

TABLE 67

Companies that introduced new or significantly improved products new to the company's market or new only to the company, by industry, industry proportions, and company size: 2013–15

(Number and percent)

Industry	NAICS code	New or significantly improved products			New or significantly improved products						
		Companies (number) ^a	Yes ^b	No ^c	New to company's market			New only to company			
					Companies (number) ^d	Yes	No	Companies (number) ^d	Yes	No	
		Industry (number)									
All industries	21–23, 31–33, 42–81	1,406,937	146,578	1,260,359	89,692	88,363	1,330	130,747	98,119	32,628	
Manufacturing industries	31–33	112,249	27,267	84,982	18,535	17,706	829	25,023	18,603	6,421	
Food	311	9,659	1,729	7,930	1,246	1,214	32	1,497	1,124	373	
Beverages and tobacco products	312	2,370	475	1,894	286	283	3	449	345	103	
Textiles, apparel, and leather products	313–16	4,301	731	3,570	572	560	12	679	494	184	
Wood products	321	5,125	662	4,463	314	311	3	650	450	201	
Paper	322	1,753	503	1,250	374	370	4	495	314	182	
Printing and related support activities	323	8,154	1,284	6,870	567	561	6	1,271	995	276	
Petroleum and coal products	324	247	79	167	53	D	D	63	48	16	
Chemicals	325	5,293	1,906	3,387	1,418	1,299	119	1,803	1,299	504	
Basic chemicals	3251	507	193	315	161	140	20	180	134	46	
Resins, synthetic rubber, and artificial synthetic fibers and filaments	3252	858	396	462	326	322	4	367	146	221	
Pesticides, fertilizers, and other agricultural chemicals	3253	331	91	240	86	81	5	87	68	18	
Pharmaceuticals and medicines	3254	1,089	367	721	282	219	63	349	264	86	
Soaps, cleaning compounds, and toilet preparations	3256	956	379	576	266	257	10	348	309	39	
Paints, coatings, adhesives, and other chemicals	3255, 3259	1,552	480	1,072	298	281	17	471	377	93	
Plastics and rubber products	326	5,103	1,374	3,729	959	D	D	1,279	925	354	
Nonmetallic mineral products	327	4,074	590	3,484	378	367	11	537	403	134	
Primary metals	331	2,064	270	1,795	229	219	10	261	197	65	
Fabricated metal products	332	25,110	4,455	20,655	2,588	2,545	43	4,166	3,180	986	
Machinery	333	11,884	4,025	7,859	2,686	2,495	191	3,515	2,691	824	
Agricultural implements	33311	670	293	377	224	216	7	271	196	75	
Semiconductor machinery	333242	208	44	165	36	23	14	41	34	7	
Engines, turbines, and power transmission equipment	3336	562	364	199	288	285	3	363	348	14	
Other machinery	other 333	10,444	3,325	7,118	2,138	1,972	166	2,841	2,113	728	
Computer and electronic products	334	5,750	2,913	2,837	2,296	2,160	137	2,601	1,797	803	
Communications equipment	3342	923	524	399	408	388	20	399	324	75	
Semiconductors and other electronic components	3344	2,012	812	1,200	585	545	40	766	579	187	
Navigational, measuring, electromedical, and control instruments	3345	2,033	1,031	1,002	843	788	55	921	584	337	
Electromedical, electrotherapeutic, and irradiation apparatuses	334510, 334517	340	196	144	131	124	7	178	114	65	
Search, detection, navigation, guidance, aeronautical, and nautical systems and instruments	334511	186	78	108	54	D	D	76	60	16	
Other measuring and controlling devices	other 3345	1,507	756	750	658	D	D	667	410	257	
Other computer and electronic products	other 334	781	546	235	460	439	22	515	311	204	

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		Companies (number) ^a	Yes ^b	No ^c	New to company's market			New only to company		
					Companies (number) ^d	Yes	No	Companies (number) ^d	Yes	No
Electrical equipment, appliances, and components	335	2,482	1,057	1,424	693	654	39	993	789	204
Transportation equipment	336	4,458	1,473	2,986	1,070	982	88	1,304	967	337
Automobiles, bodies, trailers, and parts	3361–63	2,696	929	1,768	621	556	65	808	669	138
Aerospace products and parts	3364	773	177	596	114	103	11	157	130	28
Aircraft, aircraft engines, and aircraft parts	336411–13	748	165	583	104	93	11	147	123	24
Guided missiles, space vehicles, and related parts	336414–15, 336419	25	12	13	10	10	0	11	7	4
Military armored vehicle, tank, and tank component	336992	29	7	22	7	D	D	7	D	D
Other transportation	other 336	960	360	600	328	D	D	332	D	D
Furniture and related products	337	6,049	734	5,315	426	420	6	708	550	158
Miscellaneous manufacturing	339	8,374	3,007	5,367	2,381	2,301	81	2,753	2,036	717
Medical equipment and supplies	3391	3,058	1,279	1,779	1,061	1,000	61	1,204	722	482
Other miscellaneous manufacturing	3399	5,316	1,728	3,588	1,321	1,301	20	1,548	1,314	234
Nonmanufacturing industries	21–23, 42–81	1,294,688	119,311	1,175,376	71,157	70,656	501	105,723	79,516	26,208
Mining, extraction, and support activities	21	6,395	422	5,972	171	163	8	378	368	10
Utilities	22	835	100	736	9	6	3	63	56	7
Wholesale trade	42	92,602	15,421	77,182	10,955	10,940	14	13,419	9,508	3,911
Electronic shopping and electronic auctions	454111–12	3,872	889	2,983	629	629	0	848	740	108
Transportation and warehousing	48–49	38,646	1,838	36,808	766	763	3	1,338	575	763
Information	51	18,277	4,817	13,460	3,006	2,756	250	4,364	3,235	1,129
Publishing	511	6,327	1,776	4,551	1,267	1,211	56	1,520	1,139	381
Newspaper, periodical, book, and directory publishers	5111	3,855	530	3,325	325	325	0	421	379	42
Software publishers	5112	2,472	1,246	1,226	942	886	56	1,098	759	339
Telecommunications	517	2,766	615	2,150	395	364	31	604	543	61
Data processing, hosting, and related services	518	3,768	1,512	2,257	753	623	130	1,463	1,114	350
Other information	other 51	5,415	914	4,501	591	558	32	777	439	338
Finance and insurance	52	47,782	2,589	45,193	822	810	12	2,582	2,000	582
Real estate and rental and leasing	53	39,230	1,654	37,576	598	595	3	1,400	1,392	8
Lessors of nonfinancial intangible assets (except copyrighted works)	533	568	238	330	235	D	D	235	232	3
Other real estate and rental and leasing	other 53	38,661	1,415	37,246	363	D	D	1,165	1,159	5
Professional, scientific, and technical services	54	157,452	22,816	134,636	14,498	14,316	182	20,769	15,237	5,532
Architectural, engineering, and related services	5413	25,877	3,905	21,972	2,617	2,590	27	3,555	2,524	1,031
Computer systems design and related services	5415	21,661	8,312	13,349	5,583	5,520	63	7,485	5,431	2,054
Scientific research and development services	5417	3,413	1,305	2,108	1,114	1,041	73	972	582	390
Biotechnology research and development	541711	828	201	627	161	143	18	194	132	62

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Industry	NAICS code	New or significantly improved products			New or significantly improved products					
		Companies (number) ^a	Yes ^b	No ^c	New to company's market			New only to company		
					Companies (number) ^d	Yes	No	Companies (number) ^d	Yes	No
Physical, engineering, and life sciences (except biotechnology) research and development	541712	2,414	1,083	1,331	936	D	D	759	437	322
Social sciences and humanities research and development	541720	171	21	150	16	D	D	19	13	6
Other professional, scientific, and technical services	other 54	106,501	9,293	97,207	5,184	5,165	18	8,757	6,701	2,056
Health care services	621–23	171,826	17,303	154,523	9,101	9,096	5	15,749	11,019	4,730
Other nonmanufacturing	23, 44–45 (excluding 454111–12), 55–56, 624, 71–72, 81	717,771	51,463	666,308	30,603	30,582	21	44,814	35,386	9,428
All companies (number of domestic employees)	–	1,406,937	146,578	1,260,359	89,692	88,363	1,330	130,747	98,119	32,628
Micro companies ^e										
5–9	–	547,828	44,642	503,186	27,541	27,529	12	39,321	29,215	10,106
Small companies										
10–19	–	419,354	45,183	374,171	27,336	27,279	57	39,690	30,306	9,383
20–49	–	286,791	33,483	253,307	20,324	20,038	286	30,336	23,027	7,309
Medium companies										
50–99	–	82,164	12,128	70,036	7,208	7,010	199	11,024	6,911	4,113
100–249	–	46,198	6,331	39,867	3,628	3,337	291	6,064	5,013	1,051
Large companies										
250–499	–	12,765	2,474	10,291	1,890	1,704	186	2,066	1,754	313
500–999	–	5,530	639	4,891	468	362	106	610	497	113
1,000–4,999	–	4,914	1,387	3,527	1,027	889	137	1,337	1,170	167
5,000–9,999	–	529	134	396	124	98	26	130	99	31
10,000–24,999	–	363	106	257	92	72	20	103	80	23
25,000 or more	–	500	71	429	55	45	10	67	47	20
		Industry proportions (percent) ^f								
All industries	21–23, 31–33, 42–81	1,406,937	10.4	89.6	89,692	98.5	1.5	130,747	75.0	25.0
Manufacturing industries	31–33	112,249	24.3	75.7	18,535	95.5	4.5	25,023	74.3	25.7
Food	311	9,659	17.9	82.1	1,246	97.5	2.5	1,497	75.1	24.9
Beverages and tobacco products	312	2,370	20.1	79.9	286	98.9	1.1	449	77.0	23.0
Textiles, apparel, and leather products	313–16	4,301	17.0	83.0	572	97.9	2.1	679	72.8	27.2
Wood products	321	5,125	12.9	87.1	314	99.0	1.0	650	69.1	30.9
Paper	322	1,753	28.7	71.3	374	98.9	1.1	495	63.3	36.7
Printing and related support activities	323	8,154	15.8	84.2	567	98.9	1.1	1,271	78.3	21.7
Petroleum and coal products	324	247	32.2	67.8	53	D	D	63	75.2	24.8
Chemicals	325	5,293	36.0	64.0	1,418	91.6	8.4	1,803	72.0	28.0
Basic chemicals	3251	507	38.0	62.0	161	87.3	12.7	180	74.4	25.6

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		Companies (number) ^a	Yes ^b	No ^c	New to company's market			New only to company		
					Companies (number) ^d	Yes	No	Companies (number) ^d	Yes	No
Resins, synthetic rubber, and artificial synthetic fibers and filaments	3252	858	46.1	53.9	326	98.8	1.2	367	39.8	60.2
Pesticides, fertilizers, and other agricultural chemicals	3253	331	27.5	72.5	86	94.2	5.8	87	78.8	21.2
Pharmaceuticals and medicines	3254	1,089	33.7	66.3	282	77.7	22.3	349	75.5	24.5
Soaps, cleaning compounds, and toilet preparations	3256	956	39.7	60.3	266	96.4	3.6	348	88.7	11.3
Paints, coatings, adhesives, and other chemicals	3255, 3259	1,552	30.9	69.1	298	94.3	5.7	471	80.2	19.8
Plastics and rubber products	326	5,103	26.9	73.1	959	D	D	1,279	72.3	27.7
Nonmetallic mineral products	327	4,074	14.5	85.5	378	97.1	2.9	537	75.1	24.9
Primary metals	331	2,064	13.1	86.9	229	95.6	4.4	261	75.3	24.7
Fabricated metal products	332	25,110	17.7	82.3	2,588	98.3	1.7	4,166	76.3	23.7
Machinery	333	11,884	33.9	66.1	2,686	92.9	7.1	3,515	76.6	23.4
Agricultural implements	33311	670	43.7	56.3	224	96.8	3.2	271	72.3	27.7
Semiconductor machinery	333242	208	21.0	79.0	36	62.2	37.8	41	82.7	17.3
Engines, turbines, and power transmission equipment	3336	562	64.7	35.3	288	98.8	1.2	363	96.1	3.9
Other machinery	other 333	10,444	31.8	68.2	2,138	92.2	7.8	2,841	74.4	25.6
Computer and electronic products	334	5,750	50.7	49.3	2,296	94.1	5.9	2,601	69.1	30.9
Communications equipment	3342	923	56.7	43.3	408	95.2	4.8	399	81.2	18.8
Semiconductors and other electronic components	3344	2,012	40.4	59.6	585	93.2	6.8	766	75.6	24.4
Navigational, measuring, electromedical, and control instruments	3345	2,033	50.7	49.3	843	93.5	6.5	921	63.4	36.6
Electromedical, electrotherapeutic, and irradiation apparatuses	334510, 334517	340	57.7	42.3	131	94.7	5.3	178	63.8	36.2
Search, detection, navigation, guidance, aeronautical, and nautical systems and instruments	334511	186	41.8	58.2	54	D	D	76	79.3	20.7
Other measuring and controlling devices	other 3345	1,507	50.2	49.8	658	D	D	667	61.5	38.5
Other computer and electronic products	other 334	781	69.9	30.1	460	95.2	4.8	515	60.4	39.6
Electrical equipment, appliances, and components	335	2,482	42.6	57.4	693	94.3	5.7	993	79.5	20.5
Transportation equipment	336	4,458	33.0	67.0	1,070	91.8	8.2	1,304	74.2	25.8
Automobiles, bodies, trailers, and parts	3361–63	2,696	34.4	65.6	621	89.5	10.5	808	82.9	17.1
Aerospace products and parts	3364	773	22.9	77.1	114	90.3	9.7	157	82.5	17.5
Aircraft, aircraft engines, and aircraft parts	336411–13	748	22.1	77.9	104	89.4	10.6	147	83.7	16.3
Guided missiles, space vehicles, and related parts	336414–15, 336419	25	47.4	52.6	10	100.0	0.0	11	65.4	34.6
Military armored vehicles, tanks, and tank components	336992	29	25.3	74.7	7	D	D	7	D	D
Other transportation	other 336	960	37.5	62.5	328	D	D	332	D	D
Furniture and related products	337	6,049	12.1	87.9	426	98.6	1.4	708	77.7	22.3
Miscellaneous manufacturing	339	8,374	35.9	64.1	2,381	96.6	3.4	2,753	74.0	26.0
Medical equipment and supplies	3391	3,058	41.8	58.2	1,061	94.3	5.7	1,204	59.9	40.1
Other miscellaneous manufacturing	3399	5,316	32.5	67.5	1,321	98.5	1.5	1,548	84.9	15.1

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		Companies (number) ^a	Yes ^b	No ^c	New to company's market			New only to company		
					Companies (number) ^d	Yes	No	Companies (number) ^d	Yes	No
Nonmanufacturing industries	21–23, 42–81	1,294,688	9.2	90.8	71,157	99.3	0.7	105,723	75.2	24.8
Mining, extraction, and support activities	21	6,395	6.6	93.4	171	95.2	4.8	378	97.3	2.7
Utilities	22	835	11.9	88.1	9	66.7	33.3	63	88.9	11.1
Wholesale trade	42	92,602	16.7	83.3	10,955	99.9	0.1	13,419	70.9	29.1
Electronic shopping and electronic auctions	454111–12	3,872	23.0	77.0	629	100.0	0.0	848	87.3	12.7
Transportation and warehousing	48–49	38,646	4.8	95.2	766	99.6	0.4	1,338	43.0	57.0
Information	51	18,277	26.4	73.6	3,006	91.7	8.3	4,364	74.1	25.9
Publishing	511	6,327	28.1	71.9	1,267	95.6	4.4	1,520	74.9	25.1
Newspaper, periodical, book, and directory publishers	5111	3,855	13.8	86.2	325	100.0	0.0	421	90.0	10.0
Software publishers	5112	2,472	50.4	49.6	942	94.1	5.9	1,098	69.1	30.9
Telecommunications	517	2,766	22.2	77.8	395	92.1	7.9	604	89.9	10.1
Data processing, hosting, and related services	518	3,768	40.1	59.9	753	82.7	17.3	1,463	76.1	23.9
Other information	other 51	5,415	16.9	83.1	591	94.6	5.4	777	56.5	43.5
Finance and insurance	52	47,782	5.4	94.6	822	98.5	1.5	2,582	77.5	22.5
Real estate and rental and leasing	53	39,230	4.2	95.8	598	99.5	0.5	1,400	99.4	0.6
Lessors of nonfinancial intangible assets (except copyrighted works)	533	568	41.9	58.1	235	D	D	235	98.7	1.3
Other real estate and rental and leasing	other 53	38,661	3.7	96.3	363	D	D	1,165	99.6	0.4
Professional, scientific, and technical services	54	157,452	14.5	85.5	14,498	98.7	1.3	20,769	73.4	26.6
Architectural, engineering, and related services	5413	25,877	15.1	84.9	2,617	99.0	1.0	3,555	71.0	29.0
Computer systems design and related services	5415	21,661	38.4	61.6	5,583	98.9	1.1	7,485	72.6	27.4
Scientific research and development services	5417	3,413	38.2	61.8	1,114	93.5	6.5	972	59.8	40.2
Biotechnology research and development	541711	828	24.3	75.7	161	89.0	11.0	194	67.9	32.1
Physical, engineering, and life sciences (except biotechnology) research and development	541712	2,414	44.9	55.1	936	D	D	759	57.6	42.4
Social sciences and humanities research and development	541720	171	12.5	87.5	16	D	D	19	69.1	30.9
Other professional, scientific, and technical services	other 54	106,501	8.7	91.3	5,184	99.6	0.4	8,757	76.5	23.5
Health care services	621–23	171,826	10.1	89.9	9,101	99.9	0.1	15,749	70.0	30.0
Other nonmanufacturing	23, 44–45 (excluding 454111–12), 55–56, 624, 71–72, 81	717,771	7.2	92.8	30,603	99.9	0.1	44,814	79.0	21.0
All companies (number of domestic employees)	–	1,406,937	10.4	89.6	89,692	98.5	1.5	130,747	75.0	25.0
Micro companies ^e										
5–9	–	547,828	8.1	91.9	27,541	100.0	0.0	39,321	74.3	25.7
Small companies										
10–19	–	419,354	10.8	89.2	27,336	99.8	0.2	39,690	76.4	23.6
20–49	–	286,791	11.7	88.3	20,324	98.6	1.4	30,336	75.9	24.1

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		Companies (number) ^a	Yes ^b	No ^c	New to company's market			New only to company			
					Companies (number) ^d	Yes	No	Companies (number) ^d	Yes	No	
Medium companies											
50–99	–	82,164	14.8	85.2	7,208	97.2	2.8	11,024	62.7	37.3	
100–249	–	46,198	13.7	86.3	3,628	92.0	8.0	6,064	82.7	17.3	
Large companies											
250–499	–	12,765	19.4	80.6	1,890	90.2	9.8	2,066	84.9	15.1	
500–999	–	5,530	11.6	88.4	468	77.4	22.6	610	81.4	18.6	
1,000–4,999	–	4,914	28.2	71.8	1,027	86.6	13.4	1,337	87.5	12.5	
5,000–9,999	–	529	25.3	74.7	124	79.0	21.0	130	76.1	23.9	
10,000–24,999	–	363	29.2	70.8	92	78.3	21.7	103	77.6	22.4	
25,000 or more	–	500	14.2	85.8	55	81.8	18.2	67	70.2	29.8	

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

NAICS = 2012 North American Industry Classification System.

^a Statistics for the number of companies are based only on companies in the United States responding either "Yes" to at least one of the items or "No" to both of the items on the survey relating to new or significantly improved products, regardless of whether the company performed or funded R&D. These statistics do not include an adjustment to the weight to account for unit nonresponse.

^b Includes companies responding "Yes" to at least one of the items on the survey relating to new or significantly improved products.

^c Includes companies responding "No" to both of the items on the survey relating to new or significantly improved products.

^d Statistics for the number of companies are based only on companies in the United States that reported data for this survey item, regardless of whether the company performed or funded R&D. These statistics do not include an adjustment to the weight to account for unit nonresponse.

^e Business R&D and Innovation Survey does not include companies with fewer than five domestic employees.

^f Statistics used for the denominator in the calculation of these percentages include companies in the United States responding either "Yes" to at least one of the items or "No" to both of the items on the survey relating to new or significantly improved products, regardless of whether the company performed or funded R&D. These statistics do not include an adjustment to the weight to account for unit nonresponse.

Note(s)

Detail may not add to total because of rounding. Industry classification is based on the dominant business code for domestic R&D performance, where available. For companies that did not report business codes, the classification used for sampling was assigned. Sum of "Yes" and "No" responses may not add to the total number of companies or, for the percentages, to 100% due to item nonresponse to some items.

Source(s)

National Science Foundation, National Center for Science and Engineering Statistics, and U.S. Census Bureau, Business R&D and Innovation Survey.