

TABLE 4

**Incidence of various types of innovation by users and nonusers, by industry**

(Percent and ratio)

Industry	NAICS code	Any product innovation			New-to-market product innovation			Business practice innovation			Marketing innovation		
		Using cloud	Not using cloud	Ratio	Using cloud	Not using cloud	Ratio	Using cloud	Not using cloud	Ratio	Using cloud	Not using cloud	Ratio
Agriculture, forestry, fishing and hunting	11	15.76	7.71	2.04	6.59	2.64	2.50	15.52	7.34	2.11	18.01	7.21	2.50
Mining	21	11.95	6.30	1.90	4.52	3.13	1.44	13.64	5.83	2.34	13.75	4.90	2.81
Utilities	22	20.44	7.37	2.77	7.26	3.10	2.34	19.62	9.25	2.12	27.50	6.61	4.16
Construction	23	16.48	9.65	1.71	5.62	3.55	1.58	18.84	7.55	2.50	23.08	9.56	2.41
Food and fiber manufacturing	31	46.55	26.77	1.74	26.03	16.16	1.61	33.54	13.97	2.40	56.41	27.51	2.05
Nondurable manufacturing	32	34.79	20.42	1.70	18.10	10.68	1.69	28.72	13.27	2.16	41.93	19.61	2.14
Durable manufacturing	33	38.02	23.34	1.63	23.78	13.71	1.73	32.40	15.05	2.15	38.31	18.78	2.04
Wholesale trade	42	34.45	21.80	1.58	20.70	13.19	1.57	23.96	9.96	2.41	38.67	17.25	2.24
Retail trade	44	27.94	17.79	1.57	14.78	8.88	1.66	20.63	8.46	2.44	40.39	18.34	2.20
Retail trade	45	36.43	22.69	1.61	20.48	12.37	1.66	23.16	9.18	2.52	46.71	21.24	2.20
Transportation and warehousing	48	16.08	7.94	2.03	5.15	2.42	2.13	21.20	8.48	2.50	21.90	8.74	2.51
Transportation and warehousing	49	20.15	9.60	2.10	8.28	4.57	1.81	26.29	11.20	2.35	26.01	9.85	2.64
Information	51	44.57	25.63	1.74	24.81	14.32	1.73	25.83	12.04	2.15	46.87	22.64	2.07
Finance and insurance	52	24.79	16.30	1.52	9.06	6.81	1.33	22.16	11.28	1.96	27.90	14.13	1.97
Real estate rental and leasing	53	15.56	7.71	2.02	5.43	2.59	2.10	18.84	7.85	2.40	27.69	11.40	2.43
Professional, scientific, and technical services	54	27.56	15.15	1.82	11.42	6.33	1.80	22.96	9.55	2.40	29.09	11.84	2.46
Management of companies and enterprises	55	14.28	6.69	2.13	4.45	3.93	1.13	22.46	7.96	2.82	26.14	9.65	2.71
Administration and support and waste management and remediation services	56	23.20	12.55	1.85	8.15	4.38	1.86	21.67	8.98	2.41	29.82	12.23	2.44
Educational services	61	40.30	25.52	1.58	20.34	12.44	1.64	24.69	10.62	2.32	43.27	22.36	1.94
Health care and social assistance	62	24.71	14.97	1.65	8.95	5.27	1.70	21.23	9.92	2.14	26.39	11.76	2.24
Arts, entertainment, and recreation	71	30.94	17.52	1.77	15.78	8.41	1.88	20.46	8.45	2.42	40.24	18.48	2.18
Accommodation and food services	72	23.02	13.13	1.75	11.46	6.62	1.73	23.61	10.12	2.33	42.35	20.03	2.11
Other services (except public administration)	81	24.16	13.95	1.73	10.96	5.89	1.86	21.08	8.26	2.55	34.48	15.19	2.27

NAICS = North American Industry Classification System.

**Note(s):**

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 trade 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>.

**Source(s):**

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