

TABLE 29

**Product innovating companies by firm classification of race and ethnicity: 2018–20**

(Number and percent)

Race and ethnicity of owners	Companies (number)	Product innovation			
		Number		Percent	
		Yes	No	Yes	No
All companies (race and ethnicity)	4,865,616	439,096	4,426,520	9.0	91.0
Race					
White	4,184,567	363,288	3,821,279	8.7	91.3
Asian	513,075	55,166	457,909	10.8	89.2
Black or African American	100,924	11,284	89,640	11.2	88.8
American Indian or Alaska Native	36,504	4,032	32,472	11.0	89.0
Native Hawaiian or Other Pacific Islander	7,637	605	7,032	7.9	92.1
Ethnicity					
Hispanic or Latino	295,804	31,854	263,950	10.8	89.2
Equally Hispanic/not Hispanic	46,822	4,845	41,977	10.3	89.7
Not Hispanic	4,490,080	396,939	4,093,141	8.8	91.2
Minority status					
Minority	930,508	100,219	830,289	10.8	89.2
Black or African American, American Indian or Alaska Native, or Hispanic or Latino	410,750	44,569	366,181	10.9	89.1
Equally minority/non-minority	82,649	9,626	73,023	11.6	88.4
Non-minority	3,819,551	323,793	3,495,758	8.5	91.5
Unclassifiable	32,911	5,459	27,452	16.6	83.4

**Note(s):**

Detail across rows may not add to total because of rounding. Detail across columns have been adjusted to add to total. 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 not Hispanic and White. Statistics are representative of companies located in the United States.

**Source(s):**

National Center for Science and Engineering Statistics and Census Bureau, 2021 Annual Business Survey: Data Year 2020.