

AT&T Small Business Tech Poll 2012



Boston Key Findings

General Wireless Technologies

- Three out of four Boston small businesses surveyed report that laptop/notebook computers are important for their business.
- In contrast, only one in four rated Wi-Fi hotspots as important for their businesses – the lowest of the 12 markets surveyed.

Marketing Efforts and Social Media

- Boston small businesses (14%) are the least likely of the top markets to use Twitter – ranking below the national average (18%).

Mobile Apps

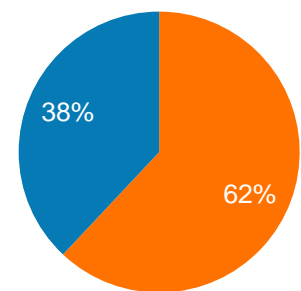
- Mobile apps are gaining in importance for Boston business owners using them, with four out of 10 saying they could not survive — or it would be a major challenge to survive — without them.

Data Backup

- At a higher rate than other markets, Boston small businesses (78%) responded it would be important for their business to recover computer data in the event of a disaster.

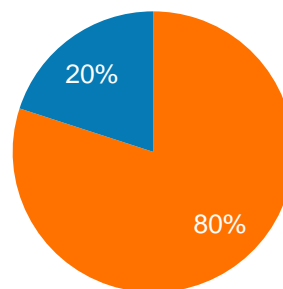
Significance of Technology

More than six in 10 (62%) of Boston small businesses surveyed report that without wireless technologies, they either could not survive or it would be a major challenge to survive.

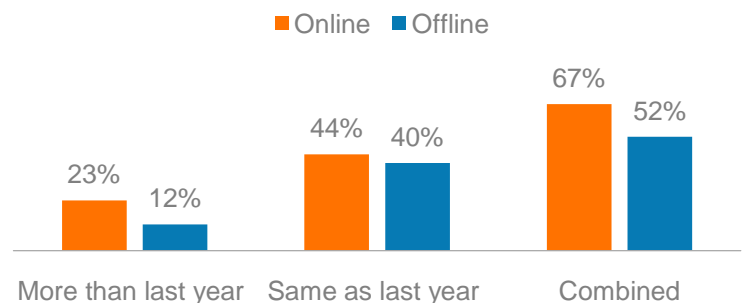


Use of Tablets

Boston small businesses are among the most likely to use tablet computers. Eight out of 10 use this emerging technology, primarily to check email and access the internet.



2012 Planned Marketing Spend



Results of the AT&T Small Business Technology Poll "Market Data" are based on an online survey, conducted in November 2011 and completed by 1,281 small businesses responsible for Information Technology (IT) located in 12 markets – about 100 in each market. The sample of participating small businesses, between 2 and 99 employees, was drawn from e-Rewards' online business panel.