



# California

## Small Businesses and AI:

Opportunities, Adoption, and  
the Need for Expertise



**ICIC**

**ICIC is partnering  
with Intuit to help  
small businesses  
gain more  
understanding  
of how AI can  
benefit them.**

Initiative for a Competitive Inner City (ICIC) drives inclusive economic prosperity in under-resourced communities through innovative research and programs to create jobs, income, and wealth for local residents.



**ICIC**

# ICIC recently surveyed 3,700+ small business owners nationwide.

## We looked at:

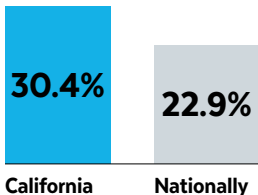
- Attitudes toward AI
- Current and future ways AI tools could benefit their businesses
- Types of training and assistance that would best enable small businesses to stay at the cutting edge of this transformative technology

# Research Finding 1 ✨

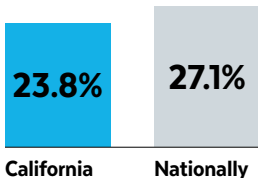
Compared to small business owners nationally, a greater percentage of California small business owners cited lack of access to experts as a barrier.

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## BARRIERS TO UNDERSTANDING AI FOR CALIFORNIA SMALL BUSINESS OWNERS



A greater percentage of California business owners cited **lack of access to experts** as a barrier than did business owners nationally.



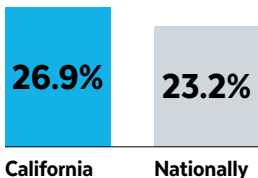
A smaller proportion of California business owners cited **lack of time** as a barrier than did business owners nationally.

# Research Finding 2

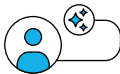
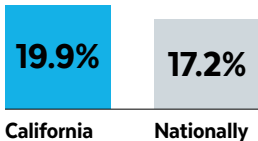
California small business owners look to their business and professional networks for information to understand and use AI.

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## HOW CALIFORNIA SMALL BUSINESS OWNERS DETERMINE THE USEFULNESS OF AI TOOLS FOR THEIR BUSINESS



More California small business owners rely on **guidance from professional and business associations** to determine the usefulness of AI tools compared to business owners nationally.



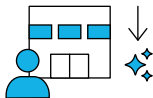
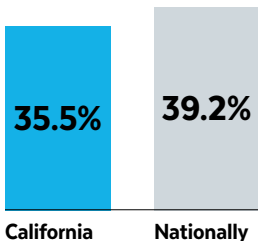
More California small business owners rely on **guidance from local business networks** to determine the usefulness of AI tools compared to business owners nationally.

# Research Finding 3 ✨

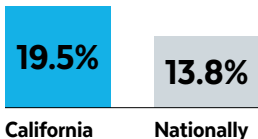
In California, AI adoption may be happening bottom-up, with more junior employees leading the charge.

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## AI USAGE AMONG CALIFORNIA SMALL BUSINESS OWNERS



Compared to the national average, a smaller percentage of **California small business owners** are using AI tools.



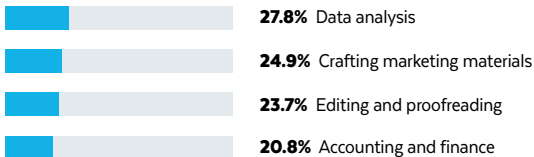
More California small business owners than small business owners nationally reported that **interns** at their companies use AI tools.

# Research Finding 4 ✨

California small businesses are already using AI to save time on routine tasks but are looking toward more complex applications.

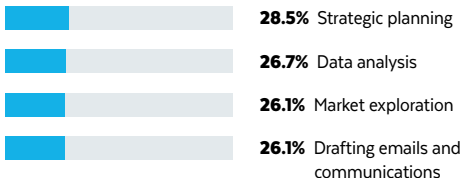
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## CALIFORNIA SMALL BUSINESSES' CURRENT USE OF AI



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## CALIFORNIA SMALL BUSINESSES' PROJECTED FUTURE USE OF AI



# Let's Shape the Future Together!

Join us in exploring the future of small businesses and AI.

Visit our website to stay updated on our latest research, insights, and upcoming events.



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