



GoDaddy

First-Ever Survey of U.S. Small Businesses on Generative AI

SPRING 2023

In **April 2023**, GoDaddy conducted a survey with **1,003 U.S. small business owners*** to gauge their awareness and perceptions of **generative AI**, the transformative technology capturing attention and imaginations worldwide.

This research follows GoDaddy's launch of the first **Generative AI Prompt Library for Small Businesses** and a rapidly evolving suite of AI tools to help them save time and attract customers.

*1,003 small businesses participated in the survey. 98% of the respondents reported employing 50 or fewer employees.

What's Ahead?



- **Small Businesses Face Growth Challenges**
- **Help Wanted: Entrepreneurs Seek Assistance**
- **What Small Businesses Know About AI**
- **AI Use Cases**
- **Why Small Businesses Are Optimistic About AI**
- **Key Takeaways**

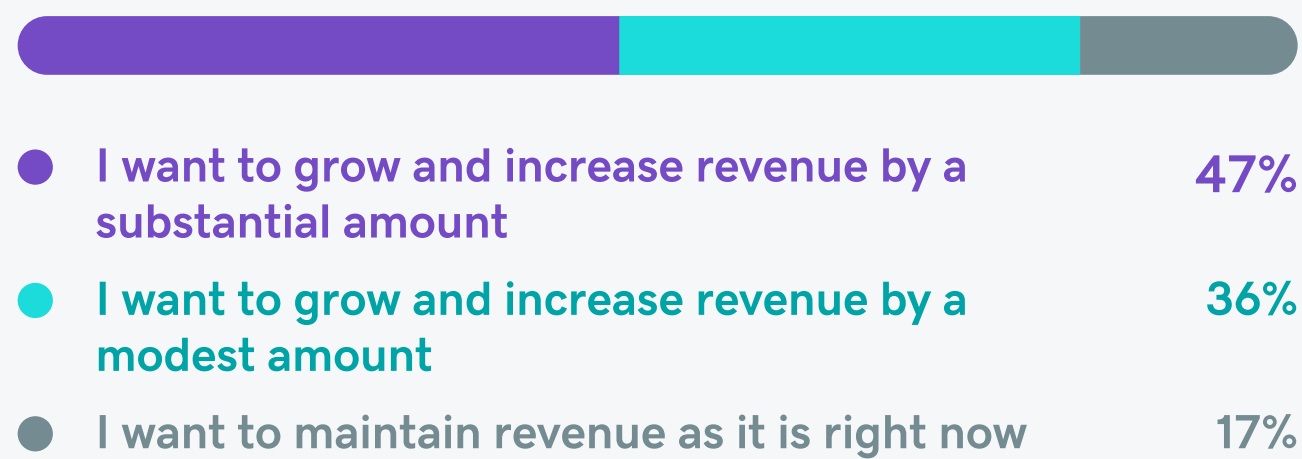
Small Businesses Face Growth Challenges



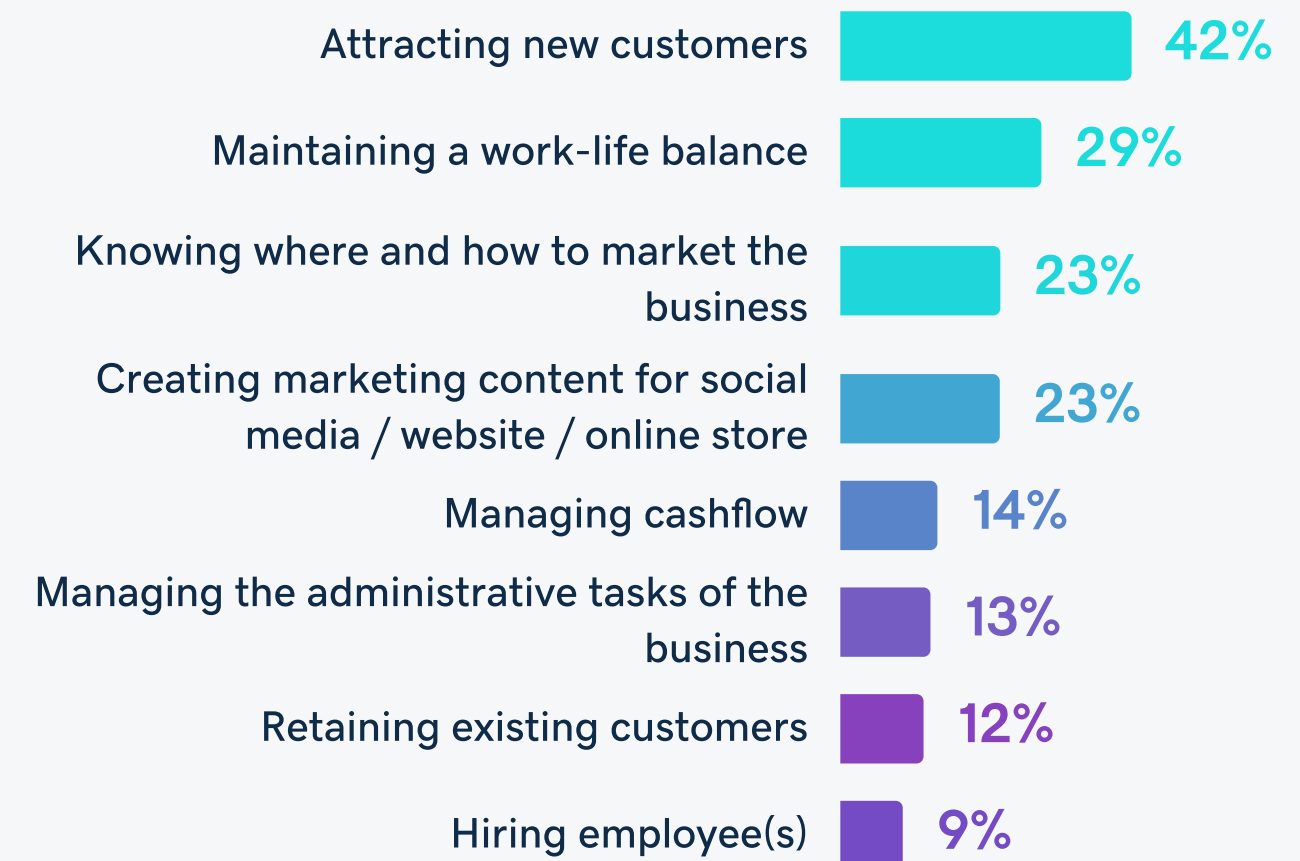
1 in 4 small business owners find creating marketing content for digital use to be the most difficult activity to manage.



Sentiment towards business growth over the next 12 months



“Which of the following activities are the most difficult for you when managing your business?”



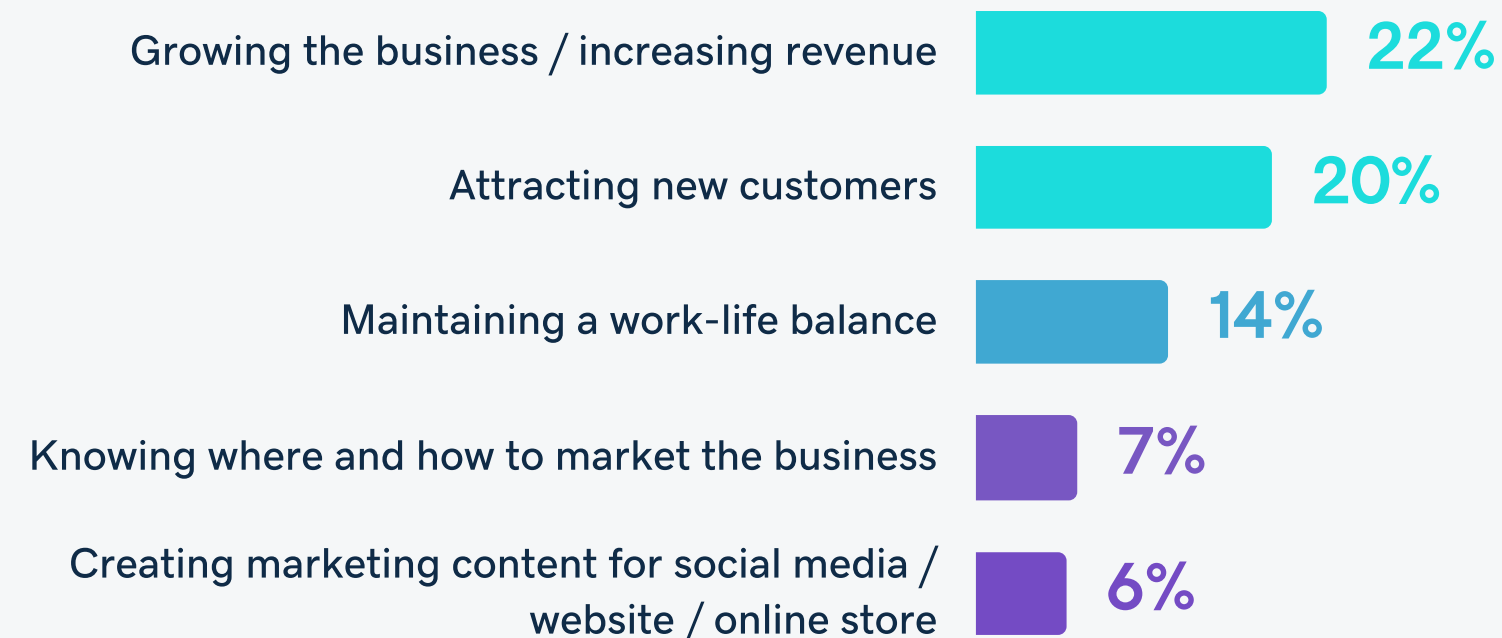
Source: GoDaddy Survey, April 2023. (N=1,003). Respondents were able to select all options they felt applied.

Help Wanted: Entrepreneurs Seek Assistance

Small business owners recognize they can't do everything alone. They're also willing to seek outside help to tackle their biggest challenges.



Top 5 challenges small business entrepreneurs would like outside help overcoming



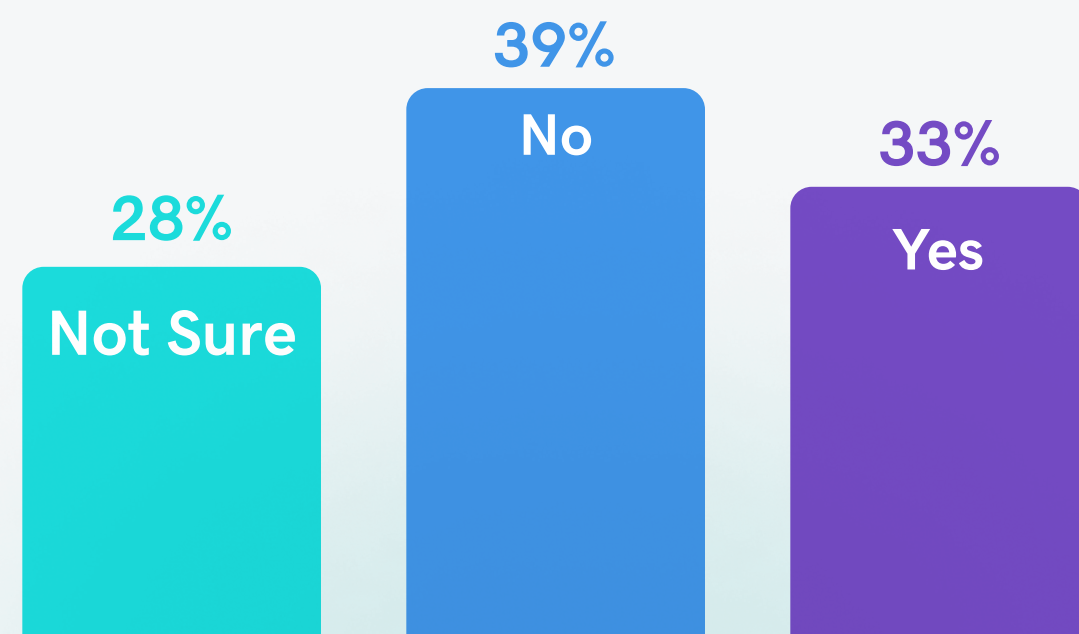
Source: GoDaddy Survey. April 2023. (N=1,003)

What Small Businesses Know About AI

33%

can explain what generative AI is

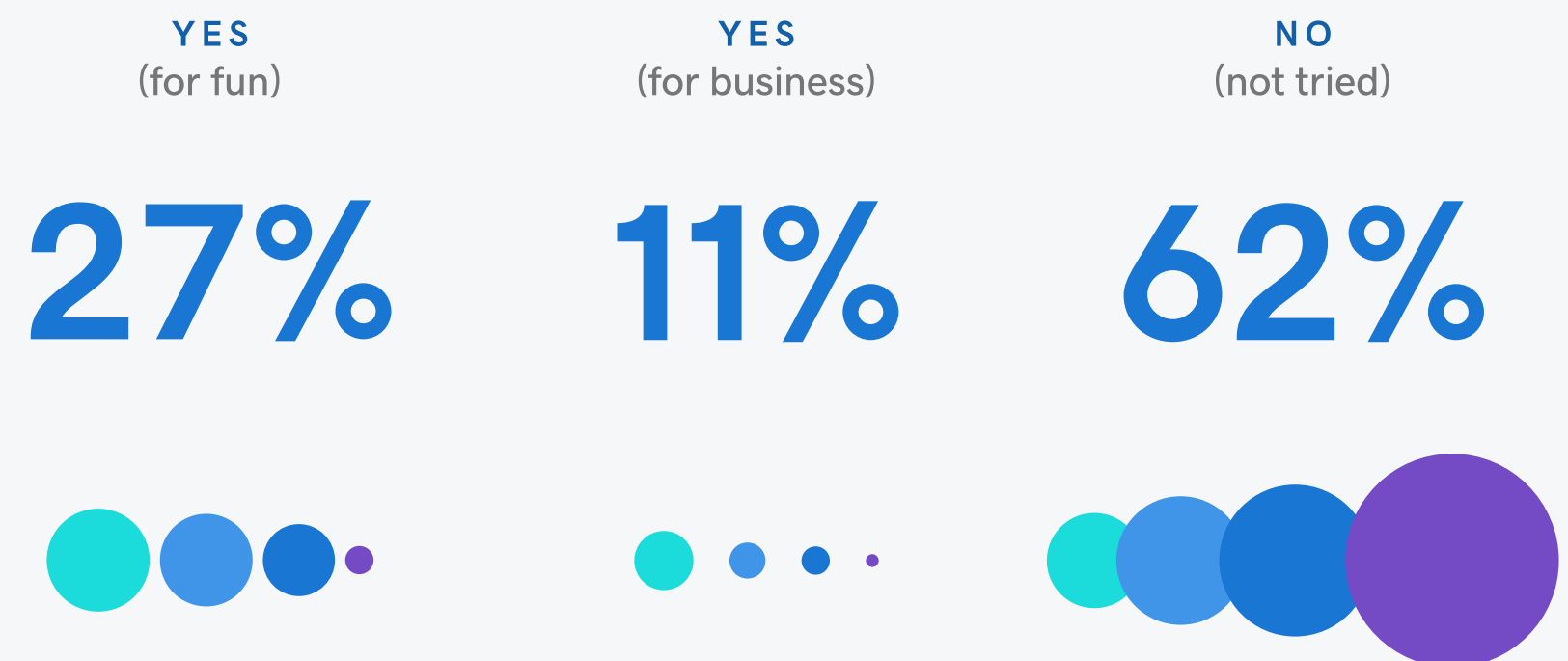
“Could you explain to a friend what generative AI is?”



Source: GoDaddy Survey. April 2023. (N=1,003)

ADOPTION

“In the past few months, have you tried using a generative AI tool?”



AGE BREAKDOWN

- 40% Gen Z (18-24)
- 36% Millennials (25-39)
- 28% Gen X (40-54)
- 11% Baby Boomers (55+)

AGE BREAKDOWN

- 23% Gen Z (18-24)
- 14% Millennials (25-39)
- 11% Gen X (40-54)
- 5% Baby Boomers (55+)

AGE BREAKDOWN

- 37% Gen Z (18-24)
- 50% Millennials (25-39)
- 59% Gen X (40-54)
- 83% Baby Boomers (55+)

Source: GoDaddy Survey. April 2023. (N=1,003)

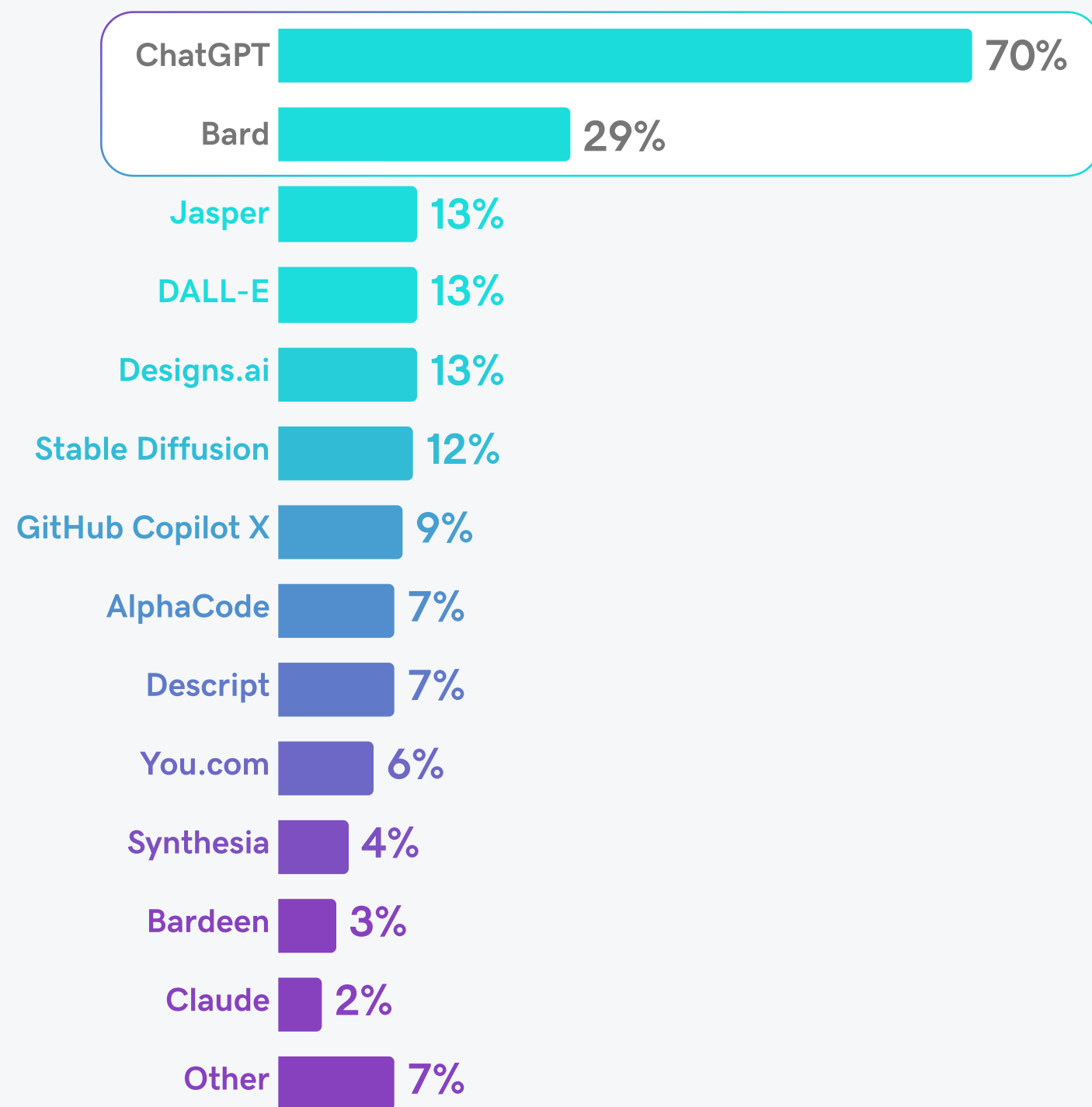


Those in the Baby Boomer generation (55+ years old) reported being the **least familiar** when it comes to **generative AI**.

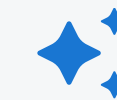
AI Use Cases

Going deeper on the 11% of entrepreneurs who reported using generative AI for their business

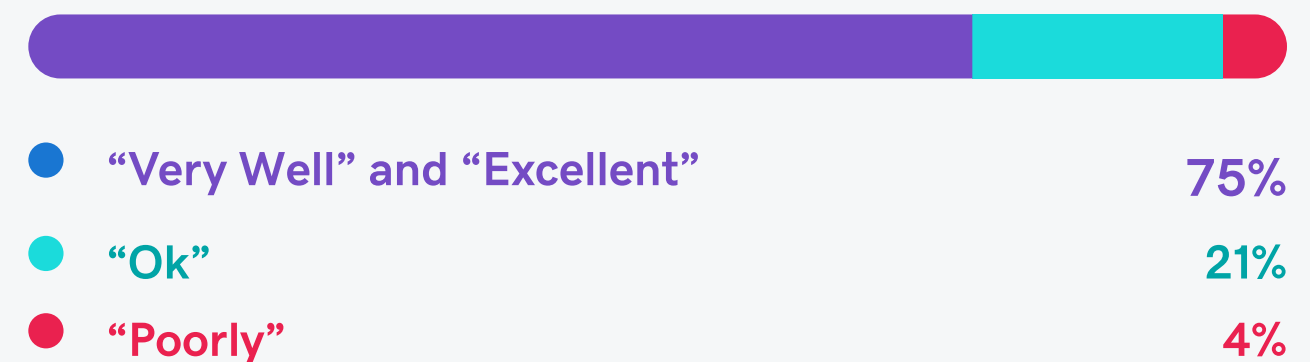
“Which tools have you used for your business?”



Source: GoDaddy Survey. April 2023. (N=1,003). All trademarks are property of their rightful owners, inclusion herein does not reflect an affiliation with GoDaddy.

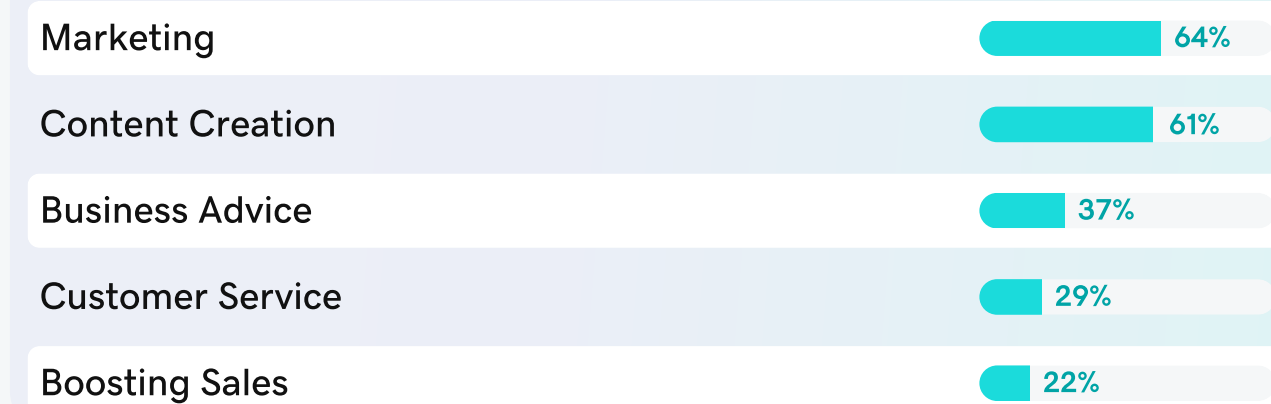


“How well did the generative AI tool(s) you used perform for business tasks?”



Most small business owners reported using generative AI tools for **marketing**.

“What business tasks did you do with the generative AI tools you tried?”

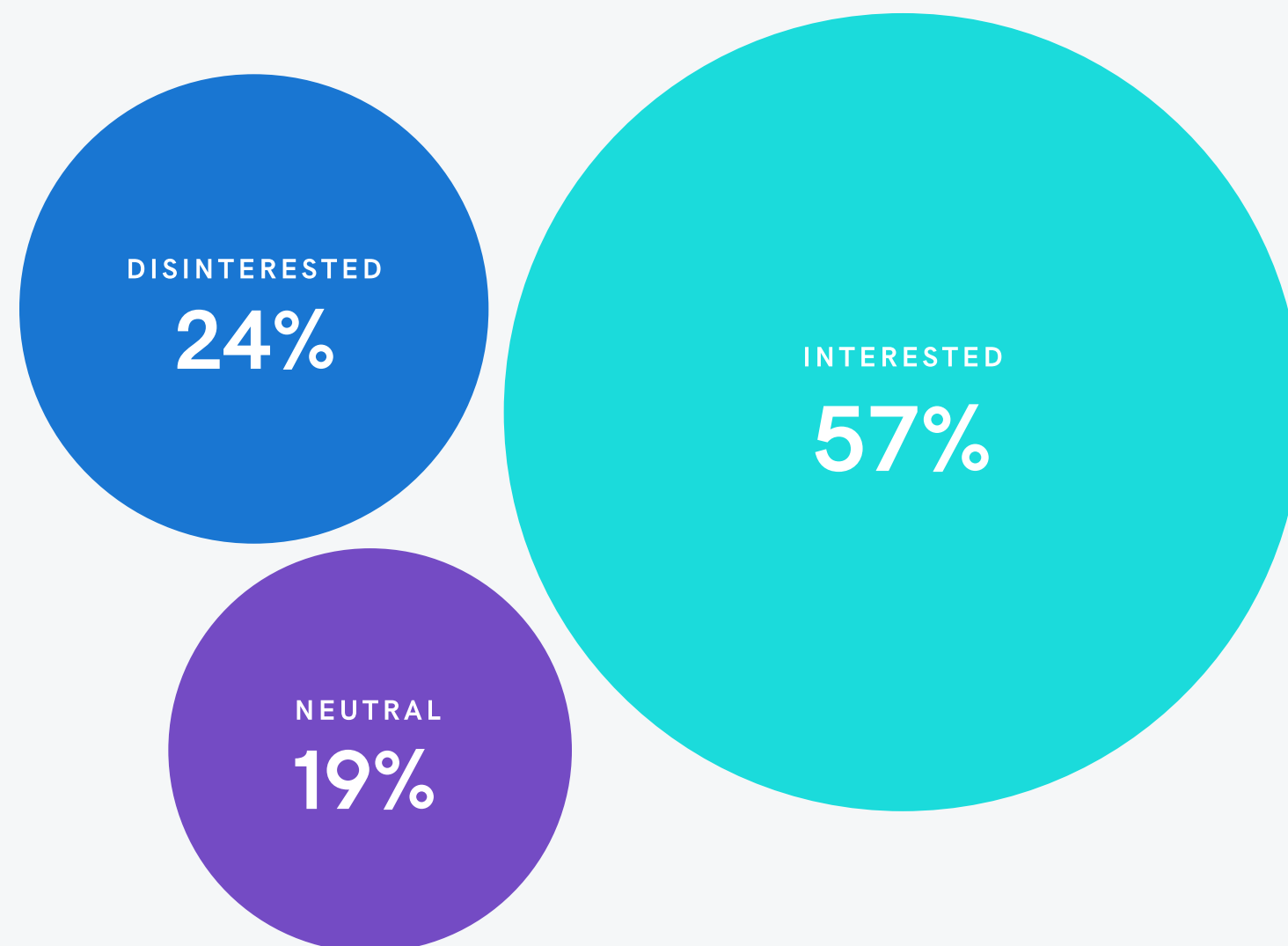


Source: GoDaddy Survey. April 2023. (N=1,003)

Why Small Businesses Are Optimistic About AI

INTEREST IN TOOLS

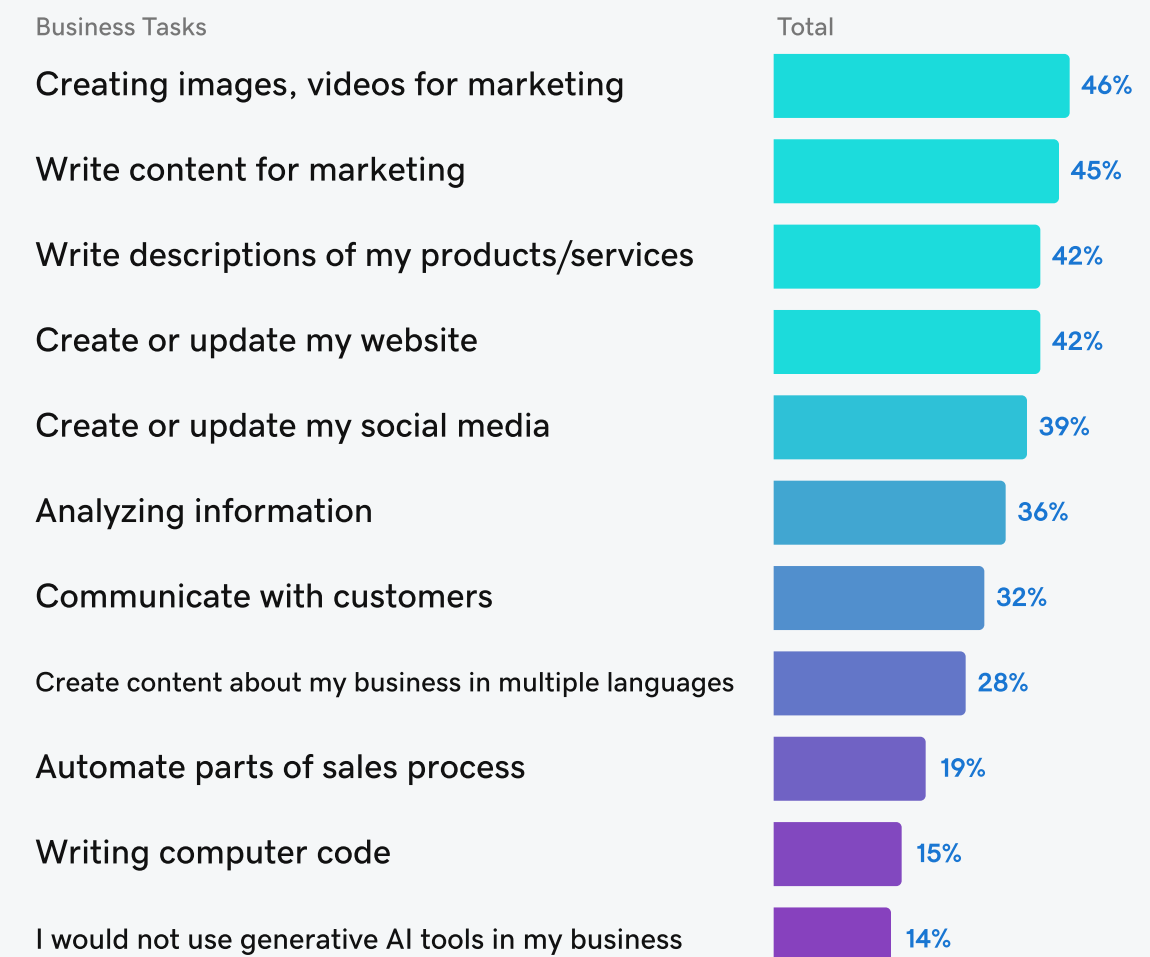
“How interested are you in using generative AI tools for your business?”



Source: GoDaddy Survey. April 2023. (N=1,003)

ADOPTION

“Would you use AI tools for business to do the following...”



Categories of Anticipated Adoption by Small Businesses



Marketing



Content Creation



Website



Customer Support

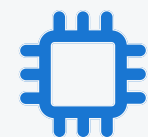
Source: GoDaddy Survey. April 2023. (N=1,003)

Key Takeaways



Generative AI can be extremely helpful to small businesses.

Small business entrepreneurs recognize generative AI is as potentially useful to them as any other group.



Generative AI excels at completing tasks for small businesses.

Generative AI is exceedingly capable of helping business owners with many of the tasks they find most challenging to overcome.



Small businesses need guidance to get the most out of AI.

Those who have tried using generative AI are impressed, and those who haven't are eager to get started.



GoDaddy is here to help.

As generative AI continues to rapidly evolve, GoDaddy will continue to support entrepreneurs in every step of their journey.

To learn more, please visit GoDaddy's [Generative AI Prompt Library](#) for Small Businesses



To access to more exclusive, insightful small business research, visit GoDaddy.com/VentureForward.

