

Smarten Up.

Add our **idQ**® to your business plan.

Intellectual Density Quotient (idQ) is a measurement derived through a comparison of a region's population to its rankings in a core list of recognized standards of success:

- *Percent of population enrolled in college*
- *Number of patents issued per worker*
- *Number of workers trained to excel in our knowledge-based economy*

The Greater Rochester, NY Region has one of the top idQ rankings in the country.

- We outperform well-known high tech regions around the country that are up to 5 times our size.
- We produce more patents per 1,000 residents (4.96) than regions such as Raleigh and Seattle.
- A greater percentage of our population is classified as knowledge workforce (26.7%) than Austin or San Diego.
- Right now, 5.1% of our population is enrolled in college—this is a higher percentage than Boston or San Jose.
- And ... we are the only community in the country to be home to the best small, medium and large companies to work for in America.

Go ahead—match us up against other regions around the country. You'll see that we have the **idQ** you're looking for. And you'll see why the Greater Rochester, NY Region is where smart people live and smart businesses grow.



Greater Rochester, NY Region Where **smart people live** and **smart businesses grow**.

Visit RochesterBiz.com/idQ
or call **1.877.805.1770** today.

