

TABLE 2

Any product innovation and new-to-market innovation rates, by settlement size category

(Percent innovating firms)

Rural-urban continuum code	Settlement size description	Any product innovation		New to market	
		Innovating firms (%)	Statistically larger than below rural-urban continuum code	Innovating firms (%)	Statistically larger than below rural-urban continuum code
1	CZ includes counties in a metropolitan area with a population of 1 million or more	20.21	2,3,4,6,7,8,9	9.03	4,6
2	CZ includes counties in a metropolitan area with a population of 250,000 to 1 million	19.44	4,6	8.84	4,6,7,8
3	CZ includes counties in a metropolitan area with a population of fewer than 250,000	19.23	4,6,7,8	8.69	6
4	CZ includes counties with an urban population of 20,000 or more adjacent to a metropolitan area	17.96		8.25	
5	CZ includes counties with an urban population of 20,000 or more not adjacent to a metropolitan area	19.31	6,8	9.05	6
6	CZ includes counties with an urban population of 2,500 to 19,999 adjacent to a metropolitan area	16.93		7.74	
7	CZ includes counties with an urban population of 2,500 to 19,999 not adjacent to a metropolitan area	17.77		8.53	
8	CZ includes counties that are completely rural (urban population fewer than 2,500) adjacent to a metropolitan area	16.73		7.80	
9	CZ includes counties that are completely rural (urban population fewer than 2,500) not adjacent to a metropolitan area	18.47		8.01	

CZ = 2010 Commuting Zone.

Note(s):

A statistically larger indicator is applied at the 0.05 level. These estimates are derived from companies with only a single location and may differ from the published innovation counts and estimates based on single- and multi-unit firms (Kindlon 2021). Limiting analysis to single-unit firms eliminates the potential headquarters' bias resulting from attributing innovation to the reporting location of multi-unit firms and reduces potential measurement error resulting from attributing company reports of innovation to all branch locations. The statistics allow inferences regarding the population of single-unit firms but do not allow inferences regarding the population of all firms.

Source(s):

National Center for Science and Engineering Statistics and Census Bureau, 2018 Annual Business Survey: Data Year 2017.