

Small Business E-Commerce & AI Survey

Project: 2602110

N Size: 1108 Adults

Margin of Error ± 3%

February 25 - March 9, 2026

Key Findings

E-Commerce

Small businesses view e-commerce platforms as **essential tools for growth**, citing their effectiveness in driving sales, launching products, and running ad campaigns.

- Nine-in-ten (91%) say online marketplace platforms are effective for sales. 89% say it's easier to launch on marketplaces than in physical stores. (TN17_1, TN17_4)
- 88% of respondents agree these marketplaces provide valuable analytics tools to help them run effective ad campaigns, and to help launch new product lines. (TN17_2, TN17_3)

Small businesses say they now have **more marketplace options than when they started, giving them greater flexibility** to reach customers through a range of e-commerce channels.

- 90% say there are more channels available now than when they started their businesses. (TN17_5)
- At present, the most popular platforms among those surveyed include Amazon (46%), Facebook Marketplace (42%), and eBay (33%). Nearly half (49%) of respondents utilize their own websites to make sales. (TN16_1 – TN16_9, TN16_18)

AI Use

AI use among small businesses is increasing and expected to grow further over the next year.

- 71% of small and medium-sized business owners are regularly using AI tools – 52% are leveraging them daily. (TN1, TN2)
- 69% of those surveyed are using AI more than they were a year ago, and the same percentage expects to increase their AI use over the next year. 87% say they're eager to leverage new AI tools to grow their business. (TN5, TN15)

Small businesses are **already seeing real value from the AI tools** they're using. They're confident in these tools, and are eager to leverage AI to unlock growth.

- 81% say AI has helped reach new customers, 79% say it's made them more efficient, 79% say it's helped expand their tools and service providers, and 78% say it's cut time on repetitive tasks. (TN6_2, TN6_3, TN6_5)
- Three-quarters (76%) say it helps them compete with larger companies and 76% say it makes them more productive, allowing reinvestment and hiring. Three-in-five (69%) call AI crucial for their business to function. (TN6_4, TN6_8, TN6_1)
- Nearly 80% say AI has helped them expand and diversify the tools and service providers they use to reach customers. (TN6_7)

- More than three-quarters are confident in choosing the right AI tools (81%), understanding how they work (81%), and integrating AI into existing systems (80%). (TN7_1, TN7_2, TN7_5)
- 67% use ChatGPT, 62% use Google Gemini. Microsoft Copilot comes in third at 44%, followed by Canva AI (28%). (TN9_1 – TN9_22)

This poll, sponsored by TechNet, was conducted by Morning Consult between February 25 - March 9, 2026, among a sample of 1008 small retail business owners, executives, and senior managers who use e-commerce marketplaces to sell their products. The interviews were conducted online. Eligible small business retailers for this survey were owners, operators, executives, and senior sales and marketing professionals who reported using the internet to sell products online, at companies with 500 or fewer employees and less than \$50,000,000 in total revenue last year. No post-hoc weights were applied to the data, and findings reflect the opinion of these respondents only.

National Tracking Poll

Project: 2602110

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February 25 - March 09, 2026

Topline Report

Question	Response	Frequency	Percentage
TNdem1	<i>How many employees does the business you work at/own have?</i>		
	I am the only employee	191	19%
	2-5	175	17%
	6-25	205	20%
	26-50	103	10%
	51-100	162	16%
	100-500	172	17%
TNdem3	<i>Which of the following best describes your role in your organization? Please select the most accurate description.</i>		
	Owner/Operator	687	68%
	Executive (CEO, President, COO, etc.)	218	22%
	Sales & Marketing (director or above)	103	10%
TNdem2	<i>What was your business's total revenue last year?</i>		
	\$0 - \$50,000	140	14%
	\$50,001 - \$100,000	117	12%
	\$100,001 - \$250,000	118	12%
	\$250,001 - \$500,000	93	9%
	\$500,001 - \$1,000,000	152	15%
	\$1,000,001 - \$10,000,000	284	28%
	\$10,000,001 - \$50,000,000	104	10%

Question	Response	Frequency	Percentage
TNdem4	<i>Which of the following best describes the industry to which your business, or the business where you work, belongs?</i>		
	Technology	137	14%
	Retail	257	25%
	Restaurant/Food Services	81	8%
	Travel, airline, or hospitality	11	1%
	Automotive	10	1%
	Banking or financial services	47	5%
	Housing or real estate	20	2%
	Manufacturing	65	6%
	Pharmaceutical	7	1%
	Insurance	13	1%
	Hospital or health services	41	4%
	Construction	133	13%
	Agriculture	16	2%
	Consulting	24	2%
	Energy (oil, gas, renewable energy)	1	0%
	Education or higher education	31	3%
	Telecommunications	7	1%
	Other, please specify	107	11%
TNdem5	<i>Does your business sell products and services online?</i>		
	Yes, products only	349	35%
	Yes, products and services	659	65%
TNdem6	<i>For how long have you been in business?</i>		
	Less than 1 year	28	3%
	1-less than 3 years	108	11%
	3-less than 5 years	234	23%
	5-less than 10 years	337	33%
	10+ years	301	30%
TNdem7	<i>Please indicate your current employment status (performing a function for which you earn an income).</i>		
	Working full-time (35 hours or more per week)	890	88%
	Working part-time (fewer than 35 hours per week)	118	12%
TN1	<i>TN1 Which of the following best describes your business's use of AI (artificial intelligence) tools or services? Examples of AI tools include chatbots, generative AI, predictive analytics, image generation, voice generation, productivity assistants, voice generation, productivity assistants, coding tools, and more.</i>		
	We do not use or plan to use AI tools	90	9%
	We are considering using AI tools but have not started yet	200	20%
	We regularly use AI tools in our business	718	71%

Question	Response	Frequency	Percentage
TN2	<i>How often does your business use AI tools or services?</i>		
	Daily	523	52%
	A few times a week	219	22%
	A few times a month	101	10%
	A few times a year	34	3%
	Less than once a year	29	3%
	Never	102	10%
TN3	<i>Does your business have any formal policies or guidelines on how employees should use AI at work?</i>		
	Yes	495	49%
	No	488	48%
	Don't know / No opinion	25	2%
TN4	<i>Does your business provide specific training on AI tools/services to employees?</i>		
	Yes	577	57%
	No	410	41%
	Don't know / No opinion	21	2%
TN5	<i>Would you say that your business is using AI tools more- or less- than it was a year ago?</i>		
	Much more than a year ago	396	39%
	Somewhat more than a year ago	301	30%
	About the same	227	23%
	Somewhat less than a year ago	22	2%
	Much less than a year ago	23	2%
	Don't know / No opinion	39	4%
TN6_1	<i>Do you agree, or disagree, with each of the following statements? — AI tools and services are crucial for my business to function</i>		
	Strongly agree	358	36%
	Somewhat agree	334	33%
	Somewhat disagree	152	15%
	Strongly disagree	92	9%
	Don't know / No opinion	72	7%
TN6_2	<i>Do you agree, or disagree, with each of the following statements? — AI tools and services help my business reach new customers</i>		
	Strongly agree	480	48%
	Somewhat agree	334	33%
	Somewhat disagree	54	5%
	Strongly disagree	63	6%
	Don't know / No opinion	77	8%

Question	Response	Frequency	Percentage
TN6_3 <i>Do you agree, or disagree, with each of the following statements? — AI has made my business more efficient</i>	Strongly agree	508	50%
	Somewhat agree	296	29%
	Somewhat disagree	62	6%
	Strongly disagree	60	6%
	Don't know / No opinion	82	8%
TN6_4 <i>Do you agree, or disagree, with each of the following statements? — AI helps my business compete with larger companies</i>	Strongly agree	447	44%
	Somewhat agree	320	32%
	Somewhat disagree	70	7%
	Strongly disagree	69	7%
	Don't know / No opinion	102	10%
TN6_5 <i>Do you agree, or disagree, with each of the following statements? — AI has reduced the amount of time we spend on repetitive tasks</i>	Strongly agree	518	51%
	Somewhat agree	269	27%
	Somewhat disagree	64	6%
	Strongly disagree	72	7%
	Don't know / No opinion	85	8%
TN6_6 <i>Do you agree, or disagree, with each of the following statements? — AI has improved the quality of my business's products or services</i>	Strongly agree	458	45%
	Somewhat agree	323	32%
	Somewhat disagree	69	7%
	Strongly disagree	73	7%
	Don't know / No opinion	85	8%
TN6_7 <i>Do you agree, or disagree, with each of the following statements? — AI has helped me expand and diversify the tools and service providers I use to reach customers</i>	Strongly agree	453	45%
	Somewhat agree	338	34%
	Somewhat disagree	63	6%
	Strongly disagree	71	7%
	Don't know / No opinion	83	8%

Question	Response	Frequency	Percentage
TN6_8	<i>Do you agree, or disagree, with each of the following statements? — AI tools make my company more productive allowing me to reinvest and hire</i>		
	Strongly agree	464	46%
	Somewhat agree	299	30%
	Somewhat disagree	71	7%
	Strongly disagree	68	7%
	Don't know / No opinion	106	11%
TN7_1	<i>When it comes to using AI tools and services in the business environment, how confident are you about each of the following? — Choosing the right AI tools for my business</i>		
	Very confident	442	44%
	Somewhat confident	374	37%
	Not that confident	88	9%
	Not confident at all	44	4%
	Don't know / No opinion	60	6%
TN7_2	<i>When it comes to using AI tools and services in the business environment, how confident are you about each of the following? — Understanding how different AI tools work</i>		
	Very confident	442	44%
	Somewhat confident	375	37%
	Not that confident	97	10%
	Not confident at all	48	5%
	Don't know / No opinion	46	5%
TN7_3	<i>When it comes to using AI tools and services in the business environment, how confident are you about each of the following? — Keeping up with recent AI developments</i>		
	Very confident	418	41%
	Somewhat confident	377	37%
	Not that confident	94	9%
	Not confident at all	62	6%
	Don't know / No opinion	57	6%
TN7_4	<i>When it comes to using AI tools and services in the business environment, how confident are you about each of the following? — Protecting my customers' and my own business's data when using AI</i>		
	Very confident	460	46%
	Somewhat confident	329	33%
	Not that confident	90	9%
	Not confident at all	60	6%
	Don't know / No opinion	69	7%

Question	Response	Frequency	Percentage
TN7_5	<i>When it comes to using AI tools and services in the business environment, how confident are you about each of the following? — Integrating AI tools into my existing systems</i>		
	Very confident	436	43%
	Somewhat confident	372	37%
	Not that confident	93	9%
	Not confident at all	50	5%
	Don't know / No opinion	57	6%
TN7_6	<i>When it comes to using AI tools and services in the business environment, how confident are you about each of the following? — Training my team to get the most out of AI tools</i>		
	Very confident	430	43%
	Somewhat confident	333	33%
	Not that confident	85	8%
	Not confident at all	58	6%
	Don't know / No opinion	102	10%
TN8_1	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Marketing</i>		
	A lot	402	40%
	Some	377	37%
	Not much	94	9%
	Not at all	84	8%
	Don't know / Not applicable	51	5%
TN8_2	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Sales</i>		
	A lot	284	28%
	Some	440	44%
	Not much	131	13%
	Not at all	109	11%
	Don't know / Not applicable	44	4%
TN8_3	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Customer service</i>		
	A lot	309	31%
	Some	343	34%
	Not much	158	16%
	Not at all	150	15%
	Don't know / Not applicable	48	5%

Question	Response	Frequency	Percentage
TN8_4	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Operations / logistics</i>		
	A lot	283	28%
	Some	429	43%
	Not much	133	13%
	Not at all	113	11%
	Don't know / Not applicable	50	5%
TN8_5	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Finance / accounting</i>		
	A lot	282	28%
	Some	380	38%
	Not much	134	13%
	Not at all	164	16%
	Don't know / Not applicable	48	5%
TN8_6	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Product development/design</i>		
	A lot	324	32%
	Some	354	35%
	Not much	133	13%
	Not at all	138	14%
	Don't know / Not applicable	59	6%
TN8_7	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Human resources (hiring, payroll)</i>		
	A lot	233	23%
	Some	320	32%
	Not much	155	15%
	Not at all	218	22%
	Don't know / Not applicable	82	8%
TN8_8	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Data analytics/business intelligence</i>		
	A lot	404	40%
	Some	363	36%
	Not much	76	8%
	Not at all	112	11%
	Don't know / Not applicable	53	5%

Question	Response	Frequency	Percentage
TN8_9	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — IT / cybersecurity</i>		
	A lot	361	36%
	Some	316	31%
	Not much	117	12%
	Not at all	147	15%
	Don't know / Not applicable	67	7%
TN8_10	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Website management / e-commerce</i>		
	A lot	373	37%
	Some	377	37%
	Not much	100	10%
	Not at all	106	11%
	Don't know / Not applicable	52	5%
TN8_11	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Listing optimization</i>		
	A lot	317	31%
	Some	355	35%
	Not much	146	14%
	Not at all	123	12%
	Don't know / Not applicable	67	7%
TN8_12	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Regulatory compliance</i>		
	A lot	247	25%
	Some	362	36%
	Not much	164	16%
	Not at all	157	16%
	Don't know / Not applicable	78	8%
TN8_13	<i>Generally speaking, how much does your business rely on AI tools or services for each of the following functions? — Pricing</i>		
	A lot	252	25%
	Some	366	36%
	Not much	172	17%
	Not at all	166	16%
	Don't know / Not applicable	52	5%
TN9_1	<i>Which of the following AI tools or services does your business use? Please select all that apply. — ChatGPT</i>		
	Selected	674	67%
	Not Selected	334	33%

Question	Response	Frequency	Percentage
TN9_2	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Grammarly IQ</i>		
	Selected	94	9%
	Not Selected	914	91%
TN9_3	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Canva AI</i>		
	Selected	279	28%
	Not Selected	729	72%
TN9_4	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Blue Yonder</i>		
	Selected	5	0%
	Not Selected	1003	100%
TN9_5	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Symphony AI</i>		
	Selected	15	1%
	Not Selected	993	99%
TN9_6	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Relex Solutions</i>		
	Selected	8	1%
	Not Selected	1000	99%
TN9_7	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Shopify Magic</i>		
	Selected	77	8%
	Not Selected	931	92%
TN9_8	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Jasper AI</i>		
	Selected	28	3%
	Not Selected	980	97%
TN9_9	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Google Gemini</i>		
	Selected	628	62%
	Not Selected	380	38%
TN9_10	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Microsoft Copilot</i>		
	Selected	446	44%
	Not Selected	562	56%

Question	Response	Frequency	Percentage
TN9_11	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Anthropic Claude</i>		
	Selected	106	11%
	Not Selected	902	89%
TN9_12	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Salesforce Einstein</i>		
	Selected	151	15%
	Not Selected	857	85%
TN9_13	<i>Which of the following AI tools or services does your business use? Please select all that apply. — IBM Watsonx</i>		
	Selected	56	6%
	Not Selected	952	94%
TN9_14	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Amazon Seller Assistant</i>		
	Selected	98	10%
	Not Selected	910	90%
TN9_15	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Helium10 tools</i>		
	Selected	6	1%
	Not Selected	1002	99%
TN9_16	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Notion AI</i>		
	Selected	62	6%
	Not Selected	946	94%
TN9_17	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Zoho CRM Zia</i>		
	Selected	25	2%
	Not Selected	983	98%
TN9_18	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Copy.AI</i>		
	Selected	35	3%
	Not Selected	973	97%
TN9_19	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Chorus.ai</i>		
	Selected	6	1%
	Not Selected	1002	99%

Question	Response	Frequency	Percentage
TN9_20	<i>Which of the following AI tools or services does your business use? Please select all that apply. — HubSpot AI tools</i>		
	Selected	76	8%
	Not Selected	932	92%
TN9_21	<i>Which of the following AI tools or services does your business use? Please select all that apply. — Other, please specify:</i>		
	Selected	37	4%
	Not Selected	971	96%
TN9_22	<i>Which of the following AI tools or services does your business use? Please select all that apply. — We do not use any AI tools or services</i>		
	Selected	93	9%
	Not Selected	915	91%
TN10_1	<i>Have AI tools or services helped your business in any of the following ways? Please select all that apply. — Made it easier to reach new customers</i>		
	Selected	505	50%
	Not Selected	503	50%
TN10_2	<i>Have AI tools or services helped your business in any of the following ways? Please select all that apply. — Improved the quality of our products</i>		
	Selected	397	39%
	Not Selected	611	61%
TN10_3	<i>Have AI tools or services helped your business in any of the following ways? Please select all that apply. — Automated repetitive or manual tasks</i>		
	Selected	500	50%
	Not Selected	508	50%
TN10_4	<i>Have AI tools or services helped your business in any of the following ways? Please select all that apply. — Reduced operating costs</i>		
	Selected	397	39%
	Not Selected	611	61%
TN10_5	<i>Have AI tools or services helped your business in any of the following ways? Please select all that apply. — Increased overall sales</i>		
	Selected	451	45%
	Not Selected	557	55%
TN10_6	<i>Have AI tools or services helped your business in any of the following ways? Please select all that apply. — Improved customer service and communications</i>		
	Selected	462	46%
	Not Selected	546	54%

Question	Response	Frequency	Percentage
TN10_7	<i>Have AI tools or services helped your business in any of the following ways? Please select all that apply. — Allowed us to expand or launch new products/services</i>		
	Selected	366	36%
	Not Selected	642	64%
TN10_8	<i>Have AI tools or services helped your business in any of the following ways? Please select all that apply. — None of the above</i>		
	Selected	135	13%
	Not Selected	873	87%
TN11_1	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Cost</i>		
	Selected	291	29%
	Not Selected	717	71%
TN11_2	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Regulatory or compliance concerns</i>		
	Selected	150	15%
	Not Selected	858	85%
TN11_3	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Lack of technical/computer expertise</i>		
	Selected	194	19%
	Not Selected	814	81%
TN11_4	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Security/privacy concerns</i>		
	Selected	297	29%
	Not Selected	711	71%
TN11_5	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Employee resistance</i>		
	Selected	146	14%
	Not Selected	862	86%
TN11_6	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Customer resistance</i>		
	Selected	117	12%
	Not Selected	891	88%

Question	Response	Frequency	Percentage
TN11_7	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Unclear benefits</i>		
	Selected	148	15%
	Not Selected	860	85%
TN11_8	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Integration with existing systems</i>		
	Selected	240	24%
	Not Selected	768	76%
TN11_9	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Lack of time or resources</i>		
	Selected	142	14%
	Not Selected	866	86%
TN11_10	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Difficulty finding training, guides, help</i>		
	Selected	141	14%
	Not Selected	867	86%
TN11_11	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — Other, please specify:</i>		
	Selected	25	2%
	Not Selected	983	98%
TN11_12	<i>What are the largest barriers, in your opinion, toward adopting or expanding the use of AI at your business? Please select up to three answers. — None of the above</i>		
	Selected	192	19%
	Not Selected	816	81%
TN13	<i>Over the next year, do you think your business is most likely to increase, or decrease, its usage of AI tools/services?</i>		
	Likely to increase by a lot	271	27%
	Likely to increase somewhat	420	42%
	Will probably stay about the same	246	24%
	Likely to decrease somewhat	21	2%
	Likely to decrease by a lot	20	2%
	Don't know / No opinion	30	3%

Question	Response	Frequency	Percentage
TN14	<i>At your business, who is generally responsible for making decisions about the use of AI tools/services?</i>		
	Business owner / director / myself	720	71%
	A dedicated IT director or department	120	12%
	A group of multiple managers / executives	76	8%
	All employees can make their own decisions about using AI	61	6%
	An outside consultant, expert, or advisor	12	1%
	Other, please specify:	3	0%
	Don't know / No opinion	16	2%
TN15	<i>Please indicate whether you agree or disagree with the following statement. I am eager to leverage new AI tools (ChatGPT, Claude, etc.) to help me grow my business.</i>		
	Strongly agree	522	52%
	Somewhat agree	354	35%
	Somewhat disagree	61	6%
	Strongly disagree	71	7%
TN16_1	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Amazon</i>		
	Selected	460	46%
	Not Selected	548	54%
TN16_2	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — eBay</i>		
	Selected	330	33%
	Not Selected	678	67%
TN16_3	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Etsy</i>		
	Selected	192	19%
	Not Selected	816	81%
TN16_4	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Mercari</i>		
	Selected	80	8%
	Not Selected	928	92%
TN16_5	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Walmart Online Marketplace</i>		
	Selected	155	15%
	Not Selected	853	85%

Question	Response	Frequency	Percentage
TN16_6	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Temu</i>		
	Selected	68	7%
	Not Selected	940	93%
TN16_7	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Facebook Marketplace</i>		
	Selected	424	42%
	Not Selected	584	58%
TN16_8	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — TikTok Shop</i>		
	Selected	190	19%
	Not Selected	818	81%
TN16_9	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Other e-commerce marketplaces</i>		
	Selected	213	21%
	Not Selected	795	79%
TN16_10	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Other retail online marketplaces (Best Buy, Target, Lowe's Nordstrom, etc.)</i>		
	Selected	80	8%
	Not Selected	928	92%
TN16_11	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Home improvement stores (in-store)</i>		
	Selected	80	8%
	Not Selected	928	92%
TN16_12	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Grocery stores (in-store)</i>		
	Selected	85	8%
	Not Selected	923	92%
TN16_13	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Television retail channels (QVC, HSN, etc.)</i>		
	Selected	25	2%
	Not Selected	983	98%
TN16_14	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Wholesale clubs (Costco, Sam's Club, etc.)</i>		
	Selected	79	8%
	Not Selected	929	92%

Question	Response	Frequency	Percentage
TN16_15	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Other brick-and-mortar stores</i>		
	Selected	88	9%
	Not Selected	920	91%
TN16_16	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — Other social commerce channels</i>		
	Selected	149	15%
	Not Selected	859	85%
TN16_17	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — I sell in my own brick-and-mortar store</i>		
	Selected	259	26%
	Not Selected	749	74%
TN16_18	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — I sell on my own website</i>		
	Selected	498	49%
	Not Selected	510	51%
TN16_19	<i>Which sales channels have you used to sell products in the past year? Select all that apply. — None of the above</i>		
	Selected	29	3%
	Not Selected	979	97%
TN17_1	<i>Please tell us your level of agreement with the following statements about E-commerce marketplaces. — They are a cost-effective way to sell my products online.</i>		
	Strongly agree	487	48%
	Somewhat agree	432	43%
	Somewhat disagree	69	7%
	Strongly disagree	20	2%
TN17_2	<i>Please tell us your level of agreement with the following statements about E-commerce marketplaces. — They provide valuable analytics tools to help me run effective ad campaigns.</i>		
	Strongly agree	426	42%
	Somewhat agree	460	46%
	Somewhat disagree	97	10%
	Strongly disagree	25	2%

Question	Response	Frequency	Percentage
TN17_3	<i>Please tell us your level of agreement with the following statements about E-commerce marketplaces. — They provide valuable analytics tools to help me launch new product lines.</i>		
	Strongly agree	409	41%
	Somewhat agree	477	47%
	Somewhat disagree	94	9%
	Strongly disagree	28	3%
TN17_4	<i>Please tell us your level of agreement with the following statements about E-commerce marketplaces. — It is easier to launch a business on e-commerce marketplaces than in physical stores.</i>		
	Strongly agree	482	48%
	Somewhat agree	416	41%
	Somewhat disagree	87	9%
	Strongly disagree	23	2%
TN17_5	<i>Please tell us your level of agreement with the following statements about E-commerce marketplaces. — There are more e-commerce channels available now than when I started my business.</i>		
	Strongly agree	534	53%
	Somewhat agree	377	37%
	Somewhat disagree	70	7%
	Strongly disagree	27	3%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for respondents with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	1008	100%
TNxdem1	Size: Sole Proprietorship	191	19%
	Size: 2-25 Employees	380	38%
	Size: 26-100 Employees	265	26%
	Size: 101-500 Employees	172	17%
	N	1008	
xdemGender	Gender: Male	613	61%
	Gender: Female	392	39%
	N	1005	
age	Age: 18-34	271	27%
	Age: 35-44	365	36%
	Age: 45-64	311	31%
	Age: 65+	61	6%
	N	1008	
demAgeGeneration	GenZers: 1997-2012	140	14%
	Millennials: 1981-1996	521	52%
	GenXers: 1965-1980	268	27%
	Baby Boomers: 1946-1964	77	8%
	N	1006	
xpid3	PID: Dem (no lean)	312	31%
	PID: Ind (no lean)	344	34%
	PID: Rep (no lean)	352	35%
	N	1008	
xpidGender	PID/Gender: Dem Men	177	18%
	PID/Gender: Dem Women	133	13%
	PID/Gender: Ind Men	212	21%
	PID/Gender: Ind Women	131	13%
	PID/Gender: Rep Men	224	22%
	PID/Gender: Rep Women	128	13%
	N	1005	
xeduc3	Educ: < College	530	53%
	Educ: Bachelors degree	343	34%
	Educ: Post-grad	135	13%
	N	1008	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3_us	Income: Under 50k	272	27%
	Income: 50k-100k	441	44%
	Income: 100k+	295	29%
	N	1008	
xdemWhite	Ethnicity: White	705	70%
xdemHispBin	Ethnicity: Hispanic	149	15%
demBlackBin	Ethnicity: Black	223	22%
demRaceOther	Ethnicity: Other	80	8%
xdemUsr	Community: Urban	368	37%
	Community: Suburban	470	47%
	Community: Rural	170	17%
	N	1008	
xdemEmploy	Employ: Private Sector	497	49%
	Employ: Government	17	2%
	Employ: Self-Employed	487	48%
	Employ: Homemaker	1	0%
	Employ: Student	1	0%
	Employ: Retired	2	0%
	Employ: Other	3	0%
	N	1008	
xsubVote24O	2024 Vote: Kamala Harris	386	38%
	2024 Vote: Donald Trump	476	47%
	2024 Vote: Other	43	4%
	2024 Vote: Didn't Vote	103	10%
	N	1008	
xreg4	4-Region: Northeast	176	17%
	4-Region: Midwest	192	19%
	4-Region: South	435	43%
	4-Region: West	205	20%
	N	1008	
TNdem1	I am the only employee	191	19%
	2-5	175	17%
	6-25	205	20%
	26-50	103	10%
	51-100	162	16%
	100-500	172	17%
	N	1008	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
TNdem3	Owner/Operator	687	68%
	Executive (CEO, President, COO, etc.)	218	22%
	Sales & Marketing (director or above)	103	10%
	N	1008	
TNdem2	\$0 - \$50,000	140	14%
	\$50,001 - \$100,000	117	12%
	\$100,001 - \$250,000	118	12%
	\$250,001 - \$500,000	93	9%
	\$500,001 - \$1,000,000	152	15%
	\$1,000,001 - \$10,000,000	284	28%
	\$10,000,001 - \$50,000,000	104	10%
	N	1008	
TNdem4	Technology	137	14%
	Retail	257	25%
	Restaurant/Food Services	81	8%
	Travel, airline, or hospitality	11	1%
	Automotive	10	1%
	Banking or financial services	47	5%
	Housing or real estate	20	2%
	Manufacturing	65	6%
	Pharmaceutical	7	1%
	Insurance	13	1%
	Hospital or health services	41	4%
	Construction	133	13%
	Agriculture	16	2%
	Consulting	24	2%
	Energy (oil, gas, renewable energy)	1	0%
	Education or higher education	31	3%
	Telecommunications	7	1%
Other, please specify	107	11%	
N	1008		
TNdem5	Yes, products only	349	35%
	Yes, products and services	659	65%
	N	1008	
TNdem6	Less than 1 year	28	3%
	1-less than 3 years	108	11%
	3-less than 5 years	234	23%
	5-less than 10 years	337	33%
	10+ years	301	30%
	N	1008	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
TNdem7	Working full-time (35 hours or more per week)	890	88%
	Working part-time (fewer than 35 hours per week)	118	12%
	<i>N</i>	1008	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

