

TABLE 66

Digital share of business activity for non-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	4,426,519	27.9	22.1	31.3	18.6	0.1
Financial	4,426,519	44.4	15.8	22.7	17.0	0.2
Customer feedback	4,426,519	22.7	11.5	47.6	18.0	0.2
Marketing	4,426,519	26.6	7.6	46.9	18.6	0.2
Supply chain	4,426,519	15.0	9.3	51.3	24.2	0.2
Production	4,426,519	15.0	9.6	50.6	24.6	0.2
Other	4,426,519	3.4	2.0	44.1	49.4	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.