

TABLE 89. Importance of trademarks for R&D-active companies and non-R&D-active companies, by industry: 2009  
(Percent)

Industry and company size	NAICS code	All companies			R&D-active companies <sup>a</sup>			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	7	8	86	30	27	42	6	7	88
Manufacturing industries	31-33	14	14	72	34	25	41	7	10	83
Food	311	18	19	63	39	22	39	11	17	72
Beverage and tobacco products	312	29	27	44	50	30	20	26	26	48
Textiles, apparel, and leather products	313-316	16	13	71	38	31	31	9	1	83
Wood products	321	4	11	85	12	44	44	3	8	90
Paper	322	13	13	74	33	23	44	9	12	79
Printing and related support activities	323	9	9	81	26	20	54	8	9	83
Petroleum and coal products	324	13	8	79	39	14	47	2	6	92
Chemicals	325	36	23	41	50	22	28	17	24	59
Basic chemicals	3251	32	28	40	49	24	27	14	32	54
Resin, synthetic rubber, fibers, and filaments	3252	38	14	48	51	22	27	1	1	1
Pesticide, fertilizer, and other agricultural chemical	3253	36	7	57	59	12	30	18	2	80
Pharmaceuticals and medicines	3254	53	18	29	59	18	23	33	19	48
Soap, cleaning compound, and toilet preparation	3256	30	21	49	39	26	36	23	18	59
Paint, coating, adhesive, and other chemical	3255, 3259	30	28	42	45	25	30	8	33	59
Plastics and rubber products	326	12	17	71	23	35	42	6	10	84
Nonmetallic mineral products	327	6	10	84	19	27	54	3	8	89
Primary metals	331	14	8	78	23	23	54	13	6	81
Fabricated metal products	332	6	9	84	26	18	56	3	8	89
Machinery	333	17	14	69	34	25	41	10	9	82
Agricultural implements	33311	24	13	63	44	18	38	13	11	77
Semiconductor machinery	333295	49	22	29	57	21	22	D	D	59
Engine, turbine, and power transmission equipment	3336	9	10	81	33	15	52	D	9	D
Other machinery	other 333	17	14	69	32	26	42	10	9	82
Computer and electronic products	334	26	22	52	35	31	33	14	11	75
Communications equipment	3342	20	34	46	27	36	37	D	D	70
Semiconductor and other electronic components	3344	24	17	59	40	27	32	13	9	78
Navigational, measuring, electromedical, and control instruments	3345	26	26	48	31	34	35	16	7	76
Electromedical, electrotherapeutic, and irradiation apparatus	334510, 334517	30	26	44	41	45	14	D	D	84
Search, detection, navigation, guidance, aeronautical, and nautical system and instruments	334511	30	24	46	36	29	35	D	D	82
Other measuring and controlling instruments	other 3345	25	26	49	29	33	39	17	9	73
Computer and peripheral equipment and other computer and electronic products	3341, 3343, 3346	36	18	46	50	27	23	23	10	68
Electrical equipment, appliances, and components	335	24	23	53	44	32	24	6	14	80
Transportation equipment	336	12	19	69	24	27	49	6	15	79
Automobiles, bodies, trailers, and parts	3361-3363	12	18	70	26	29	45	7	13	80
Aerospace products and parts	3364	9	19	72	11	26	63	6	5	89
Aircraft, aircraft engine, and aircraft parts	336411-336413	8	19	73	10	26	64	6	5	89
Guided missile, space vehicle, and related parts	336414, 336415, 336419	19	16	64	38	28	33	0	D	D

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Military armored vehicle, tank, and tank components	336992	D	D	52	D	D	27	D	D	D
Other transportation equipment	other 336	17	24	58	50	20	31	4	27	70
Furniture and related products	337	5	7	88	29	15	56	2	6	92
Miscellaneous manufacturing	339	24	15	62	41	23	37	14	10	75
Medical equipment and supplies	3391	21	19	60	36	40	24	13	9	78
Other miscellaneous manufacturing	3399	25	12	63	43	14	43	15	11	73
Nonmanufacturing industries	21-23, 42-81	6	7	87	26	29	44	5	7	88
Mining, extraction, and support activities	21	4	1	95	38	33	29	4	1	95
Utilities	22	10	5	85	35	36	29	7	2	91
Construction	23	3	4	93	25	20	55	3	4	93
Wholesale trade	42	10	12	77	21	38	41	10	12	77
Retail trade	44, 45	6	9	86	7	5	88	6	9	86
Electronic shopping and mail-order houses	4541	20	17	63	D	33	D	20	17	63
Other retail trade	other 44, 45	5	8	86	4	3	93	5	8	86
Transportation and warehousing	48, 49	2	3	95	1	1	1	2	3	95
Information	51	22	23	55	38	34	28	16	19	65
Publishing	511	32	26	42	41	45	14	26	15	58
Newspaper, periodical, book, and directory publishers	5111	24	19	57	12	72	15	25	14	61
Software publishers	5112	45	38	17	46	41	14	40	24	35
Telecommunications	517	7	11	81	15	13	72	5	11	84
Data processing, hosting, and related services	518	33	31	37	53	30	18	22	31	46
Other information	other 51	12	21	68	30	20	50	8	21	71
Finance and insurance	52	7	6	87	56	20	24	7	6	87
Real estate and rental and leasing	53	8	3	89	45	23	32	8	3	89
Professional, scientific, and technical services	54	9	11	80	24	27	49	7	8	85
Architectural, engineering, and related services	5413	7	10	83	13	24	63	6	8	86
Computer systems design and related services	5415	25	24	51	31	39	30	21	16	64
Scientific R&D services	5417	22	23	55	23	24	52	18	18	64
Biotechnology R&D	541711	26	28	46	26	27	47	17	55	28
Physical, engineering, and life sciences (except biotechnology) R&D	541712	22	22	56	20	23	57	32	15	53
Social sciences and humanities R&D	541720	11	13	76	26	13	61	D	D	83
Other professional, scientific, and technical services	other 54	7	8	85	23	16	61	6	7	87
Health care services	621-623	2	4	94	37	2	61	2	4	94
Other nonmanufacturing	55, 56, 61, 624, 71, 72, 81	6	7	88	5	62	34	6	6	88

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All companies	21-23, 31-33, 42-81	7	8	86	30	27	42	6	7	88
Small companies (number of domestic employees) <sup>b</sup>										
5-499	-	6	8	86	29	27	44	6	7	88
5-99	-	6	7	87	28	27	45	5	6	88
5-49	-	6	7	87	27	27	47	5	6	89
5-24	-	6	6	88	24	27	49	5	6	89
25-49	-	7	11	82	33	27	40	6	10	85
50-99	-	10	11	79	35	30	35	8	9	83
100-249	-	11	17	72	38	27	35	8	16	76
250-499	-	17	21	63	43	27	30	12	20	68
Medium and large companies (number of domestic employees)										
500-999	-	22	16	62	49	28	23	15	13	73
1,000-4,999	-	26	21	53	58	30	12	18	18	63
5,000-9,999	-	41	18	41	69	1	6	17	12	71
10,000-24,999	-	64	16	21	80	16	4	40	16	44
25,000 or more	-	64	14	22	88	7	5	43	20	37

D = data withheld to avoid disclosing operations of individual companies.

NAICS = 2007 North American Industry Classification System.

<sup>a</sup> Statistics are representative of companies located in United States that performed or funded R&D.

<sup>b</sup> 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: Detail may not add to total because of rounding. 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, 2009.