

TABLE 62

Non-innovating companies with no compelling reason to innovate, by reasons for not innovating and company size: 2015–17

(Percent)

Reasons for not innovating	All companies	Micro companies (1–9 employees)	Small companies (10–49 employees)	Medium companies (50–249 employees)	Large companies (250+ employees)
Non-innovating companies with no compelling reason to innovate (number of companies)	400,458	311,776	74,844	11,740	2,099
Low demand for innovations in your market	64.1	63.1	67.2	69.9	68.4
No need to innovate due to previous innovations	60.5	59.6	63.0	65.4	64.7
No need to innovate due to very little competition in the business's market	53.2	53.3	53.6	51.5	47.1
Lack of good ideas for innovations	45.6	45.3	46.9	47.1	44.9

Note(s):

Detail may not add to total because of rounding. Non-innovating companies are defined here as those without product, process, marketing, or organizational innovation. Statistics are representative of companies located in the United States. Percent shares include companies indicating the reason is very important as well as companies indicating the reason is somewhat important.

Source(s):

National Center for Science and Engineering Statistics and U.S. Census Bureau, Annual Business Survey, 2017.