Table 4

Design approach for design-active companies, by selected industry and company size: 2021

(Number and percent)

Industry and company size (number of employees)	NAICS code	Companies (number)	Design approach (%)				
			Styling	Functional		Strategic	
All Industries	11, 21–23, 31–33, 42, 44–45, 48–49, 51–56, 61–62, 71–72, 81	750,409	64.7	39.8		24.1	
Agriculture, forestry, fishing and hunting	11	1,150	54.4	27.2		5.7	
Mining	21	983	39.1	45.5		15.4	
Utilities	22	328	34.9	26.4		32.0	
Construction	23	98,076	66.6	29.2		20.5	
Food and fiber manufacturing	31	9,505	84.0	46.5		20.9	
Nondurable manufacturing	32	15,285	71.8	48.1		22.1	
Durable manufacturing	33	43,025	60.8	62.0		26.9	
Wholesale trade	42	37,251	62.5	47.9		23.8	
Retail trade	44	43,690	71.9	28.1		17.2	
Retail trade	45	30,164	74.7	39.9		24.3	
Transportation and warehousing	48	13,557	45.0	25.5		16.3	
Transportation and warehousing	49	1,123	45.7	22.0		24.4	
Information	51	18,814	72.0	61.5		29.1	
Finance and insurance	52	25,091	58.0	27.6		20.3	
Real estate rental and leasing	53	27,936	69.1	26.7		14.8	
Professional, scientific, and technical services	54	178,184	60.4	52.2		37.4	
Management of companies and enterprises	55	311	38.3	62.3		0.0	
Administrative and support and waste management and remediation services	56	39,251	61.8	30.2		20.5	
Educational services	61	12,284	61.8	45.7		23.7	
Health care and social assistance	62	60,695	61.2	33.3		17.9	
Arts, entertainment, and recreation	71	13,055	73.7	38.8		24.2	
Accommodation and food services	72	43,136	71.6	29.1		13.4	
Other services (except public administration)	81	37,518	67.0	28.2		14.6	
All companies	-	750,409	64.7	39.8		24.1	
Micro companies							
1–4	-	375,379	63.4	37.2		24.6	
5–9	-	152,539	66.8	37.8		22.6	
Small companies							
10–19	-	95,780	66.0	42.2		23.9	
20–49	-	76,296	67.4	46.1		23.6	
Medium companies							
50–99	-	24,537	59.8	47.1		23.9	
100–249	-	16,582	61.7	53.8		26.2	
Large companies							
250–499	-	4,409	59.8	51.4		31.1	
500–999	-	2,190	64.7	64.2		35.7	r
1,000 or more	-	2,698	63.5	71.6	r	36.4	r

r = relative standard error > 50%.

NAICS = 2017 North American Industry Classification System.

Note(s):
Detail may not sum to total due to rounding. Multiple choices allowed so percentages may not sum to 100. "Styling" tabulates positive responses to "Design is used to enhance the appearance and attractiveness of the final good or service." "Functional" tabulates positive responses to "Design is integrated into the development of new goods or services." "Strategic" tabulates positive responses to "Design is a central directing element of the business model."

Source(s):
National Center for Science and Engineering Statistics and Census Bureau, 2022 Annual Business Survey: Data Year 2021.