

Table 5**Companies with new to the business and new to the market product innovation, by industry: 2015–17**

(Number and percent)

Industry	NAICS code	Companies (number)	Product innovation new to the business (%)		Product innovation new to market (%)	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	4,603,606	16.6	83.4	8.9	91.1
Manufacturing industries	31–33	220,930	23.6	76.4	17.6	82.4
Food	311	18,180	27.9	72.1	21.4	78.6
Beverage and tobacco products	312	6,724	43.2	56.8	26.1	73.9
Textile, apparel, and leather products	313–16	10,569	22.1	77.9	16.5	83.5
Wood products	321	10,850	16.0	84.0	10.1	89.9
Paper	322	2,276	21.2	78.8	16.4	83.6
Printing and related support activities	323	21,903	21.3	78.7	9.3	90.7
Petroleum and coal products	324	624	22.5	77.5	17.1	82.9
Chemicals	325	7,910	32.3	67.7	27.8	72.2
Pesticide, fertilizer, and other agricultural chemical	3253	542	27.4	72.6	21.8	78.2
Pharmaceuticals and medicines	3254	1,412	32.4	67.6	33.5	66.5
Soap, cleaning compound, and toilet preparation	3256	1,615	37.0	63.0	26.5	73.5
Other chemicals	other 325	4,341	31.2	68.8	27.2	72.8
Plastics and rubber products	326	8,412	25.5	74.5	19.8	80.2
Nonmetallic mineral products	327	8,021	17.9	82.1	13.9	86.1
Primary metals	331	2,679	18.1	81.9	12.8	87.2
Fabricated metal products	332	47,340	17.7	82.3	10.9	89.1
Machinery	333	18,792	24.8	75.2	25.2	74.8
Computer and electronic products	334	9,566	35.1	64.9	36.1	63.9
Communications equipment	3342	916	42.9	57.1	40.4	59.6
Semiconductor and other electronic components	3344	3,214	29.7	70.3	27.5	72.5
Navigational, measuring, electromedical, and control instruments	3345	3,958	35.5	64.5	41.4	58.6
Other computer and electronic products	other 334	1,478	41.0	59.0	37.6	62.4
Electrical equipment, appliances, and components	335	4,223	30.2	69.8	28.4	71.6
Transportation equipment	336	8,039	26.3	73.7	26.4	73.6
Automobiles, bodies, trailers, and parts	3361–63	5,018	27.8	72.2	25.9	74.1
Aerospace products and parts	3364	1,109	19.1	80.9	23.2	76.8
Other transportation	other 336	1,912	26.5	73.5	29.5	70.5
Furniture and related products	337	12,430	19.6	80.4	11.3	88.7
Miscellaneous	339	22,315	27.2	72.8	20.4	79.6
Medical equipment and supplies	3391	8,202	27.9	72.1	16.3	83.7
Other miscellaneous manufacturing	3399	14,113	26.7	73.3	22.8	77.2
Nonmanufacturing industries	11, 21–23, 42–81	4,382,677	16.2	83.8	8.5	91.5
Agriculture, forestry, fishing, and hunting	11	21,054	8.5	91.5	3.8	96.2
Mining, extraction, and support activities	21	15,546	7.4	92.6	3.6	96.4
Utilities	22	2,534	10.7	89.3	4.9	95.1
Construction	23	607,403	10.9	89.1	4.4	95.6
Wholesale trade	42	252,134	22.0	78.0	16.8	83.2
Retail trade	44–45	545,440	19.5	80.5	12.3	87.7
Transportation and warehousing	48–49	144,404	10.0	90.0	3.6	96.4
Information	51	56,053	29.0	71.0	21.2	78.8
Publishing	511	17,031	29.9	70.1	27.7	72.3
Newspaper, periodical, book, and directory publishers	5111	9,593	20.7	79.3	17.4	82.6
Software publishers	5112	7,438	41.8	58.2	40.8	59.2

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Telecommunications	517	6,045	27.7	72.3	19.2	80.8
Data processing, hosting, and related services	518	8,414	37.4	62.6	28.1	71.9
Other information	other 51	24,563	25.9	74.1	14.9	85.1
Finance and insurance	52	192,345	18.0	82.0	8.0	92.0
Real estate and rental and leasing	53	229,923	10.0	90.0	4.0	96.0
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,701	16.9	83.1	9.4	90.6
Other real estate and rental and leasing	other 53	228,222	10.0	90.0	3.9	96.1
Professional, scientific, and technical services	54	639,985	19.1	80.9	9.4	90.6
Legal services	5411	146,441	9.4	90.6	2.5	97.5
Accounting, tax preparation, bookkeeping, and payroll services	5412	99,782	10.9	89.1	3.2	96.8
Architectural, engineering, and related services	5413	83,492	20.2	79.8	11.0	89.0
Specialized design services	5414	25,140	22.8	77.2	11.2	88.8
Computer systems design and related services	5415	90,056	30.9	69.1	17.6	82.4
Management, scientific, and technical consulting services	5416	109,247	24.4	75.6	13.5	86.5
Scientific research and development services	5417	9,293	23.0	77.0	27.9	72.1
Advertising, public relations, and related services	5418	25,626	23.1	76.9	10.5	89.5
Other professional, scientific, and technical services	5419	50,907	24.7	75.3	10.9	89.1
Management of companies and enterprises	55	2,276	8.8	91.2	4.2	95.8
Administrative and support and waste management and remediation services	56	266,751	15.2	84.8	6.1	93.9
Educational services	61	51,288	27.3	72.7	17.1	82.9
Health care and social assistance	62	509,529	17.6	82.4	7.2	92.8
Health care services	621–23	447,069	17.7	82.3	7.3	92.7
Social assistance	624	62,461	17.3	82.7	6.8	93.2
Arts, entertainment, and recreation	71	74,256	18.9	81.1	12.0	88.0
Accommodation and food services	72	441,426	13.6	86.4	8.2	91.8
Other services	81	330,331	15.0	85.0	7.6	92.4

NAICS = 2017 North American Industry Classification System.

Note(s):

Detail may not add to total because of rounding. Industry classification based on dominant establishment payroll. Statistics are representative of companies located in the United States.

Source(s):

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