

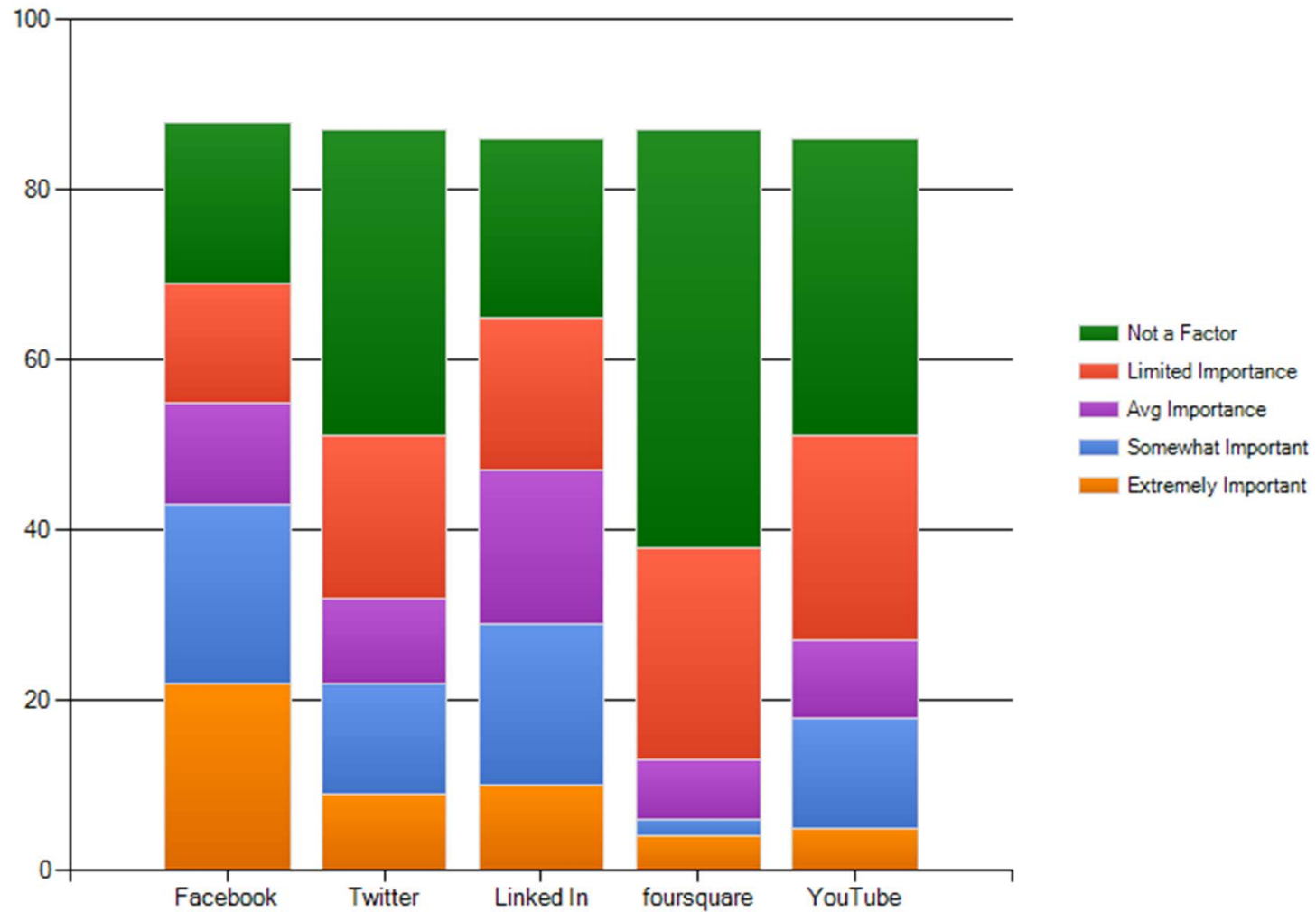
2012-10 One Minute Business Survey - RESULTS

- The one minute business survey is a monthly survey distributed by:
 - Southlake Department of Economic Development & Tourism
 - Southlake Chamber of Commerce
 - Southlake Business Council
- This months survey had 89 respondents
- Goals for the surveys include:
 - Obtain feedback from the business community to help develop programs enhancing their success
 - Identify issues of concern to the business community

Feel free to contact either of the following if you have any questions:

- Southlake Economic Development & Tourism – (817) 748-8037 – SouthlakeBusinesses.com
- Southlake Chamber of Commerce – (817) 481-8200 – SouthlakeChamber.com

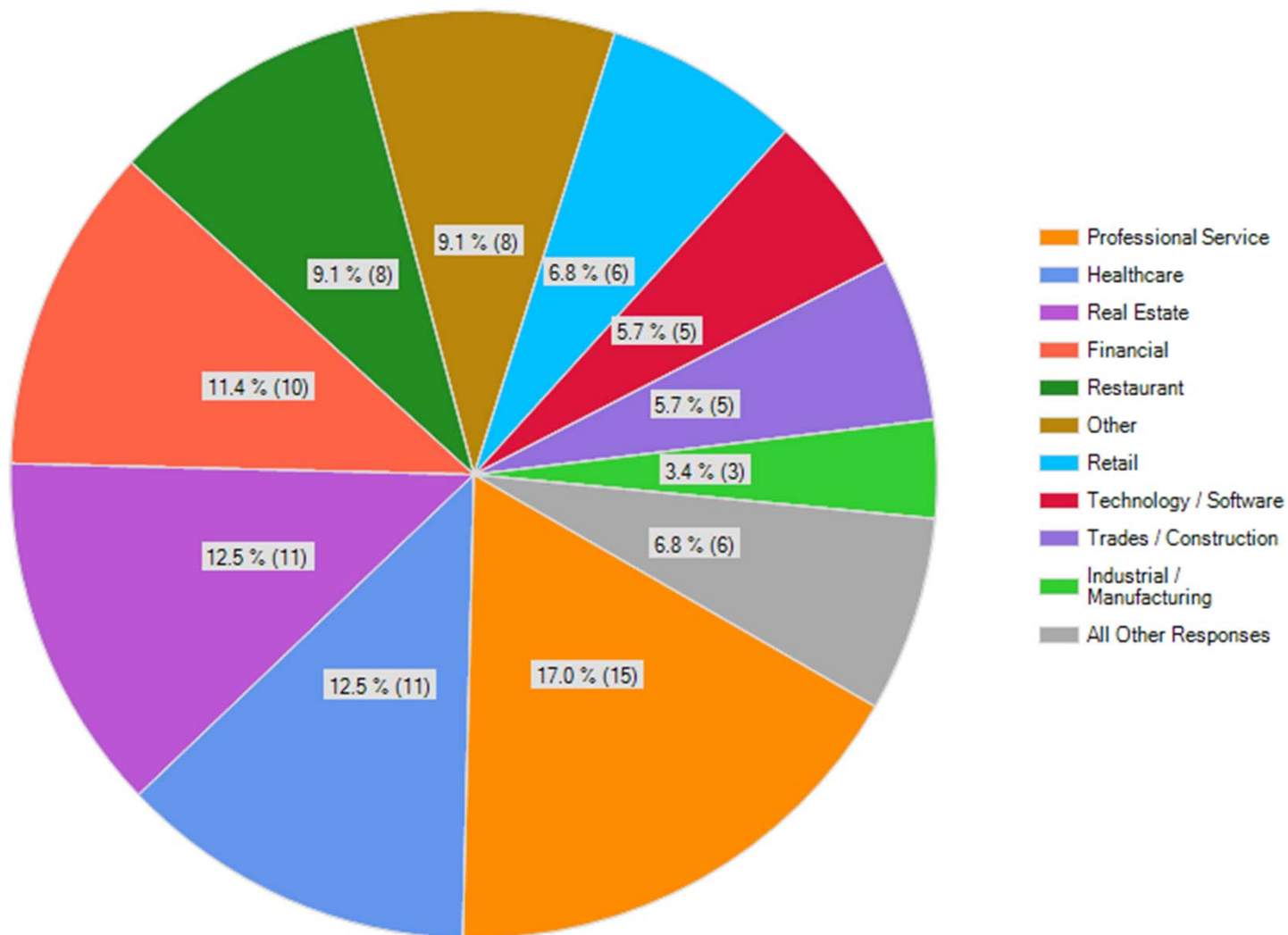
How important are these social media to the success of your BUSINESS?



Open-ended comments related to the previous question:

- Website.
- Because the Financial Services Industry is heavily government regulated, Social Media is a liability for the business and is not used.
- The plumbing industry does not turn to these social media outlets.
- We are not allowed to be on these networks due to HIPPA laws.
- Social media must be used with great care in the healthcare space because of HIPAA privacy concerns.
- Having a Web Page is important so that potential new patients can read about our business and the expertise/background of our doctors. And it also provides patients with all the necessary paperwork to fill out before their appointment to save time!
- Pinterest is the rising Social Media.

Please identify your business classification.



Please check the role of the person filling out this survey.

