

TABLE 40

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

(Number and percent)

Company size	Companies (number)	Marketing or organizational innovation			
		Number		Percent	
		Yes	No	Yes	No
All companies	4,603,606	1,505,546	3,098,060	32.7	67.3
Micro companies					
1–4	2,615,093	719,688	1,895,405	27.5	72.5
5–9	885,880	319,344	566,536	36.0	64.0
Small companies					
10–19	562,922	225,595	337,327	40.1	59.9
20–49	353,037	150,949	202,089	42.8	57.2
Medium companies					
50–99	104,561	49,341	55,220	47.2	52.8
100–249	52,429	25,414	27,015	48.5	51.5
Large companies					
250–499	15,665	8,005	7,660	51.1	48.9
500–999	7,026	3,451	3,576	49.1	50.9
1,000–4,999	5,514	2,859	2,655	51.9	48.1
5,000–9,999	744	445	298	59.9	40.1
10,000–24,999	447	267	180	59.8	40.2
25,000 or more	288	190	99	65.8	34.2

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.