

QuickBooks Cash Flow Payments Report

Methodology: The QuickBooks Cash Flow Survey was conducted by Wakefield Research among 3,500 small business owners of companies with 0-100 employees, including 1,000 in the U.S. and 500 in the U.K., Australia, Canada, India, and Brazil, between Nov. 1-18, 2019, using an email invitation and an online survey. The margin of error is ± 3.1 percentage points in the U.S. and ± 4.4 percentage points elsewhere with a 95% confidence level. When reporting tracking data, quotas were set to ensure samples could be compared to data collected in 2018 in the U.S., U.K., Australia, Canada, and India.

1. Does your company accept credit cards?

Response	Global	US	UK	Australia	Canada	India	Brazil
Yes	81%*	80%	85%	75%	82%	83%	84%
No	19%	20%	15%	25%	18%	17%	16%

2. For which of the following reasons, if any, does your company not accept credit cards?

Asked among those whose company does not accept credit cards.

Response	Global	US	UK ¹	Australia	Canada ¹	India ¹	Brazil ¹
It is not necessary for my line of work	66%	64%	64%	69%	68%	62%	70%
Processing fees are too expensive	28%	32%	39%	21%	34%	27%	17%
The cost of renting and repairing card terminals is too expensive	19%	16%	25%	20%	26%	16%	12%
To avoid risk of customers issuing a chargeback, such as if a card is later used fraudulently	15%	17%	21%	7%	13%	28%	10%
Credit cards can slow down cash flow	11%	11%	15%	13%	11%	15%	4%
None of these	7%	8%	1%	9%	7%	7%	11%
QuickFacts[±]							
Any (net)	93%	92%	99%	91%	93%	93%	89%

3. How strongly do you agree or disagree with the following statement – credit card transaction fees are exorbitant.

Asked among those whose company accepts credit cards.

Response	Global	US	UK	Australia	Canada	India	Brazil
Agree strongly	35%	36%	32%	44%	30%	27%	36%
Agree somewhat	55%	52%	59%	50%	61%	62%	48%
Disagree somewhat	9%	10%	8%	5%	8%	10%	14%
Disagree strongly	1%	2%	1%	0%	1%	1%	2%
QuickFacts							
Agree (net)	90%	89%	91%	95%	91%	89%	84%
Disagree (net)	10%	11%	9%	5%	9%	11%	16%

6. How many times, if any, have you made a poor business decision specifically because you were concerned about insufficient cash flow?

Response	Global	US	UK	Australia	Canada	India	Brazil
More than once	24%	29%	20%	29%	17%	17%	25%
Once	34%	26%	42%	33%	40%	35%	38%
Never	42%	45%	38%	37%	43%	48%	37%
QuickFacts							
Ever (net)	58%	55%	62%	63%	57%	52%	63%

13. How many times, if any, have you faced the possibility of not being able to pay your taxes due to cash flow issues?

Response	Global	US	UK	Australia	Canada	India	Brazil
More than once	16%	16%	14%	22%	13%	14%	15%
Once	28%	18%	38%	31%	38%	33%	20%
Never	56%	66%	49%	47%	49%	53%	65%
QuickFacts							
Ever (net)	44%	34%	51%	53%	51%	47%	35%

19. Which of the following has the largest impact on your company's cash flow?

Response	Global	US	UK	Australia	Canada	India	Brazil
Not getting paid by customers or clients within the terms of the payment system	52%	52%	46%	56%	48%	56%	59%
The time it takes the money to process after receiving a payment	48%	48%	54%	44%	52%	44%	41%

20. Even if you've never experienced issues with cash flow, how concerned are you, if at all, about cash flow impacting the growth of your business?

Response	Global	US	UK	Australia	Canada	India	Brazil
Very concerned	21%	21%	18%	20%	13%	26%	27%
Somewhat concerned	55%	42%	62%	53%	63%	70%	53%
Somewhat unconcerned	14%	20%	12%	15%	14%	3%	17%
Not at all concerned	10%	17%	8%	12%	10%	2%	3%
QuickFacts							
Concerned (net)	76%	64%	80%	73%	76%	96%	80%
Not concerned (net)	24%	36%	20%	27%	24%	4%	20%

26. Do you know how much money is coming into your business on a monthly basis?

Response	Global	US	UK	Australia	Canada	India	Brazil
Yes, exactly	38%	40%	42%	31%	41%	44%	29%
Yes, generally	54%	53%	54%	60%	52%	54%	54%
No	8%	8%	4%	8%	7%	2%	17%
QuickFacts							
Yes (net)	92%	92%	96%	92%	93%	98%	83%

27. Do you know how much money your company spends on business expenses on a monthly basis?

Response	Global	US	UK	Australia	Canada	India	Brazil
Yes, exactly	39%	42%	42%	32%	36%	45%	35%
Yes, generally	54%	53%	54%	64%	57%	54%	45%
No	7%	6%	4%	4%	7%	1%	20%
QuickFacts							
Yes (net)	93%	95%	96%	96%	93%	99%	80%

28. Approximately how many funding resources, if any, do you use to manage your business finances?

Response	Global	US	UK	Australia	Canada	India	Brazil
I don't use funding resources	31%	39%	22%	32%	26%	11%	49%
1 to 3	57%	51%	67%	58%	65%	68%	43%
4 to 6	10%	7%	11%	8%	8%	20%	7%
More than 6	1%	2%	1%	2%	1%	2%	1%
QuickFacts							
Uses funding resources (net)	69%	61%	78%	68%	74%	89%	51%

29. Approximately how many tools, if any, do you use to manage your business cash flow?

Response	Global	US	UK	Australia	Canada	India	Brazil
I don't use any tools	22%	25%	19%	21%	21%	11%	29%
1 to 3	66%	66%	61%	61%	67%	71%	67%
4 to 6	12%	6%	20%	17%	11%	18%	4%
More than 6	1%	2%	1%	1%	0%	1%	1%
QuickFacts							
Uses tools to manage cash flow (net)	78%	75%	81%	79%	79%	89%	71%

30. If your company uses tools to forecast your business cash flow, approximately how far ahead do you look?

Response	Global	US	UK	Australia	Canada	India	Brazil
Less than a month	8%	8%	3%	10%	3%	6%	16%
One to three months	30%	31%	25%	35%	26%	24%	38%
Four to six months	29%	24%	42%	26%	36%	26%	22%
Seven to twelve months	12%	10%	12%	7%	11%	29%	5%
More than a year	4%	4%	2%	2%	4%	10%	3%
My company does not use tools to forecast our business cash flow	18%	23%	16%	21%	20%	5%	16%
QuickFacts							
Uses tools to forecast (net)	82%	77%	84%	79%	80%	95%	84%