

TABLE 36-1

Digital share of business activity for all companies, by type: 2020

(Number and percent)

Business activity	Companies (number)	Collected primarily in digital format	Collected, but not digitally	Did not collect	Don't know	Did not answer
Personnel	4,865,616	29.8	21.9	30.0	18.2	0.1
Financial	4,865,616	46.4	15.4	21.6	16.4	0.2
Customer feedback	4,865,616	24.8	11.8	45.7	17.5	0.2
Marketing	4,865,616	29.2	7.8	44.8	18.1	0.2
Supply chain	4,865,616	16.6	9.5	49.7	24.0	0.2
Production	4,865,616	16.7	9.8	48.9	24.3	0.2
Other	4,865,616	3.8	2.0	42.7	50.2	1.2

Note(s):

Detail across columns have been adjusted to add to total. Statistics are representative of companies located in the United States.

Source(s):

National Center for Science and Engineering Statistics and Census Bureau, 2021 Annual Business Survey: Data Year 2020.