

TABLE 36-2

Digital share of business activity, by type, for companies with 1–9 employees: 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	3,673,038	27.1	19.5	34.7	18.5	0.2
Financial	3,673,038	43.2	15.5	24.4	16.7	0.2
Customer feedback	3,673,038	21.5	11.0	50.0	17.2	0.2
Marketing	3,673,038	25.7	7.2	49.2	17.7	0.2
Supply chain	3,673,038	14.0	8.5	54.2	23.1	0.3
Production	3,673,038	14.8	8.7	52.9	23.4	0.2
Other	3,673,038	3.7	1.9	46.3	46.9	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.