

TABLE 41

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

(Number and percent)

Sex of owners	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
Female majority owned	924,992	319,147	605,845	34.5	65.5
Male majority owned	2,879,461	919,662	1,959,799	31.9	68.1
Equally owned by male and female	707,151	230,748	476,403	32.6	67.4
Unclassifiable	92,001 i	35,989 i	56,013 i	39.1	60.9

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.