

TABLE 77

Importance of trademarks, by company size: 2018

(Number and percent)

Employment size	Companies (number)	Very important	Somewhat important	Not at all important
All companies	4,805,151	7.9	10.3	81.8
Micro companies				
1–4	2,667,724	6.1	8.7	85.2
5–9	936,576	7.8	11.0	81.2
Small companies				
10–19	579,513	10.2	11.4	78.4
20–49	402,199	11.3	14.2	74.5
Medium companies				
50–99	119,497	15.3	16.3	68.4
100–249	65,565	18.1	17.1	64.8
Large companies				
250–499	18,897	19.9	20.7	59.4
500–999	7,289	23.9	21.1	55.0
1,000–4,999	6,199	26.7	21.1	52.2
5,000–9,999	823	40.7	22.6	36.7
10,000–24,999	514	47.6	22.7	29.7
25,000 or more	358	52.5	29.4 r	18.1

r = relative standard error > 50%.

Note(s):

Detail may not add to total because of rounding or unavailable 2017 North American Industry Classification System detail for select records beyond the 4-digit industry classification. Industry classification is based on dominant establishment payroll. Statistics are representative of companies located in the United States.

Source(s):

National Center for Science and Engineering Statistics and Census Bureau, 2019 Annual Business Survey: Data Year 2018.