

TABLE 62

Companies with product or business process innovation activities, by company size: 2016–18

(Number and percent)

Innovation activity	All companies	Micro companies (1–9 employees)	Small companies (10–49 employees)	Medium companies (50–249 employees)	Large companies (250+ employees)
All companies with product or process innovation activities (count of companies)	1,428,609	1,041,050	314,648	60,750	12,160
Activities (count of companies)					
Research and development	296,661	202,209	72,208	17,798	4,445
Engineering and design	251,020	165,417	64,213	16,526	4,863
Marketing and brand equity	407,945	276,005	103,472	23,193	5,276
Intellectual property	166,333	111,384	40,924	10,842	3,186
Employee training	501,045	313,146	148,608	31,868	7,427
Software development and database activities	323,067	206,729	86,925	23,168	6,248
Acquisition of machinery, equipment and other tangible assets	472,057	301,692	135,488	28,789	6,089
Management related to innovation	329,160	211,152	91,158	21,354	5,495
Activities (percent)					
Research and development	20.8	19.4	22.9	29.3	36.6
Engineering and design	17.6	15.9	20.4	27.2	40.0
Marketing and brand equity	28.6	26.5	32.9	38.2	43.4
Intellectual property	11.6	10.7	13.0	17.8	26.2
Employee training	35.1	30.1	47.2	52.5	61.1
Software development and database activities	22.6	19.9	27.6	38.1	51.4
Acquisition of machinery, equipment and other tangible assets	33.0	29.0	43.1	47.4	50.1
Management related to innovation	23.0	20.3	29.0	35.2	45.2

Note(s):

Detail by size category may not add to total because of rounding. Companies may be counted in zero, one, or more innovation activity categories. 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.