

# Rural Business Survey

- Infographic 3



### **Gender Profiles of Business**

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

# 23% of owners/directors/partners interviewed were female



### Types of Businesses Controlled by Women

Contractors Property leasing

Genealogy
Beauty salon

Forestry contractors Tearoom
Plumbing and heating Tea grower

Genealogy
Solicitors

Bathroom planners kilt maker

Forestry contractors Tearoom
Plumbing and heating Tea grower

Genealogy

Genealogy

Genealogy

Wholesale distribution of foods

Launderette

Hote

Warketing

Architecture

Vivilengineering Solicitors

Bathroom planners kilt maker

Forestry contractors Tearoom
Plumbing and heating Tea grower

Genealogy

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Forestry contractors

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Forestry contractors

Forestry

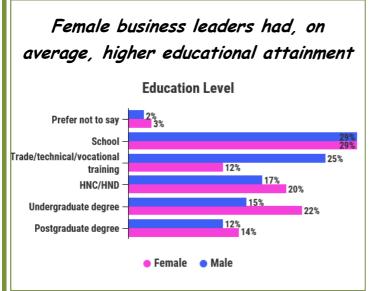
This research was undertaken within the Scottish Government's Strategic Research Programme 2016-2021, Work package 2.4 Rural Industries

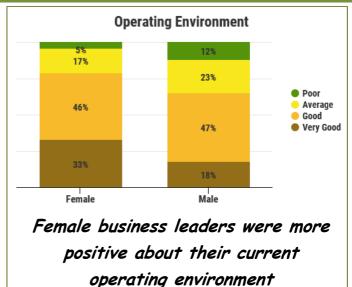


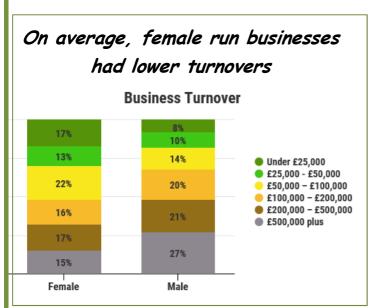


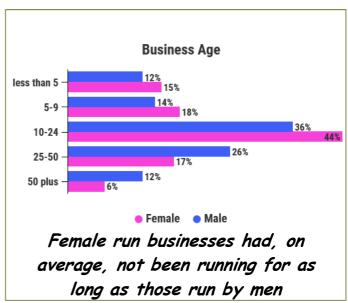


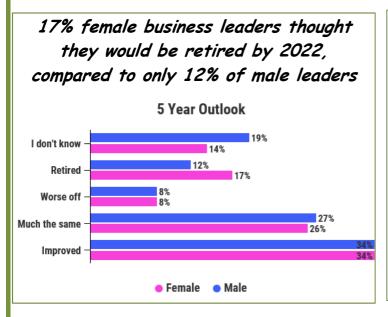














# Links to Land-based Sector



32% of female run businesses had links to land-based sector



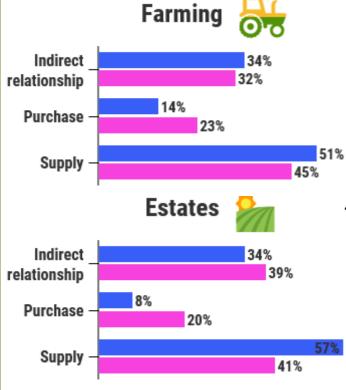
47% of male run businesses had links to land-based sector

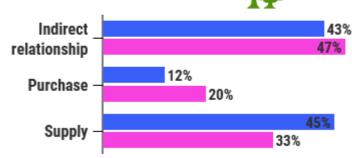
Forestry



## Nature of the Relationship

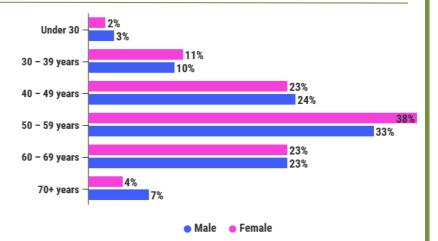






A higher proportion of female run businesses with links to the landbased sectors were involved in downstream sectors buying goods & services from the land-based sector than male run businesses

There were similar age structures in both female business leaders and male business leaders



Jeweller Kilt maker Guest house Furniture sales Hospitality shop Coffee shop Bathroom planners Cor Art gallery and studio
Environmental consultancy Retail hardware
Accommodation provider Repair and selling appliances
Glass manufacturer Manufacturing handmade curtains

HairdressingFlorist

Web developmen
Web developmen Equine Dog kennels
Web development
Personal Pers .aunderette Art organisation Craft
Caravan park Craft Caravan pain

Lawyers Plumbing and heating
BuildersBridal shop Wedding car hire
Artist GenealogyTweed distributor
IronmongerGeneral store
Online retail
Toy shop

Granite memorials and headstones
Promote local artwork and cr
Training dogs Events venue
M

Jewellers
Beauty salon Solicitors
Tearoom

Machinery

Businesses of women aged over 50

# 23% Positive SH% Neutral

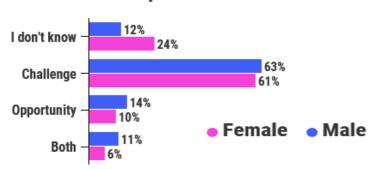


BREXIT

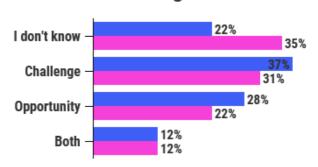


# Female business leaders were less certain of the impacts of Brexit

### **Imports**

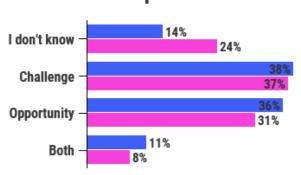


### **Business Regulations**

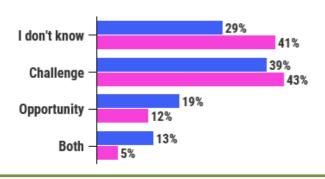


Male business leaders had greater Brexit optimism - a larger proportion thought Brexit would bring business opportunities (or at least 'both' some challenges & some opportunities).

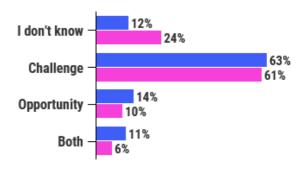
### **Exports**



#### Access to Private Finance



#### Access to Public Finance



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Full report from: www.sruc.ac.uk/ruralbusinesssurvey

