

Detroit Results

Small Businesses Drive Innovation with Tech

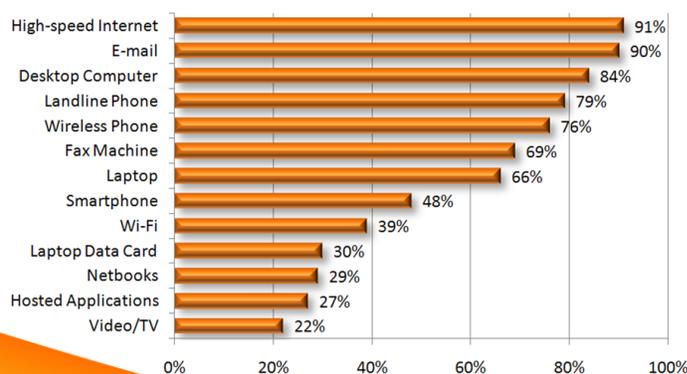
Overview

The majority of small businesses (51%) in Detroit use technology strategically on the most critical areas, with three in ten having dedicated in-house support (29%). Another 34 percent of Detroit small businesses use someone outside the company, the highest of all markets surveyed. Detroit also puts a premium on technology. Sixteen percent of small businesses spent more in 2009 on technology than they had in 2008 and 20 percent plan to spend more in 2010, higher results than all other markets.

IT Importance

While placing top importance on high-speed Internet access and e-mail, Detroit small businesses also value VoIP and unified messaging solutions, as well fax machines, more highly than the average small business. Thirty-seven percent of Detroit small businesses find unified messaging important (6% more than the national average), while 34 percent valued VoIP highly. Below are additional local results on standard IT technology's importance.

Importance of Technology



Detroit Small Businesses' Social Media Profile



Detroit small businesses are some of the most likely in the country to have a Facebook page (40%), nearly twice as much as Chicago (23%).

Of the Detroit businesses that have a social media presence, 46 percent have social media presence because it's an easy and affordable way to create and/or extend awareness of their business and services.

Network Connections

Speed and value are what tops the list for Detroit small businesses' requirements from a wireless provider. Thirty-six percent of Detroit small business owners chose connectivity speed as the most important component to their wireless network, while another 31 percent noted minimal or no dead zones. When selecting a wireless provider, 43 percent put top importance on pricing, while another 33 percent value network reliability first. Sixty-five percent agreed that wireless provides a competitive advantage.

Wireless Protection

Six out of ten small business owners in Detroit expressed concern about protecting their business' wireless data and transmissions, the highest of all markets surveyed. Many have taken action including:

- Installing software (76%)
- Blocking certain Web sites (33%)
- Hiring an outside consultant (11%)



Smart Business with Smartphones

Thirty-eight percent of Detroit small business are using smartphones much more often than they did two years ago. They are primarily used for phone calls (83%) and e-mails (77%).

Wi-Fi Works

Two out of 10 Detroit small businesses (22%) use Wi-Fi hotspots much more than they did two years ago. They are primarily using these spots to check e-mails (83%).

Data Card

Similar to wi-fi hotspots, one out of four Detroit small businesses (23%) use laptop data cards much more than they did two years ago, primarily to check e-mails (75%).

Study Methodology

The results of the "AT&T Small Business Technology Poll" are based on an online survey of 2,023 small business owners and/or employees responsible for Information Technology (IT). Specifically, 1,009 surveys were completed by small businesses located throughout the United States and 1,014 surveys were completed with small businesses located in 10 markets – approximately 100 in each market. 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. Eight of the 10 metropolitan areas are based on DMAs (Designated Market Areas). The other two markets are the states of Connecticut and Oklahoma. The online survey was fielded from November 18 – 23, 2009.