

New AT&T Survey Reveals Technology Trends for National Small Business Week

Less Than 10% of General Consumers Can Explain 5G, Blockchain or Edge Computing, But 34% Are Interested in Learning More About Technology

Small businesses are thriving. And as [Small Business Week](#) kicks off, we pause to celebrate the owners of specialty shops, mom and pops, start-ups and online stores across the nation.

While the job of a small business owner is never done, the right technology can help streamline, simplify and speed daily tasks. It can also help small business owners connect with and serve their customers in the right ways, at the right times.

So, what should small business owners know about technology to continue thriving in the constantly evolving digital day?

We recently conducted a survey¹ to learn more about overall technology adoption, awareness and education. Here's what we found from nearly 4,000 respondents, inclusive of both small business owners and small business supporters.

Adoption

23% of consumers consider themselves early tech adopters, 39% categorize themselves as mass market adopters and 38% are self-described late-adopters.

75% of consumers are eager to embrace new technology, but 30% find it hard to adopt.

Most consumers use the internet (82%), smart phones (75%), Wi-Fi (73%) and TVs (71%) every day. Few use connected home technology (10%), ride sharing services (5%) and grocery delivery services (3%) on a daily basis.

Awareness

Consumers are most comfortable explaining email (63%), the internet (53%) and the cloud (28%).

Consumers are less comfortable explaining 5G (9%), blockchain (4%) and edge computing (3%). Yet, these emerging technology trends are creating exciting new opportunities.

Education

34% of consumers would be interested in learning more about technology this year.

24% of consumers would be interested in learning new coding and programming skills followed by web development (22%) and app development skills (21%).

We're committed to the success of small businesses – during Small Business Week and throughout the year. Beyond providing technology products and services, we share educational resources that help put tech tips and takeaways at your fingertips.

If you're a small business owner and want to learn more about how technology can help you transform your business, visit one of our retail stores. Our team members are specifically trained on the needs of today's small businesses. Or, you can connect with us online:

- [AT&T Small Business Week](#) for special offers and tips.
- [AT&T Business Insights](#) for thought leadership content and industry perspectives.
- [AT&T Small Business Newsroom](#) for recent news and customer features.
- [@ATTSmallBiz](#) for ongoing dialogue and conversation.



¹Source: AT&T and Kantar Added Value Survey of 3,807 U.S. mobile users, Feb. 2 – March 1, 2018