

TABLE 127

Motivations for companies producing cloud-based computing systems and applications or goods or services with cloud-based computing systems and applications, by industry: 2016–18

(Number and percent)

Industry	NAICS code	Companies (number)	To upgrade goods or services		To expand the range of goods or services		To enter new markets or adapt existing products to new markets		To increase or maintain market share		To adopt standards and accreditation		Some other reason
All industries	11, 21–23, 31–33, 42–81	152,252	50.7		42.6		27.3		30.5		18.4		21.5
Manufacturing industries	31–33	3,553	50.8		41.6		25.6		31.9		12.8		26.0
Food	311	241	51.9		30.7	r	10.8		6.6		3.7	r	27.4
Beverage and tobacco products	312	74	28.4		10.8	r	9.5	r	24.3	r	37.8	r	35.1
Textile, apparel, and leather products	313–16	136	86.8		24.3		27.2		25.0	r	11.0	r	11.8
Wood products	321	99	68.7	r	67.7	r	D		19.2	r	21.2		20.2
Paper	322	6	83.3		D		D		D		0.0		D
Printing and related support activities	323	603	45.6		34.7		21.2		28.0		8.8		26.9
Petroleum and coal products	324	0	0.0		0.0		0.0		0.0		0.0		0.0
Chemicals	325	173	27.7		39.3	r	16.2		33.5	r	34.7	r	32.9
Pesticide, fertilizer, and other agricultural chemical manufacturing	3253	48	D	r	D		0.0		D		D		D
Pharmaceuticals and medicines	3254	18	83.3	r	27.8		27.8		D		27.8		0.0
Soap, cleaning compound, and toilet preparation manufacturing	3256	26	D		38.5	r	38.5	r	30.8	r	26.9	r	D
Other chemicals	other 325	80	28.8	r	10.0		13.8		8.8	r	D		62.5
Plastics and rubber products	326	118	60.2	r	12.7	r	D		18.6	r	D		22.9
Nonmetallic mineral products	327	85	56.5		18.8	r	20.0	r	35.3	r	14.1	r	23.5
Primary metals	331	5	D		0.0		0.0		0.0		D		D
Fabricated metal products	332	290	26.6		30.0	r	26.2	r	33.1	r	7.6	r	44.5
Machinery	333	298	65.4		67.1		61.1		61.4		31.2	r	34.2
Computer and electronic products	334	527	48.4		59.4		41.9		43.6		15.4	r	15.2
Communications equipment	3342	111	58.6		74.8		55.0		59.5		D		10.8
Semiconductor and other electronic components	3344	38	34.2	r	65.8		47.4	r	31.6	r	D		15.8
Navigational, measuring, electromedical, and control instruments	3345	225	40.9		56.0		38.7		42.2		17.3	r	16.9
Other computer and electronic products	other 334	154	55.8		50.6		36.4		37.7		17.5	r	14.9
Electrical equipment, appliances, and components	335	114	86.0		47.4		27.2		43.0		6.1	r	4.4
Transportation equipment	336	99	54.5		36.4	r	14.1		30.3		19.2		21.2
Automobiles, bodies, trailers, and parts	3361–63	65	64.6	r	46.2	r	21.5		26.2		15.4		12.3
Aerospace products and parts	3364	17	D		D		0.0		D		D		52.9
Other transportation	other 336	18	50.0	r	D		0.0		61.1	r	33.3	r	D
Furniture and related products	337	125	43.2		45.6	r	29.6	r	18.4	r	6.4	r	24.0
Miscellaneous	339	561	52.2		43.5		15.3		26.7	r	3.6	r	28.7
Medical equipment and supplies	3391	238	53.4		42.4	r	17.6		27.7		D		16.8
Other miscellaneous manufacturing	3399	324	51.2		43.8		13.9		25.9	r	D		37.7
Nonmanufacturing industries	11, 21–23, 42–81	148,700	50.7		42.6		27.3		30.4		18.5		21.4
Agriculture, forestry, fishing, and hunting	11	204	D		0.0		0.0		D		0.0		D
Mining, extraction, and support activities	21	40	35.0	r	17.5	r	17.5	r	25.0	r	D		D
Utilities	22	14	78.6	r	100.0		78.6		D		0.0		0.0
Construction	23	7,818	50.0		35.6		17.7		14.7		13.5		29.5

TABLE 127

Motivations for companies producing cloud-based computing systems and applications or goods or services with cloud-based computing systems and applications, by industry: 2016–18

(Number and percent)

Industry	NAICS code	Companies (number)	To upgrade goods or services	To expand the range of goods or services	To enter new markets or adapt existing products to new markets	To increase or maintain market share	To adopt standards and accreditation	Some other reason
Wholesale trade	42	7,828	48.3	36.7	28.9	31.5	10.8	22.9
Retail trade	44–45	10,439	48.7	31.6	26.6	24.1	15.9	22.9
Transportation and warehousing	48–49	2,155	51.6	24.4	25.8	22.0	17.9	25.3
Information	51	10,288	52.7	59.0	44.4	50.3	16.3	13.1
Publishing	511	3,934	53.5	60.7	49.7	53.8	16.8	9.4
Newspaper, periodical, book, and directory publishers	5111	315	69.5	45.4	29.8	28.3	9.5	r 13.3
Software publishers	5112	3,618	52.0	62.0	51.4	56.1	17.4	9.0
Telecommunications	517	1,243	43.3	50.3	35.8	37.2	10.2	21.6
Data processing, hosting, and related services	518	3,829	49.3	60.0	44.2	55.4	16.7	13.8
Other information	other 51	1,282	69.7	59.2	37.0	36.2	19.3	14.4
Finance and insurance	52	8,355	51.3	32.8	21.5	33.3	18.7	28.5
Real estate and rental and leasing	53	5,069	52.2	23.4	12.6	28.9	9.5	25.6
Lessors of nonfinancial intangible assets (except copyrighted works)	533	D	0.0	0.0	0.0	0.0	0.0	D
Other real estate and rental and leasing	other 53	5,068	52.2	23.4	12.6	28.9	9.5	25.6
Professional, scientific, and technical services	54	60,394	52.5	53.9	34.0	36.9	18.4	15.2
Legal services	5411	4,086	52.5	19.3	8.7	21.5	9.7	28.2
Accounting, tax preparation, bookkeeping, and payroll services	5412	7,179	50.2	45.2	24.2	30.7	19.0	18.2
Architectural, engineering, and related services	5413	4,304	49.0	43.4	20.8	20.9	19.3	18.8
Specialized design services	5414	1,106	45.8	47.4	20.4	26.4	14.4	r 31.9
Computer systems design and related services	5415	31,736	55.6	63.9	42.3	41.6	19.1	11.4
Management, scientific, and technical consulting services	5416	8,132	45.1	51.5	32.9	43.1	21.9	13.5
Scientific research and development services	5417	548	44.2	54.2	56.9	33.0	17.2	13.1
Advertising, public relations, and related services	5418	1,556	50.3	46.0	31.1	37.6	16.3	21.8
Other professional, scientific, and technical services	5419	1,751	59.6	37.2	23.2	29.4	9.1	25.4
Management of companies and enterprises	55	55	r D	D	0.0	D	0.0	D
Administrative and support and waste management and remediation services	56	6,923	52.3	44.7	29.0	30.6	20.0	27.5
Educational services	61	2,242	48.6	48.4	30.6	33.9	19.6	33.7
Health care and social assistance	62	14,288	44.0	27.3	9.8	12.7	36.7	27.8
Health care services	621–23	13,152	44.0	27.3	9.3	11.3	38.1	27.3
Social assistance	624	1,136	44.1	26.9	14.9	29.2	20.3	32.7
Arts, entertainment, and recreation	71	1,183	34.2	34.1	16.5	r 15.6	r 11.7	36.1
Accommodation and food services	72	5,872	47.3	14.2	10.6	14.8	18.5	34.4
Other services	81	5,527	56.5	35.4	22.1	19.4	8.8	24.4

D = withheld to avoid disclosing data for individual companies; data are included in higher-level totals. r = relative standard error > 50%.

NAICS = 2017 North American Industry Classification System.

Note(s):

Detail may not add to total because of rounding. Detail may exceed total because companies could select more than one response. 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.