

TABLE 65

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

(Number and percent)

Race and ethnicity of owners	All companies	Expectations were exceeded	Expectations were met	Expectations were not met	Too early to tell	Did not answer
All companies (race and ethnicity)	530,124	18.2	49.8	14.0	17.3	0.7
Race						
White	440,438	18.9	50.5	13.3	16.6	0.7
Asian	68,345	14.1	46.8	17.5	21.2	0.4
Black or African American	12,780	16.3	47.3	17.5	17.1	1.8
American Indian or Alaska Native	2,250	25.2	49.5	13.5	11.3	0.4 r
Native Hawaiian or Other Pacific Islander	776	20.6	43.3	26.9	9.3 r	0.0
Ethnicity						
Hispanic or Latino	37,848	18.3	48.0	14.3	18.4	1.1
Equally Hispanic and not Hispanic	5,657	23.6	48.2	14.0	12.3	1.9 r
Not Hispanic	481,240	18.2	50.0	14.0	17.2	0.6
Minority status						
Minority	119,938	15.7	47.2	16.4	19.9	0.8
Black or African American, American Indian or Alaska Native, or Hispanic or Latino	51,304	18.1	47.6	15.0	18.1	1.2
Equally minority and nonminority	11,342	23.8	45.5	16.4	13.5	1.0 r
Nonminority	393,466	18.9	50.7	13.2	16.5	0.6
Unclassifiable	5,380	14.1	48.5	11.4	24.8	1.2 r

r = relative standard error > 50%.

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.