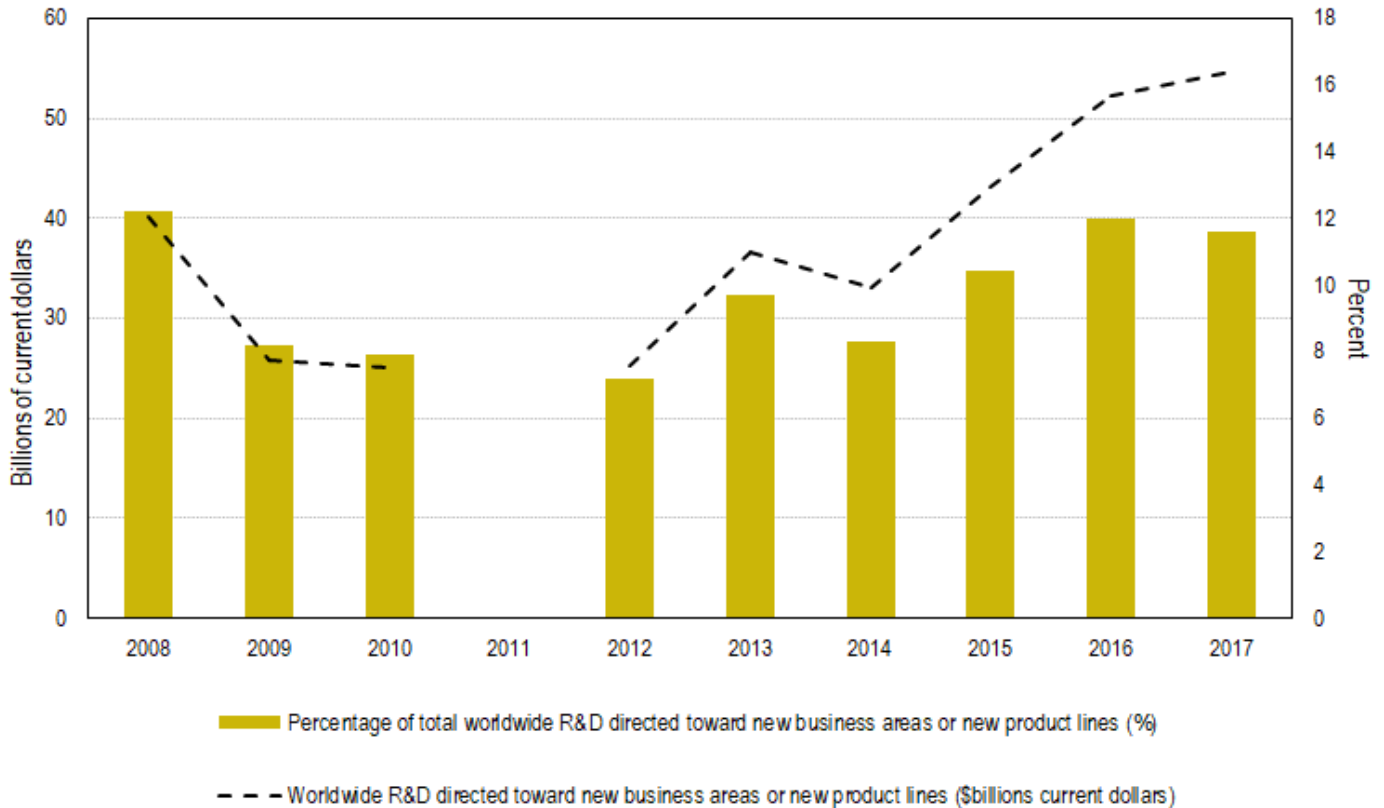


## U.S. Businesses Invest \$55 Billion in R&D Directed at New Business Areas and New Product Lines

FIGURE 1

### R&D directed at new business areas: 2008–17



**Note(s)**

Data on R&D directed at new business not collected for 2011.

**Source(s)**

NCSES, Business Research and Development Survey. Latest year available: 2017, at <https://nces.nsf.gov/pubs/nsf20311/>. For 2010 and 2015–16, see <https://www.nsf.gov/statistics/industry/>. For 2008–09, 2012, data are available in the survey’s Methodology Report, available from the author.

In 2017, U.S. businesses invested \$55 billion in R&D directed at new business areas and new product lines, or 11.6% of their worldwide R&D expenses. NCSES first collected this data in 2008 when businesses reported \$40 billion in such investments, accounting for 12.2% of businesses’ total worldwide R&D expense. In the years following the 2008 onset of the Great Recession, businesses reported about \$25 billion in R&D investments directed at new business areas and new product lines, less than 8% of their total worldwide R&D expenses.

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