

# AT&T Small Business Tech Poll 2012



## Dallas Key Findings

**1<sup>st</sup>** Dallas small businesses top the list as the city with the highest **Wireless Quotient** among the 12 markets surveyed.

### Wireless Technology

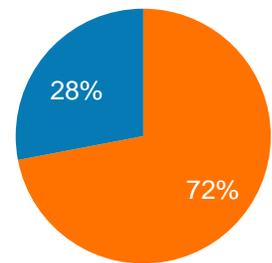
- Small businesses in Dallas are the most likely (60%) to have all of their employees use mobile technologies to work away from the office.

### Mobile Apps

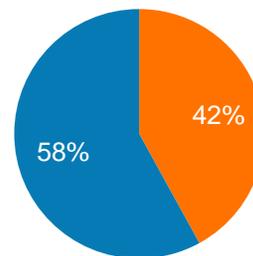
- Small businesses in Dallas use mobile apps for their business at a higher rate than other markets (44%), with key reasons being to save time, increase productivity and reduce costs.
- Mobile apps are gaining in importance for Dallas small businesses using them, with more than half (61%) saying they could not survive – or it would be a major challenge to survive – without them, a 26% jump over the past year.
- Nearly one in five small businesses (19%) in Dallas also report they use mobile apps to be hip and cool – compared to the 11% national average.

## Significance of Technology

Nearly three-fourths (72%) of Dallas small businesses surveyed report that without wireless technologies, they either could not survive or it would be a major challenge to survive.

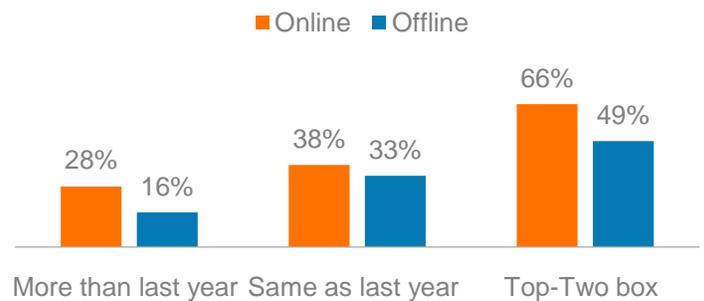


## Facebook Usage



More than four in 10 (42%) Dallas small businesses are on Facebook, primarily because they feel it's the best way to communicate with customers.

## 2012 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.*