

Q12. When you [first started your business / think about starting your own business] what were the top 2 motivations for doing so?

Base: Total

	Total	Generation	
		Gen Z	Millennials
Unweighted Base	526	214	312
Financial independence	58%	60%	57%
Flexibility and autonomy	48%	44%	50%
Pursue my passion	46%	43%	49%
Build my legacy	17%	19%	16%
Community impact	10%	10%	10%
Another reason	2%	1%	3%

Q13. How do you define success as an entrepreneur? Please rank the top 5 ways you would define success where '1' is the most important way to do so.
SUMMARY TABLE OF RANK 1

Base: Total

	Total	Generation	
		Gen Z	Millennials
Unweighted Base	526	214	312
Achieving consistent growth	23%	18%	27%
Making a meaningful difference to community or industry	21%	18%	24%
Building a brand with loyalty	21%	23%	21%
Bringing new ideas through innovation	16%	18%	14%
Becoming a greater employer	12%	16%	9%
Some other way	6%	7%	6%

Q15. Have you tried using any AI tools in your business?

Base: Business Owner

	Total	Generation	
		Gen Z	Millennials
Unweighted Base	472	160	312
Yes, regularly	40%	37%	41%
Yes, occasionally	32%	36%	29%
Tried once but stopped	4%	6%	3%
No, but Im interested	11%	6%	13%
No, and Im not interested	15%	15%	14%

Q16. What was the experience like?

Base: Business Owner And Yes At Q15

	Generation

	Total	Gen Z	Millennials
Unweighted Base	336	117	219
POSITIVE (NET)	86%	82%	88%
APPEAL (SUBNET)	46%	53%	42%
Good/Great/Satisfied	33%	41%	29%
Unique/Different	2%	4%	1%
Simple	1%	2%	1%
Practical	1%	1%	2%
Interesting	1%	-	2%
Intelligent	1%	-	2%
Positive	1%	-	1%
Advanced	1%	2%	0
Exciting/Full of pleasant surprises	1%	1%	0
Other appeal mentions	4%	3%	5%
BENEFITS (SUBNET)	45%	31%	52%
Helpful/Useful	7%	9%	6%
Helps/save time in research/analysis/finding information	5%	1%	8%
Helps with content creation	5%	2%	7%
Makes work easier	5%	1%	7%
Helps to manage/organize/plan thing properly	3%	2%	4%
Provide new/different ideas	3%	4%	3%
Helps to identify/resolve issues	2%	2%	3%
Help to do business better	2%	3%	1%
Helps to automate/streamline tasks	2%	1%	2%
Helps in learning/learning curve	1%	-	2%
Helps in boosting sales/marketing	1%	1%	2%
Provide personalized service/recommendations based on habits and preferences	1%	-	2%
Helps to write emails	1%	-	2%
Helps with editing	1%	1%	1%
Helps to grow	1%	2%	0
Provides answers to all questions	1%	-	1%
Helps with social media	1%	2%	-
Helps to translate text	1%	1%	0
Other benefit mentions	8%	4%	10%
EASE/CONVENIENCE (SUBNET)	16%	14%	17%
Easy/Easy to use	7%	8%	7%
Saves time	7%	6%	8%
Quick/Faster	3%	2%	4%
Other ease/convenience mentions	-	-	-
PERFORMANCE (NET)	10%	8%	11%
Increases efficiency/productivity	4%	4%	4%
Works well/smoothly/Efficient	3%	1%	5%
Accurate/Reduces the possibility of errors	3%	3%	3%
Other performance mentions	1%	1%	0
NEGATIVE (NET)	7%	10%	5%
Need to review/double check for accuracy	1%	2%	1%
Difficult/Hard to use	1%	2%	0
Bad/Not pleasant	1%	1%	0
Other negative miscellaneous mentions	5%	6%	4%
MISCELLANEOUS (SUBNET)	3%	-	4%

Provides good value	1%	-	1%
Other positive miscellaneous mentions	2%	-	3%
Nothing/None/None of the above	1%	1%	0
Don't know	6%	9%	5%

Q19_5. To what extent do you agree or disagree with the following?
AI is more of a threat than a benefit to small business owners

Base: Total

	Total	Generation	
		Gen Z	Millennials
Unweighted Base	526	214	312
STRONGLY/SOMEWHAT AGREE (NET)	41%	51%	35%
Strongly agree	13%	17%	9%
Somewhat agree	29%	34%	25%
Somewhat disagree	31%	33%	29%
Strongly disagree	28%	16%	36%

Q21. In what ways are you currently using AI to help you build your business?

Base: Want To Start Business or Started a Business '<A Year Ago' or '1-3 Years Ago' or '3-5 Years Ago' At Q10

	Total	Generation	
		Gen Z	Millennials
Unweighted Base	412	200	212
Helping with research	38%	32%	44%
Generating content for your business plan	37%	30%	43%
Drafting initial versions of your business plan	30%	28%	31%
Conducting data analysis and market research	30%	27%	32%
Helping you define your business objectives	27%	29%	25%
Conducting competitive analysis	27%	26%	28%
Creating financial forecasts	25%	23%	26%
I'm not currently using AI to help build my business idea	22%	22%	22%

Q23. How critical do you think AI will be in running your business in the years to come?

Base: Total

	Total	Generation	
		Gen Z	Millennials
Unweighted Base	526	214	312
Very critical	34%	27%	39%
Somewhat critical	40%	48%	36%
Not very critical	15%	17%	13%
Not at all critical	11%	8%	12%