

TABLE 71

## Companies with new-to-market product innovation, by industry: 2015–17

(Number and percent)

Industry	NAICS code	Companies (number)	Product innovation new to market			
			Number		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	4,603,606	410,828	4,192,778	8.9	91.1
Manufacturing industries	31–33	220,930	38,966	181,963	17.6	82.4
Food	311	18,180	3,890	14,290	21.4	78.6
Beverage and tobacco products	312	6,724	1,754	4,970	26.1	73.9
Textile, apparel, and leather products	313–16	10,569	1,748	8,821	16.5	83.5
Wood products	321	10,850	1,096	9,754	10.1	89.9
Paper	322	2,276	374	1,902	16.4	83.6
Printing and related support activities	323	21,903	2,031	19,872	9.3	90.7
Petroleum and coal products	324	624	107	517	17.1	82.9
Chemicals	325	7,910	2,197	5,713	27.8	72.2
Pesticide, fertilizer, and other agricultural chemicals	3253	542	118	424	21.8	78.2
Pharmaceuticals and medicines	3254	1,412	473	939	33.5	66.5
Soap, cleaning compound, and toilet preparation	3256	1,615	427	1,187	26.5	73.5
Other chemicals	other 325	4,341	1,179	3,162	27.2	72.8
Plastics and rubber products	326	8,412	1,662	6,751	19.8	80.2
Nonmetallic mineral products	327	8,021	1,111	6,910	13.9	86.1
Primary metals	331	2,679	344	2,335	12.8	87.2
Fabricated metal products	332	47,340	5,173	42,168	10.9	89.1
Machinery	333	18,792	4,737	14,055	25.2	74.8
Computer and electronic products	334	9,566	3,450	6,116	36.1	63.9
Communications equipment	3342	916	370	546	40.4	59.6
Semiconductor and other electronic components	3344	3,214	884	2,331	27.5	72.5
Navigational, measuring, electromedical, and control instruments	3345	3,958	1,640	2,318	41.4	58.6
Other computer and electronic products	other 334	1,478	556	922	37.6	62.4
Electrical equipment, appliances, and components	335	4,223	1,197	3,026	28.4	71.6
Transportation equipment	336	8,039	2,121	5,918	26.4	73.6
Automobiles, bodies, trailers, and parts	3361–63	5,018	1,299	3,719	25.9	74.1
Aerospace products and parts	3364	1,109	257	851	23.2	76.8
Other transportation	other 336	1,912	565	1,348	29.5	70.5
Furniture and related products	337	12,430	1,407	11,023	11.3	88.7
Miscellaneous	339	22,315	4,553	17,763	20.4	79.6
Medical equipment and supplies	3391	8,202	1,337	6,865	16.3	83.7
Other miscellaneous manufacturing	3399	14,113	3,216	10,898	22.8	77.2
Nonmanufacturing industries	11, 21–23, 42–81	4,382,677	371,862	4,010,815	8.5	91.5
Agriculture, forestry, fishing, and hunting	11	21,054	807	20,246	3.8	96.2
Mining, extraction, and support activities	21	15,546	566	14,979	3.6	96.4
Utilities	22	2,534	125	2,409	4.9	95.1
Construction	23	607,403	26,569	580,834	4.4	95.6
Wholesale trade	42	252,134	42,452	209,682	16.8	83.2
Retail trade	44–45	545,440	67,320	478,120	12.3	87.7
Transportation and warehousing	48–49	144,404	5,229	139,175	3.6	96.4
Information	51	56,053	11,888	44,165	21.2	78.8
Publishing	511	17,031	4,710	12,322	27.7	72.3
Newspaper, periodical, book, and directory publishers	5111	9,593	1,673	7,920	17.4	82.6
Software publishers	5112	7,438	3,036	4,402	40.8	59.2
Telecommunications	517	6,045	1,161	4,884	19.2	80.8
Data processing, hosting, and related services	518	8,414	2,366	6,048	28.1	71.9
Other information	other 51	24,563	3,651	20,912	14.9	85.1

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			Number		Percent	
			Yes	No	Yes	No
Finance and insurance	52	192,345	15,352	176,993	8.0	92.0
Real estate and rental and leasing	53	229,923	9,160	220,763	4.0	96.0
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,701	160	1,541	9.4	90.6
Other real estate and rental and leasing	other 53	228,222	9,000	219,222	3.9	96.1
Professional, scientific, and technical services	54	639,985	60,318	579,666	9.4	90.6
Legal services	5411	146,441	3,644	142,797	2.5	97.5
Accounting, tax preparation, bookkeeping, and payroll services	5412	99,782	3,219	96,562	3.2	96.8
Architectural, engineering, and related services	5413	83,492	9,175	74,317	11.0	89.0
Specialized design services	5414	25,140	2,804	22,336	11.2	88.8
Computer systems design and related services	5415	90,056	15,891	74,165	17.6	82.4
Management, scientific, and technical consulting services	5416	109,247	14,732	94,515	13.5	86.5
Scientific research and development services	5417	9,293	2,594	6,699	27.9	72.1
Advertising, public relations, and related services	5418	25,626	2,692	22,933	10.5	89.5
Other professional, scientific, and technical services	5419	50,907	5,565	45,342	10.9	89.1
Management of companies and enterprises	55	2,276	95	2,181	4.2	95.8
Administrative and support and waste management and remediation services	56	266,751	16,337	250,414	6.1	93.9
Educational services	61	51,288	8,763	42,525	17.1	82.9
Health care and social assistance	62	509,529	36,742	472,787	7.2	92.8
Health care services	621–23	447,069	32,509	414,559	7.3	92.7
Social assistance	624	62,461	4,233	58,228	6.8	93.2
Arts, entertainment, and recreation	71	74,256	8,918	65,338	12.0	88.0
Accommodation and food services	72	441,426	36,160	405,266	8.2	91.8
Other services	81	330,331	25,060	305,271	7.6	92.4

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.