

TABLE 42

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

(Number and percent)

Race and ethnicity 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
Race					
White	3,946,809	1,287,573	2,659,236	32.6	67.4
Asian	460,617	142,621	317,996	31.0	69.0
Black or African American	83,640	31,751	51,889	38.0	62.0
American Indian or Alaska Native	19,983	7,739	12,245	38.7	61.3
Native Hawaiian or Other Pacific Islander	5,617	2,196	3,421	39.1	60.9
Ethnicity					
Hispanic or Latino	242,652	87,558	155,094	36.1	63.9
Equally Hispanic/ Not Hispanic or Latino	39,072	15,176	23,896	38.8	61.2
Not Hispanic or Latino	4,229,882	1,366,824	2,863,058	32.3	67.7
Minority status					
Minority	799,368	266,752	532,616	33.4	66.6
Equally minority/ nonminority	68,687	26,404	42,283	38.4	61.6
Nonminority	3,643,550	1,176,402	2,467,148	32.3	67.7
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. 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.