



TOPLINE & METHODOLOGY

Micro, Small and Mid-Sized Businesses AI Poll (Italy)

A nationally representative survey of micro, small and medium-sized business population of Italy conducted by Ipsos

Interview dates: October 8 -20, 2026

Number of interviews: N=500

Credibility Interval among all businesses: +/- 5.4 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable*

Annotated Questionnaire

Q1. Thinking about running your business over the past 12 months, which of the following have been most challenging? *Select up to three.*

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Finding new customers	45%	46%	34%
Dealing with increasing costs of energy, materials or supplies	30%	30%	28%
Investing time to grow the business. I.e. market research, marketing, new trends.	23%	23%	29%
Keeping up with technology	23%	22%	31%
Competing with larger businesses	17%	16%	31%
Managing Cash flow, or customers paying late (Credit Control)	17%	17%	9%
Upskilling or training me and my team	15%	16%	12%
Complying with Tax rules	15%	15%	10%
Administrative paperwork	14%	15%	8%
Accessing finance or/and investment	12%	12%	13%
Finding staff	12%	12%	24%
Selling into other countries/cross boarder	8%	7%	19%
None of these	2%	2%	2%
Don't know	1%	1%	-

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Q2. In a typical week, approximately how many hours do you personally spend working in or on your business?

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Under 35h	24%	24%	10%
35-40h	38%	37%	53%
41-60h	33%	32%	37%
More than 60h	6%	6%	-

Q3. In a typical week, roughly what number of hours of your business time do you personally spend on the following tasks: *(must total to 100% of time. If no time is spent, please enter 0)*

Mean Summary (in weekly hours)

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Finding new customers:	19.75	19.98	15.56
Managing Cash flow, or customers paying late (Credit Control) :	10.03	10.09	9.12
Dealing with increasing costs of energy, materials or supplies:	9.09	9.11	8.72
Administrative paperwork:	12.42	12.63	8.7
Complying with Tax rules:	8.06	8.12	6.94
Investing time to grow the business. I.e. market research, marketing, new trends:	11.54	11.52	11.85
Finding staff:	3.1	2.96	5.52
Keeping up with technology:	7.33	7.29	8.09
Competing with larger businesses:	4.08	4.01	5.17
Accessing finance or/and investment:	2.77	2.67	4.41
Upskilling or training me and my team:	7.81	7.76	8.79
Selling into other countries/cross border:	4.02	3.84	7.13



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Preamble. For the rest of this survey, when we say “AI tools,” we mean digital tools that use artificial intelligence to help your business such as:

1. **Generative AI conversational assistants** (such as ChatGPT, Microsoft Copilot, Gemini, Meta AI etc.) assistants that help with writing, translation or analysis, chatbots that reply to customers on your behalf, automated advertising tools, and smart recommendations built into business software.
2. **Agentic AI Assistants** (such OpenClaw, OpenAI Operator, Salesforce Agent Force etc.) which are advanced artificial intelligence systems that can independently plan, reason, and take multi-step actions using external tools to achieve a specific goal with minimal human supervision.

*You do not need to be sure whether a tool uses AI: **if it automates tasks, generates content, or makes suggestions for you, it counts.***

Q4. Does your business currently use AI-powered tools (such as automated advertising AI assistants, content generation, or smart recommendations)?

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Yes (Net)	69%	68%	86%
We currently use AI tools as part of how we operate	25%	26%	21%
We are currently experimenting with or trialing AI tools	42%	41%	61%
We previously used AI tools but have since stopped	1%	1%	4%
We have not used AI tools for business purposes	30%	31%	14%
Don't know	1%	1%	-



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[Answering Base: Currently or previously used/experimented with AI-powered tools]

Q4.1. How often does your business / did your business use generative AI conversational assistants (such as ChatGPT, Microsoft Copilot, Gemini, Meta AI etc.) and/or Agentic AI Assistants (OpenClaw, OpenAI Operator, Salesforce Agent Force etc.). Would you say it is....

Generative AI Conversational Assistants

	All SMBs (N=358)	Micro (1-9 emp) (N=279)	Small (10-49 emp) / Medium (50-249 emp) (N=79)
At least weekly (Net)	79%	79%	77%
Daily or almost daily	33%	34%	30%
A few times a week	46%	46%	46%
Monthly (Net)	20%	19%	23%
A few times a month	13%	13%	17%
Less than once a month	7%	7%	6%
Don't know	1%	1%	-

[Answering Base: Currently or previously used/experimented with AI-powered tools]

Q4.1. How often does your business / did your business use generative AI conversational assistants (such as ChatGPT, Microsoft Copilot, Gemini, Meta AI etc.) and/or Agentic AI Assistants (OpenClaw, OpenAI Operator, Salesforce Agent Force etc.). Would you say it is....

Agentic AI Assistants

	All SMBs (N=358)	Micro (1-9 emp) (N=279)	Small (10-49 emp) / Medium (50-249 emp) (N=79)
At least weekly (Net)	62%	62%	61%
Daily or almost daily	24%	25%	22%
A few times a week	38%	37%	39%
Monthly (Net)	30%	29%	36%
A few times a month	14%	14%	23%
Less than once a month	15%	16%	13%
Don't know	8%	9%	3%

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Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Writing and publishing social media posts

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
I do it myself, manually	35%	37%	8%
A member of staff does it manually	20%	19%	38%
It is outsourced to an accountant, agency or freelancer	8%	7%	15%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud)	4%	3%	9%
Drafted with AI, but reviewed by a human	17%	17%	26%
Fully automated by AI without human review	1%	1%	3%
Not applicable to my business	16%	17%	-

Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Responding to customer enquiries via messaging (e.g. WhatsApp, Messenger)

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
I do it myself, manually	57%	59%	16%
A member of staff does it manually	17%	16%	40%
It is outsourced to an accountant, agency or freelancer	5%	5%	8%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud)	5%	5%	14%
Drafted with AI, but reviewed by a human	9%	9%	15%
Fully automated by AI without human review	1%	1%	6%
Not applicable to my business	5%	6%	2%

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Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Invoicing, chasing payments, bookkeeping etc.

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
I do it myself, manually	40%	41%	13%
A member of staff does it manually	16%	15%	25%
It is outsourced to an accountant, agency or freelancer	22%	22%	30%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud)	11%	10%	19%
Drafted with AI, but reviewed by a human	7%	7%	11%
Fully automated by AI without human review	1%	1%	3%
Not applicable to my business	4%	4%	-

Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Scheduling, calendar and appointment management

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
I do it myself, manually	54%	56%	20%
A member of staff does it manually	15%	14%	21%
It is outsourced to an accountant, agency or freelancer	5%	5%	19%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud)	7%	7%	9%
Drafted with AI, but reviewed by a human	14%	14%	24%
Fully automated by AI without human review	1%	1%	5%
Not applicable to my business	4%	4%	2%

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Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Ordering, stock or supplier management

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
I do it myself, manually	47%	49%	21%
A member of staff does it manually	18%	17%	32%
It is outsourced to an accountant, agency or freelancer	7%	6%	13%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud)	8%	7%	18%
Drafted with AI, but reviewed by a human	9%	9%	12%
Fully automated by AI without human review	2%	1%	5%
Not applicable to my business	10%	10%	-

Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Publishing marketing content, social posts, promotions and ad campaigns

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
I do it myself, manually	35%	36%	16%
A member of staff does it manually	15%	14%	28%
It is outsourced to an accountant, agency or freelancer	10%	9%	21%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud)	4%	4%	5%
Drafted with AI, but reviewed by a human	18%	18%	28%
Fully automated by AI without human review	1%	1%	-
Not applicable to my business	17%	18%	2%

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Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Requesting/providing quotes, proposals and tenders

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
I do it myself, manually	42%	43%	18%
A member of staff does it manually	16%	15%	31%
It is outsourced to an accountant, agency or freelancer	8%	8%	15%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud)	5%	5%	14%
Drafted with AI, but reviewed by a human	11%	11%	11%
Fully automated by AI without human review	1%	1%	5%
Not applicable to my business	16%	16%	6%

Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Complying with regulatory paperwork, tax, compliance filings

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
I do it myself, manually	33%	34%	13%
A member of staff does it manually	15%	14%	28%
It is outsourced to an accountant, agency or freelancer	38%	38%	26%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud)	6%	6%	19%
Drafted with AI, but reviewed by a human	6%	5%	14%
Fully automated by AI without human review	*	*	-
Not applicable to my business	2%	3%	-

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Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Managing recruitment, rotas, HR admin

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
I do it myself, manually	41%	42%	19%
A member of staff does it manually	18%	16%	42%
It is outsourced to an accountant, agency or freelancer	10%	10%	10%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud)	5%	5%	7%
Drafted with AI, but reviewed by a human	4%	4%	15%
Fully automated by AI without human review	1%	*	5%
Not applicable to my business	21%	22%	2%

Q6. Some AI tools create new content on request: you give a prompt and they produce a draft for you, for example, ad copy and images for a campaign, or a suggested reply to a customer message that you review before sending. This type of AI is often referred to as Generative AI.

In the past 12 months, has your business used a tool like this?

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Yes (Net)	62%	61%	78%
Yes - for advertising or marketing	38%	37%	51%
Yes - for customer messaging or enquiries	28%	27%	46%
Yes - for admin, scheduling or back-office tasks	16%	15%	18%
Yes - in another area	3%	4%	-
No (Net)	37%	38%	22%
No, but we have looked into it	15%	15%	13%
No, and we have not considered it	22%	23%	9%
Don't know	1%	1%	-

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Q7. If you had an AI tool available that could reliably handle tasks for your business from start to finish, planning the work, carrying it out and completing it, without requiring you to review every item. Which of these tasks would you be willing to hand over to a tool like this? *Select up to three.*

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Finding new customers	47%	48%	44%
Administrative paperwork	27%	27%	24%
Investing time to grow the business. I.e. market research, marketing, new trends.	24%	24%	22%
Dealing with increasing costs of energy, materials or supplies	22%	21%	32%
Complying with Tax rules	18%	18%	18%
Managing Cash flow, or customers paying late (Credit Control)	18%	18%	20%
Keeping up with technology	16%	16%	18%
Upskilling or training me and my team	13%	13%	10%
Accessing finance or/and investment	6%	6%	8%
Competing with larger businesses	6%	6%	16%
Selling into other countries/cross border	6%	5%	7%
Finding staff	5%	5%	19%
None of these	7%	7%	5%
Don't know	3%	3%	-



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[Answering Base: Those using 'AGENTIC AI ASSISTANTS' at least a few times a month]

Q8. Earlier you said you have used agentic AI assistants (OpenClaw, OpenAI Operator, Salesforce Agent Force etc). Thinking about when you used these **AI Assistant** tools, which of the following, if any, have your business experienced as a result? *Please select up to five.*

	All SMBs (N=281)	Micro (1-9 emp) (N=214)	Small (10-49 emp) / Medium (50-249 emp) (N=67)
Saved time on routine tasks	42%	41%	53%
Improved the overall quality of the work	26%	26%	28%
Reduced costs	20%	20%	30%
Reduced errors and rework	20%	19%	31%
Improved the speed of decision-making	20%	20%	16%
Enabled me/ the business to accomplish tasks it could not previously perform	19%	19%	17%
Increased employee/team productivity	18%	17%	30%
Allowed the business to deliver better customer experiences or response times	18%	18%	19%
Automated routine business processes	18%	18%	17%
Scaled work without needing additional staff	15%	15%	18%
Increased revenue, sales, helped with business growth	15%	15%	17%
Developed new products or services	13%	12%	22%
Have not experienced any benefits	2%	2%	3%



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[Answering Base: Those using 'AGENTIC AI ASSISTANTS' at least a few times a month]

Q9. What, if anything, is holding your business back from using AI tools more? *Select all that apply.*

	All SMBs (N=281)	Micro (1-9 emp) (N=214)	Small (10-49 emp) / Medium (50-249 emp) (N=67)
Fear of errors going out without review	25%	25%	25%
Losing the personal contact my customers expect	22%	23%	17%
The cost or subscription prices	21%	21%	16%
Concerns about data privacy or security	20%	20%	27%
I'm not sure which tools are right for a business like mine	17%	17%	11%
Concerns about legal or regulatory compliance	16%	14%	33%
I prefer to do these things myself	13%	13%	6%
I don't trust the quality of what they produce	10%	10%	15%
I don't have time to learn how to use them	9%	9%	7%
The tools aren't suited to my sector	8%	8%	8%
I haven't seen evidence that it would pay off	6%	6%	9%
I don't know where to start	4%	4%	2%
The tools don't work well in my language	4%	4%	8%
Nothing is holding us back	14%	14%	20%
Don't know	*	1%	-

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[Answering Base: Those using 'AGENTIC AI ASSISTANTS' less than once a month or non-users]

Q10. What would most help your business start using, or make more use of, AI tools? *Select up to five.*

	All SMBs (N=77)	Micro (1-9 emp) (N=65)	Small (10-49 emp) / Medium (50-249 emp) (N=12)
Training specifically designed for my sector	45%	45%	49%
Reassurance about data protection compliance	40%	40%	29%
A free trial, or lower cost	36%	36%	29%
Hands-on help setting it up	36%	37%	5%
Training I could fit around running the business	33%	32%	53%
Financial support or tax relief for adopting AI	33%	33%	33%
Seeing proof that it works for businesses like mine	27%	27%	17%
Clearer rules on what is and isn't allowed	19%	20%	5%
Independent guidance on which tools can be trusted	19%	19%	24%
A recommendation from someone I trust	9%	9%	-
Nothing would help	1%	-	14%
Don't know	2%	2%	-

Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - AI tools are helping my business compete more effectively with larger companies

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Top 2 Box (Net)	58%	58%	66%
Strongly agree	16%	16%	22%
Somewhat agree	42%	42%	44%
Bottom 2 Box (Net)	29%	29%	23%
Somewhat disagree	18%	18%	16%
Strongly disagree	11%	11%	7%
Don't know	13%	13%	11%

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Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - AI tools let my business do things that previously required significantly more money, staff or time

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Top 2 Box (Net)	68%	68%	75%
Strongly agree	23%	23%	29%
Somewhat agree	45%	45%	46%
Bottom 2 Box (Net)	23%	23%	19%
Somewhat disagree	14%	15%	12%
Strongly disagree	8%	8%	7%
Don't know	9%	9%	6%

Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - Businesses that do not adopt AI tools risk being left behind by their competitors

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Top 2 Box (Net)	63%	63%	75%
Strongly agree	25%	25%	29%
Somewhat agree	38%	37%	46%
Bottom 2 Box (Net)	28%	28%	23%
Somewhat disagree	21%	21%	15%
Strongly disagree	7%	6%	8%
Don't know	9%	10%	1%

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Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - Small businesses need more support (grant, financial incentives) to get the full benefit of AI

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Top 2 Box (Net)	73%	72%	81%
Strongly agree	29%	29%	34%
Somewhat agree	44%	44%	47%
Bottom 2 Box (Net)	19%	20%	14%
Somewhat disagree	14%	15%	11%
Strongly disagree	5%	5%	2%
Don't know	8%	8%	5%

Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - I worry about the accuracy of what AI tools produce for my business

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Top 2 Box (Net)	63%	63%	68%
Strongly agree	22%	22%	24%
Somewhat agree	41%	41%	44%
Bottom 2 Box (Net)	29%	29%	30%
Somewhat disagree	21%	21%	19%
Strongly disagree	8%	8%	11%
Don't know	8%	8%	2%

Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - I am concerned about what happens to my business' and my customers' data when I use AI tools

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Top 2 Box (Net)	63%	63%	69%
Strongly agree	24%	24%	28%
Somewhat agree	39%	39%	41%
Bottom 2 Box (Net)	29%	29%	27%
Somewhat disagree	22%	22%	25%
Strongly disagree	7%	8%	2%
Don't know	8%	8%	3%



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Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - AI tools are being pushed at small businesses faster than we can absorb them

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Top 2 Box (Net)	69%	68%	81%
Strongly agree	21%	21%	19%
Somewhat agree	47%	47%	62%
Bottom 2 Box (Net)	21%	21%	17%
Somewhat disagree	16%	16%	13%
Strongly disagree	5%	5%	4%
Don't know	10%	11%	2%

Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - The benefits of AI for a business like mine have been overstated

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Top 2 Box (Net)	46%	46%	49%
Strongly agree	14%	14%	13%
Somewhat agree	32%	32%	36%
Bottom 2 Box (Net)	41%	41%	42%
Somewhat disagree	31%	31%	32%
Strongly disagree	10%	10%	10%
Don't know	13%	14%	9%

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Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - Top 2 Box Summary

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
AI tools are helping my business compete more effectively with larger companies	58%	58%	66%
AI tools let my business do things that previously required significantly more money, staff or time	68%	68%	75%
Businesses that do not adopt AI tools risk being left behind by their competitors	63%	63%	75%
Small businesses need more support (grant, financial incentives) to get the full benefit of AI	73%	72%	81%
I worry about the accuracy of what AI tools produce for my business	63%	63%	68%
I am concerned about what happens to my business' and my customers' data when I use AI tools	63%	63%	69%
AI tools are being pushed at small businesses faster than we can absorb them	69%	68%	81%
The benefits of AI for a business like mine have been overstated	46%	46%	49%

Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Marketing and content creation

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	59%	59%	60%
No change	37%	38%	32%
Decrease	4%	3%	8%

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Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Customer acquisition

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	45%	44%	61%
No change	51%	52%	39%
Decrease	4%	4%	1%

Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Advising on strategy and business growth

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	48%	48%	39%
No change	49%	49%	57%
Decrease	3%	3%	4%

Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Customer communications

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	47%	47%	58%
No change	48%	49%	37%
Decrease	5%	5%	6%

Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Product or service development

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	48%	48%	55%
No change	49%	50%	38%
Decrease	2%	2%	8%

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Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Business planning and decision-making

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	37%	36%	56%
No change	60%	61%	43%
Decrease	3%	3%	1%

Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Administrative tasks

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	38%	37%	51%
No change	59%	60%	47%
Decrease	3%	3%	2%

Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Finance and accounting

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	40%	39%	52%
No change	57%	58%	40%
Decrease	3%	3%	7%

Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Operations or supply-chain management

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	27%	26%	42%
No change	68%	69%	53%
Decrease	5%	5%	5%



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Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Employee training and support

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	32%	32%	48%
No change	63%	64%	50%
Decrease	4%	5%	2%

Q12. Looking ahead to the next calendar year, how, if at all, does your business expect its use of AI tools to change in each of the following areas? - Cybersecurity or fraud prevention

	All SMBs (N=500)	Micro (1-9 emp) (N=411)	Small (10-49 emp) / Medium (50-249 emp) (N=89)
Increase	44%	44%	48%
No change	51%	51%	50%
Decrease	5%	5%	2%

Methodology:

This study was conducted online by Ipsos in October 2026 via a weighted sample of n=500 business owners or employees of micro (1-9 employees), small (10-49 employees), and medium (50-249 employees) businesses in Italy. Respondents included active commercial founders, owners, chief executives, and operational decision-makers in enterprises employing between 1 and 249 full-time and part-time personnel (inclusive of the respondent). Enterprises with 250 or more employees were excluded.

For analysis purposes, small and medium-sized businesses were aggregated into one category (SMEs). All participants were aged 18 or older. Respondents were weighted by business size (micro, small, or medium) and country region (Nord-ovest; Nord-est; Centro; Sud; and Isole) according to ISTAT 2023. The data was weighted to be a national representation of the micro, small and medium sized business population of Italy.

Ipsos measures the precision of online, opt-in polls using credibility intervals; results among all businesses have a credibility interval of ± 5.4 percentage points. In some cases, results for individual items may not appear to sum to 100%, due to rounding.

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About Ipsos

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