

TABLE 41. Importance of trademarks for companies with and without R&D activity, by industry and company size: 2011
(Percent)

Industry and company size	NAICS code	All companies			With R&D activity ^a			Without R&D activity		
		Very important	Somewhat important	Not important	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important
All industries	21–23, 31–33, 42–81	6.1	8.2	85.7	29.6	27.8	42.6	5.0	7.3	87.7
Manufacturing industries	31–33	13.7	14.7	71.6	33.0	29.5	37.5	8.1	10.5	81.4
Food	311	15.1	18.5	66.4	32.2	28.6	39.2	10.7	16.0	73.3
Beverage and tobacco products	312	33.9	15.4	50.7	48.9	19.9	31.2	32.0	14.9	53.2
Textile, apparel, and leather products	313–316	17.7	19.6	62.7	38.4	19.0	42.6	13.7	19.7	66.6
Wood products	321	2.7	8.9	88.4	16.9	36.2	47.0	1.7	7.0	91.2
Paper	322	13.8	16.3	69.9	31.2	25.5	43.3	9.3	13.8	76.9
Printing and related support activities	323	6.6	11.8	81.6	15.9	36.1	48.0	6.2	10.6	83.3
Petroleum and coal products	324	17.2	47.4	35.4	26.9	64.6	8.5	8.2	31.4	60.3
Chemicals	325	30.7	29.0	40.3	40.8	40.2	19.0	18.4	15.2	66.4
Basic chemicals	3251	35.1	26.4	38.5	45.0	40.8	14.2	21.5	6.5	72.0
Resin, synthetic rubber, and artificial synthetic fibers and filaments	3252	S	S	S	60.0	16.6	23.4	S	S	S
Pesticide, fertilizer, and other agricultural chemical	3253	12.8	60.5	26.7	19.5	77.6	3.0	6.9	45.3	47.8
Pharmaceuticals and medicines	3254	39.5	27.6	32.9	40.4	36.4	23.1	37.7	9.9	52.4
Soap, cleaning compound, and toilet preparation	3256	39.2	32.3	28.5	46.1	40.2	13.7	25.9	17.1	56.9
Paint, coating, adhesive, and other chemicals	3255, 3259	20.7	22.8	56.5	34.1	38.8	27.1	9.9	9.8	80.3
Plastics and rubber products	326	16.8	15.3	67.9	27.6	35.2	37.2	12.0	6.5	81.5
Nonmetallic mineral products	327	8.5	11.4	80.1	23.3	23.2	53.5	6.9	10.2	82.9
Primary metals	331	14.6	11.4	74.0	30.6	22.2	47.1	10.9	8.8	80.3
Fabricated metal products	332	6.9	9.2	83.8	23.9	19.2	56.9	4.8	8.0	87.2
Machinery	333	14.1	17.1	68.7	30.6	27.7	41.7	5.1	11.3	83.7
Agricultural implement	33311	19.5	26.1	54.4	24.6	34.9	40.5	15.0	S	66.8
Semiconductor machinery	333295	18.0	38.7	43.4	42.5	34.0	23.5	D	D	55.9
Engine, turbine, and power transmission equipment	3336	21.0	23.7	55.3	30.7	39.0	30.3	10.6	7.3	82.1
Other machinery	other 333	13.5	16.1	70.4	30.7	26.5	42.8	4.6	10.6	84.8
Computer and electronic products	334	22.8	20.3	56.9	34.5	26.8	38.7	S	11.9	80.6
Communications equipment	3342	22.3	29.6	48.2	25.0	41.9	33.2	S	S	S
Semiconductor and other electronic components	3344	13.9	17.6	68.5	23.6	26.1	50.3	5.6	10.4	84.1
Navigational, measuring, electromedical, and control instruments	3345	22.3	19.8	57.9	31.6	25.5	42.9	9.0	11.5	79.5
Electromedical, electrotherapeutic, and irradiation apparatus	334510, 334517	21.9	45.8	32.3	36.3	53.5	10.1	0.0	34.2	65.8
Search, detection, navigation, guidance, aeronautical, and nautical systems and instruments	334511	20.4	11.1	68.6	25.4	14.2	60.4	D	0.0	D
Other measuring and controlling device	other 3345	22.7	17.0	60.4	31.9	23.0	45.1	10.6	9.1	80.2
Other computer and electronic products	other 334	43.5	19.8	36.7	67.1	17.9	15.0	2.8	23.2	74.0
Electrical equipment, appliances, and components	335	18.6	22.5	58.9	29.5	38.2	32.3	6.4	5.2	88.4
Transportation equipment	336	18.0	18.9	63.1	28.2	36.1	35.6	13.2	10.7	76.1
Motor vehicles, bodies, trailers, and parts	3361, 3362, 3363	11.2	16.0	72.8	27.4	34.0	38.6	4.8	8.8	86.4

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Aerospace products and parts	3364	11.9	14.1	74.0	22.9	18.8	58.3	3.3	10.4	86.3
Aircraft, aircraft engine, and aircraft parts	336411-13	11.6	12.9	75.5	22.3	17.4	60.3	3.4	9.5	87.2
Guided missile, space vehicle, and related parts	336414-15, 336419	20.7	46.6	32.8	35.3	47.1	17.6	S	D	D
Military armored vehicle, tank, and tank component	336992	0.0	13.0	87.0	0.0	D	D	0.0	D	D
Other transportation equipment	other 336	39.1	28.9	32.0	34.2	52.0	13.8	41.8	16.3	41.9
Furniture and related products	337	9.3	4.4	86.3	35.9	22.3	41.8	7.0	2.8	90.2
Miscellaneous manufacturing	339	22.2	17.1	60.8	47.8	26.4	25.7	11.4	13.1	75.5
Medical equipment and supplies	3391	20.1	19.2	60.7	44.4	36.2	19.4	7.5	10.4	82.1
Other miscellaneous manufacturing	3399	23.5	15.7	60.8	50.6	18.6	30.8	13.6	14.7	71.7
Nonmanufacturing industries	21-23, 42-81	5.4	7.7	86.9	27.3	26.7	46.0	4.8	7.1	88.1
Mining, extraction, and support activities	21	5.0	2.7	92.4	38.9	29.6	31.5	3.4	1.5	95.1
Utilities	22	13.6	10.3	76.1	52.0	33.7	14.3	8.2	7.0	84.8
Wholesale trade	42	11.3	14.7	74.0	31.5	33.4	35.2	10.0	13.4	76.6
Electronic shopping and electronic auctions	454111-12	18.1	20.5	61.4	54.3	21.4	24.3	13.4	20.4	66.3
Transportation and warehousing	48-49	2.2	6.1	91.7	33.2	11.2	55.6	2.1	6.1	91.8
Information	51	20.8	23.1	56.1	41.3	22.7	36.0	14.1	23.3	62.6
Publishing	511	24.9	22.3	52.8	47.2	20.7	32.1	15.3	23.0	61.7
Newspaper, periodical, book, and directory publishers	5111	14.7	22.5	62.8	39.5	1.5	59.0	12.8	24.1	63.1
Software publishers	5112	46.8	21.9	31.4	48.7	24.4	26.9	39.3	12.3	48.3
Telecommunications	517	10.6	17.0	72.4	27.0	17.5	55.5	8.4	16.9	74.7
Data processing, hosting, and related services	518	23.5	27.2	49.2	42.4	28.8	28.8	8.1	26.0	65.9
Other information	other 51	18.7	24.7	56.6	30.3	21.6	48.1	16.6	25.3	58.1
Finance and insurance	52	7.1	10.2	82.7	33.9	1.1	65.0	5.6	10.7	83.7
Real estate and rental and leasing	53	2.8	1.5	95.7	7.3	D	D	2.7	0.7	96.5
Lessors of nonfinancial intangible assets (except copyrighted works)	533	52.0	46.9	1.1	D	D	0.0	50.1	48.7	1.1
Other real estate and rental and leasing	other 53	2.2	1.0	96.8	1.8	D	D	2.2	0.2	97.6
Professional, scientific, and technical services	54	7.8	12.0	80.1	26.0	34.4	39.5	5.7	9.4	85.0
Architectural, engineering, and related services	5413	6.6	7.8	85.6	21.7	31.1	47.1	4.5	4.6	90.9
Computer systems design and related services	5415	17.2	28.1	54.7	26.1	41.4	32.5	12.0	20.3	67.7
Scientific research and development services	5417	21.4	32.1	46.5	22.6	35.2	42.2	S	S	64.5
Biotechnology research and development	541711	25.0	38.7	36.3	24.7	41.3	34.0	S	S	S
Physical, engineering, and life sciences (except biotechnology) research and development	541712	20.0	30.9	49.1	21.6	32.5	45.9	12.9	23.6	63.5
Social sciences and humanities research and development	541720	17.5	13.5	69.0	23.1	27.4	49.5	14.8	7.0	78.2
Other professional, scientific, and technical services	other 54	5.9	9.4	84.7	32.6	21.4	46.0	5.1	9.0	85.9
Health care services	621-23	0.9	5.7	93.4	2.8	12.1	85.2	0.9	5.6	93.6
Other nonmanufacturing	23, 44-45 (excluding 454111-12), 55-56, 624, 71-72, 81	5.1	6.2	88.7	21.2	14.8	64.0	4.9	6.2	88.9

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All companies (number of domestic employees)	–	6.1	8.2	85.7	29.6	27.8	42.6	5.0	7.3	87.7
Small companies ^b										
5–499	–	5.9	8.2	85.9	28.1	28.2	43.8	4.9	7.3	87.8
5–99	–	5.5	7.8	86.7	26.4	28.9	44.8	4.6	7.0	88.4
5–49	–	5.1	7.7	87.2	25.3	28.3	46.4	4.4	6.9	88.7
5–9	–	4.2	6.8	89.0	18.5	26.2	55.3	3.7	6.2	90.1
10–24	–	5.2	7.7	87.1	30.1	28.5	41.4	4.3	7.0	88.7
25–49	–	7.6	9.8	82.6	28.0	30.8	41.2	6.3	8.5	85.1
50–99	–	9.4	10.1	80.5	33.3	32.9	33.8	7.8	8.6	83.7
100–249	–	14.9	15.7	69.4	36.6	24.4	39.0	12.0	14.5	73.5
250–499	–	18.8	15.1	66.1	42.3	22.3	35.4	13.0	13.3	73.7
Medium and large companies										
500–999	–	15.8	11.3	73	45.1	28.2	26.7	8.0	6.8	85.2
1,000–4,999	–	36.6	15.2	48.2	69.4	17.6	13.0	20.6	14.0	65.4
5,000–9,999	–	48.5	16.6	34.9	77.9	15.4	6.7	33.4	17.2	49.4
10,000–24,999	–	49.3	26.5	24.2	75.7	21.3	3.0	36.6	29.1	34.4
25,000 or more	–	66.2	13.1	20.7	79.0	13.3	7.6	51.4	12.9	35.7

D = data withheld to avoid disclosing operations of individual companies; S = data withheld as > 50% of the estimate is a combination of imputation and reweighting to account for nonresponse.

NAICS = 2007 North American Industry Classification System.

^a Statistics are representative of companies located in the United States that performed or funded R&D.

^b Upper bound based on U.S. Small Business Administration's definition of a small business; Business R&D and Innovation Survey does not include companies with fewer than five domestic employees.

NOTES: Industry classification based on dominant business code for domestic R&D performance where available. For companies that did not report business codes, classification used for sampling was assigned.

SOURCE: National Science Foundation/National Center for Science and Engineering Statistics and U.S. Census Bureau, Business R&D and Innovation Survey, 2011.