



# GoDaddy

## Second Annual Survey of U.S. Small Business Owners on Generative AI

SPRING 2024



GoDaddy conducted a follow up survey of **504 U.S. small business owners\*** in **January 2024** to assess year-over-year perception of **Generative AI (GenAI)**, understand current usage, and capture expectations for this new technology.

\*94% of the respondents reported employing 50 or fewer employees and all were identified as a generic U.S. small business owner (non-GoDaddy customer) with an online business or in-person location.

# Usage of GenAI is Up

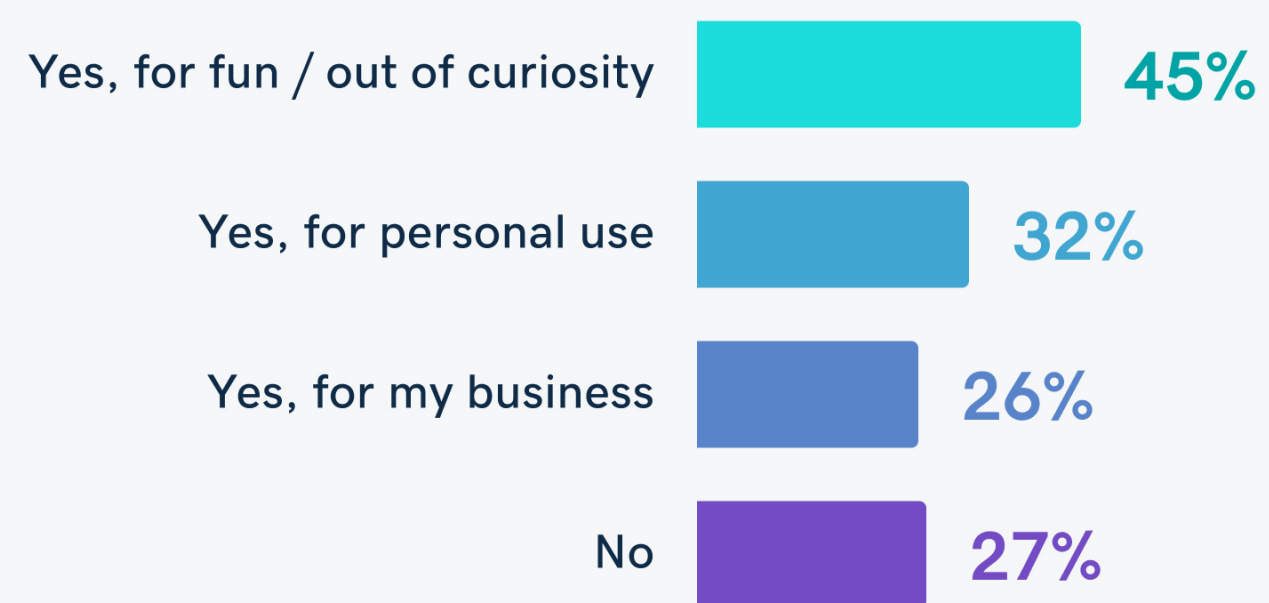


This is a drastic increase from GoDaddy's survey in **May 2023**. At that time, just **38%** of respondents reported having used GenAI.

**+35%**

**“In the past few months,  
have you tried using a GenAI tool?”**

Select all that apply



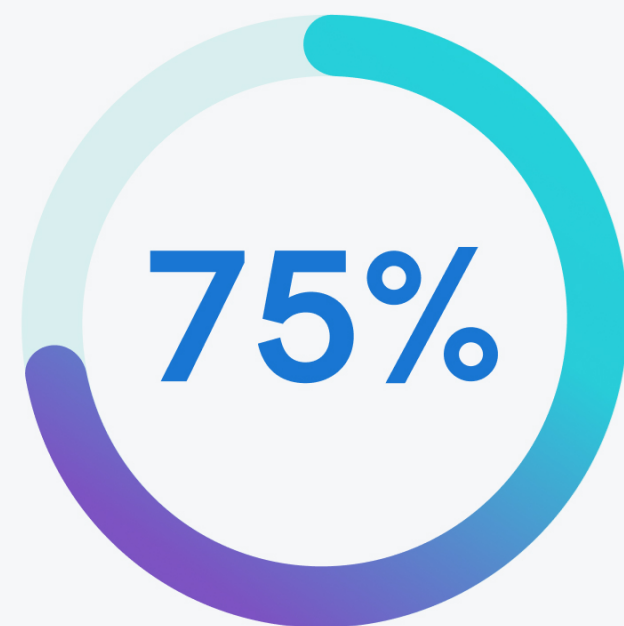
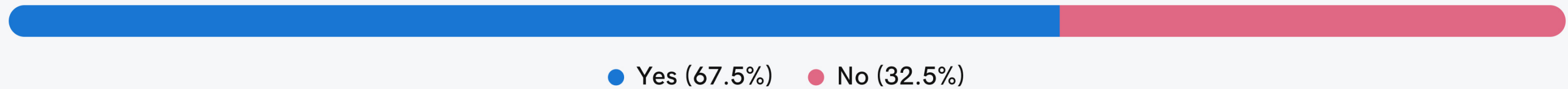
In 2023, only **11%** of respondents had tried GenAI for their business.

Source: GoDaddy Survey, January 2024 (N=504) and April 2023 (N=1,003).

# Entrepreneurs Find Value in GenAI

**68%** of small business owners believe GenAI will allow them to compete with **larger businesses**

“Do you think that using GenAI tools in your business will level the playing field, allowing you to compete against larger businesses?”



**75%** of small business owners expect GenAI to give them an advantage over other small or similar-sized businesses

On average, small business owners expect to save more than

**\$4,000**

and

**300 hrs**

of work this year using GenAI

Source: GoDaddy Survey, January 2024 (N=504) and April 2023 (N=1,003).

# GenAI's Use and Performance



**4 out of 5** of respondents are currently satisfied with using GenAI tools for their business

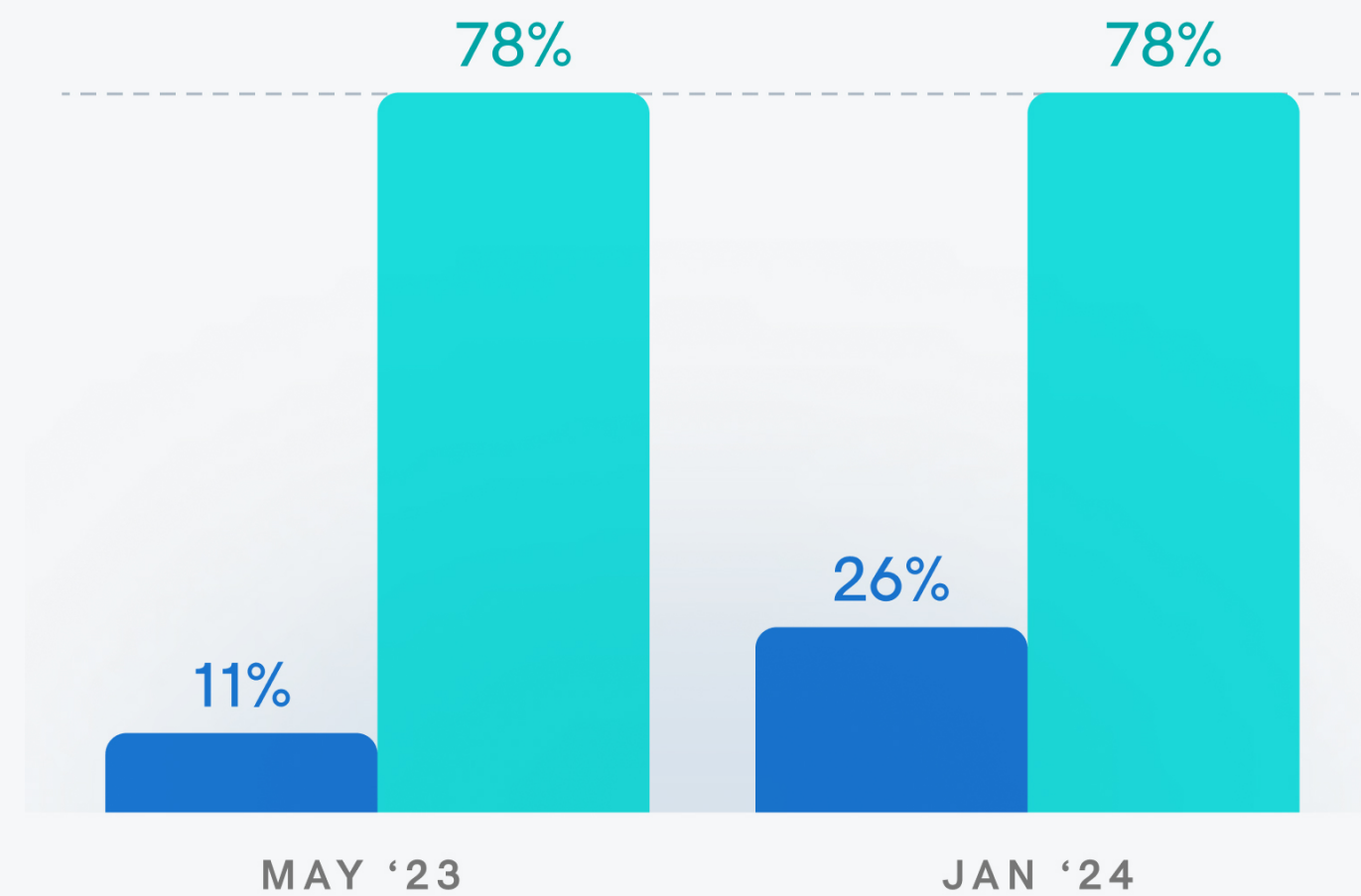
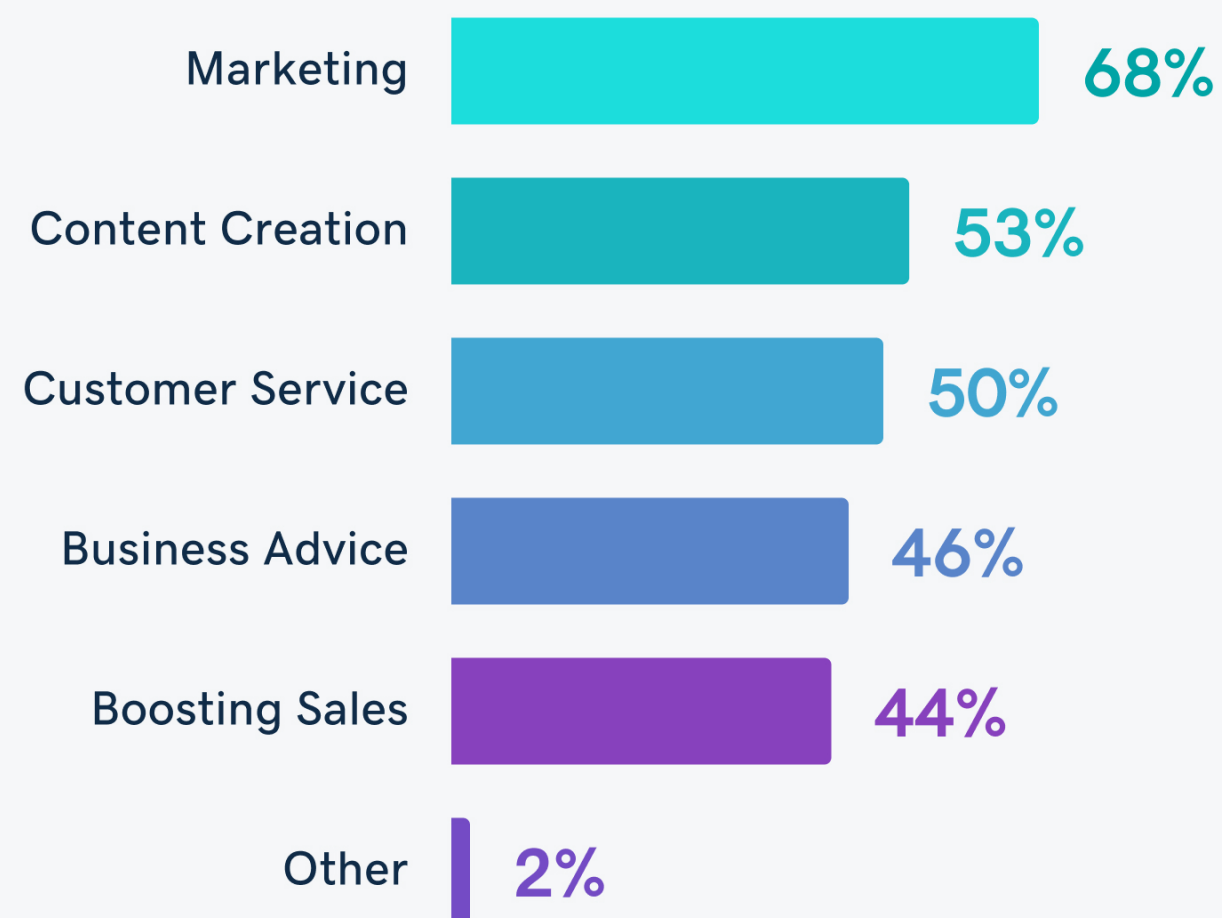


**Those who try it, love it!**

- I used GenAI for my business
- I found GenAI performed very well/excellent

## Business tasks done with GenAI tools

Among those who have used GenAI for business (26%)



**Business use has more than doubled, and satisfaction is holding strong at 78%**

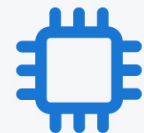
Source: GoDaddy Survey, January 2024 (N=504) and April 2023 (N=1,003).

# Key Takeaways



**More small businesses would benefit from using GenAI.**

While the number of entrepreneurs using GenAI is steadily increasing, there is still a huge opportunity for more small businesses to adopt this new technology.



**Small businesses who invest in GenAI are seeing positive results.**

Entrepreneurs who have spent time using GenAI have a better understanding of how to maximize its power.



**GenAI gives entrepreneurs an edge.**

Small business owners believe GenAI gives them an advantage over same-sized and larger competitors by helping them tackle tasks and complete them more efficiently.



**GoDaddy Airo™ can help get you started.**

GoDaddy's new AI-powered solution makes leveraging the power of AI easy for anyone to start a business or take their existing one to the next level in minutes.

To learn more about everything GoDaddy is doing when it comes to GenAI, visit [www.godaddy.com/ai](https://www.godaddy.com/ai). →

For access to more exclusive, insightful small business research, visit [GoDaddy.com/VentureForward](https://GoDaddy.com/VentureForward).

