

TABLE 30

Marketing innovation in companies, by firm classification of race and ethnicity: 2015–17

(Number and percent)

Race and ethnicity 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
Race					
White	3,946,809	883,888	3,062,921	22.4	77.6
Asian	460,617	105,586	355,031	22.9	77.1
Black or African American	83,640	19,237	64,403	23.0	77.0
American Indian or Alaska Native	19,983	5,242	14,741	26.2	73.8
Native Hawaiian or Other Pacific Islander	5,617	1,480	4,138	26.3	73.7
Ethnicity					
Hispanic or Latino	242,652	59,765	182,887	24.6	75.4
Equally Hispanic/ Not Hispanic or Latino	39,072	10,862	28,209	27.8	72.2
Not Hispanic or Latino	4,229,882	943,573	3,286,309	22.3	77.7
Minority status					
Minority	799,368	187,892	611,476	23.5	76.5
Equally minority/ nonminority	68,687	19,121	49,566	27.8	72.2
Nonminority	3,643,550	807,187	2,836,362	22.2	77.8
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. Companies may be included in one or more race and ethnicity category. Companies classified as minority owned are those owned by persons of any race and ethnicity combination other than "Not Hispanic or Latino" and "White." 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.