

TABLE 134. Importance of trademarks for R&D-active and non-R&D-active companies, by industry: 2010
(Percent)

Industry and company size	NAICS code	All companies			R&D-active companies ^a			Non-R&D-active companies		
		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	6.2	6.6	87.2	30.1	25.4	44.5	5.2	5.7	89.1
Manufacturing industries	31–33	14.0	13.0	73.0	32.0	27.6	40.4	8.3	8.4	83.4
Food	311	21.3	13.6	65.0	45.0	16.7	38.3	15.2	12.8	72.0
Beverage and tobacco products	312	41.3	21.1	37.6	79.7	10.4	9.9	38.8	21.8	39.4
Textiles, apparel, and leather products	313–316	14.7	18.9	66.4	25.4	54.4	20.2	11.5	8.6	79.9
Wood products	321	3.5	4.5	91.9	21.5	17.4	61.0	2.5	3.7	93.8
Paper	322	9.1	11.3	79.7	36.8	21.1	42.1	6.0	10.2	83.9
Printing and related support activities	323	10.3	9.5	80.2	12.0	24.4	63.6	10.2	8.3	81.5
Petroleum and coal products	324	22.2	31.3	46.5	39.7	20.6	39.7	11.5	37.8	50.7
Chemicals	325	30.5	26.1	43.3	34.3	33.3	32.5	25.1	15.7	59.2
Basic chemicals	3251	30.8	17.5	51.7	32.9	26.8	40.3	S	S	S
Resin, synthetic rubber, fibers, and filaments	3252	25.2	10.9	63.9	43.2	26.9	29.9	S	S	80.1
Pesticide, fertilizer, and other agricultural chemical	3253	29.9	30.8	S	56.1	8.2	35.6	S	38.2	S
Pharmaceuticals and medicines	3254	39.0	32.6	28.4	33.4	35.0	31.6	S	D	D
Soap, cleaning compound, and toilet preparation	3256	30.0	33.9	36.1	25.4	42.5	32.2	35.0	24.7	40.3
Paint, coating, adhesive, and other chemical	3255, 3259	23.5	24.6	51.8	38.2	32.1	29.7	9.4	17.5	73.1
Plastics and rubber products	326	11.1	15.4	73.5	27.9	25.2	46.9	5.2	12.0	82.8
Nonmetallic mineral products	327	9.9	8.3	81.8	30.8	17.5	51.6	5.8	6.5	87.8
Primary metals	331	11.1	13.1	75.8	27.1	27.1	45.9	8.1	10.5	81.4
Fabricated metal products	332	6.6	7.3	86.2	25.7	14.8	59.5	3.6	6.1	90.4
Machinery	333	16.3	14.2	69.5	24.5	27.0	48.5	11.6	6.7	81.7
Agricultural implement	33311	25.3	24.7	50.0	38.2	28.8	33.0	13.4	20.8	65.8
Semiconductor machinery	333295	36.3	22.2	S	41.4	22.9	S	D	D	S
Engine, turbine, and power transmission equipment	3336	13.9	16.9	69.2	23.3	28.2	48.5	6.1	7.5	86.5
Other machinery	other 333	15.7	13.3	71.0	23.0	26.9	50.1	11.7	5.9	82.3
Computer and electronic products	334	28.0	20.7	51.4	39.0	30.3	30.7	12.7	7.3	80.0
Communications equipment	3342	30.1	24.2	45.7	40.0	29.5	30.5	S	S	S
Semiconductor and other electronic components	3344	26.7	16.8	56.5	40.8	31.3	28.0	13.4	3.0	83.6
Navigational, measuring, electromedical, and control instruments	3345	24.4	28.0	47.6	32.0	36.0	32.0	10.9	14.0	75.1
Electromedical, electrotherapeutic, and irradiation apparatus	334510, 334517	37.9	29.7	32.4	48.8	34.0	17.2	D	D	73.2
Search, detection, navigation, guidance, aeronautical, and nautical system and instruments	334511	24.0	15.9	60.1	27.9	16.9	55.2	S	D	D
Other measuring and controlling instruments	other 3345	21.6	29.9	48.5	28.7	41.6	29.7	11.8	13.7	74.5
Other computer and electronic products	other 334	34.2	12.7	53.1	48.3	19.4	32.3	15.9	3.9	80.2
Electrical equipment, appliances, and components	335	23.1	17.1	59.8	30.3	26.5	43.2	15.5	6.9	77.6
Transportation equipment	336	16.7	14.3	69.0	33.8	22.8	43.3	6.1	9.0	84.9
Automobiles, bodies, trailers, and parts	3361–3363	17.8	15.3	66.9	35.2	26.4	38.5	6.6	8.3	85.1
Aerospace products and parts	3364	S	S	S	22.7	18.4	S	S	S	S
Aircraft, aircraft engine, and aircraft parts	336411–336413	S	S	S	24.6	23.3	52.1	S	S	S
Guided missile, space vehicle, and related parts	336414, 336415, 336419	S	S	S	S	S	S	D	0.0	D
Military armored vehicle, tank, and tank components	336992	D	D	D	D	D	D	0.0	0.0	100.0
Other transportation	other 336	17.4	12.9	69.7	46.1	15.9	37.9	6.2	11.7	82.0
Furniture and related products	337	7.1	8.7	84.3	34.1	21.4	44.6	3.6	7.0	89.3

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		Very important	Somewhat important	Not important	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important
Miscellaneous manufacturing	339	16.1	19.1	64.8	39.8	39.5	20.7	5.0	9.6	85.5
Medical equipment and supplies	3391	22.8	17.2	60.0	50.1	32.7	17.2	5.3	7.3	87.5
Other miscellaneous manufacturing	3399	12.0	20.3	67.7	31.0	45.3	23.8	4.8	10.7	84.5
Nonmanufacturing industries	21-23, 42-81	5.5	6.0	88.5	28.2	23.4	48.4	5.0	5.5	89.5
Mining, extraction, and support activities	21	3.6	4.8	91.6	25.5	6.4	68.1	1.7	4.6	93.7
Utilities	22	4.7	14.6	80.7	36.6	21.8	41.6	1.6	13.9	84.4
Construction	23	2.3	3.6	94.2	22.3	5.3	72.4	2.1	3.6	94.4
Wholesale trade	42	10.2	8.3	81.5	29.3	14.4	56.2	9.5	8.0	82.4
Retail trade	44, 45	5.4	6.8	87.8	53.3	6.4	40.2	5.2	6.8	88.0
Electronic shopping and electronic auctions	454111, 454112	31.6	20.5	48.0	80.3	13.3	6.5	27.2	21.1	51.7
Other retail trade	other 44, 45	5.0	6.6	88.4	39.5	2.9	57.5	4.9	6.6	88.5
Transportation and warehousing	48, 49	3.9	4.2	91.9	2.9	14.6	82.6	3.9	3.9	92.2
Information	51	21.4	18.5	60.1	42.5	34.2	23.2	15.8	14.3	69.9
Publishing	511	27.5	22.9	49.7	46.0	33.7	20.4	20.9	19.0	60.1
Newspaper, periodical, book, and directory publishers	5111	19.5	19.8	60.8	21.3	29.4	49.3	19.4	19.1	61.5
Software publishers	5112	47.0	30.4	22.5	51.0	34.5	14.5	34.9	17.9	47.2
Telecommunications	517	12.7	10.0	77.3	34.6	4.7	60.7	11.2	10.3	78.5
Data processing, hosting, and related services	518	27.3	30.1	42.6	38.8	34.7	26.5	20.1	27.2	52.7
Other information	other 51	16.2	12.9	70.8	40.8	40.1	19.1	11.9	8.2	79.9
Finance and insurance	52	2.9	6.9	90.2	24.9	27.6	47.4	2.2	6.2	91.5
Real estate and rental and leasing	53	4.6	3.4	92.0	47.1	29.8	23.1	4.6	3.4	92.1
Professional, scientific, and technical services	54	6.6	9.2	84.2	30.2	31.0	38.9	4.2	7.0	88.8
Architectural, engineering, and related services	5413	6.7	9.1	84.2	27.9	18.1	54.0	3.3	7.6	89.1
Computer systems design and related services	5415	21.2	21.8	57.1	33.6	36.3	30.2	13.7	13.1	73.1
Scientific R&D services	5417	21.3	27.4	51.3	25.6	33.1	41.3	S	S	S
Biotechnology R&D	541711	21.4	34.3	44.4	24.4	37.7	37.9	D	D	S
Physical, engineering, and life sciences (except biotechnology) R&D	541712	22.1	25.4	52.5	26.8	30.8	42.5	S	S	S
Social sciences and humanities R&D	541720	14.0	16.2	69.8	17.5	28.9	53.6	12.1	9.4	78.5
Other professional, scientific, and technical services	other 54	3.5	6.4	90.1	23.6	32.8	43.6	3.2	6.1	90.7
Health care services	621-623	2.7	3.0	94.3	16.5	1.5	81.9	2.5	3.0	94.5
Other nonmanufacturing	55, 56, 624, 71, 72, 81	6.3	5.8	87.9	18.1	19.5	62.4	6.2	5.7	88.1
All companies (number of employees)	-	6.2	6.6	87.2	30.1	25.4	44.5	5.2	5.7	89.1
Small companies (number of employees) ^b										
5-499	-	6.0	6.5	87.5	28.9	25.5	45.6	5.1	5.7	89.3
5-99	-	5.7	6.2	88.1	27.1	25.8	47.1	4.8	5.5	89.7
5-49	-	5.4	6.0	88.6	25.3	26.1	48.7	4.7	5.3	90.1
5-9	-	3.9	4.8	91.2	20.4	26.6	53.0	3.5	4.2	92.3
10-24	-	6.0	6.5	87.5	28.0	26.3	45.7	5.3	5.8	88.9
25-49	-	7.6	8.1	84.3	27.0	25.1	47.9	6.3	6.9	86.7
50-99	-	9.4	9.1	81.5	39.8	24.0	36.2	7.1	8.0	84.9
100-249	-	11.6	12.7	75.7	38.1	24.1	37.8	8.2	11.2	80.6
250-499	-	23.5	10.0	66.6	51.2	21.9	26.9	19.8	8.4	71.8

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Medium and large companies (number of employees)										
500–999	–	30.4	16.6	53.0	50.2	27.9	21.9	26.6	14.4	59.0
1,000–4,999	–	26.7	19.2	54.1	60.7	20.9	18.5	16.7	18.7	64.7
5,000–9,999	–	39.8	14.0	46.3	76.1	16.0	7.9	18.1	12.8	69.2
10,000–24,999	–	47.7	13.9	38.4	80.0	17.5	2.5	22.4	11.0	66.6
25,000 or more	–	68.4	10.8	20.9	84.2	10.3	5.5	52.6	11.2	36.2

D = data withheld to avoid disclosing operations of individual companies; S = data withheld because more than 50% of 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 United States that performed or funded R&D.

^b Upper bound based on U.S. Small Business Administration's definition of small business; Business R&D and Innovation Survey (BRDIS) 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, 2010.