TABLE 3

Digitalization and cloud computing for single-unit firms, by settlement size category

(Percent and standard error)

Rural-urban continuum code	Settlement size description	Digitalization			Cloud computing		
		Percent		Standard error of mean	Percent		Standard error of mean
1	Counties in a metropolitan area with a population of 1 million or more	69.55		1.39	47.34		1.49
2	Counties in a metropolitan area with a population of 250,000 to 1 million	70.42		1.42	44.88		1.65
3	Counties in a metropolitan area with a population of fewer than 250,000	69.9		1.31	42.58		1.47
4	Counties with an urban population of 20,000 or more adjacent to a metropolitan area	67.99		1.14	39.05	*	1.28
5	Counties with an urban population of 20,000 or more not adjacent to a metropolitan area	69.42		1.38	41.17		1.79
6	Counties with an urban population of 2,500 to 19,999 adjacent to a metropolitan area	63.83	*	1.05	35.41	*	1.08
7	Counties with an urban population of 2,500 to 19,999 not adjacent to a metropolitan area	65.53		1.26	36.31	*	1.45
8	Counties that are completely rural (urban population fewer than 2,500) adjacent to a metropolitan area	62.88		1.76	32.98	*	1.77
9	Counties that are completely rural (urban population fewer than 2,500) not adjacent to a metropolitan area	61.04	*	1.57	32.58	*	1.89

* = estimate is significantly different than rural-urban continuum code 1 estimate at the 0.05 level.

Note(s):
Settlement size categories are the rural-urban continuum codes constructed by the Economic Research Service using official Office of Management and Budget designations of metropolitan and nonmetropolitan counties (https://www.ers.usda.gov/data-products/rural-urban-continuum-codes.aspx). More information on the rural-urban continuum codes available here: https://www.ers.usda.gov/data-products/rural-urban-continuum-codes.aspx. 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.