

TABLE 1

**Any product innovation and new-to-market innovation rates, by industry and firm size class**

(Percent innovating firms)

Industry group	United States		Metropolitan: any product innovation	Nonmetropolitan: any product innovation	Metropolitan/ nonmetropolitan: statistically different	Metropolitan: new to market	Nonmetropolitan: new to market	Metropolitan/ nonmetropolitan: statistically different
	Any product innovation	New- to- market						
11 Agriculture, Forestry, Fishing and Hunting	10.16	3.86	11.42	8.91	No	3.88	3.83	No
21 Mining	8.61	3.75	10.68	6.92	No	4.46	3.40	No
22 Utilities	13.72	5.07	15.38	9.79	No	5.17	4.90	No
23 Construction	12.35	4.36	12.21	13.00	No	4.26	4.81	No
31 Food & Fiber Manufacturing	36.14	20.76	35.77	37.63	No	20.38	22.10	No
32 Nondurable Manufacturing	27.06	13.90	28.41	21.69	Yes	14.68	10.77	Yes
33 Durable Manufacturing	29.62	17.95	29.42	30.37	No	18.08	17.12	No
42 Wholesale Trade	28.01	16.91	28.44	24.28	Yes	17.17	14.73	Yes
44 Retail Trade	21.34	10.97	21.13	22.00	No	10.83	11.41	No
45 Retail Trade	28.84	16.05	29.13	27.41	No	16.17	15.32	No
48 Transportation and Warehousing	10.92	3.42	11.88	8.28	Yes	3.81	2.33	Yes
49 Transportation and Warehousing	14.07	6.25	14.39	12.25	No	5.93	8.73	No
51 Information	38.17	21.07	39.40	29.59	Yes	21.76	16.16	Yes
52 Finance and Insurance	20.7	8.05	20.96	19.35	No	8.09	7.87	No
53 Real Estate Rental and Leasing	11.59	4.00	11.58	11.60	No	3.87	4.82	No
54 Professional, Scientific, and Technical Services	22.66	9.39	23.09	18.61	Yes	9.59	7.40	Yes
55 Management of Companies and Enterprises	10.46	4.23	11.02	6.32	No	4.40	2.62	No
56 Administration and Support and Waste Management and Remediation Services	17.5	6.11	17.62	16.85	No	6.10	6.16	No
61 Educational Services	34.27	17.05	33.96	36.47	No	16.82	18.37	No
62 Health Care and Social Assistance	20.17	7.22	20.32	19.17	No	7.19	7.41	No
71 Arts, Entertainment, and Recreation	24.21	12.11	24.83	21.55	No	12.45	10.56	No

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72 Accommodation and Food Services	16.42	8.22	16.18	17.55	No	8.10	8.77	No
81 Other Services (except Public Administration)	17.37	7.58	17.64	15.97	No	7.66	7.17	No
Firm size class								
1–4	19.08	8.56	19.34	17.74	Yes	8.67	7.94	Yes
5–9	20.74	9.39	21.09	19.02	Yes	9.49	8.83	No
10–19	21.72	10.39	22.05	19.97	Yes	10.41	10.21	No
20–49	21.61	10.58	21.98	19.44	Yes	10.79	9.35	Yes
50–99	22.27	10.99	22.46	20.92	No	11.03	10.73	No
100–249	24.04	12.22	24.12	23.24	No	12.26	11.72	No
250–499	25.56	13.23	25.22	28.65	No	12.58	18.52	No
500–999	26.14	13.17	26.72	22.99	No	13.54	11.01	No
1,000 or more	22.89	10.57	23.11	23.85	No	10.83	10.69	No

**Note(s):**

Statistical difference is at the 0.05 level. The titles for NAICS 31-33, which are assigned the label of "Manufacturing" in the 2017 NAICS Manual, are modified here to provide more information for the reader. Information on the detailed retail industries in NAICS 44 and NAICS 45 is available at <https://www.naics.com/what-is-naics-sector-44-45-full-description-and-statistics/>. Information on the detailed Transportation and Warehousing industries in NAICS 48 and NAICS 49 is available at <https://www.naics.com/naics-code-description/?code=48-49>. These estimates are derived from companies with only a single location and may differ from the published innovation counts and estimates based on single- and multi-unit firms (Kindlon 2021). Limiting analysis to single-unit firms eliminates the potential headquarters' bias resulting from attributing innovation to the reporting location of multi-unit firms and reduces potential measurement error resulting from attributing company reports of innovation to all branch locations. The statistics allow inferences regarding the population of single-unit firms but do not allow inferences regarding the population of all firms.

**Source(s):**

National Center for Science and Engineering Statistics and Census Bureau, 2018 Annual Business Survey: Data Year 2017.