

TABLE 27

**Product innovating companies, by firm classification of race and ethnicity: 2017–19**

(Number and percent)

| Race and ethnicity of owners   | Companies<br>(number) | Product innovation |           |         |      |
|--|-----------------------|--------------------|-----------|---------|------|
|  |                       | Number             |           | Percent |      |
|  |                       | Yes                | No        | Yes     | No   |
| All companies (race and ethnicity)   | 4,857,473             | 530,124            | 4,327,349 | 10.9    | 89.1 |
| Race   |                       |                    |           |         |      |
| White  | 4,211,009             | 440,438            | 3,770,571 | 10.5    | 89.5 |
| Asian  | 489,653               | 68,345             | 421,308   | 14.0    | 86.0 |
| Black or African American  | 100,341               | 12,780             | 87,561    | 12.7    | 87.3 |
| American Indian or Alaska Native   | 22,785                | 2,250              | 20,535    | 9.9     | 90.1 |
| Native Hawaiian or Other Pacific Islander  | 6,733                 | 776                | 5,957     | 11.5    | 88.5 |
| Ethnicity  |                       |                    |           |         |      |
| Hispanic or Latino   | 288,123               | 37,848             | 250,275   | 13.1    | 86.9 |
| Equally Hispanic and not Hispanic  | 41,701                | 5,657              | 36,044    | 13.6    | 86.4 |
| Not Hispanic   | 4,493,855             | 481,240            | 4,012,615 | 10.7    | 89.3 |
| Minority status  |                       |                    |           |         |      |
| Minority   | 892,394               | 119,938            | 772,456   | 13.4    | 86.6 |
| Black or African American, American Indian or Alaska Native, or Hispanic or Latino | 397,777               | 51,304             | 346,473   | 12.9    | 87.1 |
| Equally minority and nonminority   | 74,035                | 11,342             | 62,693    | 15.3    | 84.7 |
| Nonminority  | 3,857,251             | 393,466            | 3,463,785 | 10.2    | 89.8 |
| Unclassifiable   | 33,792                | 5,380              | 28,412    | 15.9    | 84.1 |

**Note(s):**

Detail may not add to total because of rounding. Companies may be included in one or more race and ethnicity category. Companies classified as "minority" are those companies classified as any race and ethnicity combination other than White, not of Hispanic origin. Statistics are representative of companies located in the United States.

**Source(s):**

National Center for Science and Engineering Statistics and Census Bureau, 2020 Annual Business Survey: Data Year 2019.