



Department
for Environment
Food & Rural Affairs

Statistical Digest of Rural England

Businesses engaged in innovation

This document is part of the larger compendium publication the [Statistical Digest of Rural England](#), a collection of rural statistics on a wide range of social and economic government policy areas.

The Statistical Digest of Rural England is an official statistics publication meaning these statistics have been produced to the high professional standards set out in the Code of Practice for Official Statistics.

More information on the Official Statistics Code of Practice can be found on the [Code of Practice web pages](#).

These statistics allow comparisons between the different rural and urban area classifications. The Rural-Urban Classification is used to distinguish rural and urban areas. The Classification defines areas as rural if they fall outside of settlements with more than 10,000 resident population.

More information on the Rural-Urban Classification can be found on the [Rural-Urban Classification web pages](#).

Any enquiries regarding this publication should be sent to us at:

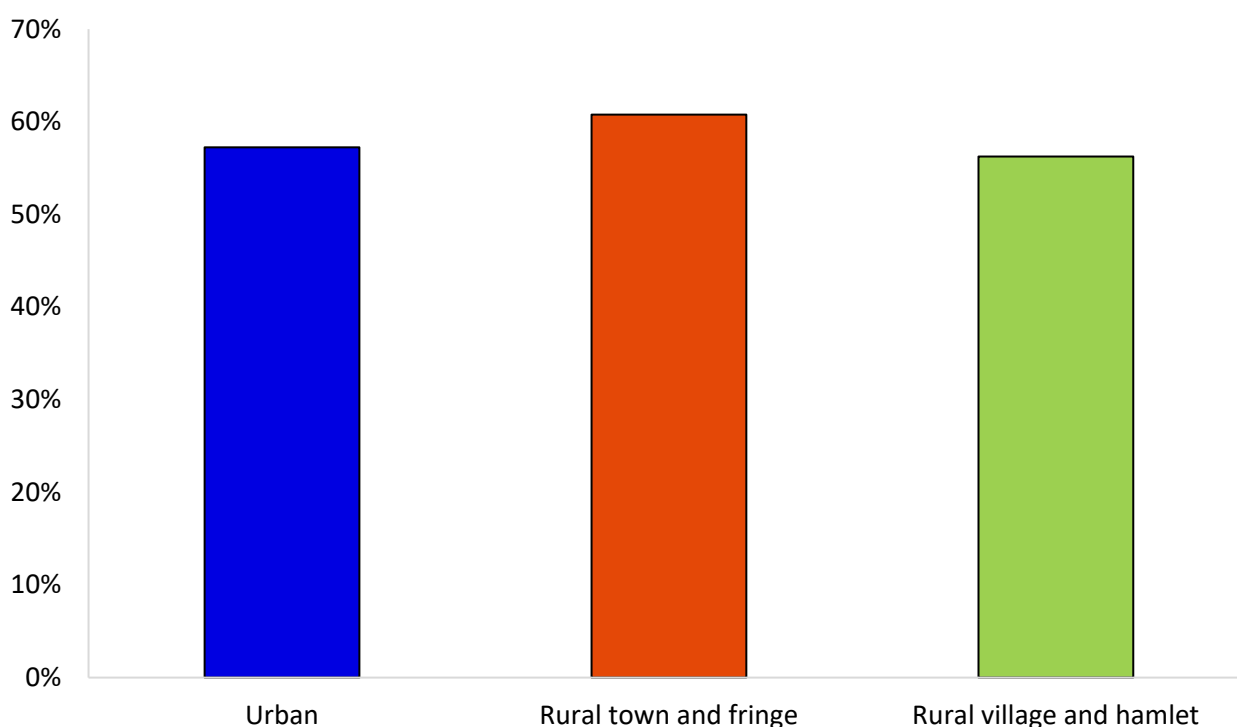
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Businesses engaged in innovation

- Broader innovation activities were undertaken by 58 per cent of rural businesses and 57 per cent of urban businesses surveyed between 2012 and 2014.
- This suggests that being situated in a rural or urban settlement had little effect on the innovation practices of businesses surveyed.
- There is a higher proportion of businesses involved in broader innovation located in areas of *rural town and fringe* than in areas of *rural village and hamlet*.

Percentage of businesses in England engaged in broader innovation-related activities, 2012 to 2014



Business involvement with broader-innovation-related activities, 2012 to 2014

	Broader innovators	Not broader innovators
Urban	57%	43%
Rural town and fringe	61%	39%
Rural village and hamlet	56%	44%
Rural total	58%	42%
England total	57%	43%

Notes:

Data source: BEIS UK Innovation Survey 2015 covering innovation activity during 2012 to 2014.

These results are based on the unweighted sample of businesses surveyed for England only (therefore the England percentage totals may not match the weighted results published by BEIS). The sample mainly includes enterprise units (i.e. headquarters of businesses) but also has a small number of local units (i.e. sites belonging to enterprises).

BEIS sampling methodology is described in their report and accompanying statistics: [Headline findings from the UK Innovation survey 2015](#). Owing to the small sample sizes achieved after application of the rural-urban definition, this analysis has been presented as the unweighted results from the surveyed sample. Some settlement types were underrepresented in the sample and should be treated with caution: *rural town & fringe* and *rural village & hamlet*. Furthermore, percentage totals for England may not match those published by BEIS due to minor discrepancies with postcode data.

The description of innovation activity in the chart and table above includes businesses that were engaged in any of the following:

1. introduced a new or significantly improved product (good or service) or process
2. engaged in innovation projects that have been abandoned or are not yet complete
3. undertaken new and significantly improved forms of organisation, business structures or practices, and marketing concepts or strategies
4. undertaken activities in areas such as internal research and development, training, acquisition of external knowledge or machinery, and equipment linked to innovation activities

A business engaged in any of the activities 1 to 4 is described as a 'broader innovator'.

Data from the 2015 UK Innovation Survey may not be directly comparable with data from previous surveys due to changes in survey mode, methodology, sampling approach, questionnaire design and response rate. The rural-urban analyses presented here were performed by applying RUC11 to the data, RUC01 had been used previously for the 2011 UK Innovation Survey. As a result, a comparison cannot be made with previous rural-urban innovation analyses