A FORJANCE ARTICLE

The AI gap on Main Street is real. It’s also closable.

New Homebase data shows who is adopting AI, who isn’t, and what would help the rest start.

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WHO'S ADOPTING

Homebase surveyed 750 small business decision-makers in 2026.

74% use or are piloting AI, up from 64% a year ago

57% of businesses with 5 to 9 employees use or pilot AI

84% of businesses with 50 to 99 employees

54% of businesses under $500K in revenue

81% of businesses at $5M or more in revenue

WHAT ADOPTERS SEE

Among businesses using AI:

89% report a positive overall business impact

87% say it has saved them time

74% say it has made running the business less stressful

The most common monthly AI spend is $41 to $150, and 13% pay nothing extra because it’s built into tools they already have.

WHAT WOULD HELP OTHERS START

62% of non-adopters are still interested. Only 20% have looked into specific tools. What would move them:

37% knowing their data is secure

33% seeing evidence it saves money

31% knowing a person stays in control and can override the AI

30% seeing evidence it saves time

WHAT FORJANCE IS DOING

Owners are asking for proof and for control. Here is how Forjance answers:

1. Private to your business

Set up around your company and the way your people talk.

2. You stay in control

Nothing goes out until a person on your side approves it.

3. See it on your own task

Bring something you've been meaning to get done to a walkthrough and see what the team produces.

The gap is closable.
Start with one task.

Put an AI team to work for your business, on your terms.

Learn more at forjance.com

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Source: Homebase, “2026 Main Street AI Gap Report” (September 22, 2026), survey of 750 decision-makers at small businesses with 5 to 499 employees and hourly teams, fielded by Propeller Insights. Homebase sells scheduling and payroll software.