



UNITED KINGDOM



Population: 65,105,246 | GDP: \$2.925 trillion | Language(s): English, Scottish Gaelic, Irish, Welsh | Unicorns 2009-2018: 12



What did the United Kingdom do right?

Over 47 percent of the UK's workforce is highly skilled, and approximately 40 percent of degrees awarded to graduates are in STEM fields. The government has created the Centre for Connected and Autonomous Vehicles and testing is underway. The UK produced a dozen unicorns in the country over the past 10 years.

What can the United Kingdom do better?

The United Kingdom can reduce its top individual marginal tax rate, an effort that could reverse the dip in its Tax Friendliness grade from a B to a C+.

KEY TAKEAWAYS



Despite the uncertainty caused by Brexit, the United Kingdom maintained its high grades in nearly every category on the 2019 Scorecard.

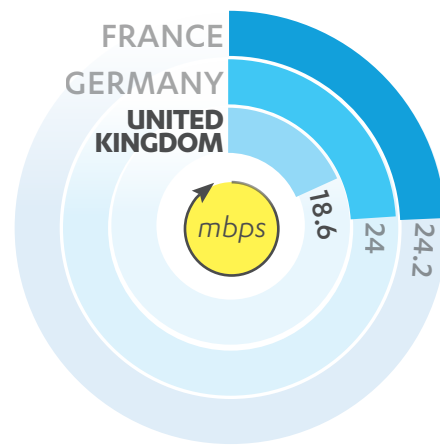
The UK earned an A+ in Entrepreneurial Activity thanks to its new business entry rate of nearly 16 per 1,000 people, the fourth-highest of any country on the Scorecard. The country also earned high marks in Human Capital, thanks to the 47.8 percent of its workers who are highly skilled and the more than 40 percent of college graduates earning degrees in science, technology, engineering and math (STEM) fields.

Those factors are enabling the UK's tech industry to flourish beyond its traditional startup hub, London. In 2017, Scotland saw a 77-percent increase in the number of startups founded, the UK's northwest region netted a 78-percent jump, and the country's southwest region saw a 40-percent increase, according to accounting firm RSM.

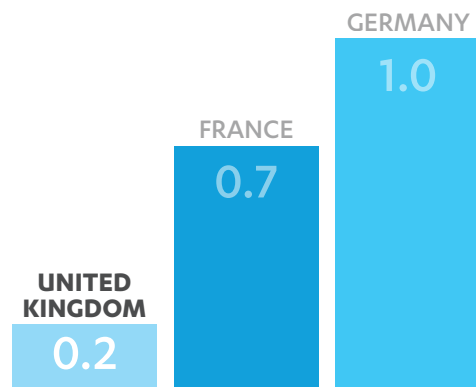
Innovation is not leaving London entirely, however. Self-driving technology is developing in the city — in 2018, British company Oxbotica and taxi organization Addison Lee signed an agreement to deploy self-driving vehicles there by 2021.

Sources: (The Guardian) (The Guardian)

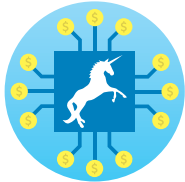
Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Unicorns

The country produced 12 unicorns between 2009 and 2018.



Entrepreneurial Activity

The ease of starting a business in the United Kingdom is high, and the new business entry rate is 15.74 per 1,000 people, an increase from 12.9 per 1,000 people in 2018.



Human Capital

47.8 percent of the United Kingdom's workers are highly skilled, a decrease from 48.3 percent in 2018, but the country awarded 40.6 percent of its college degrees in STEM fields, an increase from 31 percent in 2018.



Short-Term Rentals

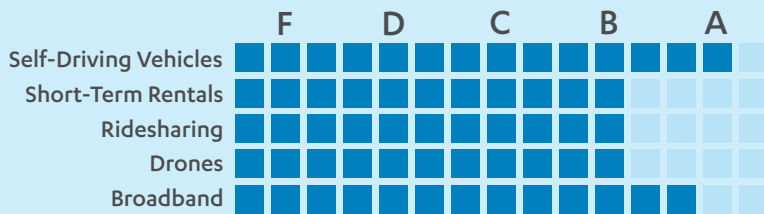
Although short-term rentals are legal throughout the country, they are subject to both federal and local regulations, which include limits to annual rental periods and application requirements.



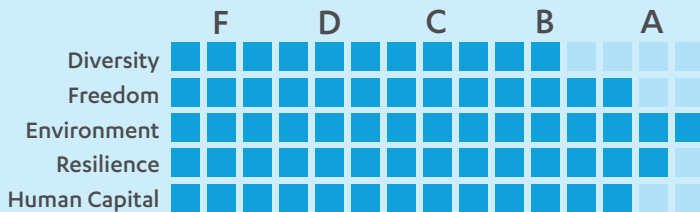
Broadband

The mean download speed of fixed and mobile internet is 18.6 Mbps. The monthly cost of fixed broadband is 0.2 percent of GNI per capita, and prepaid mobile broadband is 0.4 percent of GNI per capita.

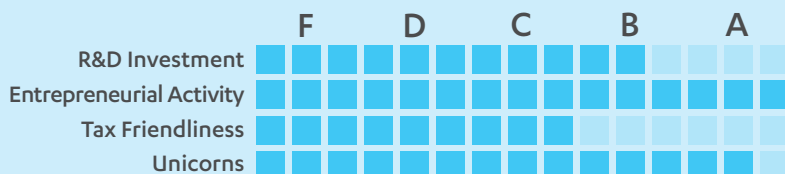
Technology



Society



Economy



ABOUT THE SCORECARD

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

ABOUT CTA

The Consumer Technology Association (CTA)[™] is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES[®], the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

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