

TABLE 29

Marketing innovation in companies, by firm classification of sex: 2015–17

(Number and percent)

Sex of owners	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
Female majority owned	924,992	222,680	702,312	24.1	75.9
Male majority owned	2,879,461	627,035	2,252,427	21.8	78.2
Equally owned by male and female	707,151	164,486	542,666	23.3	76.7
Unclassifiable	92,001 i	24,523 i	67,478 i	26.7	73.3

i = > 50% of the estimate is a combination of imputation and reweighting to account for nonresponse.

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.