



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:

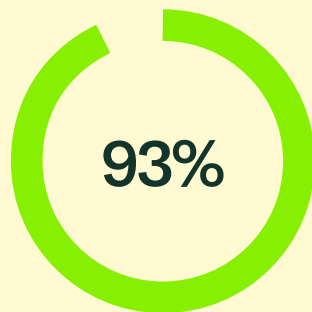
- Nearly all small businesses are using at least one technology platform, and more small businesses are embracing multiple types of technology.
- 58% of small businesses self-identified that they use generative AI—up from 40% in 2024 and more than double compared to 2023 (23%).
- Despite concerns about 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 levels 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

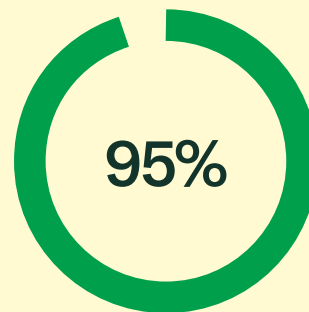
Technology use by small businesses has grown to where nearly all report the use of some type of platform at work. Use of generative AI ranks among the top three

types of technology, just behind search engines and ahead of social media. Last year, for example, generative AI use was ranked fifth.

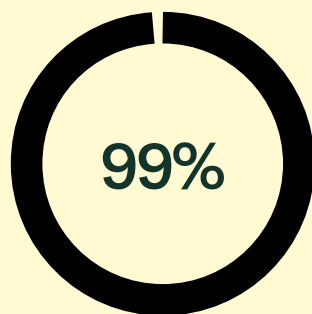
Use at least one technology platform



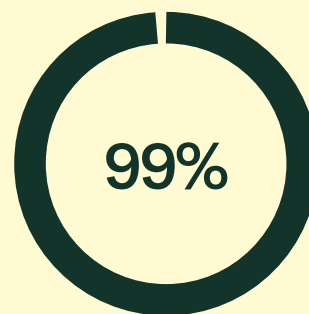
2022



2023

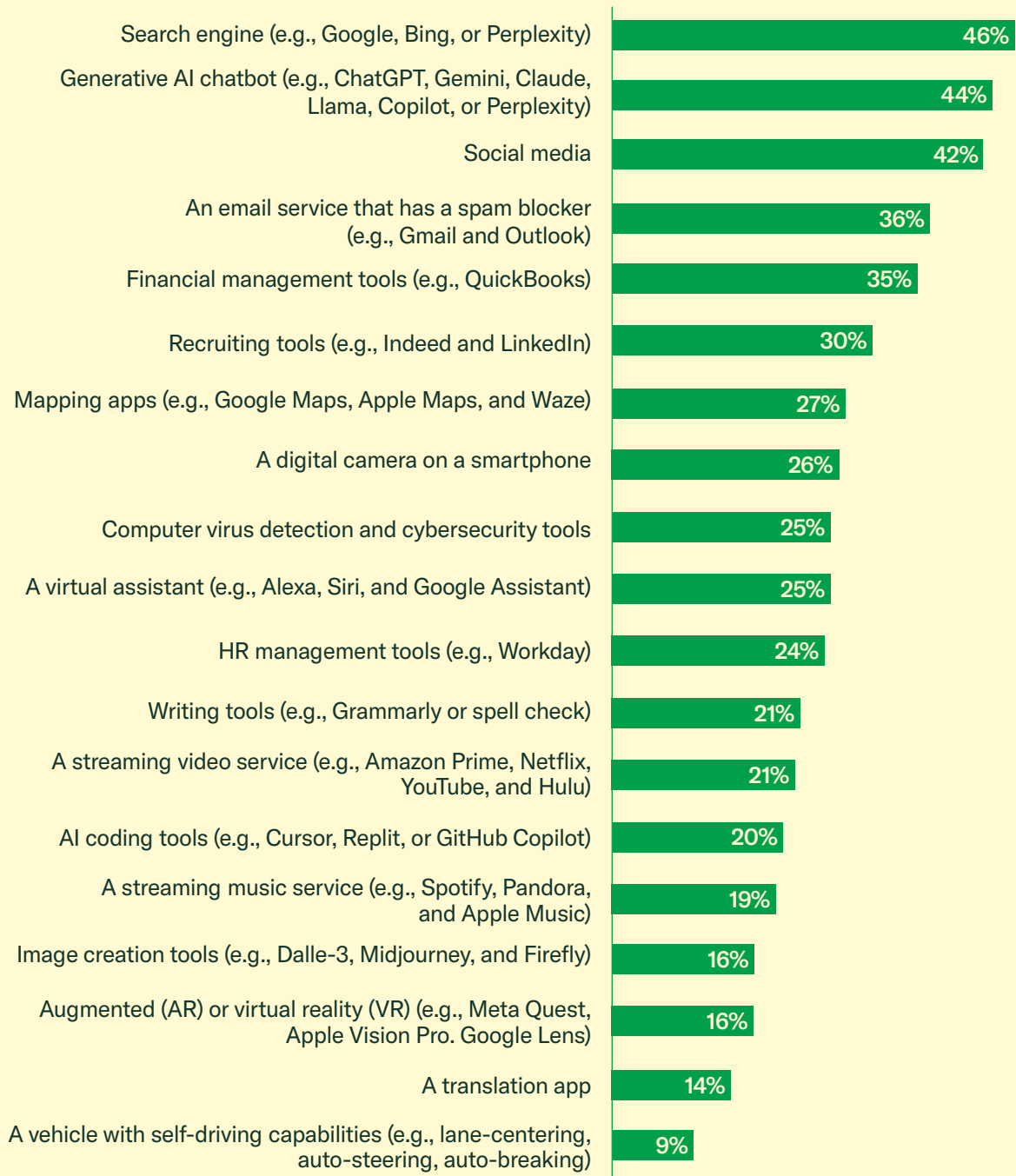


2024



2025

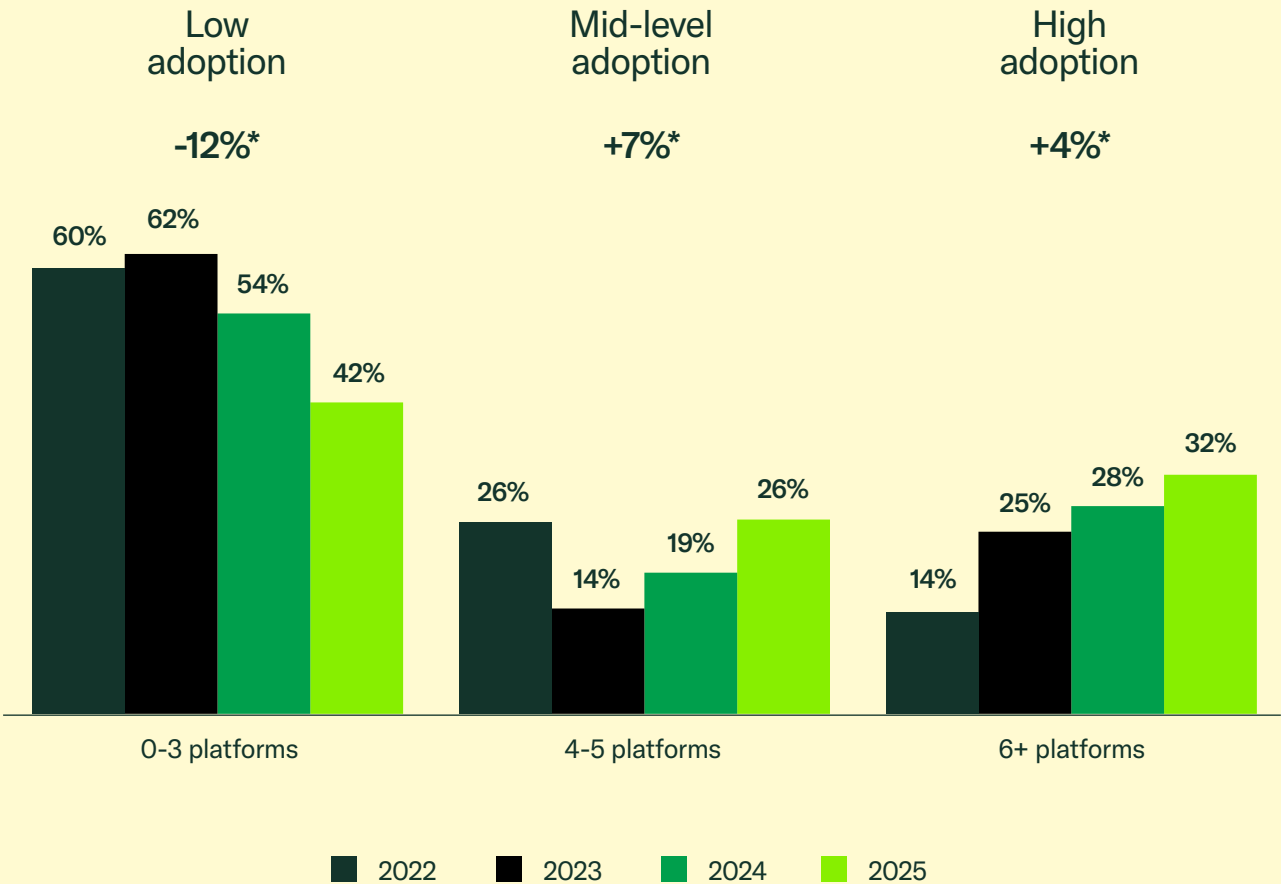
Which of the following technologies do you use at work?



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?



Small businesses are using technology to manage their day-to-day operations and actively 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.

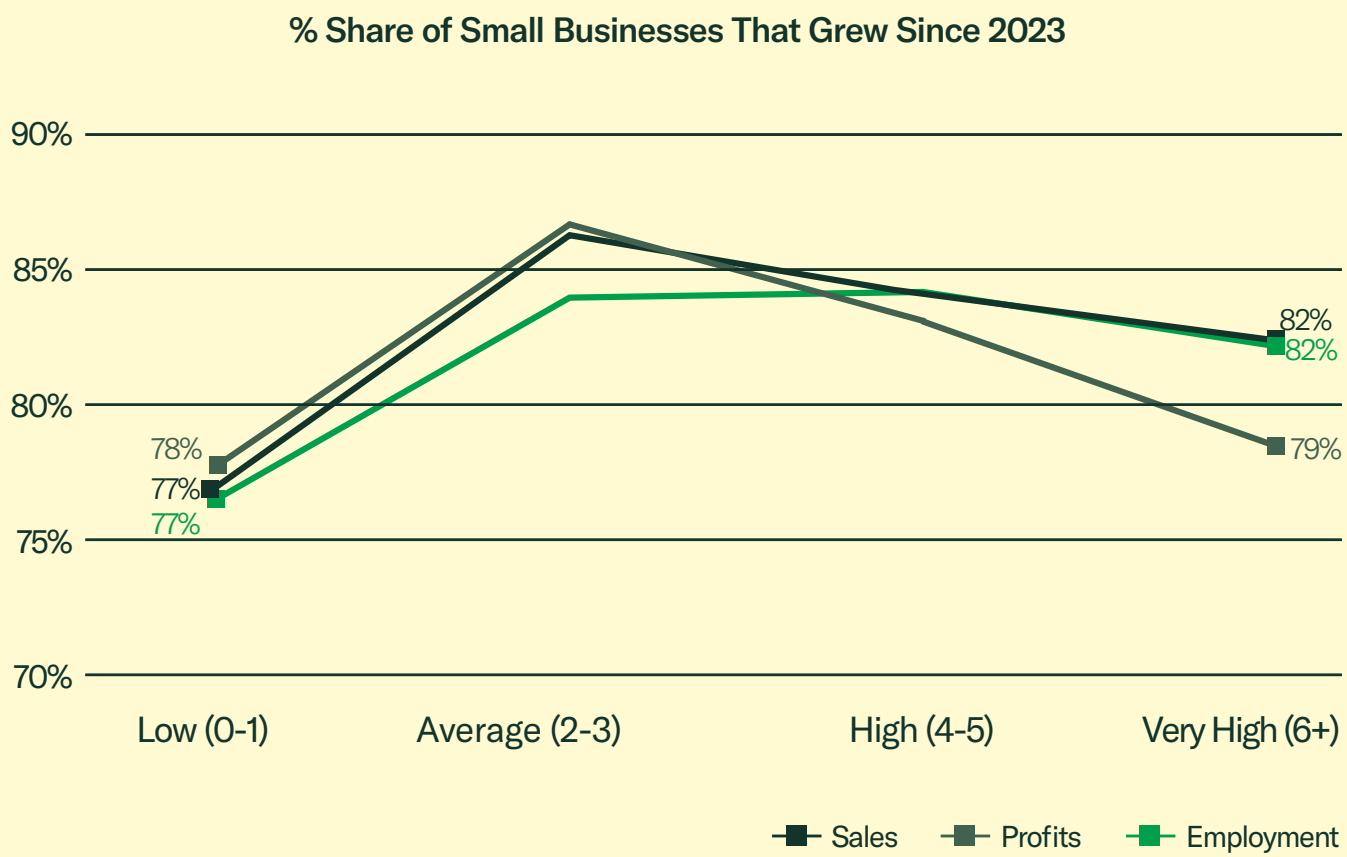
*Change in opinion year-over-year, where applicable

How does your business use technology?



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)

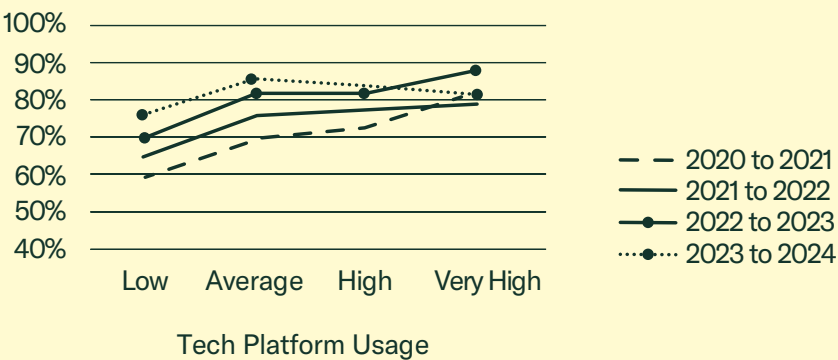
experienced sales growth compared to 86% of average adopters (those who utilize 2 to 3 technologies). Eighty-four percent (84%) of businesses with high adoption (those using 4 to 5 technologies) experienced sales growth while 82% of very high adopters (those using 6 or more technologies) reported higher sales.



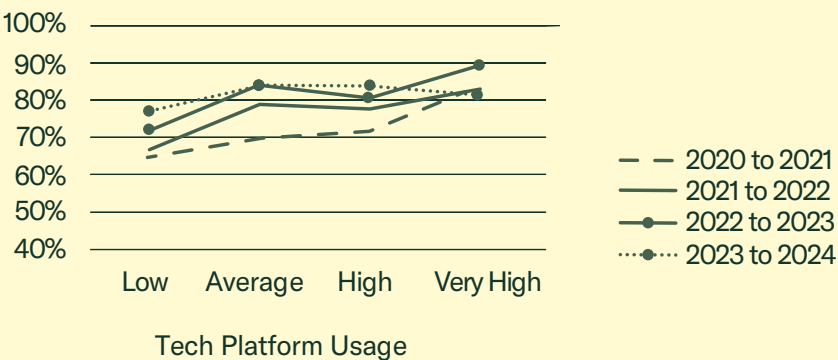
Small businesses that are utilizing a wide range of technologies are more likely to report growth in sales and profits than their non-tech-enabled peers.

% Share of Small Businesses That Grew Since 2020

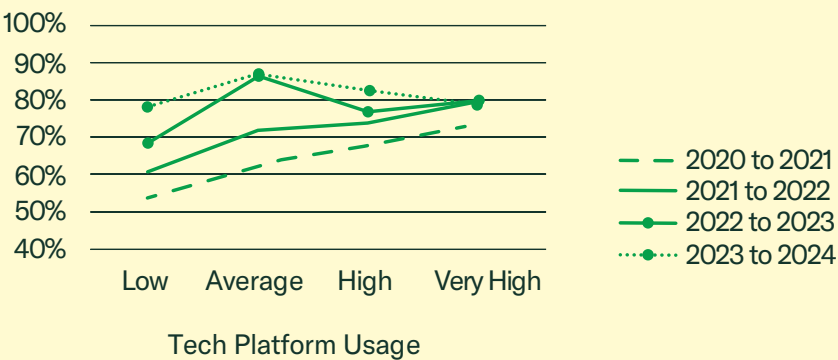
Sales Growth



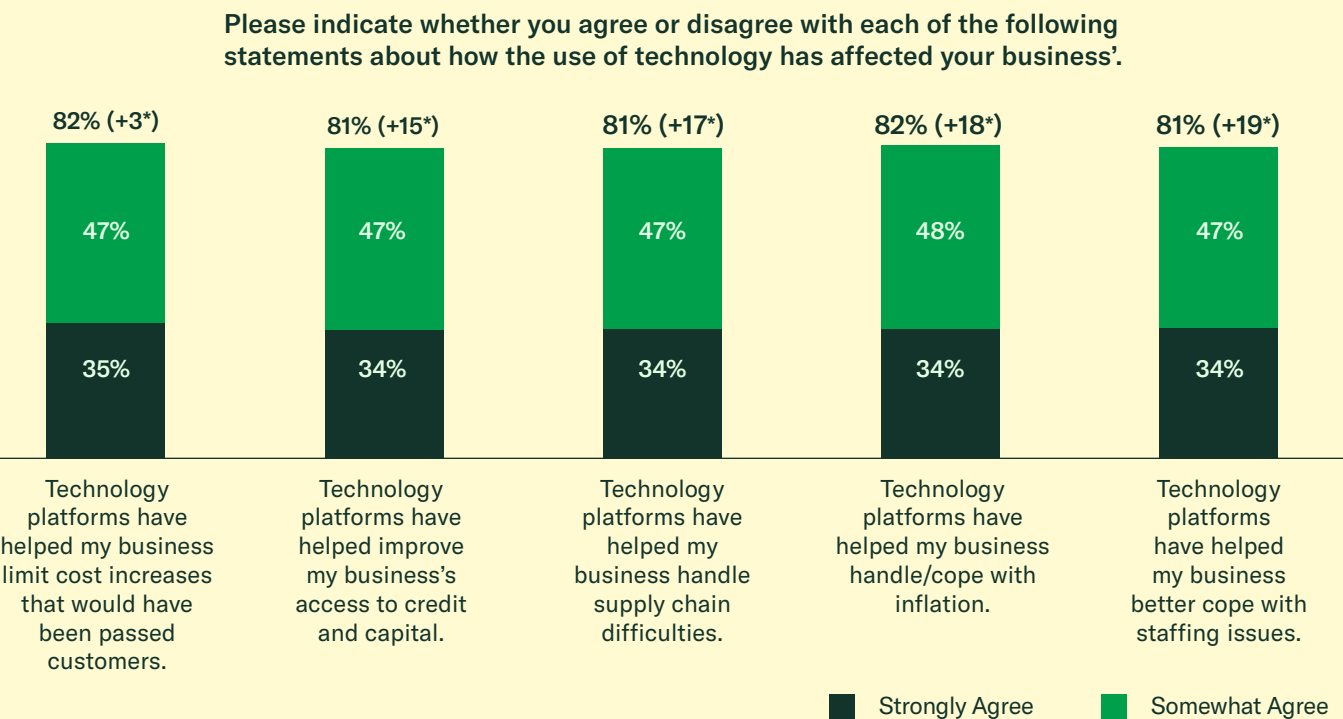
Profit Growth



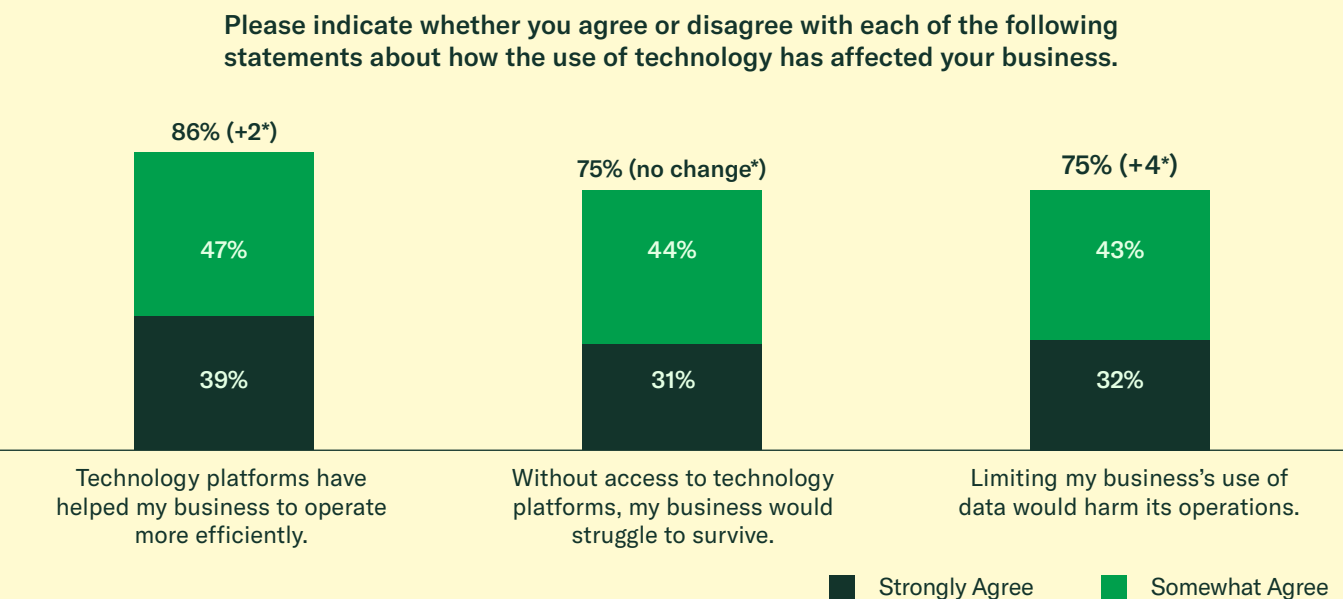
Employment Growth



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.

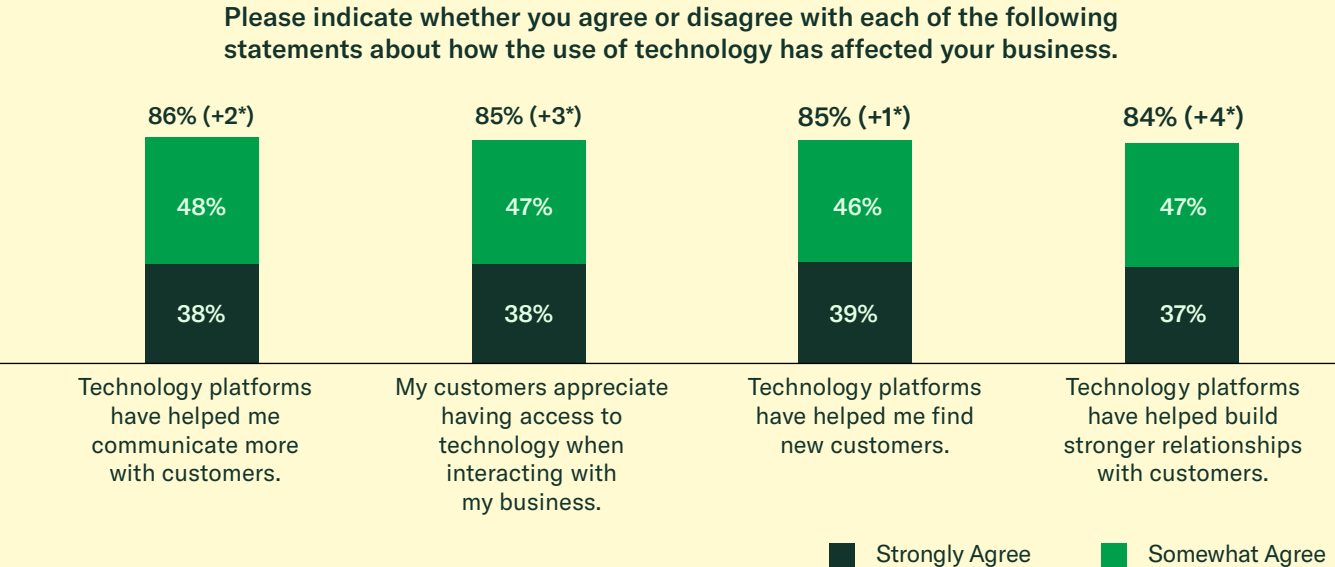


The overwhelming majority of U.S. small businesses rely on technology to operate efficiently, and **three-quarters** of them would not be able to survive without technological solutions. That same number (75%) indicated that have limited access to data would harm their operations.

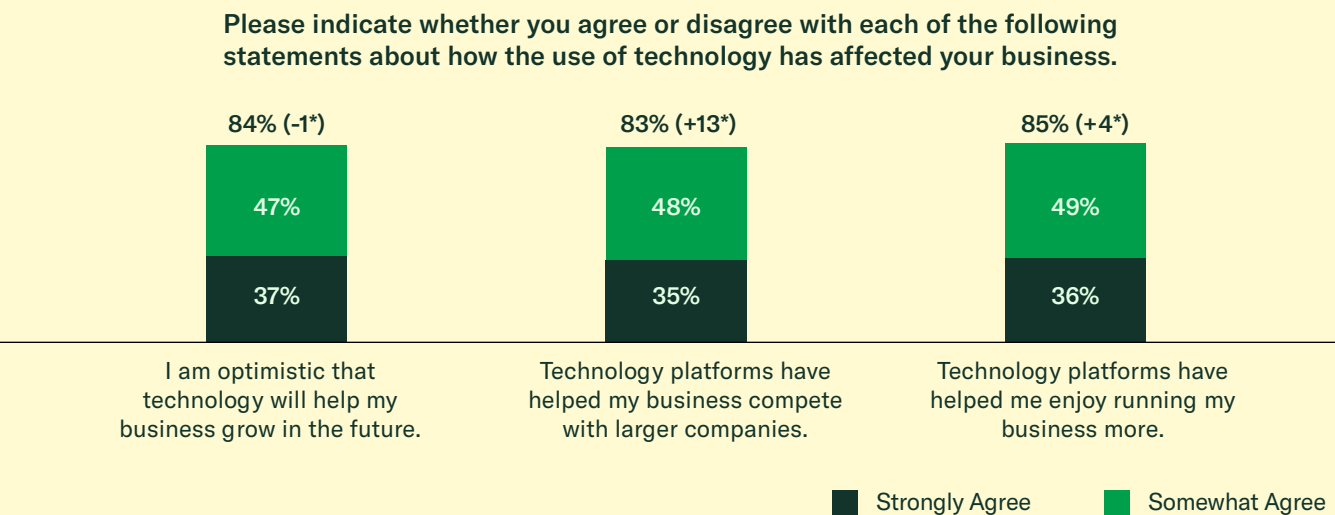


¹Change in opinion year-over-year, where applicable

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.



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



*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.

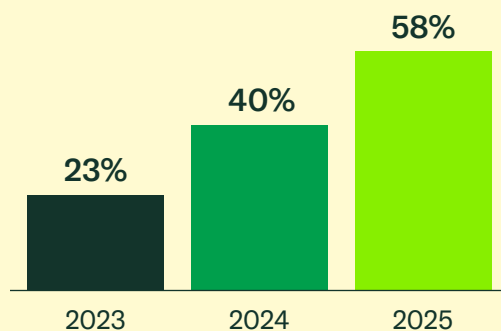
Primary uses for AI tools by small businesses is around understanding and engaging with their customers as well as managing inventory.

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

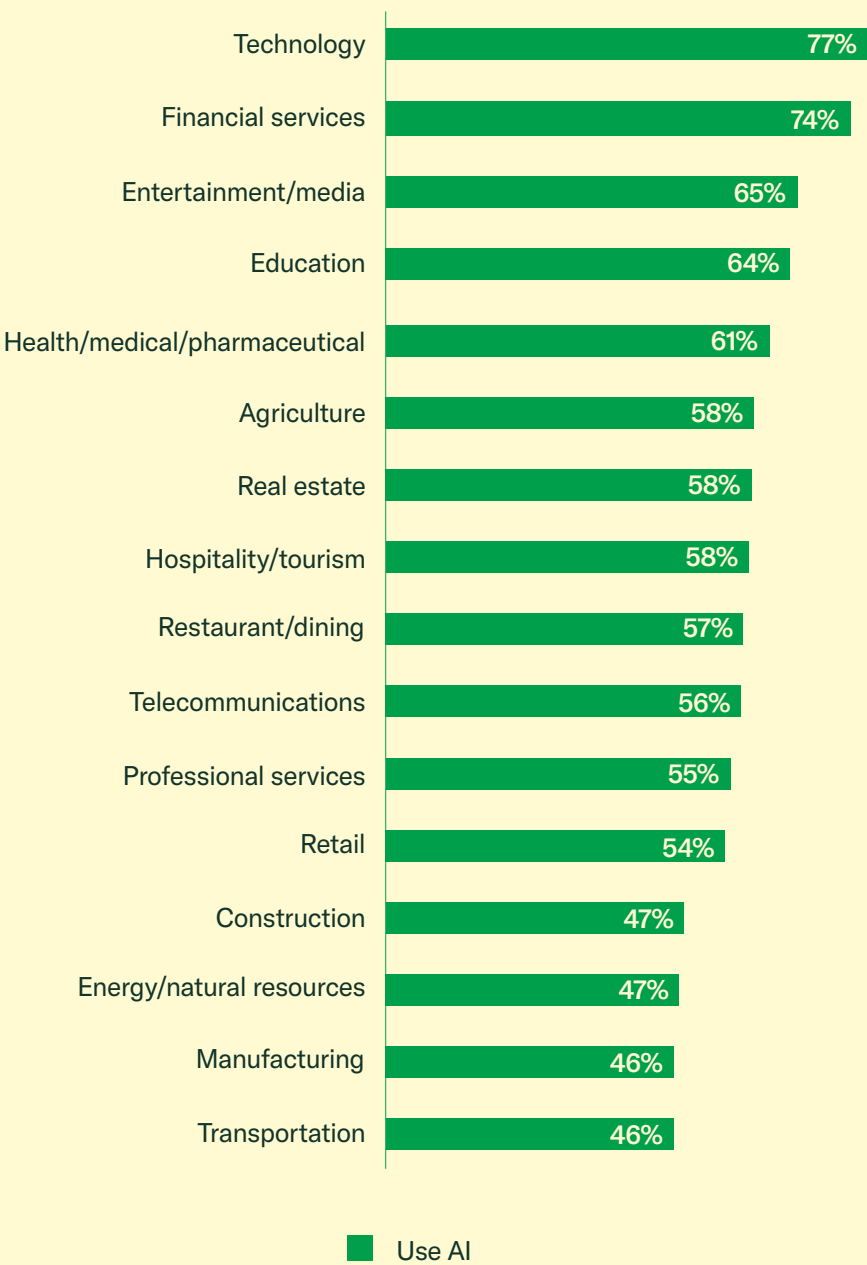
44% Gen AI chatbot

20% AI coding tools

16% Image creation tools



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.



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.

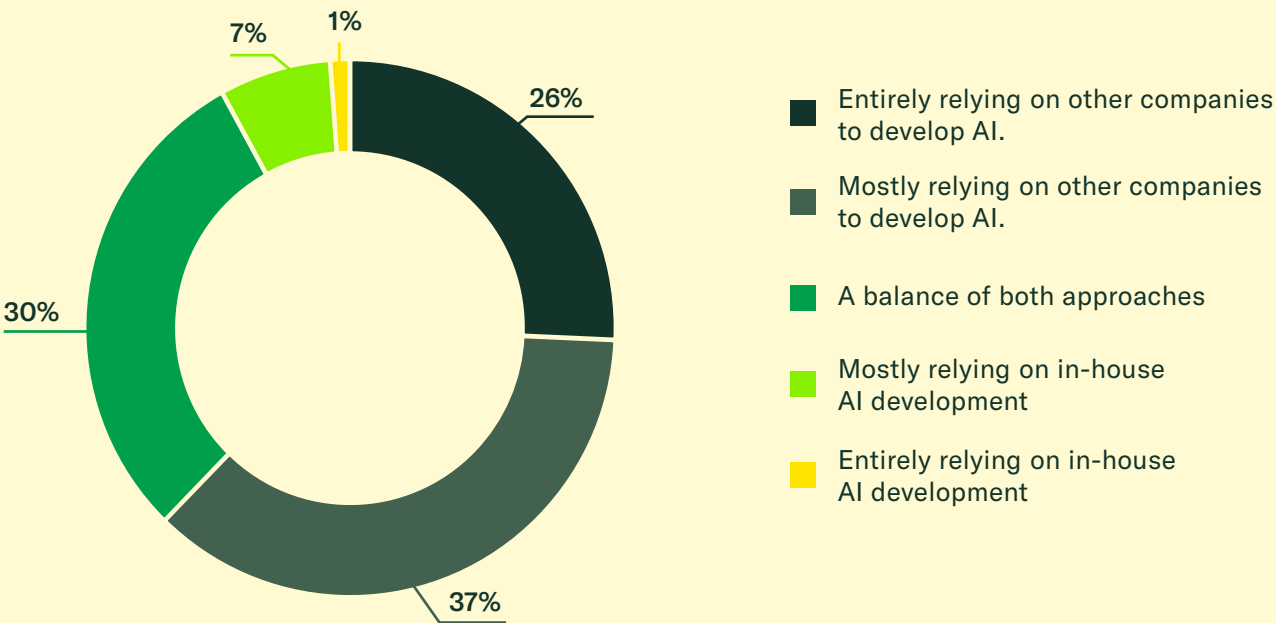
He has deployed a system he designed with the help of ChatGPT that uses software and sensors to spray water on coffee beans to prevent static buildup, which typically makes it difficult to cleanly bag coffee for distribution. Hrag also encourages his baristas and staff to join him for weekly sessions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

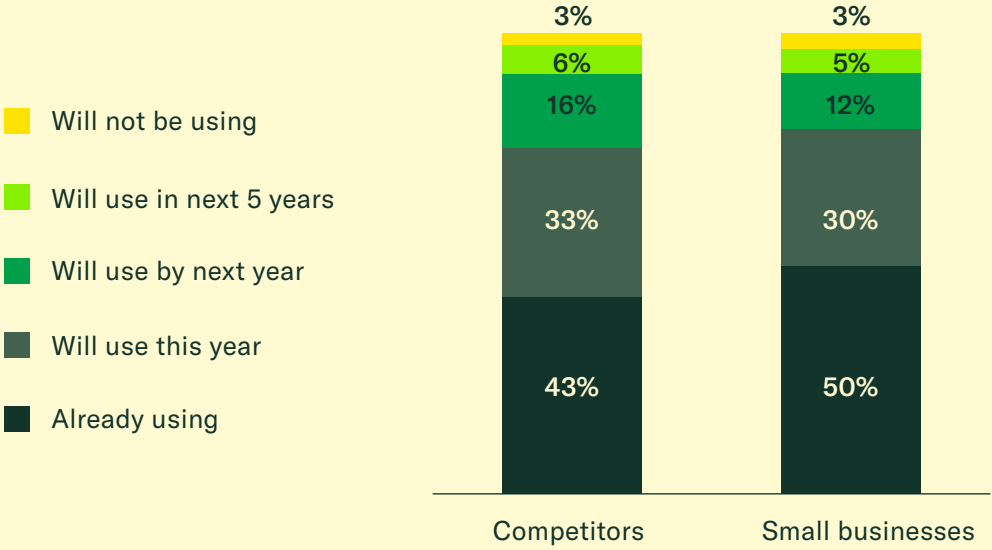
Three in ten (30%) report taking a balanced approach to using both external tools and relying on in-house development.

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)

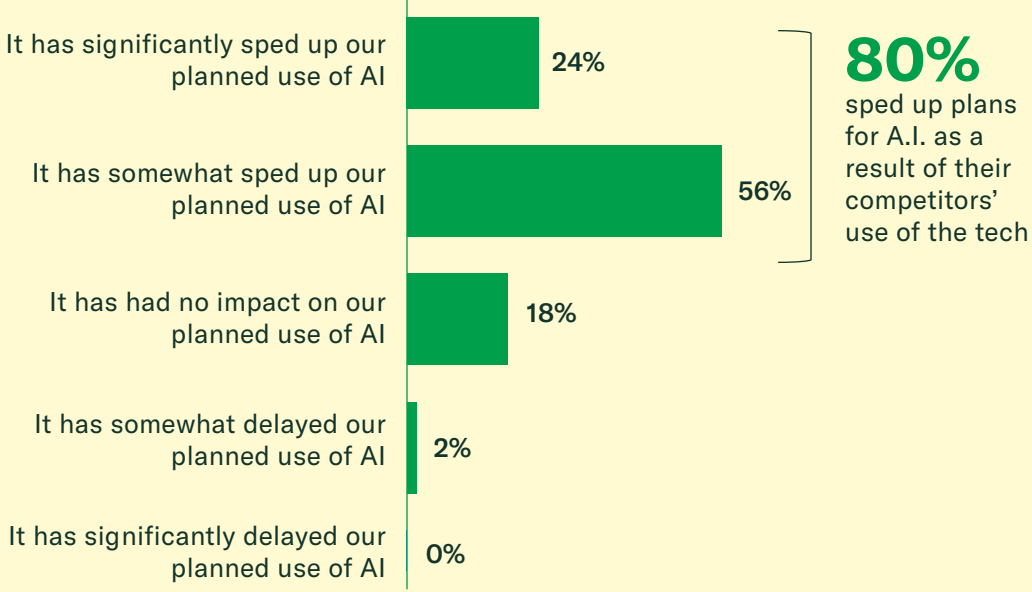


Competitor use of AI influences small business tech strategy. Most small business owners believe that their competitors are already using AI or plan to do so within the year. This knowledge prompted 80% of small businesses to speed up implementation plans for using AI in their business.

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



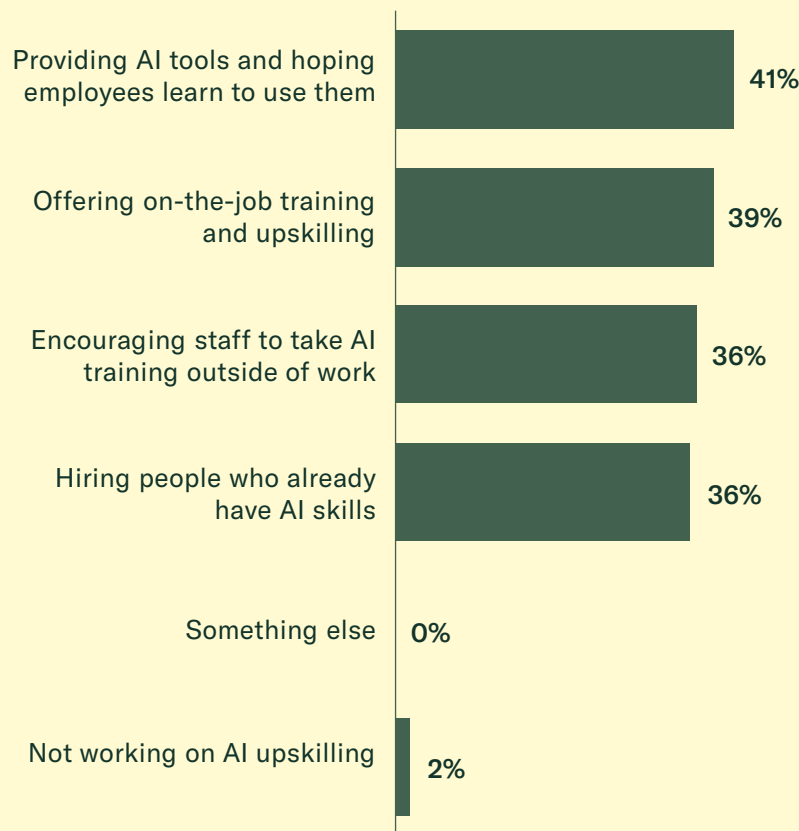
How will competitors' current or expected use of AI affect your own strategy around the technology. (asked among those who use/plan to use AI)



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.

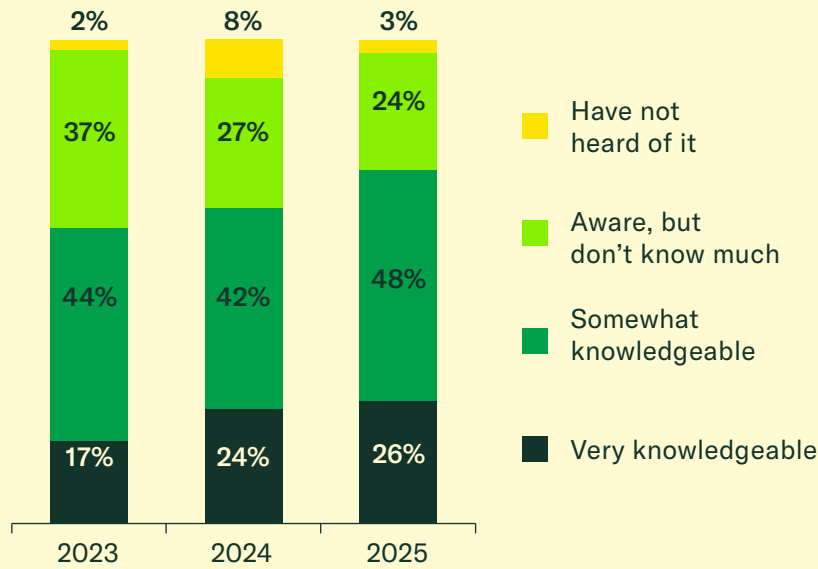
Over one-third (36%) have incorporated AI skills into their hiring process to ensure that new employees come ready with an AI skillset.

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

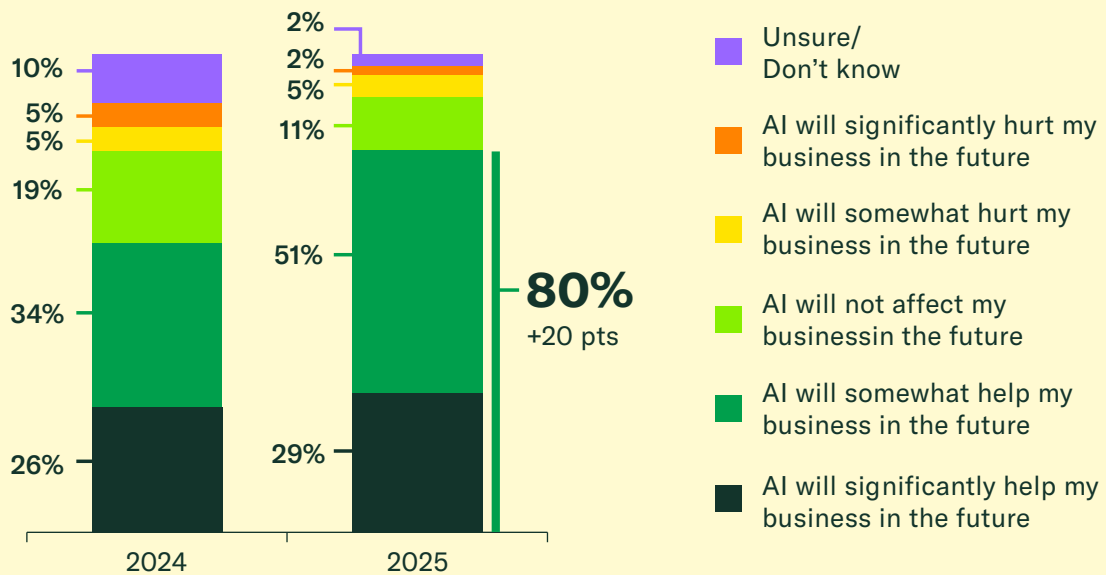


Among small business owners, knowledge of AI and optimism in its ability to help their business has grown. A majority (80%) believe that AI will help their business in the future—significantly higher compared to last year

How would you rate your understanding of AI.

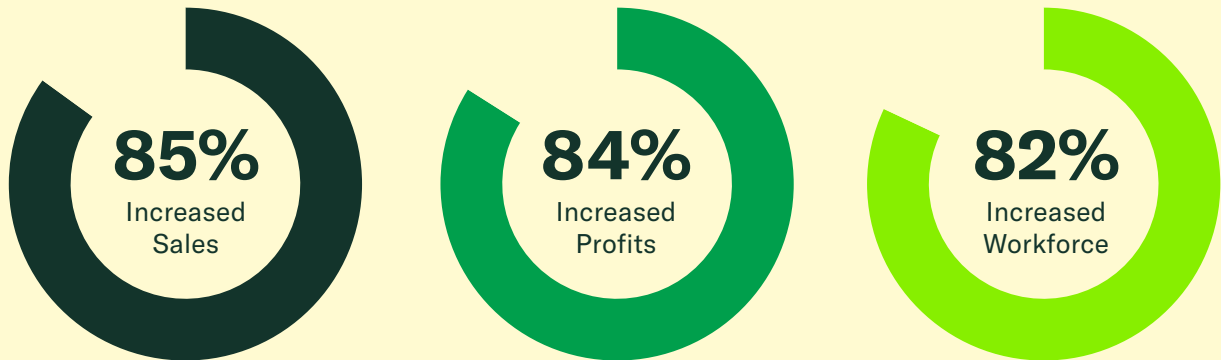


How do you believe AI will affect your small business in the future.



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

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



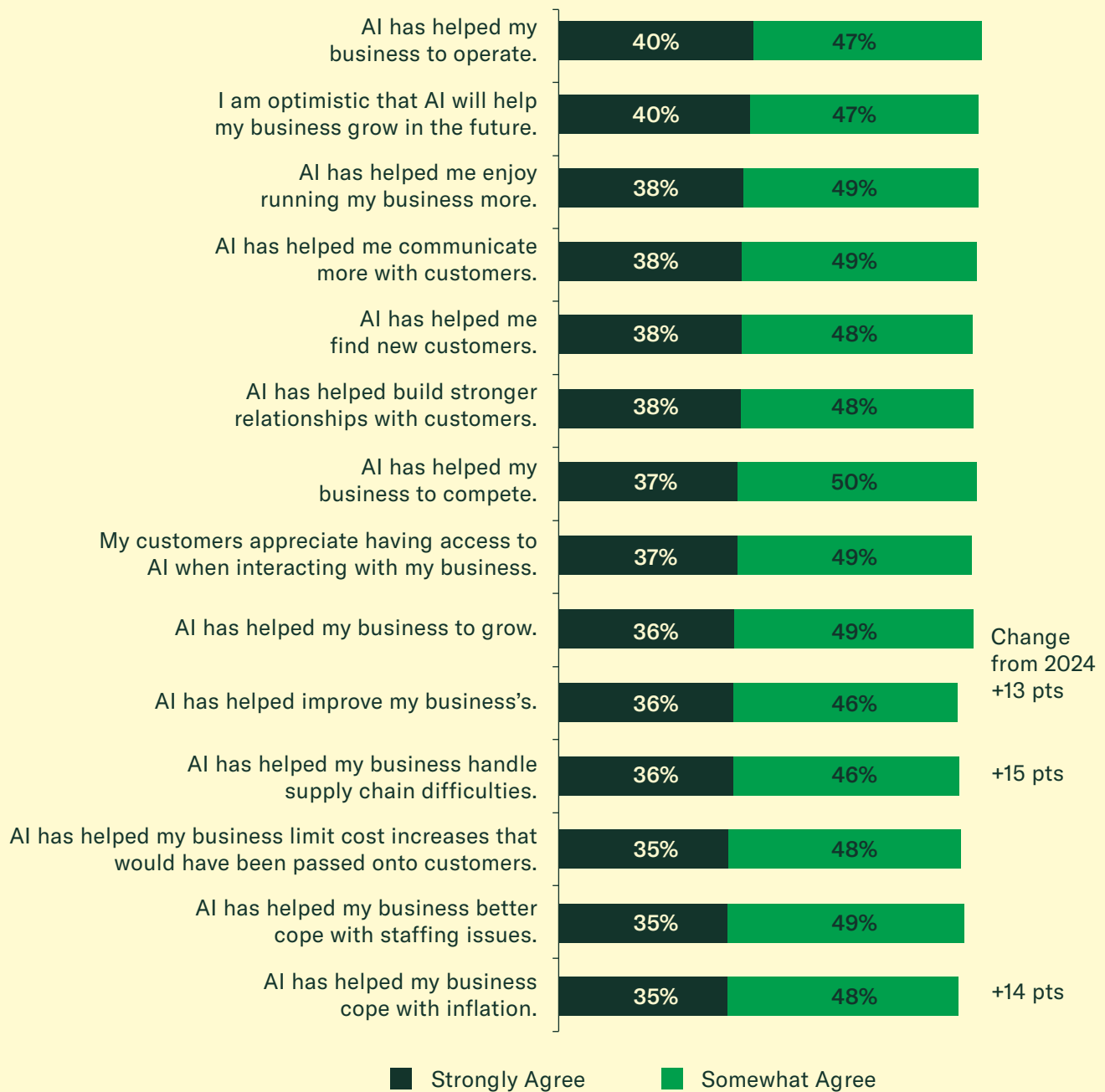
Nearly all small businesses (86%) have adopted generative AI in their business within the past two years, and over half (55%) have been using it for a year or less.

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.



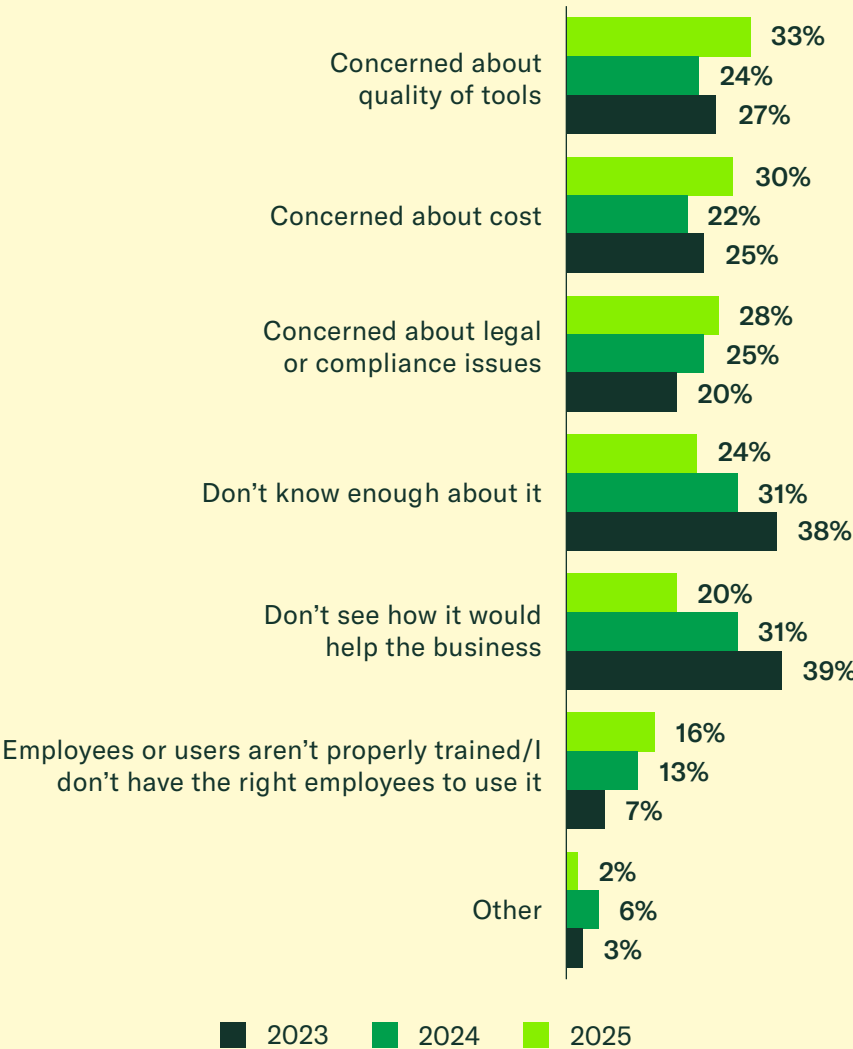
Please indicate whether you agree or disagree with each of the following statements about how the use of AI has affected your business. (asked among AI users)



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)

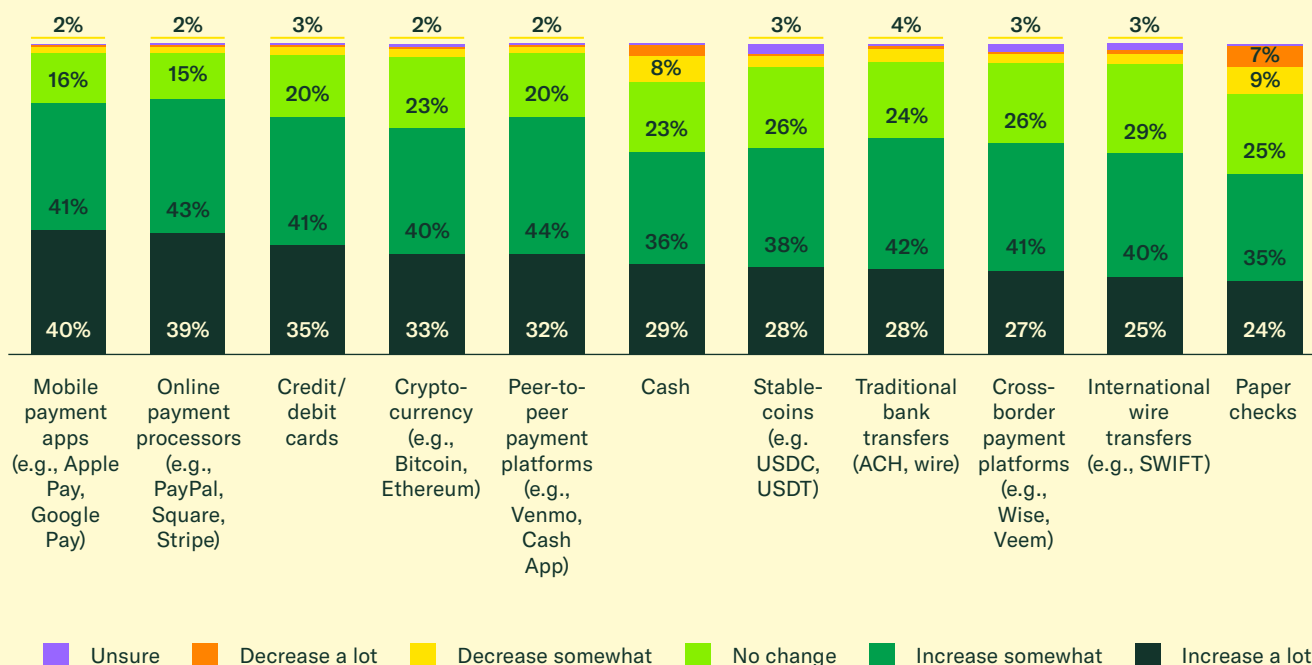


Part Three: Emerging Payment Tools

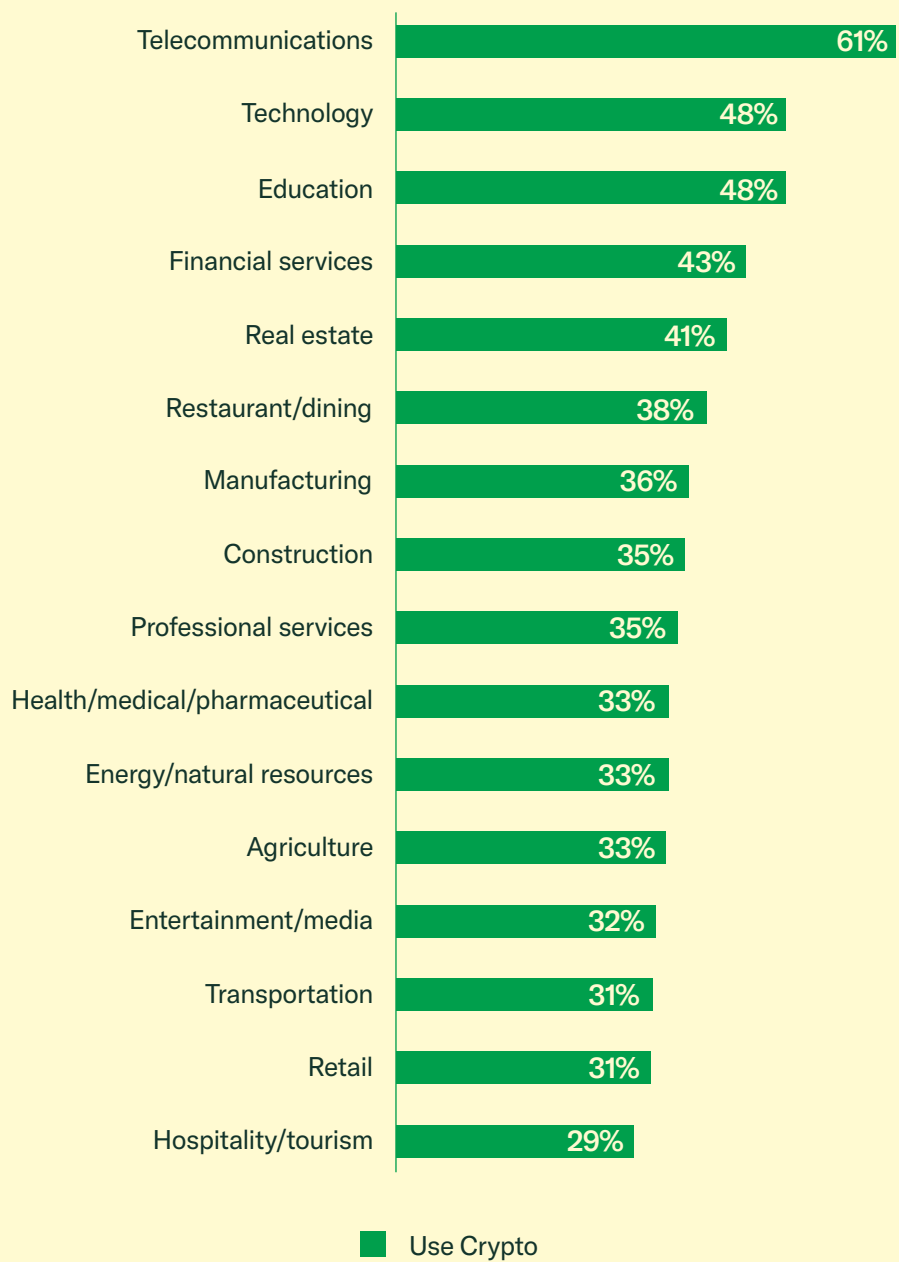
Small business owners expect an increase in digital payment usage in the next 1–2 years—including cryptocurrency. Notably, one-third (33%) who are familiar with crypto believe that using it as a payment method will increase a lot over the next couple of years.



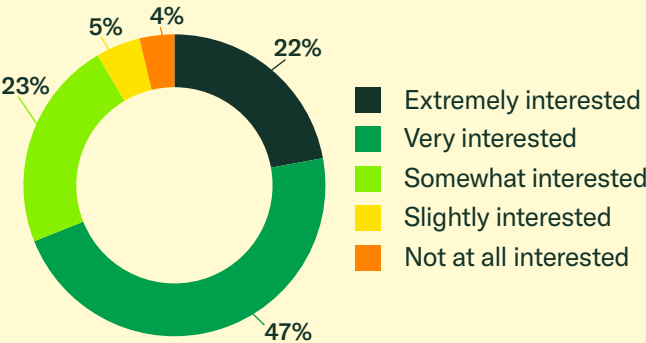
Over the next 1–2 years, how do you expect usage of the following business payment methods to change in your industry. (asked among those familiar with crypto)



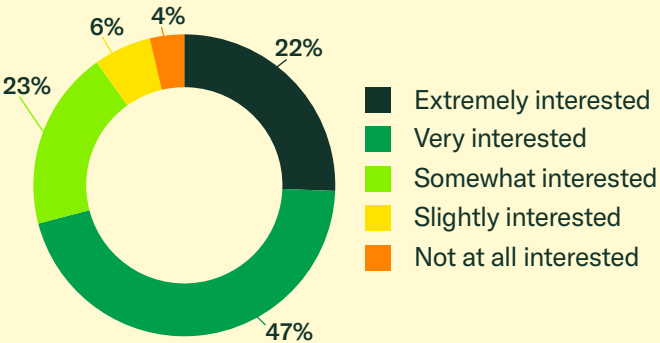
The top five sectors adopting cryptocurrencies are telecommunications, technology, education, financial services, and real estate.



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)



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)



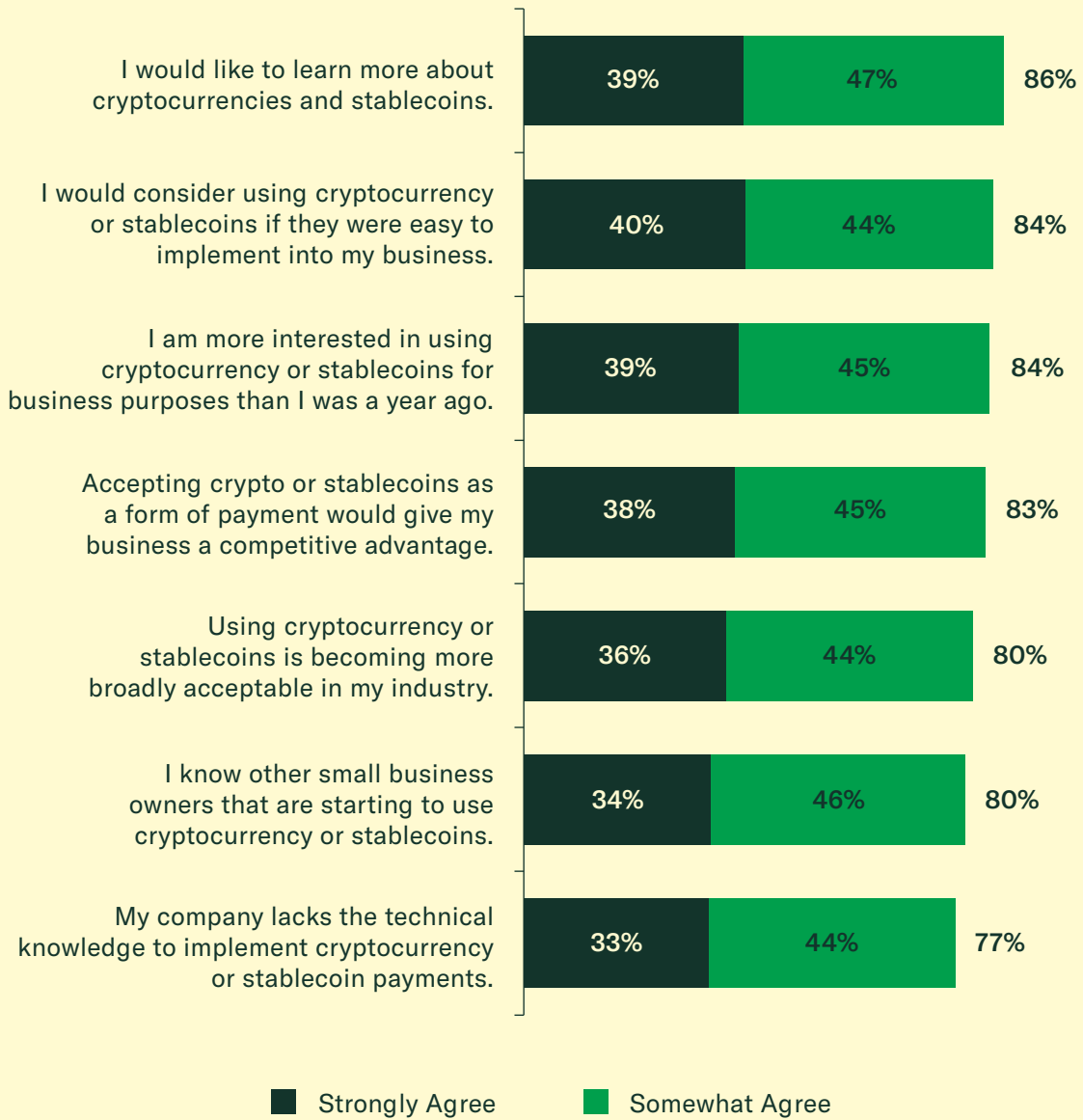
(asked among those familiar with crypto)

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.



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



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.

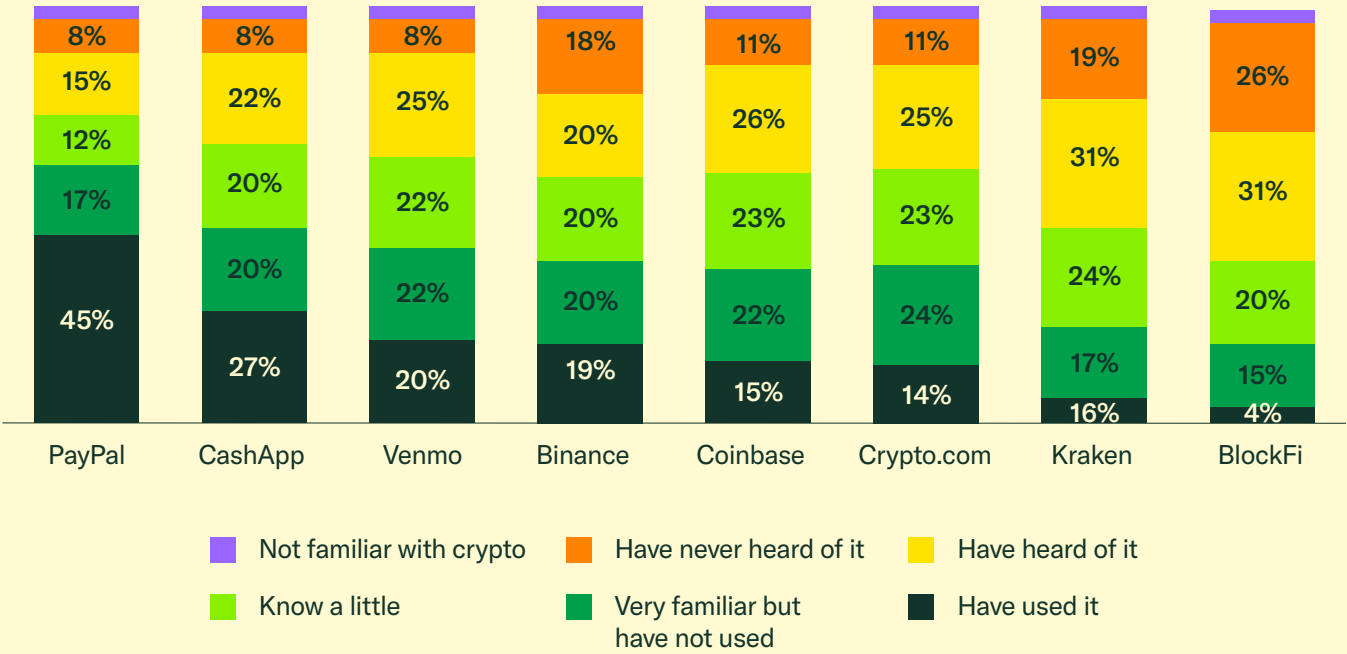
Prevail is utilizing stablecoin payments to reduce expense and friction in payments. These transactions also settle nearly instantaneously.

Wade and Megan have also been working with their coffee-growing partners around the world to onboard them to Actual Invoicing, which allows them to create invoices that can be paid through stablecoins, thus reducing 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.



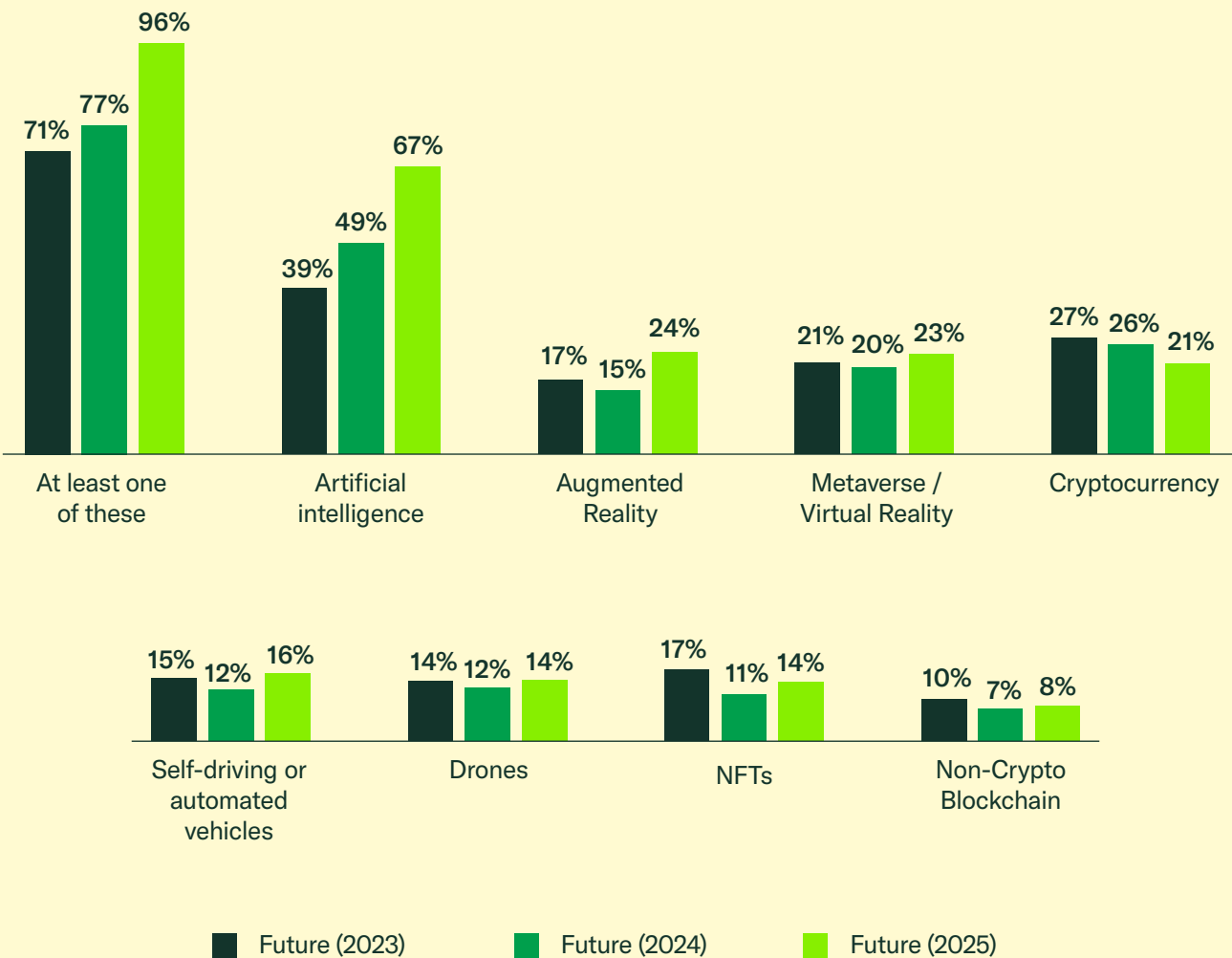
Which of the following platforms have you heard of or used, specifically for cryptocurrency and stablecoins. (e.g., buying, selling, sending and receiving cryptocurrency and stablecoins) (asked among those familiar with crypto)



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.



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

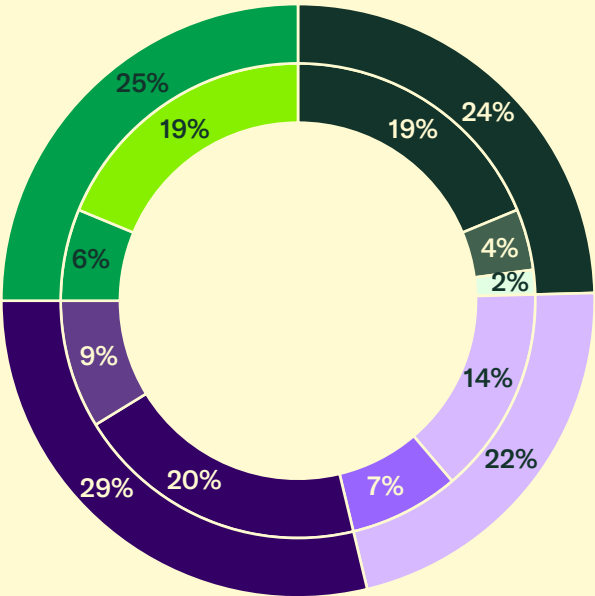
How is your business planning to use non-crypto blockchain in the future.

Other

- Misc
- No concrete plans

Legal

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



Operational

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

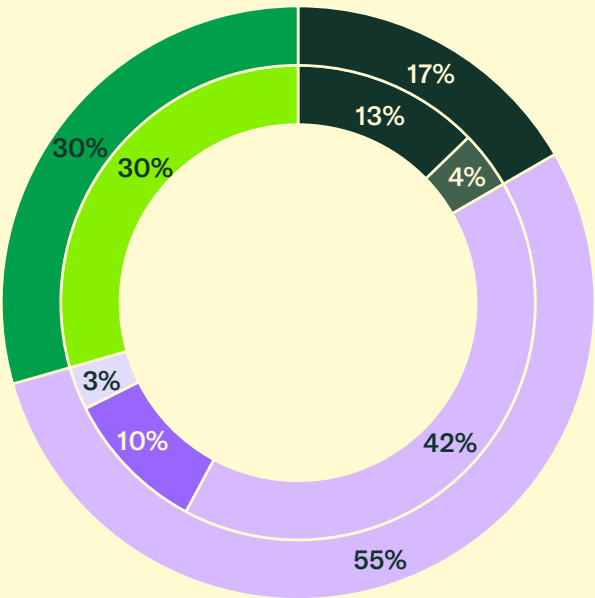
Financial

- Payments & transactions
- Asset tokenization & investment

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

Other

- No concrete plans



Operational

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

Financial

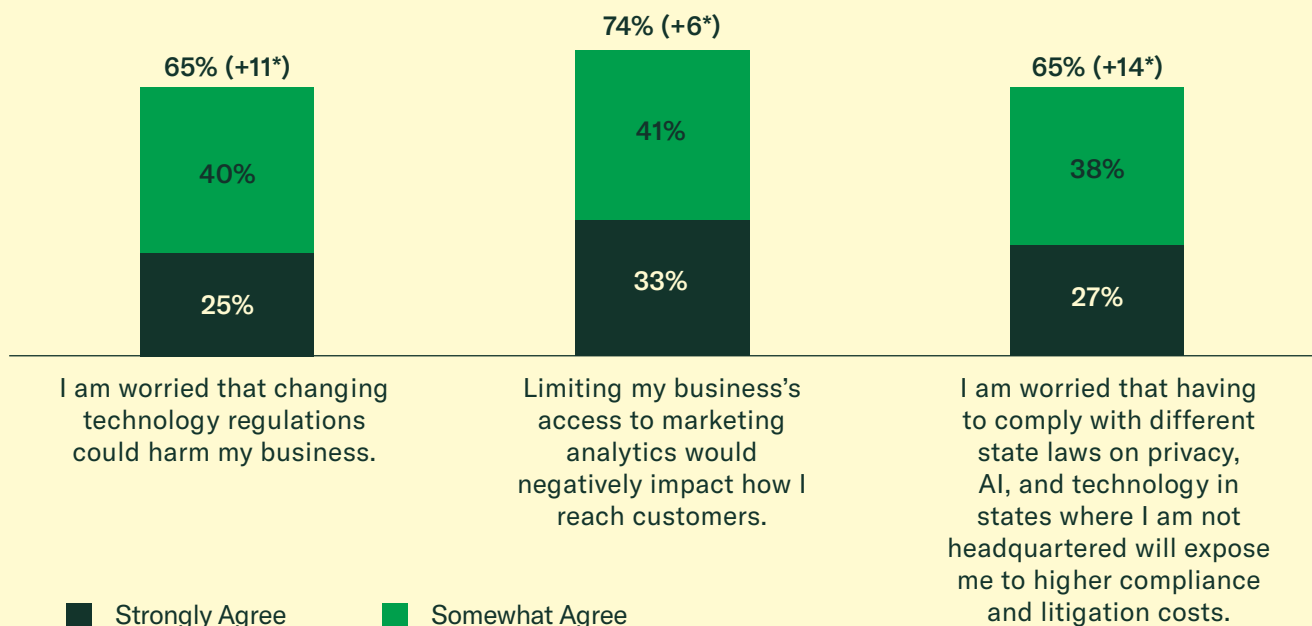
- Accepting Crypto Payments
- Investing / Holding Crypto Assets
- Cross-border & faster settlement

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 business¹.

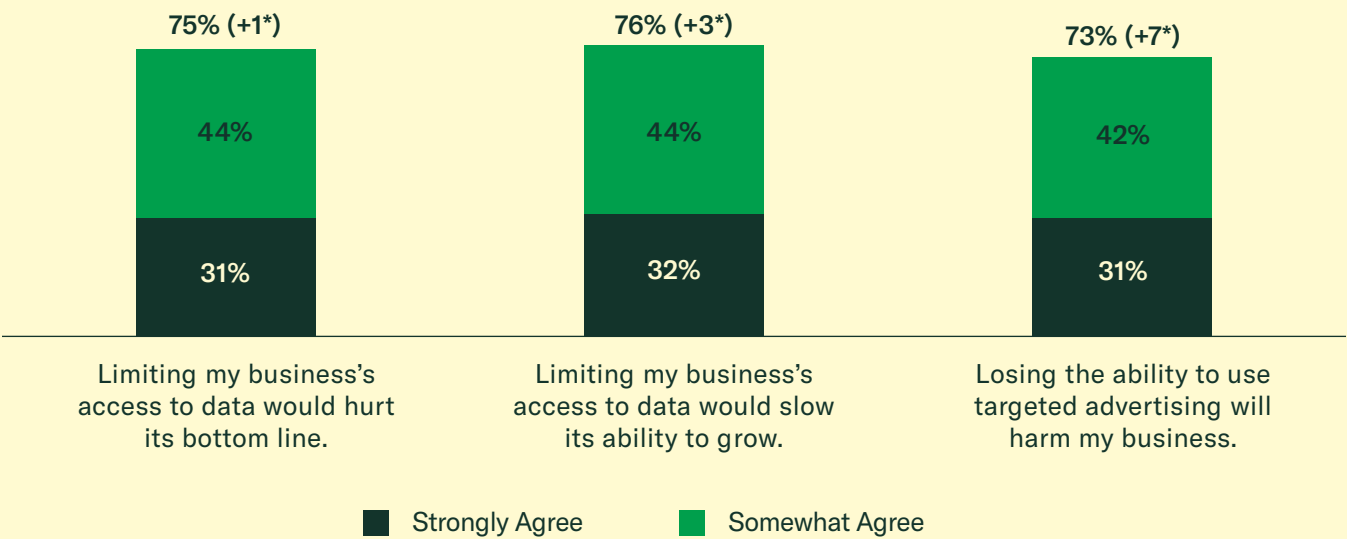


¹Change in opinion year-over-year, where applicable



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.



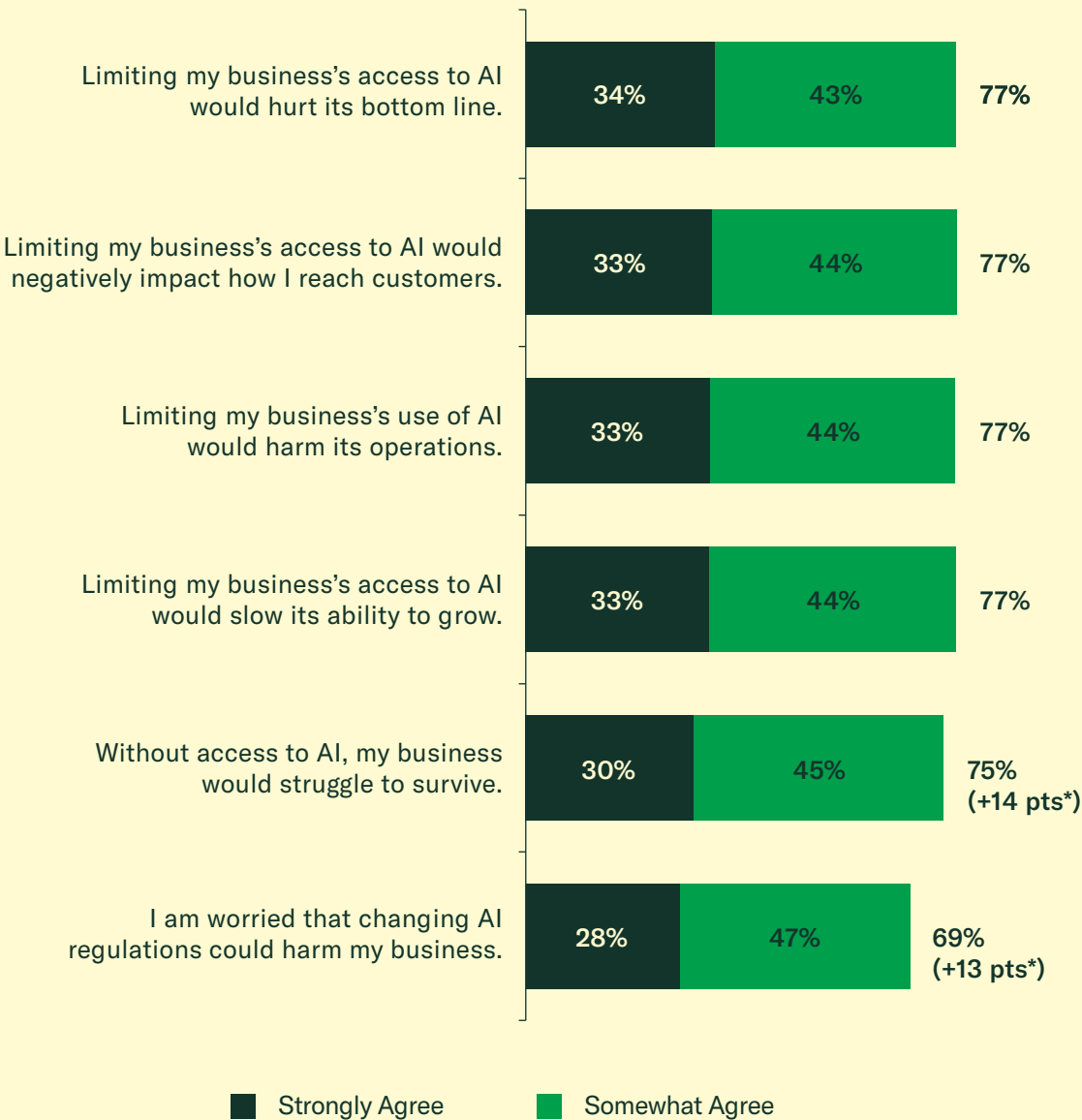
Business owners who rely on AI are more likely to say that limits to access would harm their business. And an increasing number of small businesses say that without access their business **would struggle to survive (75%)** and that they are worried about the potential impact of changing regulations on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

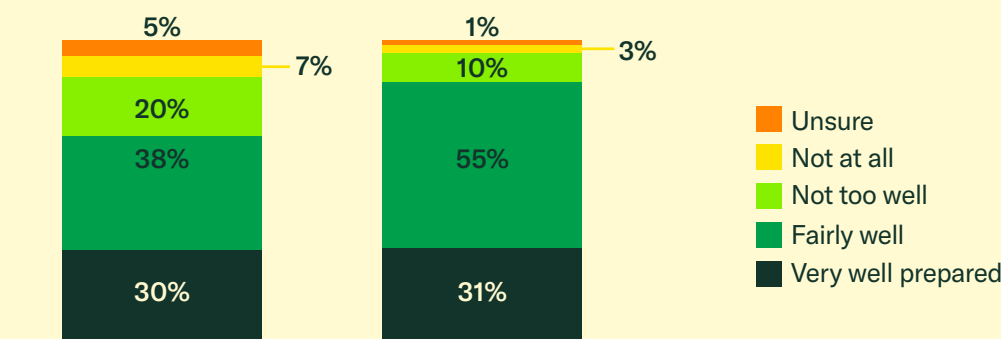
Please indicate whether you agree or disagree with each of the following statements about how the use of AI has affected your business.
(asked among AI users)



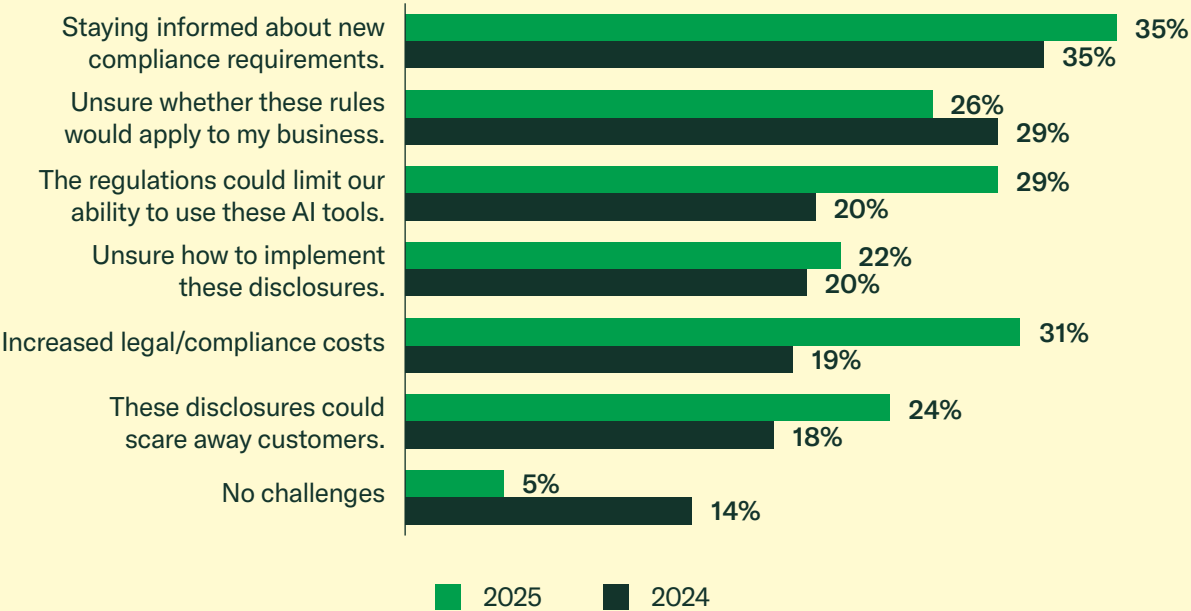
*Change in opinion year-over-year, where applicable

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.

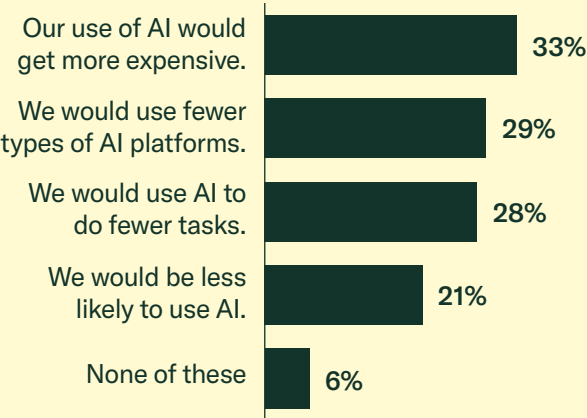
How well prepared would your business be to comply with these new laws today.



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



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



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 one-size-fits-all approach. Small businesses indicated they are using tools developed by third parties; therefore, policymakers should craft regulations thoughtfully 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 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 and 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

¹U.S. Chamber AI Commission Report (March 2023) available at <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

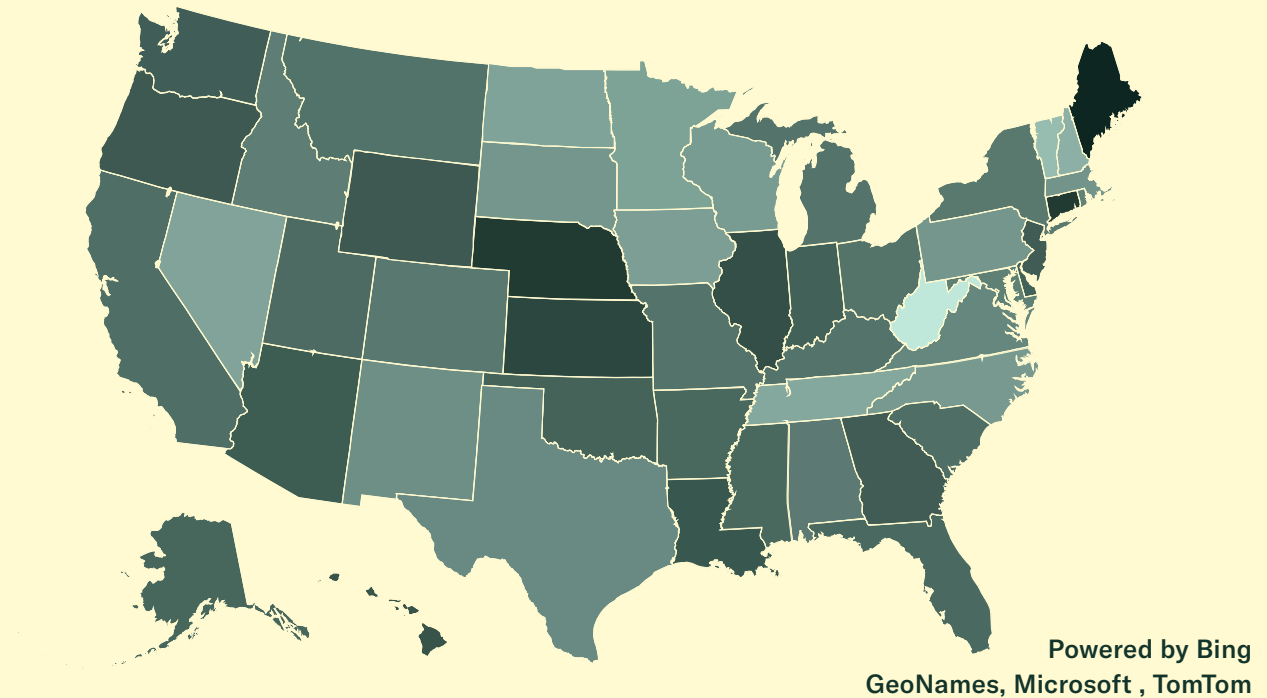
Working closely with C_TEC, Teneo Research surveyed 3,870 U.S. small businesses, defined as those having fewer than 250 employees. Data were collected between June 6 and June 26, 2025. The survey was fielded online and is available for desktop and mobile devices.

Appendix One: State Impact Scorecards

Powering Small Business Success

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

Small Business A.I. Adoption Rate

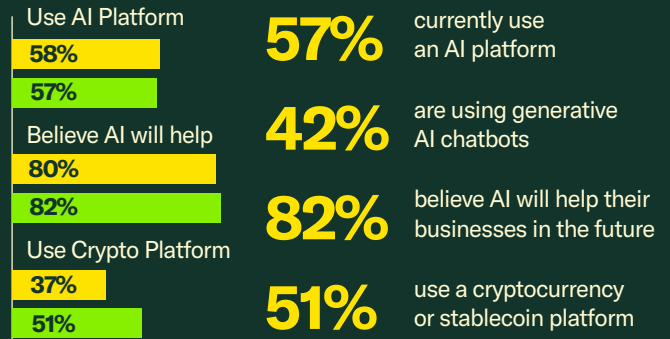
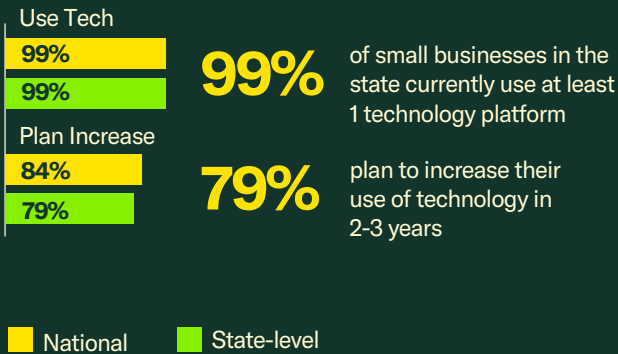


Low rate of AI use  High rate of AI use

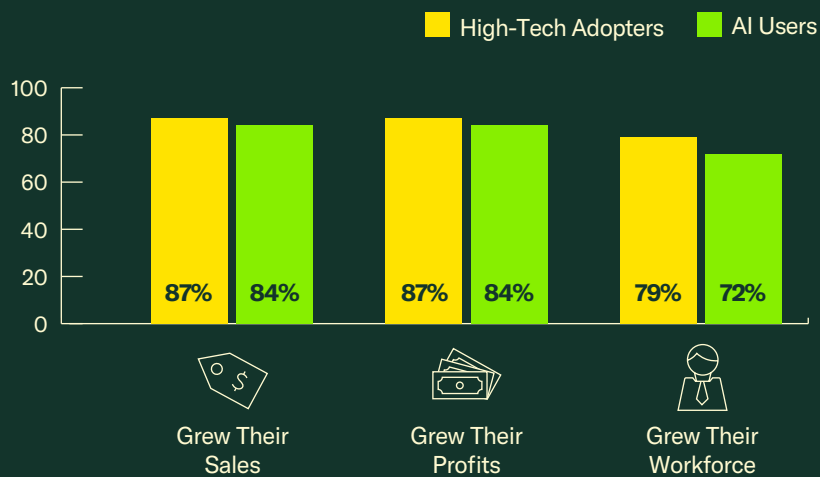
Top A.I. Adopting States

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



Tech and AI use leads to significant economic growth



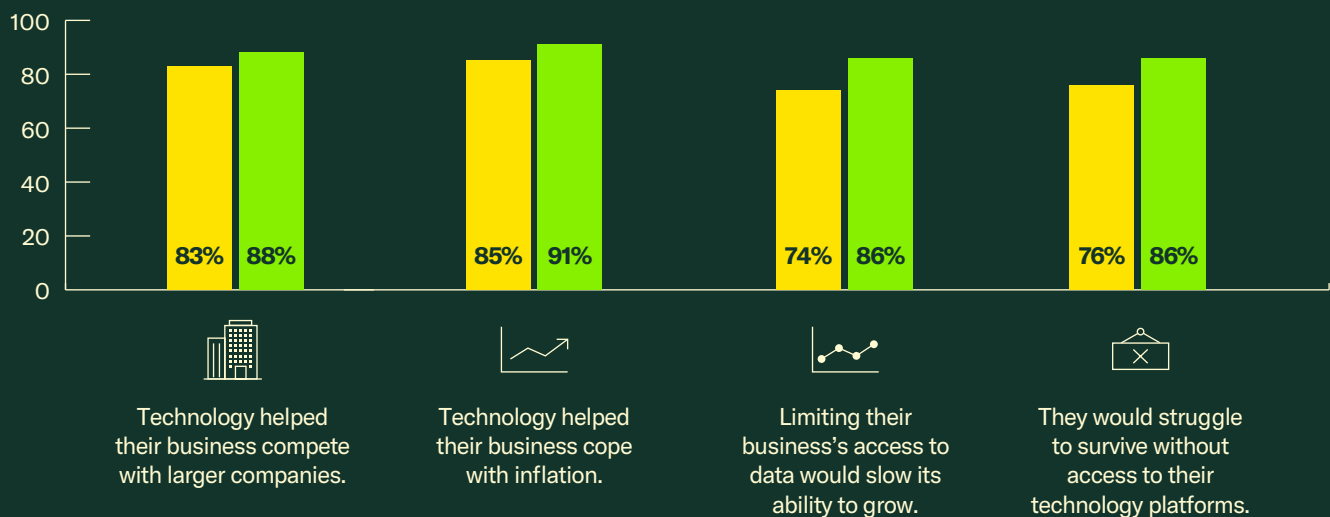
84%

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

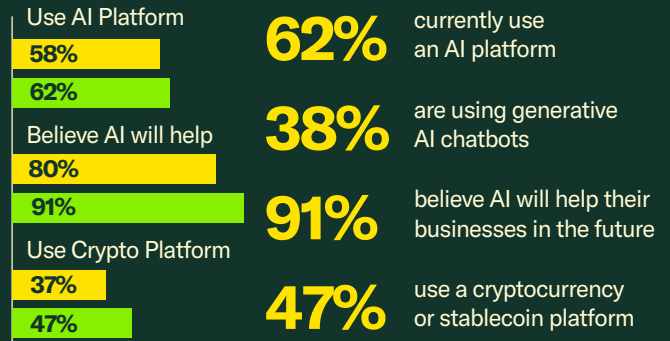
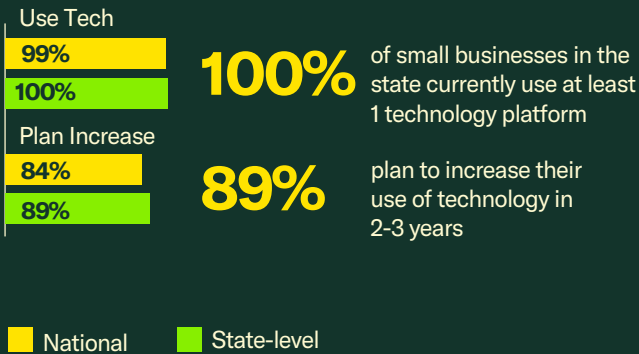
68%

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

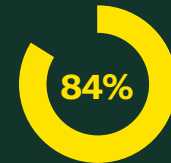
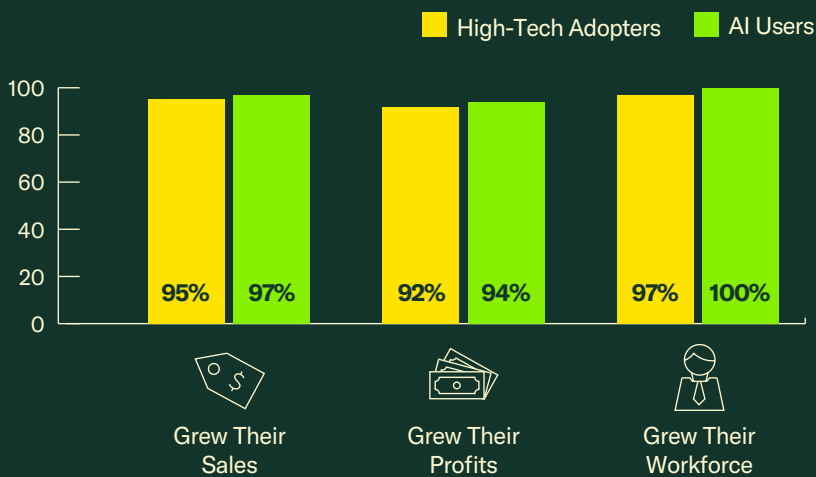
Small businesses in the state that make greater use of tech say...



Key Numbers in Alaska



Tech and AI use leads to significant economic growth

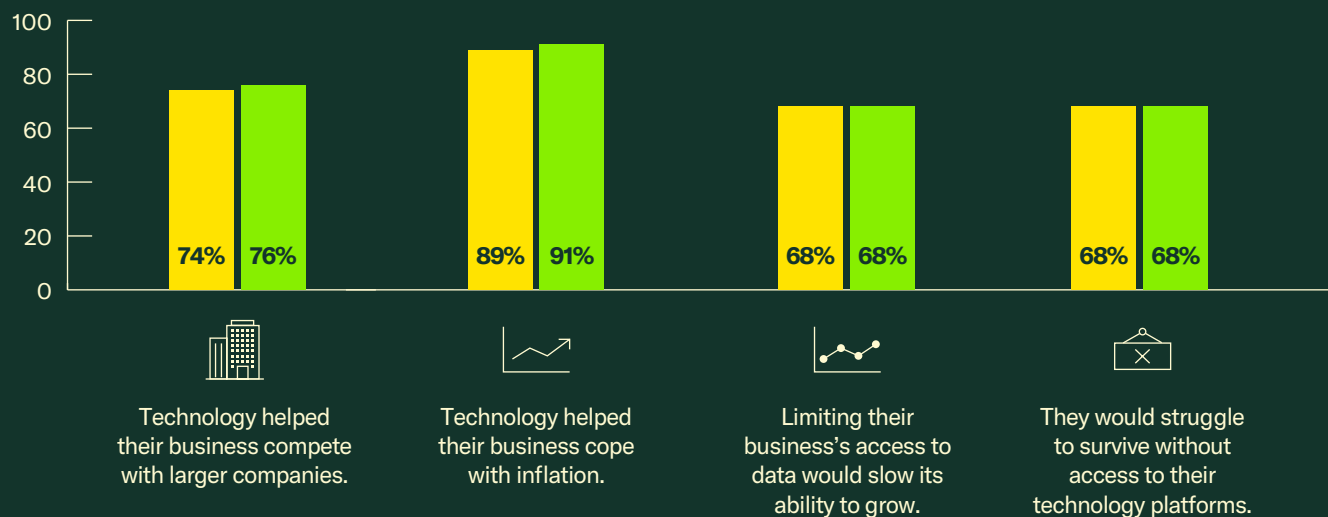


Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

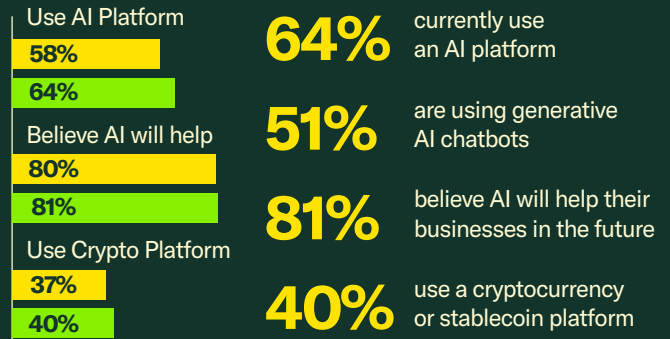
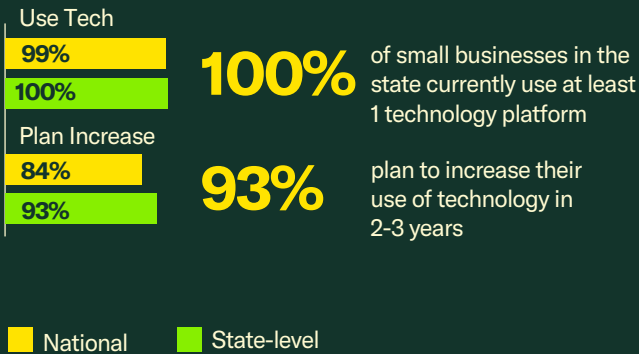


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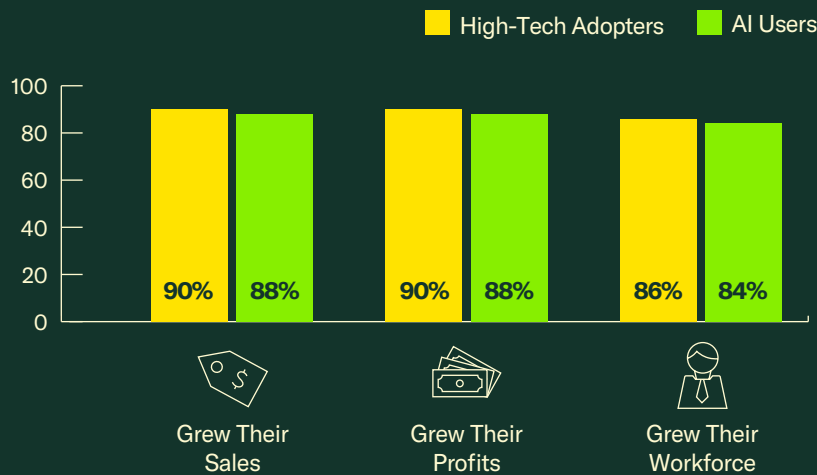
Small businesses in the state that make greater use of tech say...



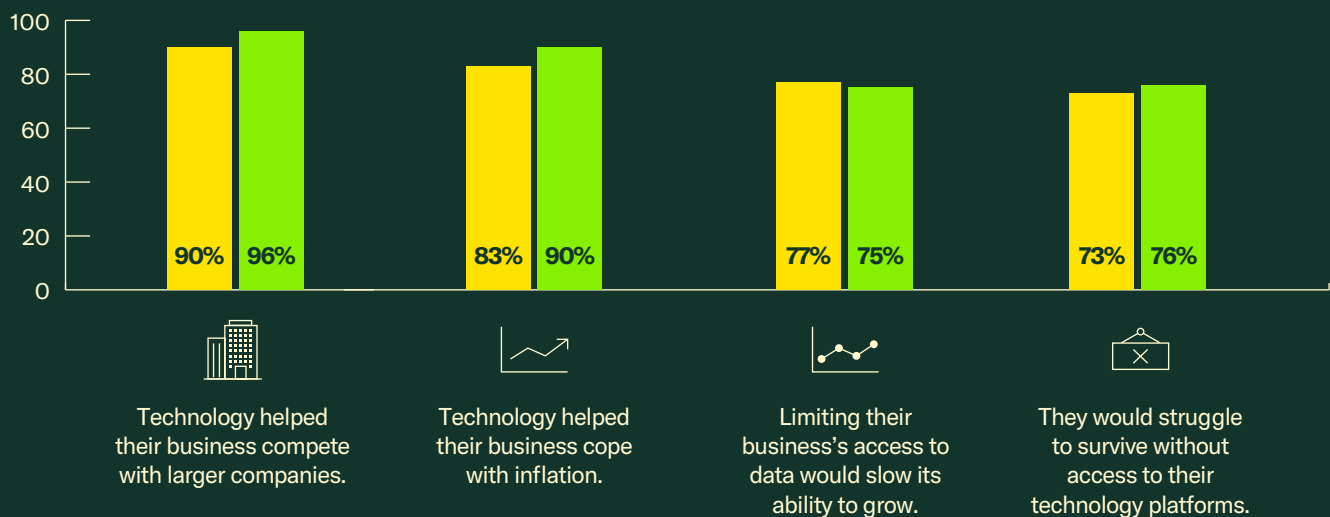
Key Numbers in Arizona



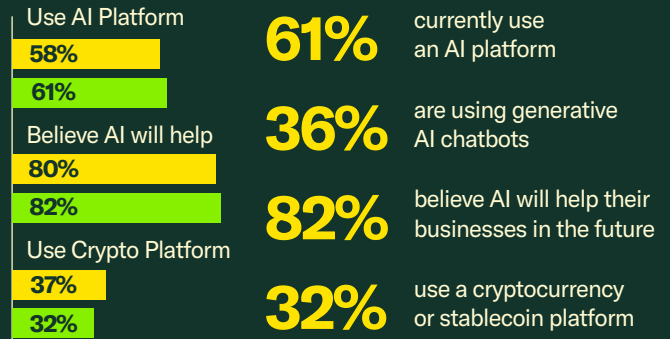
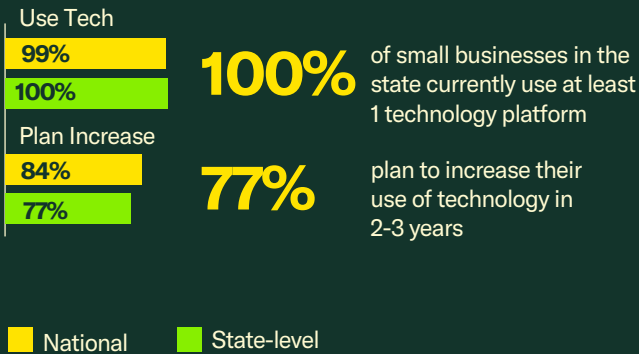
Tech and AI use leads to significant economic growth



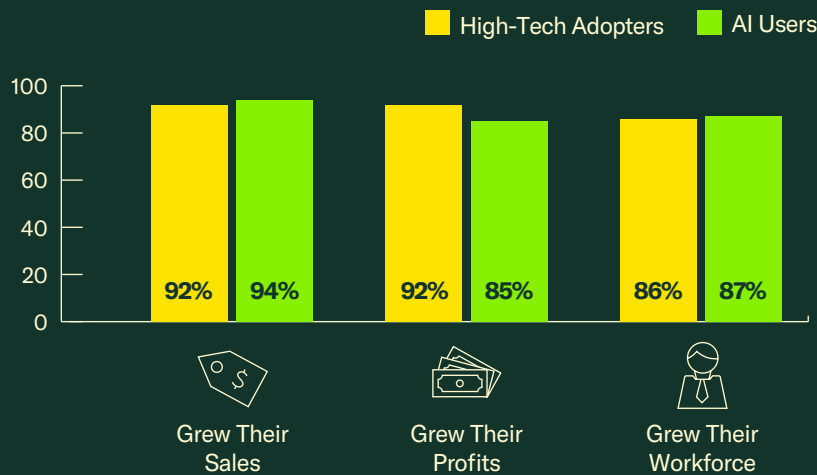
Small businesses in the state that make greater use of tech say...



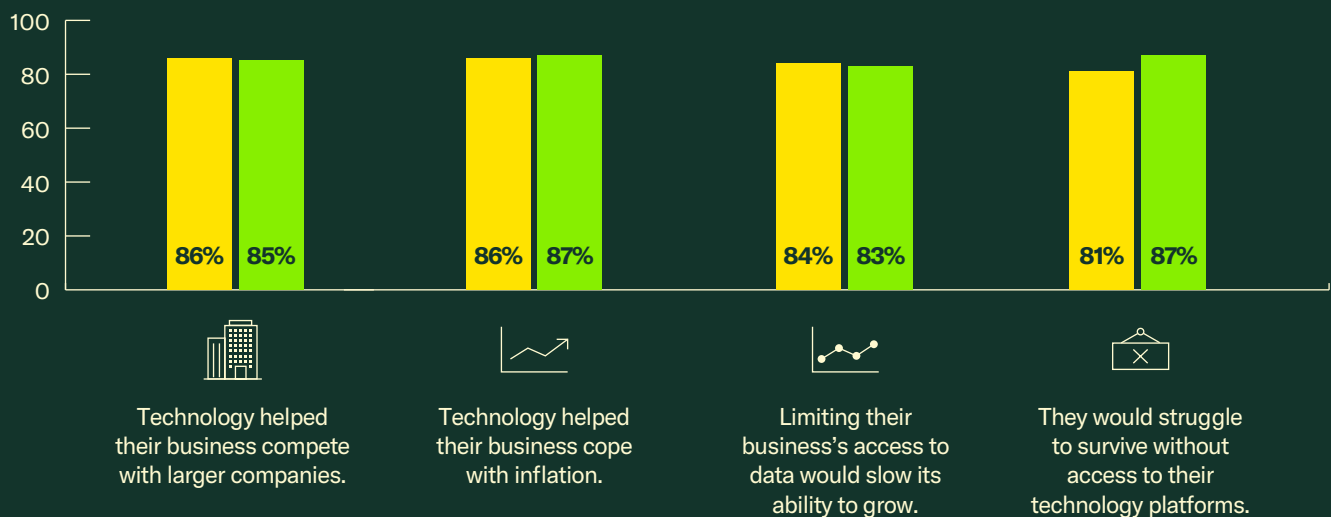
Key Numbers in Arkansas



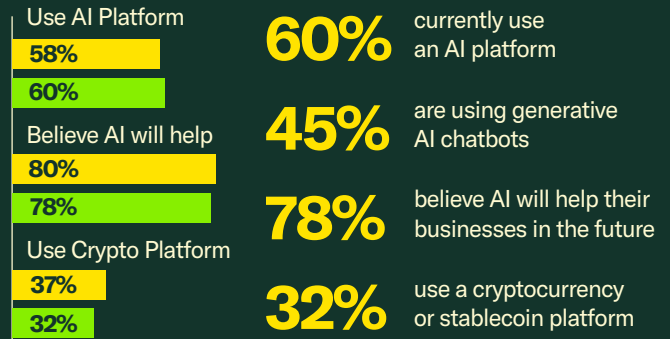
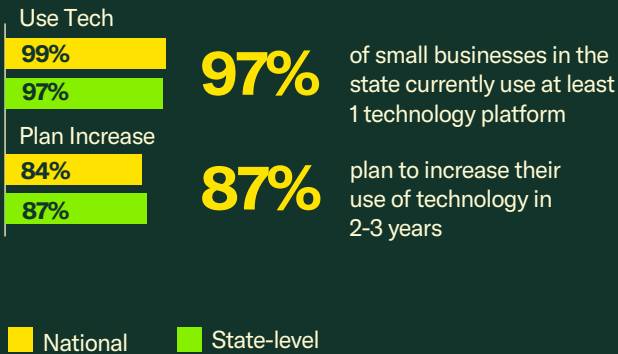
Tech and AI use leads to significant economic growth



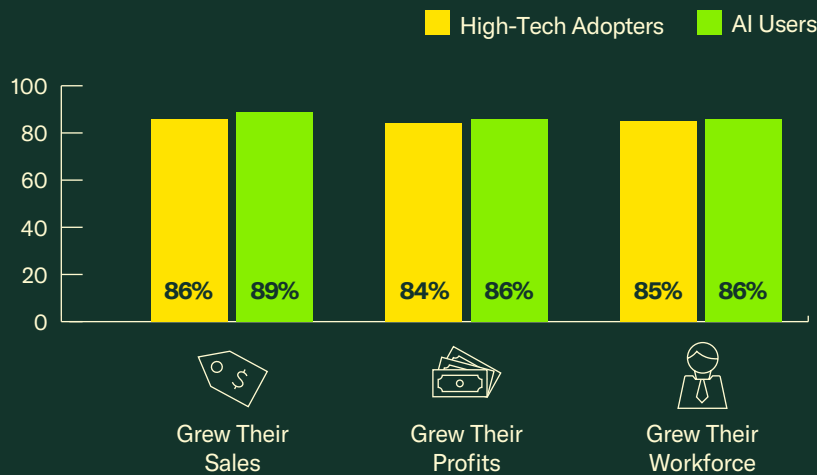
Small businesses in the state that make greater use of tech say...



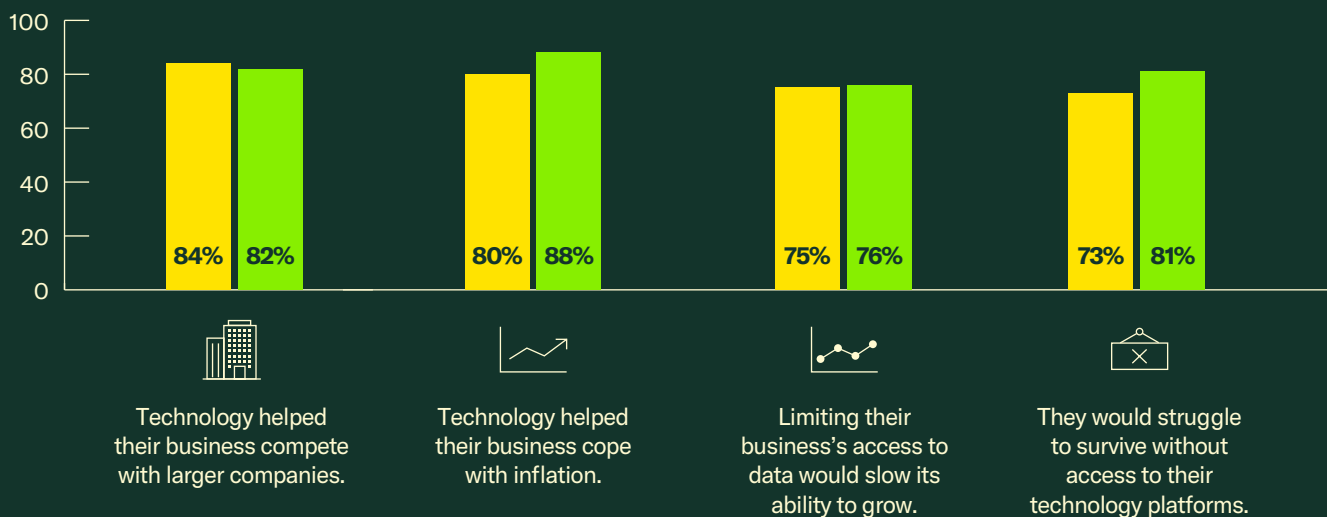
Key Numbers in California



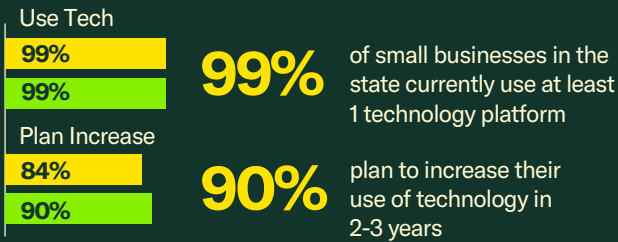
Tech and AI use leads to significant economic growth



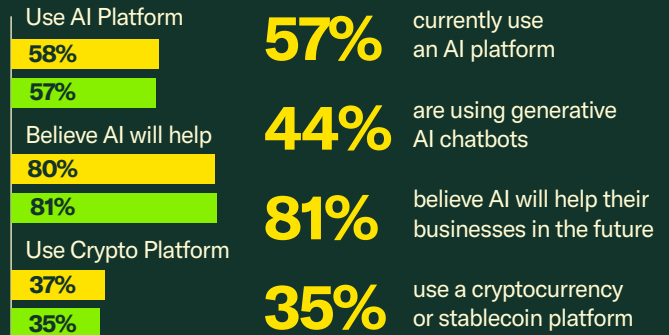
Small businesses in the state that make greater use of tech say...



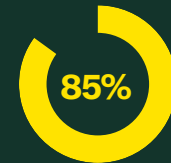
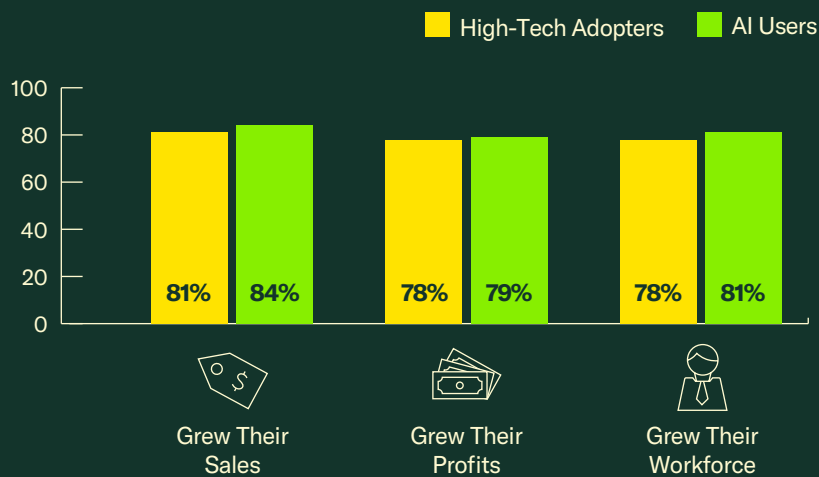
Key Numbers in Colorado



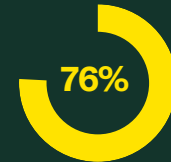
■ National ■ State-level



Tech and AI use leads to significant economic growth

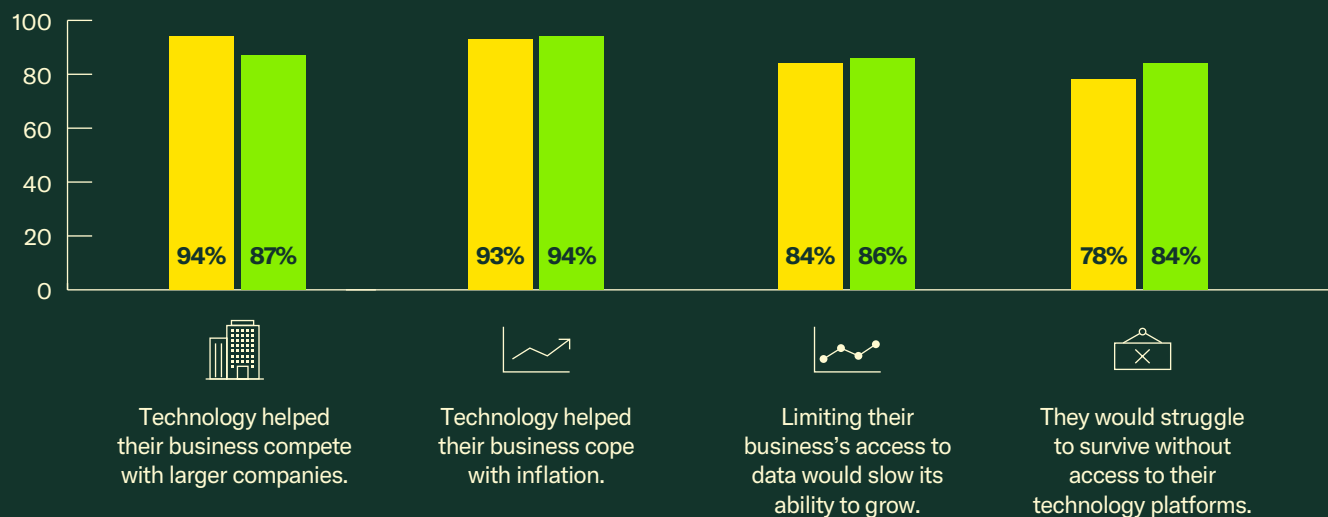


Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

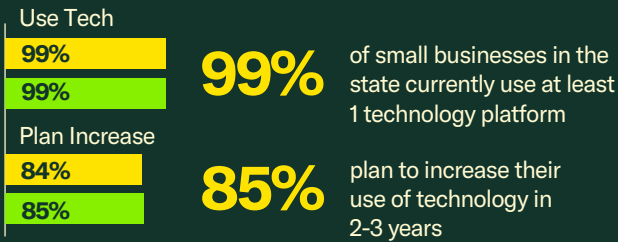


Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

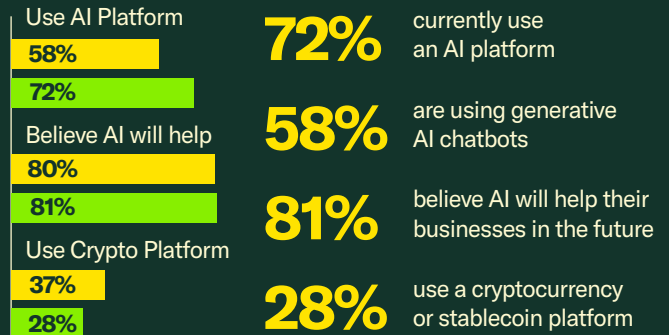
Small businesses in the state that make greater use of tech say...



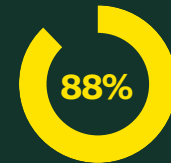
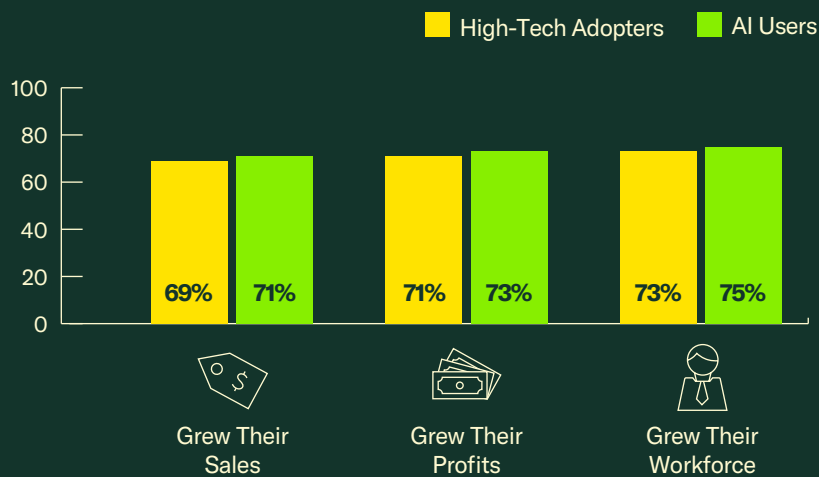
Key Numbers in Connecticut



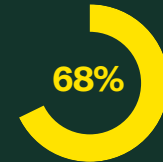
■ National ■ State-level



Tech and AI use leads to significant economic growth



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

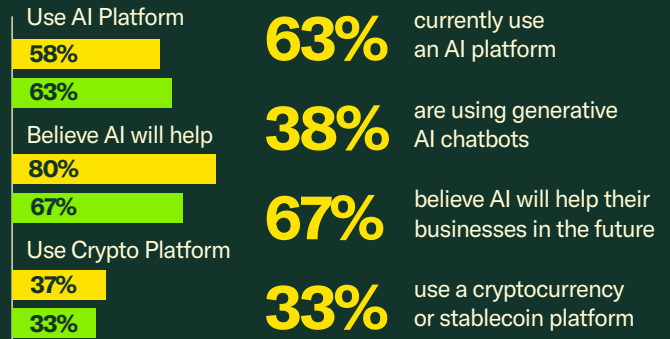
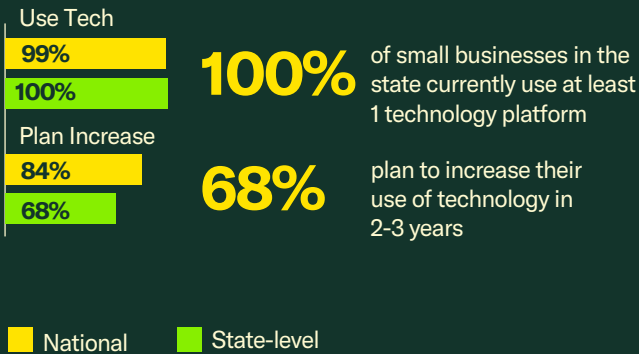


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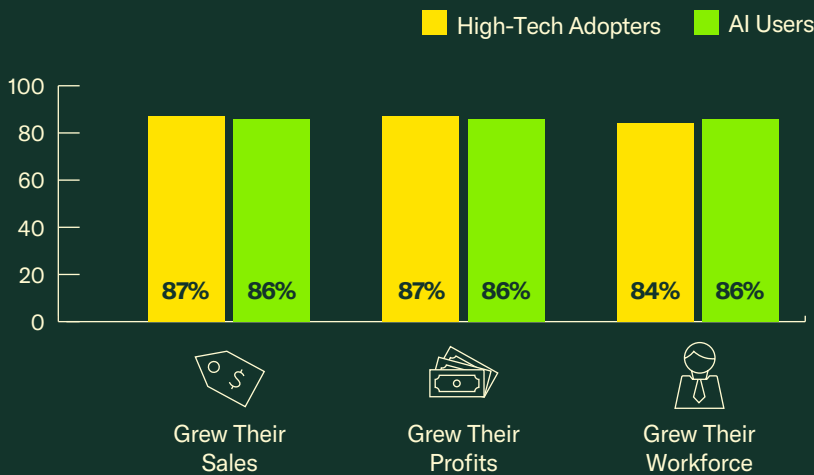
Small businesses in the state that make greater use of tech say...



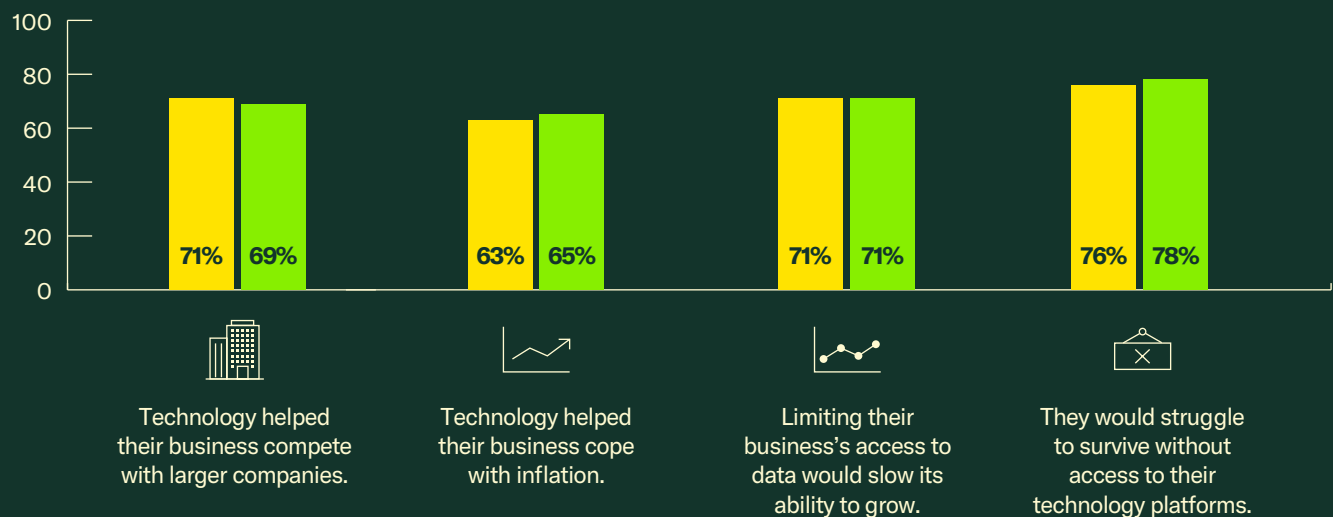
Key Numbers in Delaware



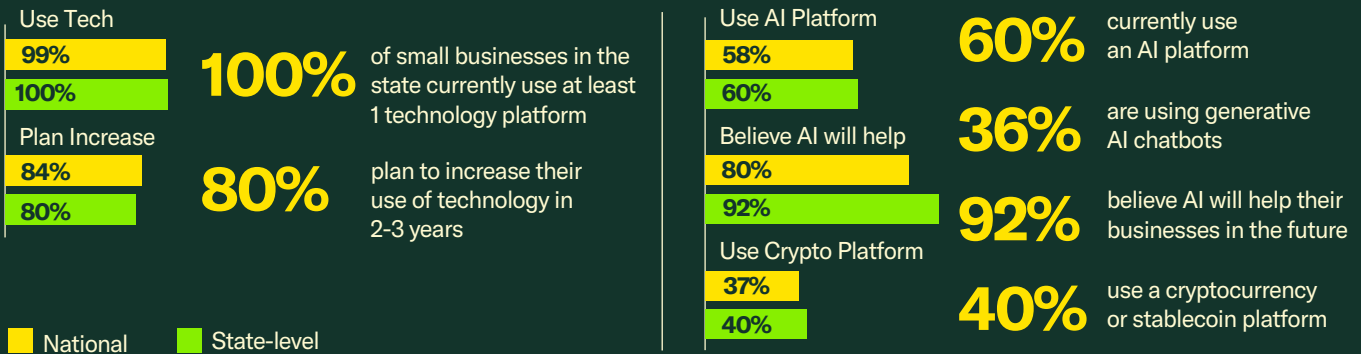
Tech and AI use leads to significant economic growth



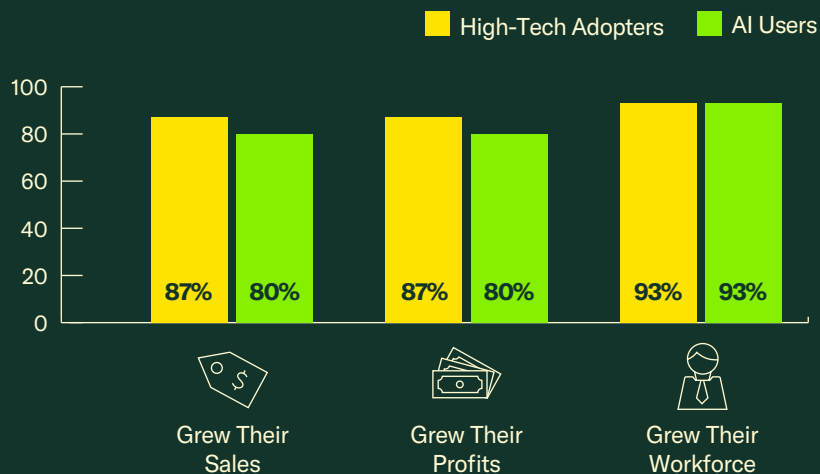
Small businesses in the state that make greater use of tech say...



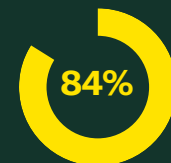
Key Numbers in District of Columbia



Tech and AI use leads to significant economic growth

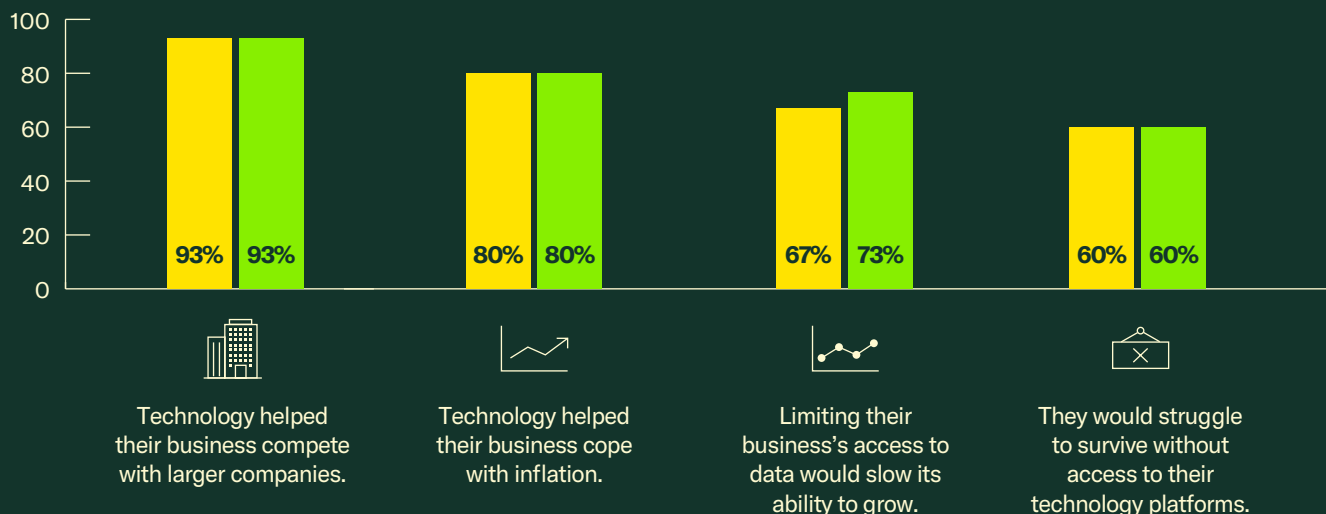


Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

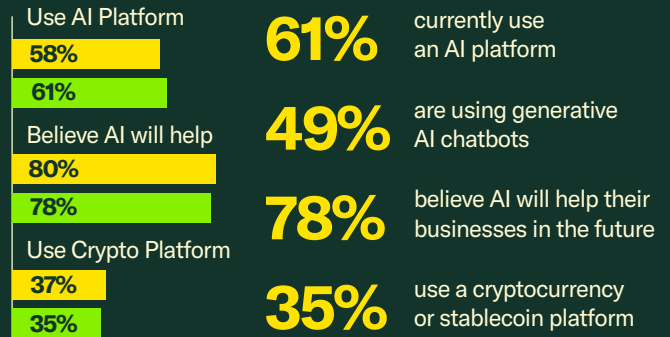
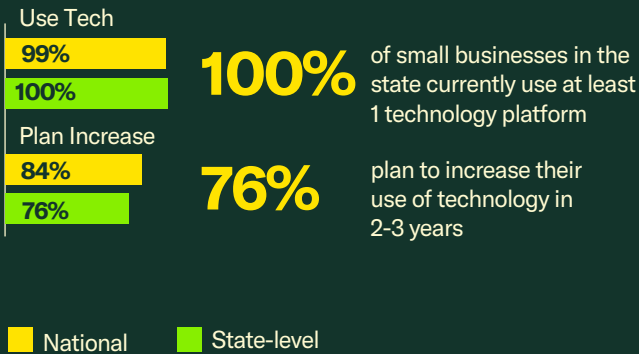


Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

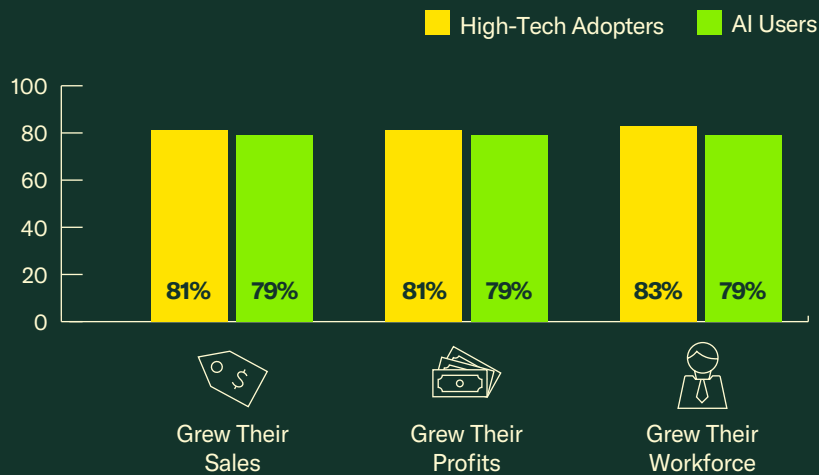
Small businesses in the state that make greater use of tech say...



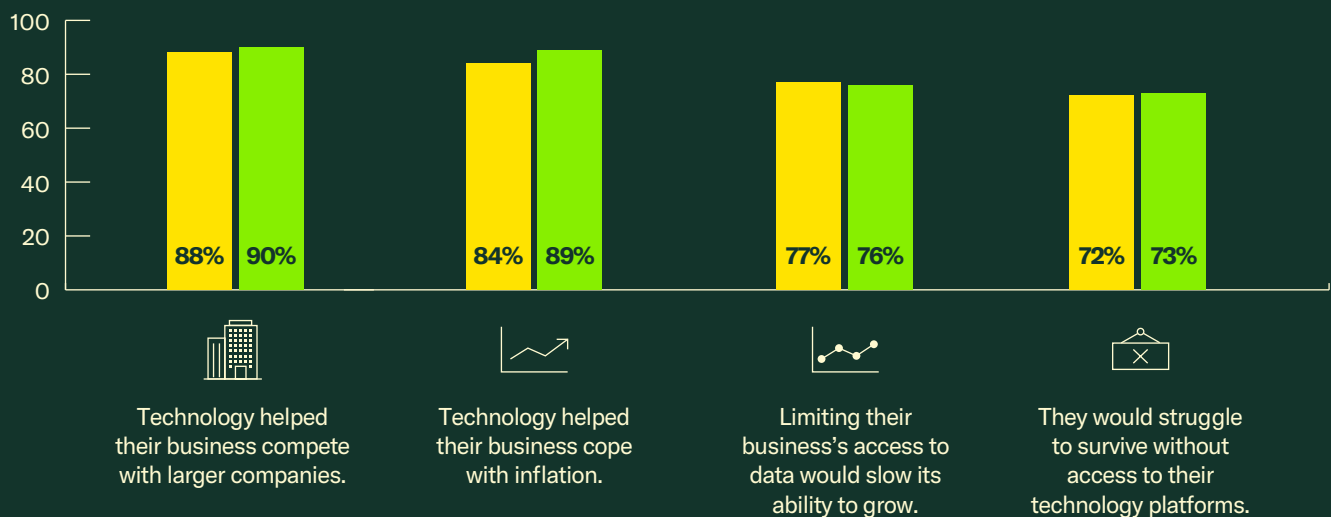
Key Numbers in Florida



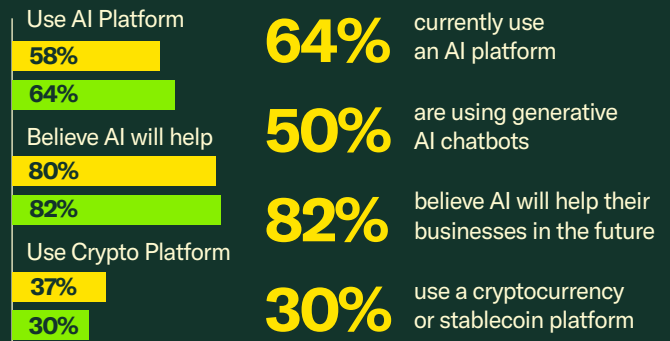
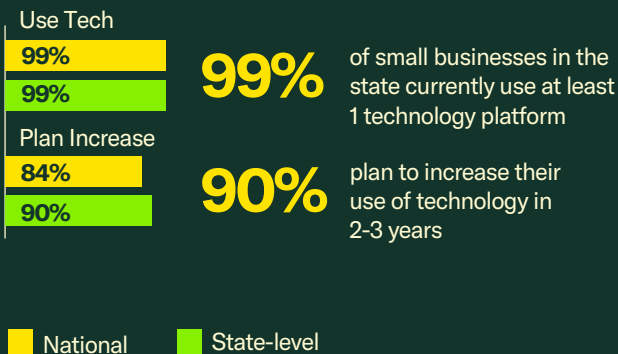
Tech and AI use leads to significant economic growth



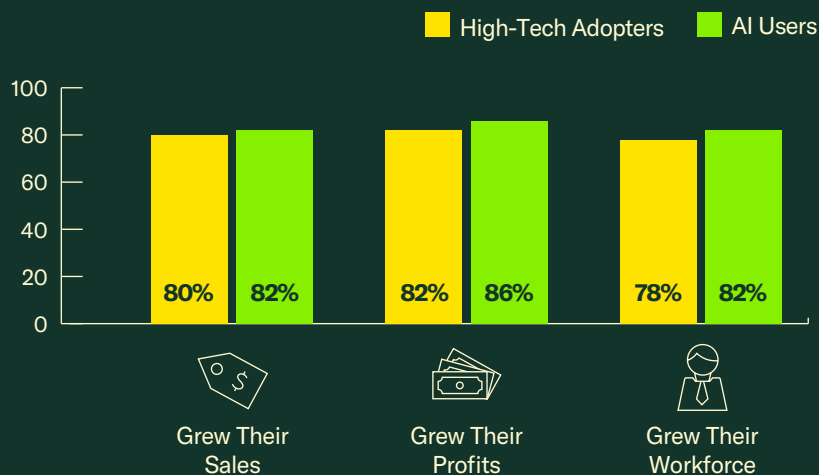
Small businesses in the state that make greater use of tech say...



Key Numbers in Georgia



Tech and AI use leads to significant economic growth



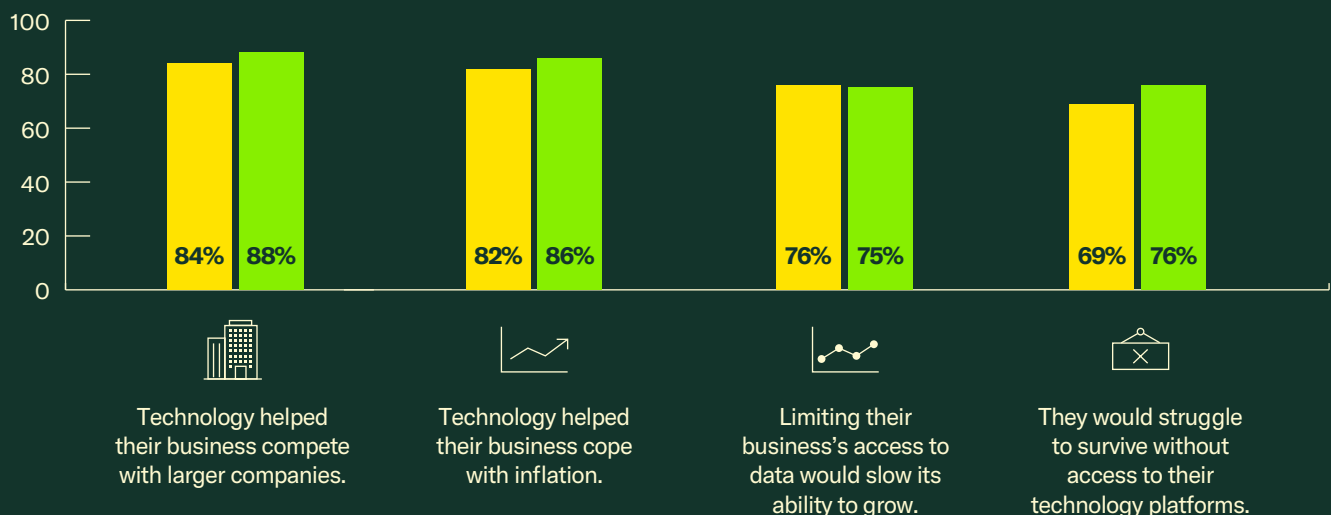
76%

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

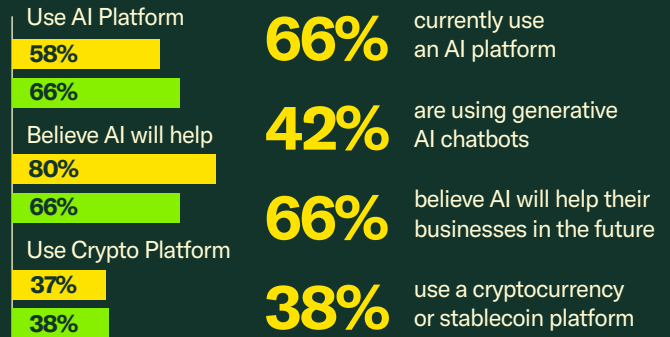
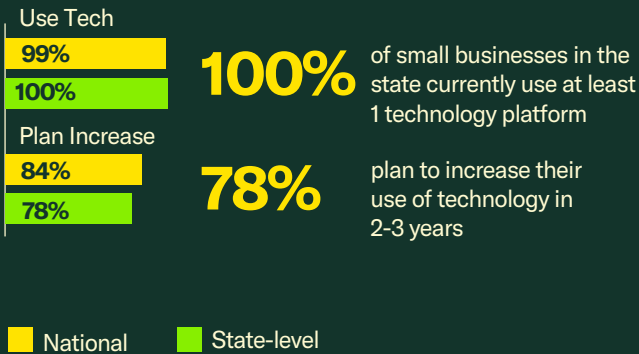
55%

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

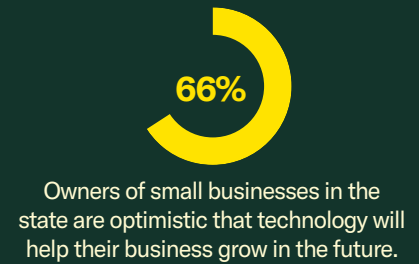
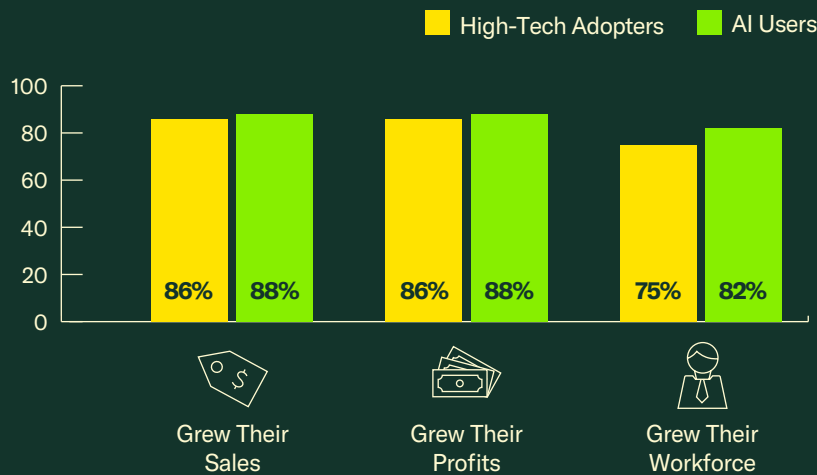
Small businesses in the state that make greater use of tech say...



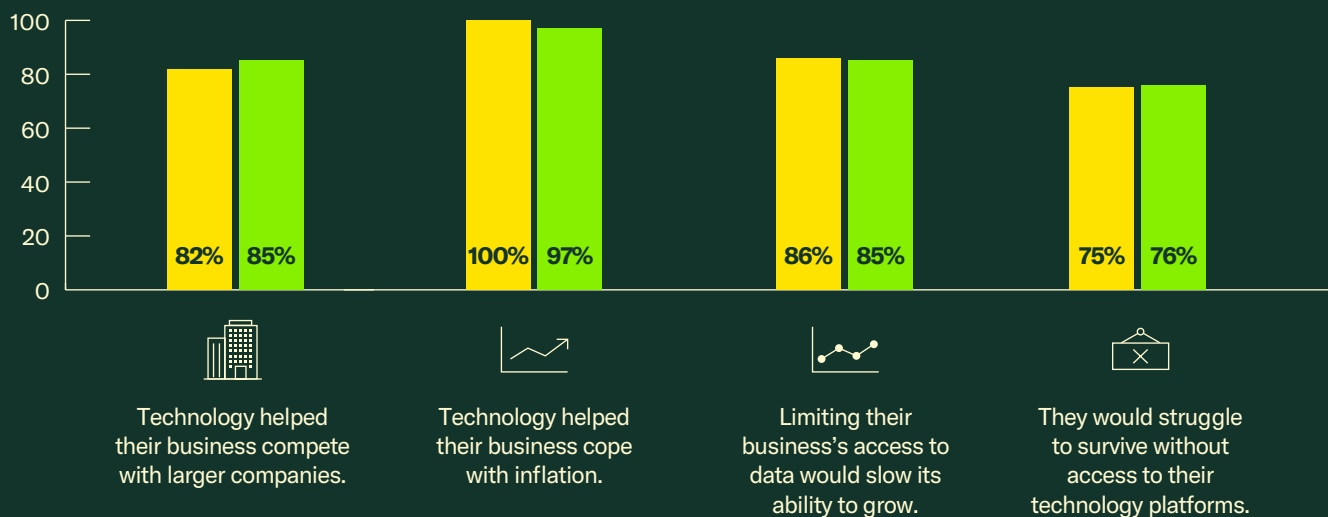
Key Numbers in Hawaii



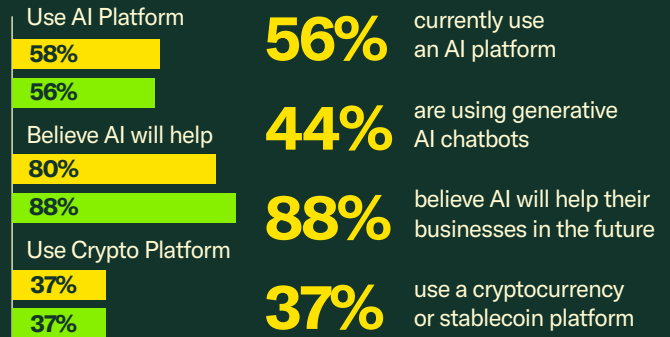
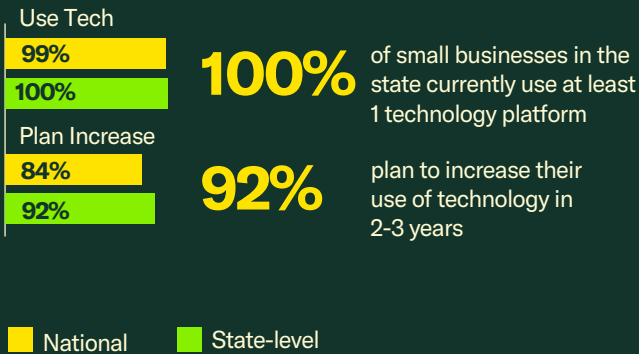
Tech and AI use leads to significant economic growth



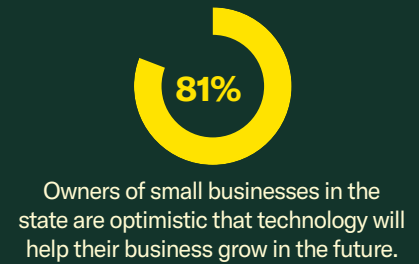
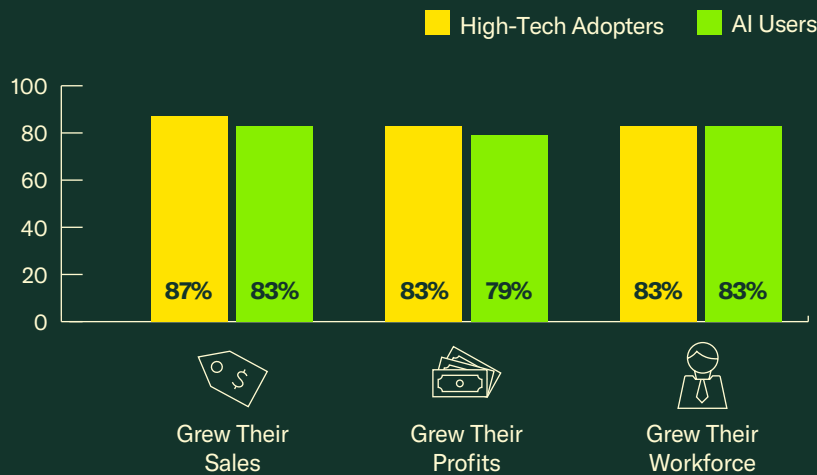
Small businesses in the state that make greater use of tech say...



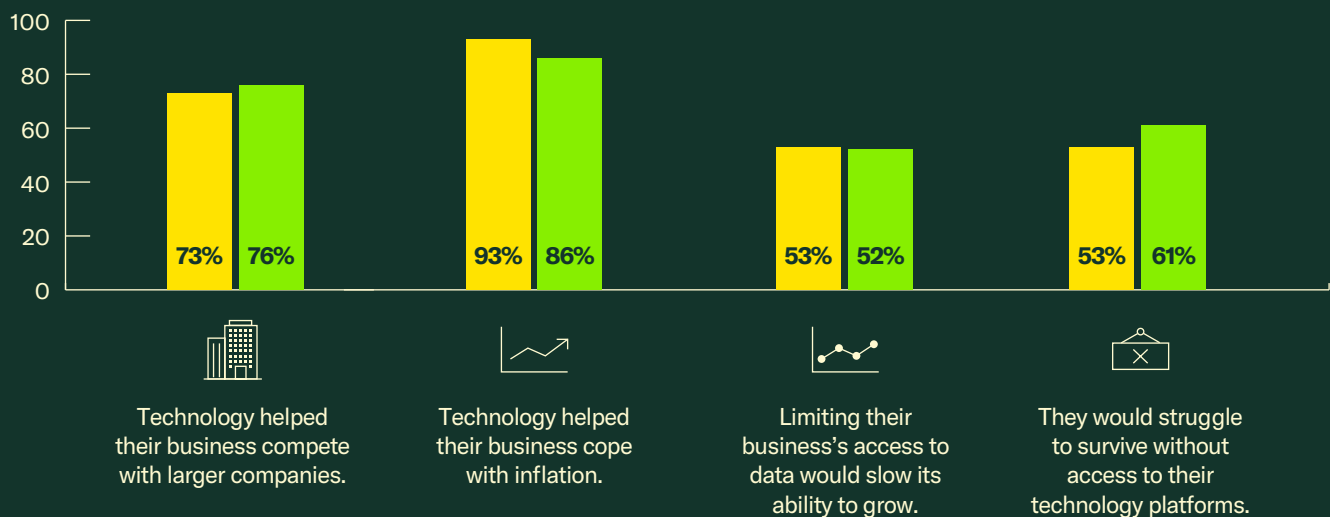
Key Numbers in Idaho



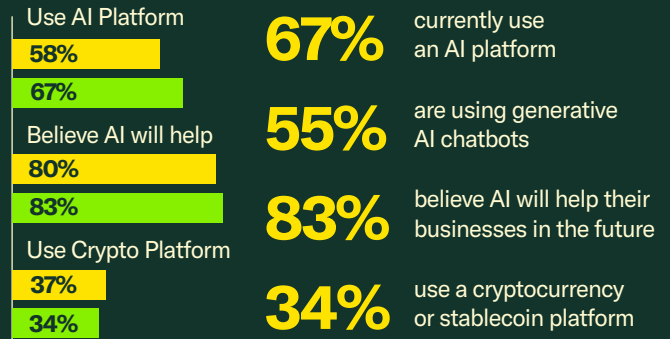
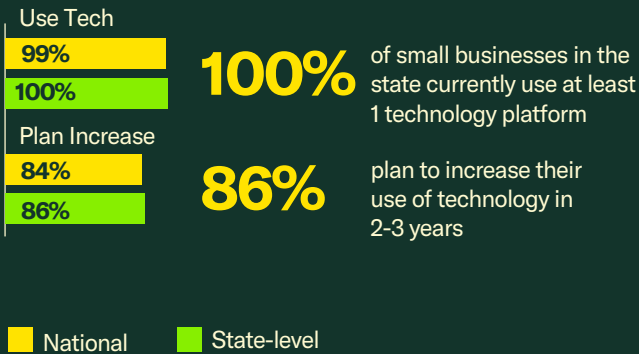
Tech and AI use leads to significant economic growth



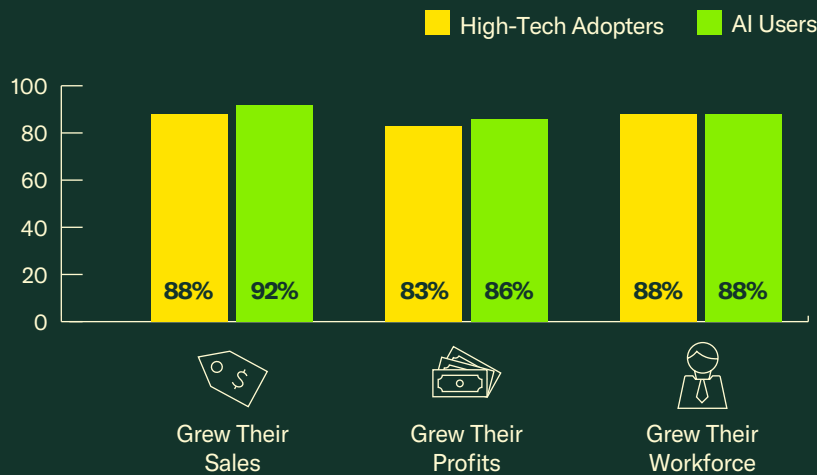
Small businesses in the state that make greater use of tech say...



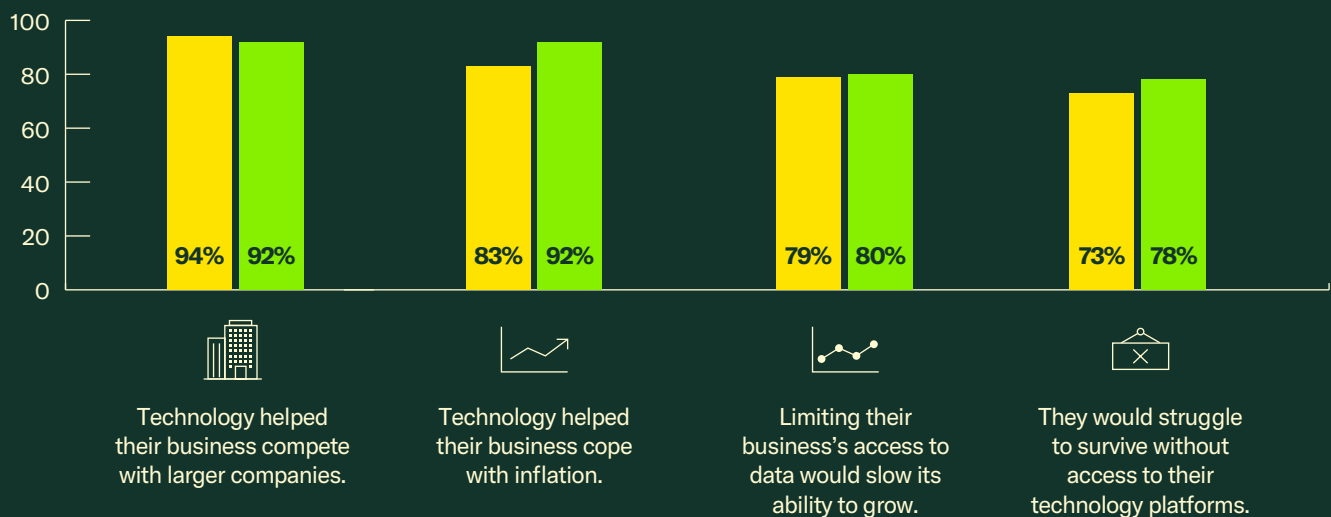
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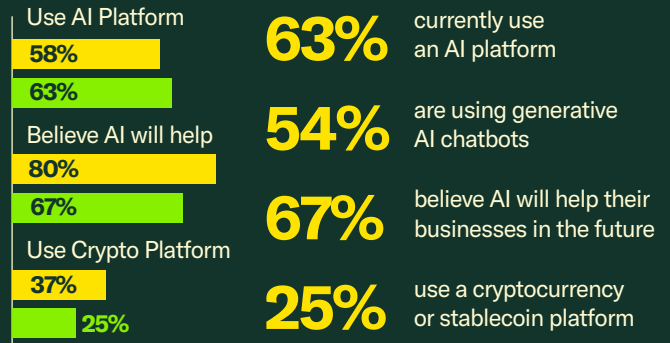
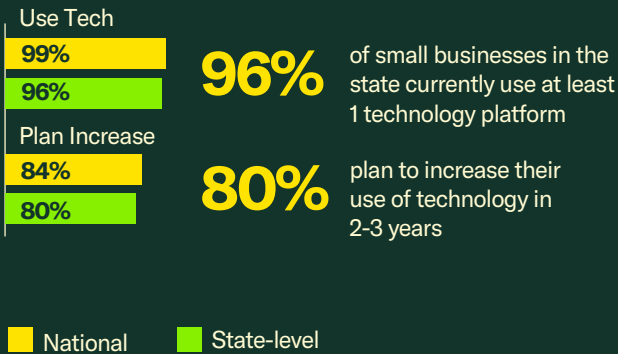
Tech and AI use leads to significant economic growth



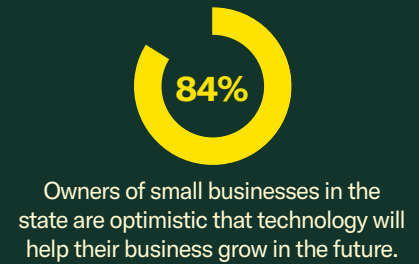
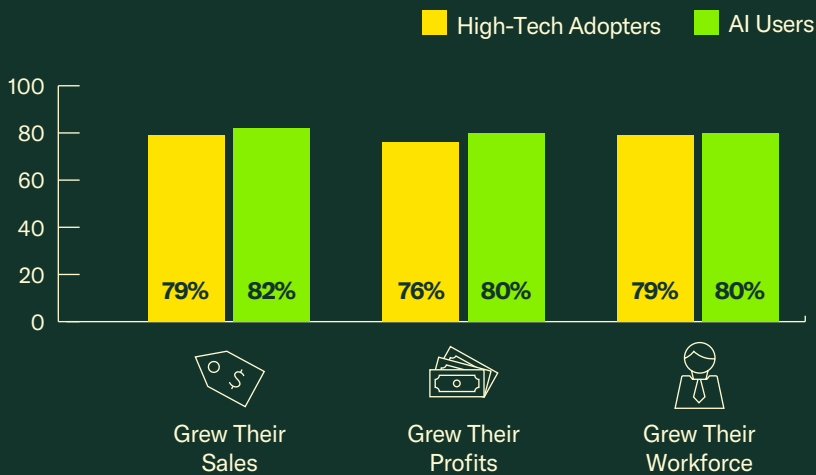
Small businesses in the state that make greater use of tech say...



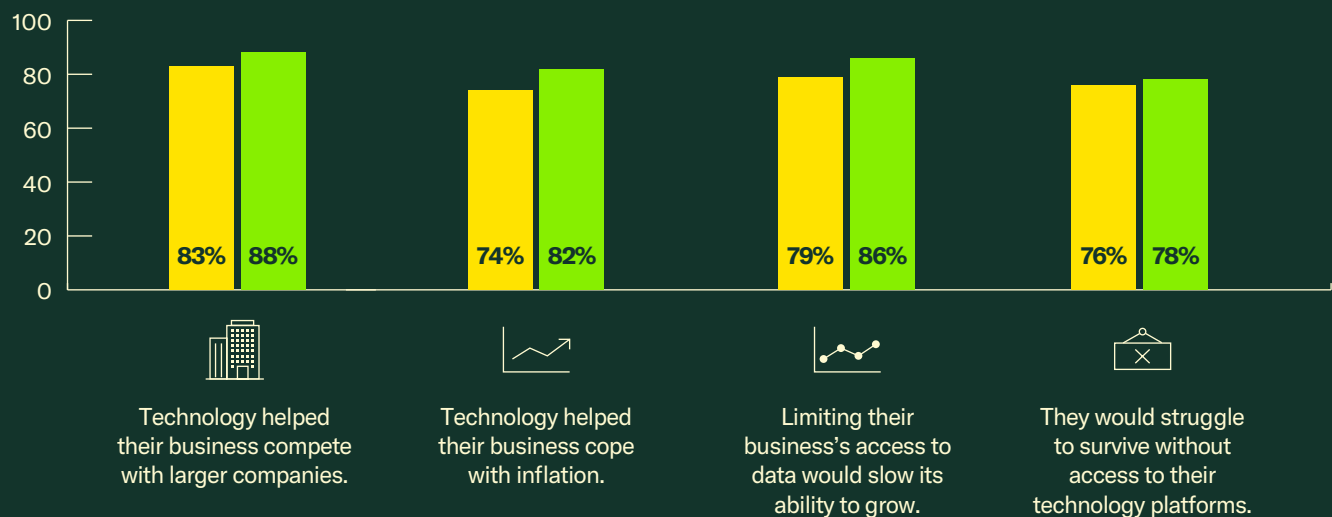
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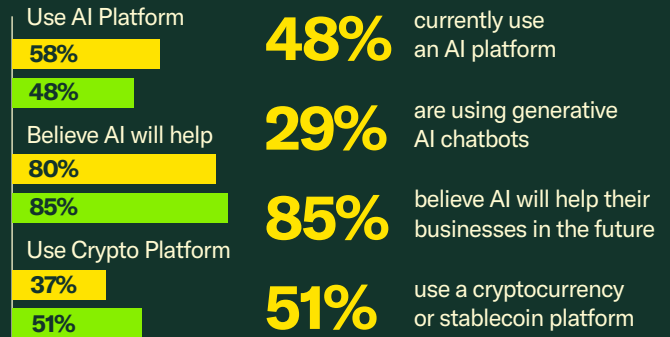
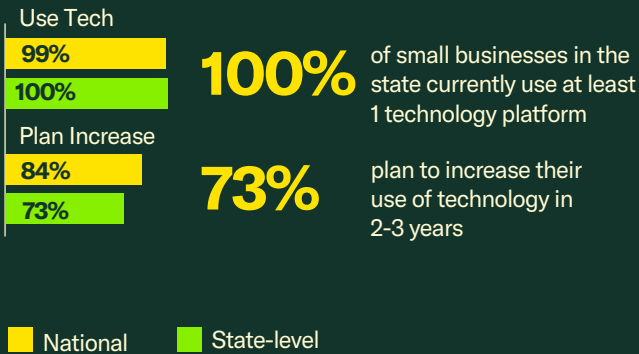
Tech and AI use leads to significant economic growth



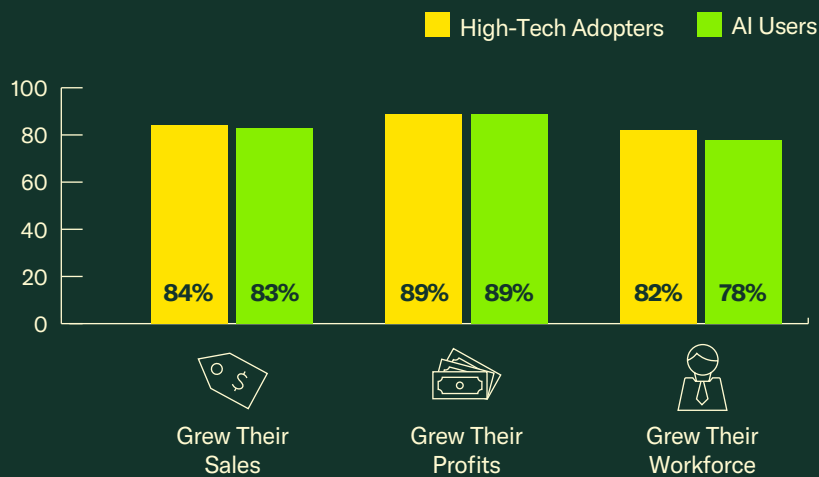
Small businesses in the state that make greater use of tech say...



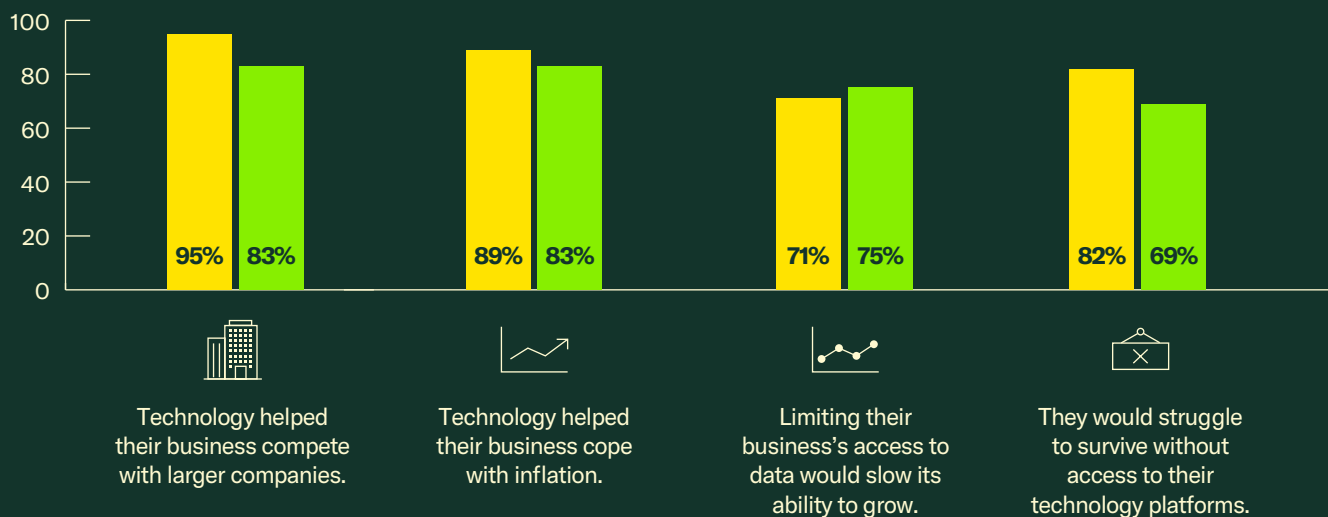
Key Numbers in Iowa



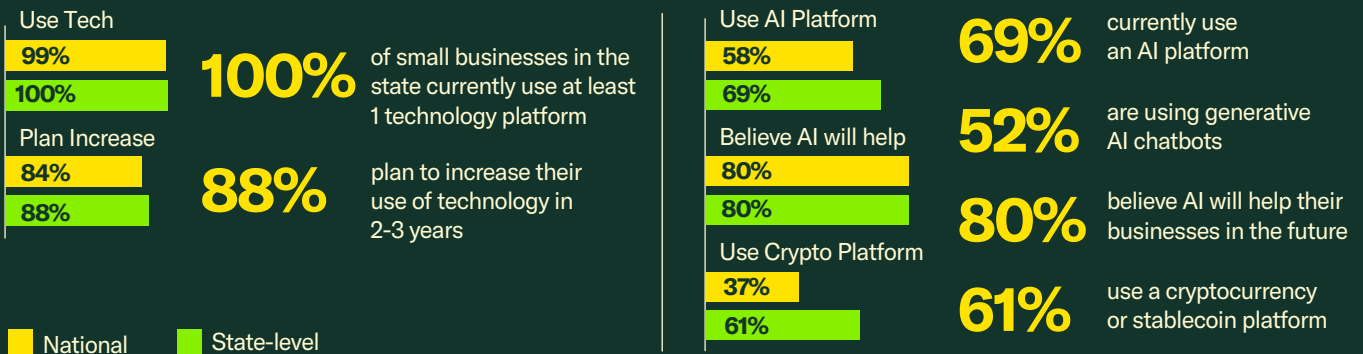
Tech and AI use leads to significant economic growth



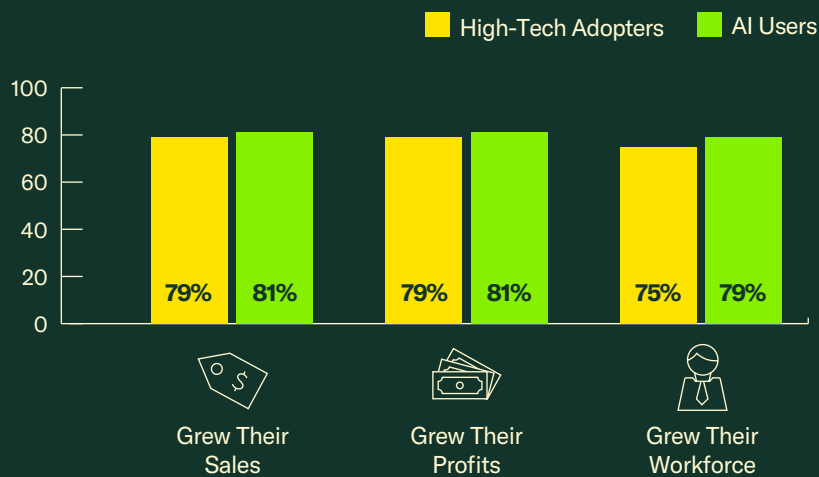
Small businesses in the state that make greater use of tech say...



Key Numbers in Kansas



Tech and AI use leads to significant economic growth



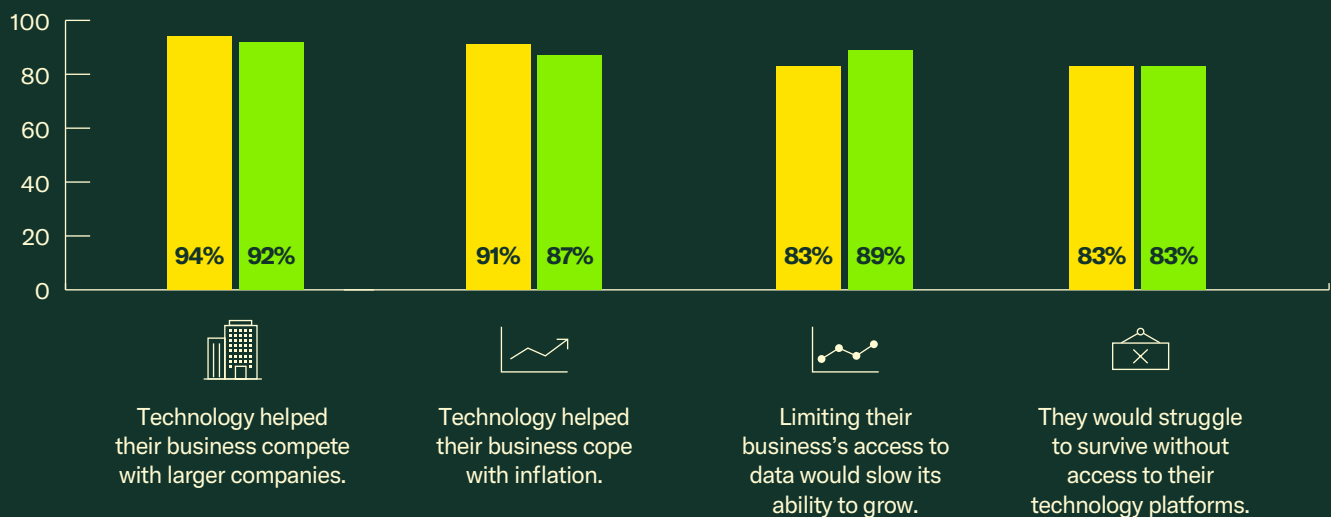
81%

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

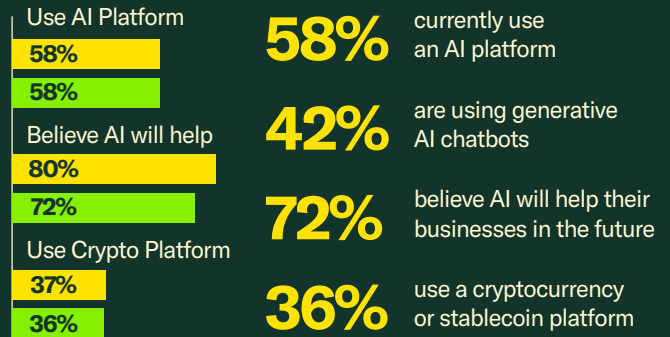
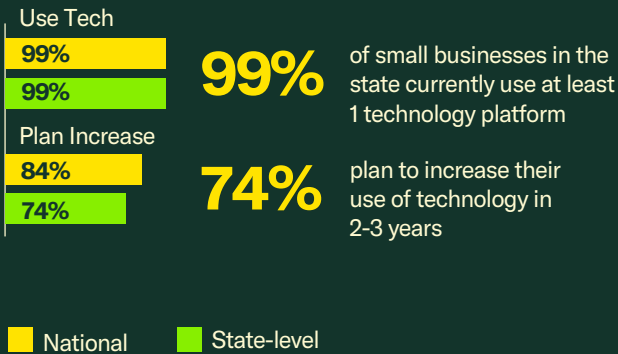
56%

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

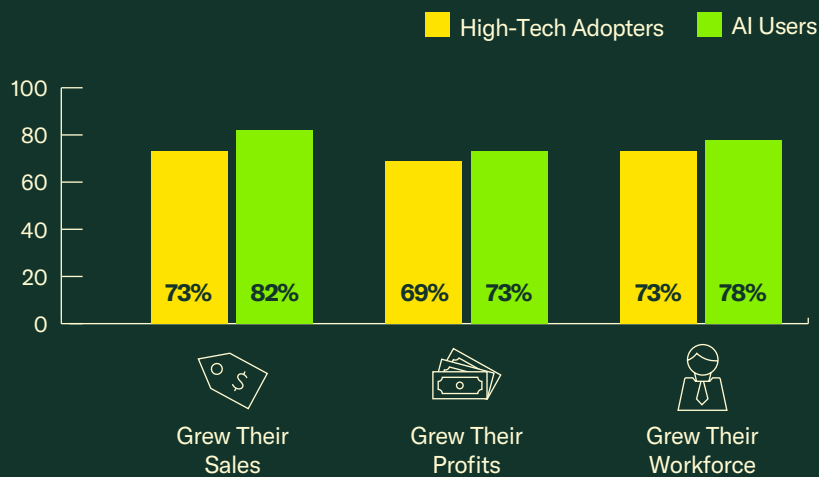
Small businesses in the state that make greater use of tech say...



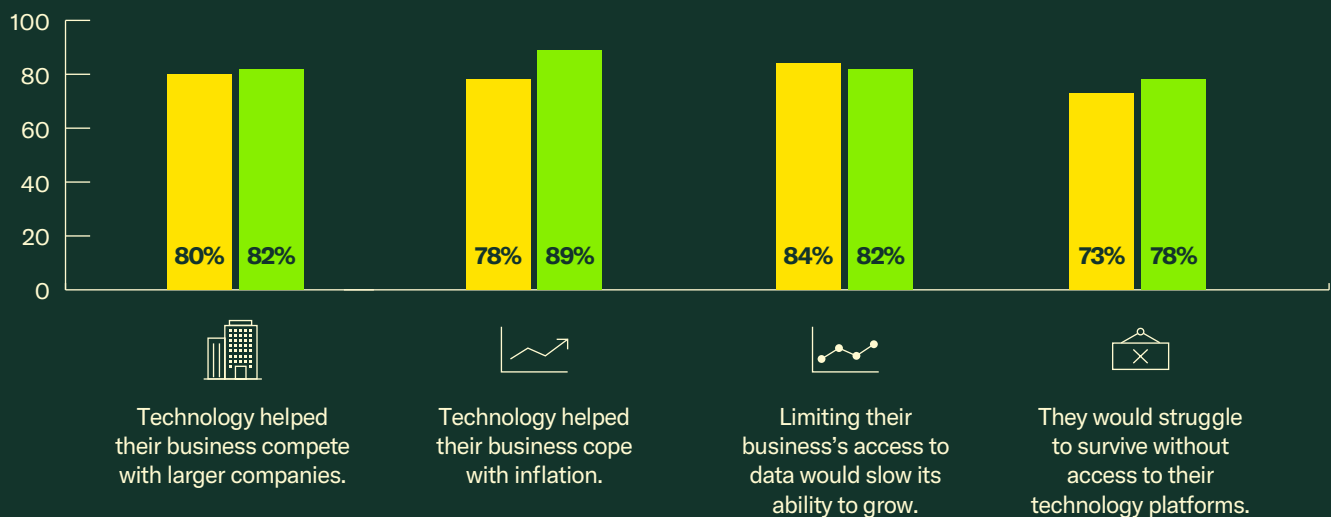
Key Numbers in Kentucky



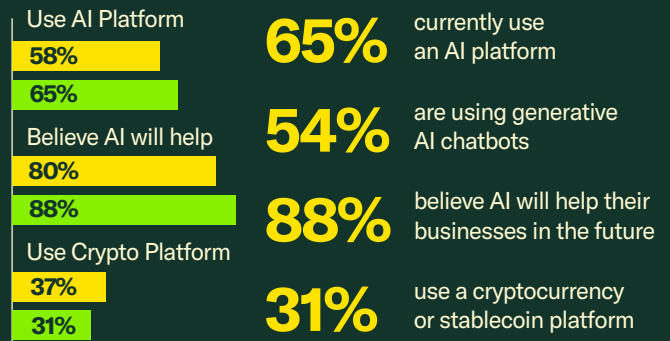
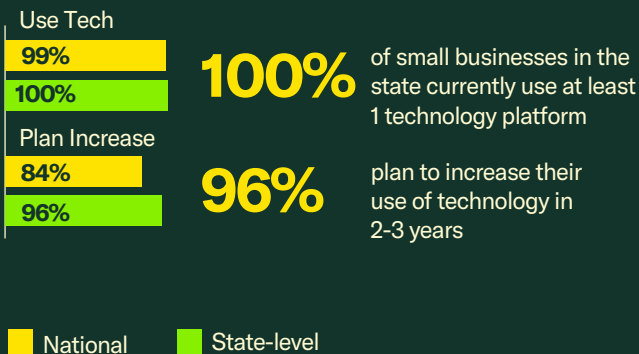
Tech and AI use leads to significant economic growth



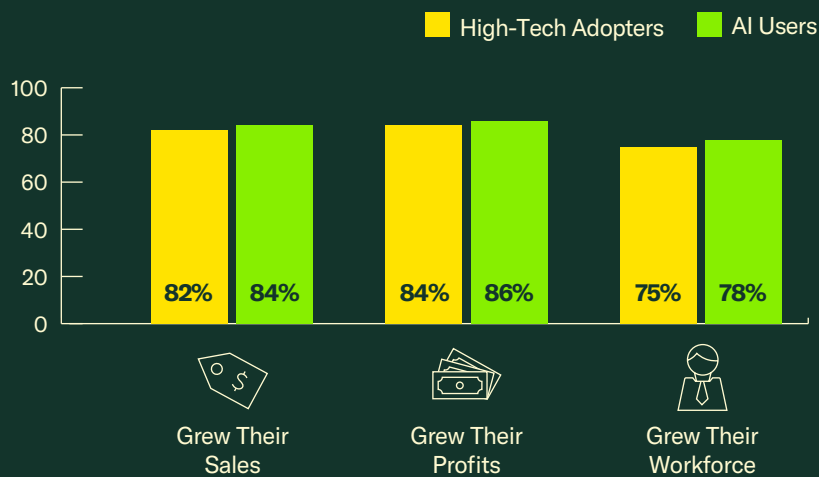
Small businesses in the state that make greater use of tech say...



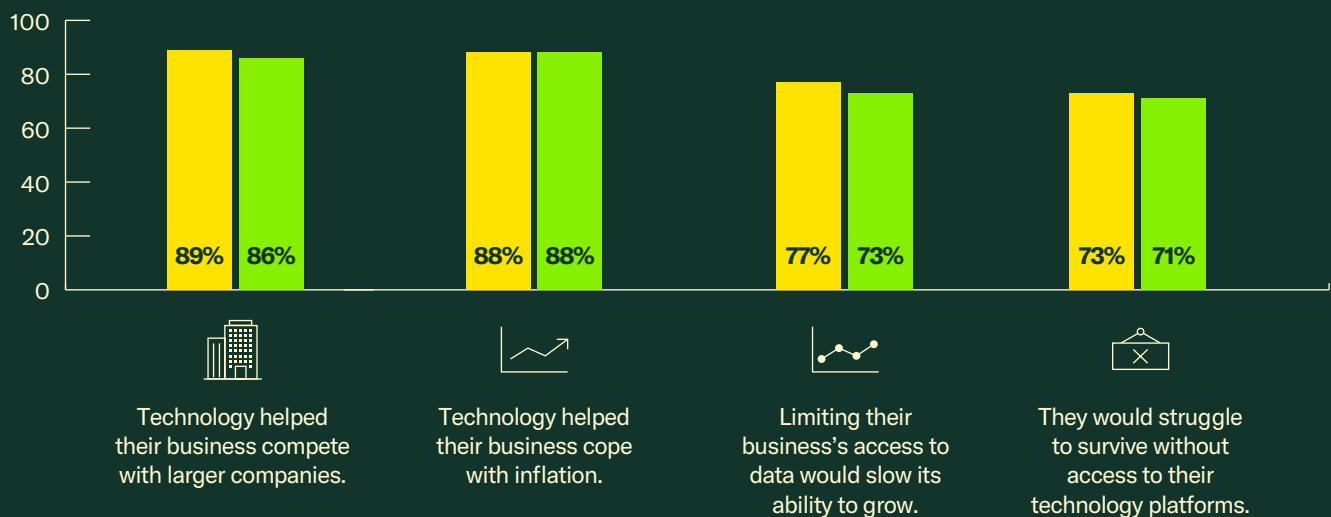
Key Numbers in Louisiana



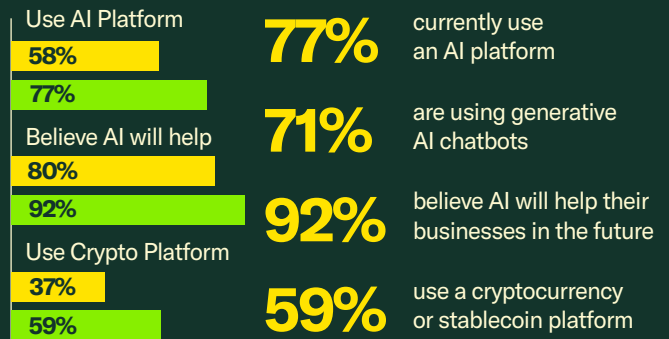
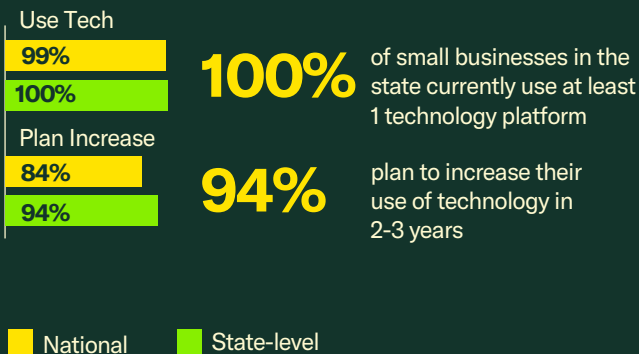
Tech and AI use leads to significant economic growth



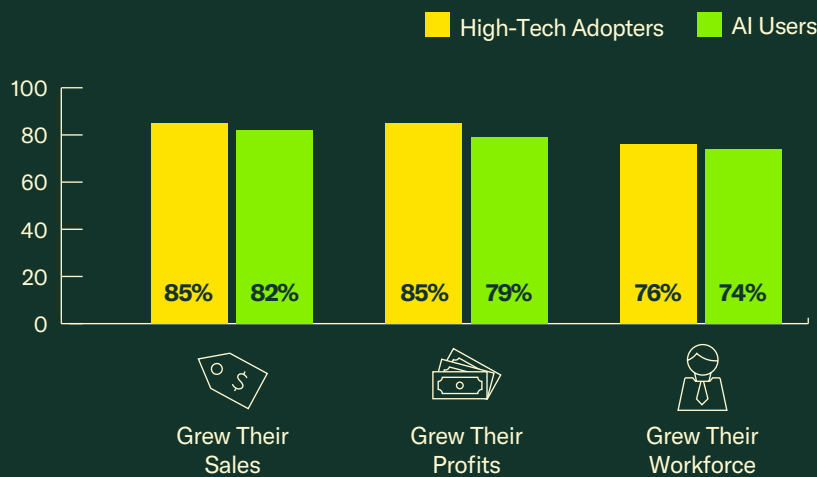
Small businesses in the state that make greater use of tech say...



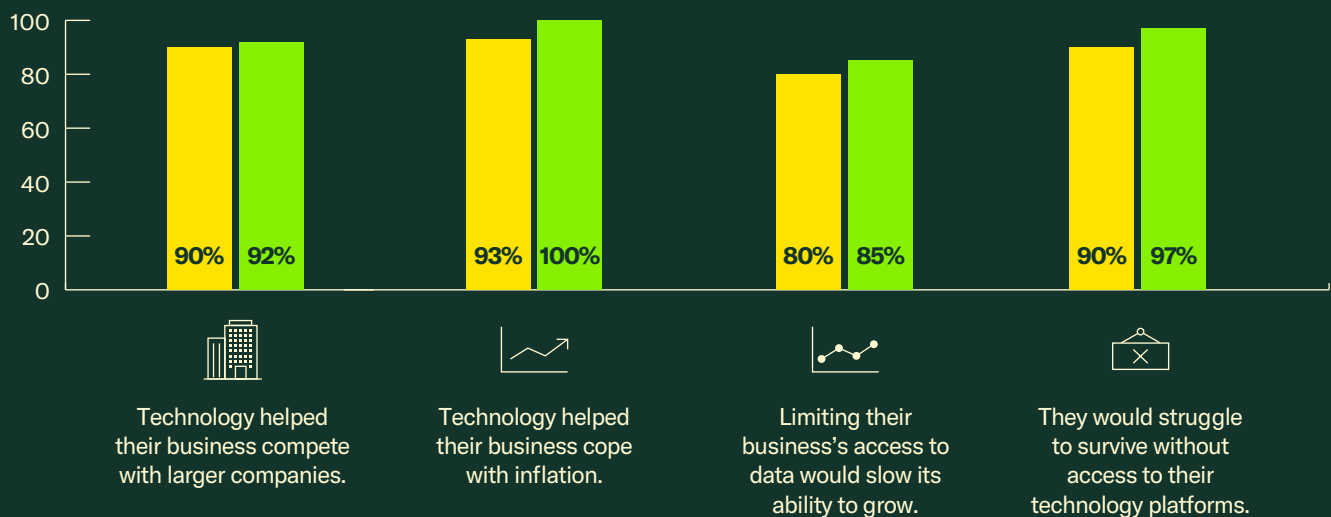
Key Numbers in Maine



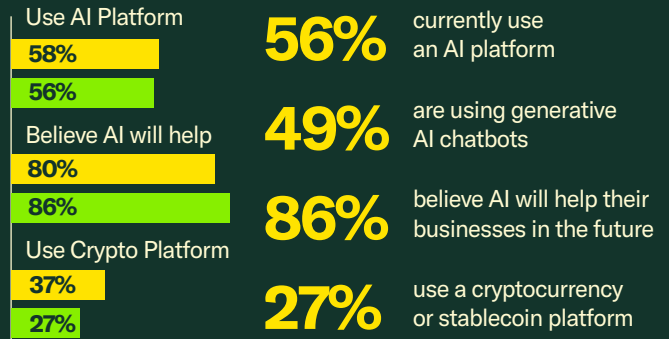
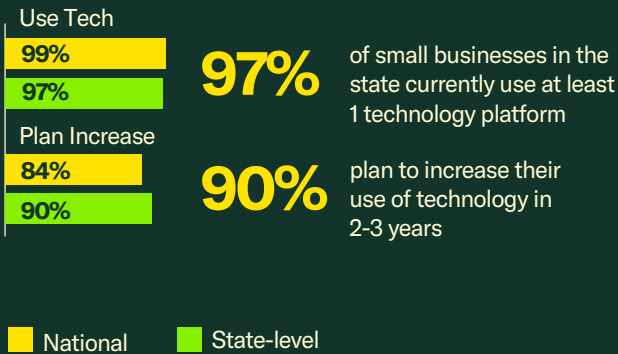
Tech and AI use leads to significant economic growth



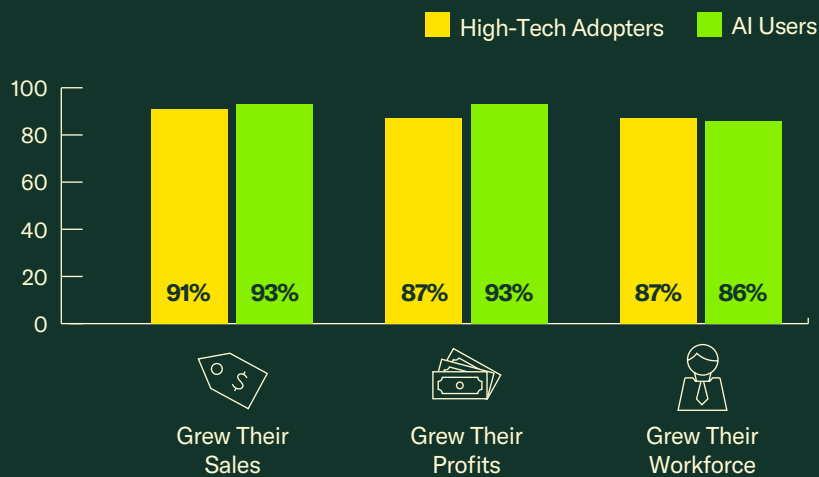
Small businesses in the state that make greater use of tech say...



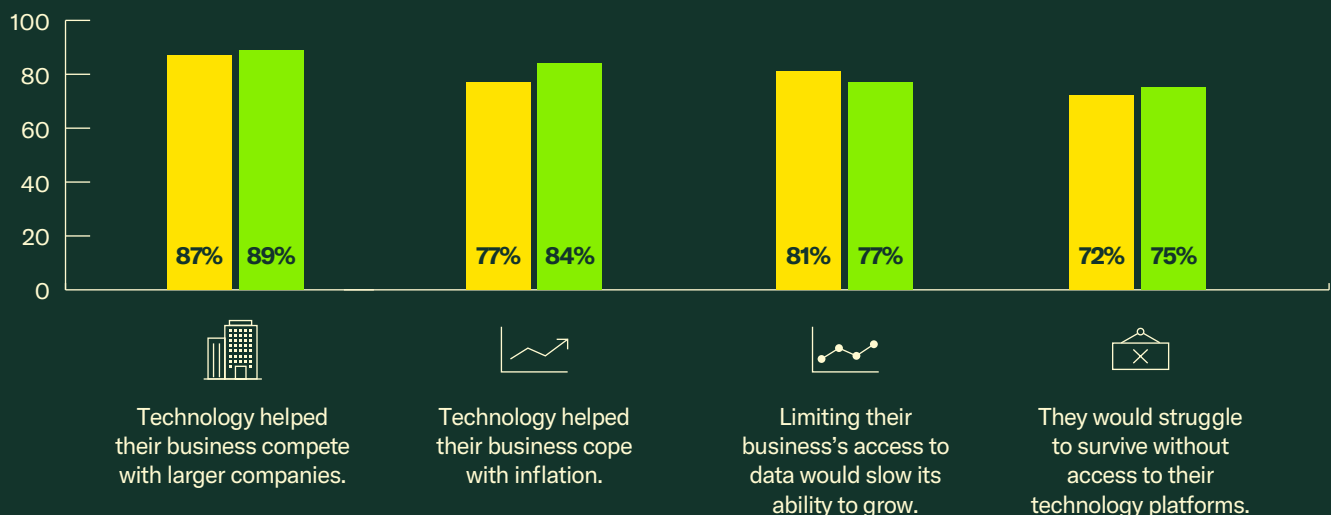
Key Numbers in Maryland



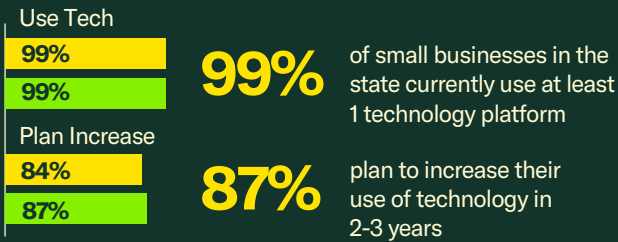
Tech and AI use leads to significant economic growth



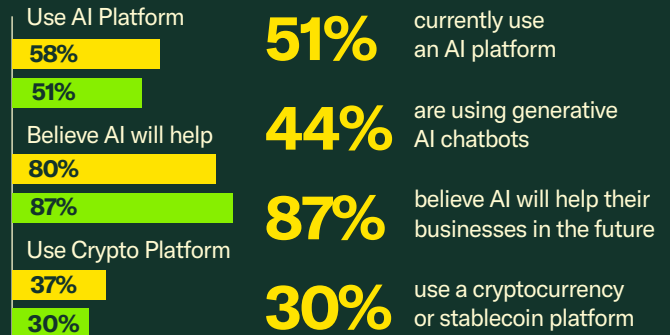
Small businesses in the state that make greater use of tech say...



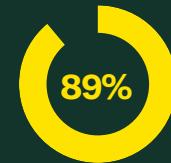
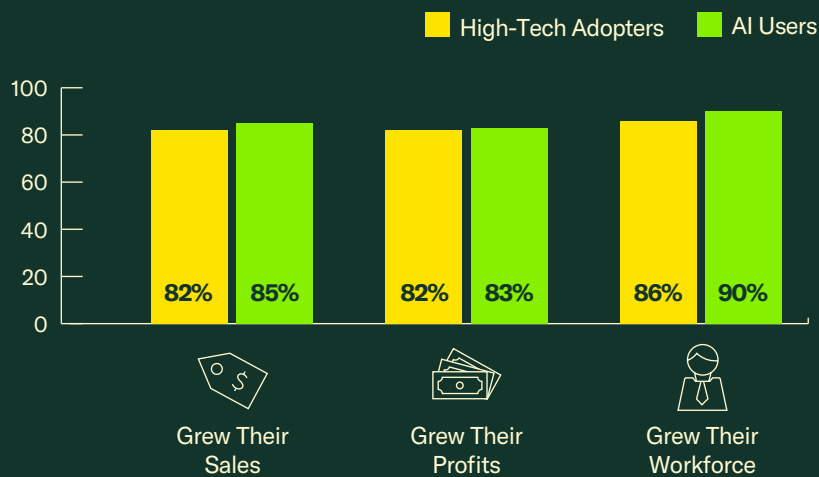
Key Numbers in Massachusetts



■ National ■ State-level



Tech and AI use leads to significant economic growth

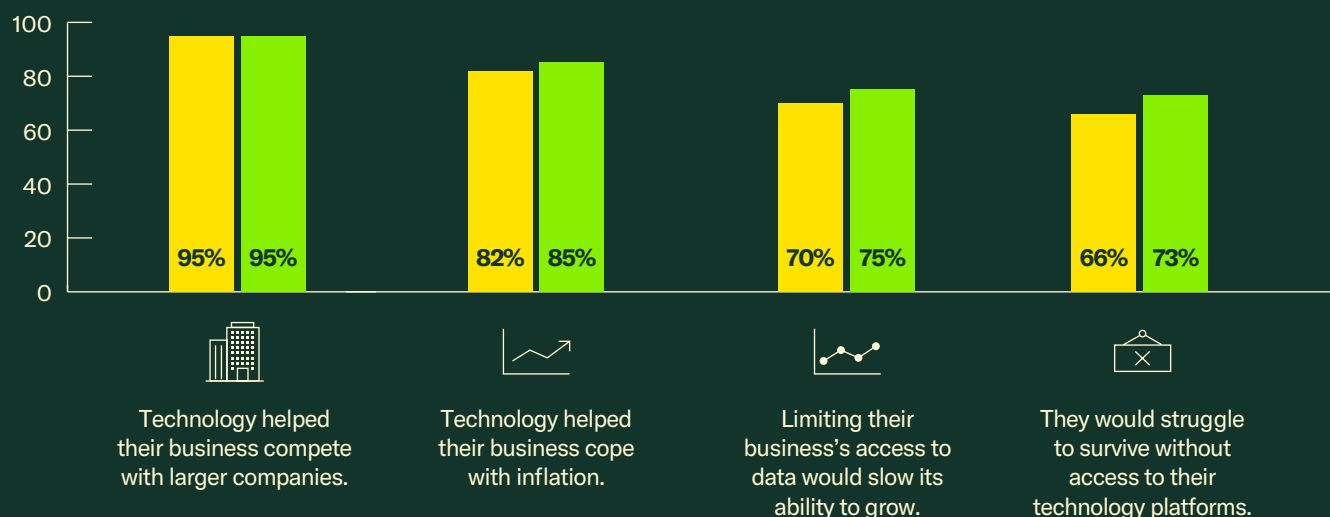


Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

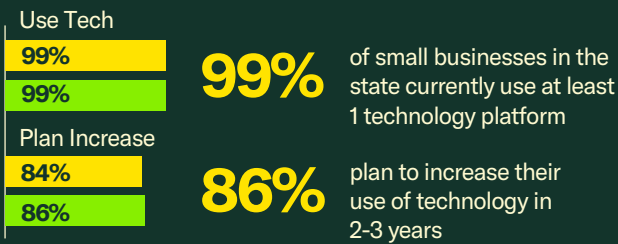


Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

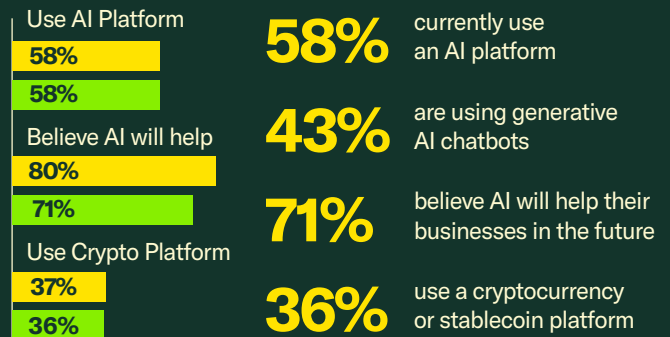
Small businesses in the state that make greater use of tech say...



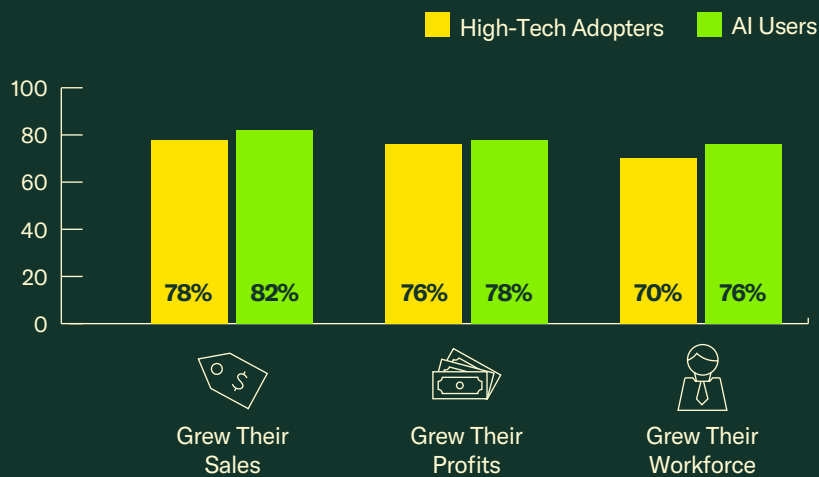
Key Numbers in Michigan



■ National ■ State-level



Tech and AI use leads to significant economic growth

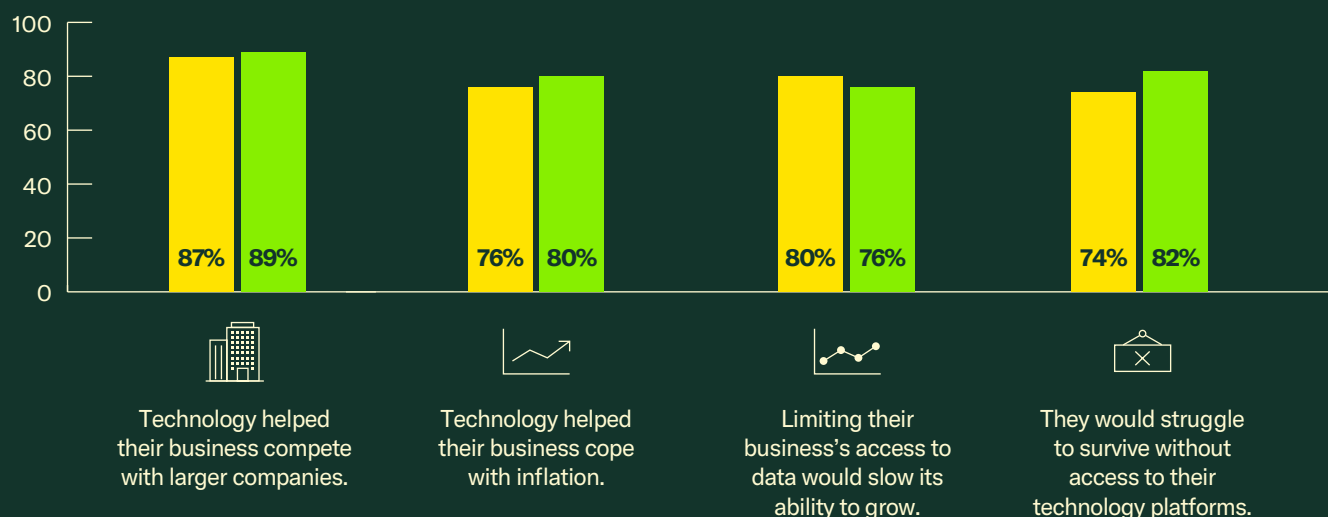


Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

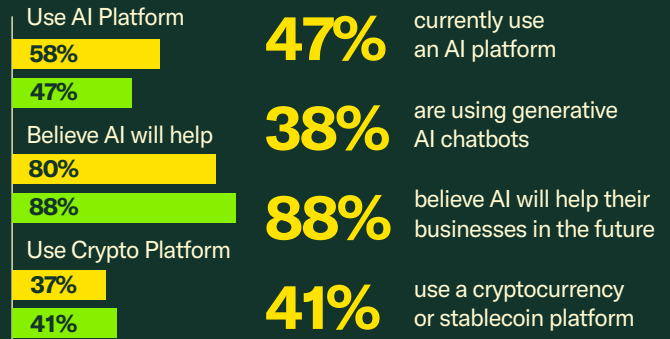
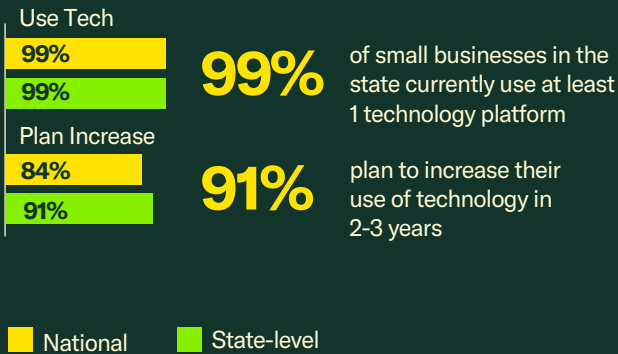


Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

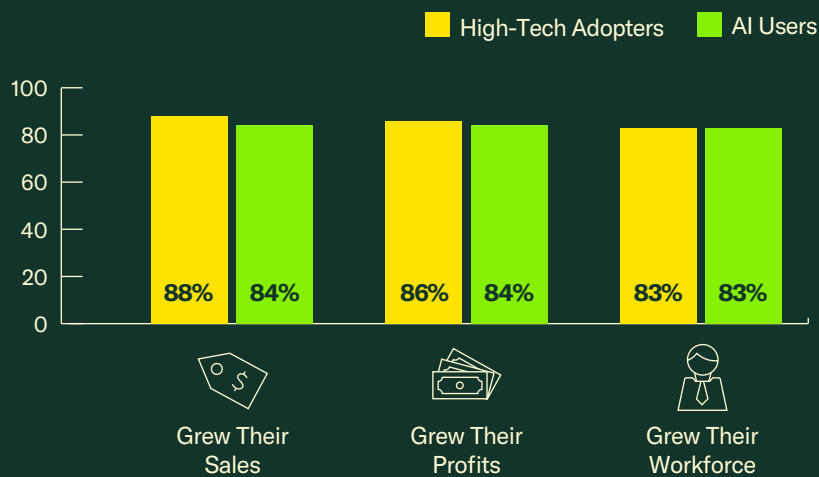
Small businesses in the state that make greater use of tech say...



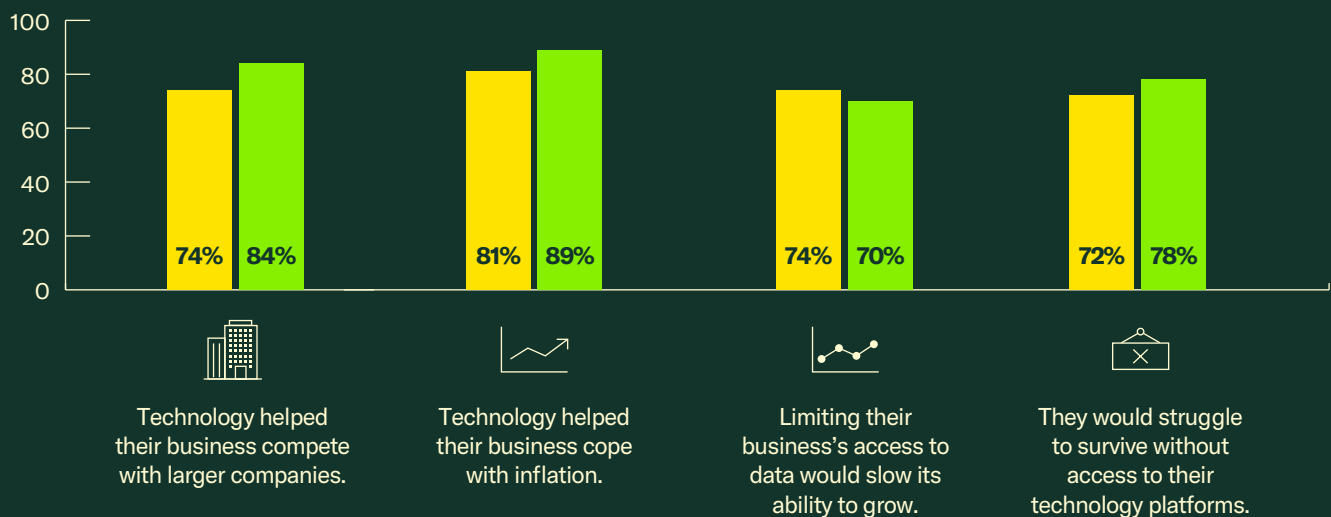
Key Numbers in Minnesota



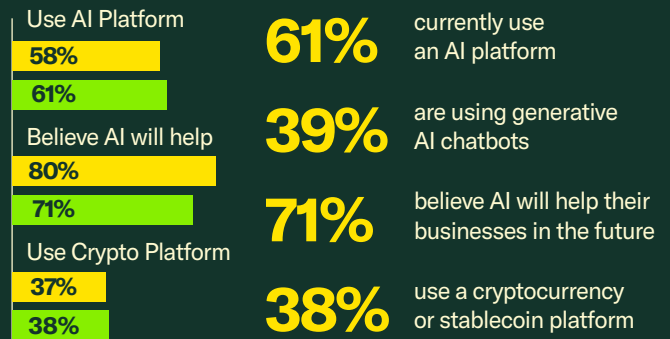
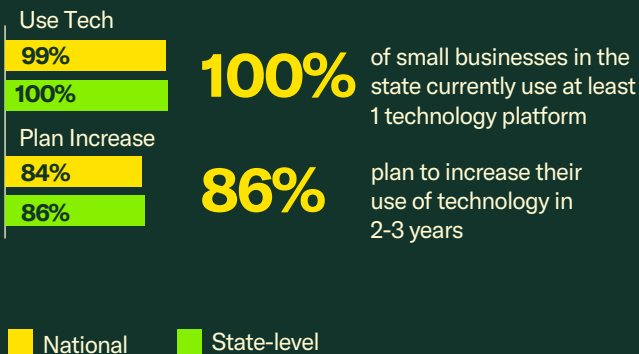
Tech and AI use leads to significant economic growth



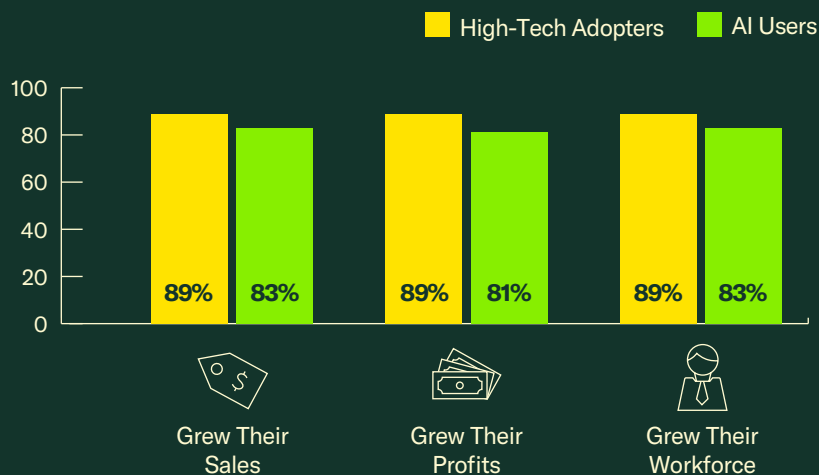
Small businesses in the state that make greater use of tech say...



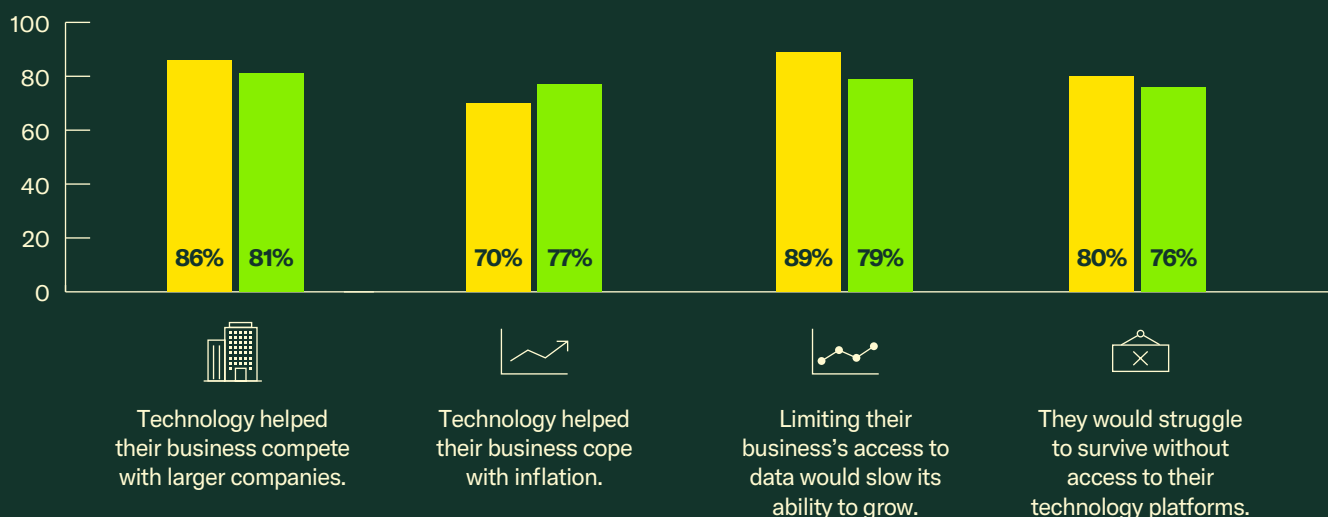
Key Numbers in Mississippi



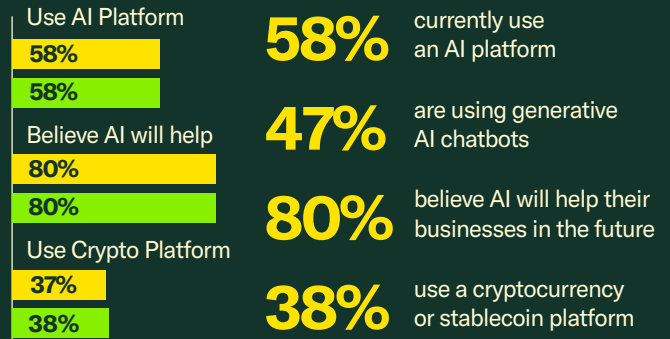
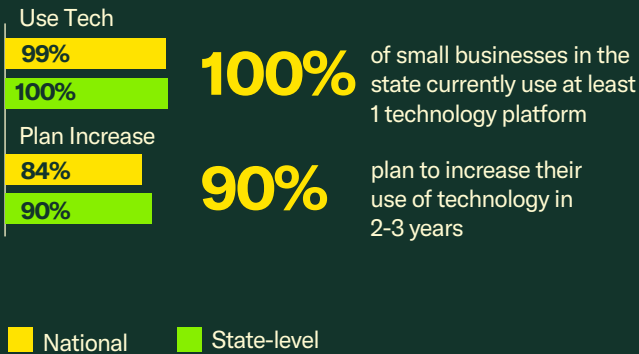
Tech and AI use leads to significant economic growth



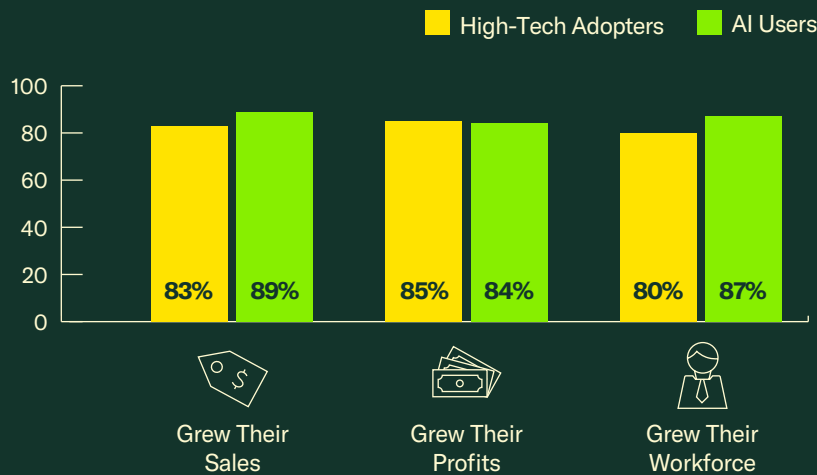
Small businesses in the state that make greater use of tech say...



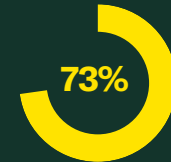
Key Numbers in Missouri



Tech and AI use leads to significant economic growth

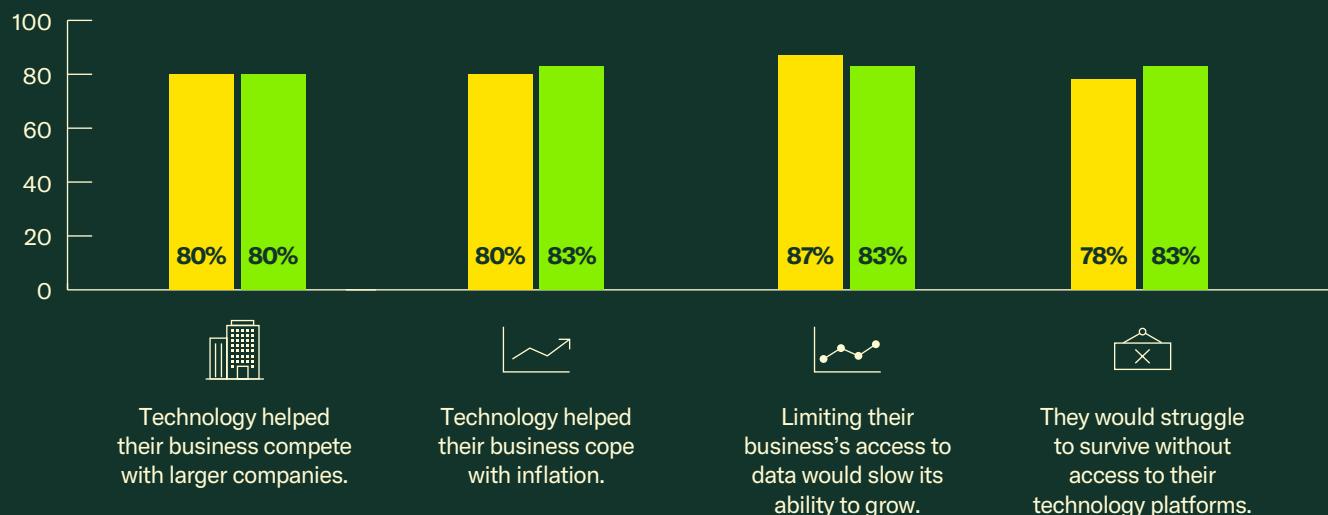


Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

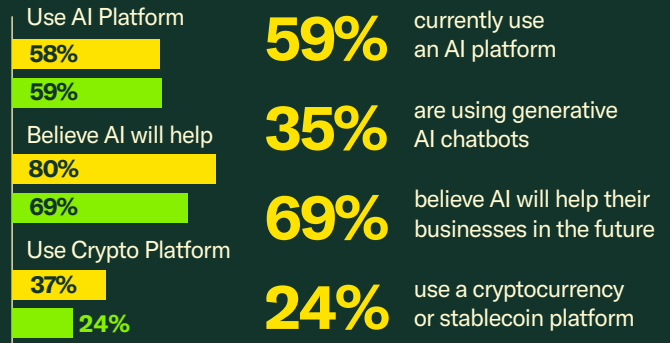
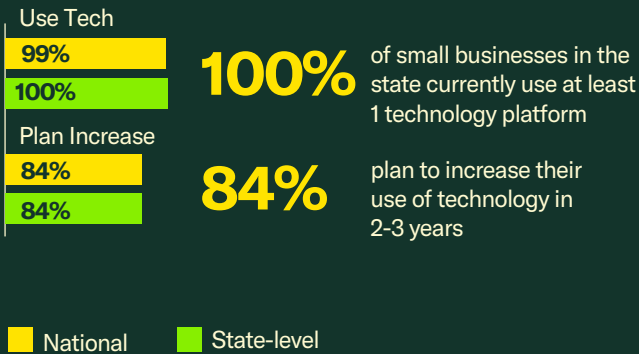


Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

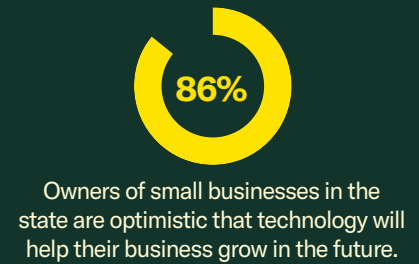
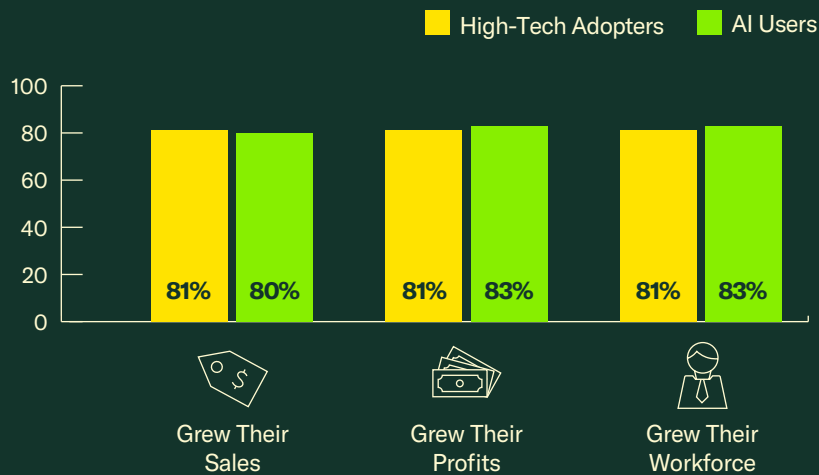
Small businesses in the state that make greater use of tech say...



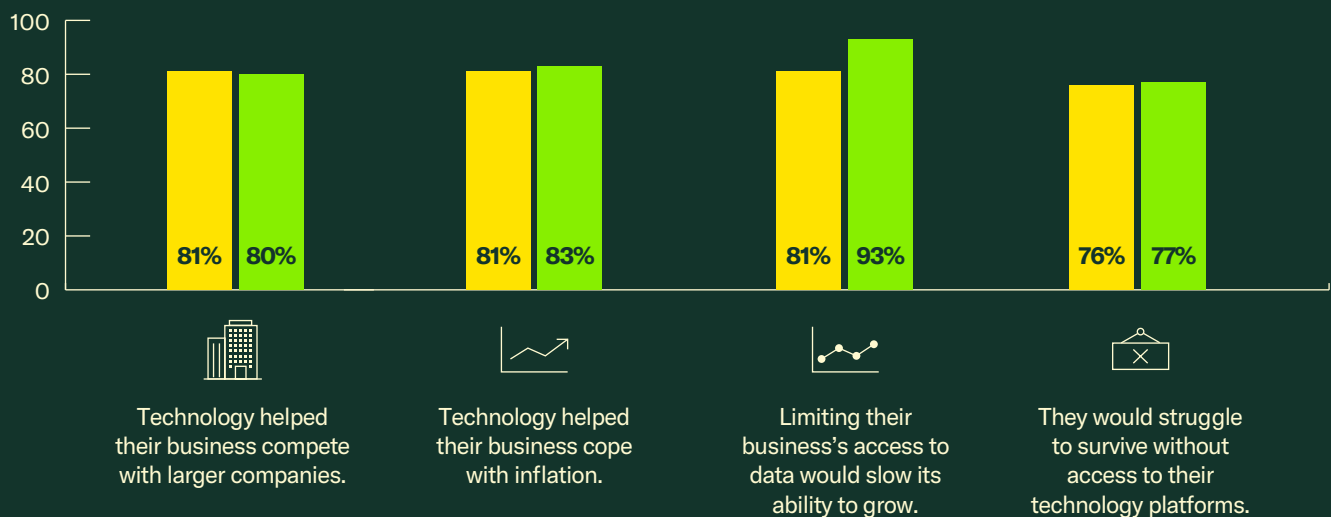
Key Numbers in Montana



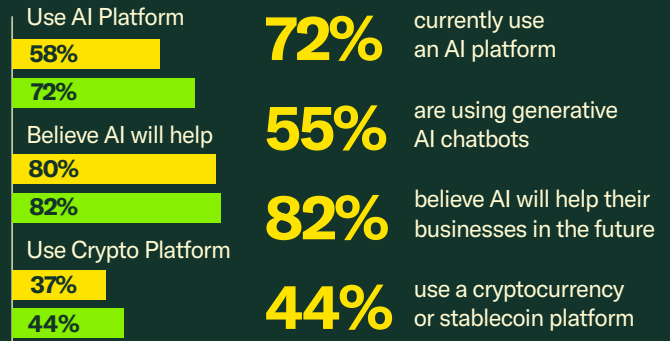
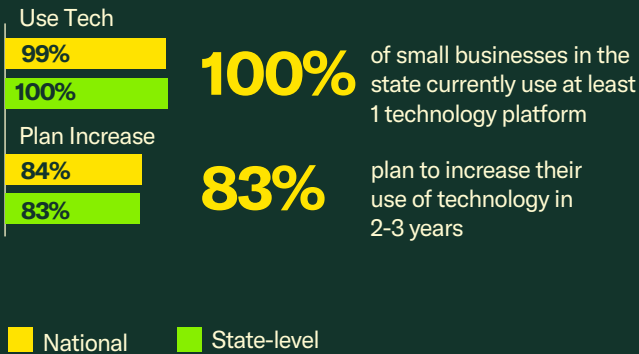
Tech and AI use leads to significant economic growth



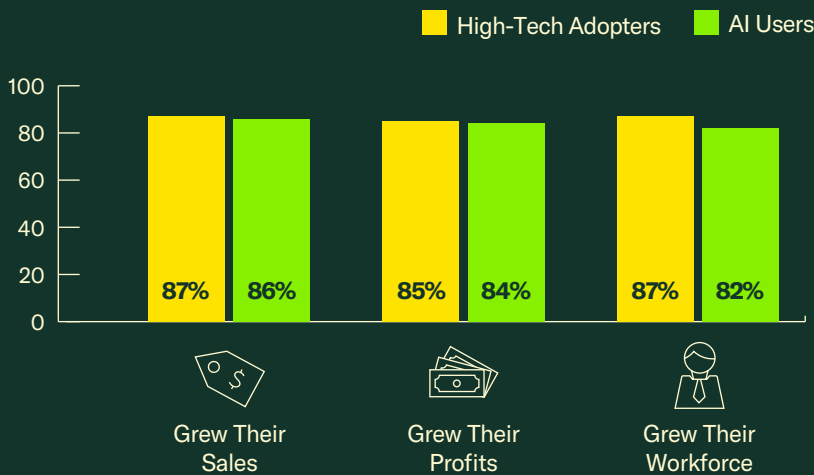
Small businesses in the state that make greater use of tech say...



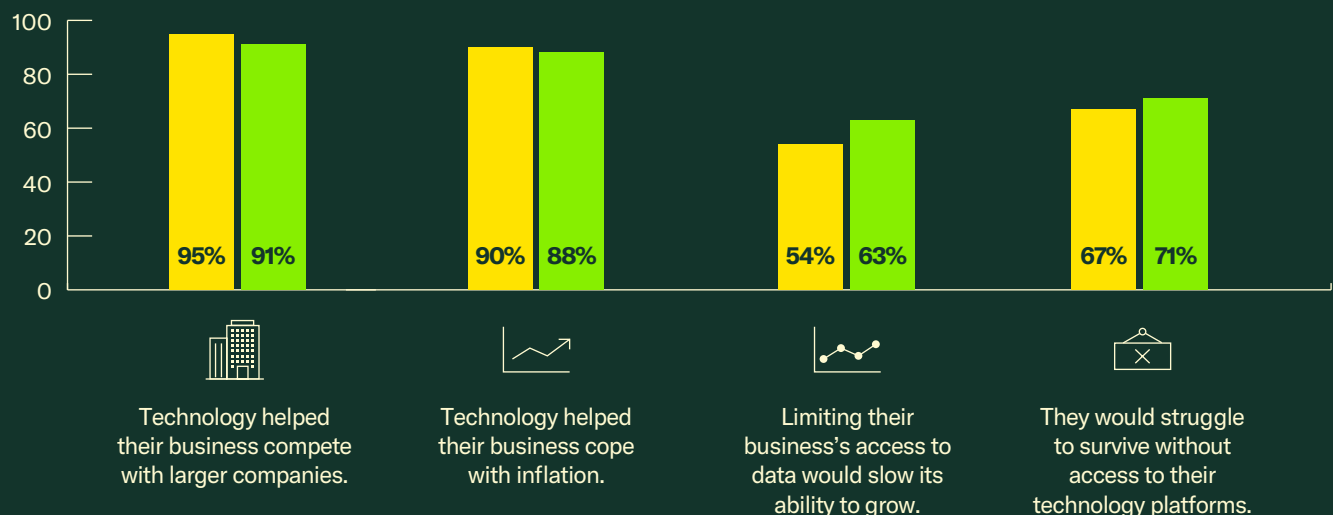
Key Numbers in Nebraska



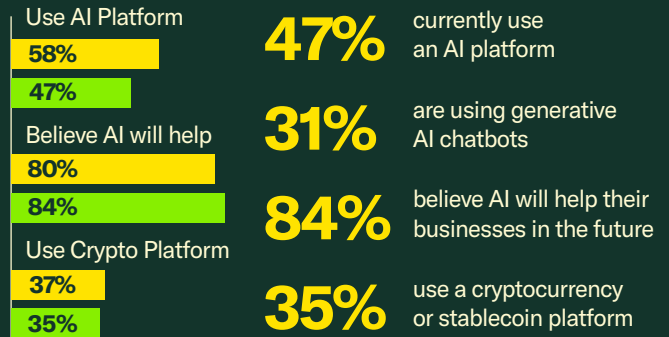
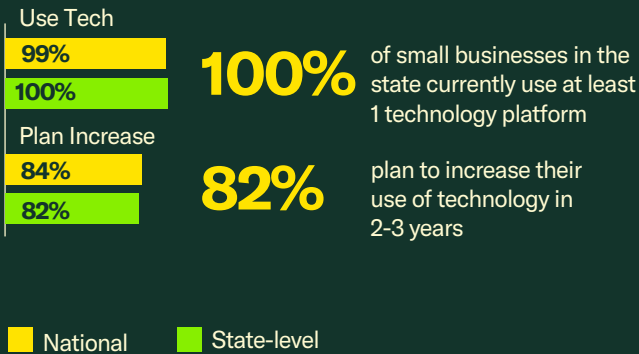
Tech and AI use leads to significant economic growth



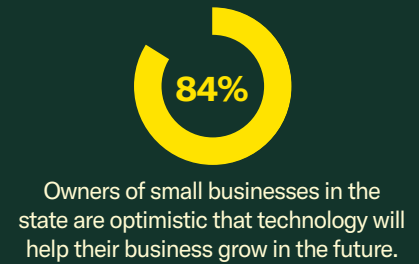
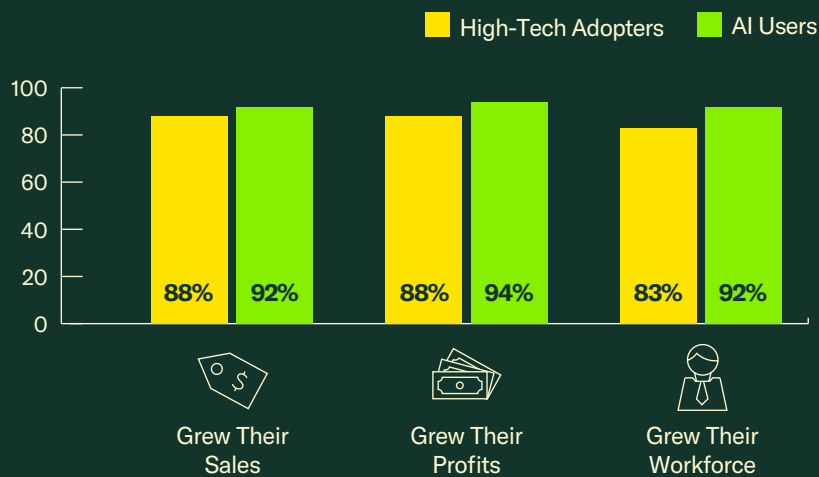
Small businesses in the state that make greater use of tech say...



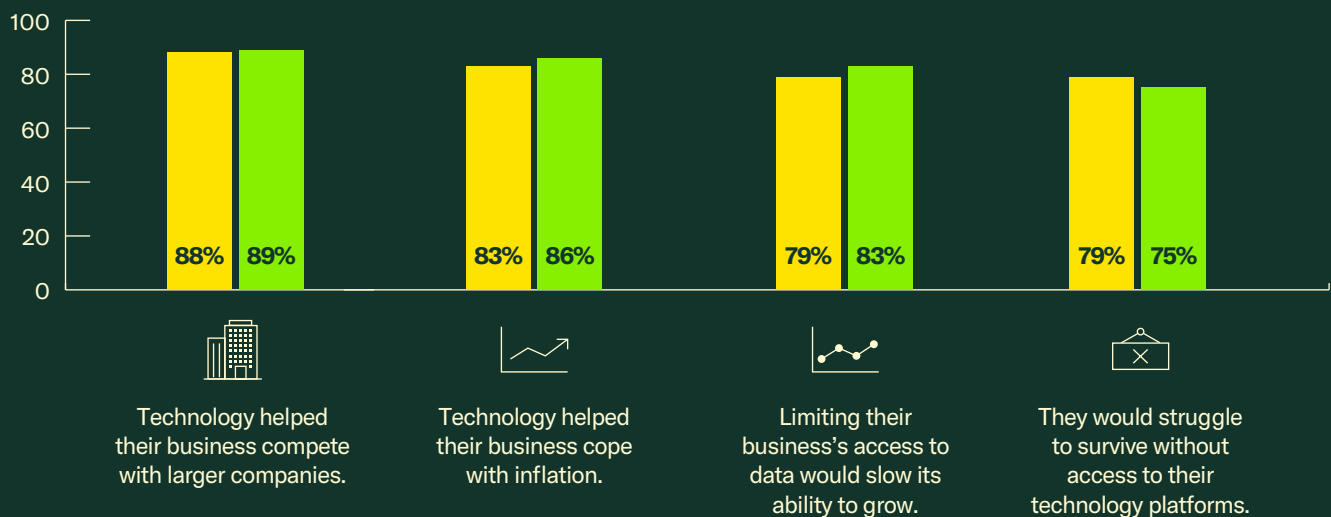
Key Numbers in Nevada



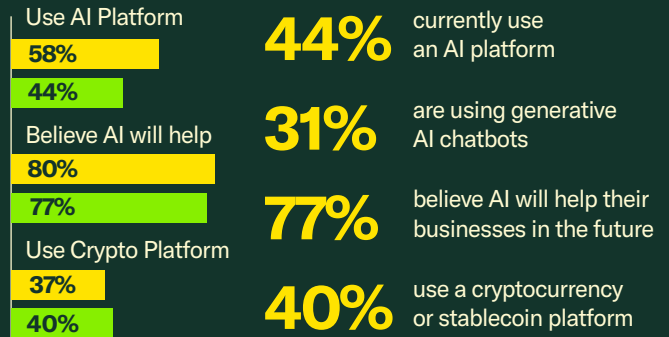
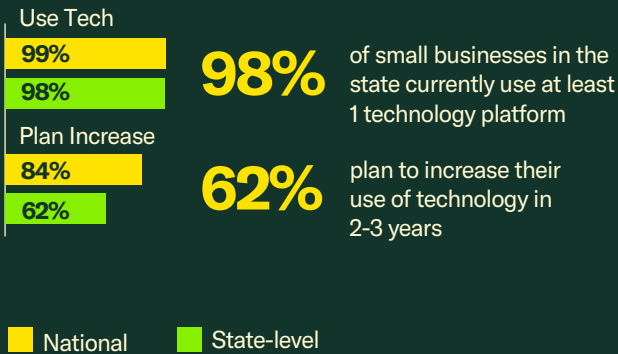
Tech and AI use leads to significant economic growth



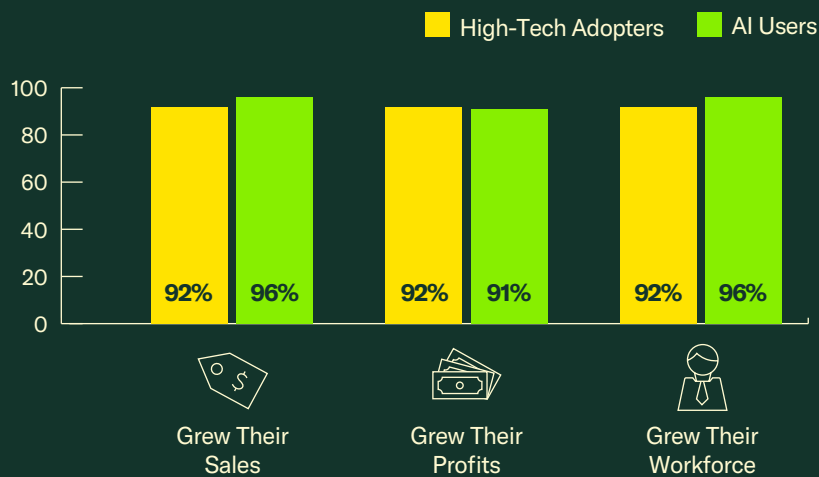
Small businesses in the state that make greater use of tech say...



Key Numbers in Hampshire



Tech and AI use leads to significant economic growth



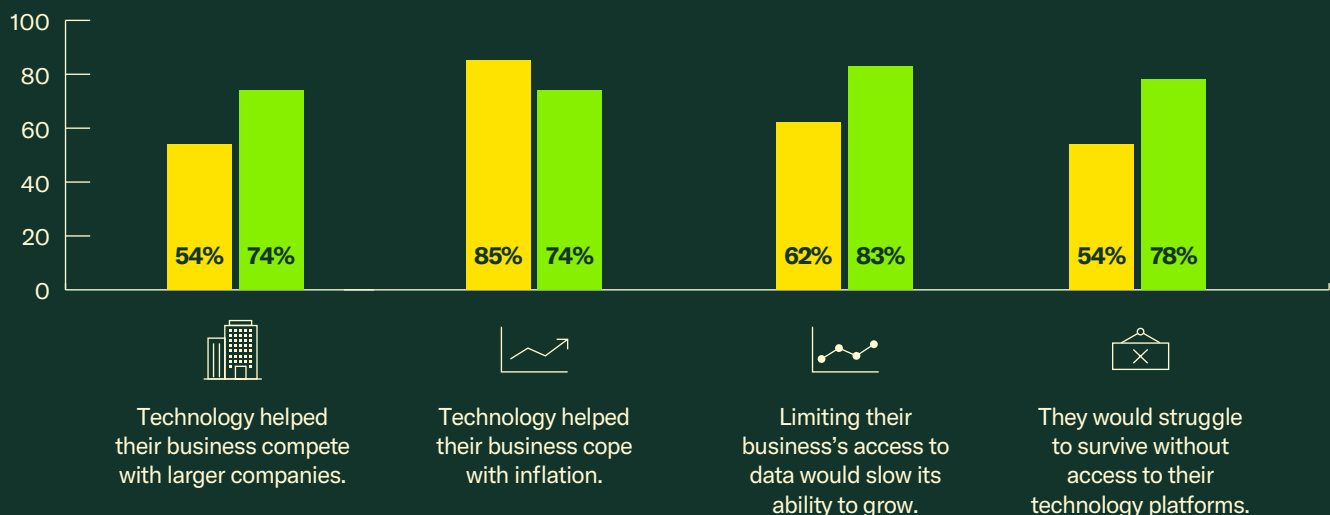
77%

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

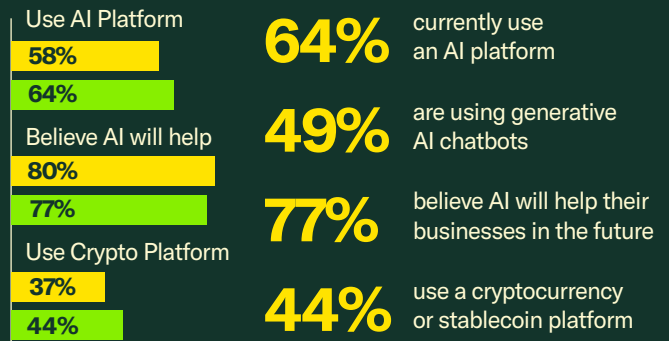
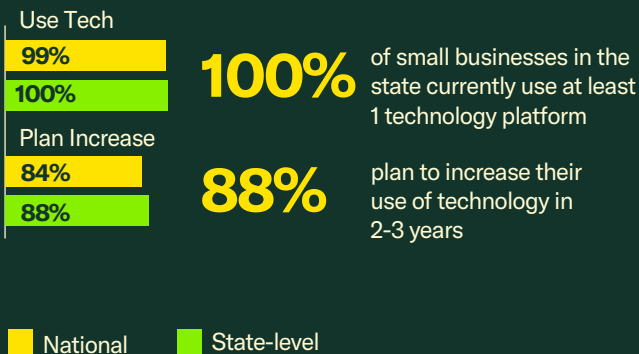
60%

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

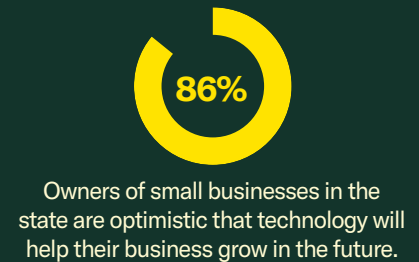
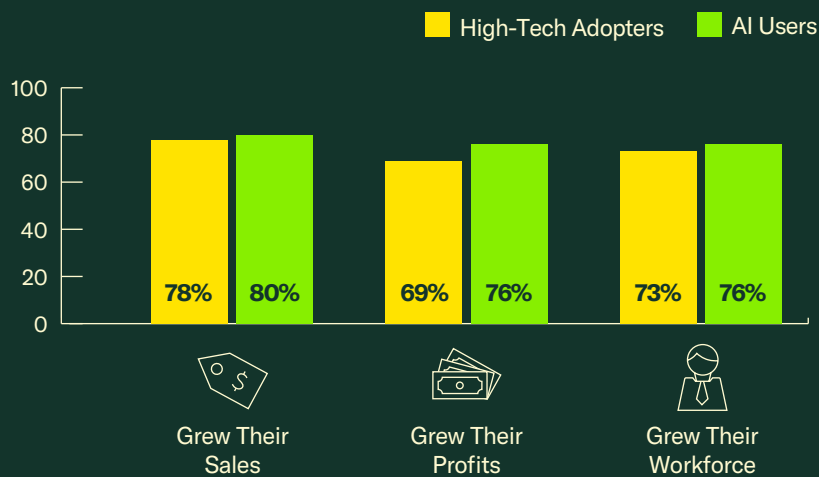
Small businesses in the state that make greater use of tech say...



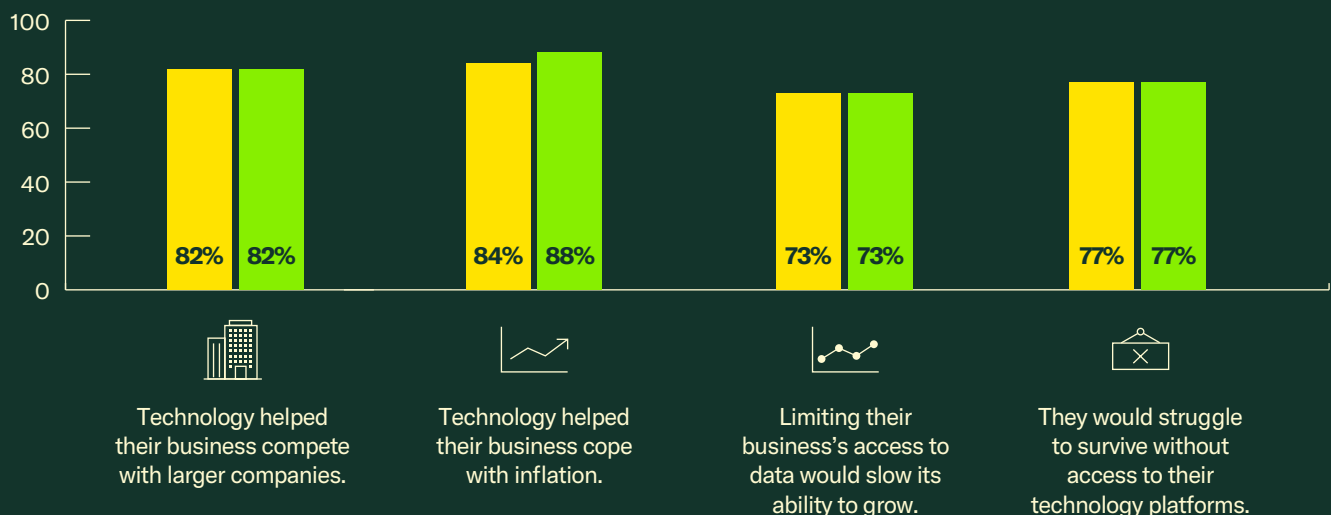
Key Numbers in New Jersey



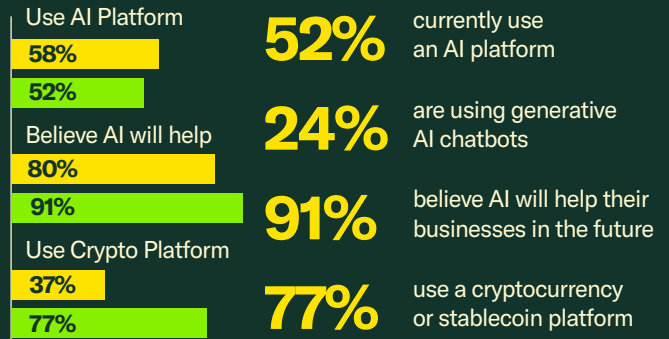
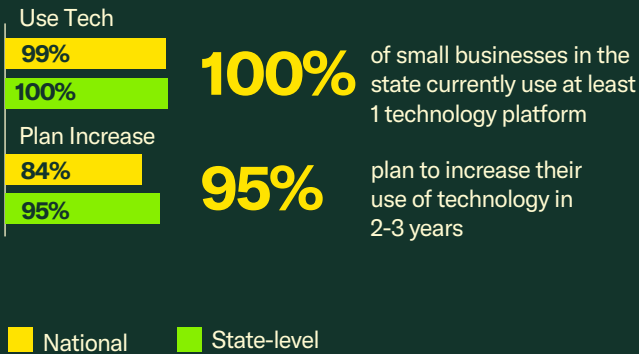
Tech and AI use leads to significant economic growth



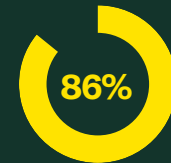
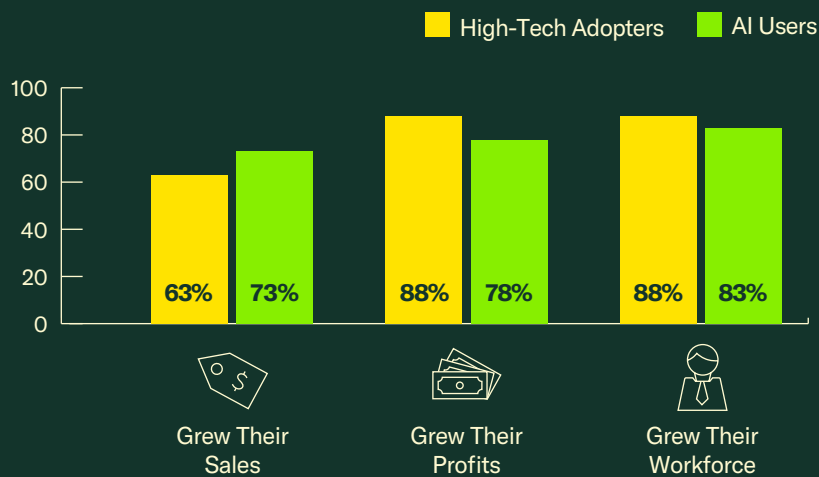
Small businesses in the state that make greater use of tech say...



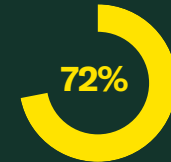
Key Numbers in New Mexico



Tech and AI use leads to significant economic growth

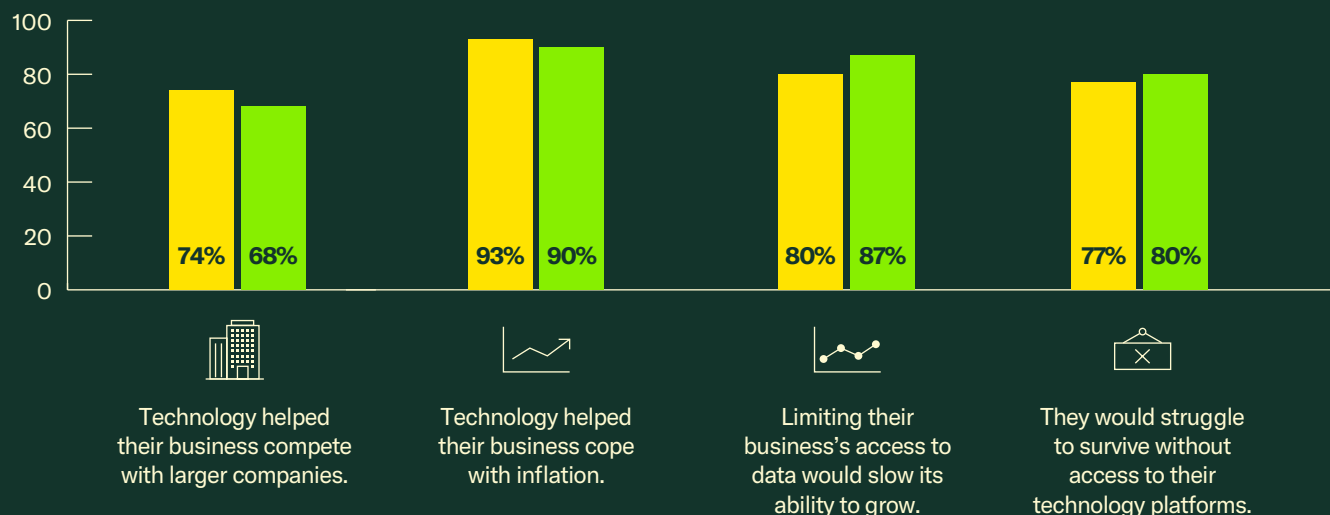


Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

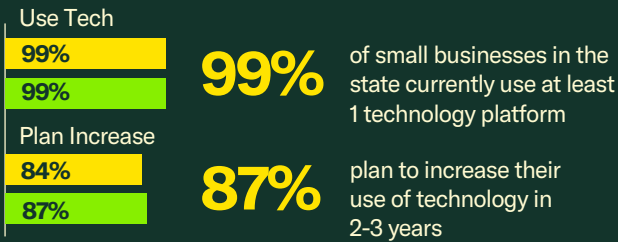


Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

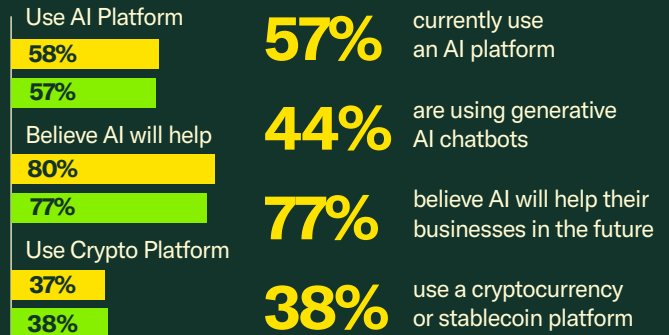
Small businesses in the state that make greater use of tech say...



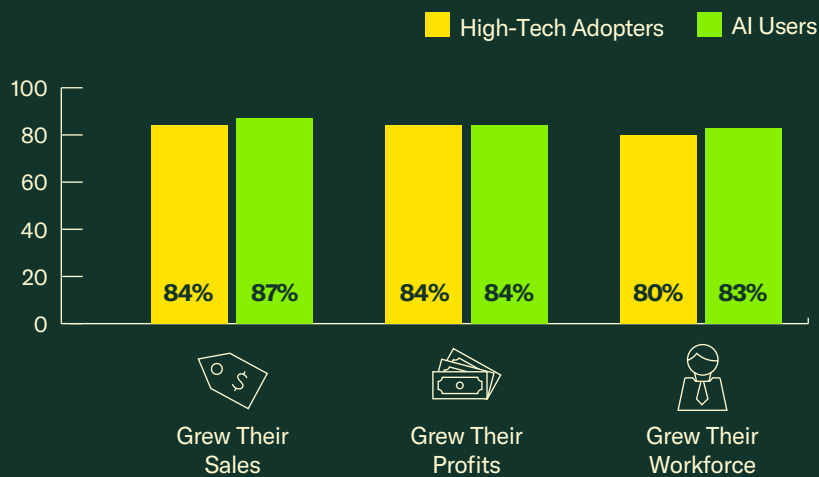
Key Numbers in New York



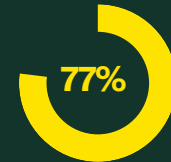
■ National ■ State-level



Tech and AI use leads to significant economic growth

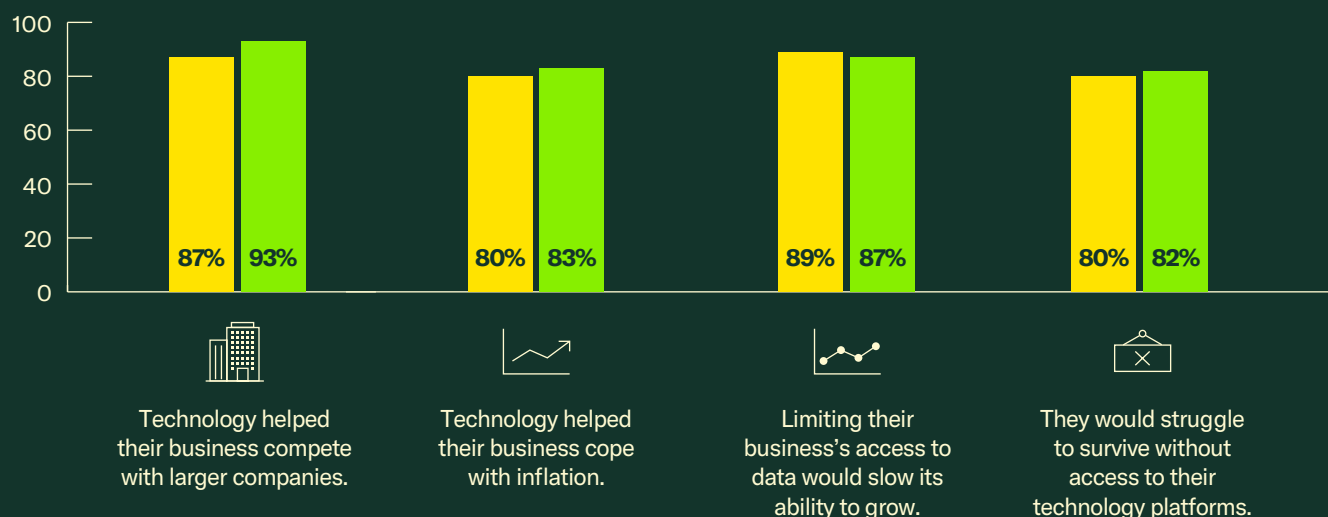


Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

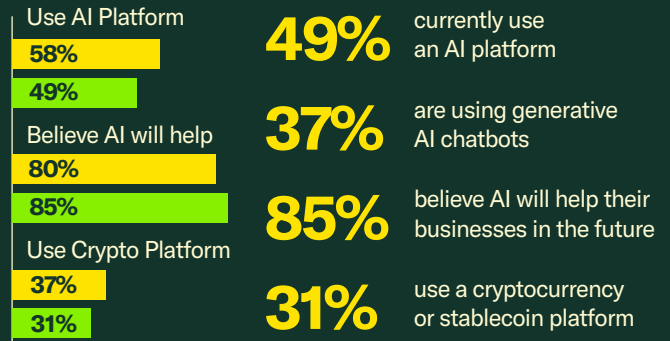
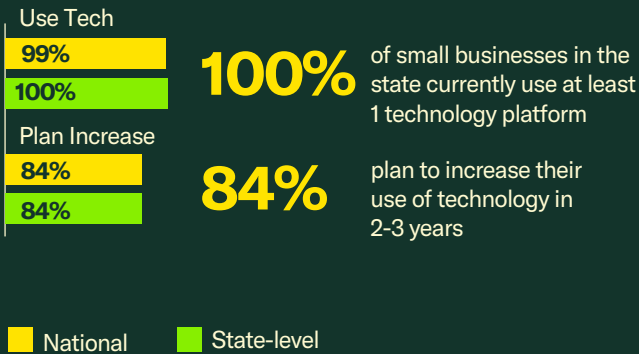


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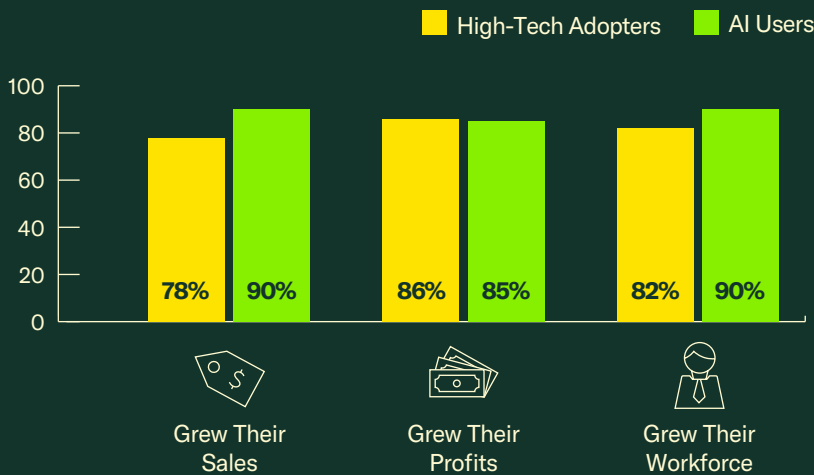
Small businesses in the state that make greater use of tech say...



Key Numbers in North Carolina



Tech and AI use leads to significant economic growth



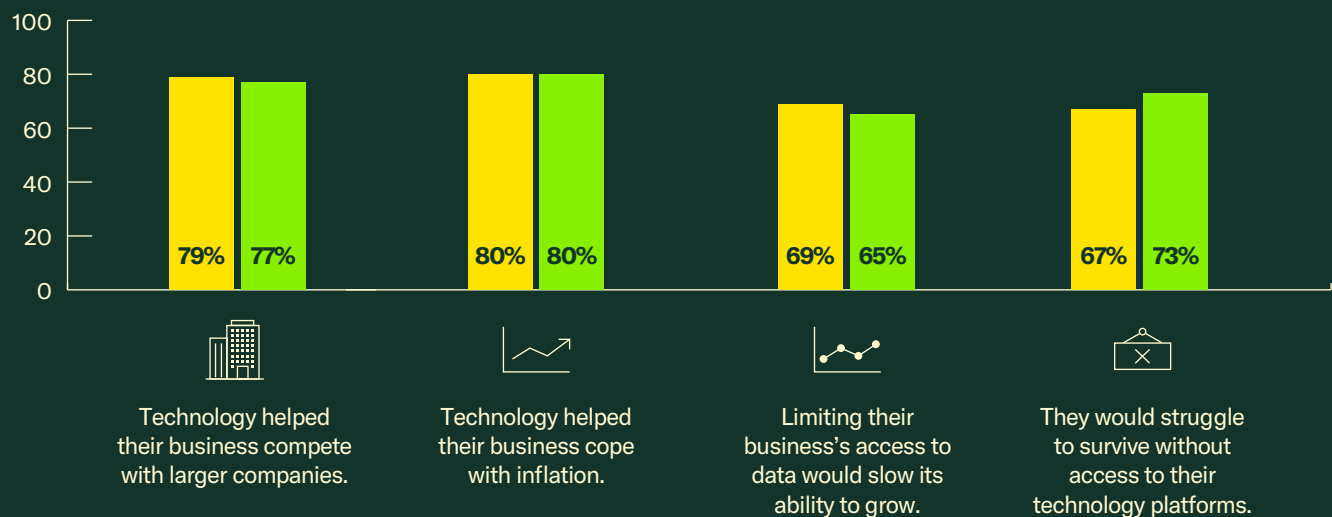
75%

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

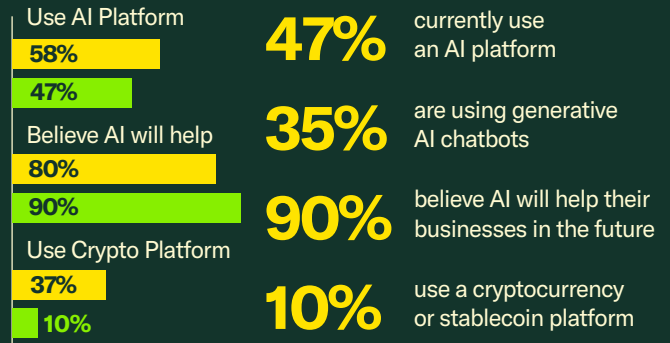
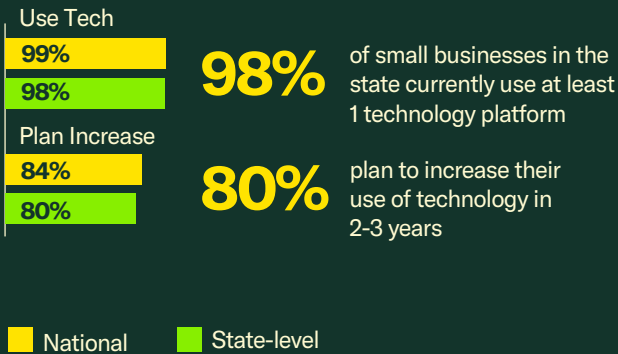
46%

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

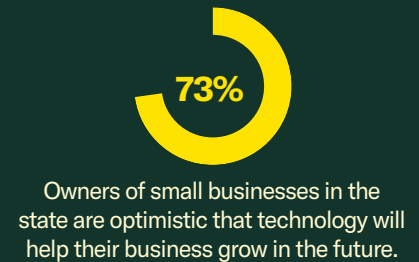
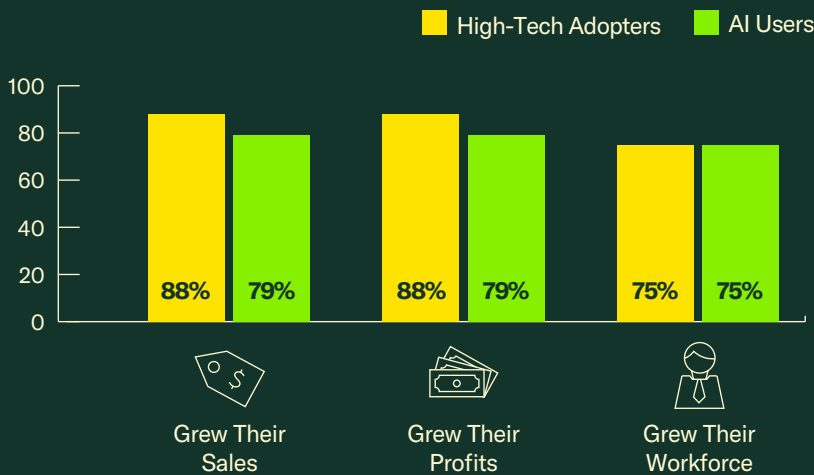
Small businesses in the state that make greater use of tech say...



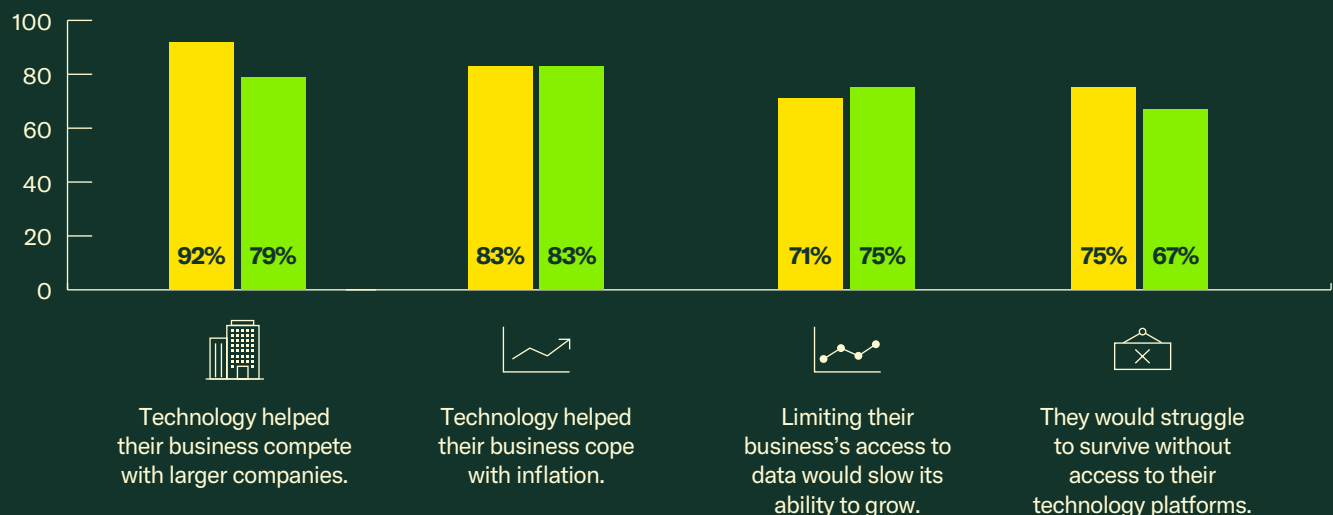
Key Numbers in North Dakota



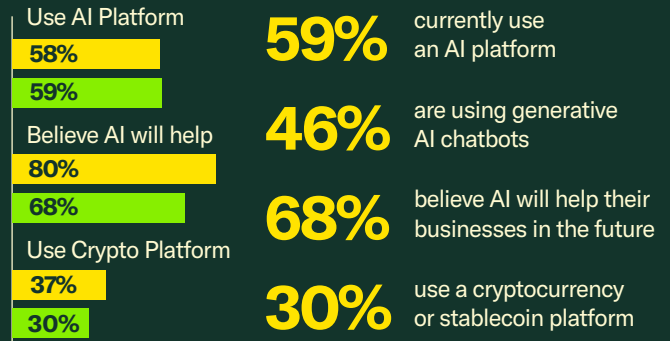
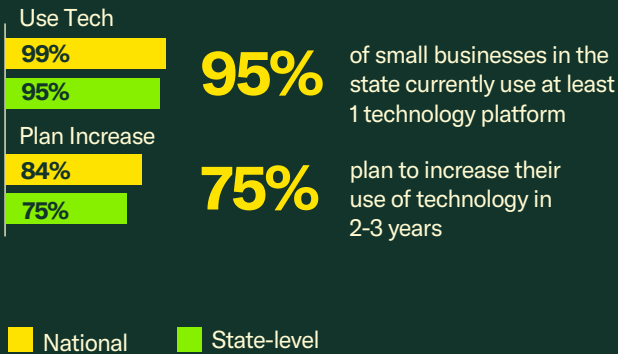
Tech and AI use leads to significant economic growth



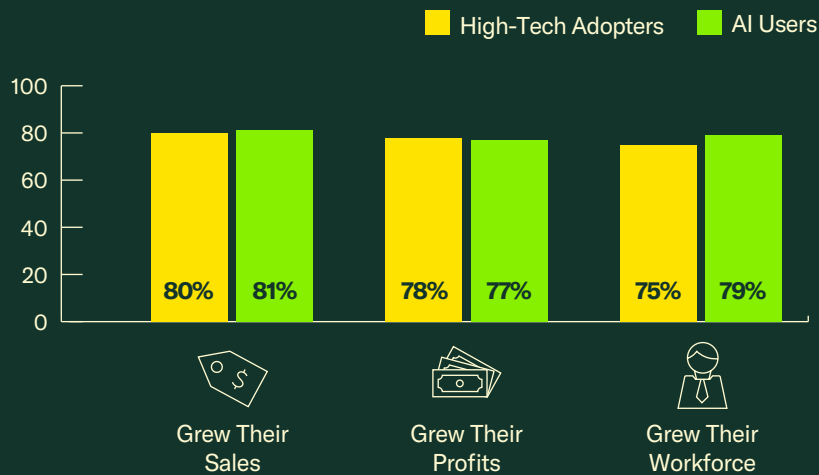
Small businesses in the state that make greater use of tech say...



Key Numbers in Ohio



Tech and AI use leads to significant economic growth



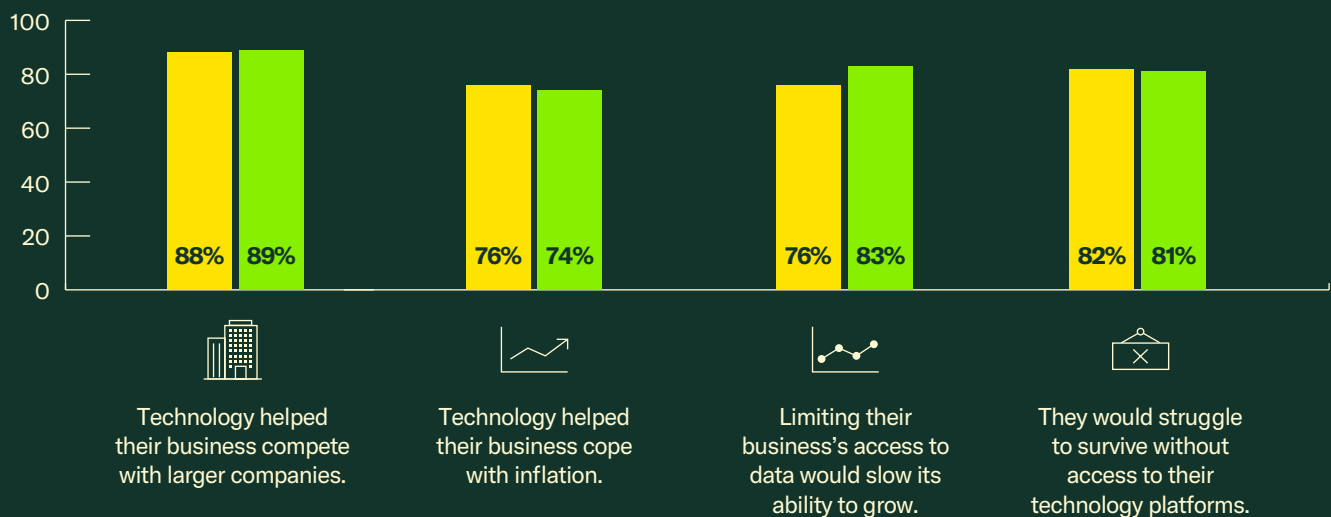
79%

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

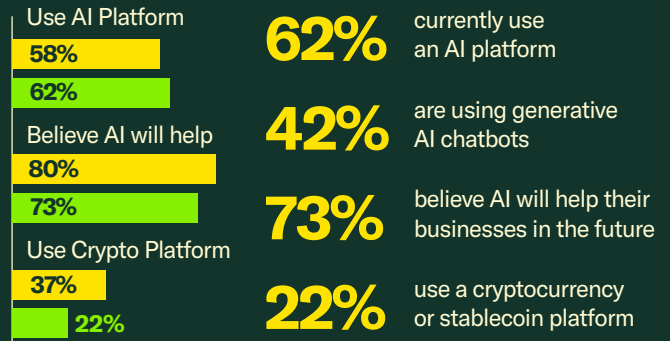
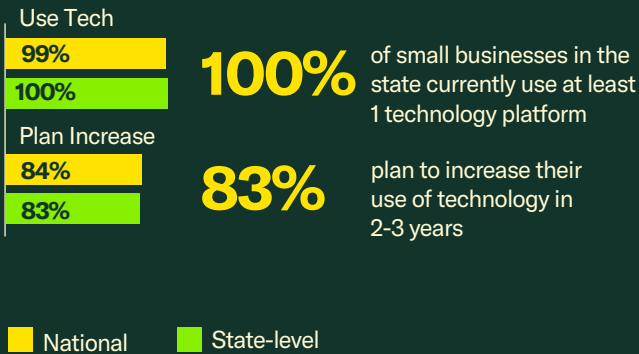
59%

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

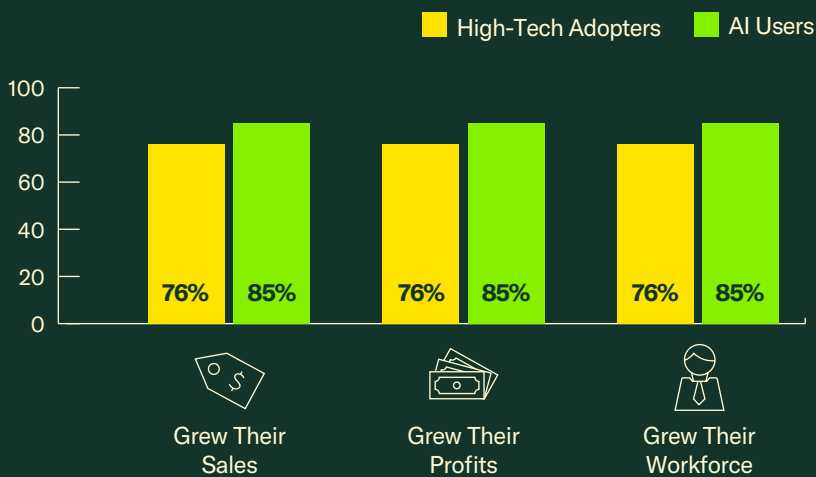
Small businesses in the state that make greater use of tech say...



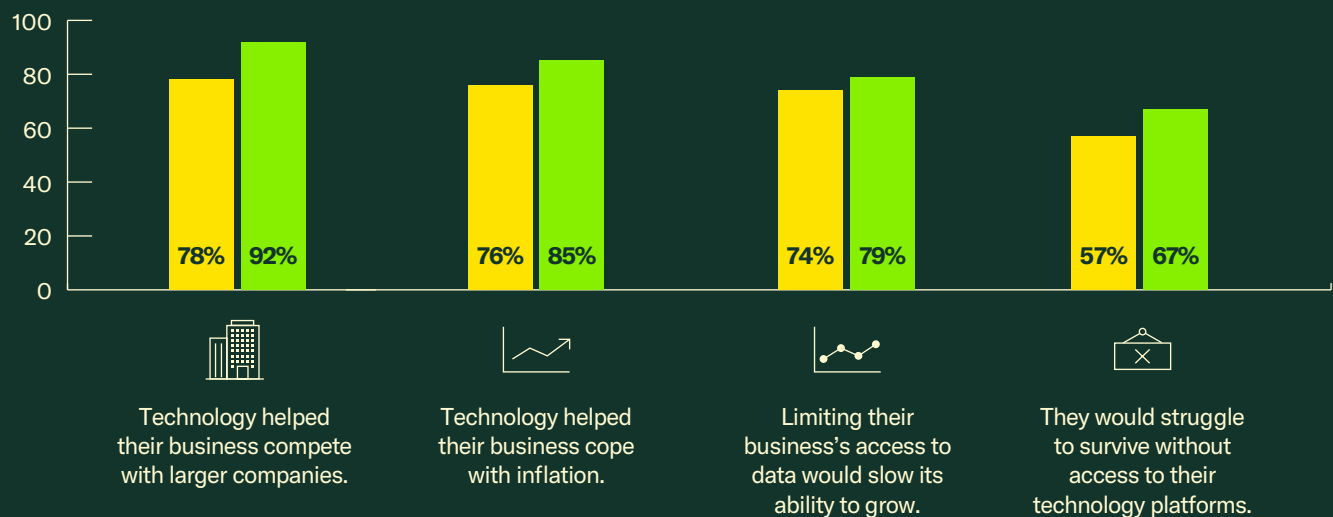
Key Numbers in Oklahoma



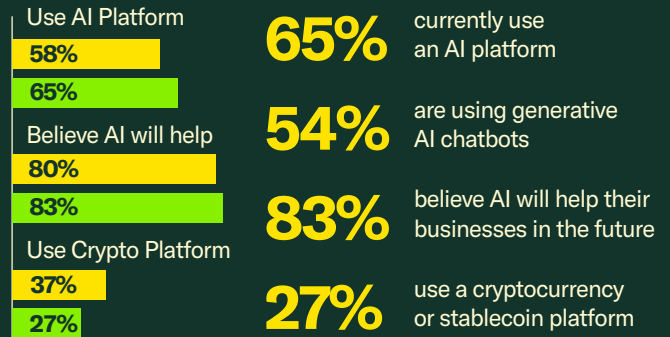
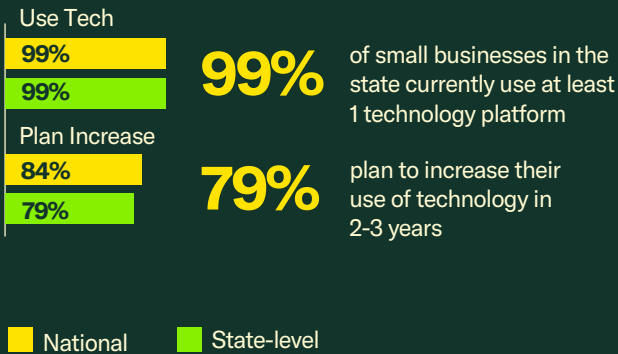
Tech and AI use leads to significant economic growth



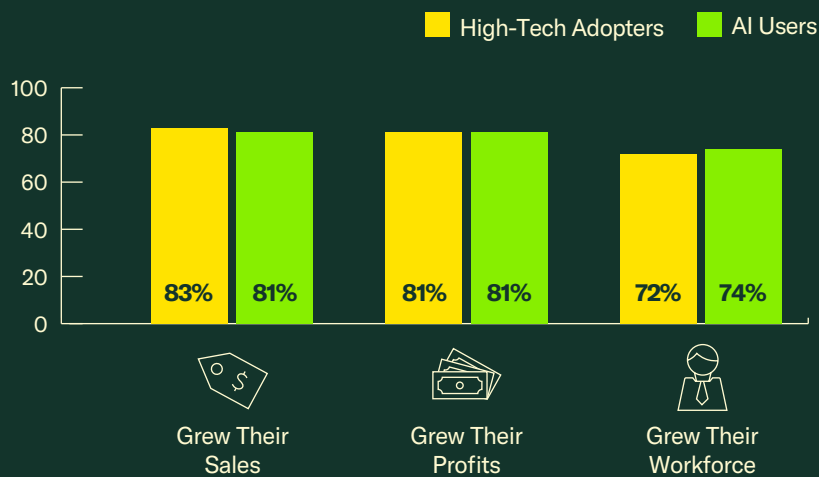
Small businesses in the state that make greater use of tech say...



Key Numbers in Oregon



Tech and AI use leads to significant economic growth



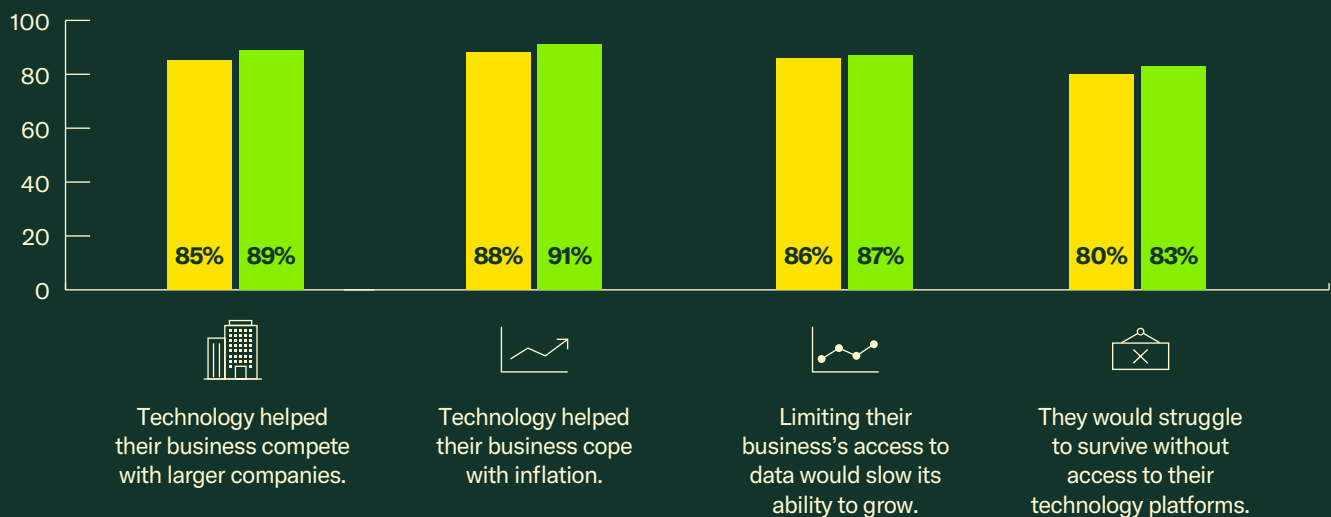
88%

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

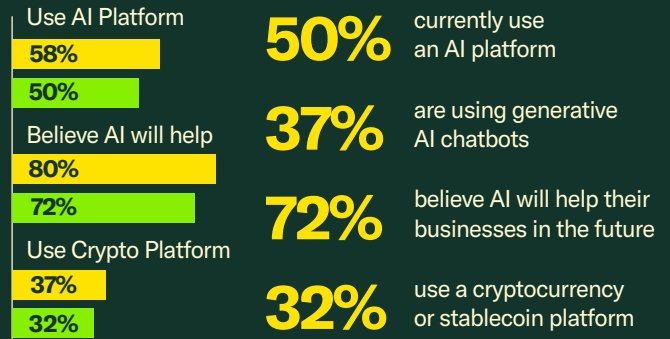
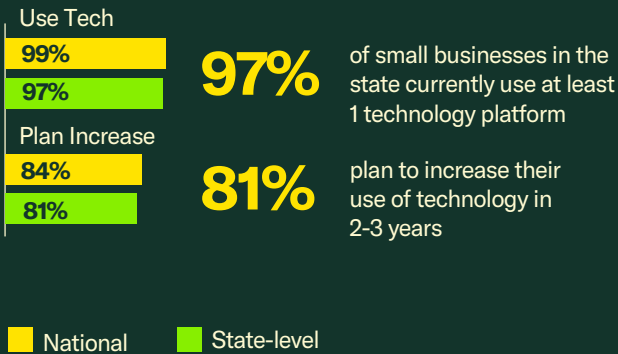
73%

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

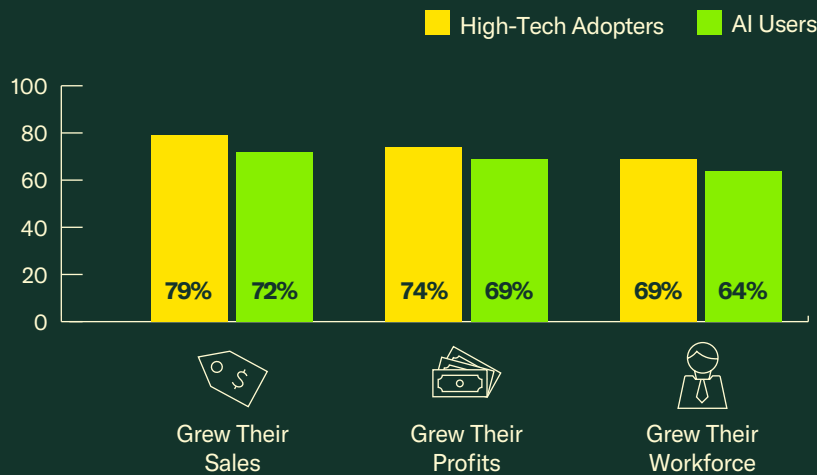
Small businesses in the state that make greater use of tech say...



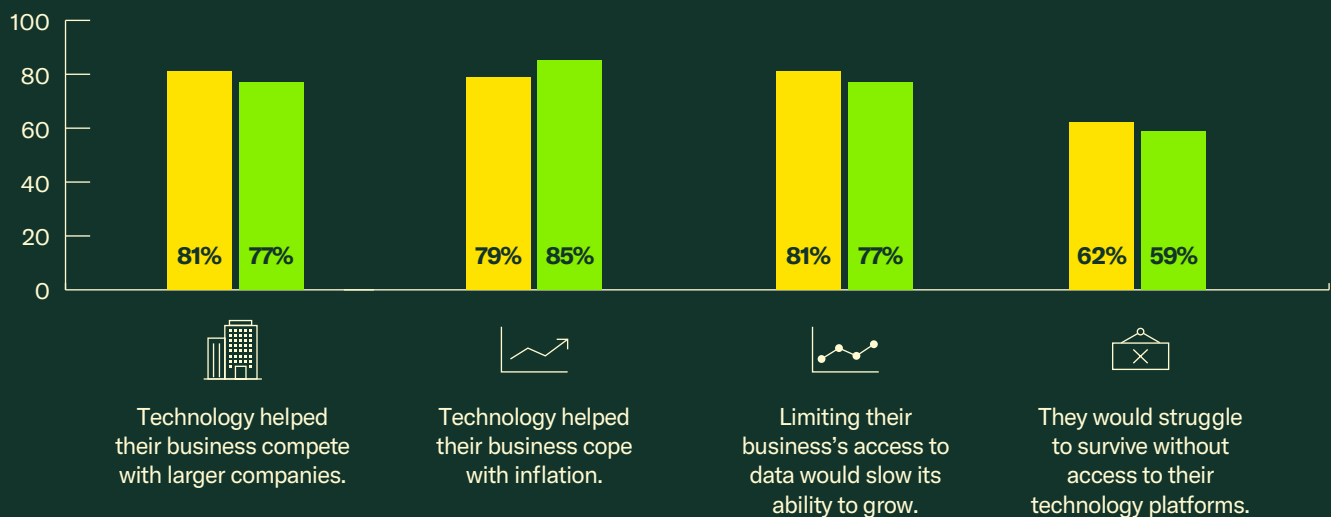
Key Numbers in Pennsylvania



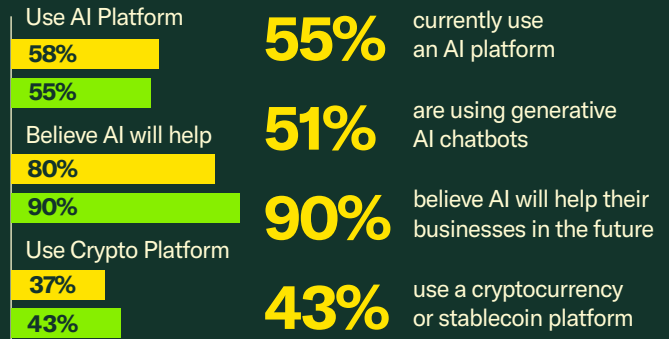
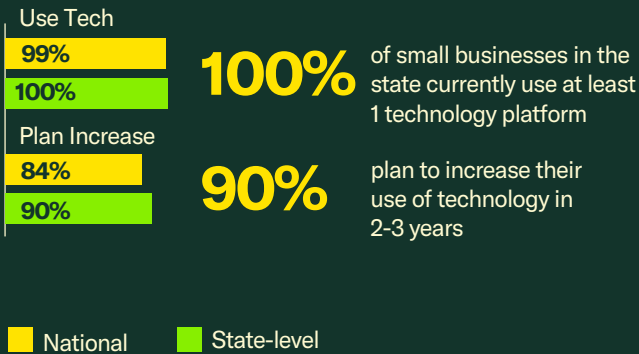
Tech and AI use leads to significant economic growth



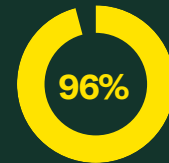
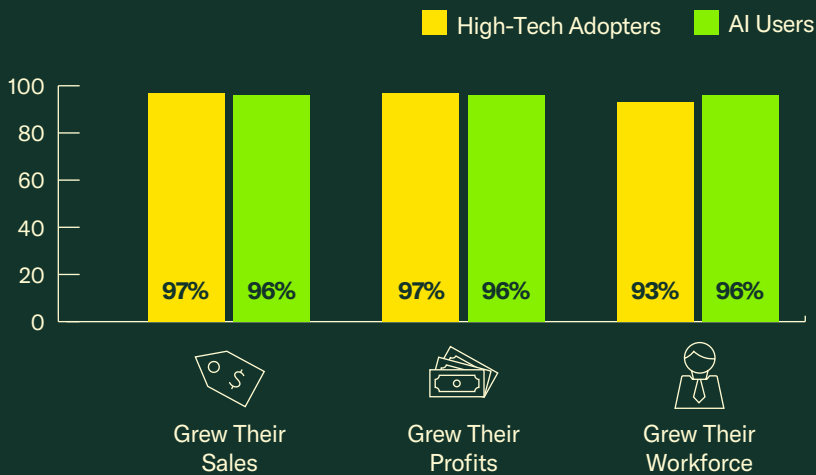
Small businesses in the state that make greater use of tech say...



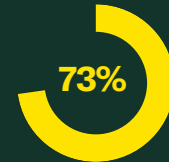
Key Numbers in Rhode Island



Tech and AI use leads to significant economic growth

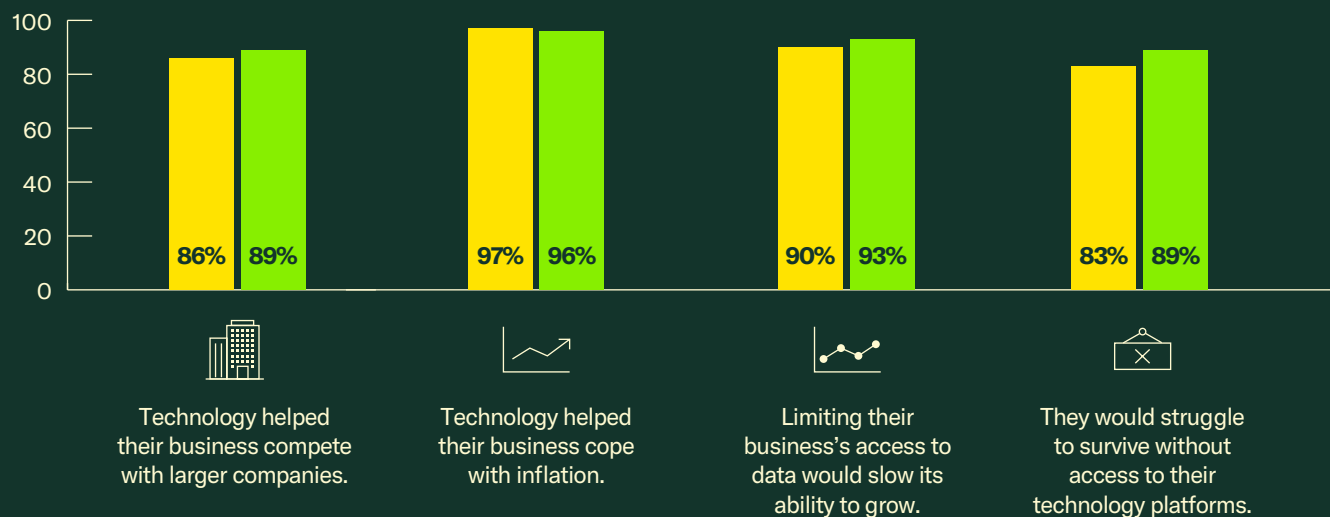


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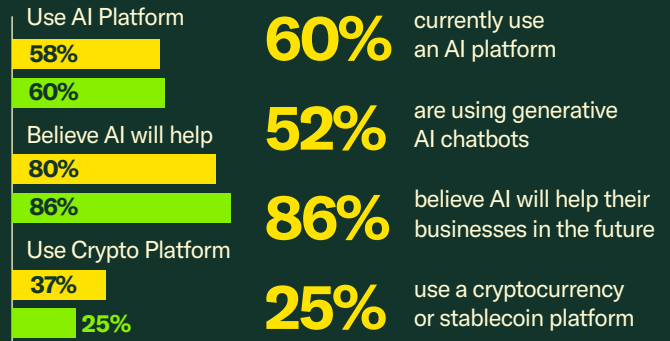
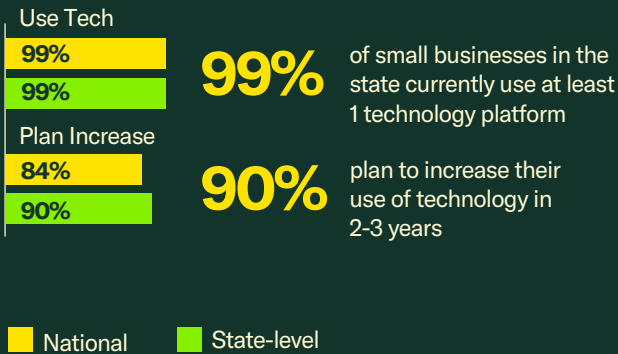


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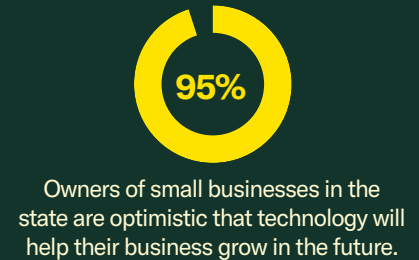
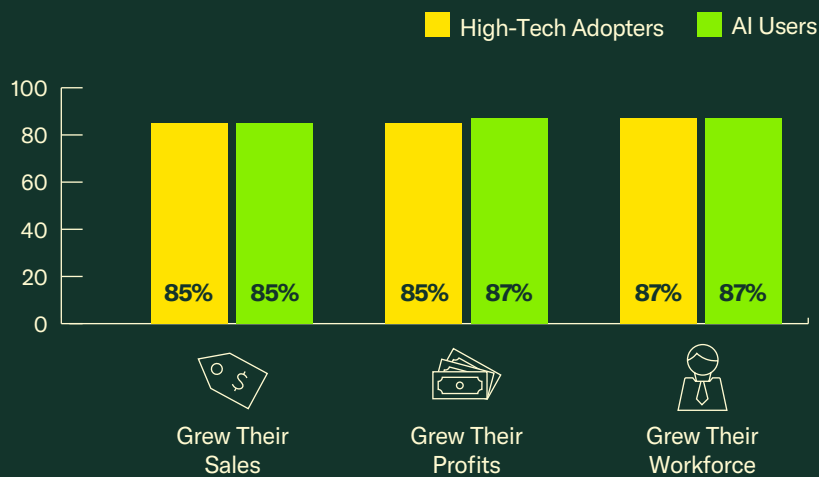
Small businesses in the state that make greater use of tech say...



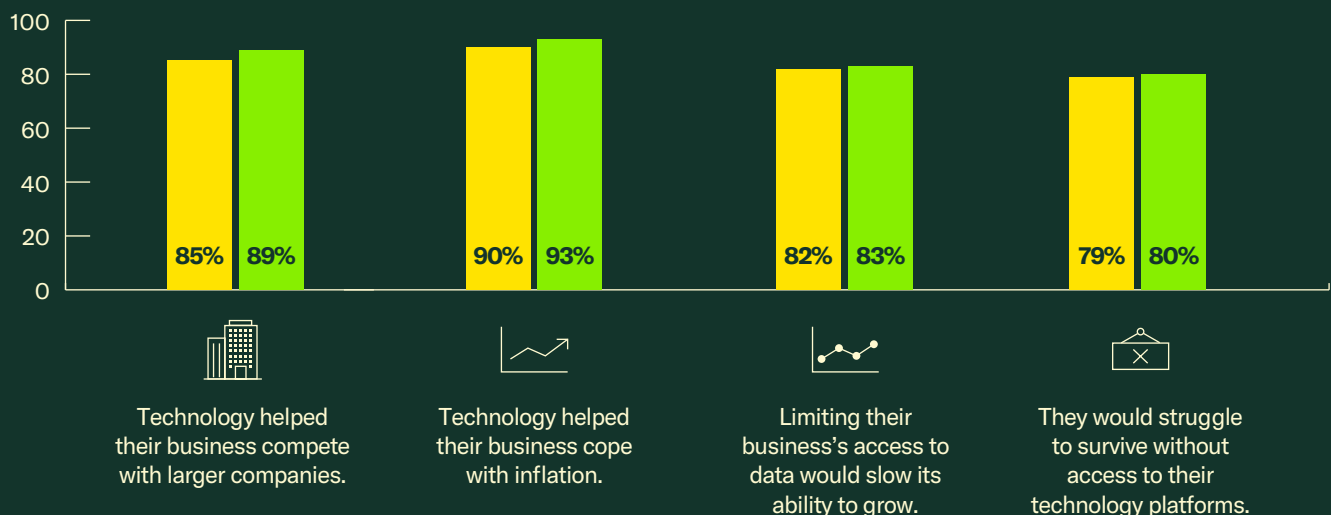
Key Numbers in South Carolina



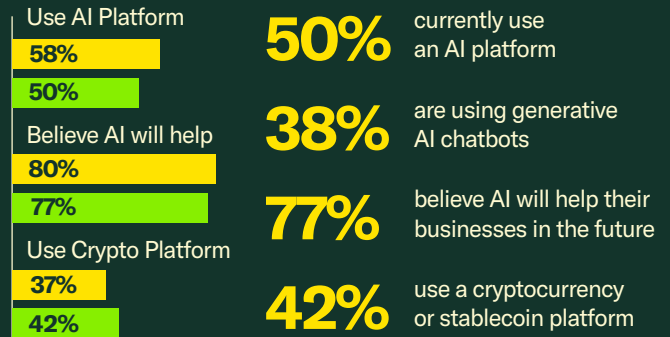
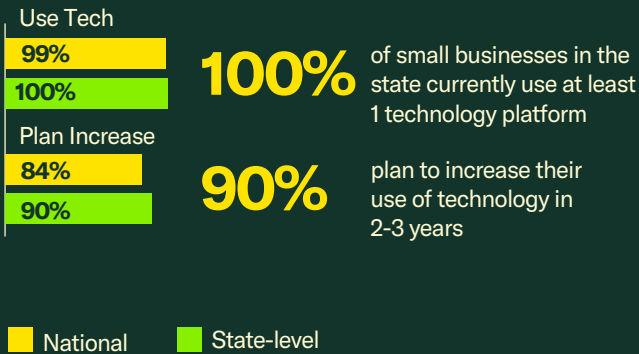
Tech and AI use leads to significant economic growth



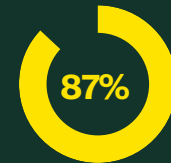
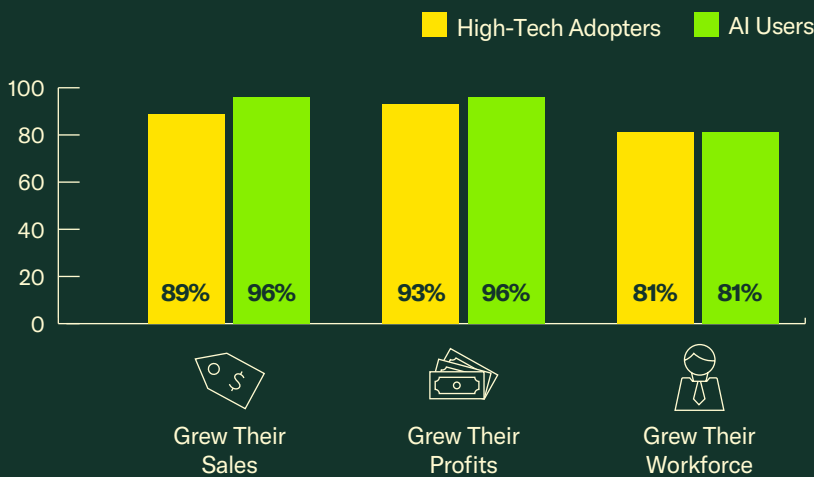
Small businesses in the state that make greater use of tech say...



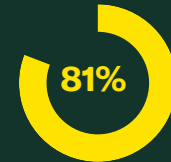
Key Numbers in South Dakota



Tech and AI use leads to significant economic growth

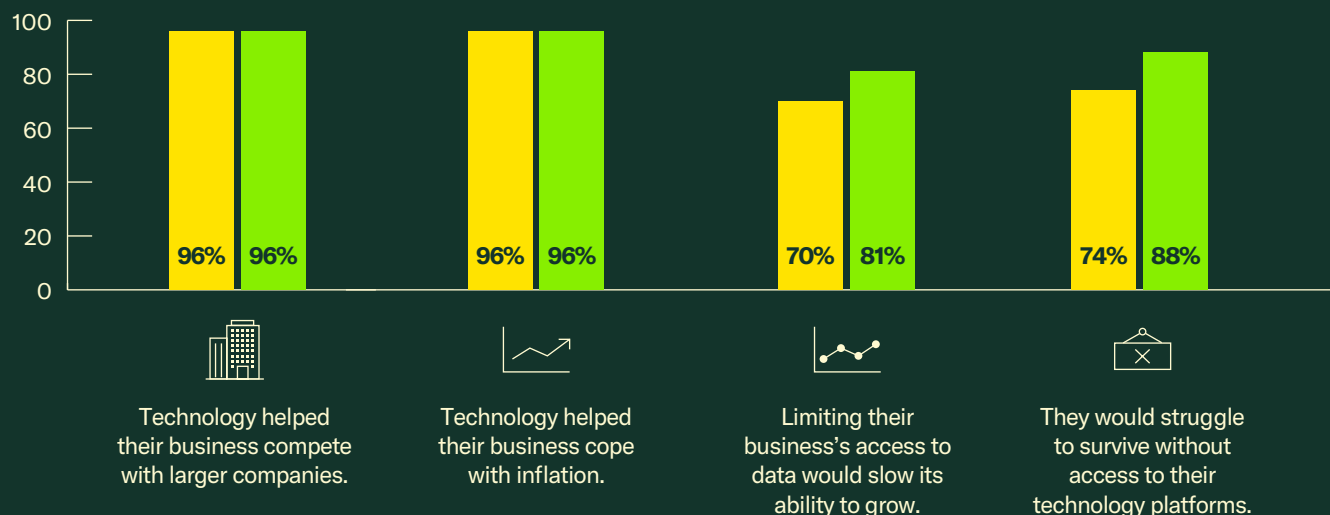


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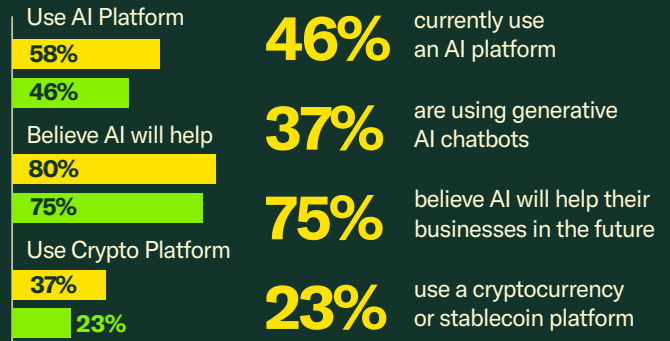
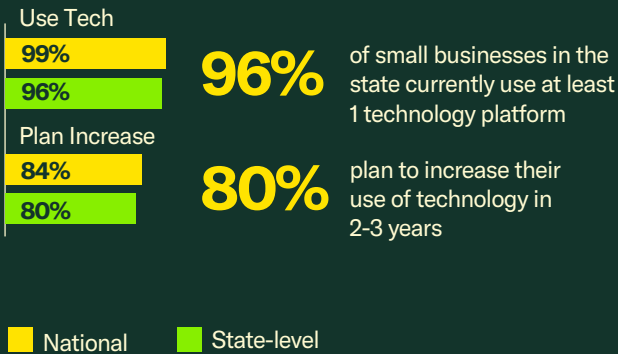


Some worry that a patchwork of state level tech policies will drive up legal/compliance costs.

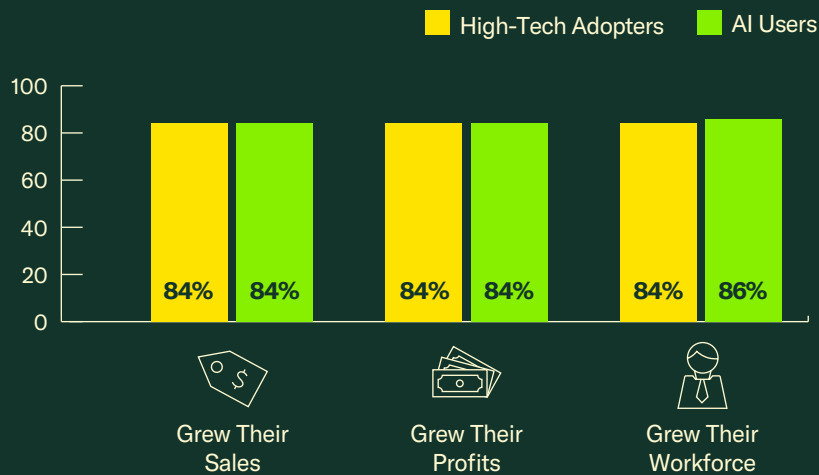
Small businesses in the state that make greater use of tech say...



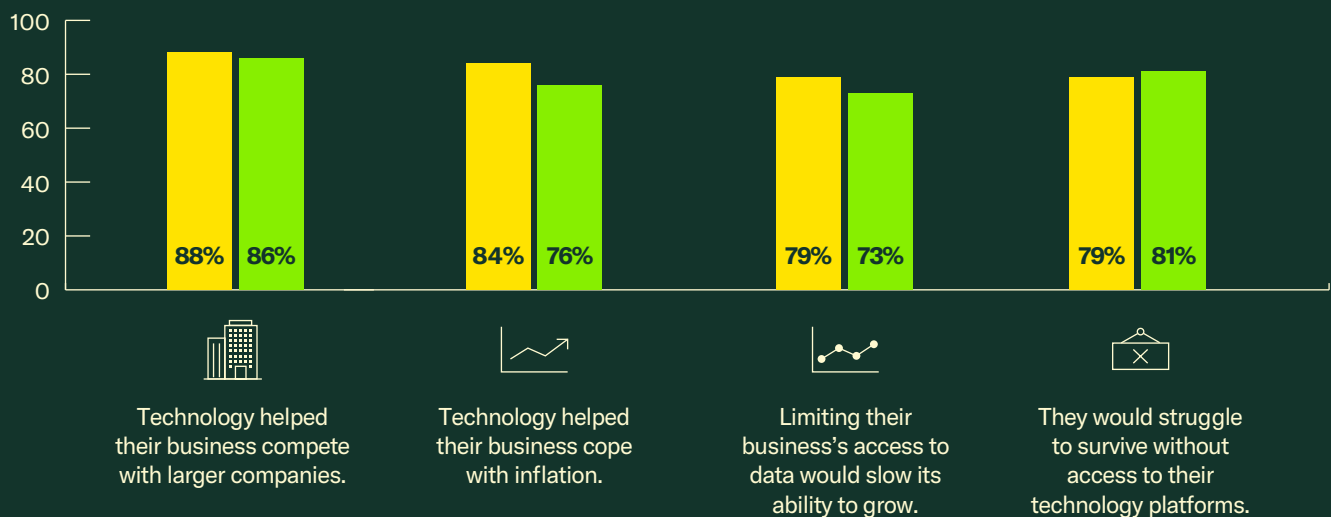
Key Numbers in Tennessee



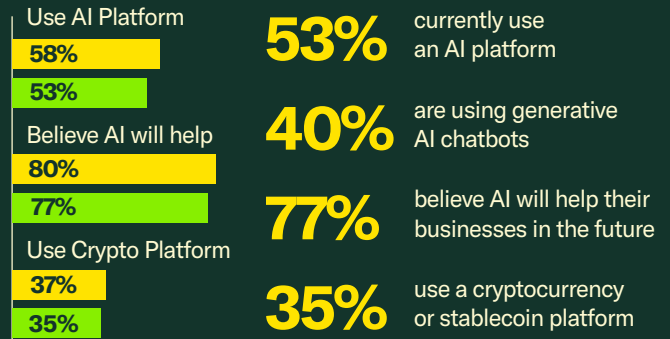
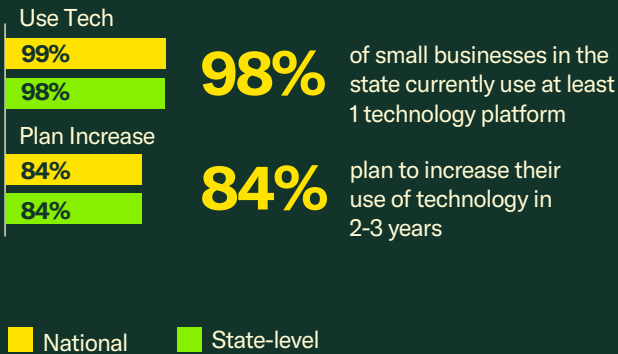
Tech and AI use leads to significant economic growth



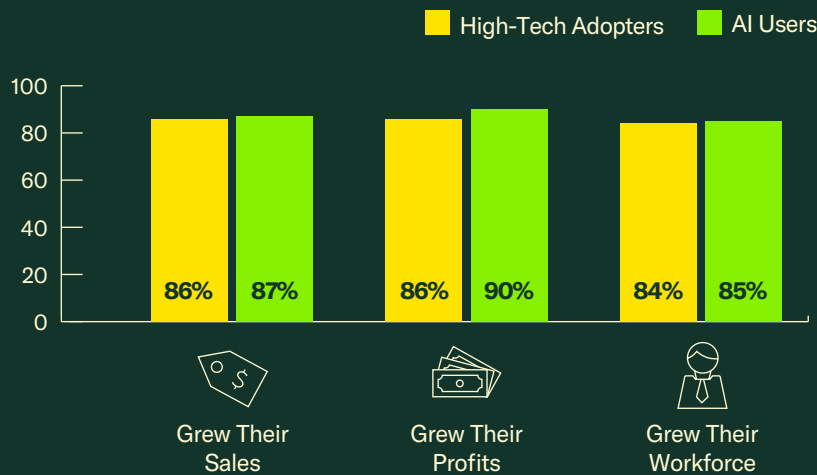
Small businesses in the state that make greater use of tech say...



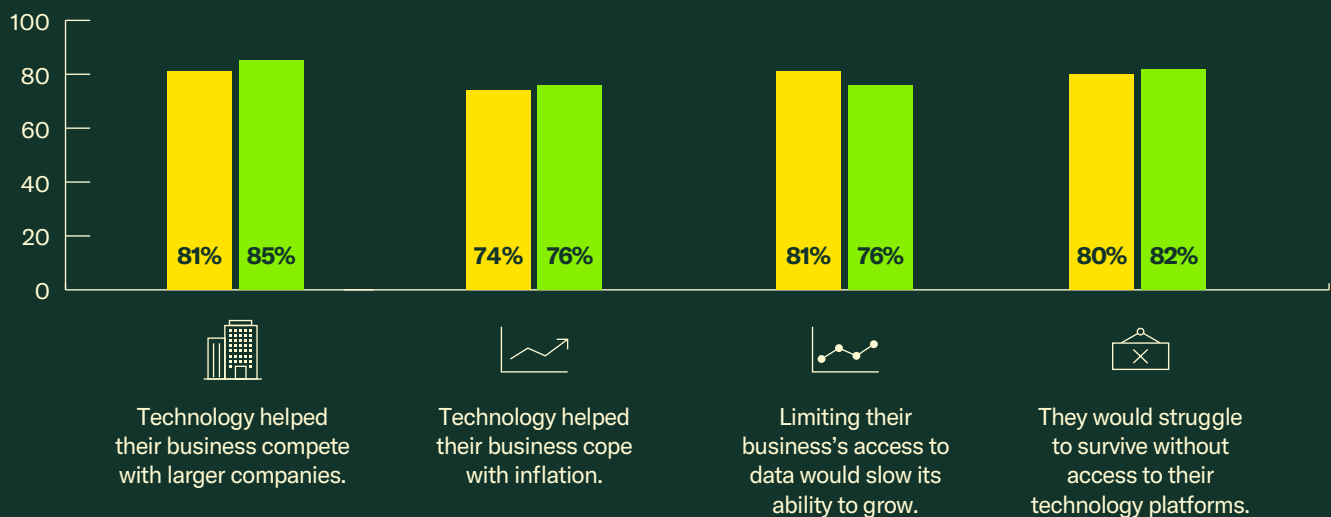
Key Numbers in Texas



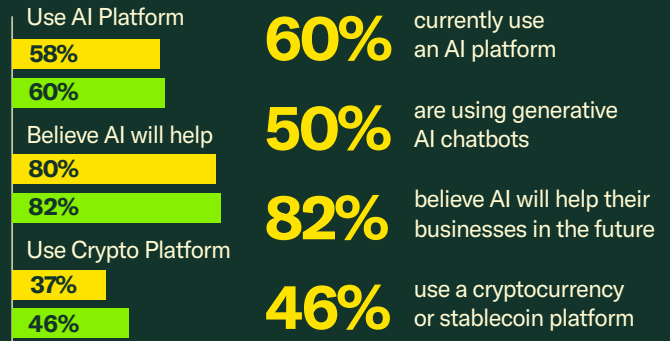
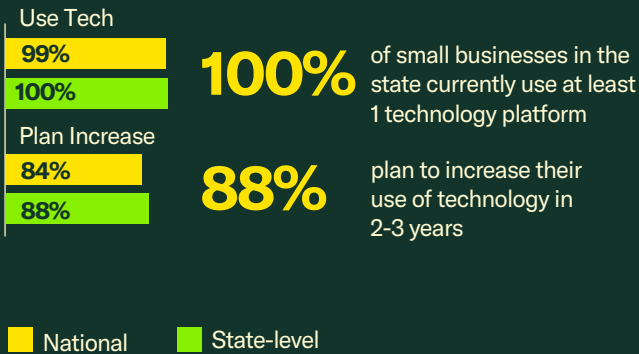
Tech and AI use leads to significant economic growth



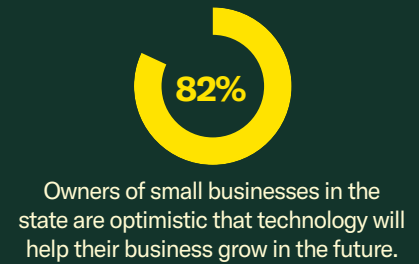
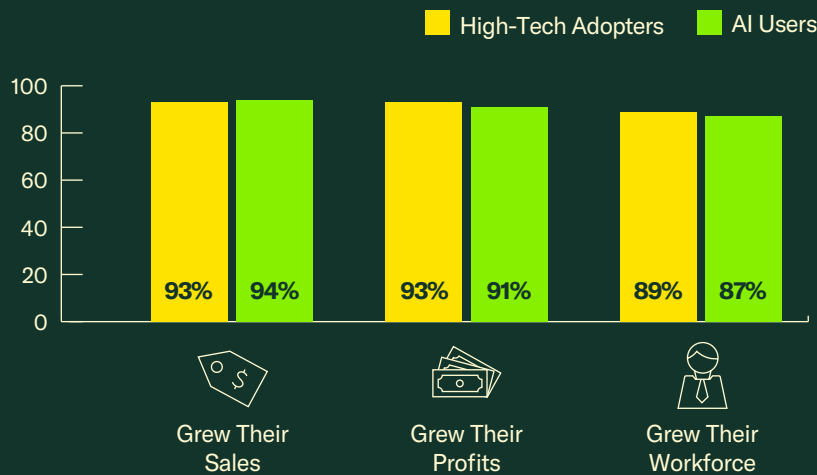
Small businesses in the state that make greater use of tech say...



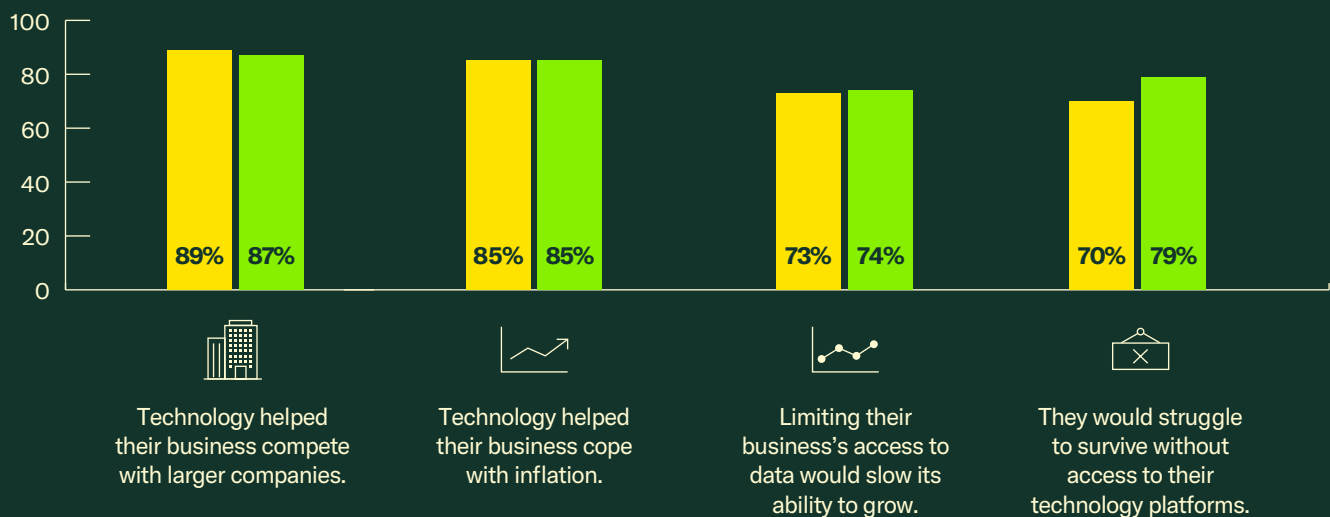
Key Numbers in Utah



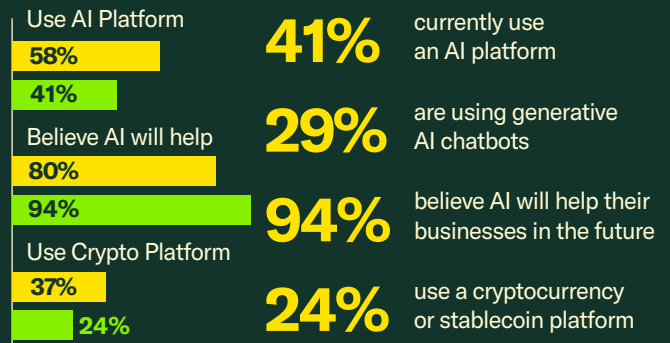
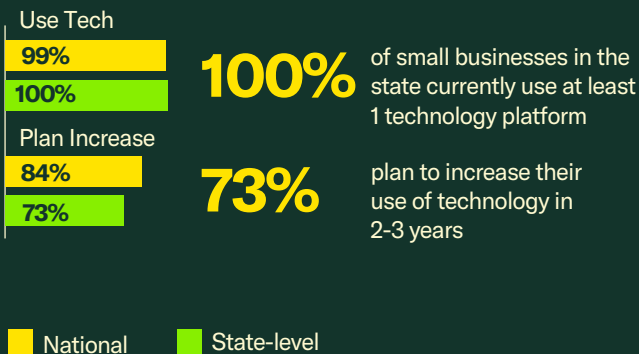
Tech and AI use leads to significant economic growth



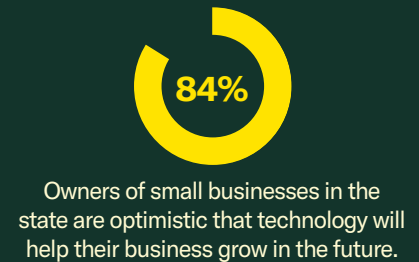
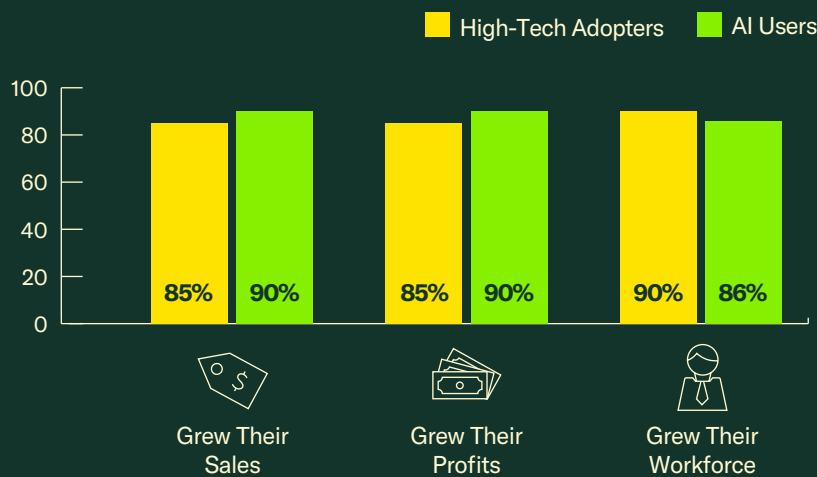
Small businesses in the state that make greater use of tech say...



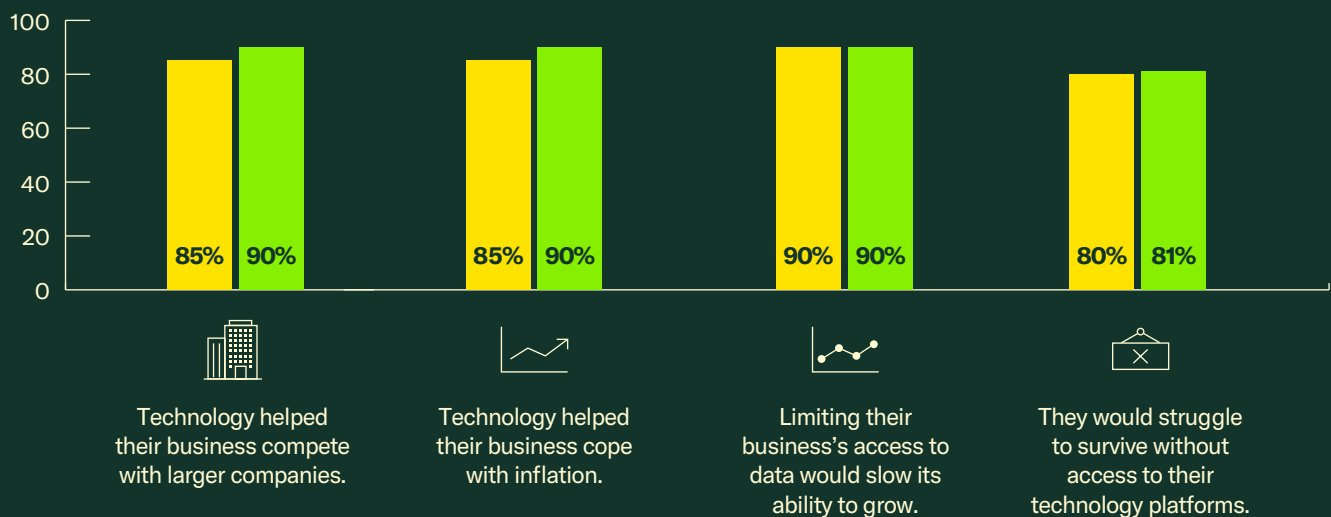
Key Numbers in Vermont



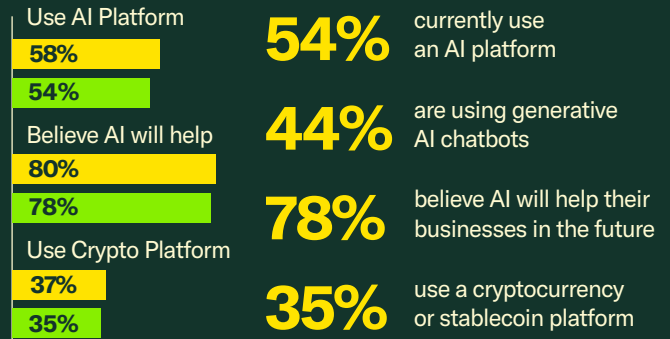
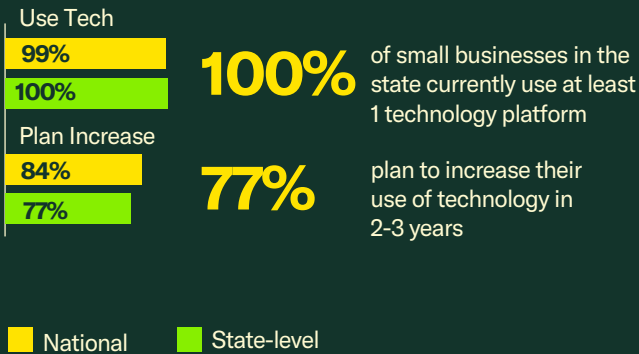
Tech and AI use leads to significant economic growth



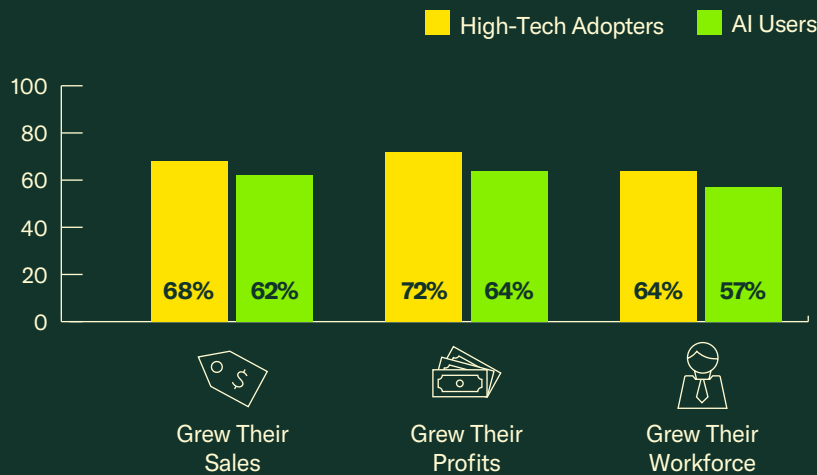
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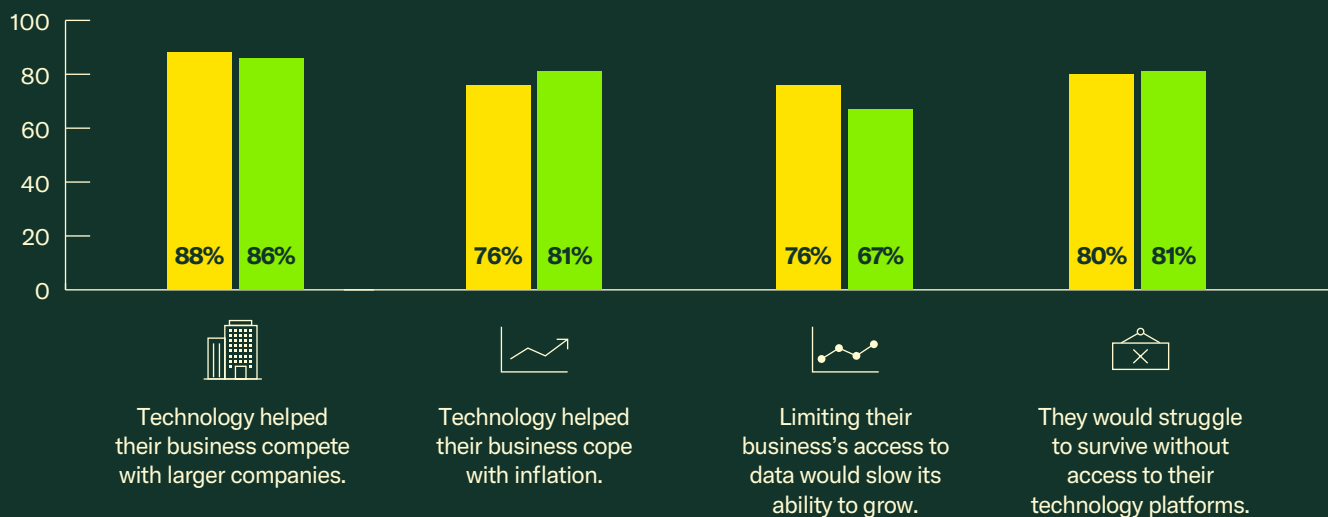
Key Numbers in Virginia



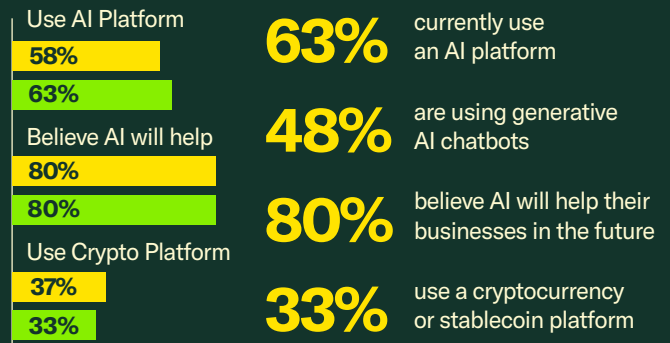
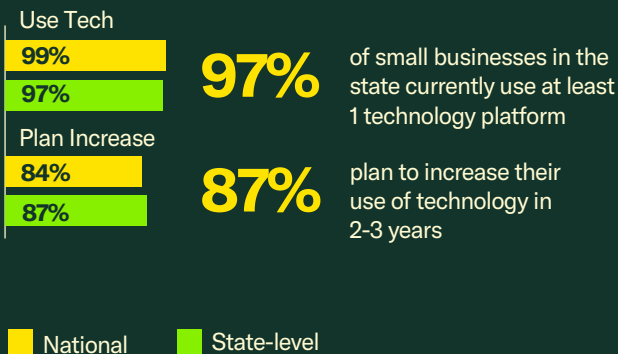
Tech and AI use leads to significant economic growth



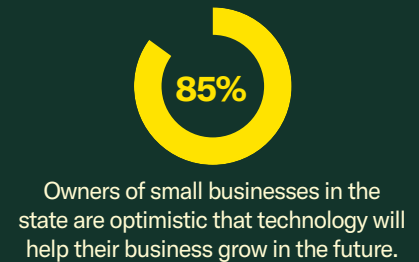
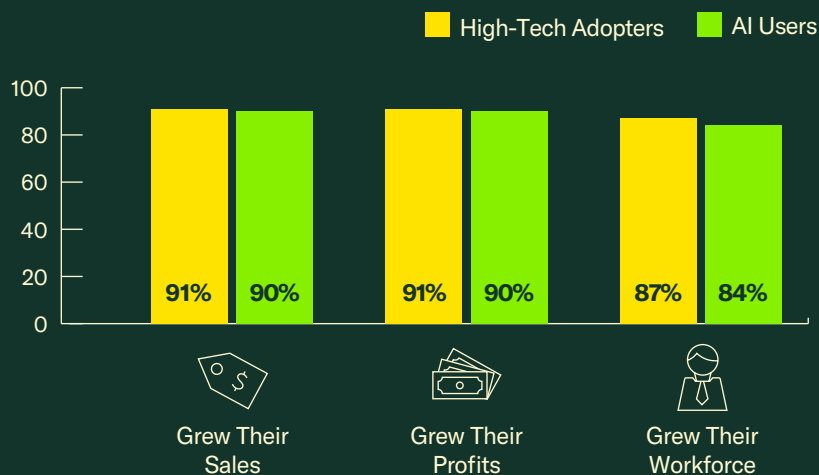
Small businesses in the state that make greater use of tech say...



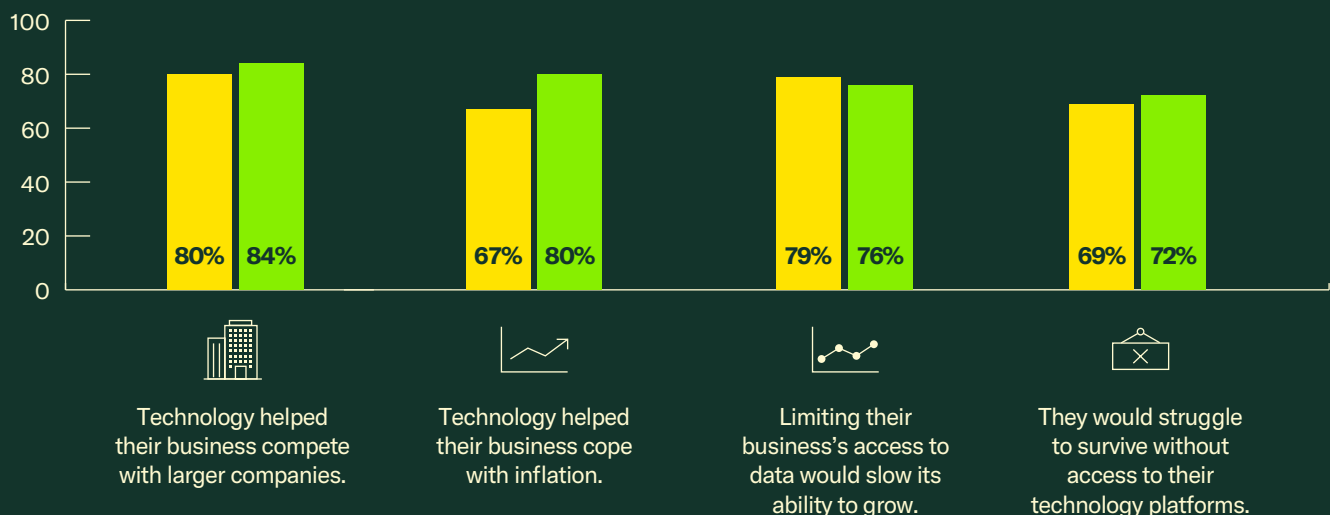
Key Numbers in Washington



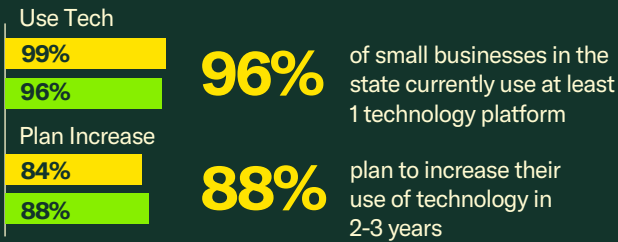
Tech and AI use leads to significant economic growth



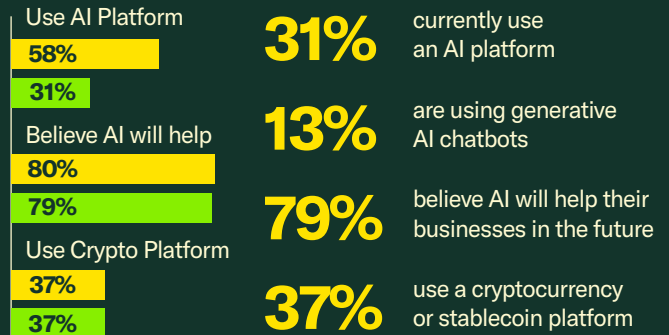
Small businesses in the state that make greater use of tech say...



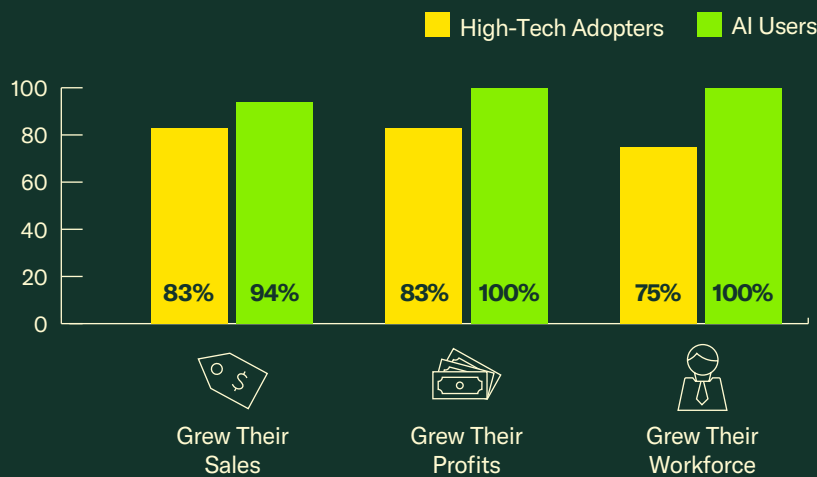
Key Numbers in West Virginia



■ National ■ State-level



Tech and AI use leads to significant economic growth

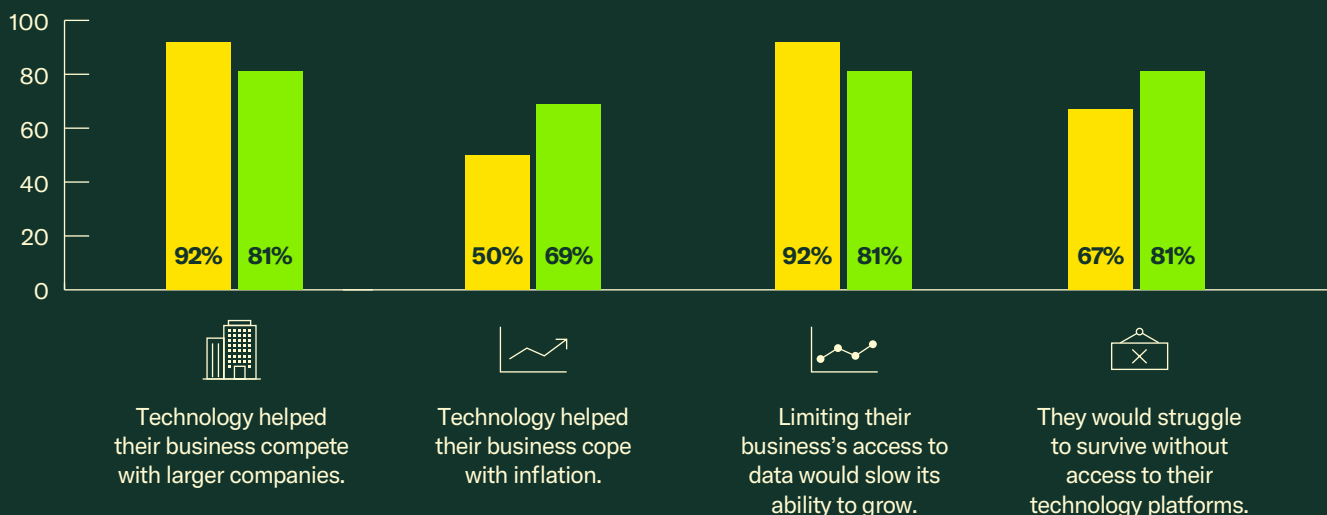


Owners of small businesses in the state are optimistic that technology will help their business grow in the future.

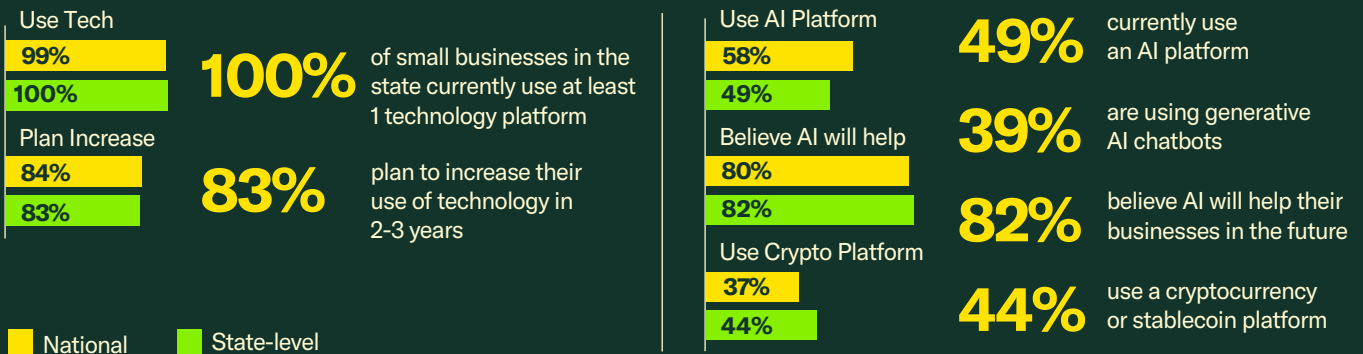


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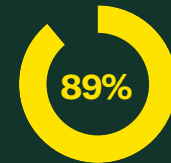
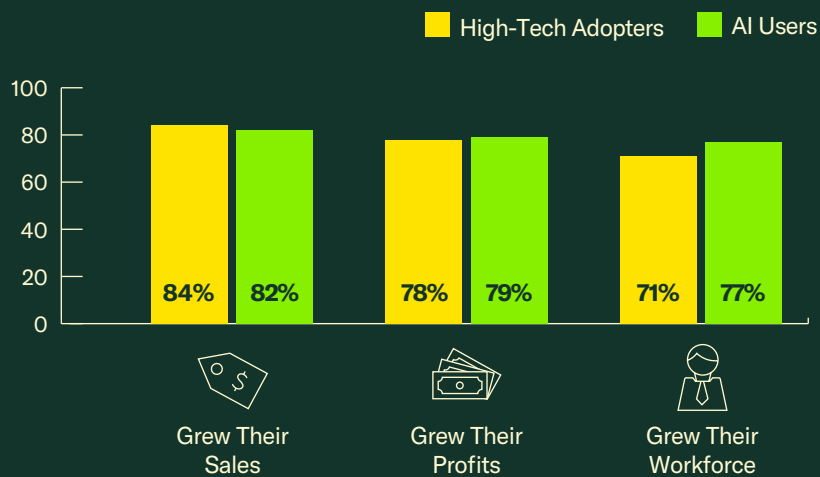
Small businesses in the state that make greater use of tech say...



Key Numbers in Wisconsin



Tech and AI use leads to significant economic growth

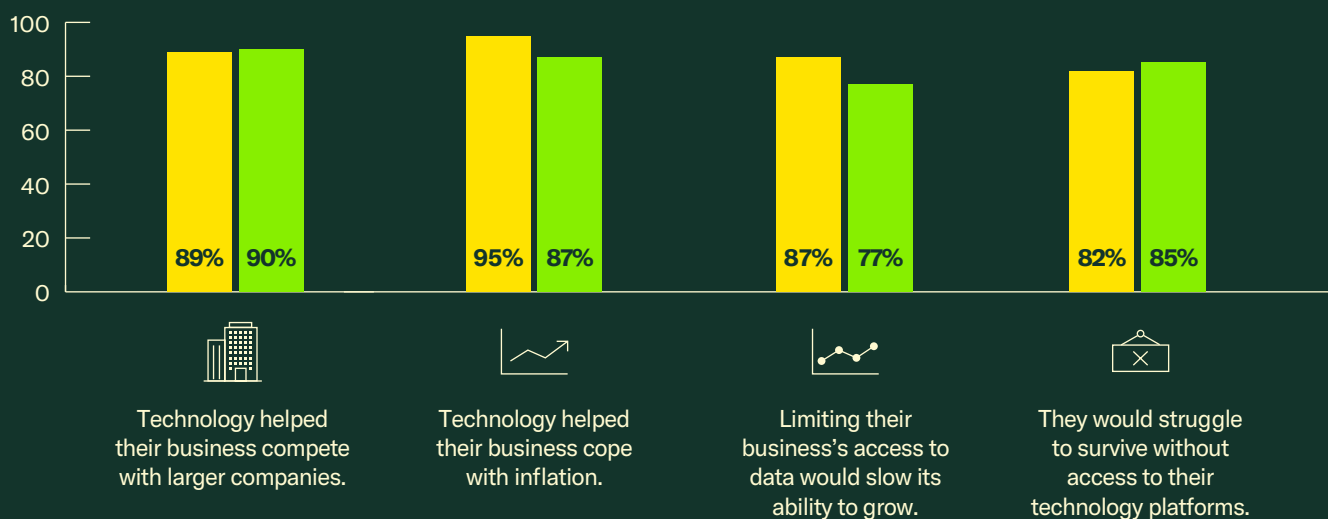


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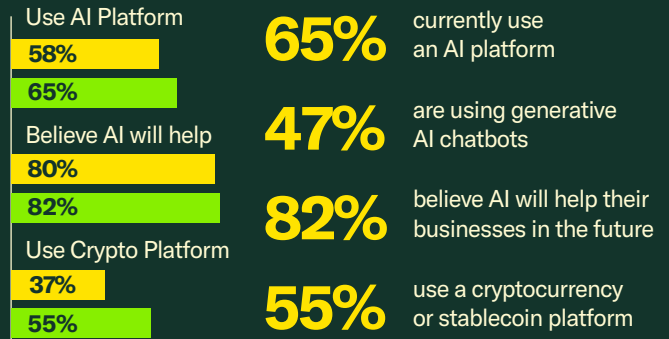
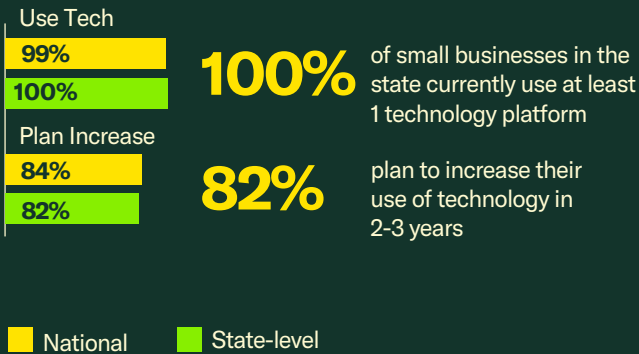


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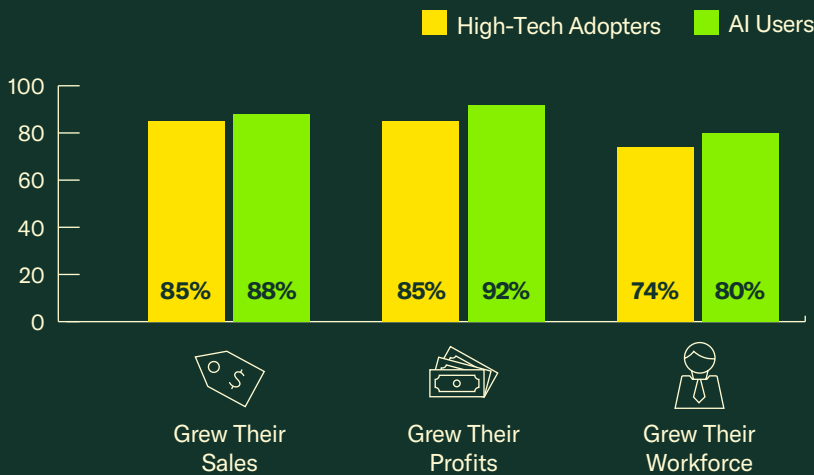
Small businesses in the state that make greater use of tech say...



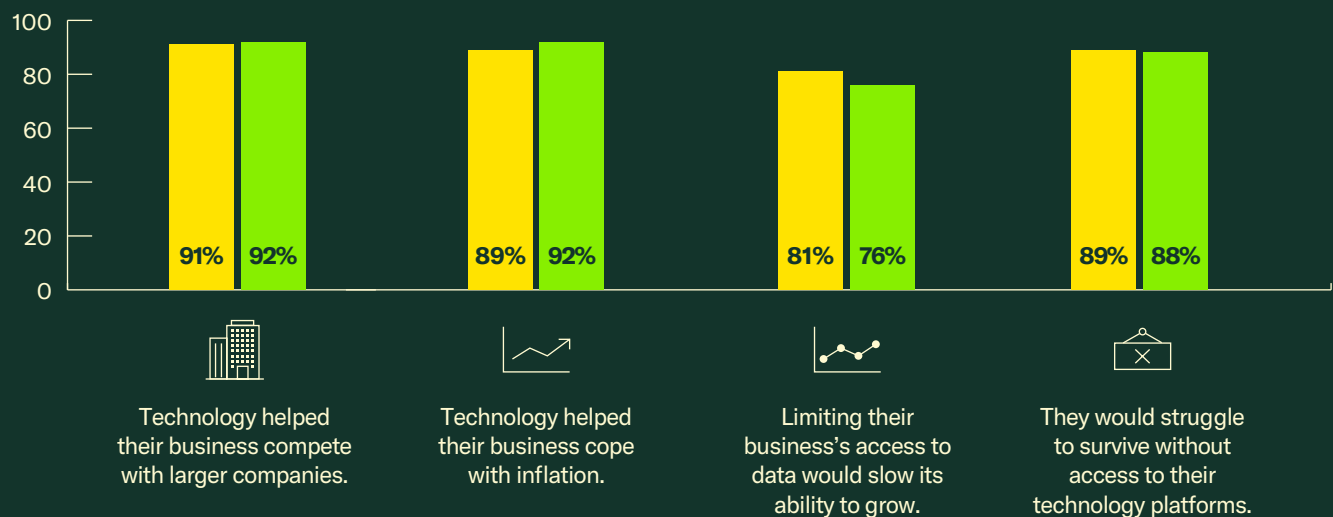
Key Numbers in Wyoming



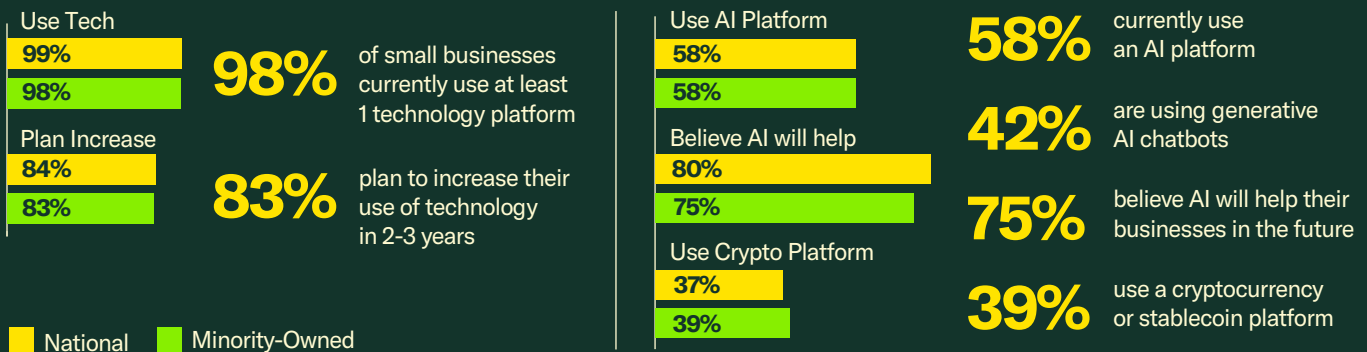
Tech and AI use leads to significant economic growth



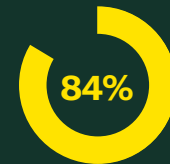
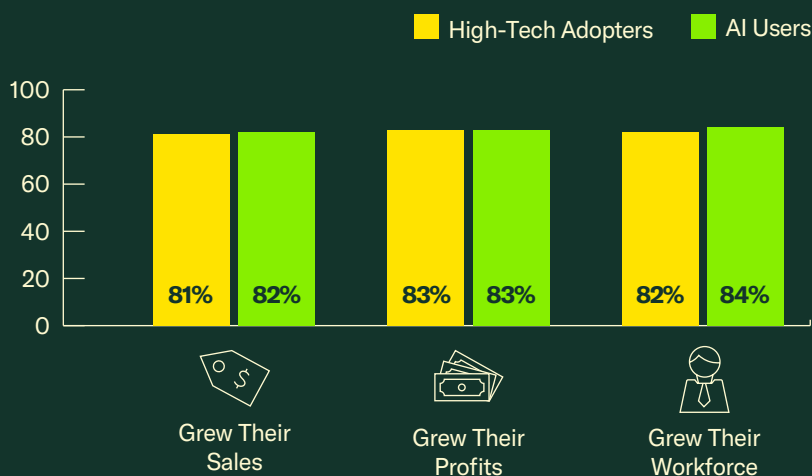
Small businesses in the state that make greater use of tech say...



Key Numbers: Minority-Owned Small Businesses



Tech and AI use leads to significant economic growth

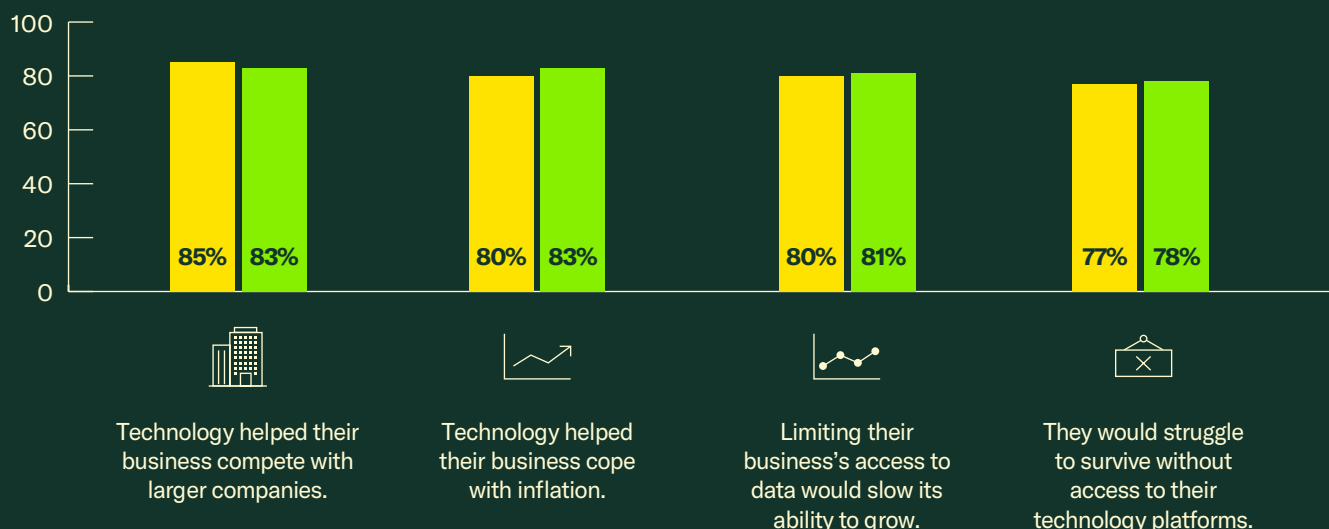


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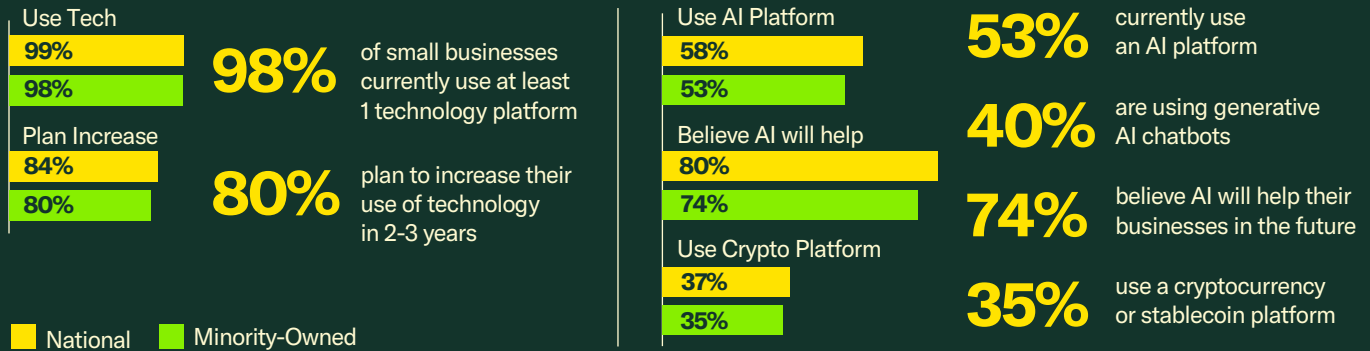


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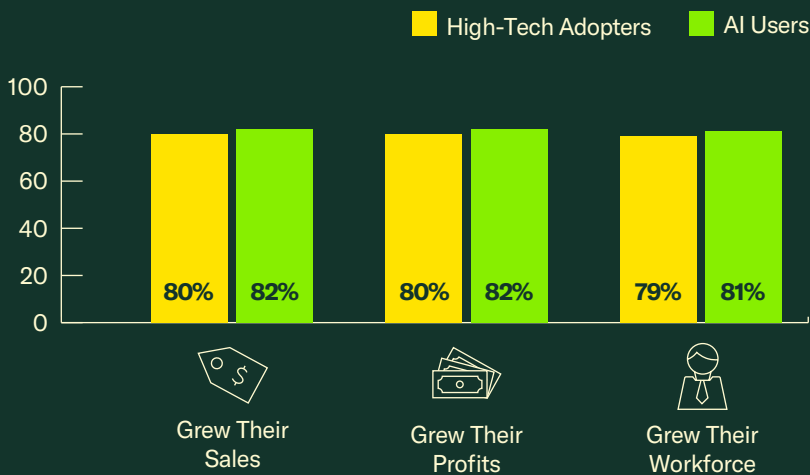
Minority-owned small businesses that make greater use of tech say...



Key Numbers: Woman-Owned Small Businesses



Tech and AI use leads to significant economic growth

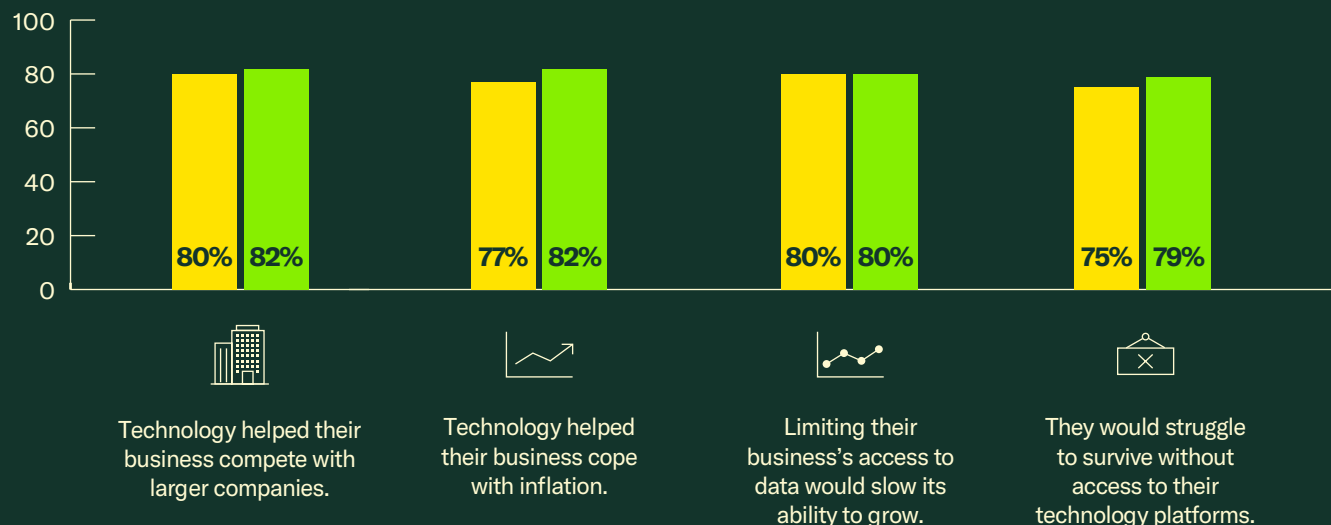


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Female-owned small businesses that make greater use of tech say...

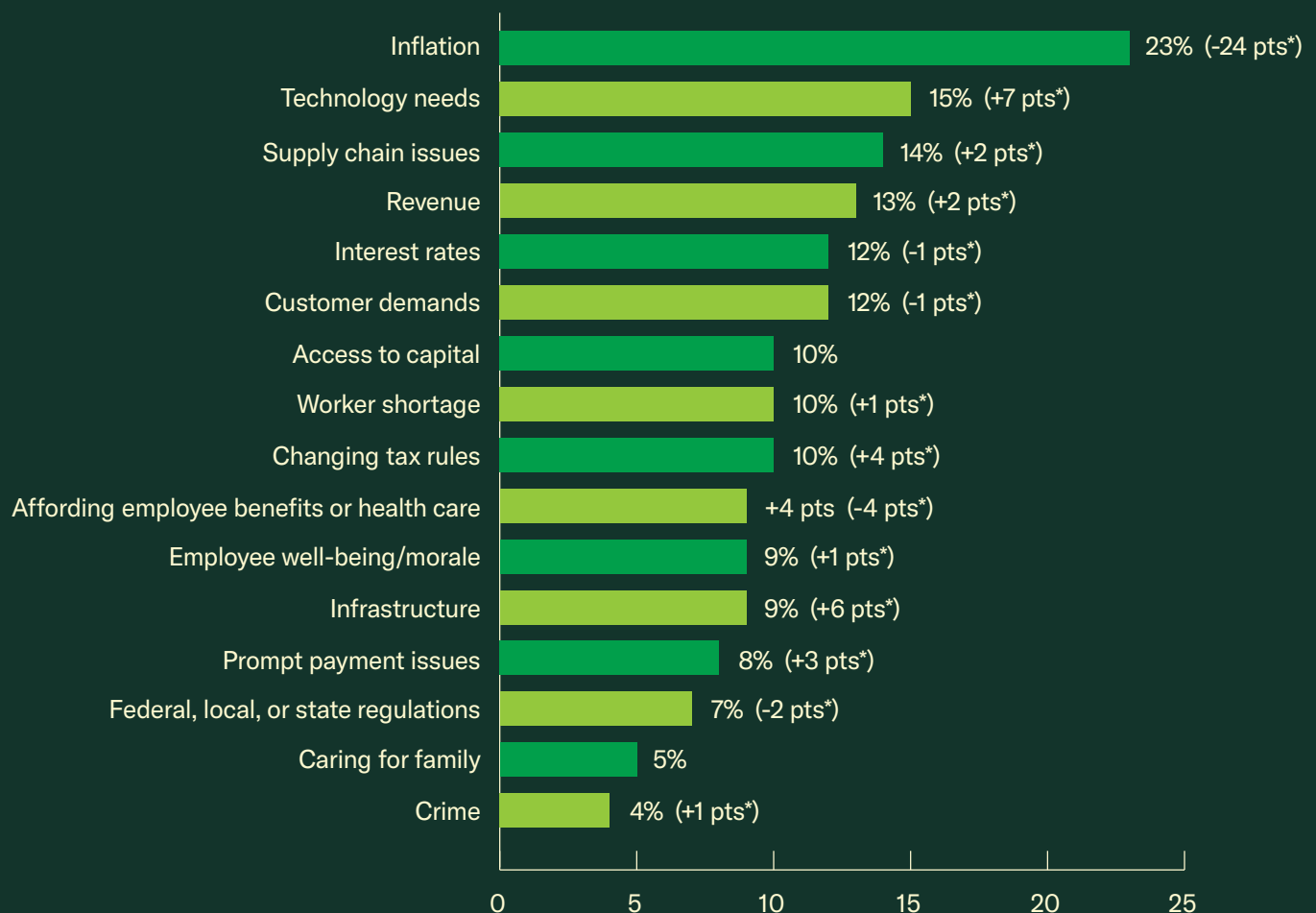


Appendix C: Small Business Challenges

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.



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



U.S. Chamber of Commerce