Table 5

Design approach of design-active companies, by state: 2021

(Number and percent)

State	Companies (number)	Design approach (%)		
		Styling	Functional	Strategic
All states	750,409	64.6	39.8	24.1
Alabama	7,771	57.3	35.9	22.1
Alaska	985	50.1	30.4	21.5
Arizona	14,216	63.2	40.1	26.2
Arkansas	5,892	64.2	32.2	20.4
California	102,442	64.8	43.9	26.7
Colorado	21,958	66.4	41.7	25.7
Connecticut	7,552	66.5	41.0	24.6
Delaware	2,428	69.3	46.9	24.3
District of Columbia	1,694	66.0	48.5	36.6
Florida	53,932	65.7	35.5	21.1
Georgia	21,038	60.4	33.8	21.9
Hawaii	3,246	78.1	31.4	21.3
Idaho	5,293	69.5	39.5	25.3
Illinois	28,782	64.9	41.9	23.0
Indiana	14,346	64.9	33.1	22.8
Iowa	8,752	66.9	37.4	21.4
Kansas	6,311	62.8	33.0	21.8
Kentucky	7,672	63.8	37.1	20.5
Louisiana	8,069	65.2	32.2	22.8
Maine	4,271	75.9	40.6	31.0
Maryland	12,944	57.7	43.3	23.1
Massachusetts	13,808	62.7	43.3	29.1
Michigan	20,854	62.6	41.2	23.5
Minnesota	15,002	65.1	41.8	22.9
Mississippi	2,919	67.0	24.0	16.6
Missouri	13,620	66.8	32.9	27.5
Montana	4,279	70.0	30.2	27.5
Nebraska	5,207	61.3	34.9	18.5
Nevada	6,802	65.4	45.3	23.8
New Hampshire	3,290	67.1	45.2	20.8
New Jersey	18,962	59.9	37.1	21.8
New Mexico	4,002	65.5	40.9	25.8
New York	43,682	66.8	41.2	24.1
North Carolina	22,454	64.4	41.1	24.6
North Dakota	1,822	51.6	34.3	19.9
Ohio	22,849	66.6	43.0	21.2
Oklahoma	6,815	60.6	34.3	18.8
Oregon	12,626	70.1	39.2	26.4
Pennsylvania	26,095	65.6	38.5	21.5
Rhode Island	2,600	66.3	41.3	24.2
South Carolina	10,097	64.5	35.1	21.7
South Dakota	2,327	59.9	28.5	16.5
Tennessee	11,208	70.1	38.3	20.3
Texas	52,436	61.7	36.6	25.6
Utah	11,814	70.4	39.5	22.7
Vermont	2,061	63.3	41.2	30.7
Virginia	20,341	62.1	44.2	23.8
Washington	22,662	68.9	45.1	29.4
West Virginia	1,795	62.6	40.9	18.9

Table 5

Design approach of design-active companies, by state: 2021

(Number and percent)

State	Companies (number)	Design approach (%)		
		Styling	Functional	Strategic
Wisconsin	14,404	62.0	35.2	24.5
Wyoming	2,092	73.0	37.9	20.2
Undistributed	11,893	60.2	61.3	31.1

Note(s):
Statistics are representative of companies located in the United States. Undistributed are data not allocated to a specific state. Detail may not sum to total due to rounding. Multiple responses 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.