

TABLE 36-3

Digital share of business activity, by type, for companies with 10 or more 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	1,192,577	37.9	29.5	15.6	17.0	0.1
Financial	1,192,577	56.0	15.4	12.9	15.6	0.1
Customer feedback	1,192,577	35.0	14.6	32.1	18.2	0.1
Marketing	1,192,577	39.9	9.5	31.2	19.3	0.2
Supply chain	1,192,577	24.7	12.7	35.9	26.5	0.2
Production	1,192,577	22.6	13.3	36.6	27.3	0.2
Other	1,192,577	4.4	2.3	31.7	60.4	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.