

TABLE 39

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

(Number and percent)

Industry	NAICS code	Companies (number)	Marketing or organizational innovation			
			Number		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	4,603,606	1,505,546	3,098,060	32.7	67.3
Manufacturing industries	31–33	220,930	92,692	128,237	42.0	58.0
Food	311	18,180	8,697	9,483	47.8	52.2
Beverage and tobacco products	312	6,724	4,193	2,532	62.3	37.7
Textile, apparel, and leather products	313–16	10,569	4,072	6,498	38.5	61.5
Wood products	321	10,850	3,758	7,092	34.6	65.4
Paper	322	2,276	1,077	1,199	47.3	52.7
Printing and related support activities	323	21,903	8,455	13,449	38.6	61.4
Petroleum and coal products	324	624	272	352	43.6	56.4
Chemicals	325	7,910	4,011	3,899	50.7	49.3
Pesticide, fertilizer, and other agricultural chemicals	3253	542	250	292	46.1	53.9
Pharmaceuticals and medicines	3254	1,412	808	604	57.2	42.8
Soap, cleaning compound, and toilet preparation	3256	1,615	915	699	56.7	43.3
Other chemicals	other 325	4,341	2,038	2,303	46.9	53.1
Plastics and rubber products	326	8,412	3,804	4,608	45.2	54.8
Nonmetallic mineral products	327	8,021	2,976	5,045	37.1	62.9
Primary metals	331	2,679	1,082	1,597	40.4	59.6
Fabricated metal products	332	47,340	17,733	29,608	37.5	62.5
Machinery	333	18,792	8,141	10,651	43.3	56.7
Computer and electronic products	334	9,566	4,695	4,871	49.1	50.9
Communications equipment	3342	916	472	444	51.6	48.4
Semiconductor and other electronic components	3344	3,214	1,564	1,651	48.6	51.4
Navigational, measuring, electromedical, and control instruments	3345	3,958	1,971	1,987	49.8	50.2
Other computer and electronic products	other 334	1,478	688	790	46.5	53.5
Electrical equipment, appliances, and components	335	4,223	2,033	2,190	48.1	51.9
Transportation equipment	336	8,039	3,660	4,379	45.5	54.5
Automobiles, bodies, trailers, and parts	3361–63	5,018	2,387	2,631	47.6	52.4
Aerospace products and parts	3364	1,109	501	608	45.2	54.8
Other transportation	other 336	1,912	773	1,140	40.4	59.6
Furniture and related products	337	12,430	4,434	7,996	35.7	64.3
Miscellaneous	339	22,315	9,569	12,746	42.9	57.1
Medical equipment and supplies	3391	8,202	3,147	5,055	38.4	61.6
Other miscellaneous manufacturing	3399	14,113	6,422	7,691	45.5	54.5
Nonmanufacturing industries	11, 21–23, 42–81	4,382,677	1,412,854	2,969,823	32.2	67.8
Agriculture, forestry, fishing, and hunting	11	21,054	4,737	16,317	22.5	77.5
Mining, extraction, and support activities	21	15,546	2,885	12,661	18.6	81.4
Utilities	22	2,534	673	1,861	26.6	73.4
Construction	23	607,403	161,161	446,242	26.5	73.5
Wholesale trade	42	252,134	90,804	161,330	36.0	64.0
Retail trade	44–45	545,440	182,867	362,573	33.5	66.5
Transportation and warehousing	48–49	144,404	39,035	105,369	27.0	73.0
Information	51	56,053	26,458	29,595	47.2	52.8
Publishing	511	17,031	8,906	8,126	52.3	47.7
Newspaper, periodical, book, and directory publishers	5111	9,593	4,315	5,278	45.0	55.0
Software publishers	5112	7,438	4,591	2,847	61.7	38.3
Telecommunications	517	6,045	2,575	3,470	42.6	57.4
Data processing, hosting, and related services	518	8,414	4,290	4,123	51.0	49.0
Other information	other 51	24,563	10,686	13,876	43.5	56.5

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Finance and insurance	52	192,345	67,094	125,251	34.9	65.1
Real estate and rental and leasing	53	229,923	67,429	162,494	29.3	70.7
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,701	774	927	45.5	54.5
Other real estate and rental and leasing	other 53	228,222	66,655	161,567	29.2	70.8
Professional, scientific, and technical services	54	639,985	221,722	418,262	34.6	65.4
Legal services	5411	146,441	39,195	107,246	26.8	73.2
Accounting, tax preparation, bookkeeping, and payroll services	5412	99,782	24,883	74,898	24.9	75.1
Architectural, engineering, and related services	5413	83,492	30,175	53,316	36.1	63.9
Specialized design services	5414	25,140	11,893	13,247	47.3	52.7
Computer systems design and related services	5415	90,056	37,278	52,778	41.4	58.6
Management, scientific, and technical consulting services	5416	109,247	42,550	66,697	38.9	61.1
Scientific research and development services	5417	9,293	4,202	5,091	45.2	54.8
Advertising, public relations, and related services	5418	25,626	12,113	13,512	47.3	52.7
Other professional, scientific, and technical services	5419	50,907	19,431	31,476	38.2	61.8
Management of companies and enterprises	55	2,276	591	1,685	26.0	74.0
Administrative and support and waste management and remediation services	56	266,751	85,444	181,307	32.0	68.0
Educational services	61	51,288	22,660	28,628	44.2	55.8
Health care and social assistance	62	509,529	169,220	340,310	33.2	66.8
Health care services	621–23	447,069	147,347	299,722	33.0	67.0
Social assistance	624	62,461	21,873	40,588	35.0	65.0
Arts, entertainment, and recreation	71	74,256	26,451	47,805	35.6	64.4
Accommodation and food services	72	441,426	147,472	293,953	33.4	66.6
Other services	81	330,331	96,152	234,179	29.1	70.9

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.