TOPLINE & METHODOLOGY

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

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

Interview dates: November 3-9, 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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Finding new customers	28%	28%	22%
Dealing with increasing costs of energy, materials or supplies	27%	27%	28%
Administrative paperwork	24%	24%	24%
Upskilling or training me and my team	14%	14%	14%
Managing Cash flow, or customers paying late (Credit Control)	11%	12%	8%
Competing with larger businesses	11%	11%	17%
Investing time to grow the business. I.e. market research, marketing, new trends.	10%	10%	9%
Finding or keeping good staff	10%	9%	28%
Complying with Tax rules and/or regulations	9%	9%	6%
Keeping up with technology	7%	7%	9%
Accessing finance or/and investment	7%	7%	8%
Selling into other countries/cross boarder	3%	2%	7%
None of these	15%	15%	16%
Don't know	6%	6%	8%

** Small base size. Results should be interpreted with caution*

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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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Under 35h	29%	29%	9%
35-40h	47%	46%	72%
41-60h	20%	20%	18%
More than 60h	4%	4%	1%

** Small base size. Results should be interpreted with caution.*

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)
Finding new customers:	14.54
Managing Cash flow, or customers paying late (Credit Control) :	7.10
Dealing with increasing costs of energy, materials or supplies:	6.26
Administrative paperwork:	26.48
Complying with Tax rules and/or regulations:	4.35
Investing time to grow the business. I.e. market research, marketing, new trends:	6.82
Finding or keeping good staff:	2.06
Keeping up with technology:	4.32
Improving products, services:	11.79
Competing with larger businesses:	2.98
Accessing finance or/and investment:	1.44
Upskilling or training me and my team:	9.86
Selling into other countries/cross boarder:	2.01

** Small base size. Results should be interpreted with caution.*

[Text shown to respondents]

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.

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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=425)**	**Small (10-49 emp) / Medium (50-249 emp) (N=75)***
Yes (Net)	44%	44%	51%
We currently use AI tools as part of how we operate	28%	28%	19%
We are currently experimenting with or trialing AI tools	16%	15%	29%
We previously used AI tools but have since stopped	1%	1%	2%
We have not used AI tools for business purposes	51%	51%	44%
Don't know	5%	5%	5%

** Small base size. Results should be interpreted with caution.*

[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=224)
At least weekly (Net)	63%
Daily or almost daily	29%
A few times a week	34%
Monthly (Net)	30%
A few times a month	17%
Less than once a month	13%
Don't know	7%

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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….

Agentic AI Assistants

	All SMBs (N=224)
At least weekly (Net)	29%
Daily or almost daily	10%
A few times a week	19%
Monthly (Net)	47%
A few times a month	16%
Less than once a month	31%
Don't know	24%

Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Brand/Content Marketing/Social Media i.e. writing and publishing social media posts

	All SMBs (N=500)	**Micro (1-9 emp) (N=425)**	**Small (10-49 emp) / Medium (50-249 emp) (N=75)***
I do it myself, manually	31%	32%	10%
A member of staff does it manually	16%	15%	37%
It is outsourced to an accountant, agency or freelancer	5%	5%	11%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud	2%	2%	3%
Drafted with AI, but reviewed by a human	8%	8%	10%
Fully automated by AI with minimal human review	1%	1%	1%
Not applicable to my business	37%	37%	28%

** Small base size. Results should be interpreted with caution.*

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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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
I do it myself, manually	54%	56%	19%
A member of staff does it manually	17%	16%	43%
It is outsourced to an accountant, agency or freelancer	2%	2%	8%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud	1%	1%	3%
Drafted with AI, but reviewed by a human	4%	3%	8%
Fully automated by AI with minimal human review	1%	1%	1%
Not applicable to my business	21%	22%	18%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
I do it myself, manually	48%	49%	16%
A member of staff does it manually	18%	17%	43%
It is outsourced to an accountant, agency or freelancer	15%	15%	19%
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	3%	3%	6%
Fully automated by AI with minimal human review	1%	1%	1%
Not applicable to my business	12%	12%	9%

** Small base size. Results should be interpreted with caution.*

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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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
I do it myself, manually	55%	55%	29%
A member of staff does it manually	20%	19%	45%
It is outsourced to an accountant, agency or freelancer	3%	3%	2%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud	3%	3%	4%
Drafted with AI, but reviewed by a human	3%	3%	6%
Fully automated by AI with minimal human review	*	*	1%
Not applicable to my business	16%	16%	13%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
I do it myself, manually	47%	48%	18%
A member of staff does it manually	18%	16%	47%
It is outsourced to an accountant, agency or freelancer	1%	1%	8%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud	3%	3%	5%
Drafted with AI, but reviewed by a human	3%	3%	7%
Fully automated by AI with minimal human review	*	*	1%
Not applicable to my business	28%	29%	14%

** Small base size. Results should be interpreted with caution.*

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Q5. Thinking about a typical week running your business, how are each of these tasks generally handled today? - Performance / Growth Marketing/Promotions, i.e. promotions and ad campaigns

	All SMBs (N=500)	Micro (1-9 emp) (N=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
I do it myself, manually	22%	23%	8%
A member of staff does it manually	15%	14%	40%
It is outsourced to an accountant, agency or freelancer	4%	4%	11%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud	3%	3%	1%
Drafted with AI, but reviewed by a human	8%	8%	6%
Fully automated by AI with minimal human review	*	*	2%
Not applicable to my business	48%	48%	32%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
I do it myself, manually	45%	46%	15%
A member of staff does it manually	21%	20%	45%
It is outsourced to an accountant, agency or freelancer	3%	3%	12%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud	3%	3%	3%
Drafted with AI, but reviewed by a human	4%	4%	8%
Fully automated by AI with minimal human review	1%	1%	1%
Not applicable to my business	23%	23%	17%

** Small base size. Results should be interpreted with caution.*

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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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
I do it myself, manually	41%	41%	26%
A member of staff does it manually	17%	16%	41%
It is outsourced to an accountant, agency or freelancer	21%	21%	16%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud	3%	3%	3%
Drafted with AI, but reviewed by a human	3%	3%	5%
Fully automated by AI with minimal human review	1%	1%	1%
Not applicable to my business	14%	14%	8%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
I do it myself, manually	24%	25%	14%
A member of staff does it manually	24%	23%	59%
It is outsourced to an accountant, agency or freelancer	4%	4%	6%
Handled by rule/template-based software (e.g. Parseur, Drools, Camunda, Fatture in Cloud	2%	2%	4%
Drafted with AI, but reviewed by a human	2%	2%	5%
Fully automated by AI with minimal human review	*	-	1%
Not applicable to my business	43%	44%	11%

** Small base size. Results should be interpreted with caution.*

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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? (Gen AI)

	All SMBs (N=500)	Micro (1-9 emp) (N=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Yes (Net)	37%	37%	40%
Yes - for advertising or marketing	21%	21%	17%
Yes - for customer messaging or enquiries	16%	15%	19%
Yes - for admin, scheduling or back-office tasks	13%	13%	17%
Yes - in another area	4%	4%	4%
No (Net)	53%	54%	45%
No, but we have looked into it	10%	10%	15%
No, and we have not considered it	44%	44%	30%
Don't know	10%	9%	15%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Administrative paperwork	30%	29%	38%
Finding new customers	29%	29%	19%
Upskilling or training me and my team	18%	18%	20%
Keeping up with technology	14%	14%	21%
Complying with Tax rules	14%	14%	11%
Investing time to grow the business. I.e. market research, marketing, new trends	12%	12%	11%
Dealing with increasing costs of energy, materials or supplies	9%	9%	12%
Managing cash flow, or customers paying late (Credit Control)	8%	8%	11%
Competing with larger businesses	6%	6%	12%
Accessing finance or/and investment	4%	4%	5%
Finding staff	4%	3%	16%
Selling into other countries/cross boarder	2%	2%	3%
None of these	21%	21%	19%
Don't know	14%	14%	9%

** Small base size. Results should be interpreted with caution.*

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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=103)
Saved time on routine tasks	53%
Improved the overall quality of the work	30%
Reduced errors and rework	27%
Enabled me/ the business to accomplish tasks it could not previously perform	27%
Increased employee/team productivity	26%
Automated routine business processes	17%
Developed new products or services	17%
Improved the speed of decision-making	16%
Scaled work without needing additional staff	14%
Allowed the business to deliver better customer experiences or response times	12%
Increased revenue, sales, helped with business growth	10%
Reduced costs	8%
Have not experienced any benefits	8%

[There was no Q9 in the survey]

[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=121)
Seeing proof that it works for businesses like mine	30%
Reassurance about trusting the quality of AI	28%
A free trial, or lower cost	24%
Hands-on help setting it up	23%
Clearer rules on what is and isn't allowed	19%
Financial support or tax relief for adopting AI	18%
Training specifically designed for my sector	17%
Training I could fit around running the business	17%
Independent guidance on which tools can be trusted	17%
A recommendation from someone I trust	12%
Nothing would help	6%
Don't know	15%

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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 helping my business compete more effectively with larger companies

	All SMBs (N=500)	Micro (1-9 emp) (N=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Top 2 Box (Net)	27%	26%	47%
Strongly agree	5%	5%	13%
Somewhat agree	22%	21%	34%
Bottom 2 Box (Net)	37%	37%	21%
Somewhat disagree	22%	22%	15%
Strongly disagree	15%	15%	6%
Don't know/Not applicable to me	36%	36%	32%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Top 2 Box (Net)	49%	49%	52%
Strongly agree	17%	17%	17%
Somewhat agree	33%	33%	35%
Bottom 2 Box (Net)	24%	24%	24%
Somewhat disagree	15%	15%	16%
Strongly disagree	10%	10%	8%
Don't know/Not applicable to me	26%	26%	24%

** Small base size. Results should be interpreted with caution.*

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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? - Businesses that do not adopt AI tools risk being left behind by their competitors

	All SMBs (N=500)	Micro (1-9 emp) (N=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Top 2 Box (Net)	49%	49%	61%
Strongly agree	14%	14%	23%
Somewhat agree	35%	35%	38%
Bottom 2 Box (Net)	30%	30%	21%
Somewhat disagree	21%	22%	15%
Strongly disagree	8%	9%	6%
Don't know/Not applicable to me	21%	21%	18%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Top 2 Box (Net)	57%	57%	56%
Strongly agree	20%	20%	24%
Somewhat agree	37%	37%	31%
Bottom 2 Box (Net)	18%	18%	19%
Somewhat disagree	12%	12%	12%
Strongly disagree	6%	6%	7%
Don't know/Not applicable to me	25%	25%	25%

** Small base size. Results should be interpreted with caution.*

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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? - I worry about the accuracy of what AI tools produce for my business

	All SMBs (N=500)	Micro (1-9 emp) (N=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Top 2 Box (Net)	60%	60%	58%
Strongly agree	26%	26%	26%
Somewhat agree	34%	34%	32%
Bottom 2 Box (Net)	18%	18%	22%
Somewhat disagree	14%	14%	17%
Strongly disagree	4%	4%	4%
Don't know/Not applicable to me	22%	22%	21%

** Small base size. Results should be interpreted with caution.*

Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - AI tools for business should never spend, send or publish anything without asking me first

	All SMBs (N=500)	Micro (1-9 emp) (N=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Top 2 Box (Net)	76%	76%	56%
Strongly agree	51%	52%	30%
Somewhat agree	25%	25%	26%
Bottom 2 Box (Net)	8%	7%	23%
Somewhat disagree	5%	5%	20%
Strongly disagree	2%	2%	4%
Don't know/Not applicable to me	17%	17%	21%

** Small base size. Results should be interpreted with caution.*

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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 AI tools that they can trust

	All SMBs (N=500)	Micro (1-9 emp) (N=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Top 2 Box (Net)	70%	70%	67%
Strongly agree	34%	34%	28%
Somewhat agree	36%	36%	38%
Bottom 2 Box (Net)	12%	12%	15%
Somewhat disagree	9%	9%	9%
Strongly disagree	4%	3%	6%
Don't know/Not applicable to me	18%	18%	18%

** Small base size. Results should be interpreted with caution.*

Q11. Thinking about your business and the wider market, how much do you agree or disagree with each of the following statements? - The work AI tools produce is good enough for my business to rely on without checking it

	All SMBs (N=500)	Micro (1-9 emp) (N=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Top 2 Box (Net)	24%	24%	35%
Strongly agree	6%	6%	13%
Somewhat agree	18%	18%	23%
Bottom 2 Box (Net)	55%	55%	42%
Somewhat disagree	33%	33%	32%
Strongly disagree	22%	22%	10%
Don't know/Not applicable to me	21%	21%	22%

** Small base size. Results should be interpreted with caution.*

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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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
AI tools are helping my business compete more effectively with larger companies	27%	26%	47%
AI tools let my business do things that previously required significantly more money, staff or time	49%	49%	52%
Businesses that do not adopt AI tools risk being left behind by their competitors	49%	49%	61%
Small businesses need more support (grant, financial incentives) to get the full benefit of AI	57%	57%	56%
I worry about the accuracy of what AI tools produce for my business	60%	60%	58%
AI tools for business should never spend, send or publish anything without asking me first	76%	76%	56%
Small businesses need AI tools that they can trust	70%	70%	67%
The work AI tools produce is good enough for my business to rely on without checking it	24%	24%	35%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	33%	33%	40%
No change	64%	64%	54%
Decrease	3%	3%	6%

** Small base size. Results should be interpreted with caution.*

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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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	25%	25%	33%
No change	73%	73%	66%
Decrease	2%	2%	1%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	22%	22%	24%
No change	75%	75%	71%
Decrease	3%	3%	5%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	27%	26%	36%
No change	71%	71%	60%
Decrease	2%	2%	4%

** Small base size. Results should be interpreted with caution.*

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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? - Product or service development

	All SMBs (N=500)	Micro (1-9 emp) (N=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	25%	24%	32%
No change	74%	74%	61%
Decrease	2%	2%	6%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	21%	21%	21%
No change	76%	76%	73%
Decrease	3%	3%	6%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	34%	33%	44%
No change	65%	65%	49%
Decrease	2%	2%	7%

** Small base size. Results should be interpreted with caution.*

TOPLINE & METHODOLOGY

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	20%	19%	31%
No change	78%	79%	68%
Decrease	2%	2%	1%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	12%	11%	25%
No change	86%	86%	73%
Decrease	2%	2%	2%

** Small base size. Results should be interpreted with caution.*

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=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	15%	15%	25%
No change	82%	82%	66%
Decrease	3%	3%	9%

** Small base size. Results should be interpreted with caution.*

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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? - Cybersecurity or fraud prevention

	All SMBs (N=500)	Micro (1-9 emp) (N=425)	Small (10-49 emp) / Medium (50-249 emp) (N=75)*
Increase	18%	17%	36%
No change	80%	81%	60%
Decrease	2%	2%	4%

** Small base size. Results should be interpreted with caution.*

Methodology:

This study was conducted online by Ipsos in November 3-9, 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 France. 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 (Ile de France; North & North East; North West & West; Centre & East; and South) according to INSEE, ESANE 2023 (Eurostat). The data was weighted to be a national representation of the micro, small and medium sized business population of France.

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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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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