



Publication note: The questions below were included as part of a broader small business survey conducted by Ipsos. The published questionnaire excerpt includes the screening and firmographic questions necessary to understand the respondent population, along with the artificial intelligence questions analyzed in this article. Questions from other sections of the broader survey instrument are not included here.

Appendix: Survey Questionnaire

Screening and Eligibility Questions

These questions establish the respondent population and business eligibility for the published analysis.

S1. Are you involved in hiring, scheduling, or purchase decision-making within your business?

- Yes
- No
- Don't know

S2. To check, how would you classify your responsibility with hiring, scheduling, or purchase decision-making within your business at this location?

- Main decision maker
- Joint decision maker
- I have input on the decisions
- I have no input on these types of decisions

S3. What is your title?

- Owner
- Manager
- Operations supervisor
- Other
- Don't know

S4. Is your company operated by the government?

- Yes
- No
- Don't know



S5. Not including yourself, how many full-time employees do you have?

- Numeric response
- Don't know

S6. Not including yourself, how many part-time employees do you have?

- Numeric response
- Don't know

S7. How many contractors do you have?

- Numeric response
- Don't know

S8. How much revenue did you generate in 2025? Your best guess is fine.

- Less than \$100,000
- \$100,000 to just under \$250,000
- \$250,000 to just under \$500,000
- \$500,000 to just under \$1 million
- More than \$1 million to just under \$2.5 million
- More than \$2.5 million to just under \$5 million
- More than \$5 million to just under \$7.5 million
- More than \$7.5 million
- Don't know

S9. What industry sector do you work in?

- Agriculture, Forestry, Fishing and Hunting
- Mining, Quarrying, and Oil and Gas Extraction
- Utilities
- Construction
- Manufacturing
- Transportation and Warehousing
- Educational Services
- Health Care and Social Assistance
- Arts, Entertainment, and Recreation
- Other Services, except Public Administration



- Wholesale Trade
- Retail Trade
- Accommodation and Food Services
- Information
- Finance and Insurance
- Real Estate and Rental and Leasing
- Professional, Scientific, and Technical Services
- Management of Companies and Enterprises
- Administrative and Support and Waste Management and Remediation Services
- None of these
- Don't know

Artificial Intelligence Questions

The following questions comprise the artificial intelligence module analyzed in the article.

AI1. Which of the following best describes how day-to-day use of artificial intelligence, or AI, has grown at your organization? AI use has been...

- Mostly driven by ownership and/or leadership providing guidance, tools, or setting expectations
- Mostly driven by employees exploring AI and finding use cases on their own
- Both equally
- My organization does not use AI

AI2. What impact, if any, has AI had on your employees in each of the following areas?

Asked among respondents whose organization uses AI.

Areas evaluated	Response options
Expectations for employees' job performance	• Major impact • Minor impact • No impact at all
Employees' roles and responsibilities	• Major impact • Minor impact • No impact at all



Hiring and personnel decisions at your organization	• Major impact • Minor impact • No impact at all
Customer expectations and behavior	• Major impact • Minor impact • No impact at all

AI3. What impact, if any, has AI had on your employees in each of the following areas?

Asked among respondents whose organization uses AI.

Areas evaluated	Response options
Time it takes them to complete tasks	• Mostly positive impact • Mixed impact • Mostly negative impact • No impact at all
Quality of their work outputs	• Mostly positive impact • Mixed impact • Mostly negative impact • No impact at all
Enjoyment of their job	• Mostly positive impact • Mixed impact • Mostly negative impact • No impact at all
Ability to take on more challenging tasks	• Mostly positive impact • Mixed impact • Mostly negative impact • No impact at all

AI4. When AI helps improve your employees' work quality or saves them time, how do you see them using that gain? Please select all that apply.

Asked among respondents who said AI has had a mostly positive impact on the time it takes employees to complete tasks and/or the quality of employees' work outputs.

- To avoid working overtime or extra hours
- To deliver more or higher-quality work than before
- To take on stretch assignments or new responsibilities
- To take time for learning, planning, or review of existing work



- To take time for breaks and personal tasks
- None of the above

Firmographic Questions

These questions provide additional context for subgroup and descriptive analysis.

F1. Is this a female-, veteran-, or person of color-owned small business? Select all that apply.

- Female
- Veteran
- Person of color, non-white
- No/None of these
- Don't know

F2. How long has this business been in operation?

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- 11 to 20 years
- More than 20 years
- Don't know

F3. To the best of your knowledge, is the owner of your business...

- Part of Generation Z, age 28 or younger
- Part of the millennial generation, age 29 to 44
- Part of Generation X, age 45 to 60
- Part of the baby boomer generation, age 61 to 79
- Older than the baby boomer generation, age 80 or older
- Don't know