

**Intuit QB Commerce Survey
QuickRead Report
August 2021**

METHODOLOGY

An online survey of 2,000 nationally representative U.S. adults ages 18+

CONTENT QUESTIONS

1. What do you enjoy most about shopping online?

Response	%
Don't need to leave the house	44%*
Variety of brands and products offered	34%
Ease of finding products	33%
Able to quickly research and compare products	32%
Finding the most affordable option	31%
Ease of paying	30%
Fast checkout	28%
Variety of websites to shop on	26%
Other	1%
I have never shopped online	7%
QuickFacts[±]	
Variety (net)	52%
Have shopped online (net)	93%

* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

[±] Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.



2. How do you typically find local small businesses you shop at?

Response	%
Friends & family	60%
Walking or driving past	54%
Online or social media advertising	35%
Shared posts by friends/followers on social media	28%
Google Maps/Apple Maps	26%
Television/radio/print advertising	24%
Professional referral	10%
Other	2%
QuickFacts	
Online sources (net)	61%

3. How often do you shop both in-person and online?

(Asked among those who have shopped online)

Response	%
All the time	24%
Often	33%
Sometimes	32%
Rarely	10%
Never	2%
QuickFacts	
All the time / often (net)	56%
At least sometimes (net)	88%
Rarely / never (net)	12%

4. Are there any stores you used to shop at before the COVID-19 pandemic that you no longer shop at because they didn't have an online store?

(Asked among those who have shopped online)

Response	%
Yes, multiple	27%
Yes, one	12%
No, none	61%
QuickFacts	
Yes (net)	39%



5. Which of the following would you consider to be the biggest challenge of shopping with small businesses online?

(Asked among those who have shopped online)

Response	%
High shipping costs	22%
Determining whether it is a legitimate business	15%
Not seeing the product before I buy it	14%
Product out of stock	12%
Website that is difficult to use	8%
Shipping times	8%
Unclear return policy	6%
No customer reviews	6%
Lack of communication on status of order	4%
Inconvenient payment options	3%
Other	2%
QuickFacts	
Shipping (net)	29%
Lack of transparency (net)	46%

6. When shopping or browsing on small businesses' websites, how often do you experience technical issues, such as freezes, long loading times, links not working, etc?

(Asked among those who have shopped online)

Response	%
All the time	9%
Often	14%
Sometimes	34%
Just once or twice	25%
Never	17%
QuickFacts	
All the time / often (net)	23%
At least sometimes (net)	58%
At least once or twice (net)	83%



7. Have you ever, even once, intended to buy something from a business online, but ended up not buying because of technical issues with their website?

(Asked among those who have experienced technical issues when shopping or browsing on small businesses' websites)

Response	%
Yes, more than once	39%
Yes, once	33%
No, never	28%
QuickFacts	
Yes (net)	72%

8. Have you ever, even once, found a business you were considering using, but did not use them because they didn't have a website?

Response	%
Yes, more than once	29%
Yes, once	23%
No, never	47%
QuickFacts	
Yes (net)	53%

9. How strongly do you agree or disagree with the following statement?

The COVID-19 pandemic made me realize that I can purchase nearly everything I need from the comfort of my home.

(Asked among those who have shopped online)

Response	%
Agree strongly	37%
Agree somewhat	49%
Disagree somewhat	11%
Disagree strongly	3%
QuickFacts	
Agree (net)	85%
Disagree (net)	15%



10. Are there any products that you only started buying online during the pandemic, that you will continue to buy online?

(Asked among those who have shopped online)

Response	%
Yes, many	42%
Yes, one	19%
No, none	38%
QuickFacts	
Yes (net)	62%

11. Are you more likely or less likely to try new businesses, including businesses you found online, now than before the pandemic?

Response	%
Much more likely	20%
Somewhat more likely	28%
About the same	47%
Somewhat less likely	3%
Much less likely	2%
QuickFacts	
More likely (net)	48%
Less likely (net)	5%

12. Based on how things are going, how much of your holiday shopping do you expect to do in-person this upcoming holiday season?

Response	%
Completely in-person	16%
Mostly in-person, but some digitally	22%
About half in-person and half digitally	32%
Mostly digitally, but some in-person	24%
Completely digitally	7%
QuickFacts	
Completely / mostly in-person (net)	38%
Completely / mostly digitally (net)	30%
Half or more in-person (net)	70%
Half or more digitally (net)	62%



13. After the pandemic, how would you prefer to shop?

Response	%
Exclusively online	5%
Mostly online, but some in-person	23%
About even between online and in-person	37%
Mostly in-person, but some online	22%
Exclusively in-person	12%
QuickFacts	
Exclusively / mostly online (net)	28%
Exclusively / mostly in-person (net)	35%
Half or more online (net)	65%
Half or more in-person (net)	72%

14. How strongly do you agree or disagree with the following statement?

After the year we had in 2020, supporting small business this holiday season is more important than ever before.

Response	%
Agree strongly	45%
Agree somewhat	48%
Disagree somewhat	6%
Disagree strongly	1%
QuickFacts	
Agree (net)	93%
Disagree (net)	7%

15. When holiday shopping in 2021, which of the following do you plan to do more of compared to years past?

Response	%
Shop online via website	47%
Shop in-person at a store	41%
Shop online via app	27%
None of these	14%
QuickFacts	
Any (net)	86%

**Methodological Notes:**

The Intuit QB Commerce Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 2,000 nationally representative U.S. adults ages 18+, between July 28th and August 4th, 2021, using an email invitation and an online survey. The data has been weighted to ensure reliable and accurate representation of U.S. adults ages 18+.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 2.2 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.