

TABLE 38

Companies with new or improved business processes: Marketing methods, by size of company: 2016–18

(Number and percent)

| Employment size | Companies (number) | Innovating marketing methods | | | |
|------------------|--------------------|------------------------------|-----------|---------|------|
| | | Number | | Percent | |
| | | Yes | No | Yes | No |
| All companies | 4,805,151 | 469,731 | 4,335,420 | 9.8 | 90.2 |
| Micro companies | | | | | |
| 1–4 | 2,667,724 | 220,466 | 2,447,258 | 8.3 | 91.7 |
| 5–9 | 936,576 | 107,571 | 829,005 | 11.5 | 88.5 |
| Small companies | | | | | |
| 10–19 | 579,513 | 67,474 | 512,039 | 11.6 | 88.4 |
| 20–49 | 402,199 | 47,727 | 354,472 | 11.9 | 88.1 |
| Medium companies | | | | | |
| 50–99 | 119,497 | 15,220 | 104,277 | 12.7 | 87.3 |
| 100–249 | 65,565 | 7,156 | 58,409 | 10.9 | 89.1 |
| Large companies | | | | | |
| 250–499 | 18,897 | 2,304 | 16,593 | 12.2 | 87.8 |
| 500–999 | 7,289 | 729 | 6,560 | 10.0 | 90.0 |
| 1,000–4,999 | 6,199 | 776 | 5,423 | 12.5 | 87.5 |
| 5,000–9,999 | 823 | 137 | 686 | 16.6 | 83.4 |
| 10,000–24,999 | 514 | 102 | 412 | 19.8 | 80.2 |
| 25,000 or more | 358 | 70 | 288 | 19.6 | 80.4 |

r = relative standard error > 50%.

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.