

TABLE 76

Importance of trademarks, by industry: 2018

(Number and percent)

Industry	NAICS code	Companies (number)	Very important	Somewhat important	Not at all important
All industries	11, 21–23, 31–33, 42–81	4,805,151	7.9	10.3	81.8
Manufacturing industries	31–33	217,565	15.6	15.5	68.9
Food	311	18,250	21.0	17.2	61.8
Beverage and tobacco products	312	7,723	38.0	26.2	35.8
Textile, apparel, and leather products	313–16	10,554	14.8	14.0	71.2
Wood products	321	11,012	6.2	10.9	82.9
Paper	322	2,117	18.0	10.7	71.3
Printing and related support activities	323	20,851	10.2	13.9	75.9
Petroleum and coal products	324	583	25.6	11.5	62.9
Chemicals	325	7,522	34.3	19.5	46.2
Pesticide, fertilizer, and other agricultural chemical manufacturing	3253	593	26.0	12.3	61.7
Pharmaceuticals and medicines	3254	1,365	38.9	21.9	39.2
Soap, cleaning compound, and toilet preparation manufacturing	3256	1,636	46.8	21.1	32.0
Other chemicals	other 325	3,927	28.8	19.1	52.1
Plastics and rubber products	326	8,087	21.8	19.8	58.4
Nonmetallic mineral products	327	7,749	10.5	13.5	76.0
Primary metals	331	2,537	14.9	13.5	71.6
Fabricated metal products	332	48,472	9.4	12.6	78.0
Machinery	333	18,558	17.6	17.6	64.8
Computer and electronic products	334	9,036	24.9	25.7	49.3
Communications equipment	3342	974	26.7	25.6	47.6
Semiconductor and other electronic components	3344	2,796	22.4	22.2	55.4
Navigational, measuring, electromedical, and control instruments	3345	3,909	25.8	30.4	43.8
Other computer and electronic products	other 334	1,359	26.4	19.6	54.0
Electrical equipment, appliances, and components	335	4,000	23.1	20.2	56.7
Transportation equipment	336	7,175	17.8	17.4	64.8
Automobiles, bodies, trailers, and parts	3361–63	4,565	17.2	18.5	64.3
Aerospace products and parts	3364	985	17.7	16.3	66.0
Other transportation	other 336	1,625	19.8	15.1	65.1
Furniture and related products	337	12,647	6.3	10.5	83.2
Miscellaneous	339	20,669	17.7	15.5	66.8
Medical equipment and supplies	3391	8,060	14.2	12.7	73.1
Other miscellaneous manufacturing	3399	12,608	20.0	17.2	62.8
Nonmanufacturing industries	11, 21–23, 42–81	4,587,586	7.5	10.1	82.4
Agriculture, forestry, fishing, and hunting	11	21,606	2.9	4.7	92.4
Mining, extraction, and support activities	21	14,969	2.9	6.4	90.7
Utilities	22	2,684	5.9	9.3	84.8
Construction	23	613,110	4.1	6.6	89.3
Wholesale trade	42	257,153	14.1	14.9	71.0
Retail trade	44–45	560,952	9.1	12.4	78.5
Transportation and warehousing	48–49	152,463	5.3	7.3	87.4
Information	51	61,638	18.4	19.7	61.9
Publishing	511	17,590	28.6	25.7	45.7
Newspaper, periodical, book, and directory publishers	5111	9,761	22.2	19.6	58.2
Software publishers	5112	7,828	36.5	33.3	30.2
Telecommunications	517	7,164	12.9	15.9	71.2
Data processing, hosting, and related services	518	8,918	21.0	24.4	54.6
Other information	other 51	27,965	12.7	15.4	71.9

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(Number and percent)

Industry	NAICS code	Companies (number)	Very important	Somewhat important	Not at all important
Finance and insurance	52	200,857	8.9	9.0	82.1
Real estate and rental and leasing	53	255,783	4.5	6.9	88.6
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,812	30.6	22.0	47.4
Other real estate and rental and leasing	other 53	253,970	4.3	6.8	88.9
Professional, scientific, and technical services	54	695,672	7.7	11.0	81.3
Legal services	5411	152,243	3.3	6.3	90.4
Accounting, tax preparation, bookkeeping, and payroll services	5412	106,634	3.1	4.8	92.1
Architectural, engineering, and related services	5413	88,491	7.0	12.0	81.0
Specialized design services	5414	26,282	11.8	16.5	71.7
Computer systems design and related services	5415	95,950	13.9	19.2	66.9
Management, scientific, and technical consulting services	5416	132,989	9.7	12.1	78.2
Scientific research and development services	5417	9,798	22.9	25.6	51.5
Advertising, public relations, and related services	5418	27,677	12.7	16.7	70.6
Other professional, scientific, and technical services	5419	55,569	7.1	9.6	83.3
Management of companies and enterprises	55	2,409	12.0	5.2	82.8
Administrative and support and waste management and remediation services	56	287,807	6.0	8.9	85.1
Educational services	61	53,912	14.7	12.3	73.0
Health care and social assistance	62	519,556	4.9	7.4	87.7
Health care services	621-23	459,855	4.5	7.4	88.1
Social assistance	624	59,700	8.4	6.9	84.7
Arts, entertainment, and recreation	71	88,831	9.8	12.5	77.7
Accommodation and food services	72	453,059	11.1	14.3	74.6
Other services	81	345,125	5.5	8.5	86.0

r = relative standard error > 50%.

NAICS = 2017 North American Industry Classification System.

Note(s):

Detail may not add to total because of rounding or unavailable NAICS detail for select records beyond the 4-digit industry classification. 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.