



## AT&T Technology Poll finds Atlanta small businesses lead in use of wireless technology

Atlanta is home to an estimated 200,000 small businesses (2-50 employees), according to Hoovers, Inc. Wireless phones, high-speed Internet and email are the most important technology offerings in the market, with wireless phones and email ratings scoring above the national average. Atlanta small businesses are more likely to use smartphones, Wi-Fi hotspots and laptop data cards than businesses in other hubs such as San Francisco or Chicago. Wireless-tech-savvy markets were rated based on three variables: perceived importance of wireless, use of wireless technology and attitude on the impact of wireless technology.

### Tech Savvy Cities

- |                  |                 |
|------------------|-----------------|
| 1. Atlanta       | 6. San Diego    |
| 2. Oklahoma      | 7. Nashville    |
| 3. Dallas        | 8. Chicago      |
| 4. San Francisco | 9. Detroit      |
| 5. Kansas City   | 10. Connecticut |

### Smartphones

- Atlanta small businesses rated the importance of smartphones higher than eight of the 10 market in the survey. Nationally, more than eight out of 10 (81%) small businesses indicate they use smartphones, such as an iPhone, Blackberry or Treo.

### Cell / Wireless Mobile Phone

- The importance of cell phones to small businesses in Atlanta (which tied with Dallas in this category) exceeds all other markets in the study with the exception of Oklahoma. Eighty-one percent predict they will use wireless technology more in the next two years than they do now.

### Laptop Data Cards

- Atlanta small businesses rated the importance of laptop data cards higher than any other market. Nearly half (48%) small businesses indicate laptop data cards are important to running their businesses.

### Video / Television Services

- Small businesses in Atlanta ranked video services last in terms of importance. A little over one-quarter (27%) ranked such services important to running their business, a sentiment that was echoed in all markets involved in the survey.

### National Trends

- Despite the economic recession, very few small businesses have cut back on their use of wireless technology. Even businesses that reduced or kept their overall technology budget the same as in 2008 have not cut back on their use of wireless technologies and expect to rely more on wireless technology over the next two years, indicating its growing importance among small businesses.
- The AT&T Small Business Technology Poll indicates that newer businesses tend to be more reliant on wireless and new technologies than more established businesses. For example, 58% of businesses less than two years old rely much more on wireless, while only 38% of businesses older than two years do.
- Surviving Without Wireless — Additionally, 79% of businesses less than two years old either could not survive without wireless or would consider it a major challenge, compared with 58% of businesses that are older than 10 years.
- Wireless Competitive Advantage – Nearly half (49%) of small businesses less than 2 years old strongly agree that wireless technologies give them a competitive advantage, compared to only 28% of businesses older than 10 years.