

TABLE 94

Importance of trademarks, by industry: 2017

(Percent)

Industry	NAICS code	Companies (number)	Very important	Somewhat important	Not at all important
All industries	11, 21–23, 31–33, 42–81	4,603,606	7.0	8.9	84.1
Manufacturing industries	31–33	220,930	14.7	14.5	70.8
Food	311	18,180	20.6	15.7	63.7
Beverage and tobacco products	312	6,724	40.0	21.6	38.3
Textile, apparel, and leather products	313–16	10,569	16.3	14.8	68.8
Wood products	321	10,850	5.1	9.2	85.8
Paper	322	2,276	13.8	18.9	67.3
Printing and related support activities	323	21,903	9.9	14.8	75.3
Petroleum and coal products	324	624	24.5	9.6	65.8
Chemicals	325	7,910	30.9	20.4	48.7
Pesticide, fertilizer, and other agricultural chemicals	3253	542	30.5	23.7	45.9
Pharmaceuticals and medicines	3254	1,412	38.5	21.6	39.9
Soap, cleaning compound, and toilet preparation	3256	1,615	35.7	19.8	44.5
Other chemicals	other 325	4,341	26.7	19.9	53.5
Plastics and rubber products	326	8,412	18.1	17.9	63.9
Nonmetallic mineral products	327	8,021	9.7	10.8	79.4
Primary metals	331	2,679	13.6	14.4	72.0
Fabricated metal products	332	47,340	8.1	9.8	82.0
Machinery	333	18,792	17.9	18.4	63.7
Computer and electronic products	334	9,566	24.7	23.3	52.0
Communications equipment	3342	916	26.2	24.5	49.3
Semiconductor and other electronic components	3344	3,214	17.6	21.6	60.7
Navigational, measuring, electromedical, and control instruments	3345	3,958	29.4	24.5	46.0
Other computer and electronic products	other 334	1,478	26.5	23.0	50.6
Electrical equipment, appliances, and components	335	4,223	21.9	20.7	57.4
Transportation equipment	336	8,039	17.5	15.0	67.5
Automobiles, bodies, trailers, and parts	3361–63	5,018	17.2	16.2	66.6
Aerospace products and parts	3364	1,109	14.2	14.9	70.9
Other transportation	other 336	1,912	20.0	12.1	67.9
Furniture and related products	337	12,430	6.1	9.8	84.1
Miscellaneous	339	22,315	15.0	15.2	69.7
Medical equipment and supplies	3391	8,202	10.4	13.6	76.0
Other miscellaneous manufacturing	3399	14,113	17.7	16.2	66.1
Nonmanufacturing industries	11, 21–23, 42–81	4,382,677	6.7	8.6	84.7
Agriculture, forestry, fishing, and hunting	11	21,054	1.7	4.1	94.1
Mining, extraction, and support activities	21	15,546	2.2	5.6	92.3
Utilities	22	2,534	3.9	7.2	89.0
Construction	23	607,403	2.9	5.6	91.5
Wholesale trade	42	252,134	13.8	13.5	72.7
Retail trade	44–45	545,440	7.8	10.1	82.1
Transportation and warehousing	48–49	144,404	3.9	6.2	89.9
Information	51	56,053	18.6	19.0	62.5
Publishing	511	17,031	28.0	23.4	48.6
Newspaper, periodical, book, and directory publishers	5111	9,593	19.3	17.8	63.0
Software publishers	5112	7,438	39.2	30.7	30.1
Telecommunications	517	6,045	10.6	13.1	76.3
Data processing, hosting, and related services	518	8,414	20.2	23.4	56.4
Other information	other 51	24,563	13.4	15.8	70.8
Finance and insurance	52	192,345	7.3	7.5	85.2
Real estate and rental and leasing	53	229,923	4.4	6.1	89.5

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Importance of trademarks, by industry: 2017

(Percent)

Industry	NAICS code	Companies (number)	Very important	Somewhat important	Not at all important
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,701	40.9	9.6	49.5
Other real estate and rental and leasing	other 53	228,222	4.1	6.1	89.8
Professional, scientific, and technical services	54	639,985	7.3	9.9	82.8
Legal services	5411	146,441	2.9	5.0	92.1
Accounting, tax preparation, bookkeeping, and payroll services	5412	99,782	2.9	4.1	93.0
Architectural, engineering, and related services	5413	83,492	6.6	10.3	83.1
Specialized design services	5414	25,140	14.4	15.8	69.8
Computer systems design and related services	5415	90,056	13.5	17.6	68.9
Management, scientific, and technical consulting services	5416	109,247	9.3	11.8	78.9
Scientific research and development services	5417	9,293	22.1	23.9	53.9
Advertising, public relations, and related services	5418	25,626	12.3	17.0	70.7
Other professional, scientific, and technical services	5419	50,907	5.8	8.1	86.2
Management of companies and enterprises	55	2,276	11.3	8.3	80.4
Administrative and support and waste management and remediation services	56	266,751	5.4	7.1	87.6
Educational services	61	51,288	13.0	14.0	73.0
Health care and social assistance	62	509,529	3.8	6.1	90.1
Health care services	621-23	447,069	3.6	6.1	90.4
Social assistance	624	62,461	5.8	6.1	88.2
Arts, entertainment, and recreation	71	74,256	9.9	10.8	79.3
Accommodation and food services	72	441,426	10.2	11.3	78.5
Other services	81	330,331	4.8	7.8	87.4

NAICS = 2017 North American Industry Classification System.

Note(s):

Detail may not add to total because of rounding. Industry classification is based on the dominant establishment payroll. Statistics are representative of companies located in the United States.

Source(s):

National Center for Science and Engineering Statistics and U.S. Census Bureau, Annual Business Survey, 2017.