

TABLE 28

Marketing innovation in companies, by company size: 2015–17

(Number and percent)

Company size	Companies (number)	Marketing innovation			
		Number		Percent	
		Yes	No	Yes	No
All companies	4,603,606	1,038,723	3,564,883	22.6	77.4
Micro companies					
1–4	2,615,093	496,917	2,118,177	19.0	81.0
5–9	885,880	221,113	664,767	25.0	75.0
Small companies					
10–19	562,922	156,012	406,910	27.7	72.3
20–49	353,037	103,654	249,384	29.4	70.6
Medium companies					
50–99	104,561	33,318	71,243	31.9	68.1
100–249	52,429	17,084	35,345	32.6	67.4
Large companies					
250–499	15,665	5,468	10,197	34.9	65.1
500–999	7,026	2,356	4,670	33.5	66.5
1,000–4,999	5,514	2,084	3,429	37.8	62.2
5,000–9,999	744	338	406	45.5	54.5
10,000–24,999	447	221	226	49.4	50.6
25,000 or more	288	158	130	54.8	45.2

Note(s):

Detail may not add to total because of rounding. 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.