

Official Statistics: Rural innovation statistics

Updated: Published today, latest statistics on business innovation in rural areas

The [Department for Business Innovation & Skills](#) define innovation activity where enterprises have been engaged in any of the following:

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

Metadata

Indicators:

- businesses engaged in broader innovation

Data source: [BIS Innovation survey](#)

Coverage: England

Rural classification used: Office for National Statistics Rural Urban Classification

Next release date: tbc

Defra statistics: rural

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