

TABLE 62

Product innovating companies and expectations, by industry: 2017–19

(Number and percent)

Industry	NAICS code	All companies	Expectations were exceeded	Expectations were met	Expectations were not met	Too early to tell	Did not answer
All industries	11, 21–23, 31–33, 42–81	530,124	18.2	49.8	14.0	17.3	0.7
Manufacturing industries	31–33	35,277	16.6	50.1	13.8	18.5	1.0
Food	311	2,419	17.8	45.3	14.6	21.4	0.9 r
Beverage and tobacco products	312	1,604	22.8	51.2	10.7	13.8	1.5 r
Textile, apparel, and leather products	313–16	1,619	16.4	45.3	19.6	15.5	3.0 r
Wood products	321	960	33.3	37.1	7.1	21.4	1.1 r
Paper	322	253	5.1 r	57.7	8.3	28.9 r	0.0
Printing and related support activities	323	3,354	22.1	47.0	14.9	15.9	0.0
Petroleum and coal products	324	27	12.0 r	60.0 r	0.0	28.0 r	0.0
Chemicals	325	1,566	11.6	53.7	15.1	19.6	0.1 r
Pesticide, fertilizer, and other agricultural chemical	3253	72	8.3	62.5	15.3	13.9 r	0.0
Pharmaceuticals and medicines	3254	357	17.4	41.2	22.4	18.8	0.3 r
Soap, cleaning compound, and toilet preparation	3256	363	9.6 r	55.3	17.2	18.0	0.0
Other chemicals	other 325	775	10.1	57.5	10.9	21.1	0.3 r
Plastics and rubber products	326	1,310	7.9	59.9	11.1	20.9	0.0
Nonmetallic mineral products	327	953	13.0	52.5	12.1	19.4	3.0 r
Primary metals	331	342	6.4	69.1	5.6	12.7	6.1 r
Fabricated metal products	332	6,111	16.4	54.1	13.8	14.6	1.2 r
Machinery	333	4,182	12.4	42.4	18.7	25.1	1.3 r
Computer and electronic products	334	2,928	14.4	50.4	14.1	20.5	0.4 r
Communications equipment	3342	394	14.5	47.2	11.7	26.6	0.0
Semiconductor and other electronic components	3344	724	13.3	49.2	20.4	16.3	0.6 r
Navigational, measuring, electromedical, and control instruments	3345	1,370	17.2	50.2	11.6	20.4	0.4 r
Other computer and electronic products	other 334	438	8.0	55.7	13.8	21.6	0.9
Electrical equipment, appliances, and components	335	1,041	16.0	50.9	8.6	23.8	0.7
Transportation equipment	336	1,510	17.7	52.2	6.4	23.8	0.0
Automobiles, bodies, trailers, and parts	3361–63	877	14.4	53.2	5.8	26.6	0.0
Aerospace products and parts	3364	214	18.5 r	55.0	6.2 r	20.4 r	0.0
Other transportation	other 336	418	23.9	48.8	7.7 r	19.6	0.0
Furniture and related products	337	1,555	10.0	59.4	13.2	15.8	1.7
Miscellaneous	339	3,536	21.7	49.7	13.5	14.4	0.7 r
Medical equipment and supplies	3391	1,537	23.9	52.8	9.3	12.6	1.4 r
Other miscellaneous manufacturing	3399	2,000	19.9	47.4	16.9	15.8	0.1 r
Nonmanufacturing industries	11, 21–23, 42–81	494,848	18.3	49.8	14.0	17.2	0.7
Agriculture, forestry, fishing, and hunting	11	1,314	21.6	50.3	14.2	10.4 r	3.4 r

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Mining, extraction, and support activities	21	527	21.6	54.5	10.2	13.5	0.0
Utilities	22	186	8.9	42.6	19.5	26.3	2.6
Construction	23	40,173	19.6	50.3	11.0	18.3	0.8
Wholesale trade	42	40,944	16.7	47.1	17.5	18.0	0.8
Retail trade	44–45	64,657	20.6	49.9	12.8	16.1	0.5
Transportation and warehousing	48–49	11,860	17.4	47.3	13.9	20.6	0.9
Information	51	15,608	16.6	46.9	17.4	19.0	0.2
Publishing	511	5,746	13.5	42.3	24.5	19.3	0.3
Newspaper, periodical, book, and directory publishers	5111	1,953	18.5	42.1	25.6	13.5	0.2
Software publishers	5112	3,794	10.8	42.4	24.0	22.4	0.4
Telecommunications	517	1,517	20.8	54.8	10.4	13.6	0.5
Data processing, hosting, and related services	518	2,547	15.5	46.8	16.5	21.3	0.1
Other information	other 51	5,796	19.1	49.4	12.5	19.0	0.1
Finance and insurance	52	21,490	17.6	48.7	12.4	19.2	2.1
Real estate and rental and leasing	53	18,708	16.5	55.0	11.2	16.9	0.5
Lessors of nonfinancial intangible assets (except copyrighted works)	533	322	0.0	70.5	16.1	13.4	0.0
Other real estate and rental and leasing	other 53	18,386	16.8	54.7	11.1	17.0	0.5
Professional, scientific, and technical services	54	93,425	19.1	49.0	13.7	17.5	0.7
Legal services	5411	6,920	21.4	47.0	10.3	19.2	2.0
Accounting, tax preparation, bookkeeping, and payroll services	5412	6,772	21.3	49.6	8.7	17.9	2.5
Architectural, engineering, and related services	5413	11,587	21.3	48.7	10.3	18.9	0.7
Specialized design services	5414	4,190	15.1	52.6	14.9	17.4	0.0
Computer systems design and related services	5415	24,132	15.7	47.7	18.0	17.8	0.7
Management, scientific, and technical consulting services	5416	22,828	21.7	47.4	14.6	15.9	0.4
Scientific research and development services	5417	2,615	15.3	44.5	13.5	26.4	0.4
Advertising, public relations, and related services	5418	4,219	19.2	55.7	10.8	14.1	0.2
Other professional, scientific, and technical services	5419	10,166	18.4	53.8	11.4	16.3	0.2
Management of companies and enterprises	55	170	0.0	77.2	0.0	22.8	0.0
Administrative and support and waste management and remediation services	56	26,537	19.7	49.2	13.1	17.1	0.9
Educational services	61	10,107	18.0	51.2	14.8	15.1	1.0
Health care and social assistance	62	59,925	18.7	52.3	12.0	16.7	0.4
Health care services	621–23	51,378	17.5	53.5	11.8	16.9	0.2
Social assistance	624	8,546	25.6	45.1	13.1	15.2	1.0
Arts, entertainment, and recreation	71	10,031	19.1	50.8	16.9	12.8	0.4

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Accommodation and food services	72	41,222	16.4	49.0	17.6	16.6	0.4 r
Other services	81	37,962	16.0	50.2	16.0	17.4	0.4 r

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, 2020 Annual Business Survey: Data Year 2019.