

Table 55. Companies with product or business process innovation activities, by company size: 2021–23

(Number and percent)

Innovation Activities	All companies	Micro companies (1–9 employees)	Small companies (10–49 employees)	Medium companies (50–249 employees)	Large companies (250 or more employees)
All companies with product or business process innovation activities (number of companies)	5,033,879	3,801,660	1,010,259	188,633	33,327
Activities (number of companies)					
Research and development	420,610	295,432	94,277	23,666	7,234
Engineering and design	363,837	245,224	87,407	24,259	6,946
Marketing and brand equity	508,914	351,332	122,403	28,223	6,957
Intellectual property	207,953	146,583	45,349	11,954	4,066
Employee training	895,958	567,599	258,219	57,752	12,388
Software development and database activities	417,880	270,220	108,247	30,951	8,463
Acquisition of machinery, equipment, and other tangible assets	849,705	556,796	232,254	50,613	10,042
Management related to innovation	404,144	259,875	108,690	28,906	6,672
Activities (percent)					
Research and development	8.4	7.8	9.3	12.5	21.7
Engineering and design	7.2	6.5	8.7	12.9	20.8
Marketing and brand equity	10.1	9.2	12.1	15.0	20.9
Intellectual property	4.1	3.9	4.5	6.3	12.2
Employee training	17.8	14.9	25.6	30.6	37.2
Software development and database activities	8.3	7.1	10.7	16.4	25.4
Acquisition of machinery, equipment, and other tangible assets	16.9	14.6	23.0	26.8	30.1
Management related to innovation	8.0	6.8	10.8	15.3	20.0

Note(s):
Detail may not add to total because of rounding. Companies may be counted in zero, one, or more innovation activity categories. Statistics are representative of companies located in the United States.

Source(s):
National Center for Science and Engineering Statistics and Census Bureau, 2024 Annual Business Survey: Data Year 2023.