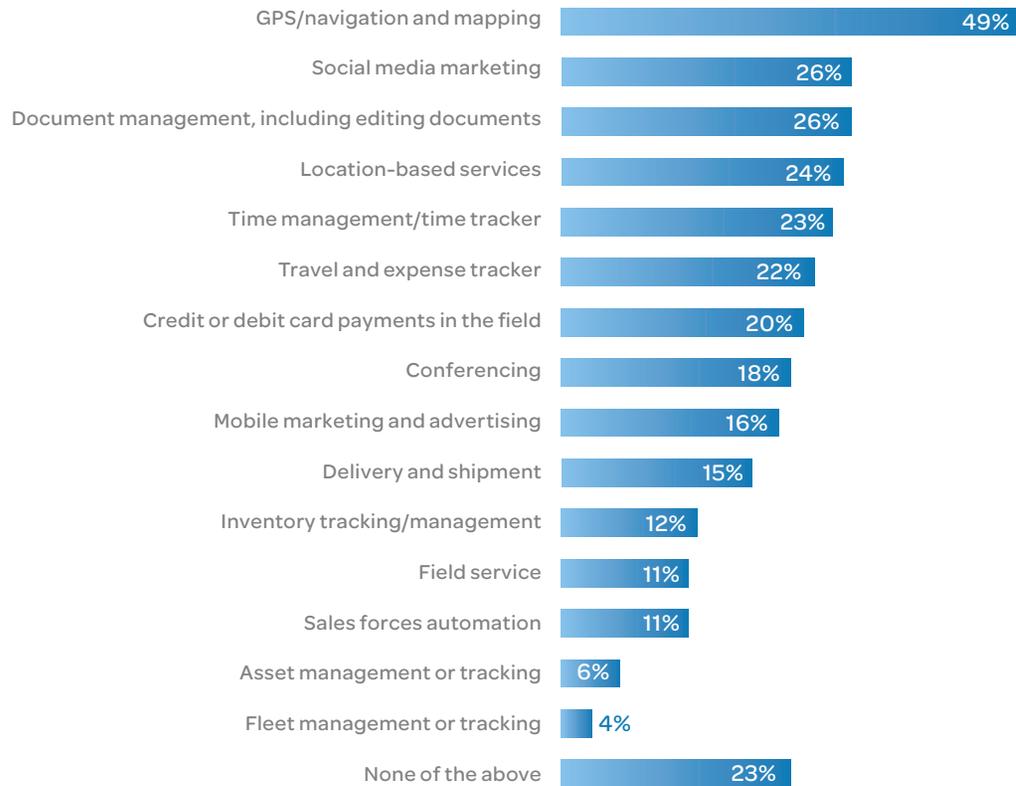


Small Business Mobile Apps Usage

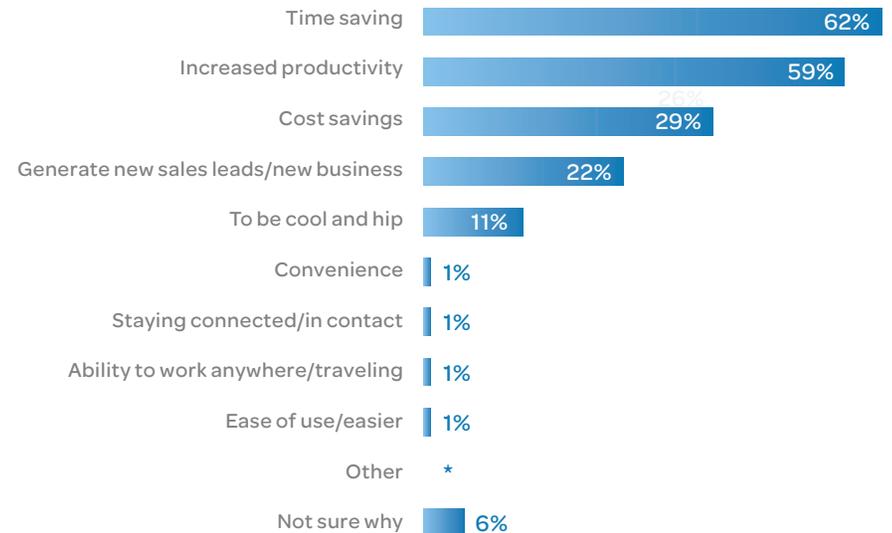
Nearly three-fourths (72%) of small businesses indicate they use mobile apps in their business, with roughly four in ten (38%) reporting they could not survive – or it would be a major challenge to survive – without mobile apps

Type of Mobile Apps Used



BASE: Small businesses that use wireless or mobile technology (n=972)

Reasons for Using Mobile Apps



BASE: Small businesses that use mobile apps (n=724)
(Multiple responses allowed)

Study Methodology The results of the "AT&T Small Business Technology Poll" are based on an online survey of 2,246 small business owners and/or employees responsible for Information Technology (IT). Specifically, 1,012 surveys were completed by small businesses located throughout the United States (National data) and 1,234 surveys were completed with small businesses located in 12 markets – 100 in each market (Market data). The sample of participating companies was drawn from e-Rewards' online business panel of companies. Small businesses were defined as having between 2 and 50 employees, both part-time and full-time. Eleven of the 12 metropolitan areas are based on DMAs (Designated Market Areas). The other market is the state of Oklahoma. The online survey was fielded in December 2010.