



# Rural Business Survey

## - Infographic 2

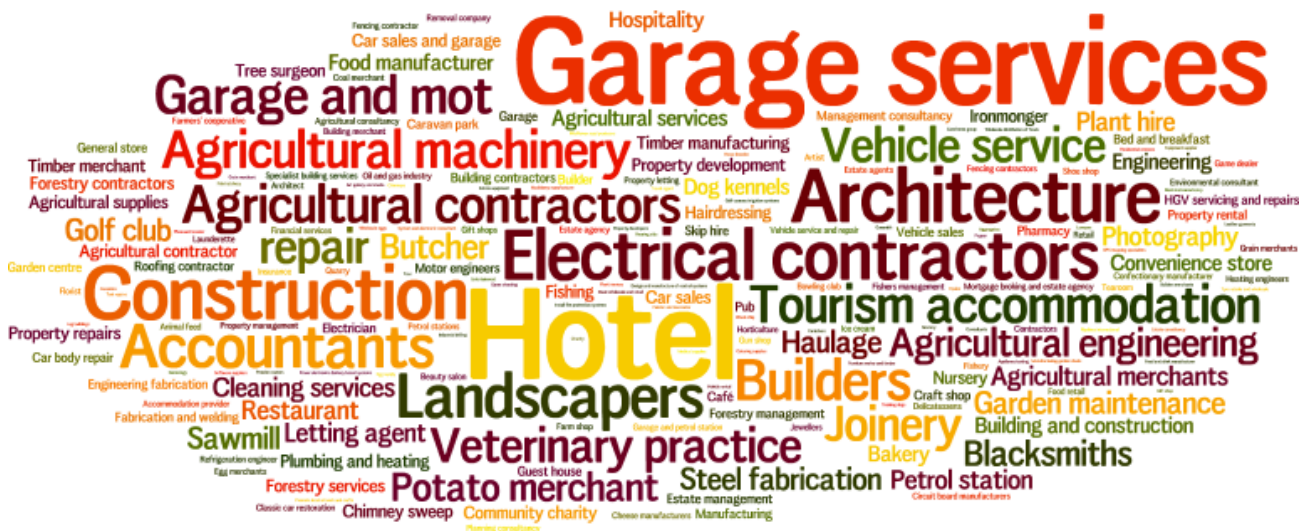


### Rural / Urban Businesses

Rural Businesses in the North East & South of Scotland: 2017

61% of surveyed businesses were in rural areas with 24% in towns and 15% in urban areas

#### Rural Businesses

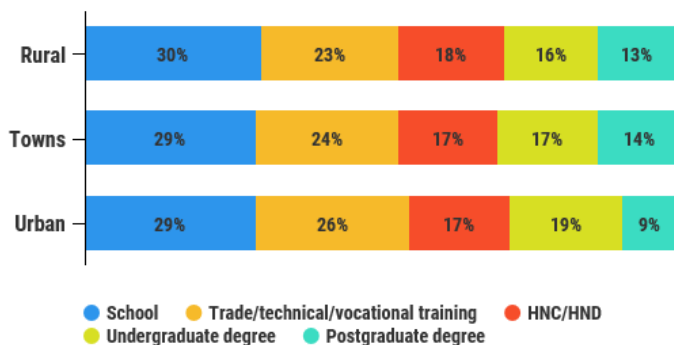


This research was undertaken within the Scottish Government's Strategic Research Programme 2016-2021, Work package 2.4 Rural Industries

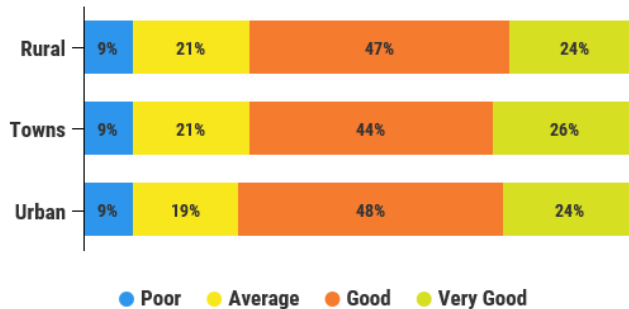


*There were slightly higher postgraduate qualification levels amongst business owners in rural areas and towns*

**Educational Attainment**



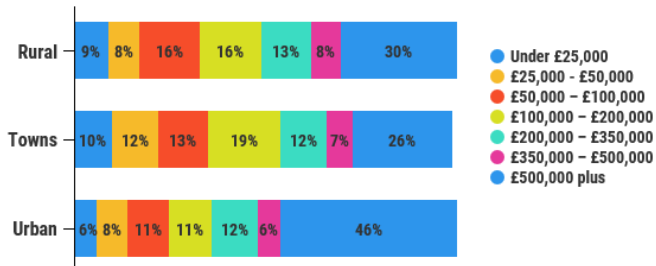
**Current Operating Environment**



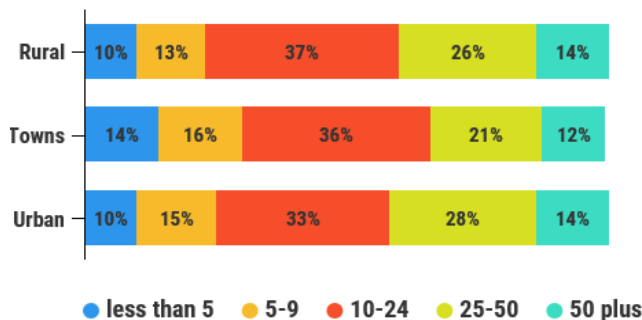
*Regardless of location about 1/4 reported their 2017 operating environment as very good*

*Businesses in towns were more likely to have turnovers over £0.5 million. 1-in-3 rural and town based businesses had turnovers under £100,000*

**Business Turnover**



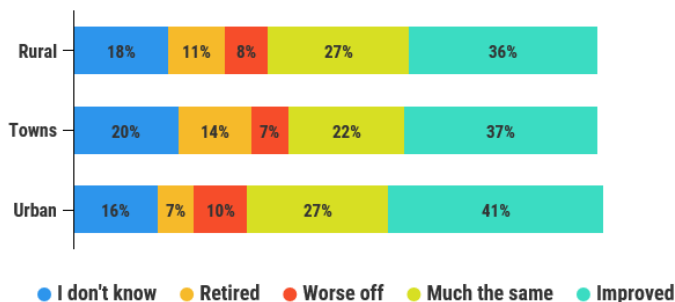
**Business Age**



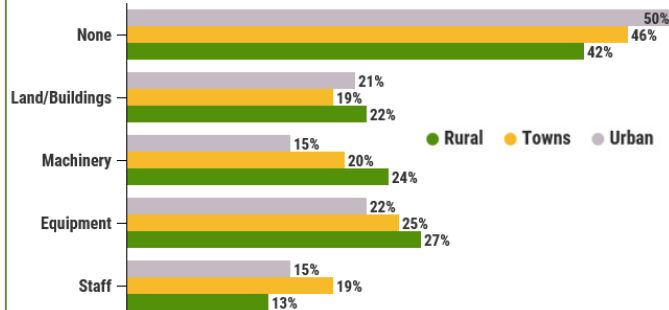
*14% of businesses from towns were less than 5 years old. Rural businesses tended to be older than in towns*

*20% of businesses in rural areas & towns were uncertain of their future, but over 35% expected their business to improve. Retirement expectations were highest in towns (14%) & rural areas (11%)*

**5 Year Outlook**

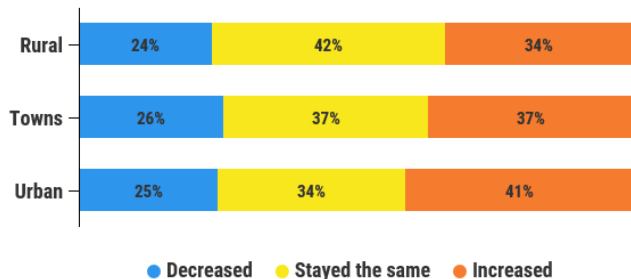


**5 Year Investment Plans**



*58% of rural businesses expected to invest in their business in the next 5 years - with highest expectations of investing in capital items....but they were least likely to invest in staff*

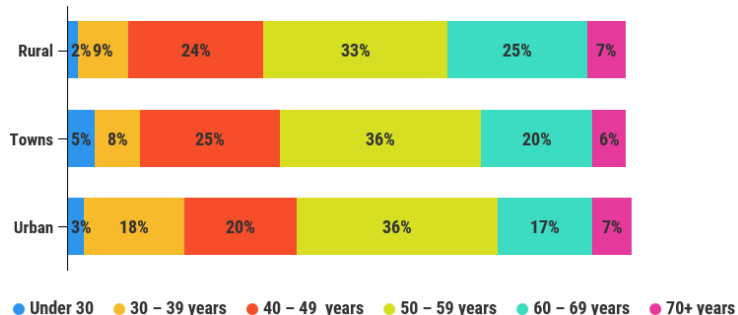
### Turnover Change 2016-17



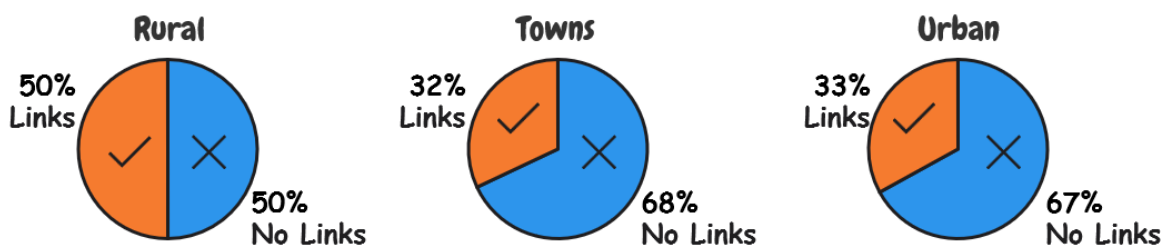
*Rural businesses were most likely to have had no change in their turnover between 2016-17, with a third having improvement and a fifth having worsening turnover. 41% of urban businesses reported improved turnover.*

*In rural areas a third of business owners / partners / directors were over 60 years old with over two-thirds in the over 50 year old bracket. In rural areas, the 11% under 40 years old compares poorly to 21% in urban areas.*

### Age of Owners / Partners / Directors



### Links to Land-based Sector

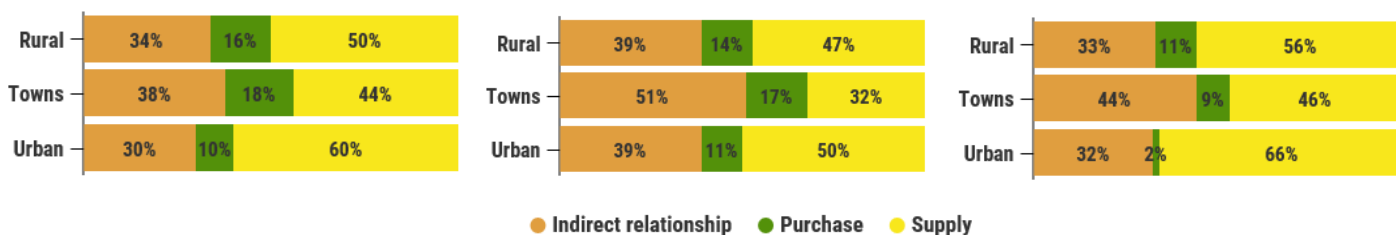


*Unsurprisingly rural businesses surveyed were much more reliant on the land-based sector than businesses in towns and urban areas. In rural areas half the businesses relied on land-based businesses to some extent - perhaps surprisingly a third of businesses in towns and urban areas also did.*

### Links to Farming

### Links to Forestry

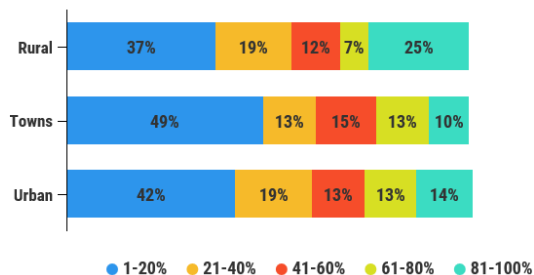
### Links to Estates



*About 17% of rural and town based businesses with links to farming were downstream purchasers of goods and services. Upstream suppliers of goods and services were the most common form of linkage.*

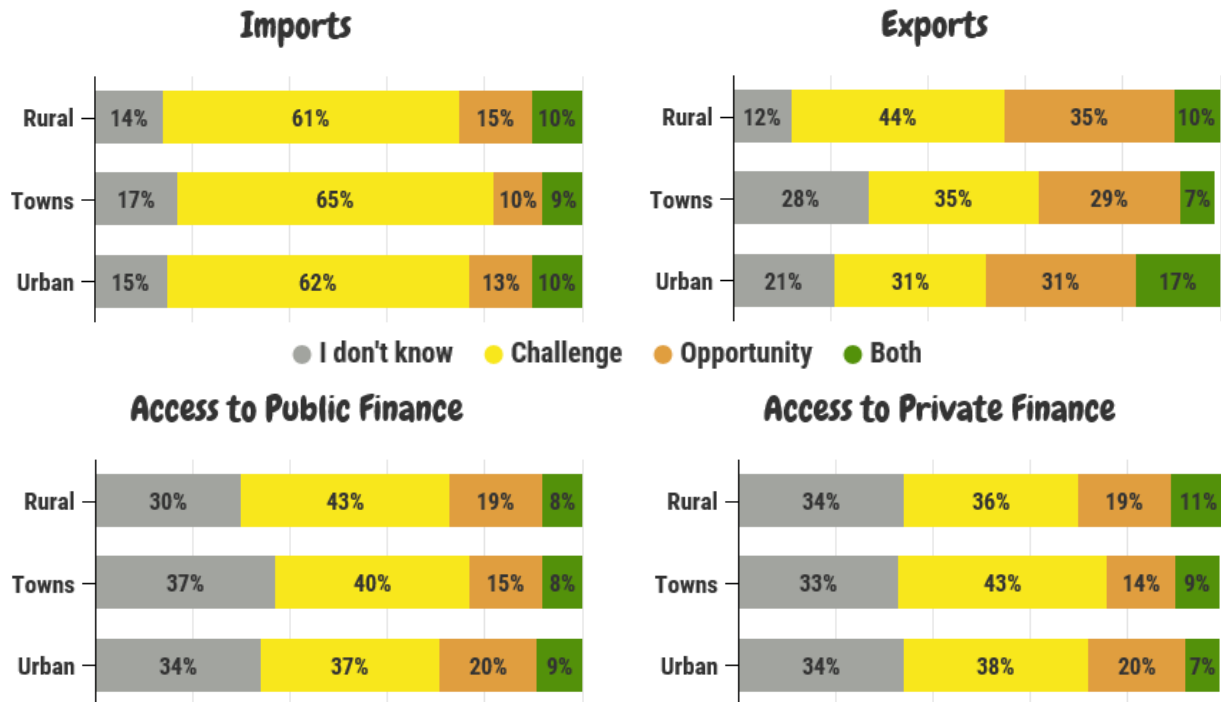
*A quarter of rural businesses that are linked to farming rely on the sector for over 25% of turnover. In towns half those linked to farming generate less than 10% of turnover from it.*

### Turnover from Farming



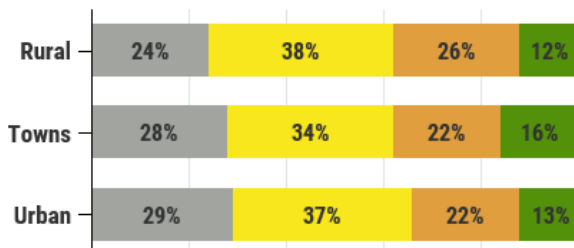


# BREXIT Challenges & Opportunities



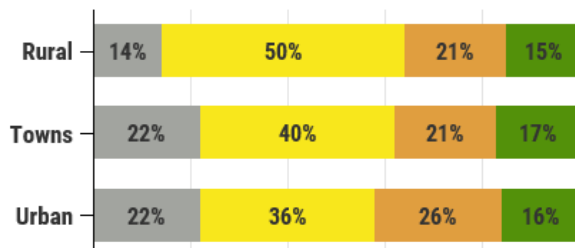
*Over 60% of all businesses that import felt that post-Brexit it would become more challenging. 45% of the rural businesses that export thought there would be greater export opportunities. Few businesses, regardless of location, felt that access to private and public finance would improve.*

## Business Regulations

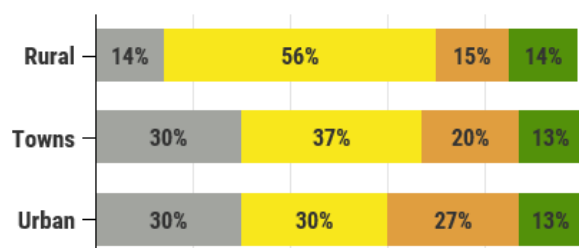


*Rural businesses were more likely to think post-Brexit access to labour would be challenging, although 30-35% of rural businesses thought there will be some improved opportunities to access labour. 38% of rural & town businesses thought there was some scope to cut red tape.*

## Regular Labour



## Seasonal Labour



For further details please contact:

Steven Thomson:

☎: +44(0)131 535 4192; ✉: [steven.thomson@sruc.ac.uk](mailto:steven.thomson@sruc.ac.uk)

Jane Atterton:

☎: +44(0)131 535 4256; ✉: [jane.atterton@sruc.ac.uk](mailto:jane.atterton@sruc.ac.uk)

Full report from: [www.sruc.ac.uk/ruralbusinesssurvey](http://www.sruc.ac.uk/ruralbusinesssurvey)