

Answers to Questions Small Business Winter Survey 2024

As of: 2/6/2024 1:39:36 PM

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Question: What is your Industry?

Number Who Answered: 397

111	28%	Professional services
35	9%	Retail
32	8%	Restaurant/Food Service
41	10%	Manufacturing
28	7%	Health Care
7	2%	Agriculture
25	6%	Non-profit
29	7%	Construction
13	3%	Seasonal/Tourism
3	1%	Transportation
73	18 %	Other Answers

Question: How many employees do you have today?

Number Who Answered: 396

46	12%	Sole Proprietor
169	43%	1-10
123	31%	11-50
28	7%	51-100
30	8%	100+

Question: Are you currently utilizing Artificial Intelligence tools in your business?

Number Who Answered: 396

30	8%	Yes, and I feel well equipped.
72	18%	Yes, but I need more resources.
185	47%	No, not yet.
100	25%	No, not interested in pursuing.
9	2 %	Other Answers

Question: What types of AI tools or services would be helpful for your business?

Number Who Answered: 291

69	24%	HR & Recruitment
127	44%	Personalized Marketing
71	24%	Automation Tools
101	35%	Data Analytics
59	20%	CRM Tools
89	31%	Business Operations
75	26%	Virtual Assistants
51	18 %	Other Answers

Question: As we evaluate resources for small businesses in the AI space it would be helpful to understand the systems being used by our members. What platform are you currently using?		
<i>Number Who Answered: 358</i>		
202	56%	Microsoft
115	32%	Google
7	2%	Apple Mail
34	9 %	Other Answers
Question: The US Department of Labor has published new rules restricting the use of independent contractors (1099 workers). How might this impact your business?		
<i>Number Who Answered: 394</i>		
59	15%	Substantial. My business relies heavily on independent contractors.
141	36%	Moderate. My business sometimes uses independent contractors.
190	48%	No impact. I rarely or never utilize independent contractors.
4	1%	Substantial. I am an independent contractor.
Question: Would you be able to utilize a state-level research and development tax credit if the State of Michigan were to adopt one?		
<i>Number Who Answered: 374</i>		
	Yes	No
	120	254
	32 %	68 %
Question: Of these choices, which is the single biggest problem facing your business?		
<i>Number Who Answered: 393</i>		
83	21%	Inflation
74	19%	Availability of Labor
37	9%	Quality of Labor
36	9%	Taxes
33	8%	Regulations
90	23%	Economy
40	10 %	Other Answers
Question: Considering your current workforce, what common asks are employees requesting as a basis for continued employment?		
<i>Number Who Answered: 358</i>		
265	74%	Higher Compensation
76	21%	Additional Paid Time Off
20	6%	Wellness Initiatives
82	23%	Insurance Benefits
70	20%	Hybrid Work
6	2%	Social Enterprise
43	12 %	Other Answers
Question: Are you taking steps to prepare for the possibility of a recession?		
<i>Number Who Answered: 392</i>		
152	39%	No
79	20%	Yes - delaying capital expenditures
47	12%	Yes - hiring freeze
172	44%	Yes - reducing overall expenses

23	6 %	Other Answers
Question: Are you having a hard time finding and keeping your business fully-staffed?		
Number Who Answered: 392		
158	40%	No, it is not harder than it was before the pandemic
135	34%	Yes, it is somewhat harder than it used to be
99	25%	Yes, it is significantly harder to keep my business fully staffed
Question: Which benefits do you currently offer your employees?		
Number Who Answered: 346		
231	67%	Health Insurance
159	46%	Life & Disability Insurance
226	65%	Retirement Plan
273	79%	Paid Time Off
186	54%	Professional Development/Continuing Education
74	21 %	Other Answers
Question: What have you done differently to attract and maintain employees in the past year?		
Number Who Answered: 384		
262	68%	Increased wages
82	21%	Increased benefits (not including paid time off)
81	21%	Given additional paid time off
141	37%	Offered more flexibility in the work schedule and more remote work opportunities
79	21%	Nothing
Question: In the past year, how has the size of your workforce changed?		
Number Who Answered: 385		
30	8%	Decreased by more than 20%
35	9%	Decreased between 10% and 19%
56	15%	Decreased between 0% and 9%
168	44%	Staffing levels are basically unchanged
56	15%	Increased between 0% and 9%
29	8%	Increased between 10% and 19%
11	3%	Increased by more than 20%
Question: How do you expect your employment levels to change in the year ahead?		
Number Who Answered: 387		
5	1%	Decrease by more than 20%
9	2%	Decrease between 10% and 19%
25	6%	Decrease between 0% and 9%
186	48%	Staffing levels will be basically unchanged
106	27%	Increase between 0% and 9%
45	12%	Increase between 10% and 19%
11	3%	Increase by more than 20%
Question: Is your business experiencing higher cost increases compared to previous years?		
Number Who Answered: 387		

43	11%	No, our cost increases are pretty normal
181	47%	Yes, our costs are increasing somewhat more than usual
163	42%	Yes, our costs are increasing substantially more than usual
Question: How much has the cost of compensation (including benefits) of your employees changed in the past year?		
<i>Number Who Answered: 371</i>		
10	3%	Total compensation per employee has fallen by more than 10%
12	3%	Total compensation per employee has fallen between 5% and 10%
78	21%	Total compensation per employee is generally unchanged (up or down 5% or less)
186	50%	Total compensation per employee has increased between 5% and 10%
85	23%	Total compensation per employee has increased by more than 10%
Question: How much has the cost of your health insurance benefits increased this past year?		
<i>Number Who Answered: 340</i>		
94	28%	0% - 4%
112	33%	5% - 9%
91	27%	10% - 14%
43	13%	15% - 20%+
Question: What steps, if any, have you taken to mitigate the increased cost of health insurance?		
<i>Number Who Answered: 282</i>		
83	29%	Increase deductibles and co-pays
25	9%	Change carriers
40	14%	Increase premium-sharing with employees
22	8%	Dropped coverage/eliminated insurance as an employee benefit
112	40 %	Other Answers
Question: In the past 12 months did your gross revenues:		
<i>Number Who Answered: 385</i>		
41	11%	Decline by more than 25%
81	21%	Decline by 6% to 24%
147	38%	Stay about the same (up or down by 5% or less)
95	25%	Increase by 6% to 24%
21	5%	Increase by more than 25%
Question: In the next 12 months, do you expect your gross revenues to:		
<i>Number Who Answered: 391</i>		
9	2%	Decline by more than 25%
49	13%	Decline by 6% to 24%
189	48%	Stay about the same (up or down by 5% or less)
125	32%	Increase by 6% to 24%
19	5%	Increase by more than 25%
Question: How are you feeling about the prospects for your business over the next six months?		
<i>Number Who Answered: 391</i>		
29	7%	Very pessimistic
83	21%	Somewhat pessimistic

86	22%	Neutral
131	34%	Somewhat optimistic
62	16%	Very optimistic
Question: How are you feeling about the long-term survival of your business?		
<i>Number Who Answered: 394</i>		
24	6%	Very pessimistic
52	13%	Somewhat pessimistic
59	15%	Neutral
114	29%	Somewhat optimistic
145	37%	Very optimistic
Question: In 2024 has your confidence in the future of your business:		
<i>Number Who Answered: 393</i>		
92	23%	Increased
98	25%	Decreased
203	52%	Stayed the Same