

AT&T Small Business Tech Poll 2012

Key National Findings

60%

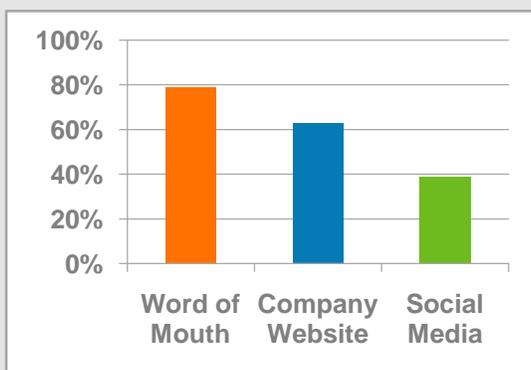
of small businesses surveyed plan to spend as much or more in 2012 as they did in 2011 on online marketing.

Social Networks

- Small businesses using LinkedIn increased from 25% in 2010 to 31% in 2011.
- Small businesses using Facebook increased from 41% in 2010 to 44% last year, while those using Twitter dropped slightly year-over-year from 19% to 18%.
- Only 4% of small businesses are using daily deal sites (i.e. LivingSocial, Groupon) for marketing purposes, led by leisure/tourism/ lodging, of which 14% are using these sites.
- Of those businesses using daily deal sites, more than 90% are running promotions at least several times per year.

Marketing Methods

Inexpensive, modern marketing techniques – both online and offline – have grown to be among the most popular for small businesses in the past few years likely due to ease of use and general affordability.



Where Are You?

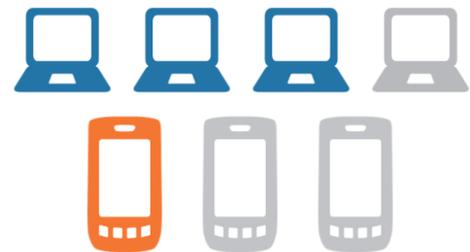
Location Based Services

- Since 2010, the use of **location-based social channels**, such as Foursquare, among small business owners has nearly doubled from 5% to 9%.
- 25% of small business owners using location-based services believe that the application is important for sales generation, compared to just 2% in 2010.



Mobile Website Use

Three in four (75%) small businesses surveyed have a website, about the same as last year, with nearly a third (31%) having a mobile website – i.e., one designed for viewing on a smartphone.



Male vs. Female

- Male business owners are more likely to rely on their company website for marketing than female owners (65% vs. 58%).
- Female business owners are more likely to rely on social media than their male counterparts (48% vs. 34%).

The national results of the "AT&T Small Business Technology Poll" are based on an online survey conducted in November 2011 of 1,232 small business owners and/or employees responsible for Information Technology (IT). The sample of participating companies was drawn from e-Rewards' online business panel of companies. Small businesses were defined as having between 2 and 100 employees.