

TABLE 8

Logistic regression of various types of innovation

(Odds ratio and 95% Wald confidence limit)

Variable	Product innovation			New-to-market innovation			Business practice innovation			Marketing innovation		
	Odds ratio	95% Wald confidence limits		Odds ratio	95% Wald confidence limits		Odds ratio	95% Wald confidence limits		Odds ratio	95% Wald confidence limits	
Any cloud computing service	1.945	1.935	1.955	1.787	1.774	1.799	2.538	2.524	2.552	2.798	2.784	2.811

Note(s):

Settlement size defined by rural-urban continuum code category, industry, and firm size fixed effects not reported. More information on the RUCCs available here: <https://www.ers.usda.gov/data-products/rural-urban-continuum-codes.aspx>.

Source(s):

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