

TABLE 66

Companies with new-to-the-business product innovation, by industry: 2016–18

(Number and percent)

Industry	NAICS code	Companies (number)	Product innovation only new to the business			
			Number		Percent	
			Yes	No	Yes	No
All industries	11, 21–23, 31–33, 42–81	4,805,151	355,669	4,449,482	7.4	92.6
Manufacturing industries	31–33	217,565	25,816	191,749	11.9	88.1
Food	311	18,250	2,300	15,950	12.6	87.4
Beverage and tobacco products	312	7,723	1,580	6,143	20.5	79.5
Textile, apparel, and leather products	313–16	10,554	1,037	9,517	9.8	90.2
Wood products	321	11,012	757	10,255	6.9	93.1
Paper	322	2,117	242	1,875	11.4	88.6
Printing and related support activities	323	20,851	2,371	18,480	11.4	88.6
Petroleum and coal products	324	583	43	540	7.4	92.6
Chemicals	325	7,522	1,332	6,190	17.7	82.3
Pesticide, fertilizer, and other agricultural chemical manufacturing	3253	593	94	499	15.9	84.1
Pharmaceuticals and medicines	3254	1,365	331	1,034	24.2	75.8
Soap, cleaning compound, and toilet preparation manufacturing	3256	1,636	334	1,302	20.4	79.6
Other chemicals	other 325	3,927	574	3,353	14.6	85.4
Plastics and rubber products	326	8,087	1,186	6,901	14.7	85.3
Nonmetallic mineral products	327	7,749	637	7,112	8.2	91.8
Primary metals	331	2,537	165	2,372	6.5	93.5
Fabricated metal products	332	48,472	3,530	44,942	7.3	92.7
Machinery	333	18,558	3,201	15,357	17.2	82.8
Computer and electronic products	334	9,036	1,712	7,324	18.9	81.1
Communications equipment	3342	974	243	731	24.9	75.1
Semiconductor and other electronic components	3344	2,796	424	2,372	15.2	84.8
Navigational, measuring, electromedical, and control instruments	3345	3,909	758	3,151	19.4	80.6
Other computer and electronic products	other 334	1,359	289	1,070	21.3	78.7
Electrical equipment, appliances, and components	335	4,000	718	3,282	18.0	82.1
Transportation equipment	336	7,175	998	6,177	13.9	86.1
Automobiles, bodies, trailers, and parts	3361–63	4,565	639	3,926	14.0	86.0
Aerospace products and parts	3364	985	142	843	14.4	85.6
Other transportation	other 336	1,625	216	1,409	13.3	86.7
Furniture and related products	337	12,647	1,048	11,599	8.3	91.7
Miscellaneous	339	20,669	2,959	17,710	14.3	85.7
Medical equipment and supplies	3391	8,060	1,257	6,803	15.6	84.4
Other miscellaneous manufacturing	3399	12,608	1,701	10,907	13.5	86.5
Nonmanufacturing industries	11, 21–23, 42–81	4,587,586	329,853	4,257,733	7.2	92.8
Agriculture, forestry, fishing, and hunting	11	21,606	1,045	20,561	4.8	95.2
Mining, extraction, and support activities	21	14,969	361	14,608	2.4	97.6
Utilities	22	2,684	147	2,537	5.5	94.5
Construction	23	613,110	23,426	589,684	3.8	96.2
Wholesale trade	42	257,153	28,205	228,948	11.0	89.0
Retail trade	44–45	560,952	48,178	512,774	8.6	91.4
Transportation and warehousing	48–49	152,463	5,635	146,828	3.7	96.3
Information	51	61,638	9,298	52,340	15.1	84.9
Publishing	511	17,590	3,101	14,489	17.6	82.4
Newspaper, periodical, book, and directory publishers	5111	9,761	1,033	8,728	10.6	89.4

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Software publishers	5112	7,828	2,068	5,760	26.4	73.6
Telecommunications	517	7,164	1,024	6,140	14.3	85.7
Data processing, hosting, and related services	518	8,918	1,841	7,077	20.6	79.4
Other information	other 51	27,965	3,333	24,632	11.9	88.1
Finance and insurance	52	200,857	17,380	183,477	8.7	91.3
Real estate and rental and leasing	53	255,783	11,535	244,248	4.5	95.5
Lessors of nonfinancial intangible assets (except copyrighted works)	533	1,812	254	1,558	14.0	r 86.0
Other real estate and rental and leasing	other 53	253,970	11,281	242,689	4.4	95.6
Professional, scientific, and technical services	54	695,672	65,141	630,531	9.4	90.6
Legal services	5411	152,243	5,013	147,230	3.3	96.7
Accounting, tax preparation, bookkeeping, and payroll services	5412	106,634	4,739	101,895	4.4	95.6
Architectural, engineering, and related services	5413	88,491	8,222	80,269	9.3	90.7
Specialized design services	5414	26,282	2,516	23,766	9.6	90.4
Computer systems design and related services	5415	95,950	17,633	78,317	18.4	81.6
Management, scientific, and technical consulting services	5416	132,989	16,489	116,500	12.4	87.6
Scientific research and development services	5417	9,798	1,208	8,590	12.3	87.7
Advertising, public relations, and related services	5418	27,677	3,250	24,427	11.7	88.3
Other professional, scientific, and technical services	5419	55,569	6,069	49,500	10.9	89.1
Management of companies and enterprises	55	2,409	189	2,220	7.8	92.2
Administrative and support and waste management and remediation services	56	287,807	17,605	270,202	6.1	93.9
Educational services	61	53,912	7,713	46,199	14.3	85.7
Health care and social assistance	62	519,556	37,976	481,580	7.3	92.7
Health care services	621–23	459,855	32,614	427,241	7.1	92.9
Social assistance	624	59,700	5,363	54,337	9.0	91.0
Arts, entertainment, and recreation	71	88,831	7,161	81,670	8.1	91.9
Accommodation and food services	72	453,059	26,669	426,390	5.9	94.1
Other services	81	345,125	22,198	322,927	6.4	93.6

r = relative standard error > 50%.

NAICS = 2017 North American Industry Classification System.

Note(s):

Detail may not add to total because of rounding or unavailable NAICS detail for select records beyond the 4-digit industry classification. Industry classification is 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, 2019 Annual Business Survey: Data Year 2018.