

TABLE 68  
**Companies that introduced new or significantly improved products and sales from products, by industry, industry proportions, and company size: 2013–15**  
 (Number and percent)

Industry and company size	NAICS code	Companies (number) <sup>a</sup>	Yes <sup>b</sup>	No <sup>c</sup>	New to company's market		New only to company		Sales of products unchanged or marginally modified
					Companies (number) <sup>d</sup>	Sales	Companies (number) <sup>d</sup>	Sales	
		Industry (number)							
All industries	21–23, 31–33, 42–81	1,406,937	146,578	1,260,359	87,309	1,189,123	97,157	883,206	34,500,955
Manufacturing industries	31–33	112,249	27,267	84,982	17,410	598,980	18,387	507,935	7,801,164
Food	311	9,659	1,729	7,930	1,210	35,403	1,166	32,373	869,580
Beverages and tobacco products	312	2,370	475	1,894	279	13,528	342	7,789	266,904
Textiles, apparel, and leather products	313–16	4,301	731	3,570	557	8,760	491	4,991	113,411
Wood products	321	5,125	662	4,463	311	1,179	450	2,138	85,117
Paper	322	1,753	503	1,250	370	3,987	314	7,819	145,353
Printing and related support activities	323	8,154	1,284	6,870	510	1,798	942	4,402	90,605
Petroleum and coal products	324	247	79	167	49	179	47	112	395,776
Chemicals	325	5,293	1,906	3,387	1,273	178,186	1,284	103,391	1,273,887
Basic chemicals	3251	507	193	315	136	6,321	131	6,260	328,416
Resins, synthetic rubber, and artificial synthetic fibers and filaments	3252	858	396	462	322	12,423	146	11,283	158,604
Pesticides, fertilizers, and other agricultural chemicals	3253	331	91	240	78	13,784	66	10,683	72,849
Pharmaceuticals and medicines	3254	1,089	367	721	211	131,925	255	59,982	513,966
Soaps, cleaning compounds, and toilet preparations	3256	956	379	576	257	7,801	309	7,563	109,090
Paints, coatings, adhesives, and other chemicals	3255, 3259	1,552	480	1,072	269	5,931	378	7,620	90,962
Plastics and rubber products	326	5,103	1,374	3,729	912	11,099	919	9,303	211,165
Nonmetallic mineral products	327	4,074	590	3,484	366	1,390	402	3,464	130,427
Primary metals	331	2,064	270	1,795	216	4,100	195	6,972	231,650
Fabricated metal products	332	25,110	4,455	20,655	2,492	14,252	3,154	17,938	301,378
Machinery	333	11,884	4,025	7,859	2,482	45,009	2,679	49,390	509,122
Agricultural implements	33311	670	293	377	217	8,352	196	14,112	48,699
Semiconductor machinery	333242	208	44	165	22	1,175	32	512	25,688
Engines, turbines, and power transmission equipment	3336	562	364	199	284	1,605	348	19,903	57,913
Other machinery	other 333	10,444	3,325	7,118	1,960	33,876	2,103	14,864	376,823
Computer and electronic products	334	5,750	2,913	2,837	2,116	114,861	1,754	130,675	1,012,809
Communications equipment	3342	923	524	399	382	22,184	318	22,777	339,944
Semiconductors and other electronic components	3344	2,012	812	1,200	529	39,010	565	10,646	329,162
Navigational, measuring, electromedical, and control instruments	3345	2,033	1,031	1,002	766	36,487	563	7,764	208,312
Electromedical, electrotherapeutic, and irradiation apparatuses	334510, 334517	340	196	144	123	5,412	113	483	36,002
Search, detection, navigation, guidance, aeronautical, and nautical systems and instruments	334511	186	78	108	45	25,520	59	3,113	75,425
Other measuring and controlling devices	other 3345	1,507	756	750	598	5,554	391	4,167	96,885
Other computer and electronic products	other 334	781	546	235	438	17,179	308	89,488	135,392
Electrical equipment, appliances, and components	335	2,482	1,057	1,424	648	17,180	783	18,822	216,048

TABLE 68  
**Companies that introduced new or significantly improved products and sales from products, by industry, industry proportions, and company size: 2013–15**  
 (Number and percent)

Industry and company size	NAICS code	Companies (number) <sup>a</sup>	Yes <sup>b</sup>	No <sup>c</sup>	New to company's market		New only to company		Sales of products unchanged or marginally modified
					Companies (number) <sup>d</sup>	Sales	Companies (number) <sup>d</sup>	Sales	
Transportation equipment	336	4,458	1,473	2,986	956	118,571	939	73,895	1,433,740
Automobiles, bodies, trailers, and parts	3361–63	2,696	929	1,768	531	41,488	644	28,356	1,054,290
Aerospace products and parts	3364	773	177	596	103	64,127	128	42,675	303,728
Aircraft, aircraft engines, and aircraft parts	336411–13	748	165	583	93	62,310	121	41,003	295,254
Guided missiles, space vehicles, and related parts	336414–15, 336419	25	12	13	10	1,817	7	1,672	8,474
Military armored vehicles, tanks, and tank components	336992	29	7	22	5	8	6	14	784
Other transportation	other 336	960	360	600	317	12,949	161	2,850	74,939
Furniture and related products	337	6,049	734	5,315	420	3,237	556	6,667	64,162
Miscellaneous manufacturing	339	8,374	3,007	5,367	2,245	26,261	1,971	27,794	450,030
Medical equipment and supplies	3391	3,058	1,279	1,779	981	20,785	712	22,080	299,113
Other miscellaneous manufacturing	3399	5,316	1,728	3,588	1,264	5,476	1,260	5,714	150,917
Nonmanufacturing industries	21–23, 42–81	1,294,688	119,311	1,175,376	69,899	590,143	78,770	375,271	26,699,791
Mining, extraction, and support activities	21	6,395	422	5,972	163	10,422	368	12,993	892,169
Utilities	22	835	100	736	4	290	56	796	459,067
Wholesale trade	42	92,602	15,421	77,182	10,837	36,832	9,306	33,068	3,480,927
Electronic shopping and electronic auctions	454111–12	3,872	889	2,983	613	1,819	725	1,915	189,276
Transportation and warehousing	48–49	38,646	1,838	36,808	763	940	575	11,257	1,265,409
Information	51	18,277	4,817	13,460	2,777	101,602	3,206	97,208	1,612,498
Publishing	511	6,327	1,776	4,551	1,173	19,042	1,058	13,295	637,602
Newspaper, periodical, book, and directory publishers	5111	3,855	530	3,325	323	289	329	405	92,429
Software publishers	5112	2,472	1,246	1,226	850	18,753	728	12,890	545,173
Telecommunications	517	2,766	615	2,150	338	70,165	517	67,970	538,216
Data processing, hosting, and related services	518	3,768	1,512	2,257	611	8,571	1,098	6,692	139,342
Other information	other 51	5,415	914	4,501	655	3,824	534	9,251	297,338
Finance and insurance	52	47,782	2,589	45,193	806	88,831	1,944	79,491	3,542,999
Real estate and rental and leasing	53	39,230	1,654	37,576	595	1,505	1,392	1,593	397,269
Lessors of nonfinancial intangible assets (except copyrighted works)	533	568	238	330	234	629	232	635	7,752
Other real estate and rental and leasing	other 53	38,661	1,415	37,246	361	876	1,159	958	389,517
Professional, scientific, and technical services	54	157,452	22,816	134,636	14,165	39,492	15,053	36,219	1,848,673
Architectural, engineering, and related services	5413	25,877	3,905	21,972	2,586	7,865	2,520	4,770	520,320
Computer systems design and related services	5415	21,661	8,312	13,349	5,453	18,335	5,372	21,552	436,100
Scientific research and development services	5417	3,413	1,305	2,108	1,012	4,579	513	3,286	70,035
Biotechnology research and development	541711	828	201	627	132	249	128	514	29,785
Physical, engineering, and life sciences (except biotechnology) research and development	541712	2,414	1,083	1,331	865	4,303	372	2,755	38,175
Social sciences and humanities research and development	541720	171	21	150	15	27	13	17	2,076

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 (Number and percent)

Industry and company size	NAICS code	Companies (number) <sup>a</sup>	Yes <sup>b</sup>	No <sup>c</sup>	New to company's market		New only to company		Sales of products unchanged or marginally modified	
					Companies (number) <sup>d</sup>	Sales	Companies (number) <sup>d</sup>	Sales		
Other professional, scientific, and technical services	other 54	106,501	9,293	97,207	5,113	8,712	6,649	6,612	822,218	
Health care services	621–23	171,826	17,303	154,523	9,097	21,018	11,018	17,709	994,536	
Other nonmanufacturing	23, 44–45 (excluding 454111–12), 55–56, 624, 71–72, 81	717,771	51,463	666,308	30,080	287,392	35,126	83,022	12,016,967	
All companies (number of domestic employees)	–	1,406,937	146,578	1,260,359	87,309	1,189,123	97,157	883,206	34,500,955	
Micro companies <sup>e</sup>										
5–9	–	547,828	44,642	503,186	27,259	23,854	29,120	30,709	2,558,102	
Small companies										
10–19	–	419,354	45,183	374,171	26,507	36,311	29,785	28,065	3,357,963	
20–49	–	286,791	33,483	253,307	19,939	277,041	22,934	48,052	2,854,299	
Medium companies										
50–99	–	82,164	12,128	70,036	6,945	32,283	6,785	22,560	1,909,939	
100–249	–	46,198	6,331	39,867	3,561	34,391	4,982	34,765	2,210,180	
Large companies										
250–499	–	12,765	2,474	10,291	1,687	28,270	1,736	35,099	1,738,063	
500–999	–	5,530	639	4,891	350	23,289	478	30,713	1,533,314	
1,000–4,999	–	4,914	1,387	3,527	866	138,989	1,138	175,910	4,401,740	
5,000–9,999	–	529	134	396	93	88,346	92	78,344	2,426,432	
10,000–24,999	–	363	106	257	69	162,311	74	105,449	3,591,071	
25,000 or more	–	500	71	429	33	344,037	34	293,542	7,919,853	
			Industry proportions (percent) <sup>f</sup>							
All industries	21–23, 31–33, 42–81	1,406,937	10.4	89.6	87,309	3.3	97,157	2.4	94.3	
Manufacturing industries	31–33	112,249	24.3	75.7	17,410	6.7	18,387	5.7	87.6	
Food	311	9,659	17.9	82.1	1,210	3.8	1,166	3.5	92.8	
Beverages and tobacco products	312	2,370	20.1	79.9	279	4.7	342	2.7	92.6	
Textiles, apparel, and leather products	313–16	4,301	17.0	83.0	557	6.9	491	3.9	89.2	
Wood products	321	5,125	12.9	87.1	311	1.3	450	2.4	96.2	
Paper	322	1,753	28.7	71.3	370	2.5	314	5.0	92.5	
Printing and related support activities	323	8,154	15.8	84.2	510	1.9	942	4.5	93.6	
Petroleum and coal products	324	247	32.2	67.8	49	0.0	47	0.0	99.9	
Chemicals	325	5,293	36.0	64.0	1,273	11.5	1,284	6.6	81.9	
Basic chemicals	3251	507	38.0	62.0	136	1.9	131	1.8	96.3	
Resins, synthetic rubber, and artificial synthetic fibers and filaments	3252	858	46.1	53.9	322	6.8	146	6.2	87.0	
Pesticides, fertilizers, and other agricultural chemicals	3253	331	27.5	72.5	78	14.2	66	11.0	74.9	
Pharmaceuticals and medicines	3254	1,089	33.7	66.3	211	18.7	255	8.5	72.8	
Soaps, cleaning compounds, and toilet preparations	3256	956	39.7	60.3	257	6.3	309	6.1	87.7	

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					Companies (number) <sup>d</sup>	Sales	Companies (number) <sup>d</sup>	Sales	
Paints, coatings, adhesives, and other chemicals	3255, 3259	1,552	30.9	69.1	269	5.7	378	7.3	87.0
Plastics and rubber products	326	5,103	26.9	73.1	912	4.8	919	4.0	91.2
Nonmetallic mineral products	327	4,074	14.5	85.5	366	1.0	402	2.6	96.4
Primary metals	331	2,064	13.1	86.9	216	1.7	195	2.9	95.4
Fabricated metal products	332	25,110	17.7	82.3	2,492	4.3	3,154	5.4	90.3
Machinery	333	11,884	33.9	66.1	2,482	7.5	2,679	8.2	84.4
Agricultural implements	33311	670	43.7	56.3	217	11.7	196	19.8	68.4
Semiconductor machinery	333242	208	21.0	79.0	22	4.3	32	1.9	93.8
Engines, turbines, and power transmission equipment	3336	562	64.7	35.3	284	2.0	348	25.1	72.9
Other machinery	other 333	10,444	31.8	68.2	1,960	8.0	2,103	3.5	88.5
Computer and electronic products	334	5,750	50.7	49.3	2,116	9.1	1,754	10.4	80.5
Communications equipment	3342	923	56.7	43.3	382	5.8	318	5.9	88.3
Semiconductors and other electronic components	3344	2,012	40.4	59.6	529	10.3	565	2.8	86.9
Navigational, measuring, electromedical, and control instruments	3345	2,033	50.7	49.3	766	14.4	563	3.1	82.5
Electromedical, electrotherapeutic, and irradiation apparatuses	334510, 334517	340	57.7	42.3	123	12.9	113	1.2	85.9
Search, detection, navigation, guidance, aeronautical, and nautical systems and instruments	334511	186	41.8	58.2	45	24.5	59	3.0	72.5
Other measuring and controlling devices	other 3345	1,507	50.2	49.8	598	5.2	391	3.9	90.9
Other computer and electronic products	other 334	781	69.9	30.1	438	7.1	308	37.0	55.9
Electrical equipment, appliances, and components	335	2,482	42.6	57.4	648	6.8	783	7.5	85.7
Transportation equipment	336	4,458	33.0	67.0	956	7.3	939	4.5	88.2
Automobiles, bodies, trailers, and parts	3361–63	2,696	34.4	65.6	531	3.7	644	2.5	93.8
Aerospace products and parts	3364	773	22.9	77.1	103	15.6	128	10.4	74.0
Aircraft, aircraft engines, and aircraft parts	336411–13	748	22.1	77.9	93	15.6	121	10.3	74.1
Guided missiles, space vehicles, and related parts	336414–15, 336419	25	47.4	52.6	10	15.2	7	14.0	70.8
Military armored vehicles, tanks, and tank components	336992	29	25.3	74.7	5	1.0	6	1.7	97.3
Other transportation	other 336	960	37.5	62.5	317	14.3	161	3.1	82.6
Furniture and related products	337	6,049	12.1	87.9	420	4.4	556	9.0	86.6
Miscellaneous manufacturing	339	8,374	35.9	64.1	2,245	5.2	1,971	5.5	89.3
Medical equipment and supplies	3391	3,058	41.8	58.2	981	6.1	712	6.5	87.5
Other miscellaneous manufacturing	3399	5,316	32.5	67.5	1,264	3.4	1,260	3.5	93.1
Nonmanufacturing industries	21–23, 42–81	1,294,688	9.2	90.8	69,899	2.1	78,770	1.4	96.5
Mining, extraction, and support activities	21	6,395	6.6	93.4	163	1.1	368	1.4	97.4
Utilities	22	835	11.9	88.1	4	0.1	56	0.2	99.8
Wholesale trade	42	92,602	16.7	83.3	10,837	1.0	9,306	0.9	98.0

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					Companies (number) <sup>d</sup>	Sales	Companies (number) <sup>d</sup>	Sales	
Electronic shopping and electronic auctions	454111–12	3,872	23.0	77.0	613	0.9	725	1.0	98.1
Transportation and warehousing	48–49	38,646	4.8	95.2	763	0.1	575	0.9	99.0
Information	51	18,277	26.4	73.6	2,777	5.6	3,206	5.4	89.0
Publishing	511	6,327	28.1	71.9	1,173	2.8	1,058	2.0	95.2
Newspaper, periodical, book, and directory publishers	5111	3,855	13.8	86.2	323	0.3	329	0.4	99.3
Software publishers	5112	2,472	50.4	49.6	850	3.3	728	2.2	94.5
Telecommunications	517	2,766	22.2	77.8	338	10.4	517	10.0	79.6
Data processing, hosting, and related services	518	3,768	40.1	59.9	611	5.5	1,098	4.3	90.1
Other information	other 51	5,415	16.9	83.1	655	1.2	534	3.0	95.8
Finance and insurance	52	47,782	5.4	94.6	806	2.4	1,944	2.1	95.5
Real estate and rental and leasing	53	39,230	4.2	95.8	595	0.4	1,392	0.4	99.2
Lessors of nonfinancial intangible assets (except copyrighted works)	533	568	41.9	58.1	234	7.0	232	7.0	86.0
Other real estate and rental and leasing	other 53	38,661	3.7	96.3	361	0.2	1,159	0.2	99.5
Professional, scientific, and technical services	54	157,452	14.5	85.5	14,165	2.1	15,053	1.9	96.1
Architectural, engineering, and related services	5413	25,877	15.1	84.9	2,586	1.5	2,520	0.9	97.6
Computer systems design and related services	5415	21,661	38.4	61.6	5,453	3.9	5,372	4.5	91.6
Scientific research and development services	5417	3,413	38.2	61.8	1,012	5.9	513	4.2	89.9
Biotechnology research and development	541711	828	24.3	75.7	132	0.8	128	1.7	97.5
Physical, engineering, and life sciences (except biotechnology) research and development	541712	2,414	44.9	55.1	865	9.5	372	6.1	84.4
Social sciences and humanities research and development	541720	171	12.5	87.5	15	1.3	13	0.8	97.9
Other professional, scientific, and technical services	other 54	106,501	8.7	91.3	5,113	1.0	6,649	0.8	98.2
Health care services	621–23	171,826	10.1	89.9	9,097	2.0	11,018	1.7	96.3
Other nonmanufacturing	23, 44–45 (excluding 454111–12), 55–56, 624, 71–72, 81	717,771	7.2	92.8	30,080	2.3	35,126	0.7	97.0
All companies (number of domestic employees)	–	1,406,937	10.4	89.6	87,309	3.3	97,157	2.4	94.3
Micro companies <sup>e</sup>									
5–9	–	547,828	8.1	91.9	27,259	0.9	29,120	1.2	97.9
Small companies									
10–19	–	419,354	10.8	89.2	26,507	1.1	29,785	0.8	98.1
20–49	–	286,791	11.7	88.3	19,939	8.7	22,934	1.5	89.8
Medium companies									
50–99	–	82,164	14.8	85.2	6,945	1.6	6,785	1.1	97.2
100–249	–	46,198	13.7	86.3	3,561	1.5	4,982	1.5	97.0
Large companies									
250–499	–	12,765	19.4	80.6	1,687	1.6	1,736	1.9	96.5

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 (Number and percent)

Industry and company size	NAICS code	Companies (number) <sup>a</sup>	Yes <sup>b</sup>	No <sup>c</sup>	New to company's market		New only to company		Sales of products unchanged or marginally modified
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500–999	–	5,530	11.6	88.4	350	1.5	478	1.9	96.6
1,000–4,999	–	4,914	28.2	71.8	866	2.9	1,138	3.7	93.3
5,000–9,999	–	529	25.3	74.7	93	3.4	92	3.0	93.6
10,000–24,999	–	363	29.2	70.8	69	4.2	74	2.7	93.1
25,000 or more	–	500	14.2	85.8	33	4.0	34	3.4	92.5

NAICS = 2012 North American Industry Classification System.

<sup>a</sup> Statistics for the number of companies are based only on companies in the United States that responded 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.

<sup>b</sup> Includes companies that responded "Yes" to at least one of the items on the survey relating to new or significantly improved products.

<sup>c</sup> Includes companies that responded "No" to both of the items on the survey relating to new or significantly improved products.

<sup>d</sup> 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.

<sup>e</sup> Business R&D and Innovation Survey does not include companies with fewer than five domestic employees.

<sup>f</sup> Statistics used for the denominator in the calculation of these percentages include companies in the United States that responded 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.