

TABLE 27

**Marketing innovation in companies, by industry: 2015–17**

(Number and percent)

Industry	NAICS code	Companies (number)	Marketing innovation			
			Number		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	4,603,606	1,038,723	3,564,883	22.6	77.4
Manufacturing industries	31–33	220,930	67,711	153,219	30.6	69.4
Food	311	18,180	7,328	10,852	40.3	59.7
Beverage and tobacco products	312	6,724	3,958	2,766	58.9	41.1
Textile, apparel, and leather products	313–16	10,569	3,323	7,246	31.4	68.6
Wood products	321	10,850	2,548	8,302	23.5	76.5
Paper	322	2,276	857	1,419	37.7	62.3
Printing and related support activities	323	21,903	6,572	15,332	30.0	70.0
Petroleum and coal products	324	624	209	415	33.5	66.5
Chemicals	325	7,910	3,218	4,692	40.7	59.3
Pesticide, fertilizer, and other agricultural chemicals	3253	542	203	340	37.4	62.6
Pharmaceuticals and medicines	3254	1,412	636	776	45.0	55.0
Soap, cleaning compound, and toilet preparation	3256	1,615	819	795	50.7	49.3
Other chemicals	other 325	4,341	1,560	2,781	35.9	64.1
Plastics and rubber products	326	8,412	2,739	5,673	32.6	67.4
Nonmetallic mineral products	327	8,021	2,148	5,873	26.8	73.2
Primary metals	331	2,679	653	2,026	24.4	75.6
Fabricated metal products	332	47,340	10,391	36,949	21.9	78.1
Machinery	333	18,792	5,730	13,062	30.5	69.5
Computer and electronic products	334	9,566	3,398	6,168	35.5	64.5
Communications equipment	3342	916	352	564	38.4	61.6
Semiconductor and other electronic components	3344	3,214	940	2,274	29.3	70.7
Navigational, measuring, electromedical, and control instruments	3345	3,958	1,559	2,399	39.4	60.6
Other computer and electronic products	other 334	1,478	547	931	37.0	63.0
Electrical equipment, appliances, and components	335	4,223	1,499	2,724	35.5	64.5
Transportation equipment	336	8,039	2,652	5,387	33.0	67.0
Automobiles, bodies, trailers, and parts	3361–63	5,018	1,791	3,227	35.7	64.3
Aerospace products and parts	3364	1,109	221	888	19.9	80.1
Other transportation	other 336	1,912	640	1,273	33.4	66.6
Furniture and related products	337	12,430	2,926	9,504	23.5	76.5
Miscellaneous	339	22,315	7,531	14,784	33.8	66.2
Medical equipment and supplies	3391	8,202	2,306	5,896	28.1	71.9
Other miscellaneous manufacturing	3399	14,113	5,226	8,888	37.0	63.0
Nonmanufacturing industries	11, 21–23, 42–81	4,382,677	971,012	3,411,665	22.2	77.8
Agriculture, forestry, fishing, and hunting	11	21,054	2,205	18,849	10.5	89.5
Mining, extraction, and support activities	21	15,546	1,271	14,274	8.2	91.8
Utilities	22	2,534	399	2,135	15.8	84.2
Construction	23	607,403	90,679	516,724	14.9	85.1
Wholesale trade	42	252,134	69,706	182,428	27.6	72.4
Retail trade	44–45	545,440	151,527	393,913	27.8	72.2
Transportation and warehousing	48–49	144,404	19,968	124,437	13.8	86.2
Information	51	56,053	21,610	34,443	38.6	61.4
Publishing	511	17,031	7,423	9,609	43.6	56.4
Newspaper, periodical, book, and directory publishers	5111	9,593	3,745	5,848	39.0	61.0
Software publishers	5112	7,438	3,678	3,760	49.4	50.6
Telecommunications	517	6,045	2,017	4,028	33.4	66.6
Data processing, hosting, and related services	518	8,414	3,281	5,133	39.0	61.0
Other information	other 51	24,563	8,890	15,673	36.2	63.8

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Finance and insurance	52	192,345	40,957	151,388	21.3	78.7
Real estate and rental and leasing	53	229,923	44,641	185,283	19.4	80.6
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,701	626	1,075	36.8	63.2
Other real estate and rental and leasing	other 53	228,222	44,014	184,208	19.3	80.7
Professional, scientific, and technical services	54	639,985	142,886	497,099	22.3	77.7
Legal services	5411	146,441	23,871	122,570	16.3	83.7
Accounting, tax preparation, bookkeeping, and payroll services	5412	99,782	12,791	86,991	12.8	87.2
Architectural, engineering, and related services	5413	83,492	19,225	64,267	23.0	77.0
Specialized design services	5414	25,140	10,156	14,984	40.4	59.6
Computer systems design and related services	5415	90,056	23,913	66,143	26.6	73.4
Management, scientific, and technical consulting services	5416	109,247	25,690	83,557	23.5	76.5
Scientific research and development services	5417	9,293	2,643	6,650	28.4	71.6
Advertising, public relations, and related services	5418	25,626	10,067	15,559	39.3	60.7
Other professional, scientific, and technical services	5419	50,907	14,531	36,376	28.5	71.5
Management of companies and enterprises	55	2,276	391	1,885	17.2	82.8
Administrative and support and waste management and remediation services	56	266,751	54,282	212,469	20.3	79.7
Educational services	61	51,288	17,772	33,516	34.7	65.3
Health care and social assistance	62	509,529	99,263	410,266	19.5	80.5
Health care services	621–23	447,069	87,450	359,618	19.6	80.4
Social assistance	624	62,461	11,813	50,648	18.9	81.1
Arts, entertainment, and recreation	71	74,256	21,622	52,634	29.1	70.9
Accommodation and food services	72	441,426	120,354	321,072	27.3	72.7
Other services	81	330,331	71,481	258,850	21.6	78.4

NAICS = 2017 North American Industry Classification System.

**Note(s):**

Detail may not add to total because of rounding. Industry classification is based on the dominant establishment payroll. Statistics are representative of companies located in the United States.

**Source(s):**

National Center for Science and Engineering Statistics and U.S. Census Bureau, Annual Business Survey, 2017.