



Small Business AI Report

**Trends, Challenges
& Opportunities**



MAY 2024

Project Methodology

Participants were randomly selected from sample panels.

Data collection was launched on April 8th and concluded on April 11th, 2024.

Small business sample purchased from Research Innovation and ROI.

Number of participants 530 small businesses.

Number of employees 1 to 100, where 'one employee' is defined as the owner and 'two employees' is the owner and one other person.

Revenue \$100k to \$24.9 million.

Age 21 or older.

In business for one year or more.

Respondents had to be decision-makers for the business and have a title associated with decision-makers.

Survey Overview

AI's influence on how businesses do business is increasing at lightning speed. In April of 2024, Thryv® set out to capture the current mindset of small business owners when it comes to the emerging dominance of AI.

Projected Adoption

Time is one thing small businesses (SMBs) universally do not have enough of. Thryv's survey features compelling data from SMBs that quantifies the time efficiencies they are realizing from AI use – and the benefits to their bottom line. Despite some trust issues and the general feeling that it is “too new,” 39% of SMBs surveyed are currently using AI. And by the end of 2025, that number is expected to jump to 51%.

Read on to see data that reveals what SMBs see as the pros and cons to AI, how age and size of business impact adoption, how they expect it to impact their business and their employees, and more.

Key Takeaways

AI is not just for big business.

- Currently, 39% of SMBs surveyed are using AI.
- Expected to jump to 51% by the end of 2025.

SMBs using AI are realizing some big savings:

- More than half (57%) of current AI users estimate savings between \$500-\$2K a month using AI.
- 55% estimate savings up to 20 hours a month using AI.

Areas SMBs are using, or planning to use, AI.

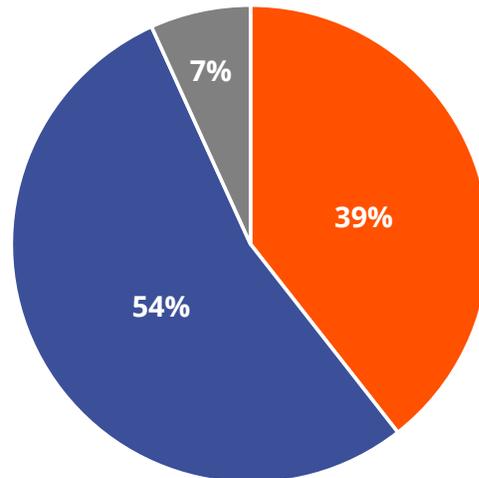
- Content Marketing 58%.
- Social Media 49%.
- Customer Relations 40%.

Advantages that SMBs anticipate when using AI.

- Offloading repetitive tasks 73%.
- Giving personal time back 67%.
- Helping with resource constraints 58%.
- Only slightly more than one-third (37%) think AI will make them less reliant on employees.

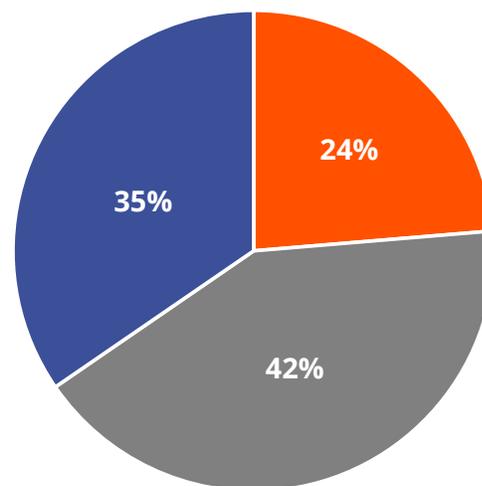
Current & Planned Use of AI

Are you **currently using artificial intelligence (AI)** in your business, including software you use that incorporates AI?



■ Use AI now ■ Do not use AI now ■ Don't know

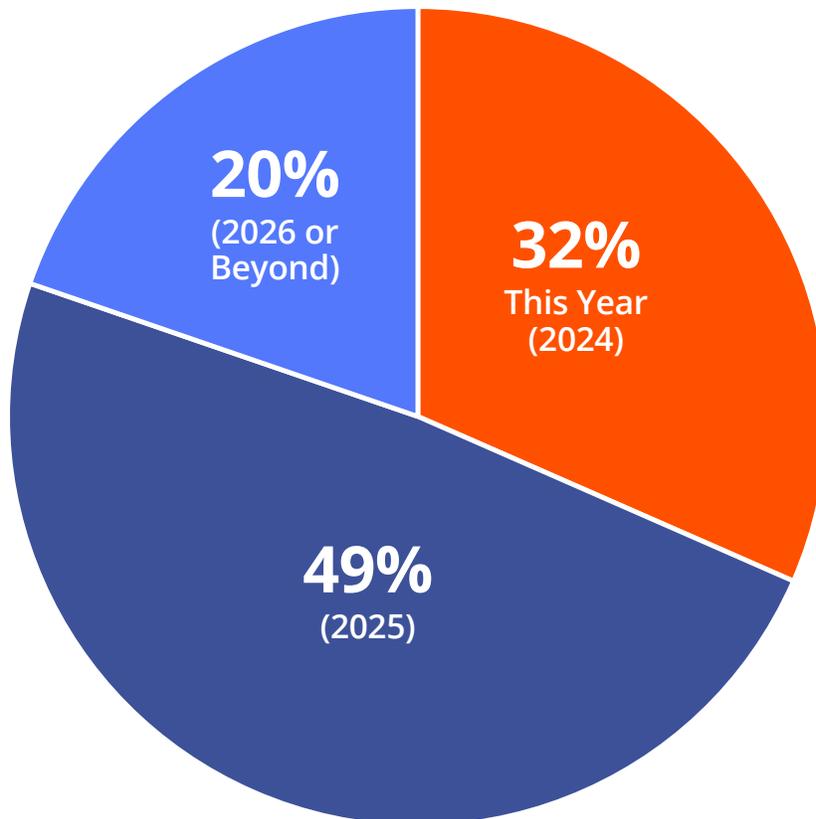
Do you **plan to incorporate AI** into your business in the future?



■ Plan to ■ Don't know ■ Do not plan to

Timing of Adoption

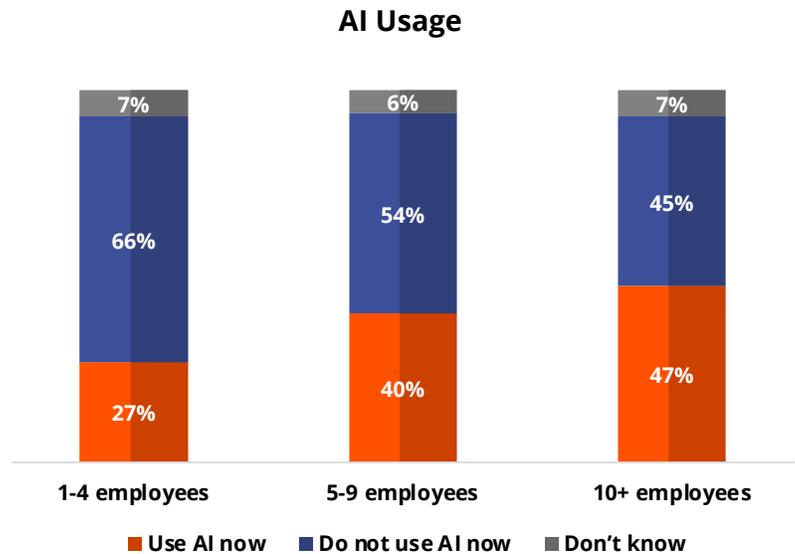
When do you think you will **begin to incorporate AI** into your business?



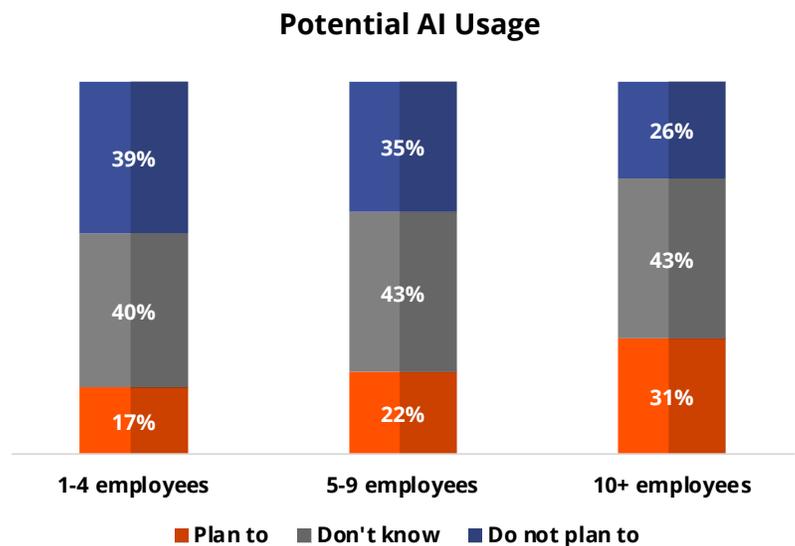
Current & Planned Use of AI

By Number of Employees

Are you **currently using artificial intelligence (AI)** in your business, including software you have been using that now uses AI?



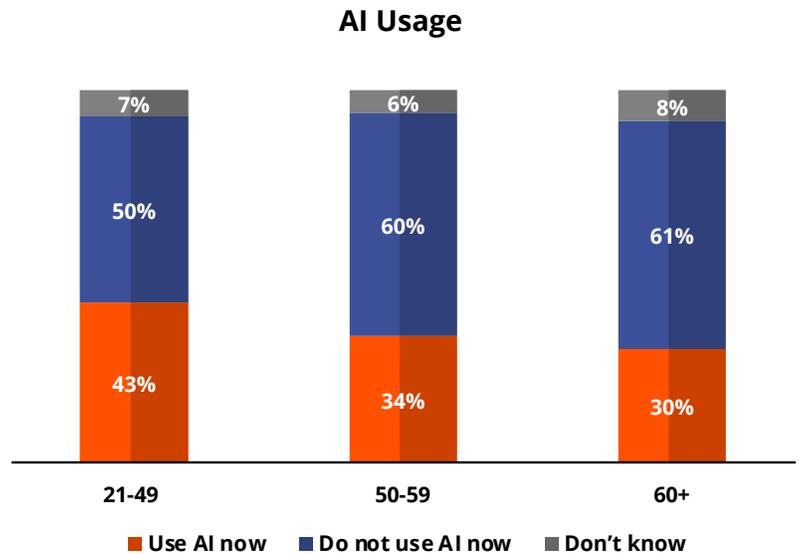
Do you **plan to incorporate AI** into your business in the future?



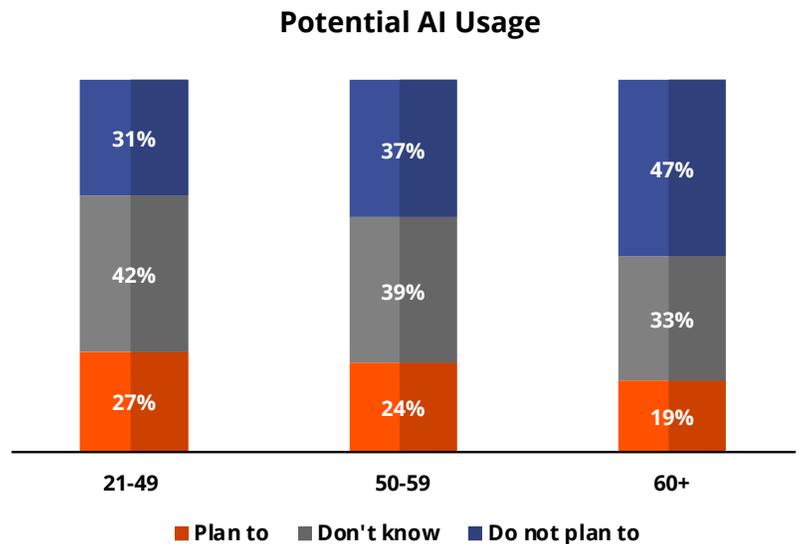
Current & Planned Use of AI

By Age of Respondent

Are you **currently using artificial intelligence (AI)** in your business, including software you have been using that now incorporates AI?



Do you **plan to incorporate AI** into your business in the future?





Most Positive Impact on Small Business

Which of the following do you think will have the **most favorable impact on your business** over the next two years?

57%

Lower inflation

13%

More generous credit options for small businesses

15%

More widespread applications of AI

15%

A favorable job market for employers

Preference for AI, New Employee, or Least Expensive Option

If you needed to add a new resource to your business, and either a person or AI software could perform the task equally with no measurable difference between the two, would you **prefer to hire a new employee or purchase AI software?**



30%

I would prefer the least expensive option.



34%

I would prefer to hire a new employee.



36%

I would prefer to purchase AI software.

Likely to Occur if AI is Adopted

Do you think any of the following are **likely** if you adopted AI software?

It will give my business the advantage of operating like a larger business



It might make my business feel more impersonal to my customers



It could have unintended consequences



Offload repetitive tasks



Gives me personal time back



Help with resource constraints



Makes my business less reliant on employees*



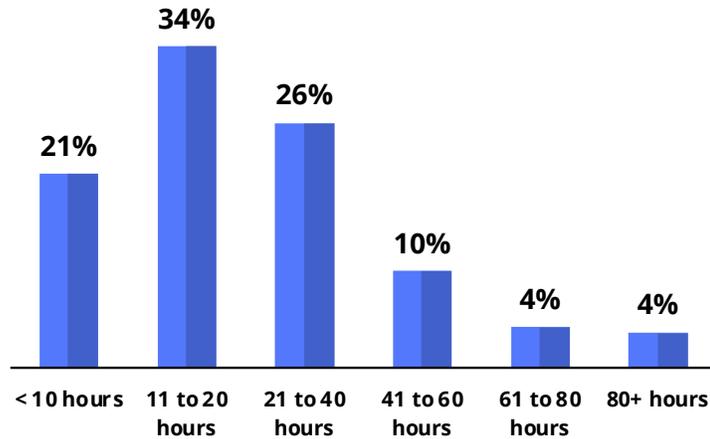
■ Yes
 ■ Maybe
 ■ No

*Agree/Disagree Scale Used

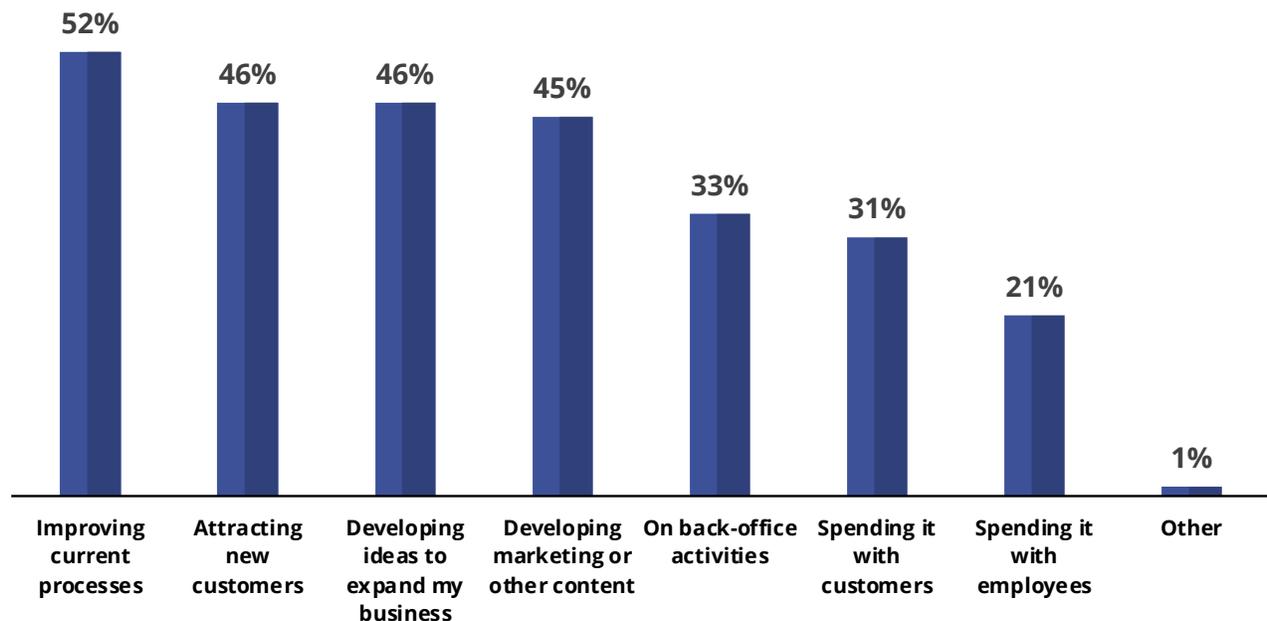
Projected Savings: Time

AI Users Only

On average, **how much time** do you think AI will **save your business** per month?



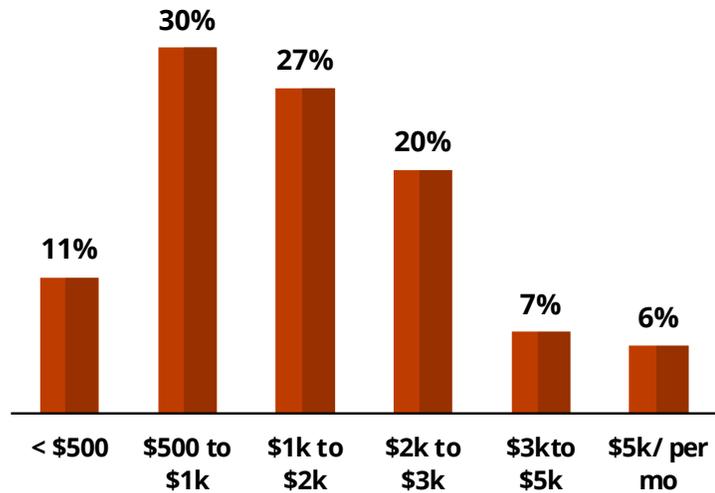
How are you **using the time** that AI saves your business?



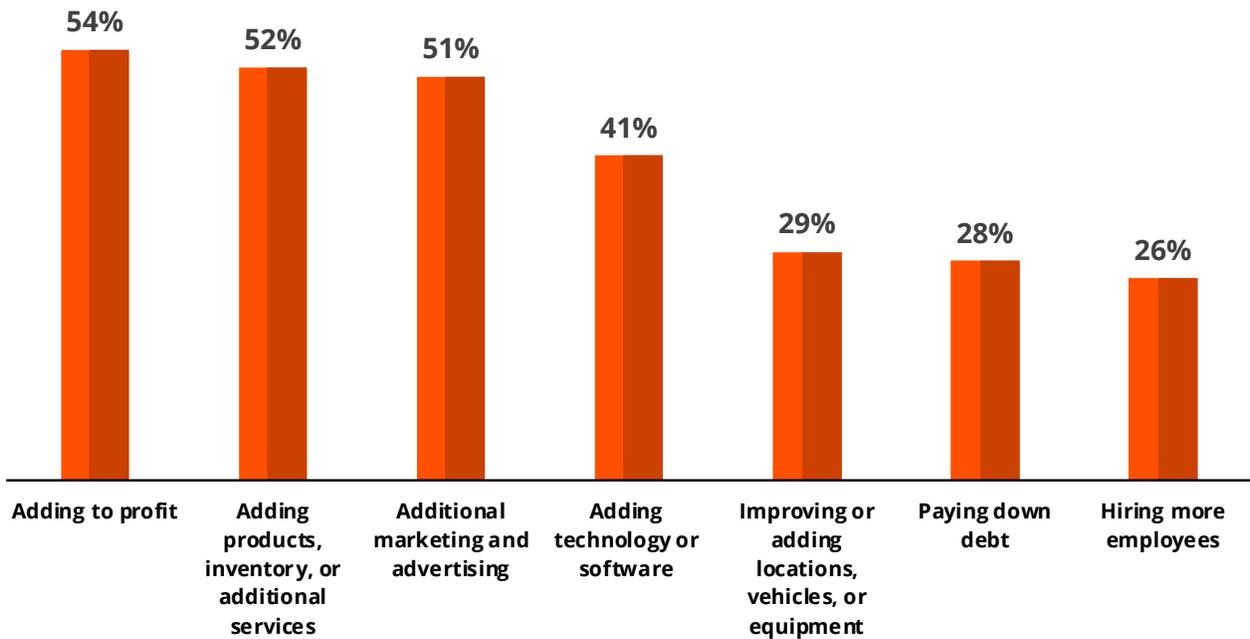
Projected Savings: **Costs**

AI Users Only

On average, **how much money** do you think AI will **save your business** per month?



How are you **using the money** that AI saves your business?

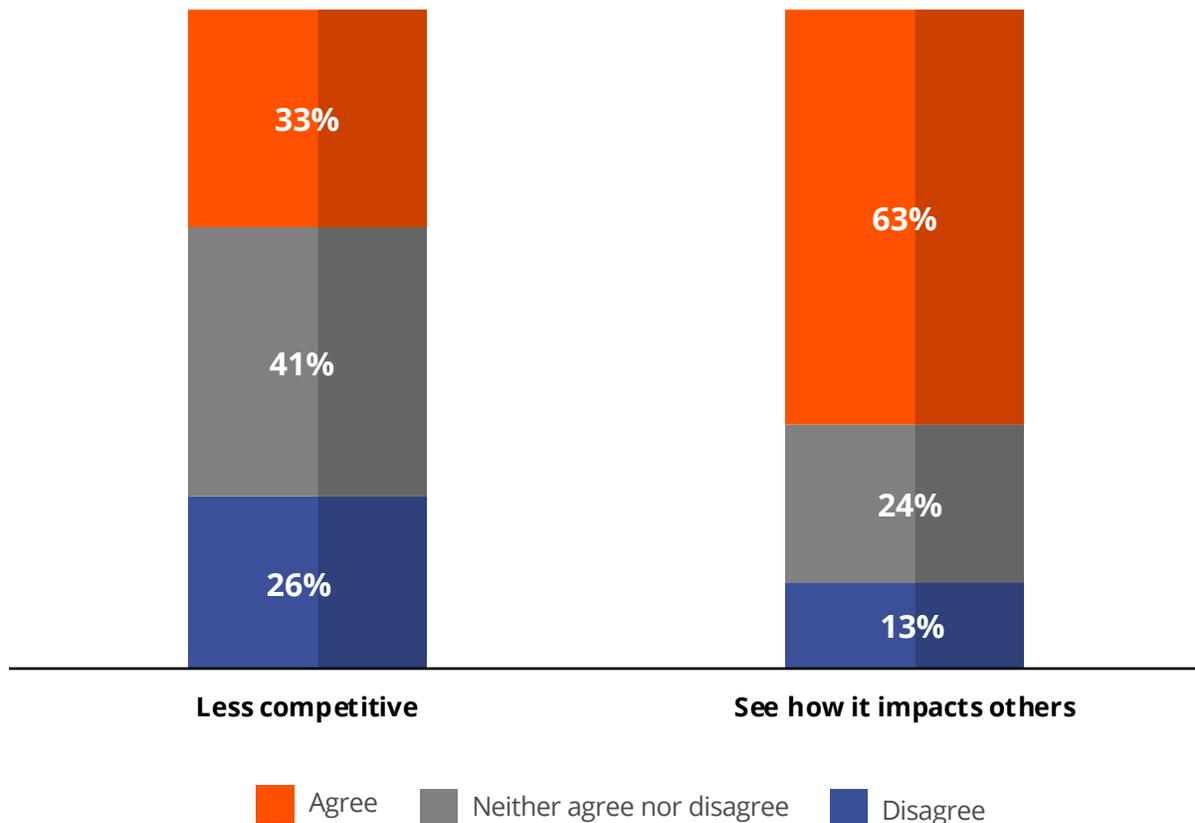


Impact of **Not Adopting AI**

How much do you **agree or disagree** with these statements about adopting AI into your business?

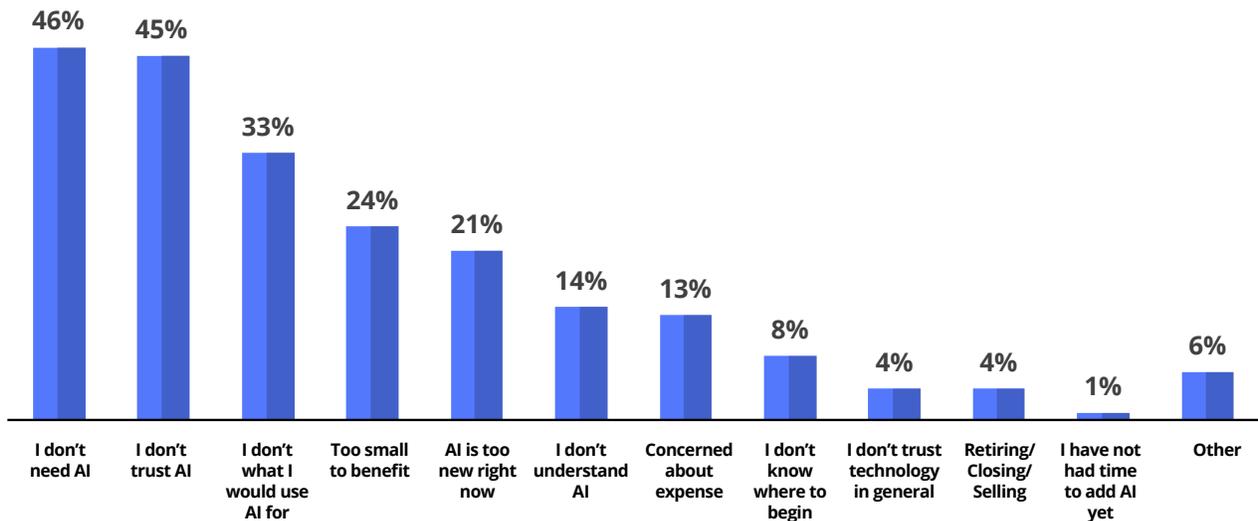
I feel like I am becoming **less competitive** the longer I wait to adopt AI.

I would like to **see how AI impacts other** small businesses before adopting it myself.

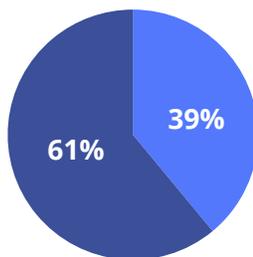


Reasons for **Not Adopting AI**

Why are you **not planning to use AI** in your business? Select all that apply.

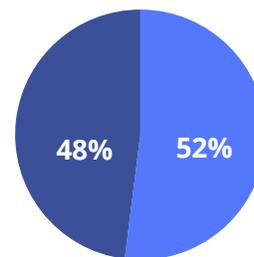


Do Not Trust AI



■ Younger than 50 years ■ 50 years or older

Do Not Know Where to Begin



■ Younger than 50 years ■ 50 years or older



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