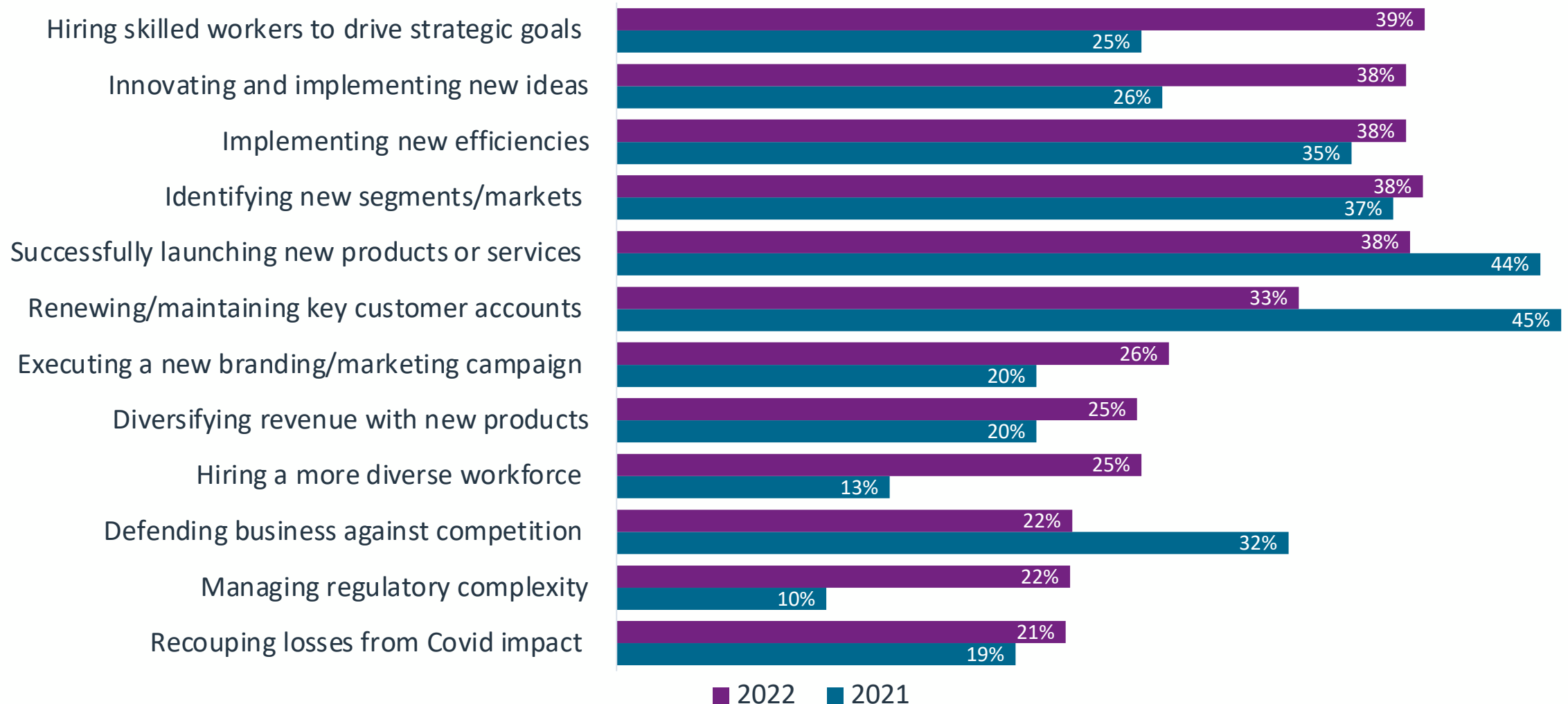


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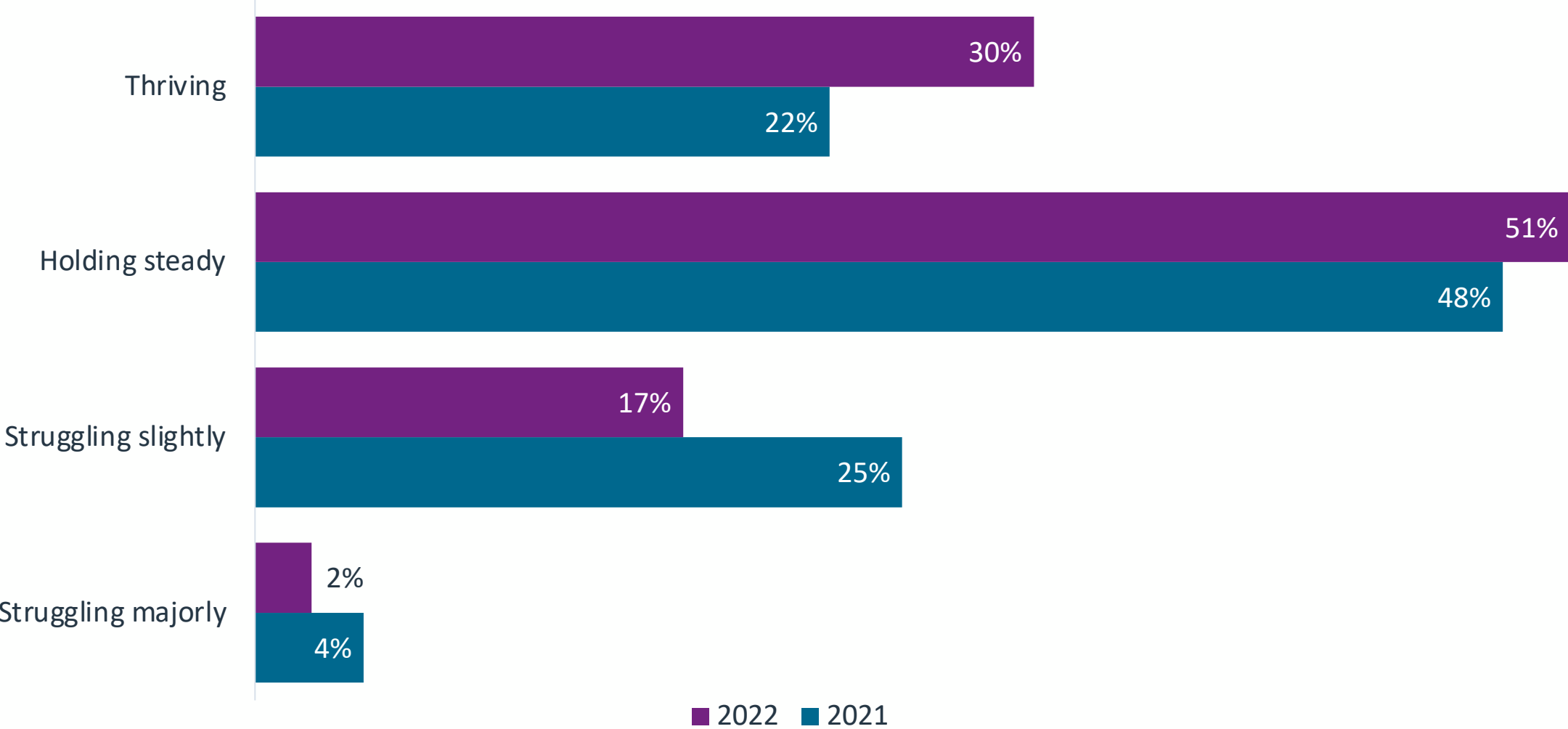
SMB Tech Buying Trends 2022



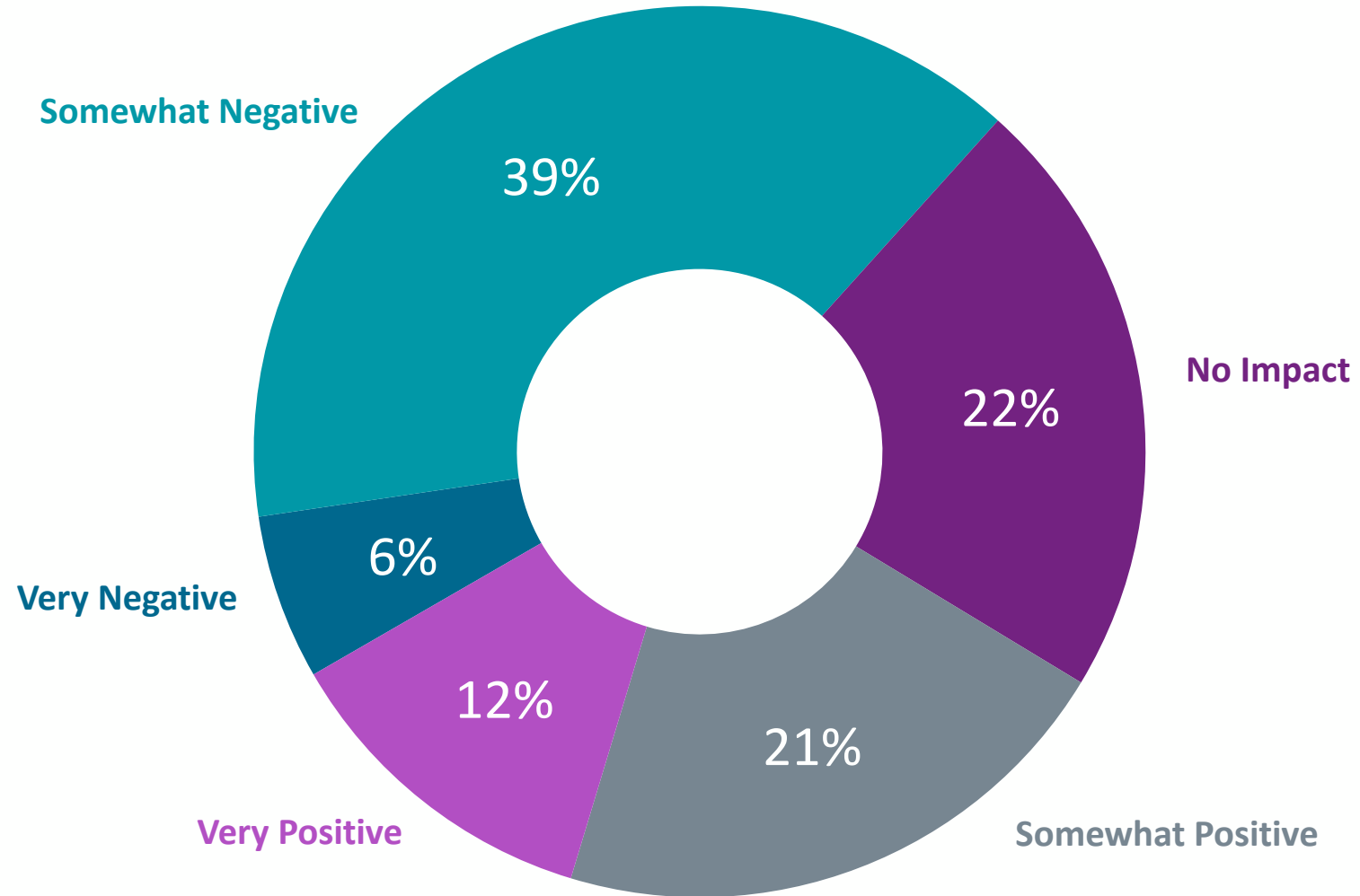
Top Organizational Strategic Objectives



Health of Small/Medium-sized Businesses

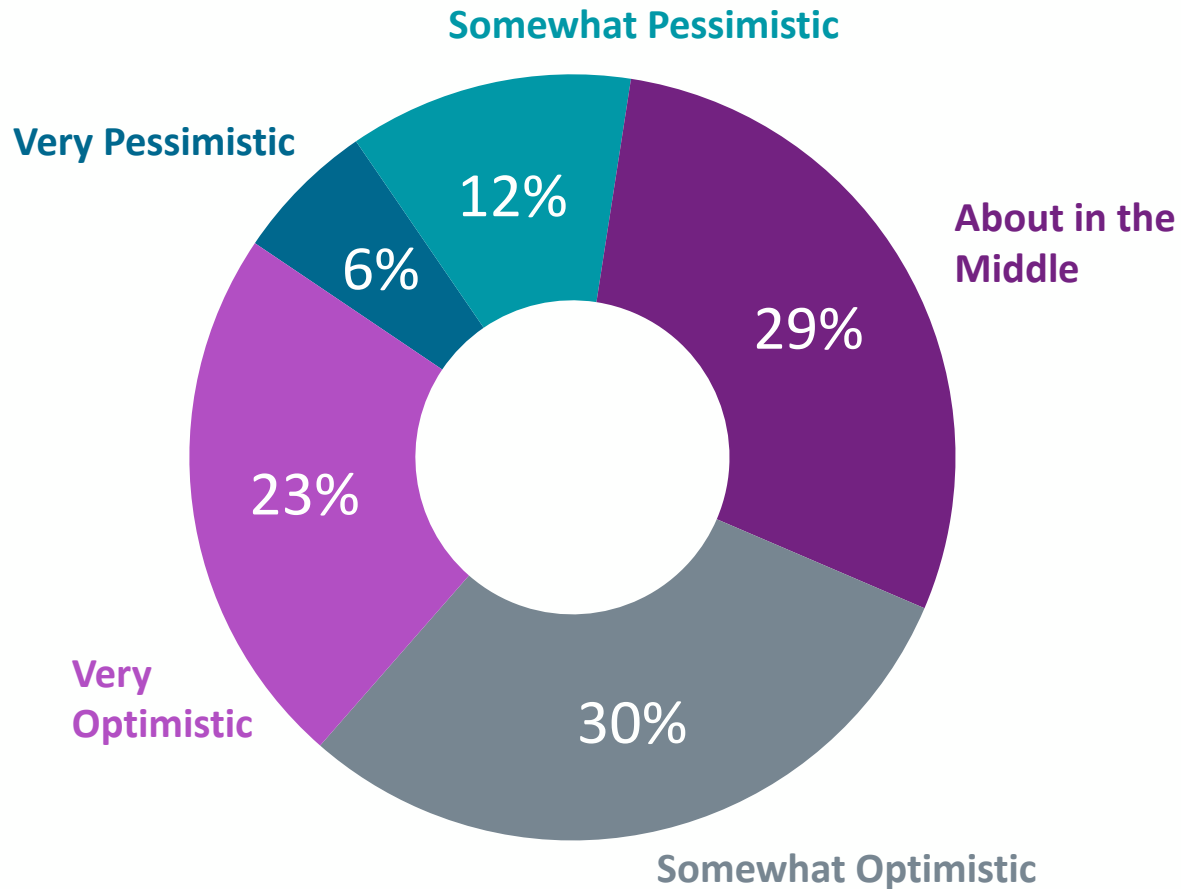


Impact of World Events on Profitability

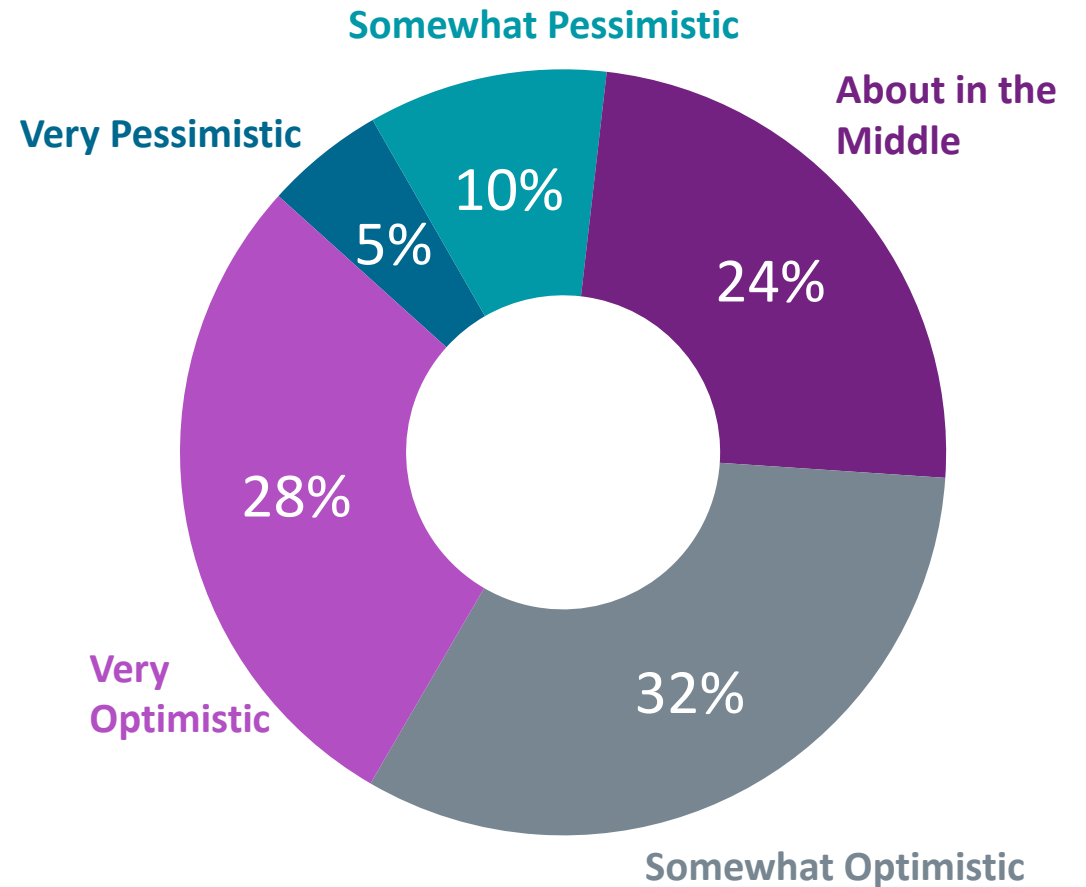


Looking Ahead 12 Months

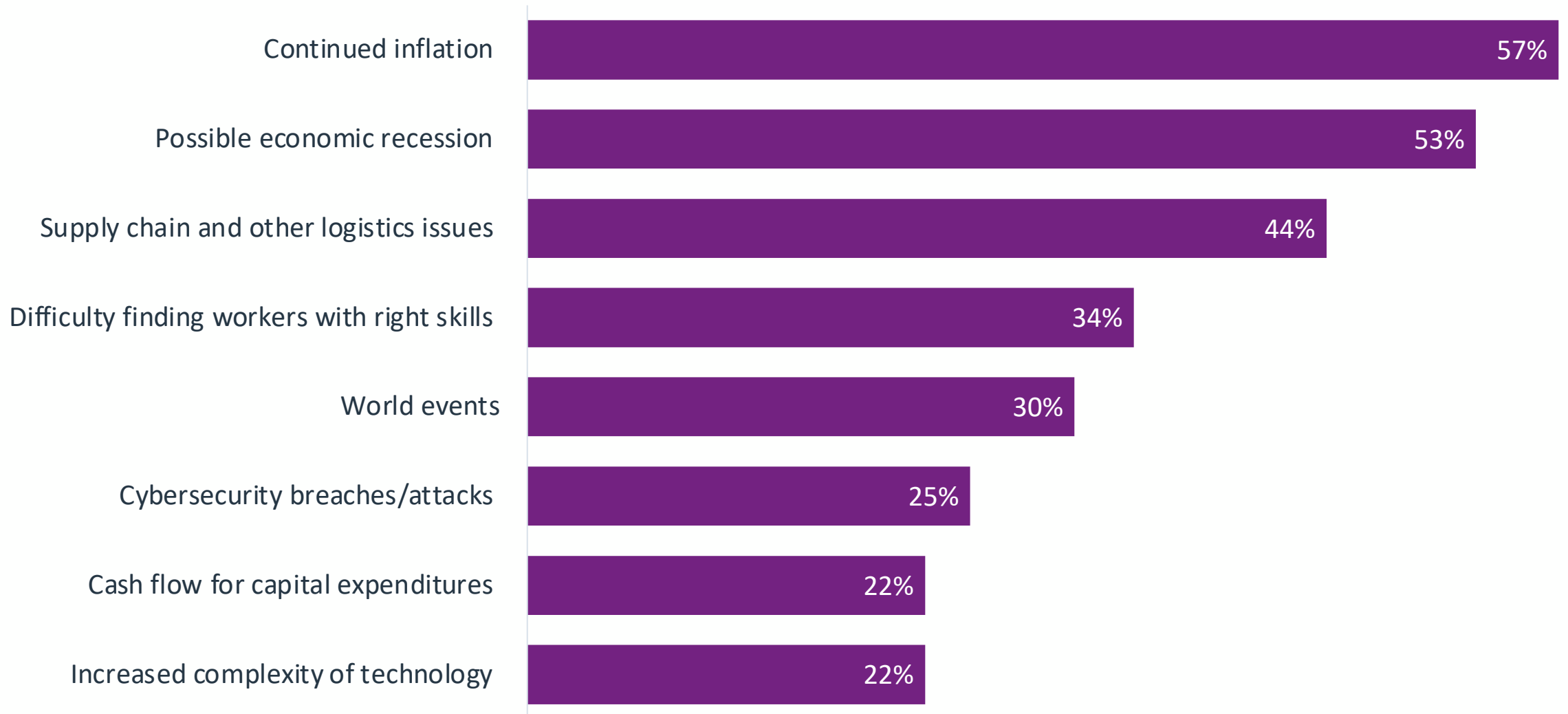
Industry in general



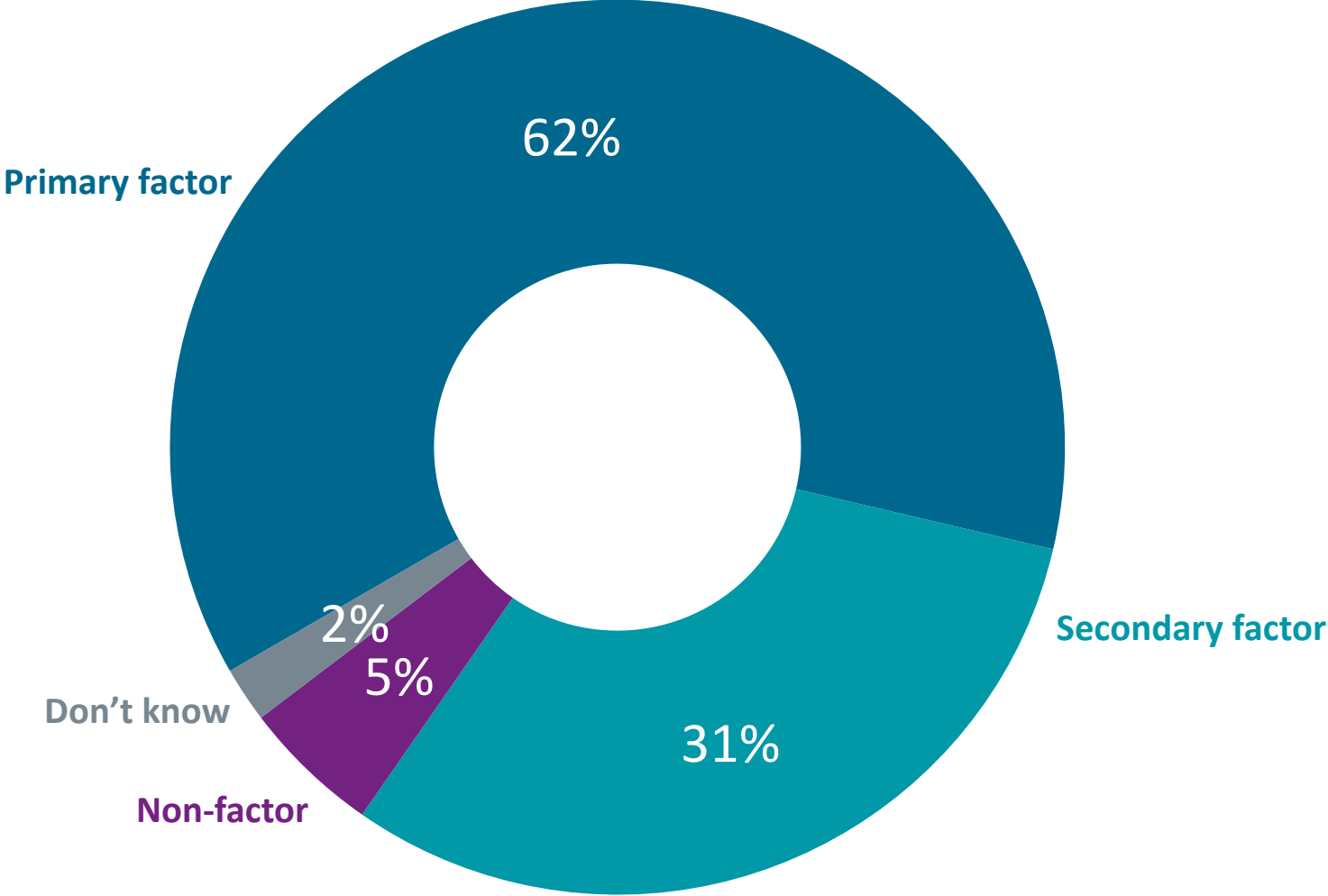
Specific organization



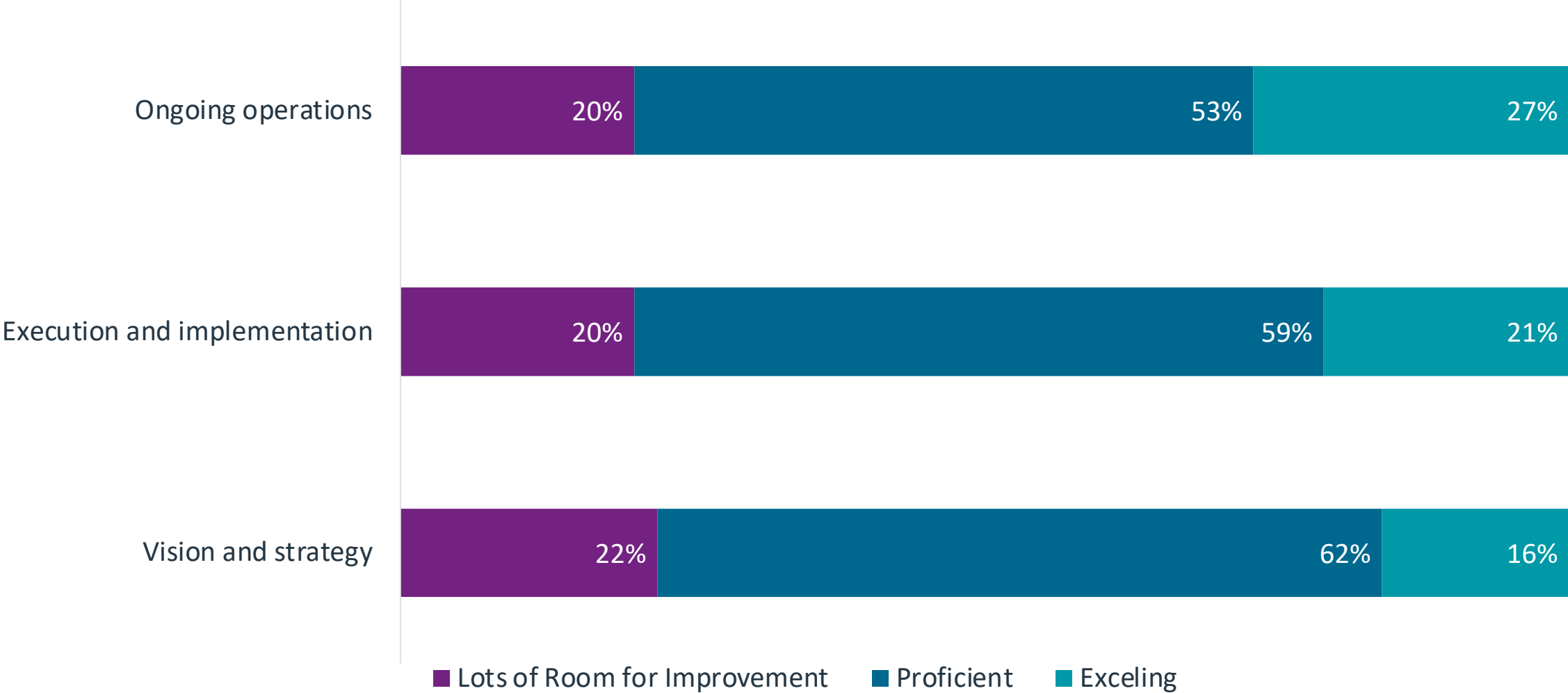
Business Concerns in the Next 12 Months



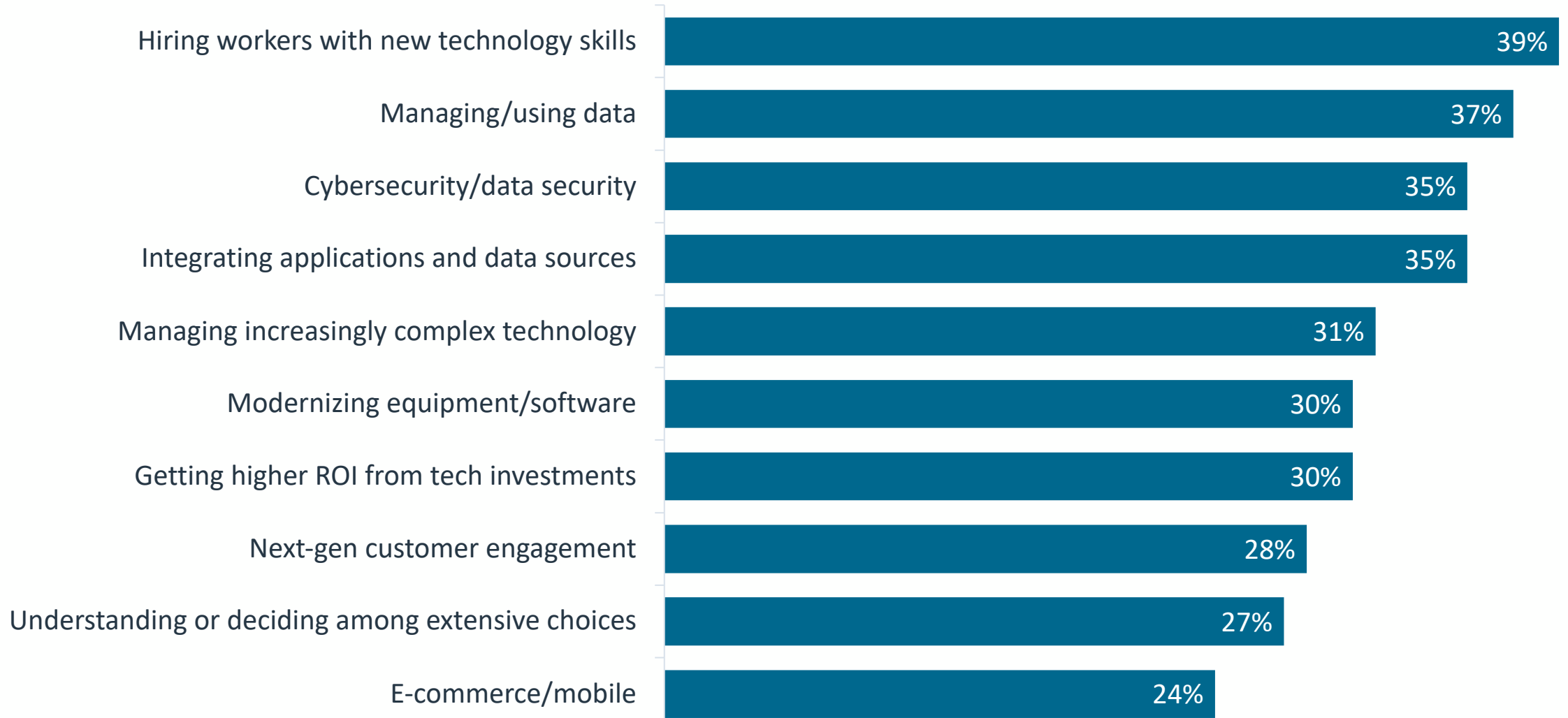
Role of Technology in Reaching Strategic Objectives



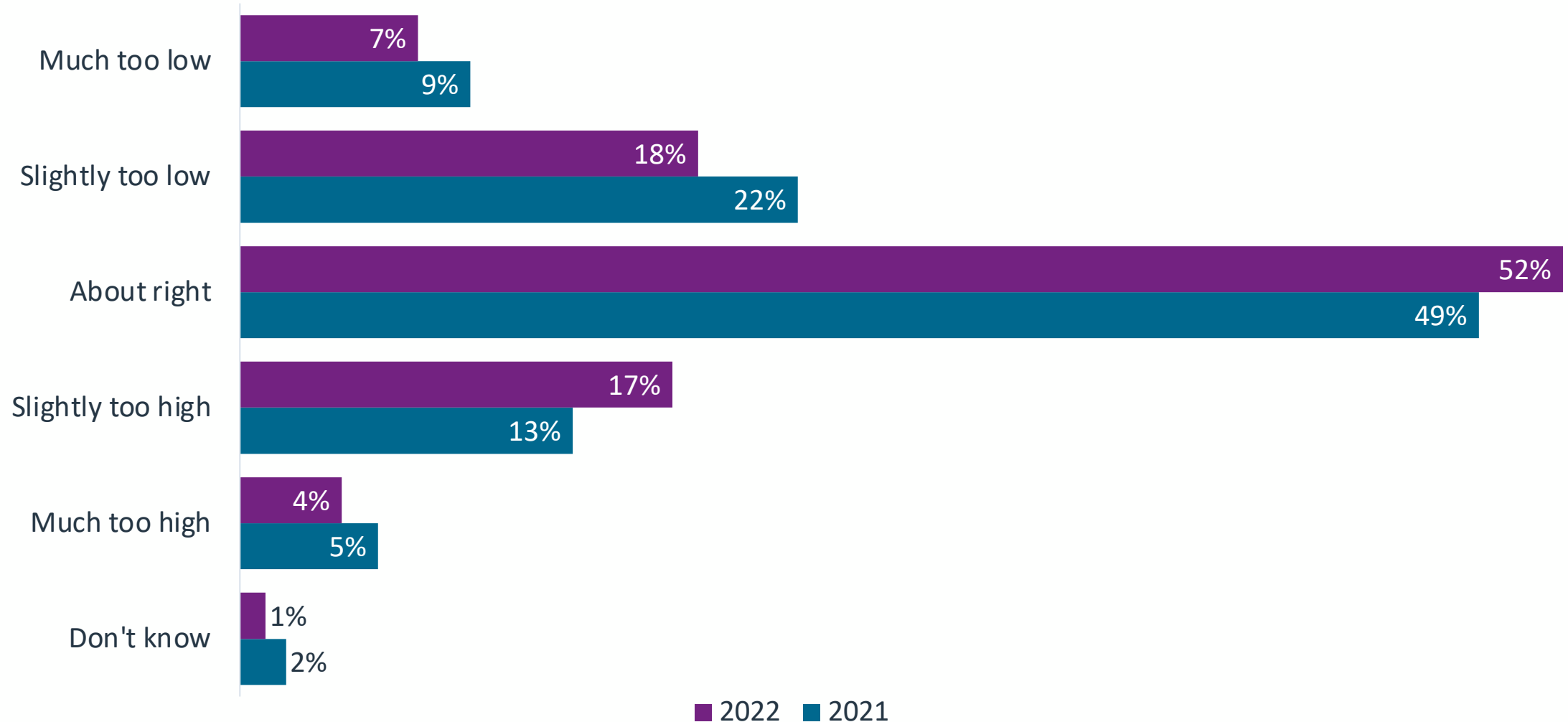
Organizational Ratings of Technology Areas



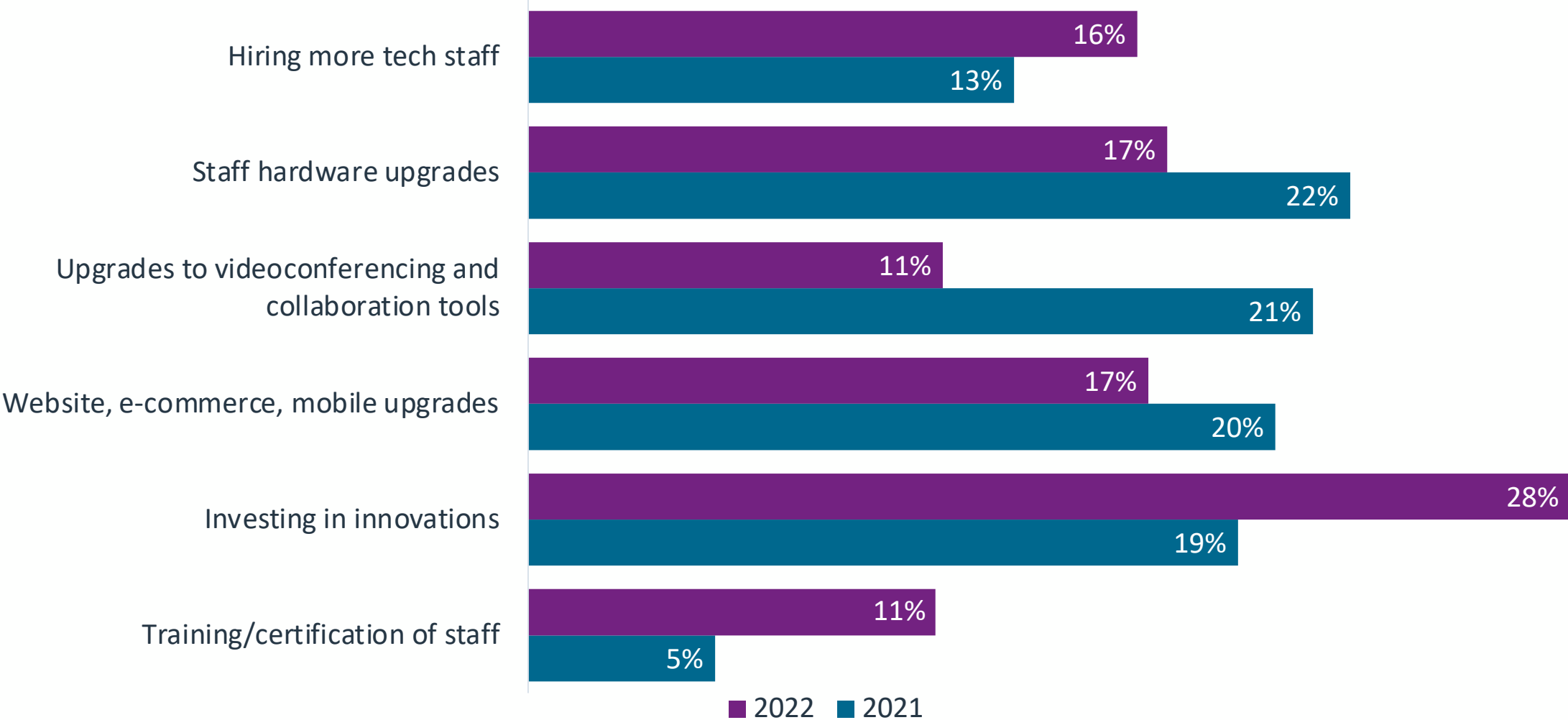
Organizational Areas of Concern



Technology Spending

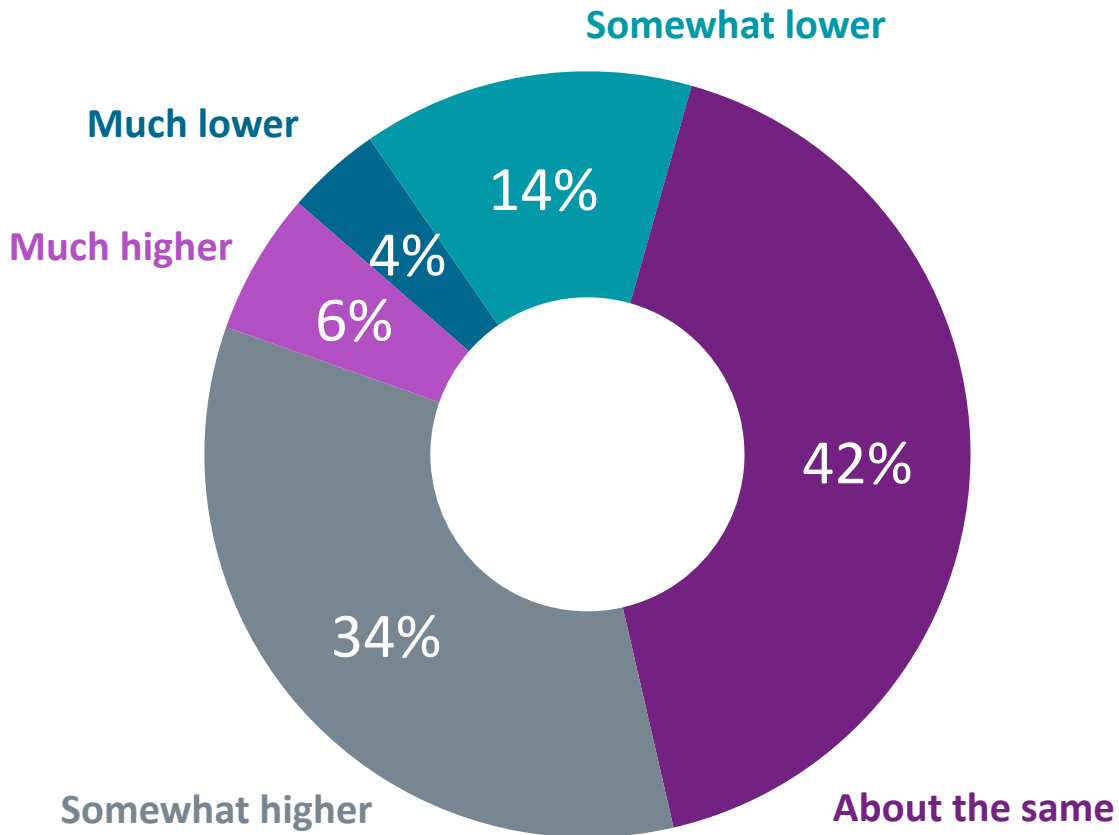


Focus Areas for Increasing Tech Budgets

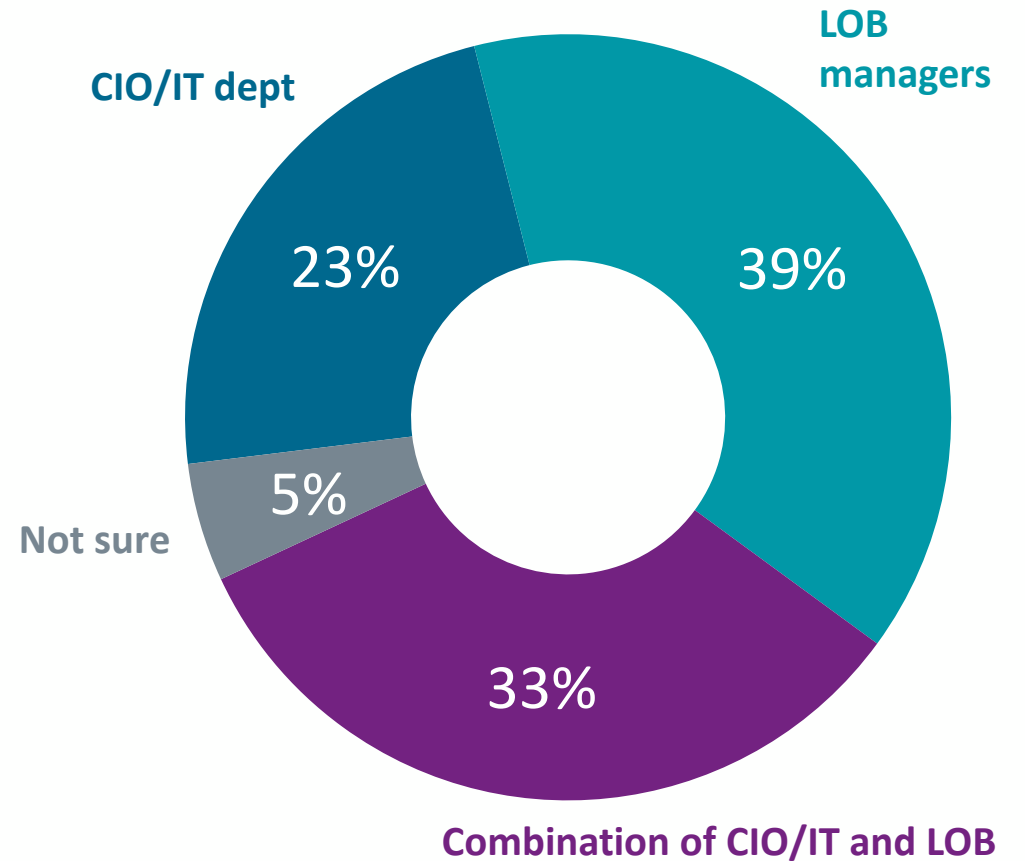


Technology Spending Budgets

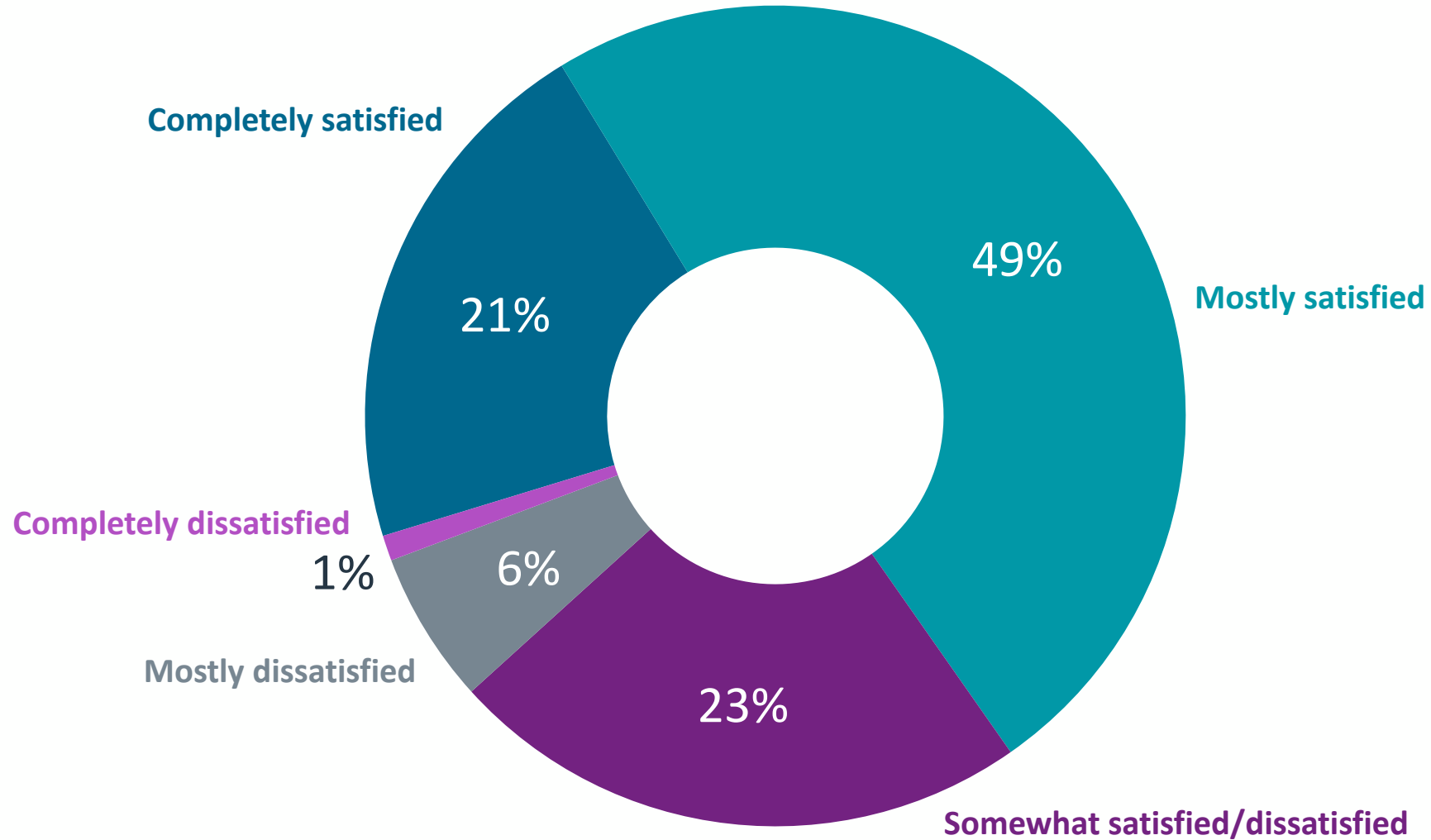
Compared to 2021



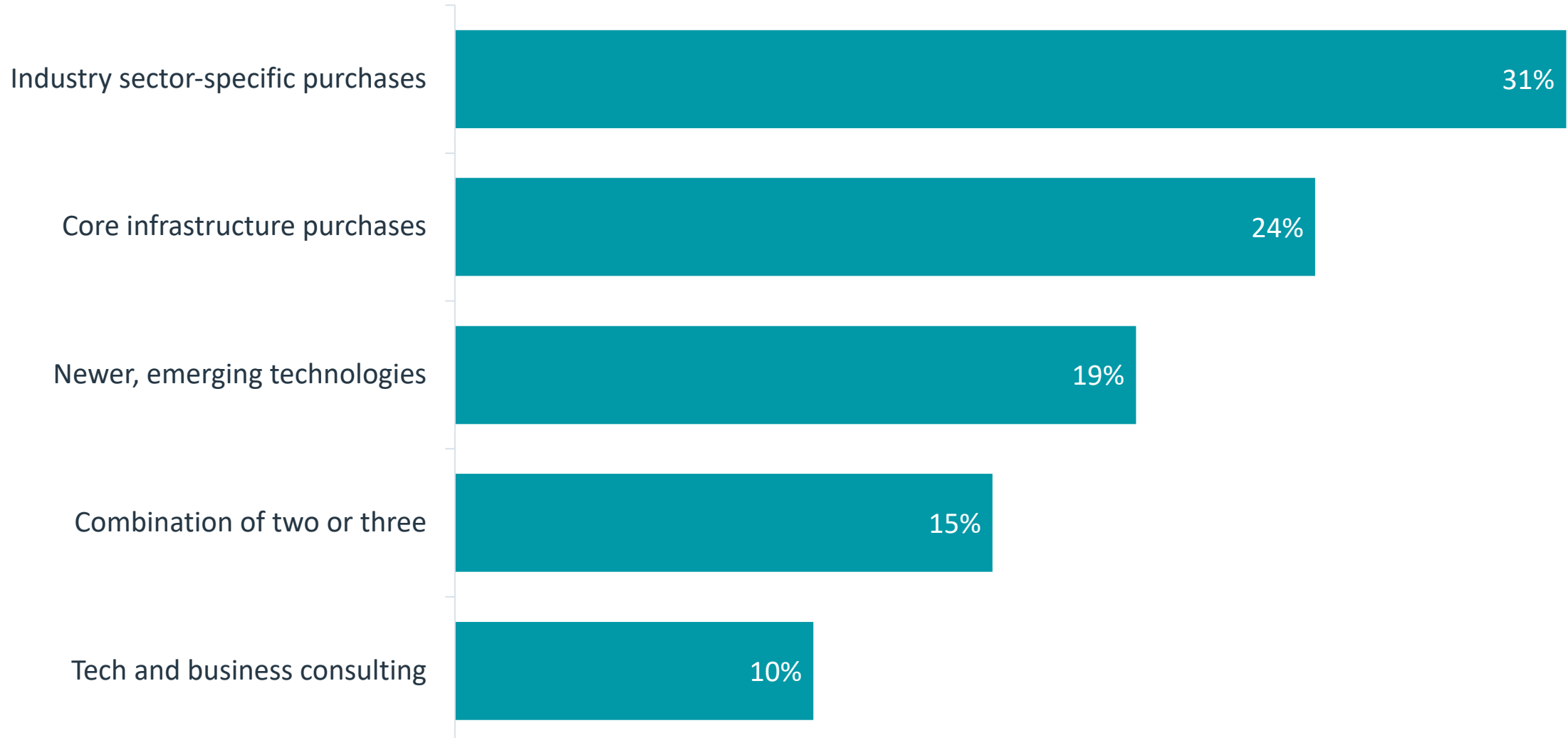
Decisionmakers



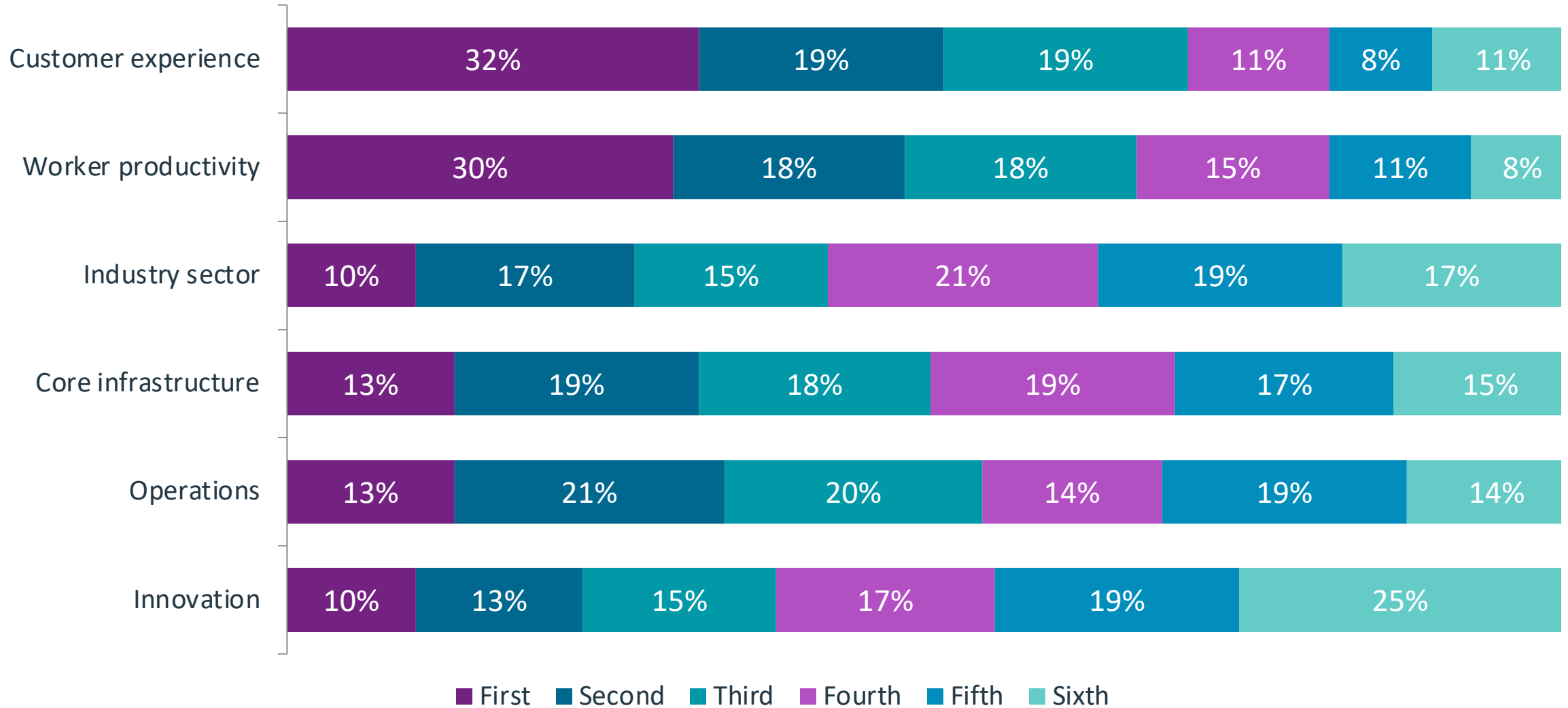
Technology Satisfaction Rating



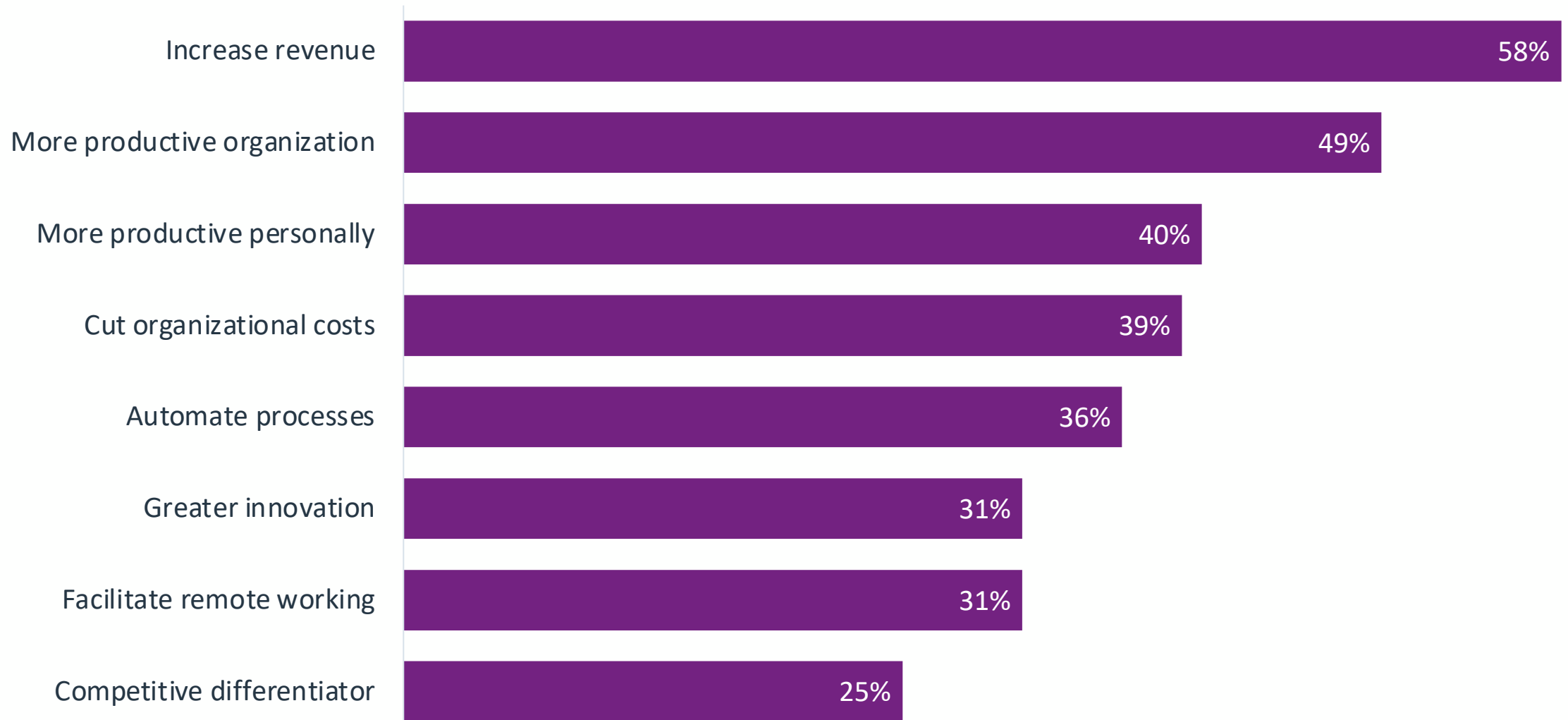
Technology Purchases in Past 2 Years



Ranking Priority Spending for Next 12 Months

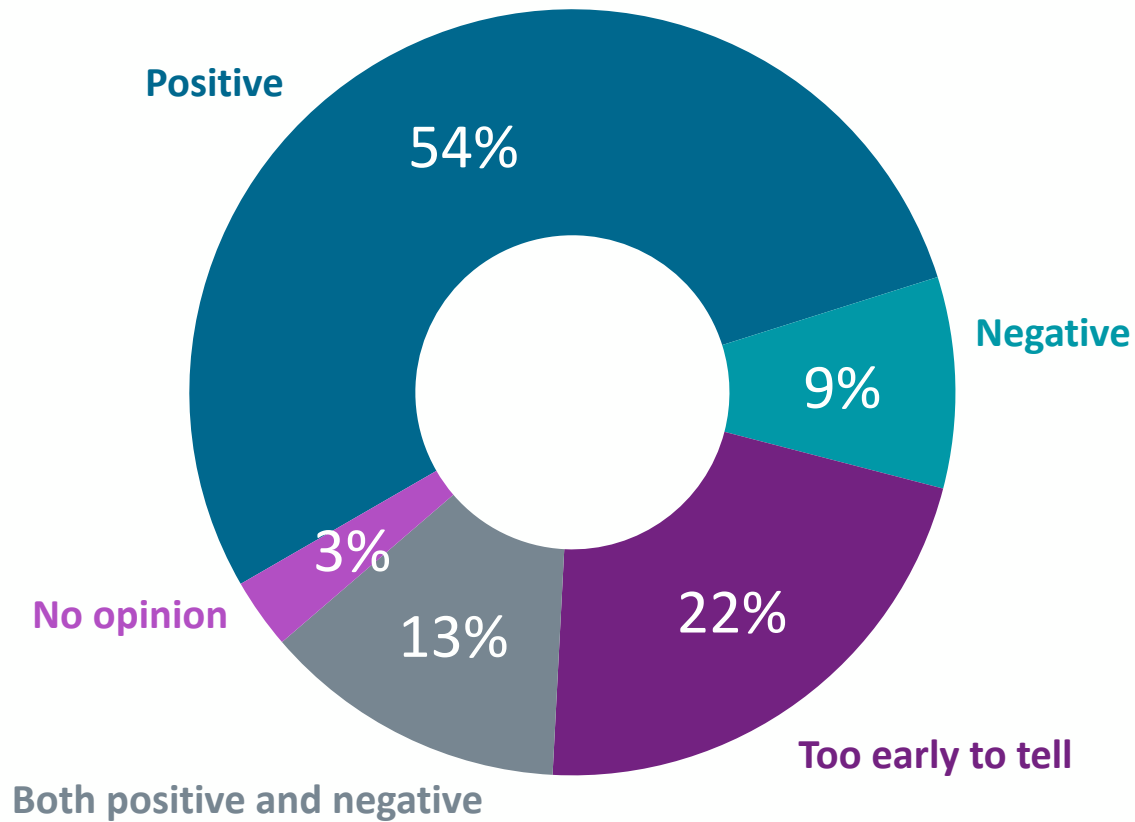


Seeking Support for Technology Objectives

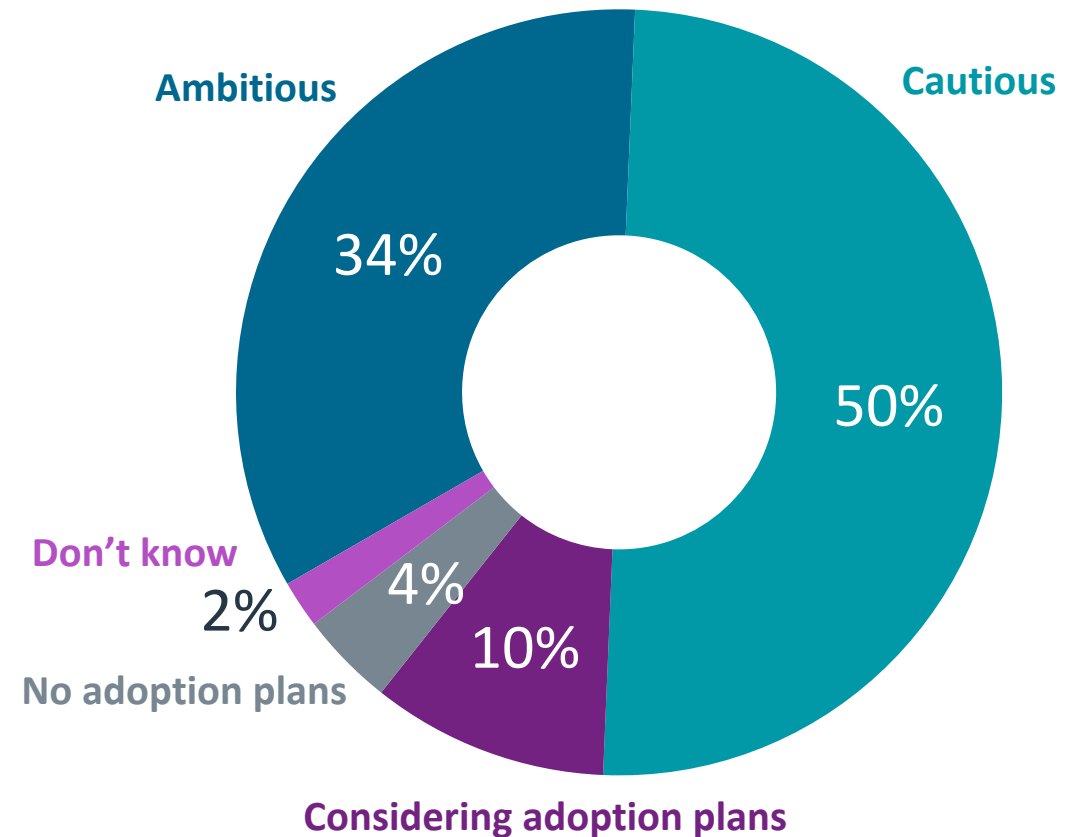


Emerging Technologies

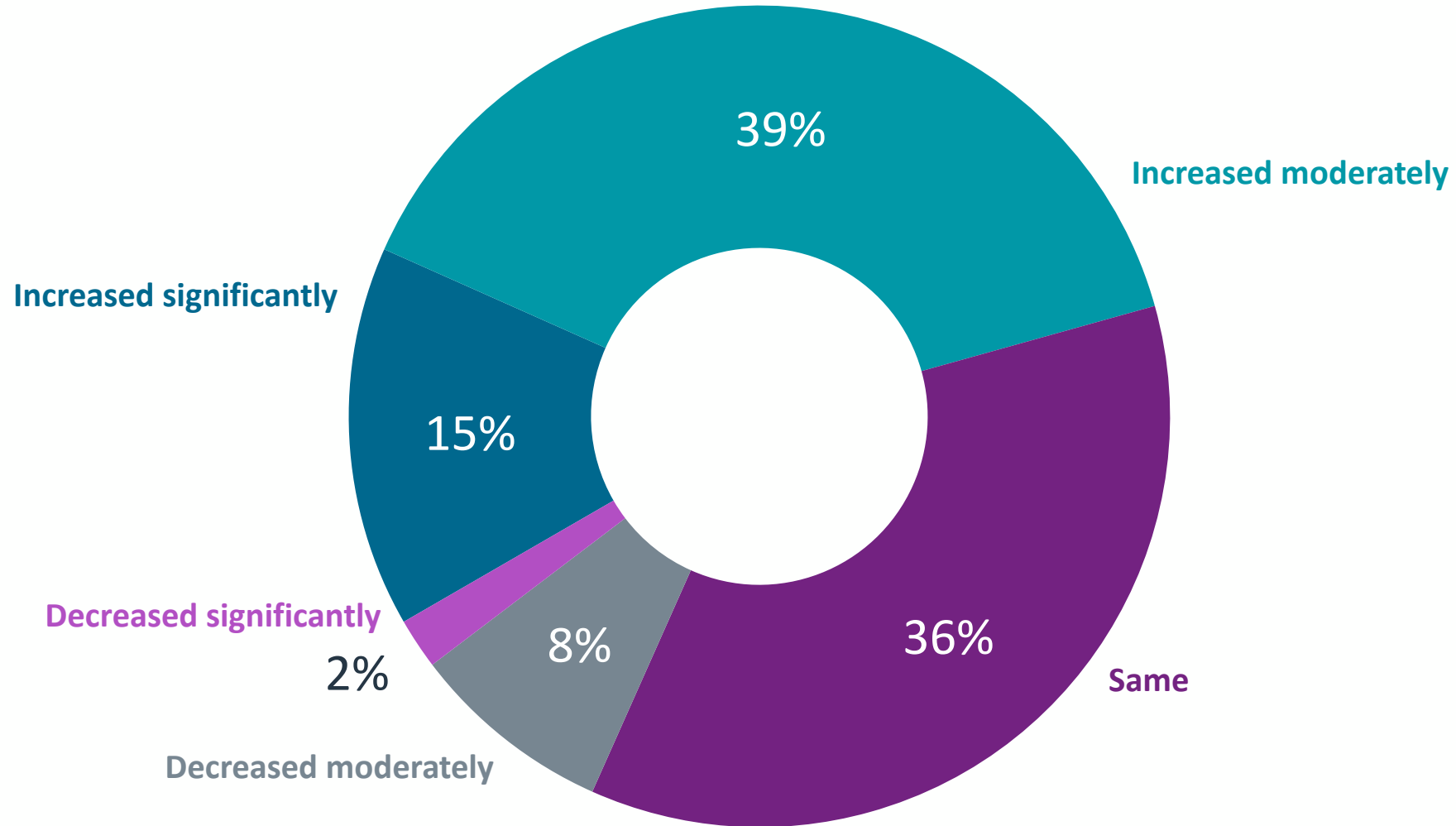
View of market



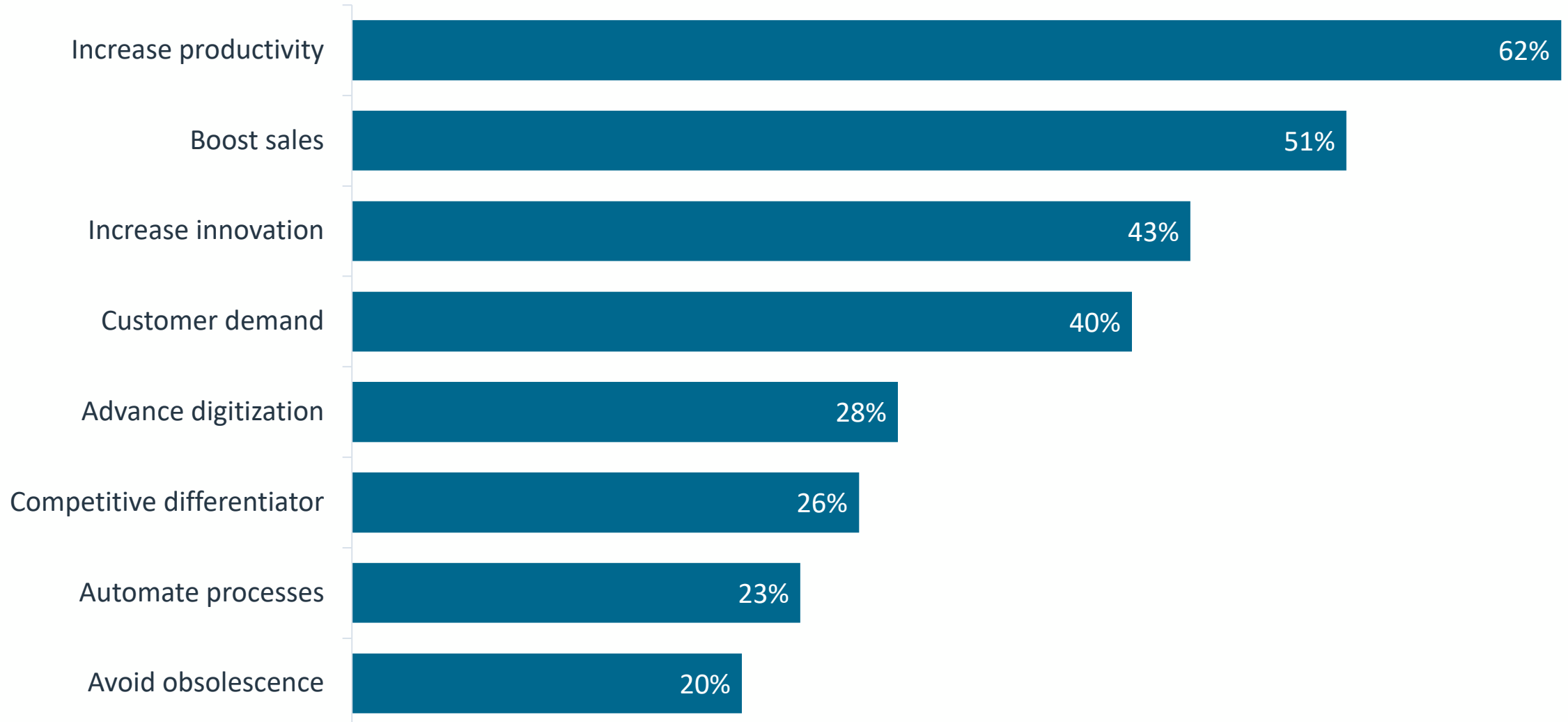
Organization involvement



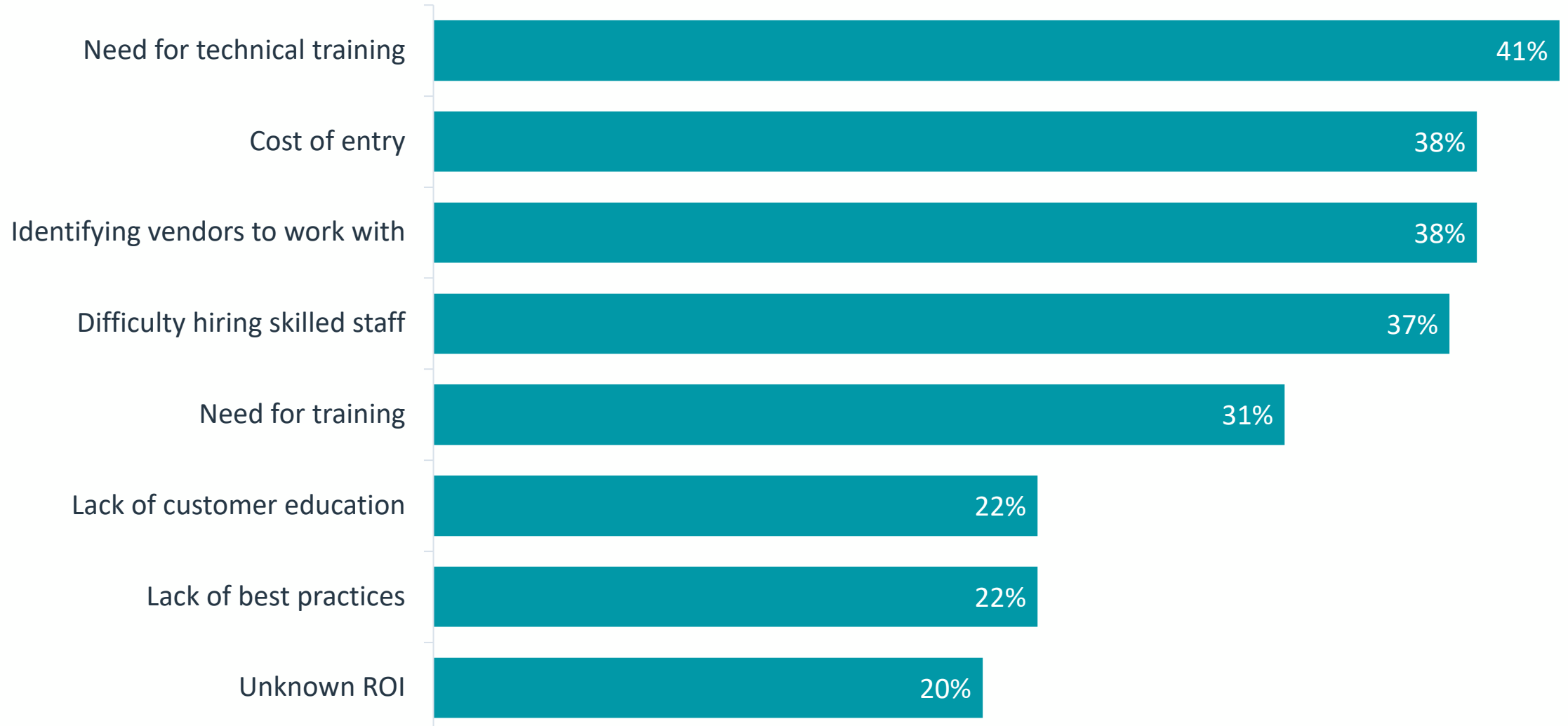
2022 Budget for Emerging Technology



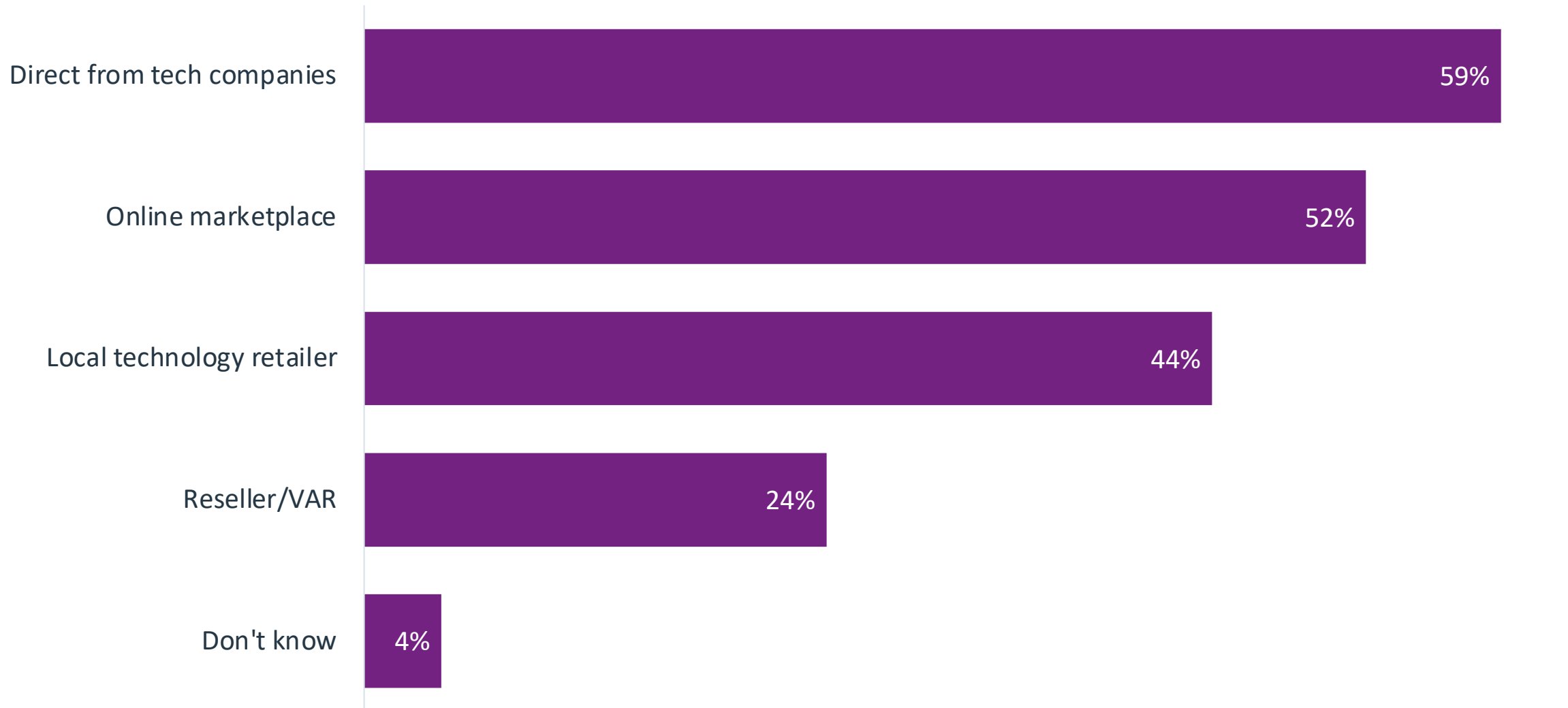
Factors in Deciding on Emerging Technologies



Challenges in Adopting Emerging Technologies



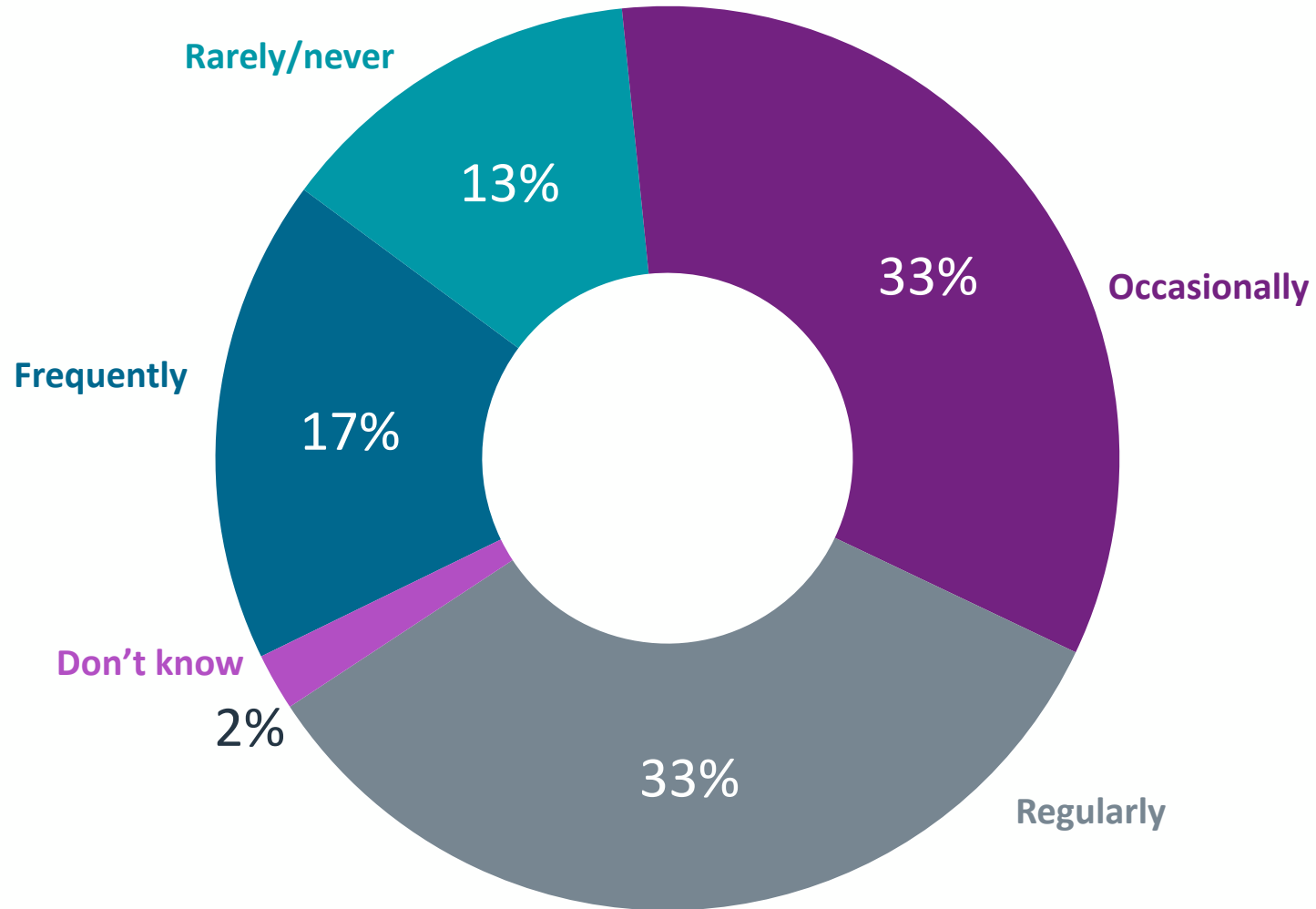
Channels Utilized for Technology Purchases



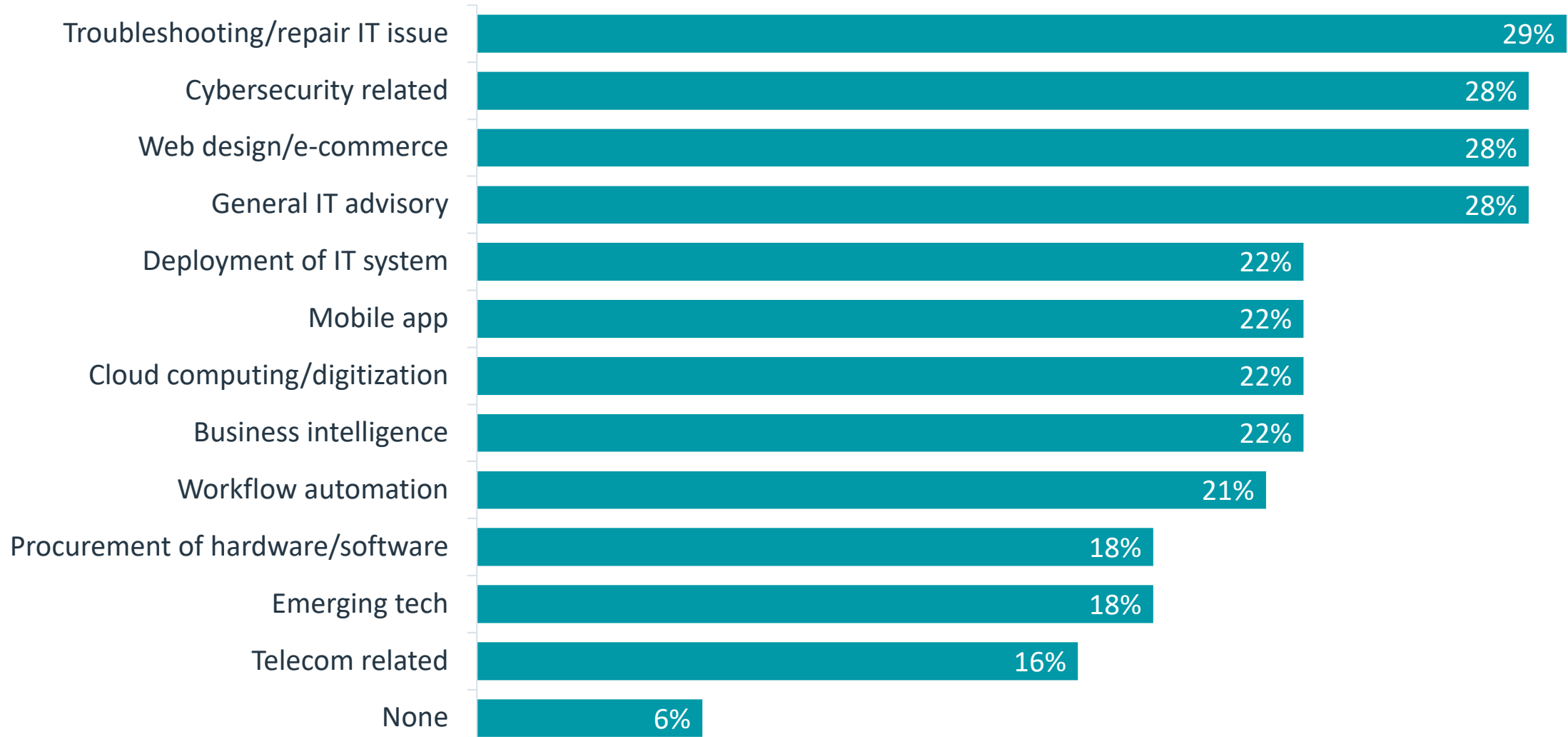
Allocation of Technology Spending



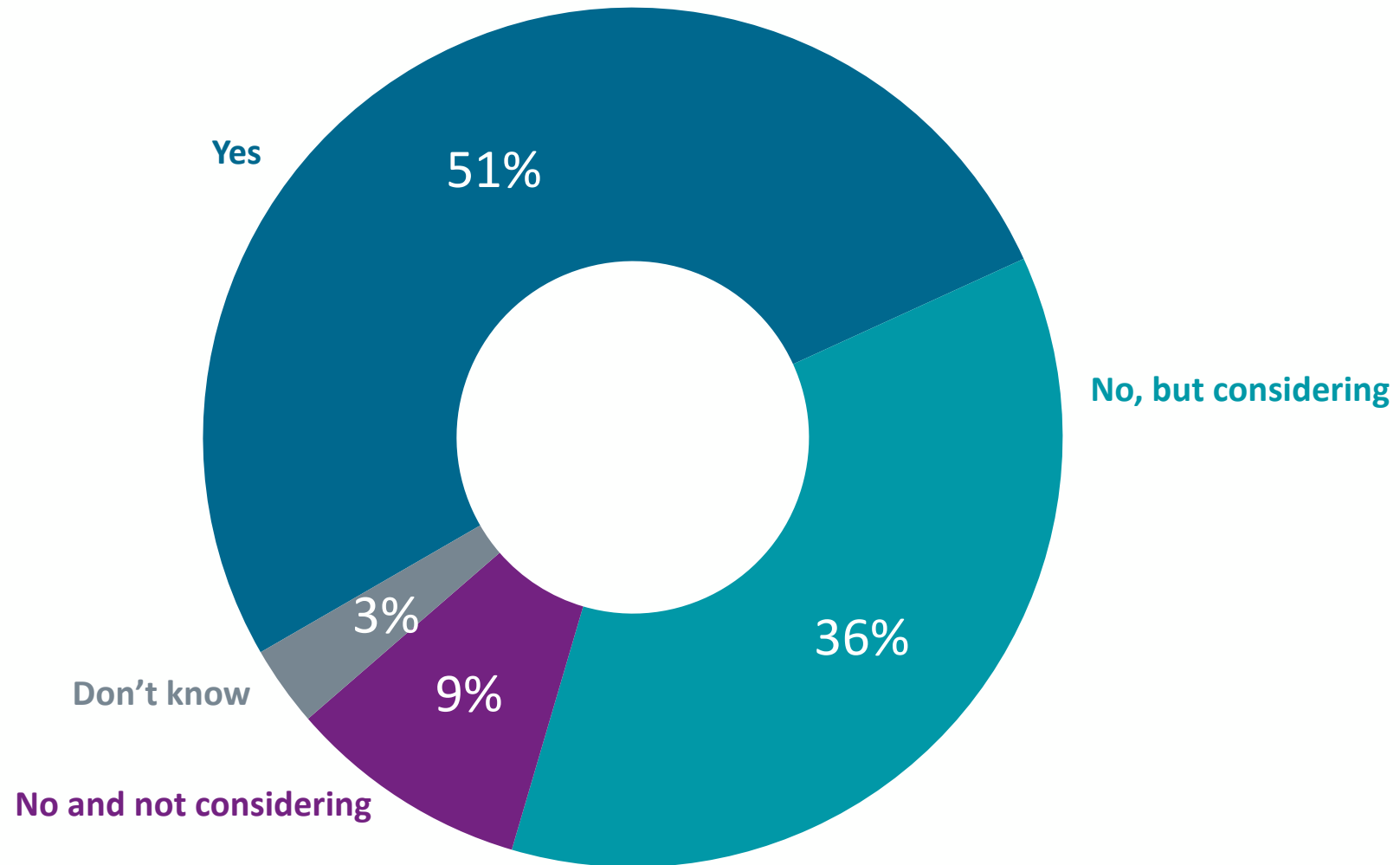
Use of Outside Tech Firms



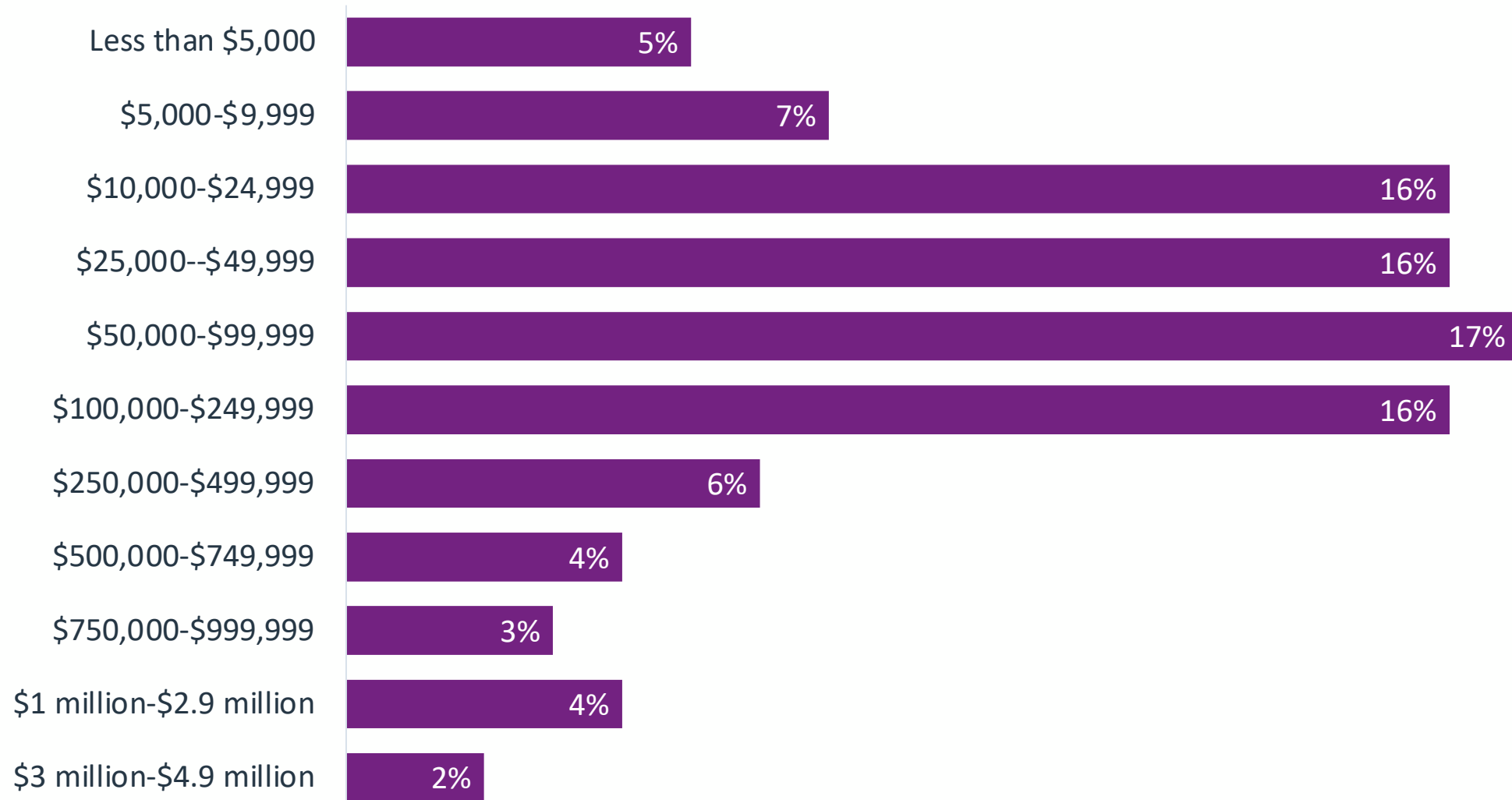
Outside Services Used in Past 12 Months



Use of Managed IT Services Provider



Amount Spent Annually on Technology



Methodology

CompTIA's *SMB Tech Buying Trends Tracker* study provides insights around key technology trends in SMB business environments.

The quantitative study within the United States consisted of an online survey fielded to technical and business professionals during August 2022. A total of 650 respondents participated in the survey, yielding an overall margin of sampling error at 95% confidence of +/- 3.9 percentage points. Sampling error is larger for subgroups of the data.

As with any survey, sampling error is only one source of possible error. While non-sampling error cannot be accurately calculated, precautionary steps were taken in all phases of the survey design, collection and processing of the data to minimize its influence.

CompTIA is responsible for all content and analysis. Any questions regarding the study should be directed to CompTIA Research and Market Intelligence staff at research@comptia.org.

CompTIA is a member of the market research industry's Insights Association and adheres to its internationally respected Code of Standards and Ethics.