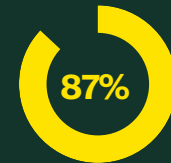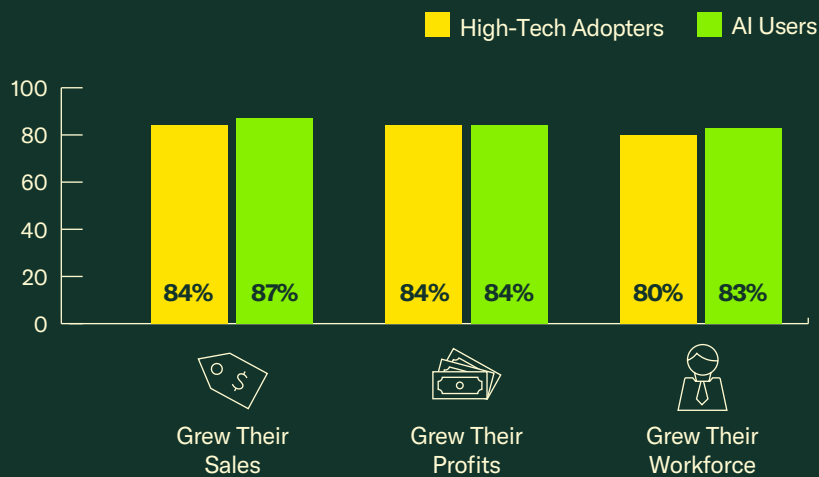## Small businesses in the state that make greater use of tech say…

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	87%	80%	89%	80%
State-level	93%	83%	87%	82%

Key Numbers in North Carolina

Use Tech
99%
100%

Plan Increase
84%
84%

100% of small businesses in the state currently use at least 1 technology platform

84% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
58%
49%

Believe AI will help
80%
85%

Use Crypto Platform
37%
31%

49% currently use an AI platform

37% are using generative AI chatbots

85% believe AI will help their businesses in the future

31% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	78%	86%	82%
AI Users	90%	85%	90%

75% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

46% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

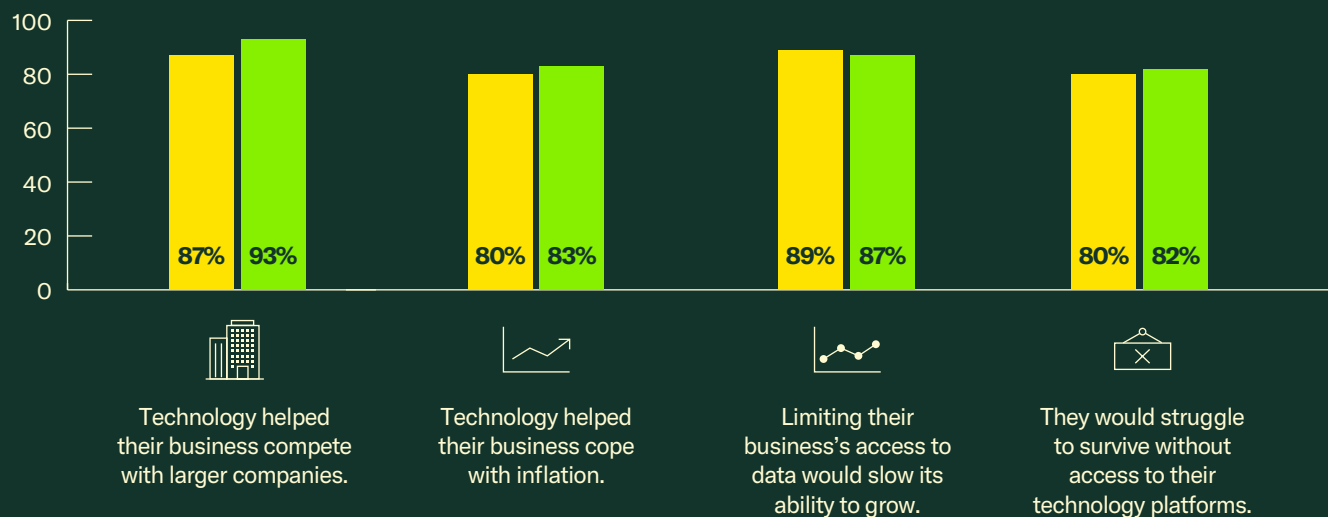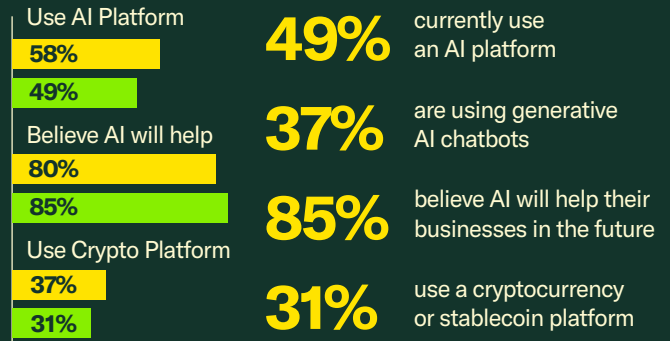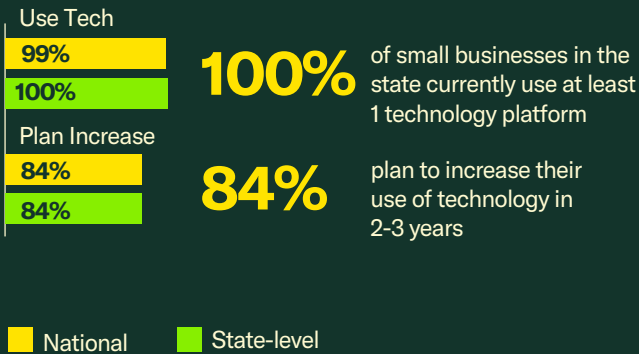## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	79%	80%	69%	67%
State-level	77%	80%	65%	73%

Key Numbers in North Dakota

Use Tech
- 99%
- 98%

Plan Increase
- 84%
- 80%

98% of small businesses in the state currently use at least 1 technology platform

80% plan to increase their use of technology in 2-3 years

Use AI Platform
- 58%
- 47%

Believe AI will help
- 80%
- 90%

Use Crypto Platform
- 37%
- 10%

47% currently use an AI platform

35% are using generative AI chatbots

90% believe AI will help their businesses in the future

10% use a cryptocurrency or stablecoin platform

■ National   ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	88%	88%	75%
AI Users	79%	79%	75%

73% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

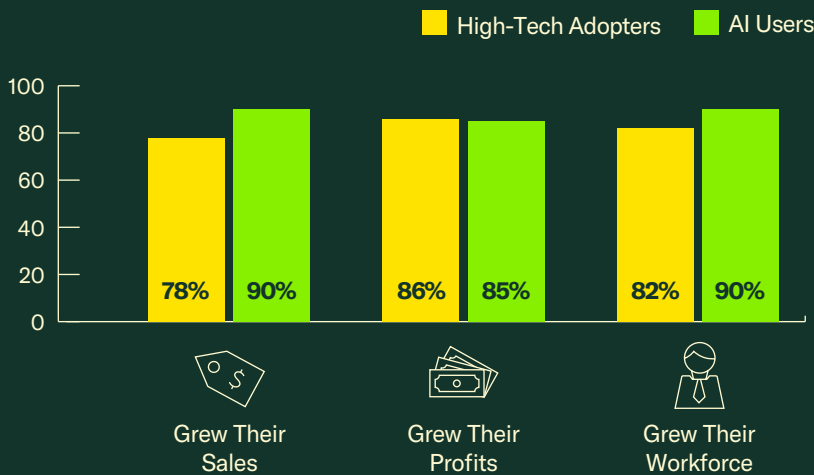**71%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

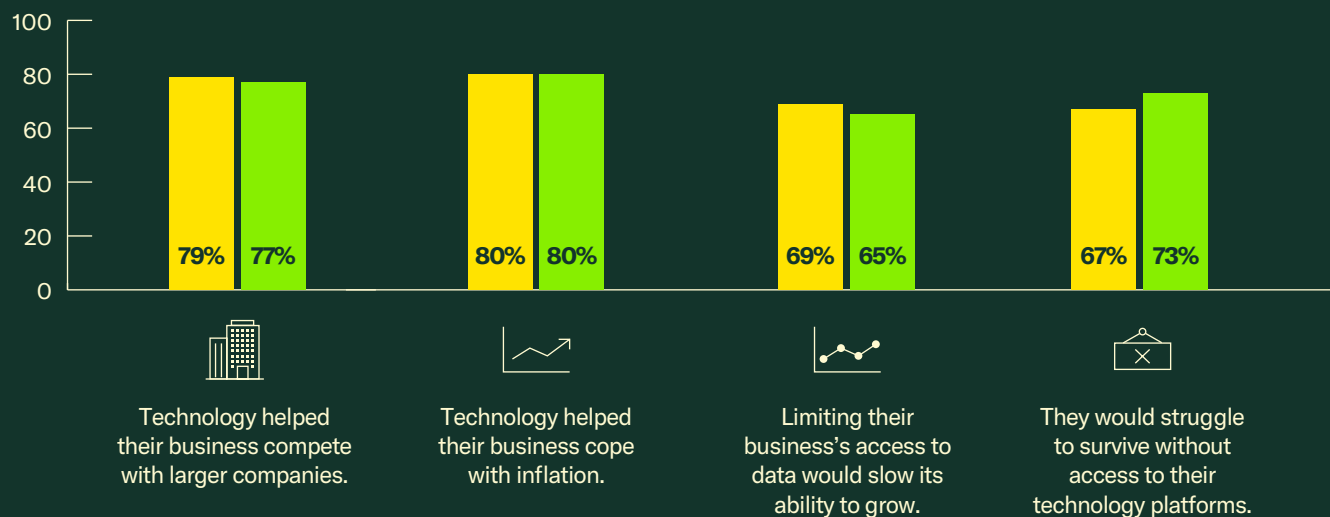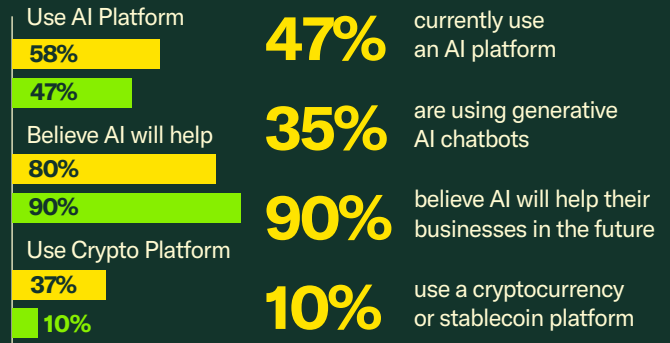## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	92%	83%	71%	75%
State-level	79%	83%	75%	67%

Key Numbers in Ohio

Use Tech
- National: 99%
- State-level: 95%

Plan Increase
- National: 84%
- State-level: 75%

95% of small businesses in the state currently use at least 1 technology platform

75% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
- National: 58%
- State-level: 59%

Believe AI will help
- National: 80%
- State-level: 68%

Use Crypto Platform
- National: 37%
- State-level: 30%

59% currently use an AI platform

46% are using generative AI chatbots

68% believe AI will help their businesses in the future

30% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

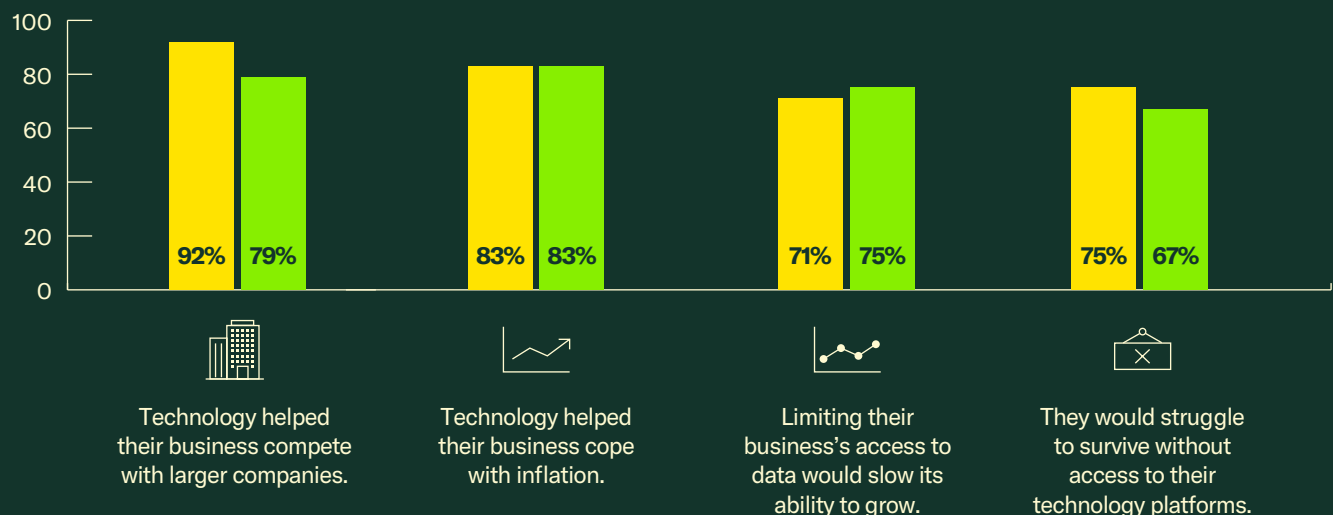|	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	80%	78%	75%
AI Users	81%	77%	79%

79% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
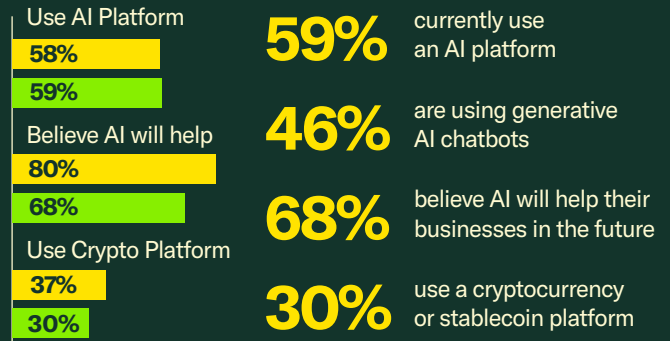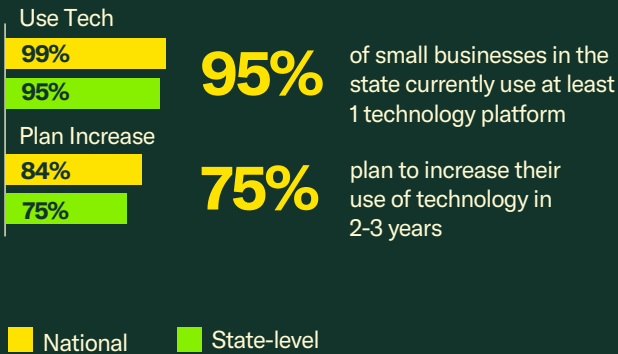
59% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
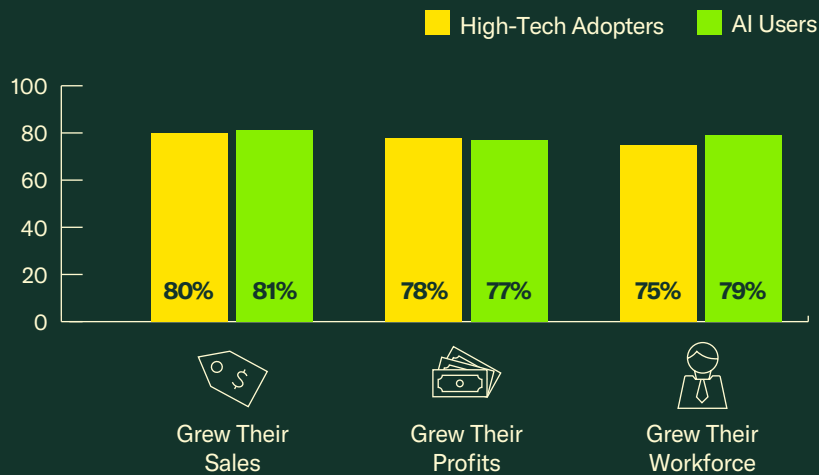
Small businesses in the state that make greater use of tech say…

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	88%	76%	76%	82%
State-level	89%	74%	83%	81%

Key Numbers in Oklahoma

Use Tech
- National: 99%
- State-level: 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 83%

83% plan to increase their use of technology in 2-3 years

Use AI Platform
- National: 58%
- State-level: 62%

Believe AI will help
- National: 80%
- State-level: 73%

Use Crypto Platform
- National: 37%
- State-level: 22%

62% currently use an AI platform

42% are using generative AI chatbots

73% believe AI will help their businesses in the future

22% use a cryptocurrency or stablecoin platform

- ■ National
- ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

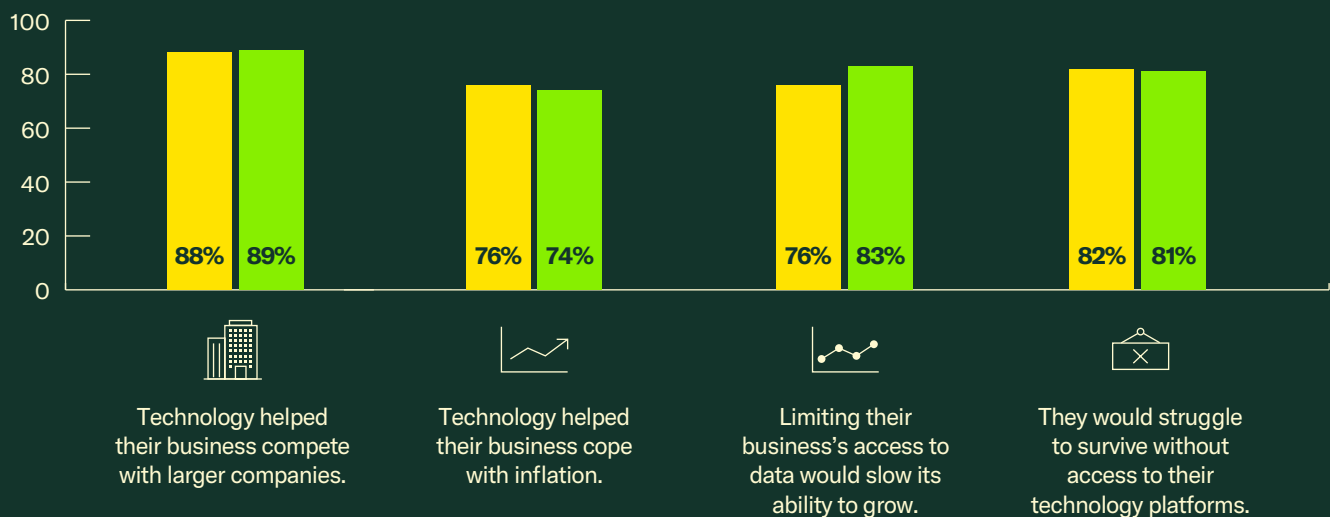|	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	76%	76%	76%
AI Users	85%	85%	85%

86% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
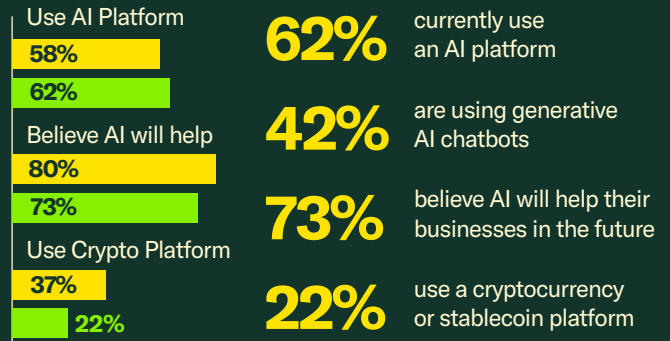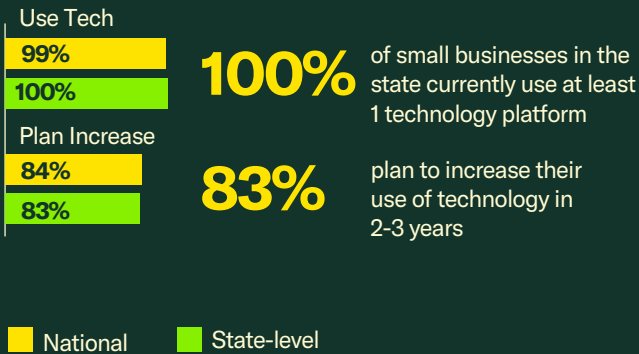
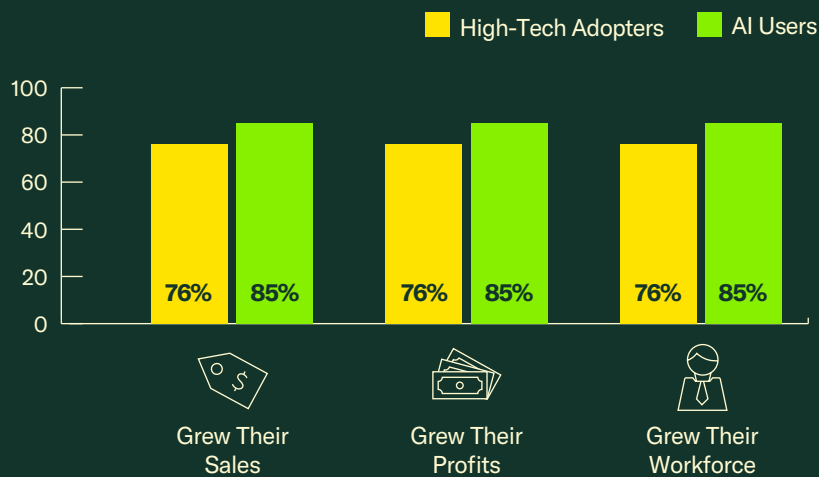**61%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

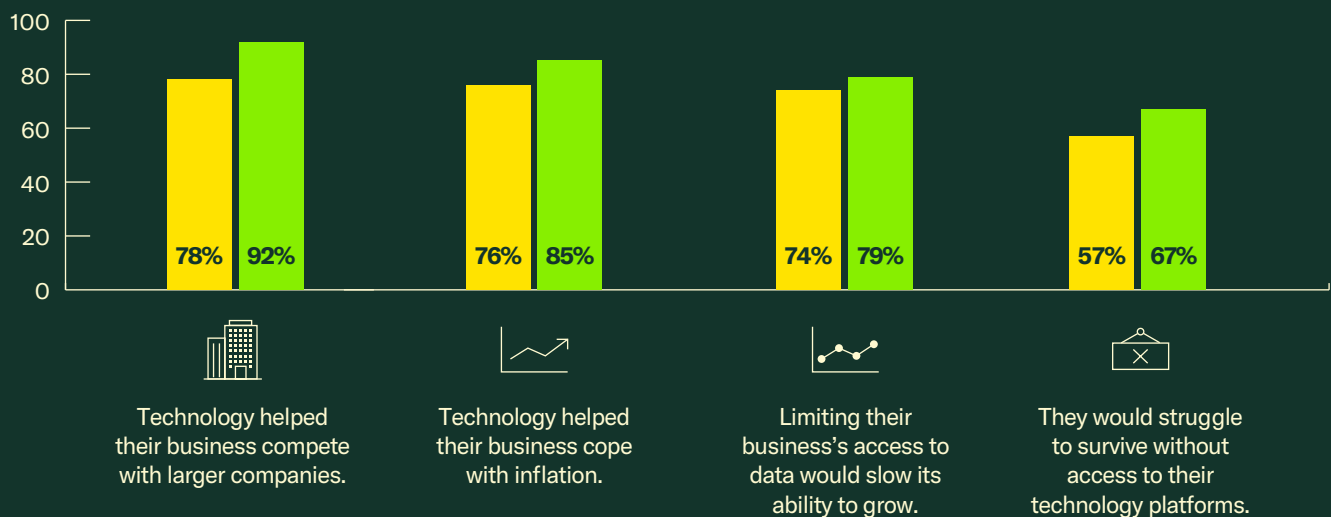## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
High-Tech Adopters	78%	76%	74%	57%
AI Users	92%	85%	79%	67%

Key Numbers in Oregon

Use Tech
- National: 99%
- State-level: 99%

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 79%

79% plan to increase their use of technology in 2-3 years

National ◼ (yellow) **State-level** ◼ (green)

Use AI Platform
- National: 58%
- State-level: 65%

65% currently use an AI platform

Believe AI will help
- National: 80%
- State-level: 83%

54% are using generative AI chatbots

Use Crypto Platform
- National: 37%
- State-level: 27%

83% believe AI will help their businesses in the future

27% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

High-Tech Adopters ◼ (yellow) **AI Users** ◼ (green)

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	83%	81%	72%
AI Users	81%	81%	74%

88% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

73% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

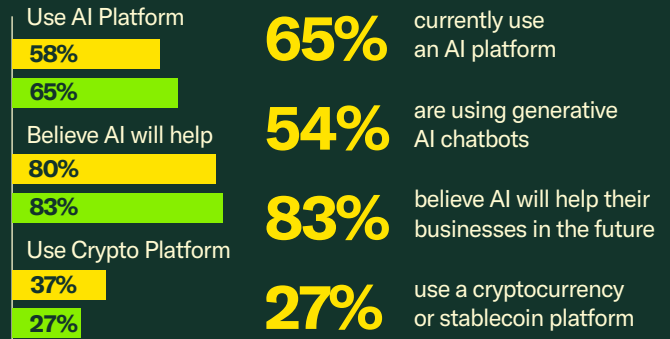## Small businesses in the state that make greater use of tech say...
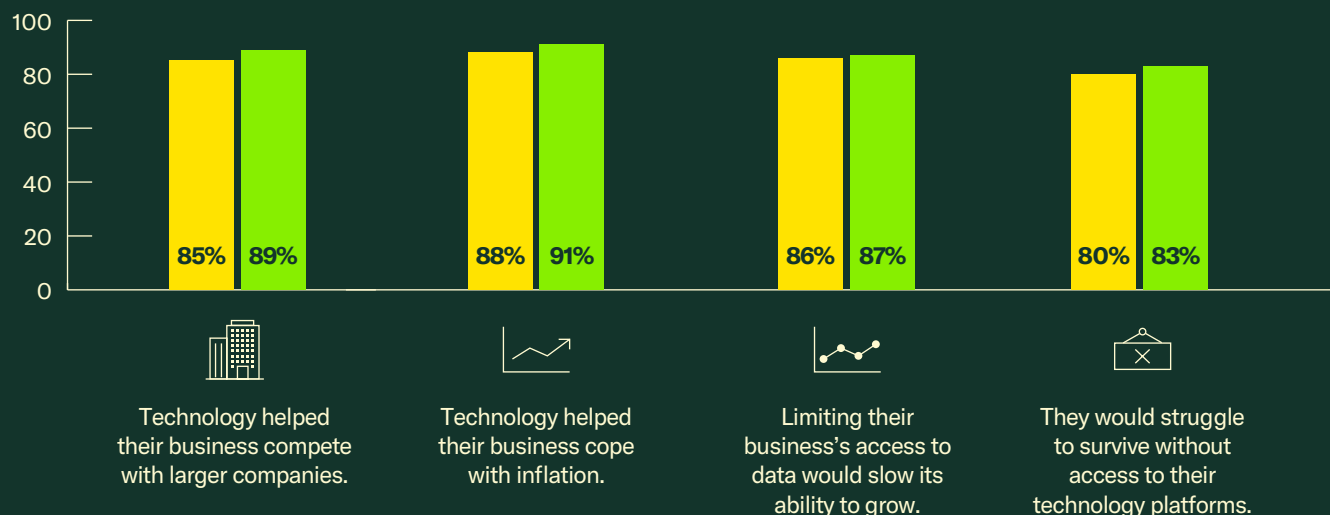
	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	85%	88%	86%	80%
State-level	89%	91%	87%	83%

Key Numbers in Pennsylvania

Use Tech
- National: 99%
- State-level: 97%

97% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 81%

81% plan to increase their use of technology in 2-3 years

■ National   ■ State-level

Use AI Platform
- National: 58%
- State-level: 50%

Believe AI will help
- National: 80%
- State-level: 72%

Use Crypto Platform
- National: 37%
- State-level: 32%

50% currently use an AI platform

37% are using generative AI chatbots

72% believe AI will help their businesses in the future

32% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	79%	72%
Grew Their Profits	74%	69%
Grew Their Workforce	69%	64%

86%
Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

57%
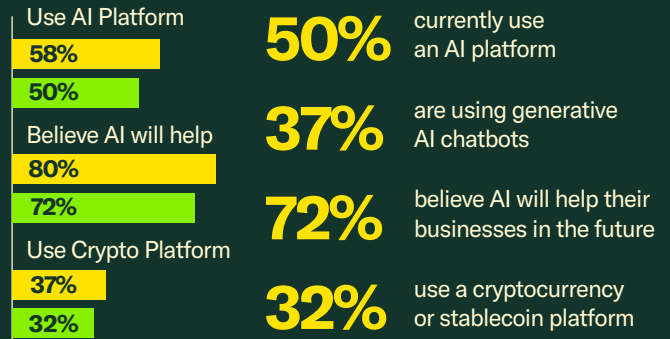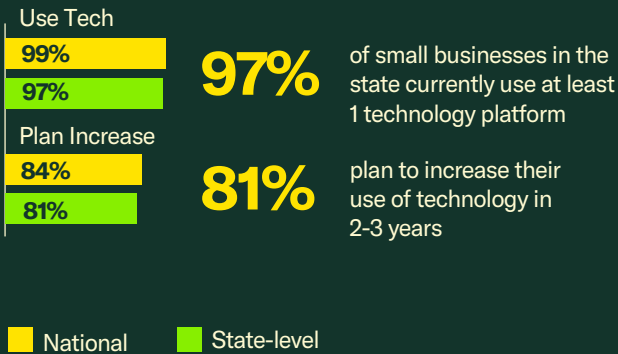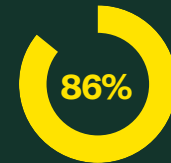Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

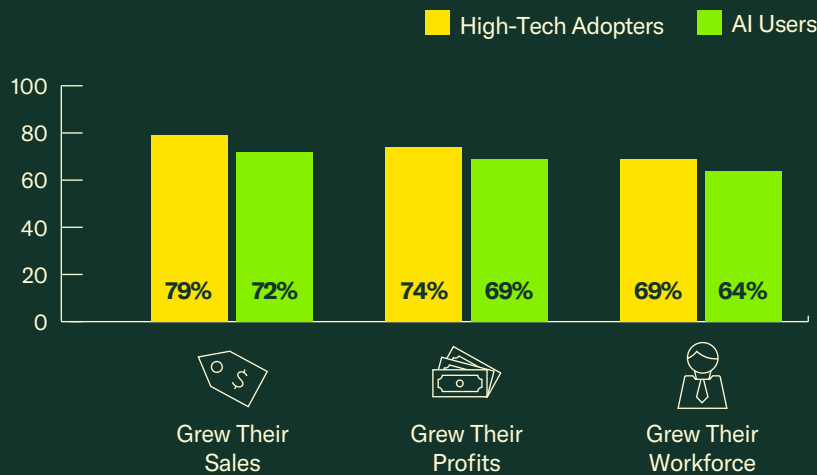
Small businesses in the state that make greater use of tech say...

	High-Tech Adopters	AI Users
Technology helped their business compete with larger companies.	81%	77%
Technology helped their business cope with inflation.	79%	85%
Limiting their business's access to data would slow its ability to grow.	81%	77%
They would struggle to survive without access to their technology platforms.	62%	59%

Key Numbers in Rhode Island

Use Tech
99%
100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
90%

90% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
58%
55%

55% currently use an AI platform

Believe AI will help
80%
90%

51% are using generative AI chatbots

Use Crypto Platform
37%
43%

90% believe AI will help their businesses in the future

43% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

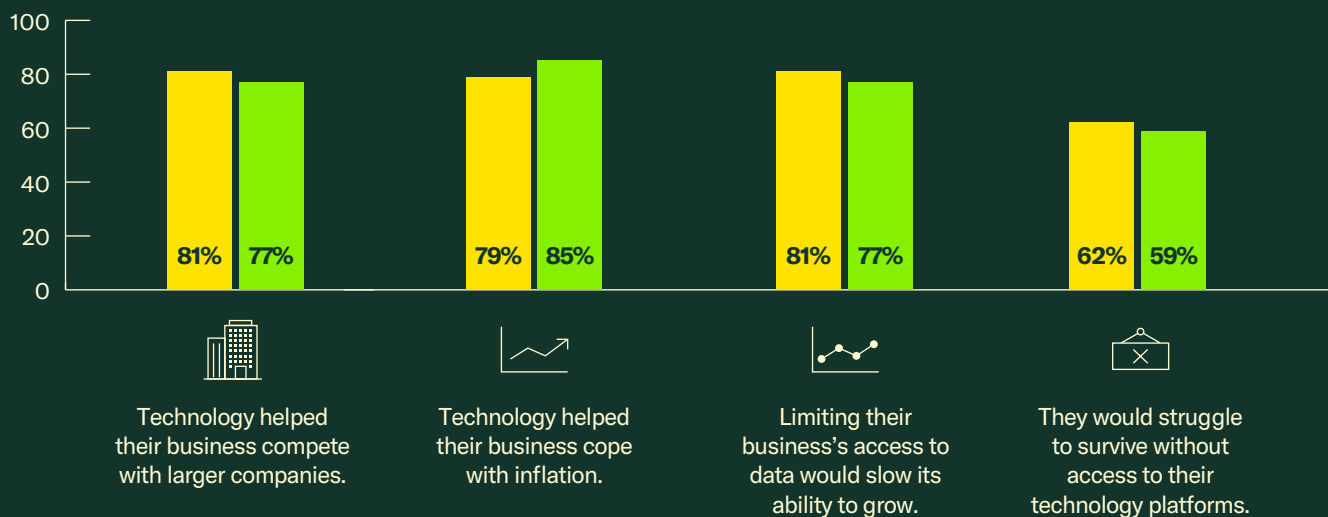|	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	97%	97%	93%
AI Users	96%	96%	96%

96% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
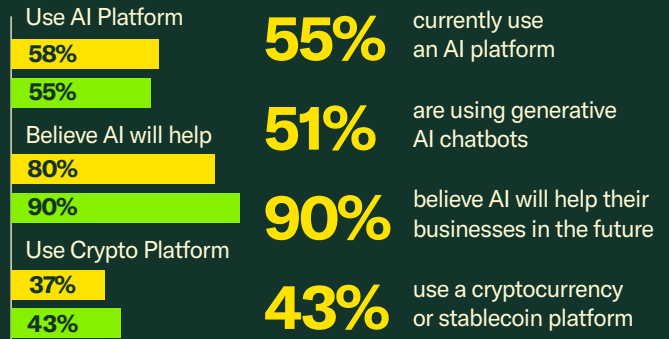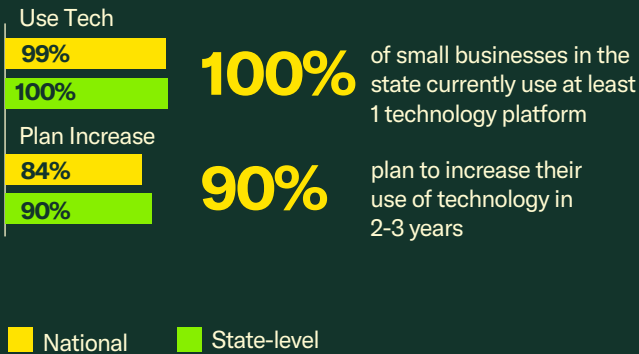
73% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
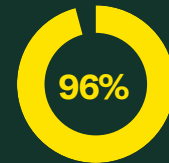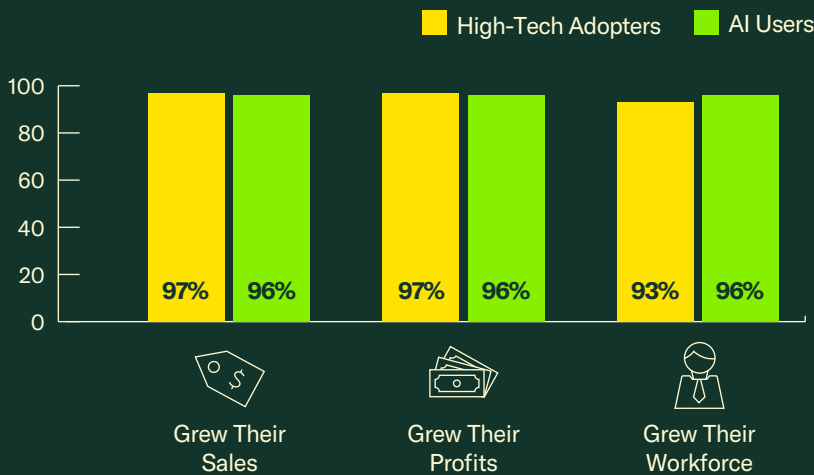

Small businesses in the state that make greater use of tech say…

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	86%	97%	90%	83%
State-level	89%	96%	93%	89%

Key Numbers in South Carolina

Use Tech
- National: 99%
- State-level: 99%

99% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 90%

90% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
- National: 58%
- State-level: 60%

60% currently use an AI platform

52% are using generative AI chatbots

Believe AI will help
- National: 80%
- State-level: 86%

86% believe AI will help their businesses in the future

Use Crypto Platform
- National: 37%
- State-level: 25%

25% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	85%	85%	87%
AI Users	85%	87%	87%

95% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

66% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

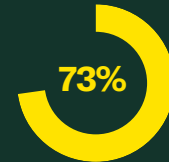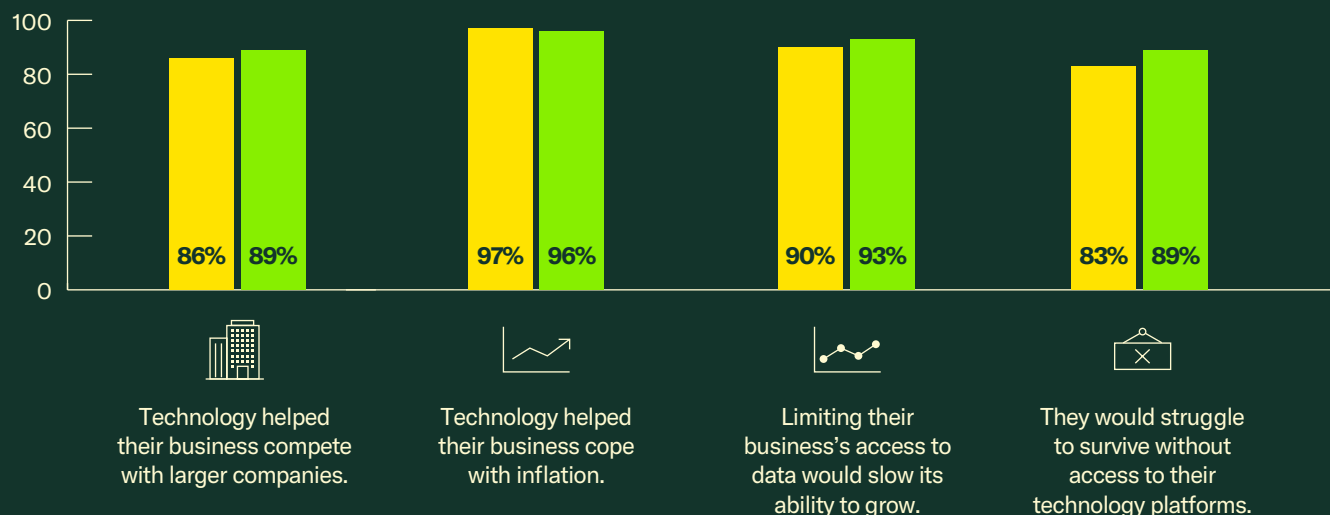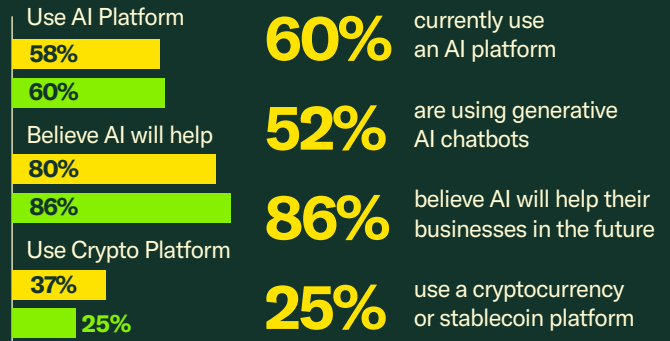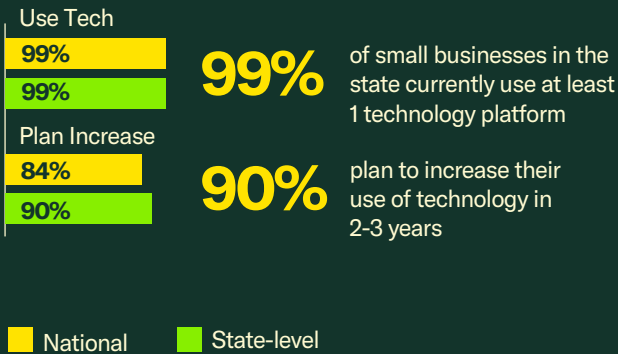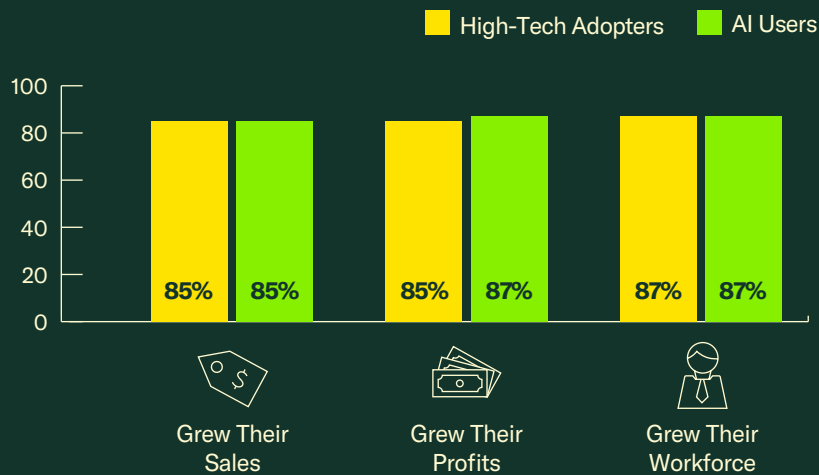## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	85%	90%	82%	79%
State-level	89%	93%	83%	80%

Key Numbers in South Dakota

Use Tech
99%
100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
90%

90% plan to increase their use of technology in 2-3 years

Use AI Platform
58%
50%

Believe AI will help
80%
77%

Use Crypto Platform
37%
42%

50% currently use an AI platform

38% are using generative AI chatbots

77% believe AI will help their businesses in the future

42% use a cryptocurrency or stablecoin platform

■ National   ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	89%	93%	81%
AI Users	96%	96%	81%

87%
Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

81%
Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

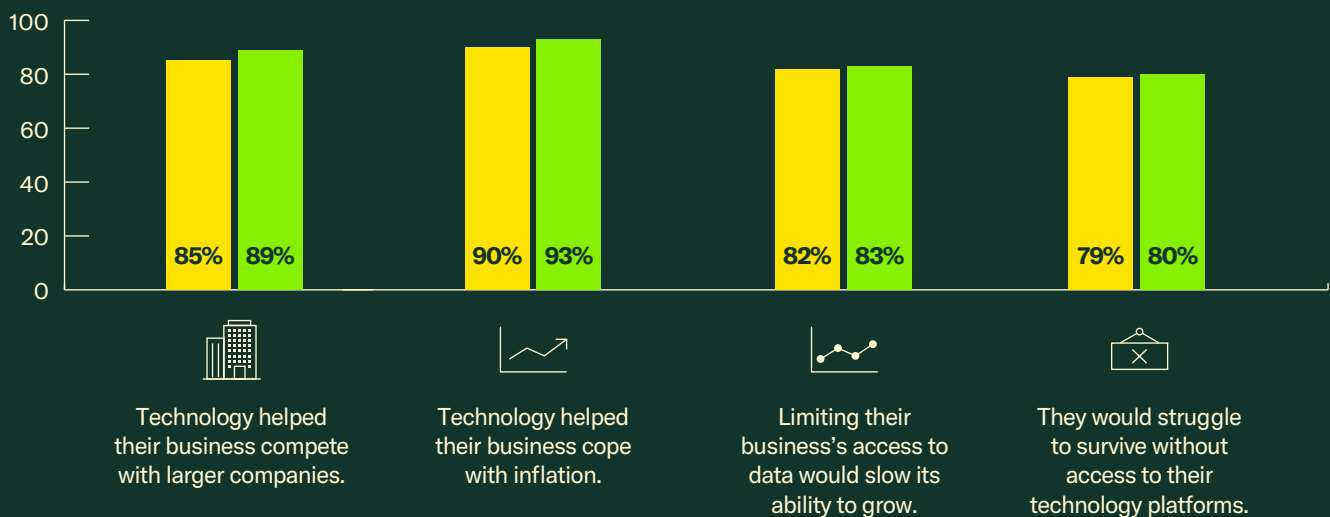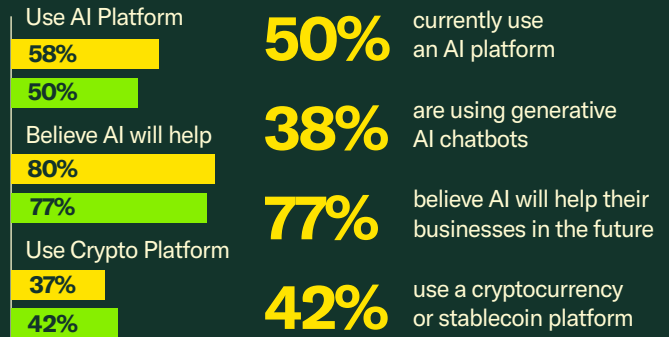## Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	96%	96%	70%	74%
State-level	96%	96%	81%	88%

82

Key Numbers in Tennessee

Use Tech
99%
96%

96% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
80%

80% plan to increase their use of technology in 2-3 years

Use AI Platform
58%
46%

46% currently use an AI platform

Believe AI will help
80%
75%

37% are using generative AI chatbots

Use Crypto Platform
37%
23%

75% believe AI will help their businesses in the future

23% use a cryptocurrency or stablecoin platform

■ National ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

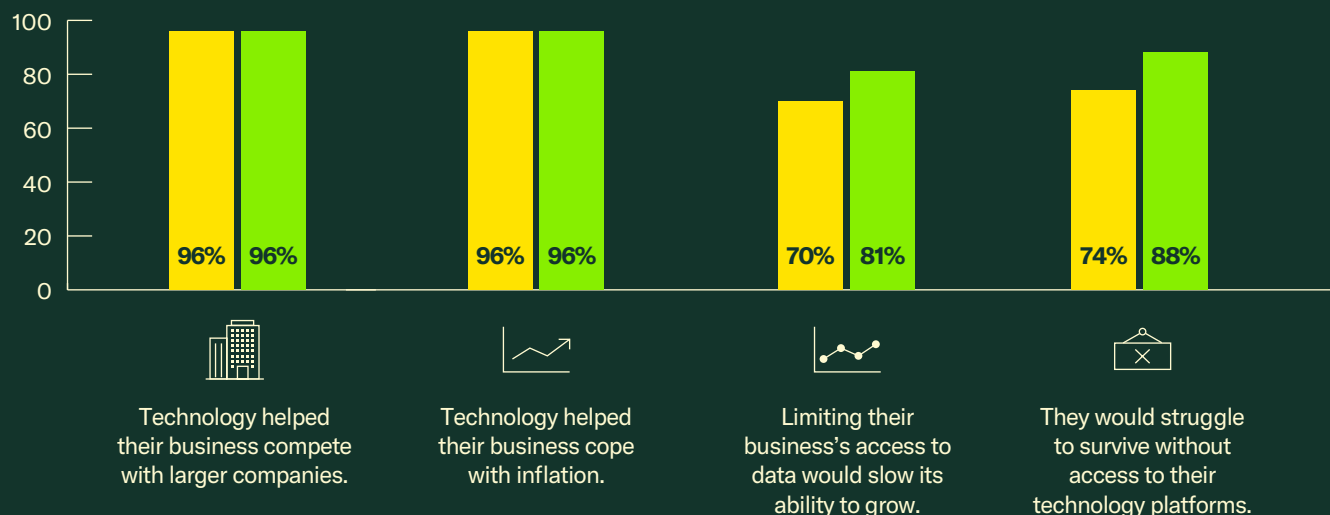|	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	84%	84%	84%
AI Users	84%	84%	86%

85%

Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
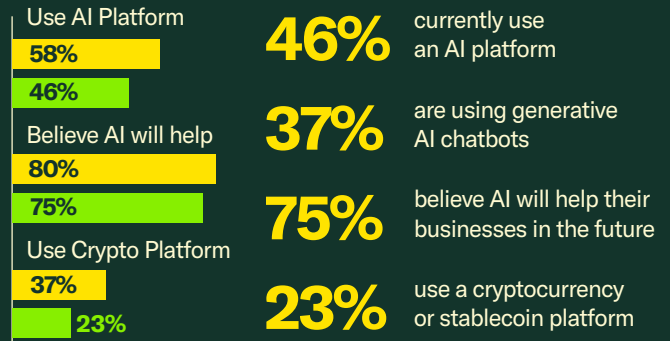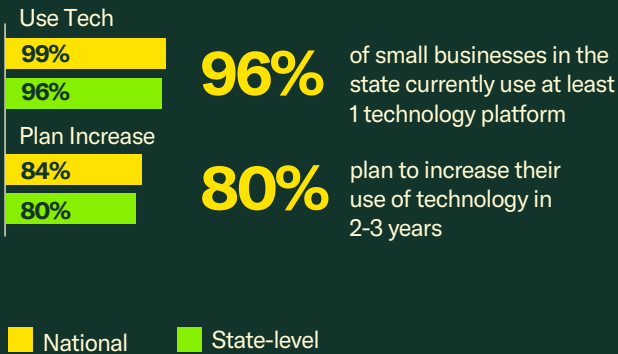
71%

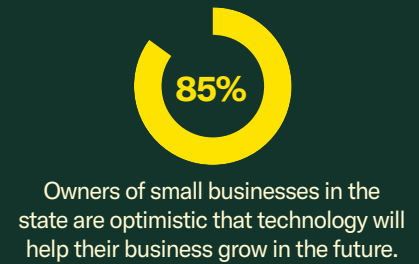Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
High-Tech Adopters	88%	84%	79%	79%
AI Users	86%	76%	73%	81%

83

Key Numbers in Texas

Use Tech
- National: 99%
- State-level: 98%

Plan Increase
- National: 84%
- State-level: 84%

98% of small businesses in the state currently use at least 1 technology platform

84% plan to increase their use of technology in 2-3 years

National **State-level**

Use AI Platform
- National: 58%
- State-level: 53%

Believe AI will help
- National: 80%
- State-level: 77%

Use Crypto Platform
- National: 37%
- State-level: 35%

53% currently use an AI platform

40% are using generative AI chatbots

77% believe AI will help their businesses in the future

35% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

High-Tech Adopters **AI Users**

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	86%	86%	84%
AI Users	87%	90%	85%

83% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

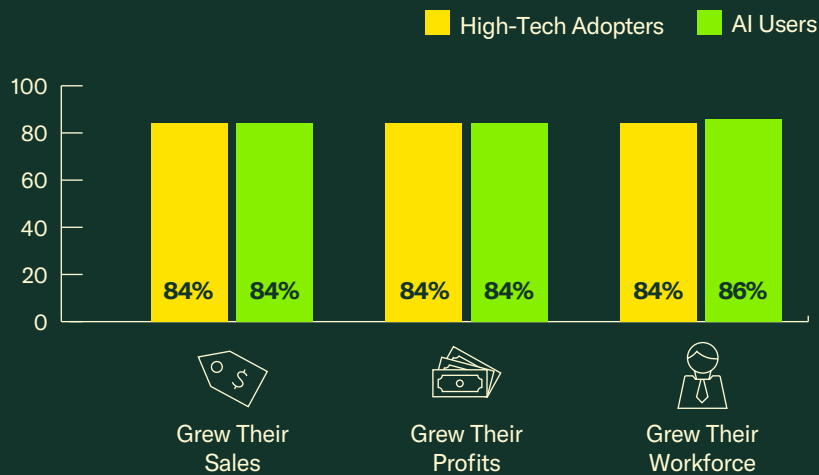**63%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

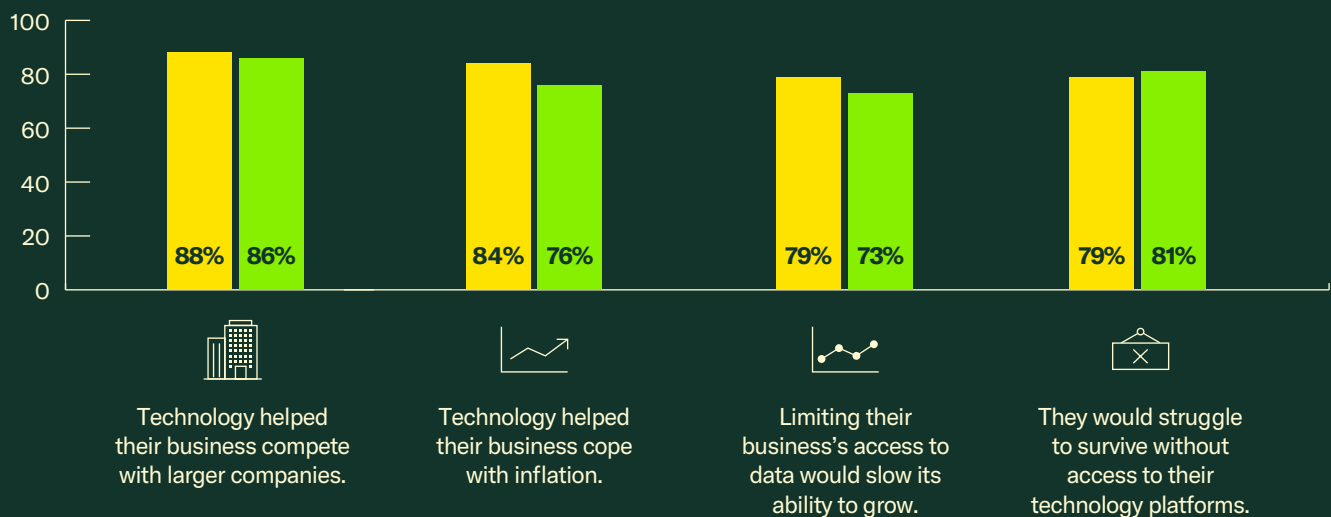## Small businesses in the state that make greater use of tech say…

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
(yellow)	81%	74%	81%	80%
(green)	85%	76%	76%	82%

Key Numbers in Utah

Use Tech
- 99% (National)
- 100% (State-level)

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- 84% (National)
- 88% (State-level)

88% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
- 58% (National)
- 60% (State-level)

60% currently use an AI platform

Believe AI will help
- 80% (National)
- 82% (State-level)

50% are using generative AI chatbots

Use Crypto Platform
- 37% (National)
- 46% (State-level)

82% believe AI will help their businesses in the future

46% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	93%	94%
Grew Their Profits	93%	91%
Grew Their Workforce	89%	87%

82% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

65% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

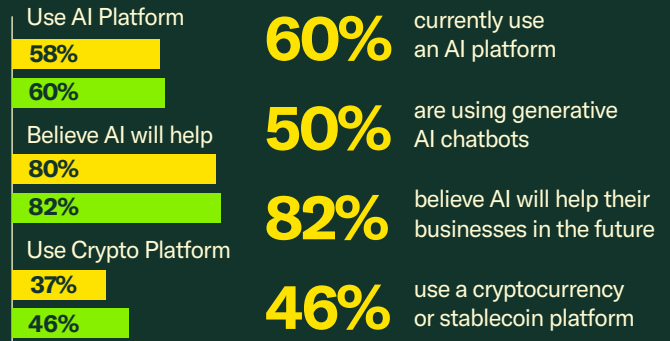## Small businesses in the state that make greater use of tech say...

	National	State-level
Technology helped their business compete with larger companies.	89%	87%
Technology helped their business cope with inflation.	85%	85%
Limiting their business's access to data would slow its ability to grow.	73%	74%
They would struggle to survive without access to their technology platforms.	70%	79%

Key Numbers in Vermont

Use Tech
- 99% (National)
- 100% (State-level)

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- 84% (National)
- 73% (State-level)

73% plan to increase their use of technology in 2-3 years

■ National   ■ State-level

Use AI Platform
- 58% (National)
- 41% (State-level)

41% currently use an AI platform

Believe AI will help
- 80% (National)
- 94% (State-level)

29% are using generative AI chatbots

94% believe AI will help their businesses in the future

Use Crypto Platform
- 37% (National)
- 24% (State-level)

24% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	85%	90%
Grew Their Profits	85%	90%
Grew Their Workforce	90%	86%

84% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

66% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say…

	National	State-level
Technology helped their business compete with larger companies.	85%	90%
Technology helped their business cope with inflation.	85%	90%
Limiting their business's access to data would slow its ability to grow.	90%	90%
They would struggle to survive without access to their technology platforms.	80%	81%

Key Numbers in Virginia

Use Tech
- National: 99%
- State-level: 100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 77%

77% plan to increase their use of technology in 2-3 years

Use AI Platform
- National: 58%
- State-level: 54%

54% currently use an AI platform

Believe AI will help
- National: 80%
- State-level: 78%

44% are using generative AI chatbots

Use Crypto Platform
- National: 37%
- State-level: 35%

78% believe AI will help their businesses in the future

35% use a cryptocurrency or stablecoin platform

■ National ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	68%	62%
Grew Their Profits	72%	64%
Grew Their Workforce	64%	57%

85% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

62% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

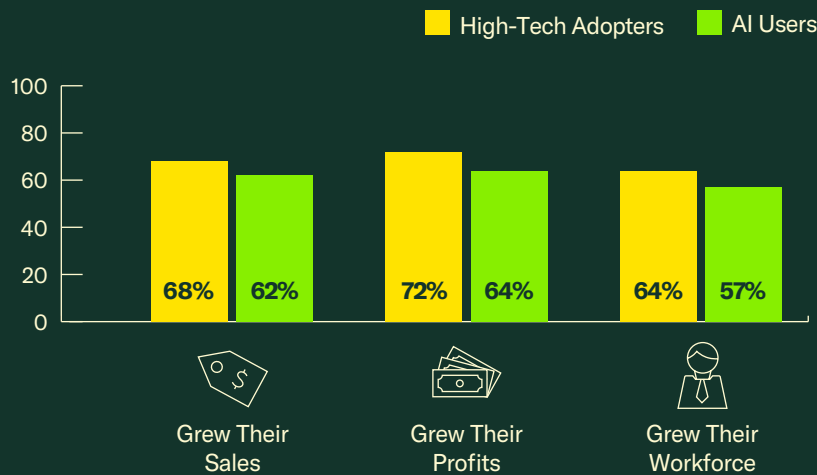|	High-Tech Adopters	AI Users
Technology helped their business compete with larger companies.	88%	86%
Technology helped their business cope with inflation.	76%	81%
Limiting their business's access to data would slow its ability to grow.	76%	67%
They would struggle to survive without access to their technology platforms.	80%	81%

Key Numbers in Washington

Use Tech
- National: 99%
- State-level: 97%

97% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 87%

87% plan to increase their use of technology in 2-3 years

National **State-level**

Use AI Platform
- National: 58%
- State-level: 63%

Believe AI will help
- National: 80%
- State-level: 80%

Use Crypto Platform
- National: 37%
- State-level: 33%

63% currently use an AI platform

48% are using generative AI chatbots

80% believe AI will help their businesses in the future

33% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

High-Tech Adopters **AI Users**

	High-Tech Adopters	AI Users
Grew Their Sales	91%	90%
Grew Their Profits	91%	90%
Grew Their Workforce	87%	84%

85% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

57% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Small businesses in the state that make greater use of tech say...

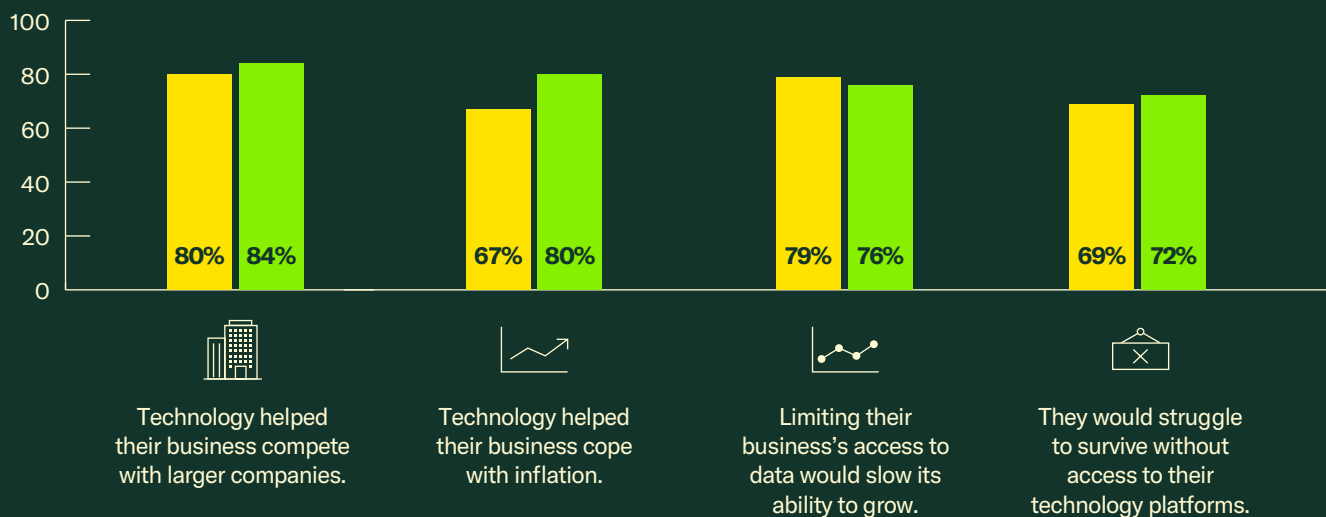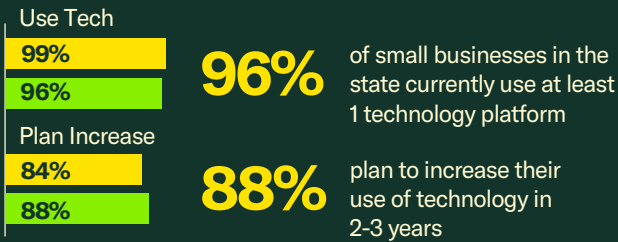|	National	State-level
Technology helped their business compete with larger companies.	80%	84%
Technology helped their business cope with inflation.	67%	80%
Limiting their business's access to data would slow its ability to grow.	79%	76%
They would struggle to survive without access to their technology platforms.	69%	72%

Key Numbers in West Virginia

Use Tech
- National: 99%
- State-level: 96%

96% of small businesses in the state currently use at least 1 technology platform

Plan Increase
- National: 84%
- State-level: 88%

88% plan to increase their use of technology in 2-3 years

Legend: ■ National ■ State-level

Use AI Platform
- National: 58%
- State-level: 31%

Believe AI will help
- National: 80%
- State-level: 79%

Use Crypto Platform
- National: 37%
- State-level: 37%

31% currently use an AI platform

13% are using generative AI chatbots

79% believe AI will help their businesses in the future

37% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

Legend: ■ High-Tech Adopters ■ AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	83%	94%
Grew Their Profits	83%	100%
Grew Their Workforce	75%	100%

75% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

65% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
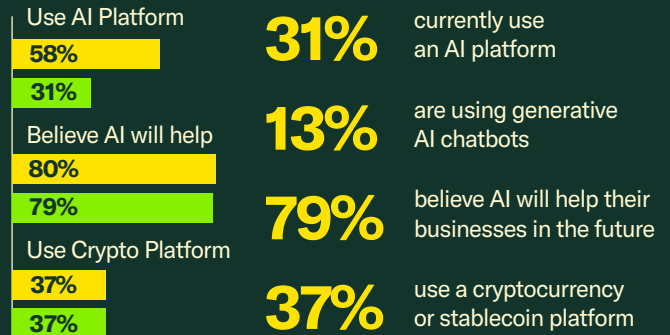
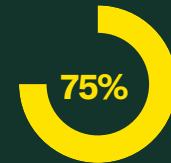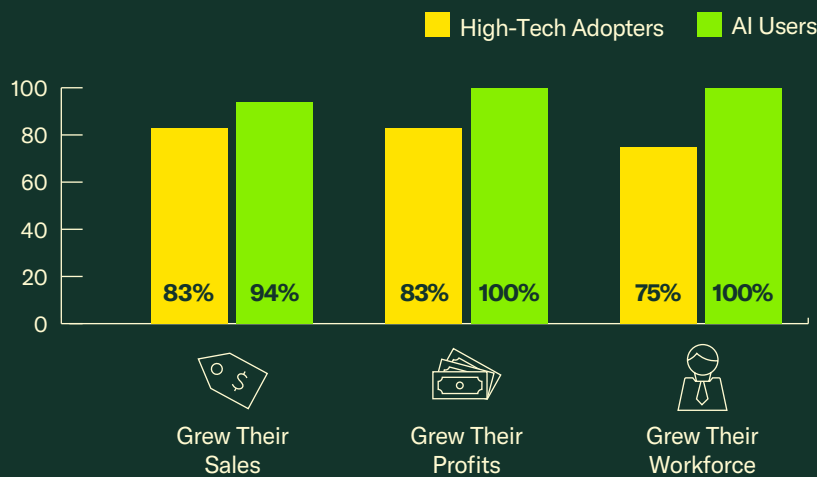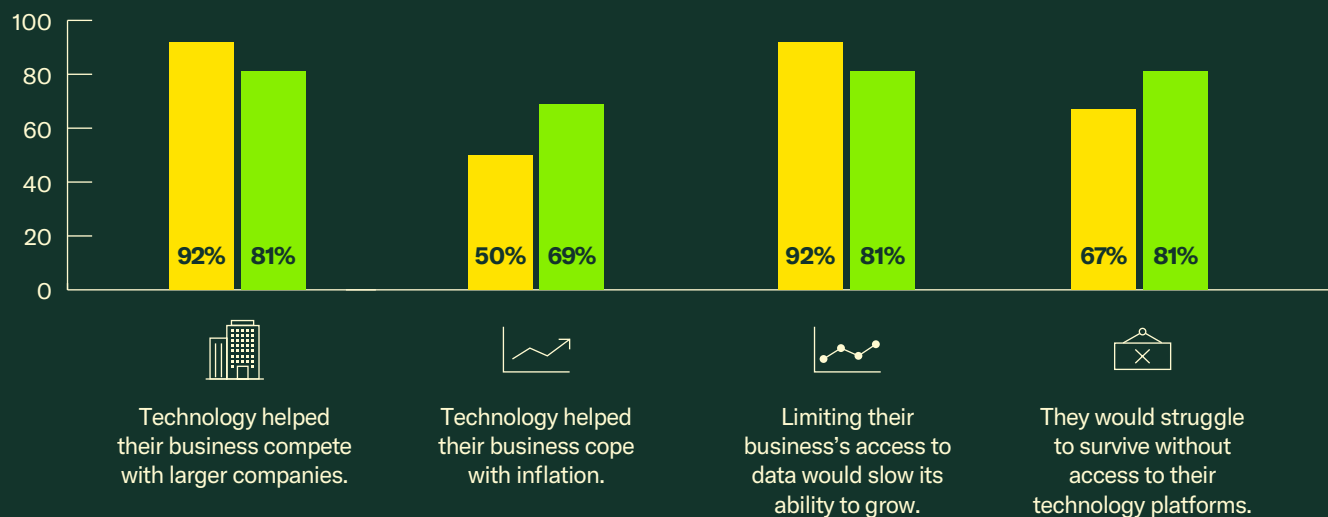## Small businesses in the state that make greater use of tech say...

	High-Tech Adopters	AI Users
Technology helped their business compete with larger companies.	92%	81%
Technology helped their business cope with inflation.	50%	69%
Limiting their business's access to data would slow its ability to grow.	92%	81%
They would struggle to survive without access to their technology platforms.	67%	81%

Key Numbers in Wisconsin

Use Tech
99%
100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
83%

83% plan to increase their use of technology in 2-3 years

■ National ■ State-level

Use AI Platform
58%
49%

49% currently use an AI platform

Believe AI will help
80%
82%

39% are using generative AI chatbots

Use Crypto Platform
37%
44%

82% believe AI will help their businesses in the future

44% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	84%	78%	71%
AI Users	82%	79%	77%

89% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
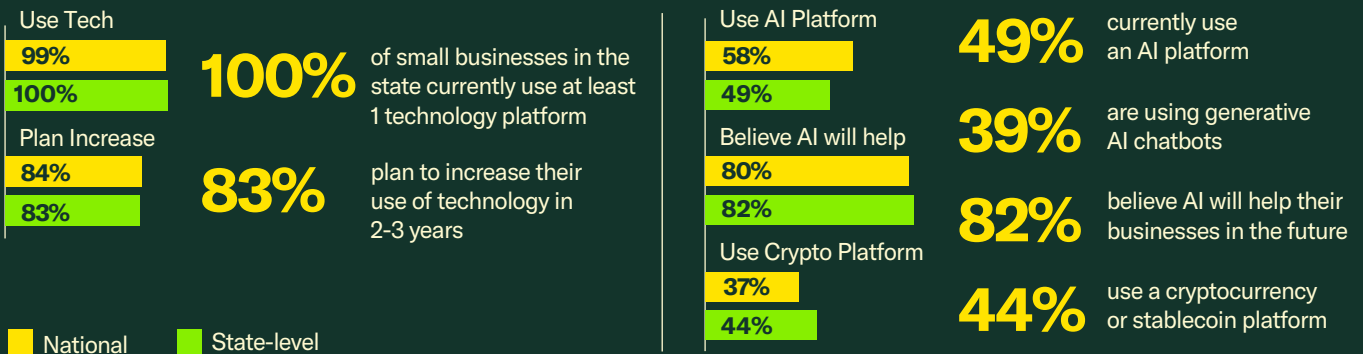
70% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
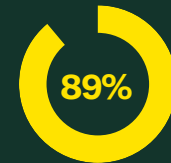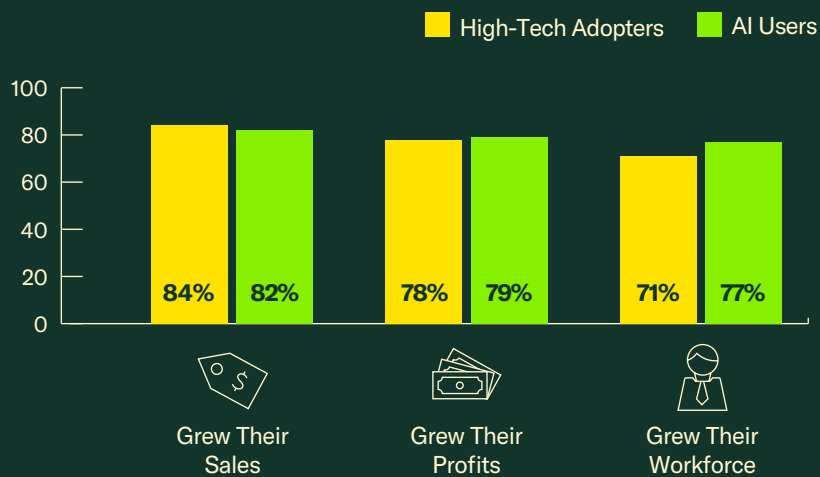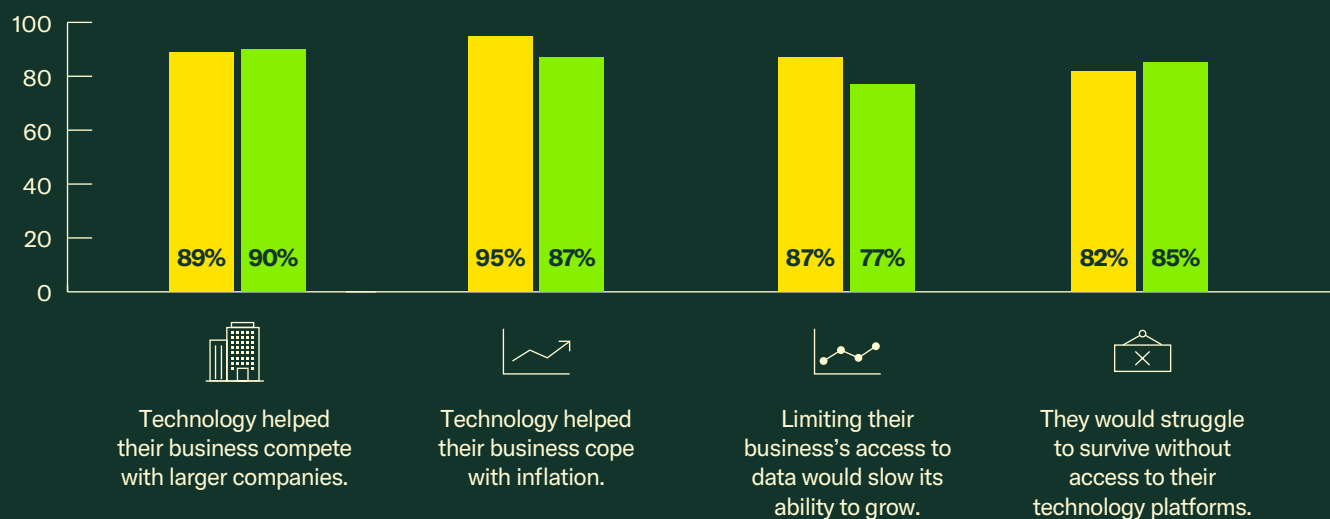
Small businesses in the state that make greater use of tech say…

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
National	89%	95%	87%	82%
State-level	90%	87%	77%	85%

Key Numbers in Wyoming

Use Tech
99%
100%

100% of small businesses in the state currently use at least 1 technology platform

Plan Increase
84%
82%

82% plan to increase their use of technology in 2-3 years

Use AI Platform
58%
65%

Believe AI will help
80%
82%

Use Crypto Platform
37%
55%

65% currently use an AI platform

47% are using generative AI chatbots

82% believe AI will help their businesses in the future

55% use a cryptocurrency or stablecoin platform

■ National ■ State-level

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	High-Tech Adopters	AI Users
Grew Their Sales	85%	88%
Grew Their Profits	85%	92%
Grew Their Workforce	74%	80%

80% Owners of small businesses in the state are optimistic that technology will help their business grow in the future.
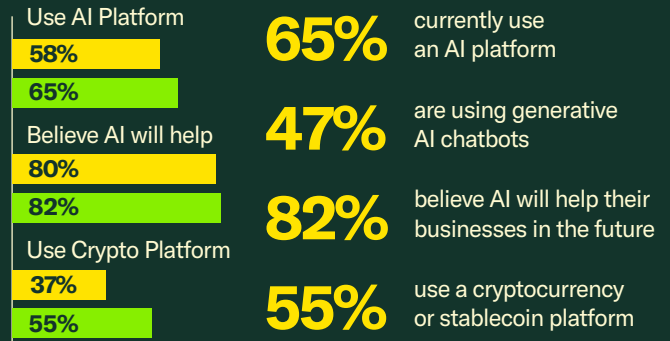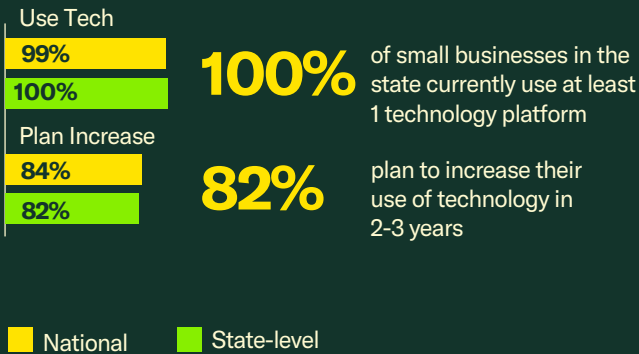
67% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
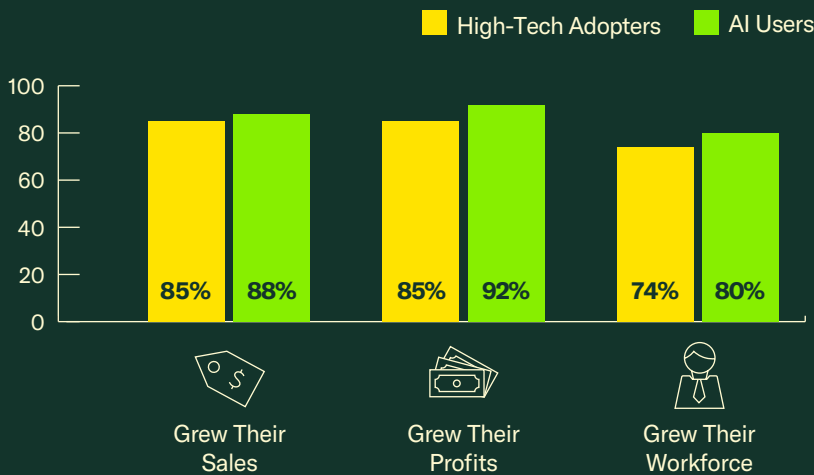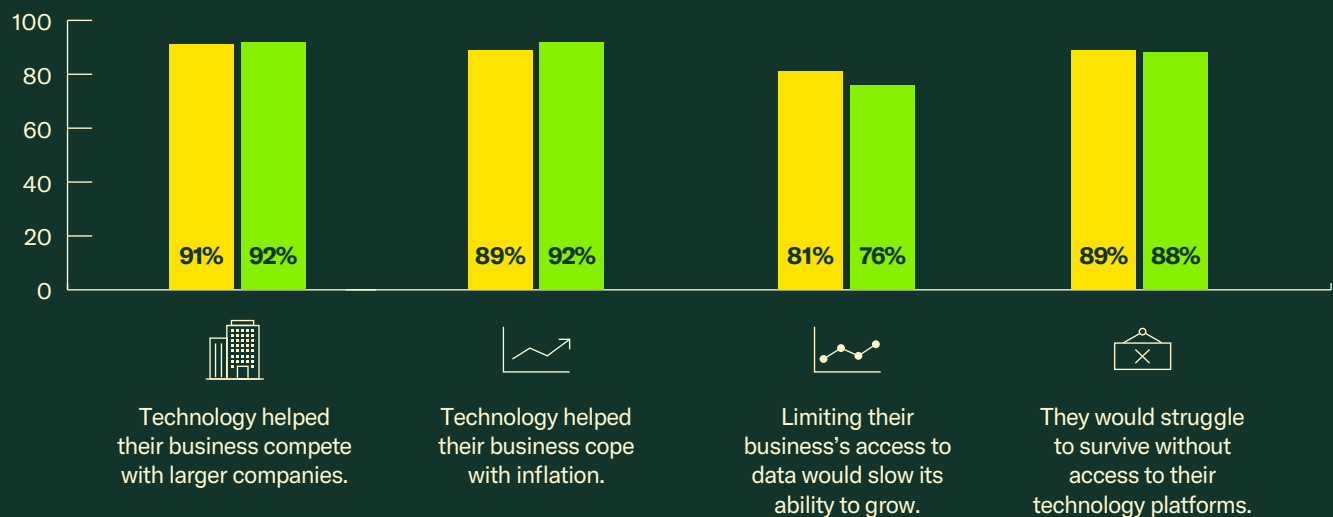
Small businesses in the state that make greater use of tech say...

	National	State-level
Technology helped their business compete with larger companies.	91%	92%
Technology helped their business cope with inflation.	89%	92%
Limiting their business's access to data would slow its ability to grow.	81%	76%
They would struggle to survive without access to their technology platforms.	89%	88%

91

Key Numbers: Minority-Owned Small Businesses

Use Tech
- National: 99%
- Minority-Owned: 98%

98% of small businesses currently use at least 1 technology platform

Plan Increase
- National: 84%
- Minority-Owned: 83%

83% plan to increase their use of technology in 2-3 years

■ National   ■ Minority-Owned

Use AI Platform
- National: 58%
- Minority-Owned: 58%

Believe AI will help
- National: 80%
- Minority-Owned: 75%

Use Crypto Platform
- National: 37%
- Minority-Owned: 39%

58% currently use an AI platform

42% are using generative AI chatbots

75% believe AI will help their businesses in the future

39% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters   ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	81%	83%	82%
AI Users	82%	83%	84%

84% Owners of small businesses are optimistic that technology will help their business grow in the future.
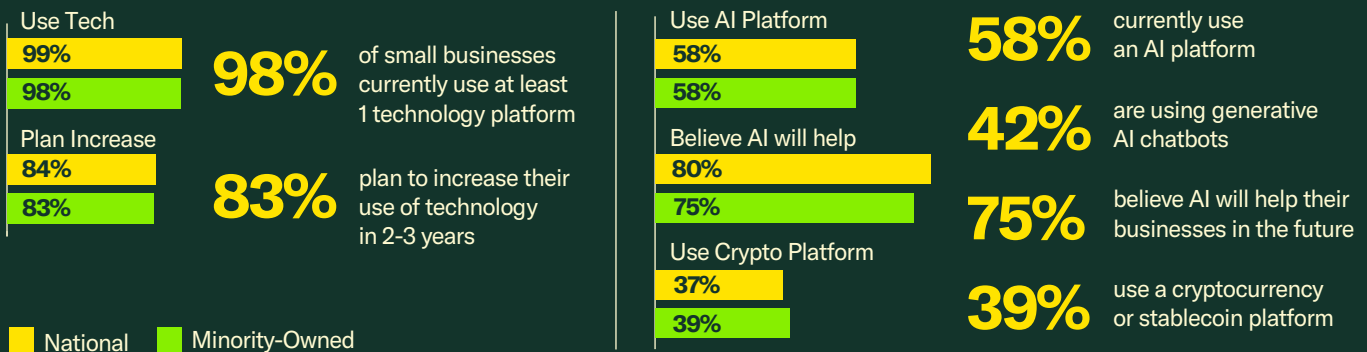
62% Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.
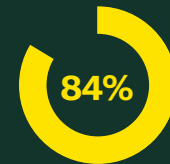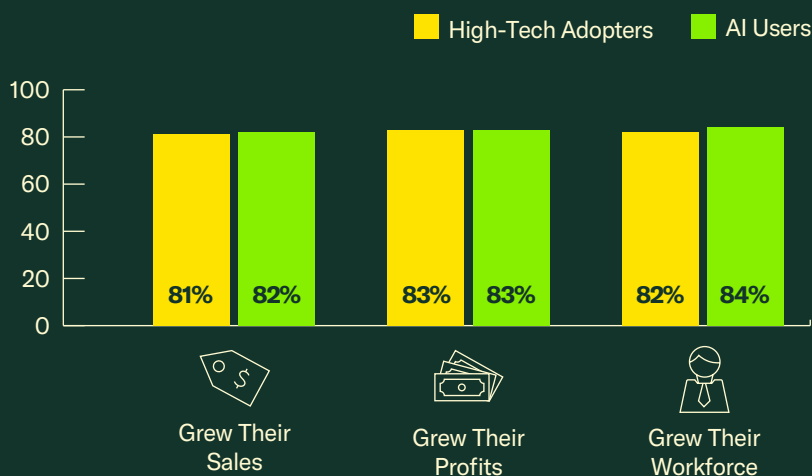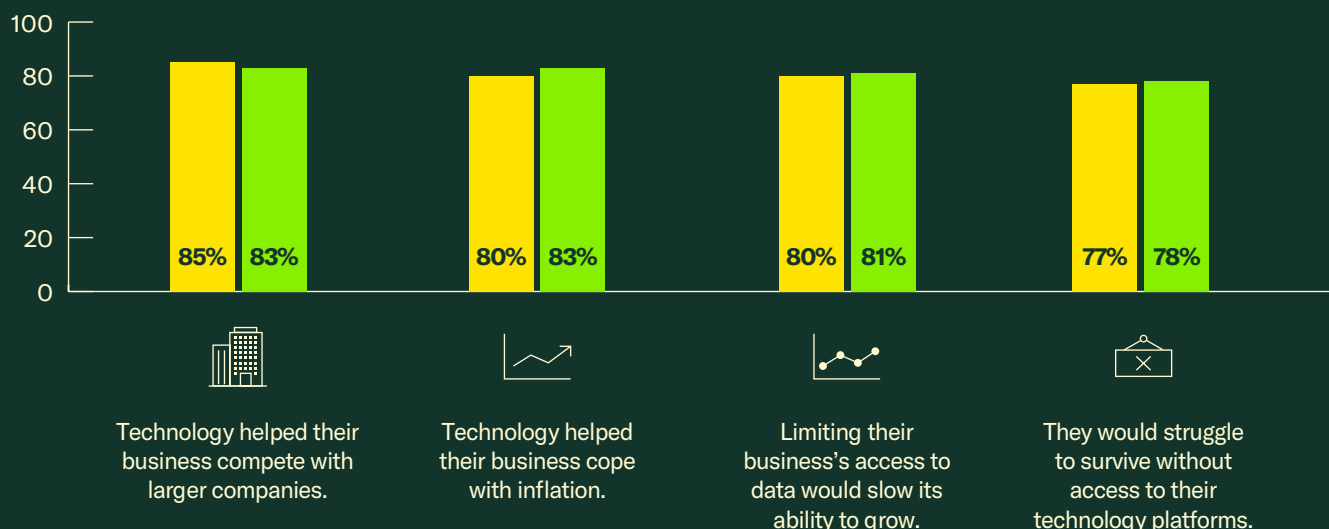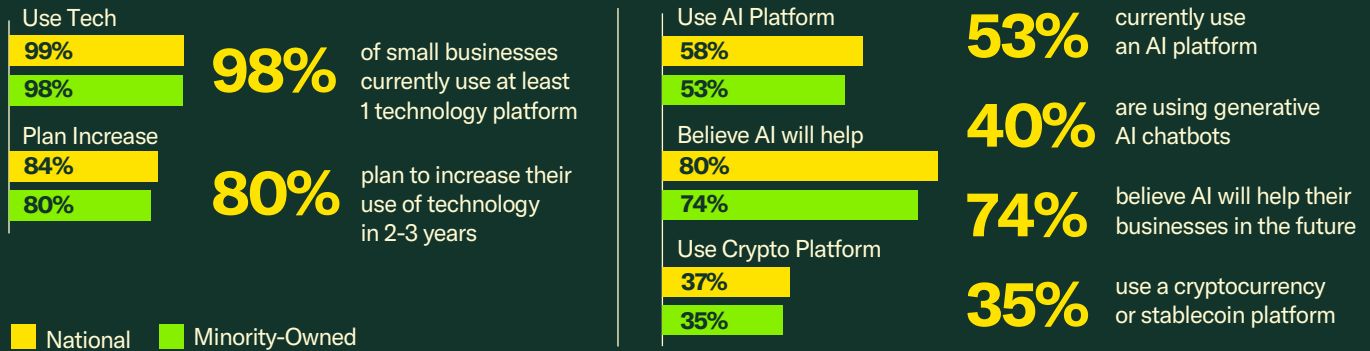
Minority-owned small businesses that make greater use of tech say...

	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
Yellow	85%	80%	80%	77%
Green	83%	83%	81%	78%

Key Numbers: Woman-Owned Small Businesses

Use Tech
99%
98%

98% of small businesses currently use at least 1 technology platform

Plan Increase
84%
80%

80% plan to increase their use of technology in 2-3 years

■ National ■ Minority-Owned

Use AI Platform
58%
53%

53% currently use an AI platform

Believe AI will help
80%
74%

40% are using generative AI chatbots

Use Crypto Platform
37%
35%

74% believe AI will help their businesses in the future

35% use a cryptocurrency or stablecoin platform

Tech and AI use leads to significant economic growth

■ High-Tech Adopters ■ AI Users

	Grew Their Sales	Grew Their Profits	Grew Their Workforce
High-Tech Adopters	80%	80%	79%
AI Users	82%	82%	81%

84% Owners of small businesses are optimistic that technology will help their business grow in the future.

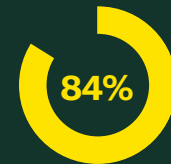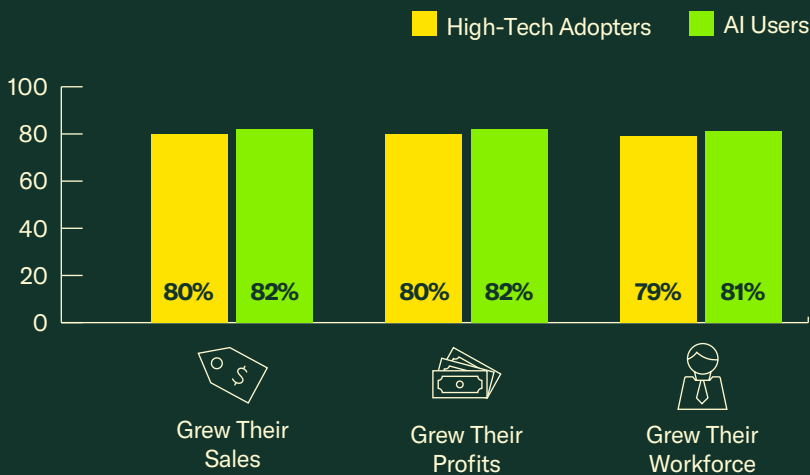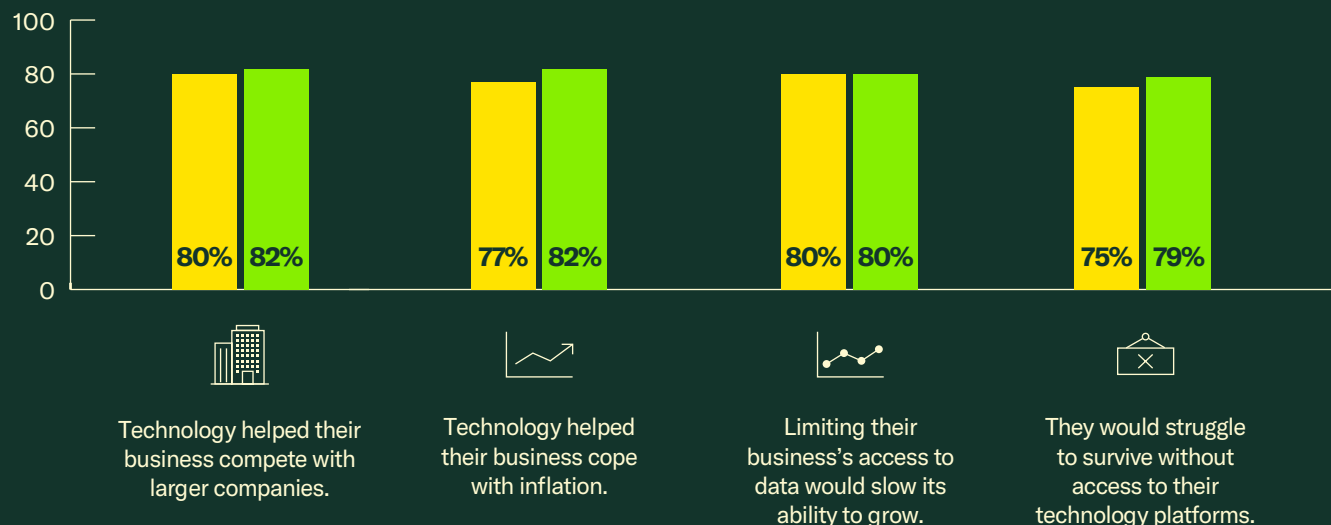**59%** Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

Female-owned small businesses that make greater use of tech say...

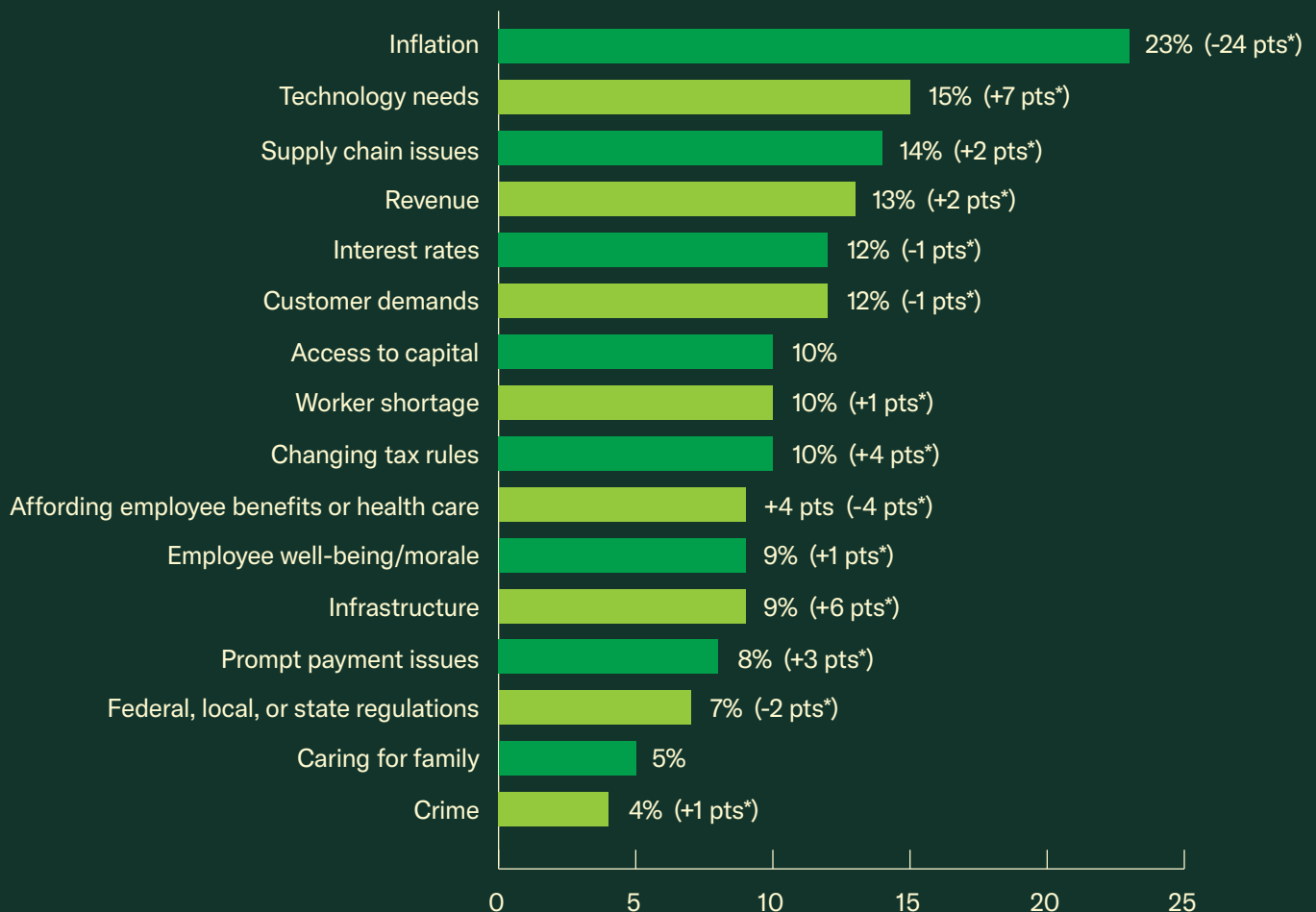|	Technology helped their business compete with larger companies.	Technology helped their business cope with inflation.	Limiting their business's access to data would slow its ability to grow.	They would struggle to survive without access to their technology platforms.
	80% / 82%	77% / 82%	80% / 80%	75% / 79%

Appendix C:
Small Business Challenges

While inflation continues to pose the greatest challenge to small businesses, other issues persist

Technology needs, changing tax rules and infrastructure, show the biggest increases compared to last year.

Which of the following are the biggest challenges facing small business owners right now. You may select up to two.

Challenge	Value
Inflation	23% (-24 pts*)
Technology needs	15% (+7 pts*)
Supply chain issues	14% (+2 pts*)
Revenue	13% (+2 pts*)
Interest rates	12% (-1 pts*)
Customer demands	12% (-1 pts*)
Access to capital	10%
Worker shortage	10% (+1 pts*)
Changing tax rules	10% (+4 pts*)
Affording employee benefits or health care	+4 pts (-4 pts*)
Employee well-being/morale	9% (+1 pts*)
Infrastructure	9% (+6 pts*)
Prompt payment issues	8% (+3 pts*)
Federal, local, or state regulations	7% (-2 pts*)
Caring for family	5%
Crime	4% (+1 pts*)

*Change in opinion year-over-year, where applicable

U.S. Chamber of Commerce