

# Public First Poll for Intuit (State Boosters)

**Fieldwork:** 12th Jul - 7th Aug 2022  
**Interview method:** Online Survey  
**Population represented:** US Senior Business Decision Makers at Companies with less than 100 Employees  
**Sample size:** 2527

## Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are unweighted

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride ([seb@publicfirst.co.uk](mailto:seb@publicfirst.co.uk))

**List of Tables**

1 Which, if any, of the following channels do you use to sell to customers or clients?Please select all that apply . . . . . 5

2 Has your business experienced any of the following as a result of the Coronavirus pandemic?: Making staff redundant or creating departure plans . . . . . 6

3 Has your business experienced any of the following as a result of the Coronavirus pandemic?: Moving to remote working . . . . . 7

4 Has your business experienced any of the following as a result of the Coronavirus pandemic?: Loss of profit . . . . . 8

5 Has your business experienced any of the following as a result of the Coronavirus pandemic?: Shutting down some or part of your operations . . . . . 9

6 Has your business experienced any of the following as a result of the Coronavirus pandemic?: Shutting down entirely for the duration of the pandemic . . 10

7 Which, if any, of the following tools do you use to help your business with creating documents?Please select all that apply . . . . . 11

8 Which, if any, of the following tools do you use to help your business with accounting?Please select all that apply . . . . . 12

9 Which, if any, of the following tools do you use to help your business with expenses?Please select all that apply . . . . . 13

10 Which, if any, of the following tools do you use to help your business with marketing advertising?Please select all that apply . . . . . 14

11 Which, if any, of the following tools do you use to help your business with tracking inventory?Please select all that apply . . . . . 15

12 Which, if any, of the following tools do you use to help your business with customer support?Please select all that apply . . . . . 16

13 Which, if any, of the following tools do you use to help your business with monitoring potential customers or sales?Please select all that apply . . . . . 17

14 Which, if any, of the following tools do you use to help your business with project management?Please select all that apply . . . . . 18

15 Which, if any, of the following tools do you use to help your business with design?Please select all that apply . . . . . 19

16 Which, if any, of the following tools do you use to help your business with taking payments?Please select all that apply . . . . . 20

17 Which, if any, of the following tools do you use to help your business with monitoring key metrics for your business?Please select all that apply . . . . . 21

18 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Creating documents . . . . . 22

19 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Accounting . . . . . 23

20 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Expenses . . . . . 24

21 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Advertising marketing . . . . . 25

22 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Tracking inventory . . . . . 26

23 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Customer support . . . . . 27

24 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Monitoring potential customers or sales . . . . . 28

25 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Project management . . . . . 29

26 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Design . . . . . 30

27 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Taking payments . . . . . 31

28 On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Monitoring key metrics for your business . . . . . 32

29 Which one of the following statements best describes your company’s attitude toward digital technology (software, electronic devices, media, etc.) ? . . . 33

30 Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Improving your customer experience on your website . . . . . 34

31 Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Building awareness of your products/organization online or through social media . . . . . 35

32 Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Improving the productivity of your team . . . . . 36

33 Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Supporting remote working . . . . . 37

34 Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Using digital tools to automate your operations and processes . . . . . 38

35 Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Search engine optimization 39

36 Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Selling to international consumers . . . . . 40

37 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Email mailing lists . . . . . 41

38 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Sales . . . . . 42

39 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Office suite (Word processing, spreadsheets etc) . . . . . 43

40 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Web hosting . . . . . 44

41 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Instant messaging or employee collaboration 45

42 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Video calls . . . . . 46

43 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Design . . . . . 47

44 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Taking payments . . . . . 48

45 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Tracking inventory . . . . . 49

46 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Customer support / CRM . . . . . 50

47 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Time tracking . . . . . 51

48 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Managing expenses . . . . . 52

49 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Enterprise Resource Planning (ERP) . 53

50 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Project management . . . . . 54

51 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Accounting . . . . . 55

52 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Invoicing . . . . . 56

53 Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Data dashboards or analytics . . . . . 57

54 And which of the above did you start using as a result of the current Covid-19 pandemic?Please select all that apply . . . . . 58

55 In your experience, which of the following benefits have online tools created for your business?: Lower costs . . . . . 59

56 In your experience, which of the following benefits have online tools created for your business?: Easier to use . . . . . 60

57 In your experience, which of the following benefits have online tools created for your business?: Easier to keep data synchronized across the business . . . 61

58 In your experience, which of the following benefits have online tools created for your business?: More employee communication . . . . . 62

59 In your experience, which of the following benefits have online tools created for your business?: Improved employee collaboration . . . . . 63

60 In your experience, which of the following benefits have online tools created for your business?: Makes your business more agile . . . . . 64

61 In your experience, which of the following benefits have online tools created for your business?: Greater data security . . . . . 65

62 In your experience, which of the following benefits have online tools created for your business?: Easier to keep data backed up . . . . . 66

63 In your opinion, how easy or difficult would it have been to keep your business running without the use of online tools during the Covid-19 pandemic? . . 67

64 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: The costs of starting my business have reduced substantially because of online tools . . . . . 68

65 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools make it easier for my business to compete with bigger enterprises . . . . . 69

66 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools have made it easier for workers and different teams in my business to collaborate throughout the Covid-19 pandemic . . . . . 70

67 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools do not offer any significant advantages over traditional tools for my business . . . . . 71

68 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools have made it easier to connect and share information across different parts of my business . . . . . 72

69 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools have allowed my business to offer customers a higher quality of service. . . . . 73

70 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools have helped my business increase revenue . . . . . 74

71 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools are readily and confidently used by all staff across my business. . . . . 75

72 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: We regularly reassess what online tools we are using and how well they are working for our business. . . . . 76

73 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: We use all our online tools to the maximum of their capabilities. . . . . 77

74 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: We use the latest digital tools and regularly upgrade to the newest versions. . . . . 78

75 Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: We rely on metrics provided by online tools to track business performance. . . . . 79

76 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Creating documents?Please select all that apply . . . . . 80

77 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Accounting?Please select all that apply . . . . . 81

78 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Expenses?Please select all that apply . . . . . 82

79 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Advertising marketing?Please select all that apply . . . . . 83

80 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Tracking inventory?Please select all that apply . . . . . 84

81 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Customer support?Please select all that apply . . . . . 85

82 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Monitoring potential customers or sales (Customer Relationship Management)?Please select all that apply . . . . . 86

83 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Project management?Please select all that apply . . . . . 87

84 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Design?Please select all that apply . . . . . 88

85 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Taking payments?Please select all that apply . . . . . 89

86 Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Monitoring key metrics for your business?Please select all that apply . . . . . 90

87 In the next year, do you plan on making any investments in digital tools? . . . . . 91

88 Which, if any, of the following areas do you think is most likely that your business will start using digital tools in the next couple of years?Please select up to three . . . . . 92

89 You said you did not plan on making any investments in digital tools in the next year, which of the following best explains why?Please select up to three 93

90 Where, if anywhere, do you seek information and advice about the different digital tools that might be suitable for your business? Please select all that apply . . . . . 94

91 How important, if at all, are digital skills to the day to day running of your business? . . . . . 95

92 Which, if any, types of digital skills are most important to your business?Please select all that apply . . . . . 96

93 How difficult is it for your business to find staff with digital skills? . . . . . 97

94 How easy or difficult does your business find it to re-train existing staff with new digital skills? . . . . . 98

95 Which, if any, of the following are the biggest barriers to improving the digital skills of your business’s workforce?Please select all that apply . . . . . 99

96 How significant of a constraint, if at all, would a shortage of digital skills be to your business’ ability to increase revenue or reduce costs? . . . . . 100

## Public First Poll for Intuit (State Boosters)

(1.A) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Online (directly)	57%	59%	65%	52%	61%	46%	48%	42%
N/A - we do not sell to customers or clients	5%	7%	6%	6%	3%	9%	11%	8%
Physical store	45%	45%	47%	38%	42%	39%	38%	42%
Direct negotiation and/or sale	37%	34%	36%	41%	33%	30%	40%	34%
Online (through a third party)	28%	29%	28%	27%	22%	25%	26%	22%
Telephone order	28%	20%	27%	25%	21%	26%	30%	24%
Mail order	12%	11%	13%	12%	13%	10%	10%	9%
None of the above	3%	4%	2%	3%	2%	3%	3%	4%

*Note:*

BASE: All Respondents

(2.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Making staff redundant or creating departure plans

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Yes, we have experienced this	25%	24%	38%	23%	18%	15%	25%	19%
No, we have not experienced this	54%	52%	45%	53%	57%	64%	52%	48%
N/A - This does not make sense for my business	20%	21%	16%	23%	22%	21%	22%	32%
Don't know	1%	2%	1%	0%	2%	0%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(3.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Moving to remote working

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Yes, we have experienced this	46%	52%	55%	43%	47%	39%	47%	29%
No, we have not experienced this	35%	30%	31%	40%	32%	36%	28%	38%
N/A - This does not make sense for my business	19%	18%	14%	17%	21%	25%	25%	32%
Don't know	1%	0%	0%	0%	0%	0%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(4.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Loss of profit

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Yes, we have experienced this	58%	59%	62%	56%	64%	50%	60%	62%
No, we have not experienced this	36%	34%	32%	39%	34%	43%	35%	31%
N/A - This does not make sense for my business	5%	6%	5%	4%	1%	6%	4%	5%
Don't know	1%	1%	0%	1%	1%	1%	1%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(5.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Shutting down some or part of your operations

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Yes, we have experienced this	42%	39%	46%	42%	36%	30%	42%	43%
No, we have not experienced this	46%	48%	46%	48%	49%	50%	47%	40%
N/A - This does not make sense for my business	12%	12%	8%	10%	16%	20%	11%	16%
Don't know	1%	0%	0%	0%	0%	0%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(6.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Shutting down entirely for the duration of the pandemic

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Yes, we have experienced this	24%	24%	31%	22%	19%	18%	25%	17%
No, we have not experienced this	63%	62%	59%	66%	66%	62%	65%	69%
N/A - This does not make sense for my business	12%	14%	9%	12%	15%	20%	11%	13%
Don't know	1%	0%	0%	0%	0%	0%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(7.A) Which, if any, of the following tools do you use to help your business with creating documents? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this	9%	10%	7%	8%	8%	3%	7%	9%
We use online tools for this	63%	63%	64%	67%	68%	63%	75%	57%
We use offline tools for this	39%	38%	32%	36%	38%	51%	38%	44%
We use non-digital tools for this	17%	15%	15%	18%	11%	16%	20%	16%
We outsource this to a separate contractor or company	11%	7%	15%	11%	9%	8%	11%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(8.A) Which, if any, of the following tools do you use to help your business with accounting? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We use online tools for this	56%	57%	53%	59%	52%	55%	55%	50%
We don't do this	5%	6%	4%	4%	5%	5%	7%	5%
We use offline tools for this	31%	29%	31%	29%	27%	34%	35%	37%
We outsource this to a separate contractor or company	22%	22%	25%	19%	28%	21%	25%	15%
We use non-digital tools for this	16%	14%	18%	20%	12%	14%	18%	18%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(9.A) Which, if any, of the following tools do you use to help your business with expenses? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this	8%	8%	8%	6%	9%	6%	6%	6%
We use online tools for this	55%	54%	51%	60%	61%	52%	66%	51%
We use offline tools for this	34%	32%	35%	32%	17%	42%	36%	42%
We use non-digital tools for this	19%	19%	18%	20%	16%	20%	17%	19%
We outsource this to a separate contractor or company	15%	14%	17%	14%	15%	7%	15%	9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(10.A) Which, if any, of the following tools do you use to help your business with marketing & advertising? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We use online tools for this	58%	58%	55%	58%	63%	57%	61%	68%
We use offline tools for this	26%	23%	23%	28%	31%	18%	33%	25%
We outsource this to a separate contractor or company	24%	21%	24%	24%	17%	25%	26%	13%
We use non-digital tools for this	17%	15%	12%	20%	12%	14%	17%	17%
We don't do this	13%	16%	12%	11%	11%	16%	11%	15%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(11.A) Which, if any, of the following tools do you use to help your business with tracking inventory? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We use online tools for this	41%	37%	41%	50%	43%	31%	44%	28%
We use offline tools for this	27%	24%	29%	24%	23%	31%	30%	27%
We don't do this	26%	31%	23%	20%	24%	35%	30%	36%
We use non-digital tools for this	17%	15%	20%	20%	23%	15%	19%	16%
We outsource this to a separate contractor or company	11%	9%	13%	10%	11%	6%	7%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(12.A) Which, if any, of the following tools do you use to help your business with customer support? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We use online tools for this	50%	46%	50%	52%	56%	48%	60%	45%
We use offline tools for this	31%	29%	30%	34%	26%	32%	27%	28%
We use non-digital tools for this	22%	21%	21%	23%	25%	18%	27%	19%
We don't do this	17%	18%	13%	12%	15%	19%	10%	23%
We outsource this to a separate contractor or company	12%	16%	12%	17%	6%	10%	16%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(13.A) Which, if any, of the following tools do you use to help your business with monitoring potential customers or sales? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We use online tools for this	50%	48%	49%	53%	57%	49%	62%	42%
We use offline tools for this	25%	23%	25%	22%	23%	20%	22%	26%
We don't do this	22%	24%	19%	20%	17%	29%	18%	29%
We use non-digital tools for this	17%	13%	20%	17%	13%	15%	23%	21%
We outsource this to a separate contractor or company	13%	14%	17%	15%	11%	9%	10%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(14.A) Which, if any, of the following tools do you use to help your business with project management? Please select all that apply

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We use online tools for this	44%	40%	46%	53%	50%	46%	48%	36%
We use offline tools for this	32%	32%	31%	31%	32%	37%	33%	32%
We don't do this	23%	24%	19%	17%	23%	23%	20%	29%
We use non-digital tools for this	20%	20%	20%	22%	15%	25%	22%	20%
We outsource this to a separate contractor or company	10%	10%	16%	11%	7%	5%	11%	4%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(15.A) Which, if any, of the following tools do you use to help your business with design? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We use online tools for this	43%	43%	35%	48%	50%	41%	46%	35%
We don't do this	27%	31%	24%	19%	25%	36%	26%	32%
We use offline tools for this	26%	28%	27%	28%	28%	29%	26%	33%
We outsource this to a separate contractor or company	18%	16%	26%	19%	14%	10%	20%	6%
We use non-digital tools for this	15%	9%	17%	19%	13%	13%	17%	13%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(16.A) Which, if any, of the following tools do you use to help your business with taking payments? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We use online tools for this	68%	64%	64%	73%	72%	68%	71%	70%
We don't do this	6%	7%	5%	4%	4%	5%	1%	5%
We use offline tools for this	33%	35%	31%	31%	22%	35%	39%	29%
We use non-digital tools for this	23%	24%	23%	26%	21%	29%	27%	22%
We outsource this to a separate contractor or company	14%	15%	18%	15%	13%	12%	15%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(17.A) Which, if any, of the following tools do you use to help your business with monitoring key metrics for your business? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We use online tools for this	44%	42%	43%	49%	50%	42%	44%	38%
We don't do this	29%	32%	24%	26%	23%	35%	28%	38%
We use offline tools for this	21%	22%	29%	17%	17%	24%	22%	16%
We outsource this to a separate contractor or company	14%	10%	17%	15%	14%	11%	17%	7%
We use non-digital tools for this	12%	12%	15%	13%	14%	12%	18%	13%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(18.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Creating documents

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2159	175	168	175	89	97	90	103
1 = very dissatisfied	0%	1%	1%	0%	1%	0%	0%	0%
2	0%	1%	1%	0%	0%	1%	0%	0%
3	2%	1%	2%	2%	2%	3%	3%	0%
4 = neutral	9%	7%	7%	10%	8%	11%	9%	16%
5	13%	12%	18%	11%	12%	12%	18%	16%
6	27%	34%	24%	27%	28%	24%	27%	26%
7 = very satisfied	48%	45%	46%	49%	46%	48%	41%	42%
Don't know	1%	0%	1%	1%	2%	0%	2%	1%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(19.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Accounting

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2050	159	160	173	77	82	82	103
1 = very dissatisfied	1%	0%	1%	1%	3%	0%	1%	0%
2	1%	0%	2%	2%	3%	1%	2%	0%
3	2%	3%	2%	1%	4%	2%	1%	1%
4 = neutral	9%	7%	5%	6%	13%	11%	16%	19%
5	12%	12%	13%	13%	14%	10%	10%	14%
6	31%	35%	41%	34%	29%	28%	27%	18%
7 = very satisfied	44%	41%	33%	43%	32%	46%	41%	46%
Don't know	1%	2%	2%	1%	3%	1%	1%	2%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(20.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Expenses

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2087	172	159	174	82	90	89	105
1 = very dissatisfied	1%	1%	1%	0%	1%	0%	0%	0%
2	1%	2%	1%	0%	2%	1%	0%	1%
3	2%	1%	5%	3%	1%	1%	4%	4%
4 = neutral	11%	10%	7%	11%	7%	18%	10%	19%
5	14%	15%	13%	16%	16%	14%	15%	10%
6	30%	35%	36%	24%	27%	24%	26%	26%
7 = very satisfied	40%	34%	35%	45%	43%	37%	45%	39%
Don't know	1%	2%	3%	1%	2%	4%	0%	1%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(21.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Advertising & marketing

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	1838	142	144	155	81	66	74	93
1 = very dissatisfied	0%	0%	1%	1%	0%	0%	0%	0%
2	1%	0%	1%	1%	4%	2%	0%	1%
3	3%	4%	2%	3%	2%	2%	3%	8%
4 = neutral	12%	9%	10%	12%	12%	12%	12%	24%
5	17%	20%	24%	12%	12%	20%	22%	14%
6	29%	28%	28%	26%	35%	26%	24%	24%
7 = very satisfied	37%	37%	32%	45%	33%	39%	39%	27%
Don't know	1%	3%	1%	1%	1%	0%	0%	3%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(22.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Tracking inventory

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	1673	124	139	151	68	60	68	70
1 = very dissatisfied	1%	1%	1%	0%	1%	0%	3%	0%
2	1%	1%	2%	1%	1%	2%	0%	1%
3	2%	1%	5%	4%	1%	0%	4%	3%
4 = neutral	11%	8%	8%	10%	7%	17%	7%	19%
5	14%	15%	15%	9%	15%	13%	12%	13%
6	30%	35%	35%	28%	31%	25%	28%	20%
7 = very satisfied	40%	37%	34%	47%	41%	40%	46%	43%
Don't know	1%	2%	1%	0%	1%	3%	0%	1%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(23.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Customer support

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	1911	142	161	160	84	76	84	87
1 = very dissatisfied	0%	0%	0%	1%	2%	0%	0%	0%
2	1%	1%	0%	0%	1%	1%	1%	0%
3	2%	1%	6%	2%	4%	3%	1%	7%
4 = neutral	11%	8%	12%	12%	10%	9%	17%	17%
5	14%	9%	16%	12%	10%	12%	18%	11%
6	30%	39%	29%	29%	36%	26%	21%	32%
7 = very satisfied	41%	42%	37%	44%	36%	43%	42%	31%
Don't know	1%	1%	1%	0%	2%	5%	0%	1%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(24.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Monitoring potential customers or sales

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	1772	137	138	146	77	66	81	82
1 = very dissatisfied	0%	1%	0%	0%	1%	0%	1%	0%
2	1%	0%	0%	2%	1%	3%	2%	0%
3	3%	4%	4%	4%	0%	2%	5%	9%
4 = neutral	13%	9%	12%	10%	19%	12%	19%	18%
5	16%	21%	13%	9%	13%	14%	12%	15%
6	30%	28%	35%	33%	27%	33%	23%	29%
7 = very satisfied	36%	32%	36%	42%	36%	36%	36%	27%
Don't know	1%	4%	1%	1%	1%	0%	1%	2%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(25.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Project management

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	1772	139	139	157	74	76	76	80
1 = very dissatisfied	1%	1%	0%	1%	4%	0%	3%	0%
2	1%	0%	1%	0%	0%	1%	0%	0%
3	2%	1%	4%	2%	1%	0%	3%	2%
4 = neutral	13%	9%	10%	11%	11%	14%	20%	15%
5	16%	19%	17%	17%	15%	21%	11%	19%
6	28%	36%	35%	27%	26%	24%	28%	26%
7 = very satisfied	39%	35%	33%	43%	42%	37%	37%	35%
Don't know	1%	1%	1%	0%	1%	3%	0%	2%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(26.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Design

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	1565	119	121	142	69	59	62	75
1 = very dissatisfied	1%	1%	0%	0%	1%	0%	0%	0%
2	1%	3%	2%	0%	0%	2%	0%	0%
3	2%	0%	2%	1%	3%	3%	2%	1%
4 = neutral	11%	7%	11%	11%	12%	8%	11%	7%
5	13%	9%	16%	11%	13%	8%	13%	16%
6	29%	37%	26%	30%	28%	27%	31%	25%
7 = very satisfied	43%	44%	43%	46%	43%	51%	44%	49%
Don't know	1%	0%	1%	0%	0%	0%	0%	1%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(27.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Taking payments

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2178	168	171	184	92	90	95	106
1 = very dissatisfied	1%	1%	0%	1%	2%	0%	1%	0%
2	1%	1%	1%	1%	1%	1%	0%	0%
3	1%	2%	2%	1%	0%	0%	2%	3%
4 = neutral	9%	5%	8%	7%	8%	18%	7%	13%
5	11%	11%	10%	9%	10%	4%	13%	11%
6	26%	27%	30%	26%	27%	23%	25%	25%
7 = very satisfied	50%	52%	48%	57%	49%	53%	51%	44%
Don't know	1%	1%	1%	0%	3%	0%	1%	3%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(28.A) On a scale of 1-7, how satisfied are you with your current systems in those same areas?: Monitoring key metrics for your business

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	1561	122	131	129	70	61	61	66
1 = very dissatisfied	0%	0%	0%	0%	1%	0%	2%	0%
2	1%	0%	1%	1%	3%	2%	2%	2%
3	4%	3%	7%	5%	4%	0%	7%	3%
4 = neutral	13%	10%	11%	14%	14%	18%	11%	14%
5	15%	23%	14%	10%	13%	16%	20%	21%
6	31%	28%	35%	30%	31%	23%	28%	26%
7 = very satisfied	34%	31%	31%	39%	30%	36%	30%	32%
Don't know	2%	5%	1%	1%	3%	5%	2%	3%

*Note:*

BASE: Respondents who use tools for this system

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(29.A) Which one of the following statements best describes your company’s attitude toward digital technology (software, electronic devices, media, etc.) ?

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We are early adopters of new digital tools	27%	29%	27%	27%	21%	23%	28%	21%
We adopt new digital tools around the same time as our competitors	31%	32%	30%	32%	35%	22%	34%	24%
We tend to be conservative with adopting new digital technology	31%	25%	32%	31%	36%	44%	29%	45%
New digital technology isn’t really useful for our business	8%	11%	7%	6%	4%	9%	5%	7%
Don’t know	3%	4%	2%	3%	4%	2%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

(30.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Improving your customer experience on your website

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Very strong	21%	19%	22%	29%	21%	17%	23%	15%
Somewhat strong	28%	27%	29%	27%	32%	23%	29%	19%
Average	27%	27%	27%	27%	23%	24%	26%	17%
Somewhat weak	8%	8%	11%	7%	9%	8%	6%	18%
Very weak	3%	2%	3%	1%	5%	6%	3%	9%
Not relevant to my business	12%	15%	7%	7%	10%	22%	11%	21%
Don't know	1%	2%	0%	1%	0%	0%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(31.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Building awareness of your products/organization online or through social media

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Very strong	22%	18%	26%	28%	23%	20%	21%	7%
Somewhat strong	27%	29%	27%	28%	30%	25%	25%	26%
Average	27%	27%	26%	21%	24%	21%	32%	28%
Somewhat weak	10%	9%	9%	11%	11%	11%	7%	18%
Very weak	4%	4%	5%	2%	5%	9%	5%	7%
Not relevant to my business	9%	11%	5%	8%	7%	13%	7%	12%
Don't know	1%	1%	0%	0%	0%	1%	4%	2%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(32.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Improving the productivity of your team

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Very strong	24%	24%	25%	27%	27%	17%	27%	12%
Somewhat strong	31%	31%	33%	30%	26%	31%	22%	26%
Average	27%	27%	24%	25%	28%	31%	30%	26%
Somewhat weak	6%	5%	9%	3%	4%	8%	9%	14%
Very weak	2%	0%	2%	1%	0%	3%	2%	4%
Not relevant to my business	9%	11%	5%	12%	15%	10%	8%	15%
Don't know	1%	1%	0%	1%	0%	0%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(33.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Supporting remote working

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Very strong	29%	28%	29%	33%	30%	28%	36%	20%
Somewhat strong	23%	23%	30%	24%	24%	15%	17%	14%
Average	20%	20%	21%	20%	21%	21%	21%	16%
Somewhat weak	6%	6%	6%	4%	2%	3%	4%	8%
Very weak	3%	2%	4%	3%	4%	4%	4%	9%
Not relevant to my business	18%	20%	10%	16%	18%	29%	18%	32%
Don't know	1%	0%	0%	0%	0%	0%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(34.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Using digital tools to automate your operations and processes

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Very strong	23%	21%	24%	27%	25%	17%	24%	10%
Somewhat strong	26%	24%	27%	27%	29%	23%	20%	18%
Average	29%	29%	28%	27%	26%	29%	35%	32%
Somewhat weak	9%	9%	8%	8%	12%	12%	10%	17%
Very weak	3%	4%	6%	2%	2%	4%	2%	6%
Not relevant to my business	9%	10%	7%	7%	6%	14%	9%	15%
Don't know	1%	2%	0%	1%	0%	1%	1%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(35.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Search engine optimization

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Very strong	21%	16%	21%	25%	15%	18%	22%	10%
Somewhat strong	25%	25%	26%	24%	33%	17%	26%	15%
Average	29%	31%	28%	28%	33%	31%	25%	27%
Somewhat weak	10%	9%	11%	9%	8%	5%	11%	21%
Very weak	4%	2%	3%	1%	4%	9%	5%	9%
Not relevant to my business	10%	15%	10%	9%	7%	19%	9%	11%
Don't know	2%	2%	0%	3%	1%	1%	3%	7%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(36.A) Compared to other businesses in your sector, how relatively strong or weak would you say that your business is at the following?: Selling to international consumers

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Very strong	15%	12%	15%	18%	14%	13%	14%	5%
Somewhat strong	16%	20%	23%	18%	13%	9%	23%	11%
Average	16%	14%	17%	14%	16%	12%	15%	9%
Somewhat weak	8%	6%	10%	9%	10%	4%	6%	9%
Very weak	5%	5%	5%	6%	2%	5%	6%	6%
Not relevant to my business	38%	42%	28%	35%	47%	57%	35%	59%
Don't know	2%	1%	2%	1%	0%	0%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(37.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Email mailing lists

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	19%	22%	18%	15%	18%	30%	20%	20%
We use online tools for this	61%	60%	62%	64%	64%	49%	63%	52%
We do not use online tools for this	17%	14%	18%	18%	17%	16%	14%	22%
Don't know	3%	4%	2%	3%	1%	5%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(38.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Sales

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	13%	14%	8%	14%	10%	19%	16%	13%
We use online tools for this	58%	56%	60%	61%	67%	53%	54%	51%
We do not use online tools for this	26%	25%	30%	23%	20%	23%	23%	31%
Don't know	4%	5%	1%	1%	3%	5%	8%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(39.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Office suite (Word processing, spreadsheets etc)

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	9%	11%	11%	10%	7%	10%	11%	6%
We use online tools for this	65%	65%	59%	70%	72%	61%	69%	55%
We do not use online tools for this	24%	20%	28%	20%	17%	27%	19%	36%
Don't know	3%	4%	2%	0%	4%	2%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(40.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Web hosting

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	24%	21%	19%	23%	24%	43%	19%	32%
We use online tools for this	54%	59%	57%	58%	57%	41%	63%	40%
We do not use online tools for this	17%	14%	20%	17%	11%	13%	14%	21%
Don't know	5%	6%	4%	3%	8%	3%	5%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(41.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Instant messaging or employee collaboration

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	19%	22%	13%	18%	17%	26%	17%	30%
We use online tools for this	60%	58%	64%	62%	65%	62%	68%	50%
We do not use online tools for this	18%	18%	20%	20%	15%	11%	13%	14%
Don't know	3%	2%	3%	0%	3%	1%	3%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(42.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Video calls

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	21%	18%	19%	18%	22%	40%	16%	36%
We use online tools for this	61%	63%	61%	66%	66%	47%	65%	44%
We do not use online tools for this	16%	16%	19%	15%	10%	11%	17%	17%
Don't know	3%	3%	1%	1%	2%	2%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(43.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Design

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	19%	20%	15%	17%	22%	25%	24%	27%
We use online tools for this	52%	52%	52%	59%	56%	50%	52%	44%
We do not use online tools for this	24%	23%	29%	23%	18%	23%	17%	23%
Don't know	4%	4%	4%	1%	3%	2%	8%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(44.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Taking payments

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	7%	7%	8%	6%	3%	8%	10%	4%
We use online tools for this	72%	68%	72%	79%	80%	71%	72%	75%
We do not use online tools for this	18%	22%	18%	15%	15%	17%	16%	17%
Don't know	2%	3%	1%	0%	3%	4%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(45.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Tracking inventory

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	20%	24%	19%	15%	20%	30%	24%	27%
We use online tools for this	49%	50%	50%	55%	51%	37%	47%	32%
We do not use online tools for this	27%	22%	28%	27%	25%	28%	25%	35%
Don't know	4%	3%	2%	3%	3%	5%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(46.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Customer support / CRM

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	16%	20%	15%	13%	14%	17%	13%	19%
We use online tools for this	55%	52%	55%	59%	61%	55%	56%	44%
We do not use online tools for this	25%	23%	27%	25%	22%	25%	27%	26%
Don't know	4%	5%	3%	3%	3%	3%	4%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(47.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Time tracking

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	24%	26%	22%	27%	20%	29%	29%	26%
We use online tools for this	42%	40%	43%	44%	47%	38%	38%	30%
We do not use online tools for this	30%	30%	28%	27%	25%	29%	29%	38%
Don't know	5%	4%	6%	2%	8%	4%	3%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(48.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Managing expenses

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	8%	6%	9%	9%	3%	7%	5%	9%
We use online tools for this	60%	60%	59%	65%	61%	60%	63%	49%
We do not use online tools for this	29%	30%	29%	23%	31%	32%	25%	35%
Don't know	3%	3%	3%	3%	5%	1%	7%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(49.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Enterprise Resource Planning (ERP)

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	31%	35%	21%	34%	23%	41%	31%	38%
We use online tools for this	30%	27%	29%	32%	35%	23%	33%	17%
We do not use online tools for this	25%	22%	36%	25%	21%	17%	25%	25%
Don't know	13%	16%	14%	9%	20%	19%	11%	20%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(50.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Project management

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	17%	18%	13%	17%	17%	22%	19%	17%
We use online tools for this	50%	49%	47%	54%	54%	50%	51%	40%
We do not use online tools for this	27%	27%	36%	27%	22%	23%	23%	32%
Don't know	5%	6%	4%	2%	6%	5%	8%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(51.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Accounting

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	7%	6%	7%	6%	7%	5%	8%	7%
We use online tools for this	63%	66%	65%	72%	58%	61%	60%	56%
We do not use online tools for this	25%	24%	23%	20%	28%	29%	27%	32%
Don't know	4%	3%	4%	2%	7%	5%	5%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(52.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Invoicing

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	11%	11%	11%	14%	11%	7%	10%	14%
We use online tools for this	59%	58%	59%	64%	71%	62%	57%	44%
We do not use online tools for this	26%	29%	28%	20%	16%	28%	30%	37%
Don't know	3%	2%	2%	1%	3%	3%	3%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(53.A) Does your company currently use online tools (such as apps or cloud services) for any of the following functions?: Data dashboards or analytics

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
We don't do this at all	23%	27%	15%	22%	23%	28%	26%	35%
We use online tools for this	50%	49%	53%	53%	60%	46%	47%	33%
We do not use online tools for this	22%	19%	24%	22%	13%	22%	22%	23%
Don't know	5%	4%	7%	3%	4%	4%	5%	9%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(54.A) And which of the above did you start using as a result of the current Covid-19 pandemic? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Office suite (Word processing, spreadsheets etc)	9%	6%	12%	9%	7%	10%	10%	5%
Project management	9%	7%	9%	7%	4%	5%	13%	5%
Accounting	9%	5%	13%	8%	7%	4%	8%	5%
Design	8%	6%	8%	7%	9%	4%	13%	3%
Enterprise Resource Planning (ERP)	7%	6%	10%	7%	5%	5%	12%	0%
Data dashboards or analytics	7%	4%	9%	6%	6%	3%	10%	5%
Video calls	37%	38%	48%	41%	33%	19%	47%	32%
Email	17%	13%	16%	16%	12%	12%	23%	19%
Instant messaging or employee collaboration	17%	18%	17%	17%	17%	11%	18%	13%
Taking payments	16%	13%	16%	17%	15%	10%	21%	13%
Web hosting	13%	11%	19%	10%	12%	10%	9%	5%
Customer support / CRM	12%	11%	14%	13%	7%	7%	17%	3%
Sales	11%	8%	9%	13%	10%	7%	7%	9%
Tracking inventory	11%	11%	11%	10%	7%	6%	12%	9%
Time tracking	10%	9%	13%	13%	6%	6%	14%	6%
Managing expenses	10%	7%	18%	8%	3%	8%	8%	6%
Invoicing	10%	10%	8%	11%	9%	8%	13%	5%

(55.A) In your experience, which of the following benefits have online tools created for your business?: Lower costs

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
True for our business	56%	55%	60%	60%	56%	47%	53%	38%
Not true for our business	31%	29%	28%	27%	24%	35%	33%	42%
Not sure	13%	16%	12%	13%	19%	18%	14%	20%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(56.A) In your experience, which of the following benefits have online tools created for your business?: Easier to use

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
True for our business	74%	73%	78%	80%	84%	68%	70%	64%
Not true for our business	20%	19%	18%	16%	10%	19%	21%	25%
Not sure	7%	8%	4%	4%	6%	13%	10%	11%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(57.A) In your experience, which of the following benefits have online tools created for your business?: Easier to keep data synchronized across the business

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
True for our business	70%	70%	71%	73%	74%	65%	73%	56%
Not true for our business	21%	22%	21%	19%	18%	20%	22%	27%
Not sure	9%	8%	8%	8%	8%	15%	6%	16%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(58.A) In your experience, which of the following benefits have online tools created for your business?: More employee communication

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
True for our business	61%	61%	62%	63%	59%	47%	62%	38%
Not true for our business	30%	29%	31%	31%	27%	38%	26%	52%
Not sure	9%	10%	7%	6%	14%	15%	12%	10%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(59.A) In your experience, which of the following benefits have online tools created for your business?: Improved employee collaboration

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
True for our business	59%	60%	61%	62%	57%	47%	65%	38%
Not true for our business	31%	28%	29%	30%	27%	34%	27%	48%
Not sure	10%	12%	10%	8%	16%	19%	8%	14%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(60.A) In your experience, which of the following benefits have online tools created for your business?: Makes your business more agile

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
True for our business	66%	64%	62%	73%	68%	60%	68%	54%
Not true for our business	23%	24%	30%	17%	16%	20%	20%	31%
Not sure	12%	11%	8%	10%	17%	20%	13%	15%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(61.A) In your experience, which of the following benefits have online tools created for your business?: Greater data security

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
True for our business	63%	57%	61%	69%	66%	53%	65%	47%
Not true for our business	24%	23%	25%	22%	22%	24%	25%	33%
Not sure	13%	20%	14%	9%	12%	23%	11%	20%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(62.A) In your experience, which of the following benefits have online tools created for your business?: Easier to keep data backed up

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
True for our business	74%	74%	72%	82%	74%	64%	78%	60%
Not true for our business	19%	18%	23%	15%	17%	24%	13%	24%
Not sure	7%	8%	5%	3%	9%	12%	9%	16%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(63.A) In your opinion, how easy or difficult would it have been to keep your business running without the use of online tools during the Covid-19 pandemic?

		State						
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
It would have made no difference	30%	32%	23%	31%	35%	35%	25%	36%
It would have been moderately more difficult or complicated	33%	31%	33%	30%	26%	19%	28%	32%
It would have been significantly more difficult or complicated	22%	21%	30%	20%	23%	23%	29%	13%
It would have been impossible	13%	14%	13%	16%	15%	16%	14%	13%
Don't know	3%	2%	1%	4%	1%	7%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(64.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: The costs of starting my business have reduced substantially because of online tools

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	20%	19%	22%	22%	15%	13%	18%	10%
2 = Somewhat agree	27%	29%	36%	24%	32%	25%	25%	17%
3 = Neither agree nor disagree	25%	19%	21%	24%	31%	23%	30%	26%
4 = Somewhat disagree	13%	13%	11%	13%	14%	18%	19%	21%
5 = Disagree strongly	10%	13%	7%	13%	5%	13%	6%	15%
Don't know	5%	8%	1%	3%	4%	8%	3%	11%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(65.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools make it easier for my business to compete with bigger enterprises

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	28%	21%	31%	30%	34%	24%	25%	11%
2 = Somewhat agree	32%	32%	35%	32%	33%	22%	31%	31%
3 = Neither agree nor disagree	24%	26%	19%	24%	26%	29%	25%	32%
4 = Somewhat disagree	8%	8%	9%	7%	5%	8%	9%	9%
5 = Disagree strongly	6%	10%	5%	6%	1%	10%	7%	11%
Don't know	3%	2%	0%	1%	1%	7%	2%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(66.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools have made it easier for workers and different teams in my business to collaborate throughout the Covid-19 pandemic

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	32%	31%	33%	39%	29%	29%	36%	17%
2 = Somewhat agree	30%	31%	32%	29%	32%	22%	26%	29%
3 = Neither agree nor disagree	22%	22%	25%	21%	27%	25%	19%	24%
4 = Somewhat disagree	6%	5%	4%	2%	4%	3%	7%	9%
5 = Disagree strongly	6%	7%	6%	8%	2%	14%	7%	13%
Don't know	3%	3%	0%	1%	6%	7%	5%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(67.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools do not offer any significant advantages over traditional tools for my business

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	16%	18%	15%	19%	17%	18%	14%	15%
2 = Somewhat agree	20%	22%	22%	20%	20%	14%	14%	23%
3 = Neither agree nor disagree	19%	18%	23%	17%	15%	16%	18%	18%
4 = Somewhat disagree	22%	21%	19%	20%	22%	16%	28%	29%
5 = Disagree strongly	22%	20%	20%	23%	25%	33%	25%	11%
Don't know	1%	1%	0%	1%	1%	3%	1%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(68.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools have made it easier to connect and share information across different parts of my business

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	34%	30%	37%	41%	36%	33%	46%	23%
2 = Somewhat agree	34%	38%	36%	33%	37%	26%	29%	35%
3 = Neither agree nor disagree	17%	20%	19%	14%	20%	18%	14%	20%
4 = Somewhat disagree	6%	5%	5%	5%	3%	7%	5%	9%
5 = Disagree strongly	6%	5%	2%	6%	2%	13%	6%	9%
Don't know	2%	2%	0%	0%	2%	3%	0%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(69.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools have allowed my business to offer customers a higher quality of service.

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	32%	28%	29%	37%	38%	29%	32%	17%
2 = Somewhat agree	34%	34%	38%	38%	31%	29%	42%	33%
3 = Neither agree nor disagree	20%	22%	21%	14%	19%	22%	14%	21%
4 = Somewhat disagree	7%	6%	8%	3%	6%	5%	6%	12%
5 = Disagree strongly	6%	9%	3%	8%	5%	10%	4%	10%
Don't know	2%	0%	1%	0%	1%	5%	2%	6%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(70.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools have helped my business increase revenue

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	28%	23%	27%	32%	35%	25%	26%	15%
2 = Somewhat agree	34%	39%	34%	36%	26%	29%	35%	24%
3 = Neither agree nor disagree	22%	21%	27%	18%	29%	24%	26%	26%
4 = Somewhat disagree	8%	7%	5%	7%	7%	4%	5%	17%
5 = Disagree strongly	7%	8%	5%	7%	2%	14%	6%	14%
Don't know	2%	1%	1%	0%	1%	4%	1%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(71.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: Online tools are readily and confidently used by all staff across my business.

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	30%	26%	28%	33%	28%	29%	34%	19%
2 = Somewhat agree	33%	35%	38%	35%	40%	34%	36%	25%
3 = Neither agree nor disagree	19%	20%	22%	16%	21%	13%	16%	21%
4 = Somewhat disagree	9%	8%	7%	9%	7%	6%	7%	19%
5 = Disagree strongly	6%	7%	4%	5%	2%	11%	5%	14%
Don't know	2%	2%	0%	2%	2%	7%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(72.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: We regularly reassess what online tools we are using and how well they are working for our business.

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	24%	20%	26%	27%	19%	25%	28%	14%
2 = Somewhat agree	35%	39%	38%	31%	46%	25%	34%	29%
3 = Neither agree nor disagree	21%	22%	18%	25%	20%	15%	18%	21%
4 = Somewhat disagree	11%	10%	10%	8%	9%	18%	12%	20%
5 = Disagree strongly	8%	9%	7%	8%	3%	14%	6%	11%
Don't know	2%	1%	0%	1%	3%	3%	2%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(73.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: We use all our online tools to the maximum of their capabilities.

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	26%	19%	28%	31%	23%	21%	26%	14%
2 = Somewhat agree	32%	35%	35%	32%	41%	37%	29%	16%
3 = Neither agree nor disagree	20%	24%	17%	20%	19%	16%	19%	28%
4 = Somewhat disagree	13%	12%	14%	11%	10%	10%	17%	20%
5 = Disagree strongly	7%	8%	6%	5%	6%	12%	9%	17%
Don't know	2%	1%	0%	0%	1%	4%	0%	5%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(74.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: We use the latest digital tools and regularly upgrade to the newest versions.

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	23%	16%	24%	27%	20%	17%	22%	9%
2 = Somewhat agree	33%	35%	36%	31%	44%	25%	34%	30%
3 = Neither agree nor disagree	21%	19%	19%	26%	17%	21%	20%	21%
4 = Somewhat disagree	13%	16%	14%	7%	12%	17%	20%	21%
5 = Disagree strongly	8%	12%	6%	9%	4%	17%	5%	16%
Don't know	2%	2%	0%	0%	3%	3%	0%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(75.A) Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item.: We rely on metrics provided by online tools to track business performance.

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
1 = Agree strongly	22%	21%	22%	25%	22%	18%	23%	10%
2 = Somewhat agree	31%	31%	37%	34%	31%	22%	25%	23%
3 = Neither agree nor disagree	22%	20%	21%	21%	25%	23%	21%	19%
4 = Somewhat disagree	11%	11%	12%	7%	8%	8%	18%	15%
5 = Disagree strongly	12%	14%	7%	12%	9%	26%	12%	26%
Don't know	3%	3%	0%	1%	5%	3%	3%	8%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(76.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Creating documents? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	651	44	58	57	19	21	27	23
Don't know	7%	2%	5%	5%	0%	19%	0%	13%
Prefer non-digital tools	31%	39%	26%	30%	21%	24%	33%	39%
Not suitable for my type of business	27%	45%	28%	25%	26%	29%	33%	26%
Would require retraining of staff	25%	36%	36%	14%	11%	14%	37%	17%
Too expensive	22%	32%	21%	25%	11%	19%	26%	26%
Don't feel confident with digital tools	18%	23%	19%	12%	16%	24%	19%	4%
Don't have the time to learn	16%	27%	16%	18%	11%	10%	15%	9%
Not sure how to get started	15%	9%	17%	14%	16%	5%	22%	9%
Other (please specify)	4%	2%	2%	<sup>80</sup> 2%	21%	5%	7%	0%

## Public First Poll for Intuit (State Boosters)

(77.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Accounting? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	901	72	80	72	39	34	37	35
Don't know	8%	7%	10%	10%	13%	3%	5%	6%
Prefer non-digital tools	30%	35%	26%	26%	33%	26%	27%	37%
Too expensive	22%	19%	15%	21%	23%	29%	24%	29%
Would require retraining of staff	22%	21%	24%	12%	10%	18%	35%	14%
Not suitable for my type of business	20%	19%	25%	24%	28%	32%	30%	14%
Don't have the time to learn	14%	21%	12%	14%	13%	3%	14%	14%
Don't feel confident with digital tools	14%	12%	19%	7%	13%	15%	14%	17%
Not sure how to get started	11%	7%	14%	10%	5%	12%	14%	9%
Other (please specify)	10%	12%	8%	<sup>81</sup> 11%	18%	12%	3%	23%

## Public First Poll for Intuit (State Boosters)

(78.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Expenses? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	798	63	65	63	29	26	29	32
Don't know	8%	6%	6%	10%	14%	12%	3%	9%
Prefer non-digital tools	31%	35%	23%	32%	28%	23%	38%	25%
Would require retraining of staff	25%	27%	26%	22%	31%	31%	21%	16%
Not suitable for my type of business	21%	24%	26%	22%	24%	19%	24%	22%
Too expensive	20%	22%	9%	19%	14%	27%	31%	19%
Not sure how to get started	15%	21%	14%	11%	14%	12%	17%	9%
Don't feel confident with digital tools	15%	13%	22%	8%	21%	15%	17%	9%
Don't have the time to learn	13%	17%	17%	10%	21%	8%	14%	16%
Other (please specify)	6%	6%	6%	8%	7%	8%	3%	16%

## Public First Poll for Intuit (State Boosters)

(79.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Advertising & marketing? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	947	72	68	84	29	36	39	33
Don't know	7%	10%	9%	5%	14%	3%	3%	6%
Too expensive	28%	26%	18%	29%	24%	36%	33%	27%
Not suitable for my type of business	21%	19%	21%	17%	14%	25%	21%	21%
Would require retraining of staff	21%	21%	21%	17%	24%	8%	21%	21%
Prefer non-digital tools	21%	24%	24%	25%	14%	17%	31%	15%
Not sure how to get started	16%	14%	18%	19%	3%	19%	23%	12%
Don't have the time to learn	15%	14%	19%	12%	17%	8%	23%	12%
Don't feel confident with digital tools	13%	19%	19%	15%	14%	14%	21%	0%
Other (please specify)	7%	8%	6%	<sup>83</sup> 2%	10%	6%	13%	12%

## Public First Poll for Intuit (State Boosters)

(80.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Tracking inventory? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	681	50	61	58	35	20	24	25
Don't know	6%	6%	7%	3%	0%	10%	8%	8%
Prefer non-digital tools	30%	20%	31%	29%	51%	30%	38%	28%
Not suitable for my type of business	27%	34%	18%	36%	34%	35%	29%	24%
Too expensive	22%	24%	26%	14%	20%	20%	21%	24%
Would require retraining of staff	20%	30%	30%	16%	17%	15%	12%	16%
Not sure how to get started	16%	26%	16%	14%	9%	0%	21%	4%
Don't have the time to learn	15%	14%	16%	12%	14%	15%	21%	4%
Don't feel confident with digital tools	14%	20%	10%	9%	11%	0%	12%	16%
Other (please specify)	4%	4%	3%	84 3%	0%	0%	4%	12%

## Public First Poll for Intuit (State Boosters)

(81.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Customer support? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	808	76	59	78	32	25	40	26
Don't know	5%	1%	2%	4%	6%	8%	8%	0%
Not suitable for my type of business	32%	33%	39%	33%	44%	32%	38%	31%
Prefer non-digital tools	30%	30%	36%	19%	31%	32%	38%	31%
Would require retraining of staff	21%	26%	22%	15%	6%	20%	20%	23%
Too expensive	17%	29%	17%	10%	6%	12%	18%	19%
Not sure how to get started	15%	17%	17%	10%	9%	8%	10%	15%
Don't feel confident with digital tools	13%	12%	12%	9%	16%	8%	10%	15%
Don't have the time to learn	12%	12%	17%	13%	9%	4%	10%	4%
Other (please specify)	4%	3%	2%	8 <sup>5</sup> 5%	0%	4%	5%	8%

## Public First Poll for Intuit (State Boosters)

(82.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Monitoring potential customers or sales (Customer Relationship Management)? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	718	54	70	62	23	24	32	27
Don't know	6%	2%	3%	5%	13%	12%	16%	4%
Not suitable for my type of business	28%	22%	23%	35%	57%	25%	31%	33%
Prefer non-digital tools	28%	35%	24%	29%	17%	25%	22%	41%
Too expensive	21%	26%	19%	18%	9%	12%	25%	30%
Would require retraining of staff	21%	22%	26%	15%	17%	25%	19%	15%
Not sure how to get started	18%	15%	29%	16%	13%	8%	19%	0%
Don't have the time to learn	18%	20%	21%	6%	9%	25%	28%	15%
Don't feel confident with digital tools	15%	13%	17%	15%	9%	4%	9%	11%
Other (please specify)	4%	7%	4%	86 5%	0%	4%	6%	11%

## Public First Poll for Intuit (State Boosters)

(83.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Project management? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	727	60	67	65	22	28	31	28
Don't know	6%	5%	6%	3%	0%	11%	3%	4%
Prefer non-digital tools	32%	28%	37%	26%	27%	29%	35%	50%
Not suitable for my type of business	27%	25%	24%	40%	36%	39%	45%	14%
Would require retraining of staff	23%	22%	25%	15%	23%	14%	16%	25%
Too expensive	19%	23%	16%	12%	32%	14%	10%	14%
Not sure how to get started	16%	22%	24%	11%	9%	7%	19%	7%
Don't feel confident with digital tools	14%	25%	12%	15%	23%	4%	13%	18%
Don't have the time to learn	13%	12%	10%	8%	9%	11%	26%	4%
Other (please specify)	3%	3%	1%	87 3%	0%	7%	0%	4%

## Public First Poll for Intuit (State Boosters)

(84.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Design? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	796	51	77	73	27	21	35	21
Don't know	6%	2%	5%	4%	0%	5%	3%	10%
Not suitable for my type of business	24%	29%	26%	26%	30%	43%	26%	43%
Would require retraining of staff	24%	31%	26%	19%	26%	19%	34%	24%
Prefer non-digital tools	24%	27%	17%	25%	33%	19%	26%	14%
Too expensive	23%	14%	22%	26%	26%	19%	20%	14%
Don't have the time to learn	16%	20%	13%	8%	19%	24%	20%	14%
Don't feel confident with digital tools	15%	18%	18%	11%	19%	5%	17%	14%
Not sure how to get started	12%	22%	10%	8%	7%	5%	14%	5%
Other (please specify)	8%	8%	9%	<sup>88</sup> 11%	19%	10%	11%	5%

## Public First Poll for Intuit (State Boosters)

(85.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Taking payments? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	882	77	77	76	34	36	37	33
Prefer non-digital tools	26%	30%	27%	21%	24%	28%	27%	21%
Not suitable for my type of business	21%	26%	21%	21%	24%	22%	30%	36%
Would require retraining of staff	19%	26%	25%	16%	15%	19%	24%	21%
Too expensive	18%	18%	17%	22%	26%	19%	22%	15%
Don't feel confident with digital tools	15%	12%	14%	7%	21%	3%	14%	18%
Not sure how to get started	12%	18%	16%	11%	3%	11%	16%	6%
Don't have the time to learn	11%	16%	18%	9%	6%	3%	5%	9%
Don't know	10%	9%	8%	11%	0%	11%	11%	12%
Other (please specify)	10%	6%	10%	<sup>89</sup> 13%	9%	8%	14%	9%

## Public First Poll for Intuit (State Boosters)

(86.A) Earlier in the survey, you said that your business did not use digital tools to help with various tasks. Which, if any, of the following are important reasons why your business does not use digital tools to help with Monitoring key metrics for your business? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	626	45	60	54	26	19	33	23
Don't know	7%	4%	7%	2%	0%	5%	3%	13%
Prefer non-digital tools	27%	27%	27%	30%	27%	16%	33%	30%
Not suitable for my type of business	24%	29%	30%	24%	38%	26%	27%	13%
Too expensive	22%	24%	23%	22%	12%	16%	24%	30%
Would require retraining of staff	22%	22%	30%	13%	19%	21%	21%	9%
Don't have the time to learn	18%	20%	15%	20%	19%	21%	18%	4%
Not sure how to get started	17%	16%	20%	9%	23%	5%	21%	13%
Don't feel confident with digital tools	16%	29%	15%	19%	12%	5%	12%	22%
Other (please specify)	4%	2%	3%	90 6%	4%	5%	9%	4%

(87.A) In the next year, do you plan on making any investments in digital tools?

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Yes, a lot	22%	20%	28%	25%	17%	15%	25%	7%
Yes, some	42%	37%	41%	44%	43%	43%	35%	44%
No	20%	23%	13%	15%	19%	27%	19%	25%
Don't know	16%	19%	17%	16%	20%	15%	21%	25%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(88.A) Which, if any, of the following areas do you think is most likely that your business will start using digital tools in the next couple of years? Please select up to three

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Enterprise Resource Planning (ERP)	8%	10%	11%	5%	4%	4%	8%	5%
Advertising & marketing	25%	26%	22%	27%	20%	21%	31%	26%
Taking payments	23%	24%	23%	26%	17%	25%	26%	17%
Accounting	18%	16%	18%	19%	9%	15%	16%	14%
Expenses	16%	12%	14%	13%	16%	15%	12%	13%
Customer support	16%	15%	18%	23%	15%	4%	7%	13%
Creating documents	15%	15%	17%	14%	17%	14%	11%	17%
Tracking inventory	15%	14%	17%	17%	17%	16%	16%	9%
Design	15%	18%	15%	20%	14%	12%	13%	16%
Email mailing lists	15%	12%	16%	19%	21%	15%	10%	20%
Monitoring potential customers or sales (Customer Relationship Management)	14%	14%	16%	11%	20%	15%	13%	13%
Project management	14%	13%	16%	18%	5%	11%	18%	17%
Monitoring key metrics for your business	11%	10%	10%	11%	8%	10%	15%	3%
None of the above	14%	17%	10%	12%	22%	26%	18%	19%

*Note:*

BASE: All Respondents

## Public First Poll for Intuit (State Boosters)

(89.A) You said you did not plan on making any investments in digital tools in the next year, which of the following best explains why? Please select up to three

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	499	48	26	30	20	27	19	29
I would not know what to invest in	9%	2%	4%	7%	0%	4%	11%	17%
It is not a priority for my business	42%	58%	38%	47%	35%	44%	37%	45%
Don't know	4%	2%	4%	7%	0%	11%	0%	7%
I don't think it would make a difference to the day-to-day running of my business	39%	35%	46%	33%	40%	41%	47%	45%
Too expensive	29%	29%	38%	23%	40%	26%	21%	28%
I am focused on survival	19%	25%	12%	7%	30%	11%	26%	21%
We recently made investments in this space	13%	6%	15%	13%	20%	0%	5%	7%
I do not have the time	11%	12%	0%	<sup>93</sup> 20%	15%	4%	11%	7%

## Public First Poll for Intuit (State Boosters)

(90.A) Where, if anywhere, do you seek information and advice about the different digital tools that might be suitable for your business? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Government resources	9%	8%	14%	8%	7%	4%	10%	4%
Digital tool providers	40%	38%	45%	40%	41%	42%	38%	30%
Online forums	36%	32%	36%	36%	39%	36%	36%	30%
Colleagues/ employees	35%	39%	39%	34%	30%	27%	37%	28%
Other businesses	34%	34%	35%	38%	41%	26%	39%	34%
Social media	32%	30%	36%	35%	32%	33%	40%	26%
Friends and family	29%	33%	23%	34%	29%	20%	33%	28%
I don't seek information or advice	11%	14%	8%	8%	11%	20%	10%	20%
Other (please specify)	2%	1%	1%	3%	3%	0%	0%	3%

*Note:*

BASE: All Respondents

## Public First Poll for Intuit (State Boosters)

(91.A) How important, if at all, are digital skills to the day to day running of your business?

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Essential - we couldn't operate without digital skills	22%	25%	23%	28%	27%	27%	22%	22%
Very important	34%	30%	41%	28%	32%	22%	38%	20%
Somewhat important	25%	26%	19%	24%	23%	23%	25%	29%
Neither important or unimportant	10%	7%	10%	11%	11%	10%	7%	15%
Somewhat unimportant	4%	7%	4%	1%	2%	9%	3%	6%
Not at all important	4%	4%	2%	6%	4%	6%	3%	6%
Don't know	1%	1%	1%	0%	1%	3%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

## Public First Poll for Intuit (State Boosters)

(92.A) Which, if any, types of digital skills are most important to your business? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Documents or spreadsheets	44%	39%	48%	45%	55%	49%	47%	40%
Online advertising & marketing	39%	38%	39%	45%	46%	28%	39%	30%
Accounting software	38%	36%	38%	42%	31%	44%	37%	26%
Building a website	31%	29%	31%	31%	38%	23%	33%	32%
E-commerce	28%	26%	30%	29%	22%	25%	28%	21%
Custom software for your business	26%	24%	25%	25%	25%	24%	29%	20%
Programming, or app development	17%	15%	21%	18%	11%	12%	20%	11%
Data science	15%	13%	19%	14%	9%	16%	16%	9%
None of the above	8%	8%	6%	8%	5%	6%	11%	15%

## Public First Poll for Intuit (State Boosters)

(93.A) How difficult is it for your business to find staff with digital skills?

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Very difficult	5%	5%	7%	3%	3%	7%	5%	3%
Somewhat difficult	20%	19%	26%	20%	23%	21%	22%	21%
Neither difficult or easy	32%	31%	33%	29%	28%	31%	28%	41%
Somewhat easy	21%	22%	16%	24%	20%	12%	20%	12%
Very easy	13%	13%	11%	15%	15%	15%	18%	8%
Don't know	8%	10%	6%	9%	11%	14%	8%	15%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

(94.A) How easy or difficult does your business find it to re-train existing staff with new digital skills?

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Very difficult	4%	6%	6%	3%	4%	5%	5%	3%
Somewhat difficult	21%	22%	29%	20%	18%	18%	23%	28%
Neither difficult or easy	31%	29%	27%	36%	32%	21%	27%	32%
Somewhat easy	23%	20%	19%	22%	22%	24%	25%	15%
Very easy	13%	12%	12%	12%	13%	19%	12%	5%
Don't know	8%	11%	6%	8%	11%	13%	9%	18%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022

Data unweighted

## Public First Poll for Intuit (State Boosters)

(95.A) Which, if any, of the following are the biggest barriers to improving the digital skills of your business’s workforce? Please select all that apply

	Total	State						
		New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Too expensive	27%	25%	23%	28%	30%	27%	35%	22%
Not relevant to our business	26%	27%	21%	31%	31%	38%	28%	36%
Don’t have the time for training courses	23%	26%	28%	20%	22%	20%	22%	21%
Cannot find suitable training courses	17%	16%	19%	12%	17%	12%	18%	6%
Not sure how to get started	16%	16%	17%	17%	16%	15%	25%	18%
Too complicated to figure out	15%	18%	19%	11%	11%	13%	20%	11%
Staff are unwilling to take part	15%	14%	17%	12%	13%	7%	8%	8%

*Note:*

BASE: All Respondents

## Public First Poll for Intuit (State Boosters)

(96.A) How significant of a constraint, if at all, would a shortage of digital skills be to your business' ability to increase revenue or reduce costs?

	State							
	Total	New York	California	Georgia	South Carolina	Missouri	Maryland	Iowa
Unweighted	2527	205	201	205	103	100	102	117
Very significant constraint	14%	13%	16%	15%	11%	12%	18%	9%
Somewhat significant constraint	32%	31%	34%	33%	38%	18%	33%	26%
Neither a significant or insignificant constraint	28%	34%	25%	29%	20%	27%	25%	31%
Somewhat insignificant constraint	11%	8%	12%	10%	13%	14%	9%	12%
Very insignificant constraint	8%	8%	8%	9%	12%	14%	8%	9%
Don't know	6%	6%	4%	4%	7%	15%	7%	12%

*Note:*

BASE: All Respondents

Fieldwork: 12th Jul - 7th Aug 2022