

TABLE 37

Companies with new or improved business processes: Marketing methods, by industry: 2016–18

(Number and percent)

Industry	NAICS code	Companies (number)	Innovating marketing methods			
			Number		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	4,805,151	469,731	4,335,420	9.8	90.2
Manufacturing industries	31–33	217,565	26,927	190,638	12.4	87.6
Food	311	18,250	3,316	14,934	18.2	81.8
Beverage and tobacco products	312	7,723	1,735	5,988	22.5	77.5
Textile, apparel, and leather products	313–16	10,554	1,326	9,228	12.6	87.4
Wood products	321	11,012	884	10,128	8.0	92.0
Paper	322	2,117	336	1,781	15.9	84.1
Printing and related support activities	323	20,851	2,315	18,536	11.1	88.9
Petroleum and coal products	324	583	48	535	8.2	91.8
Chemicals	325	7,522	1,297	6,225	17.2	82.8
Pesticide, fertilizer, and other agricultural chemical manufacturing	3253	593	112	481	18.9	81.1
Pharmaceuticals and medicines	3254	1,365	252	1,113	18.5	81.5
Soap, cleaning compound, and toilet preparation manufacturing	3256	1,636	378	1,258	23.1	76.9
Other chemicals	other 325	3,927	557	3,370	14.2	85.8
Plastics and rubber products	326	8,087	1,108	6,979	13.7	86.3
Nonmetallic mineral products	327	7,749	765	6,984	9.9	90.1
Primary metals	331	2,537	146	2,391	5.8	94.2
Fabricated metal products	332	48,472	4,195	44,277	8.7	91.3
Machinery	333	18,558	2,573	15,985	13.9	86.1
Computer and electronic products	334	9,036	1,178	7,858	13.0	87.0
Communications equipment	3342	974	183	791	18.8	81.2
Semiconductor and other electronic components	3344	2,796	367	2,429	13.1	86.9
Navigational, measuring, electromedical, and control instruments	3345	3,909	472	3,437	12.1	87.9
Other computer and electronic products	other 334	1,359	156	1,203	11.5	88.5
Electrical equipment, appliances, and components	335	4,000	551	3,449	13.8	86.2
Transportation equipment	336	7,175	752	6,423	10.5	89.5
Automobiles, bodies, trailers, and parts	3361–63	4,565	433	4,132	9.5	90.5
Aerospace products and parts	3364	985	101	884	10.3	89.7
Other transportation	other 336	1,625	220	1,405	13.5	86.5
Furniture and related products	337	12,647	1,474	11,173	11.7	88.3
Miscellaneous	339	20,669	2,917	17,752	14.1	85.9
Medical equipment and supplies	3391	8,060	1,059	7,001	13.1	86.9
Other miscellaneous manufacturing	3399	12,608	1,859	10,749	14.7	85.3
Nonmanufacturing industries	11, 21–23, 42–81	4,587,586	442,805	4,144,781	9.7	90.3
Agriculture, forestry, fishing, and hunting	11	21,606	893	20,713	4.1	95.9
Mining, extraction, and support activities	21	14,969	331	14,638	2.2	97.8
Utilities	22	2,684	95	2,589	3.5	96.5
Construction	23	613,110	37,240	575,870	6.1	93.9
Wholesale trade	42	257,153	34,550	222,603	13.4	86.6
Retail trade	44–45	560,952	75,374	485,578	13.4	86.6
Transportation and warehousing	48–49	152,463	8,277	144,186	5.4	94.6
Information	51	61,638	8,842	52,796	14.3	85.7
Publishing	511	17,590	2,812	14,778	16.0	84.0
Newspaper, periodical, book, and directory publishers	5111	9,761	1,355	8,406	13.9	86.1
Software publishers	5112	7,828	1,456	6,372	18.6	81.4

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Telecommunications	517	7,164	1,198	5,966	16.7	83.3
Data processing, hosting, and related services	518	8,918	1,224	7,694	13.7	86.3
Other information	other 51	27,965	3,609	24,356	12.9	87.1
Finance and insurance	52	200,857	22,054	178,803	11.0	89.0
Real estate and rental and leasing	53	255,783	21,795	233,988	8.5	91.5
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,812	201	1,611	11.1	88.9
Other real estate and rental and leasing	other 53	253,970	21,593	232,377	8.5	91.5
Professional, scientific, and technical services	54	695,672	61,777	633,895	8.9	91.1
Legal services	5411	152,243	8,963	143,280	5.9	94.1
Accounting, tax preparation, bookkeeping, and payroll services	5412	106,634	4,725	101,909	4.4	95.6
Architectural, engineering, and related services	5413	88,491	5,879	82,612	6.6	93.4
Specialized design services	5414	26,282	3,127	23,155	11.9	88.1
Computer systems design and related services	5415	95,950	11,679	84,271	12.2	87.8
Management, scientific, and technical consulting services	5416	132,989	15,660	117,329	11.8	88.2
Scientific research and development services	5417	9,798	720	9,078	7.3	92.7
Advertising, public relations, and related services	5418	27,677	4,938	22,739	17.8	82.2
Other professional, scientific, and technical services	5419	55,569	6,085	49,484	11.0	89.0
Management of companies and enterprises	55	2,409	38 r	2,371	1.6 r	98.4
Administrative and support and waste management and remediation services	56	287,807	25,952	261,855	9.0	91.0
Educational services	61	53,912	8,222	45,690	15.3	84.7
Health care and social assistance	62	519,556	39,742	479,814	7.6	92.4
Health care services	621–23	459,855	34,318	425,537	7.5	92.5
Social assistance	624	59,700	5,426	54,274	9.1	90.9
Arts, entertainment, and recreation	71	88,831	9,312	79,519	10.5	89.5
Accommodation and food services	72	453,059	57,355	395,704	12.7	87.3
Other services	81	345,125	30,949	314,176	9.0	91.0

r = relative standard error > 50%.

NAICS = 2017 North American Industry Classification System.

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 Census Bureau, 2019 Annual Business Survey: Data Year 2018.