

TABLE 65

Digital share of business activity for product innovating 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 | 439,096 | 48.9 | 20.7 | 16.8 | 13.5 | 0.1 |
| Financial | 439,096 | 65.9 | 12.3 | 10.9 | 10.8 | 0.1 |
| Customer feedback | 439,096 | 46.4 | 15.5 | 25.5 | 12.4 | 0.2 |
| Marketing | 439,096 | 54.5 | 9.3 | 23.4 | 12.7 | 0.2 |
| Supply chain | 439,096 | 32.8 | 11.7 | 33.7 | 21.6 | 0.3 |
| Production | 439,096 | 33.7 | 12.2 | 32.2 | 21.6 | 0.3 |
| Other | 439,096 | 8.4 | 2.5 | 29.2 | 58.4 | 1.5 |

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.