



# 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*



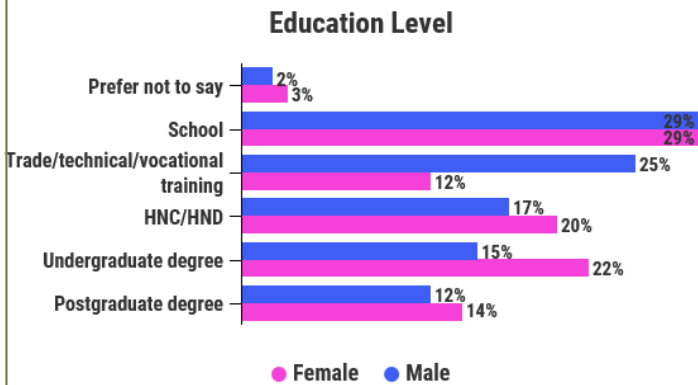
#### *Types of Businesses Controlled by Women*



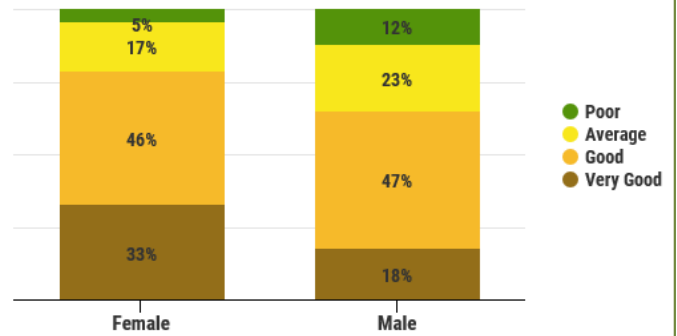
This research was undertaken within the Scottish Government's Strategic Research Programme 2016-2021, Work package 2.4 Rural Industries



**Female business leaders had, on average, higher educational attainment**

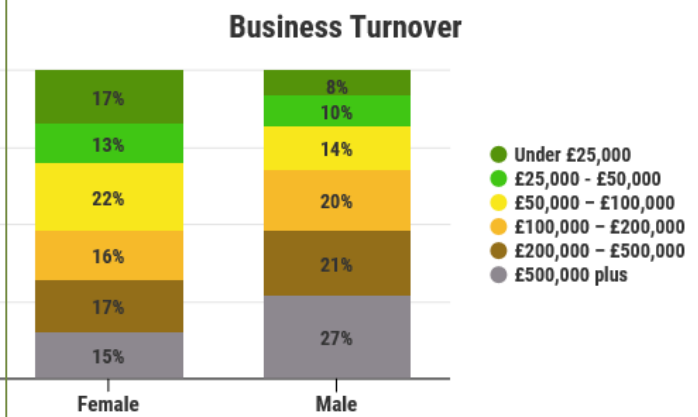


**Operating Environment**

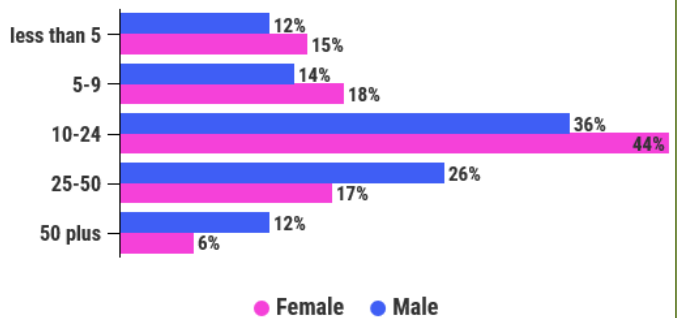


**Female business leaders were more positive about their current operating environment**

**On average, female run businesses had lower turnovers**

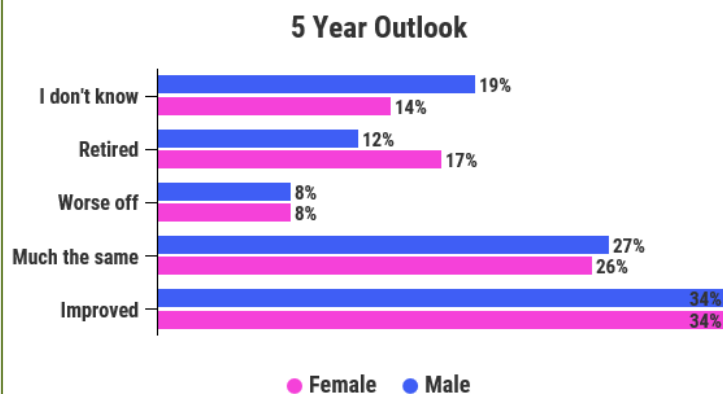


**Business Age**

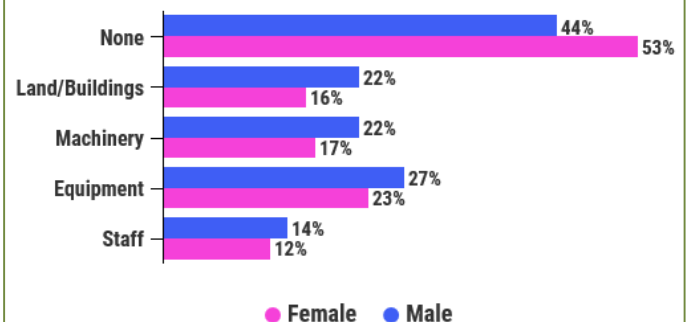


**Female run businesses had, on average, not been running for as long as those run by men**

**17% female business leaders thought they would be retired by 2022, compared to only 12% of male leaders**



**5 Year Investment Plans**



**Female run businesses said they were less likely to invest in their business over the next 5 years compared to male run businesses**

# Links to Land-based Sector



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



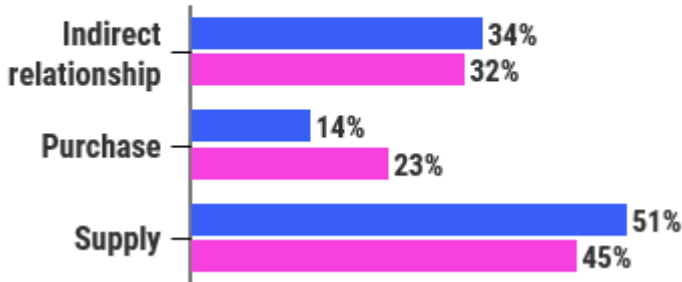
47% of male run businesses had links to land-based sector



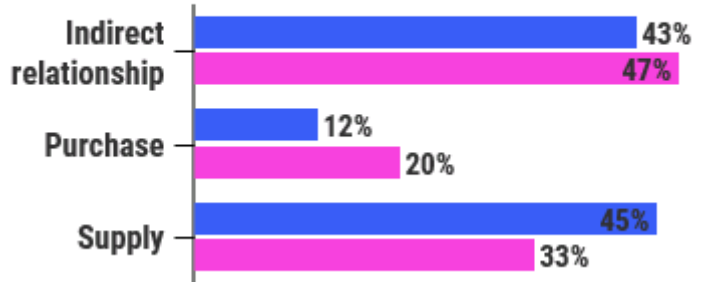
## Nature of the Relationship

● Female ● Male

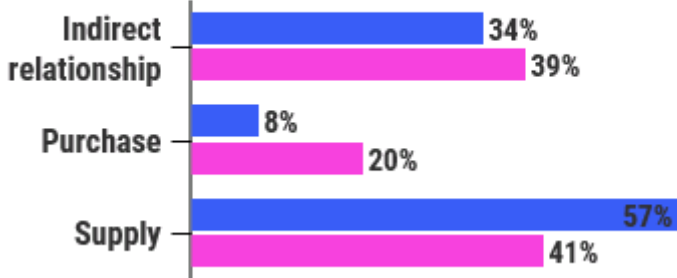
### Farming



### Forestry

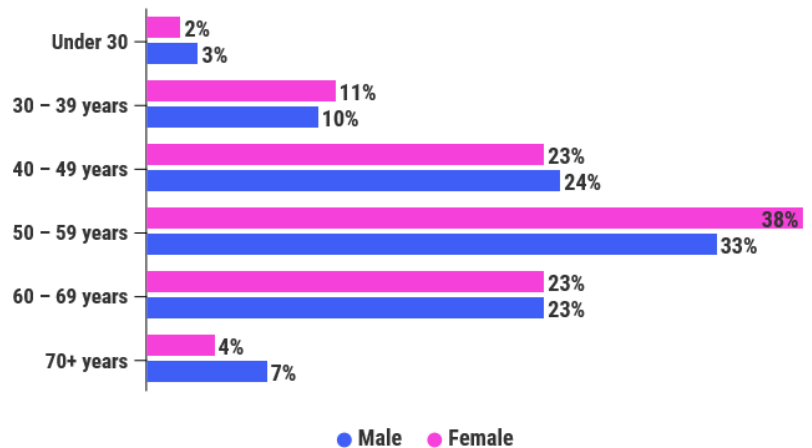


### Estates



*A higher proportion of female run businesses with links to the land-based 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 and male business leaders*



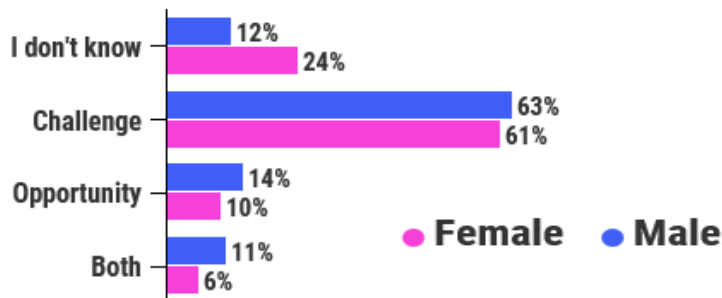
*Businesses of women aged over 50*

# BREXIT

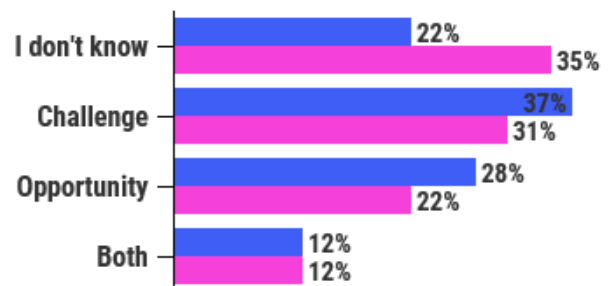


*Female business leaders were less certain of the impacts of Brexit*

## Imports

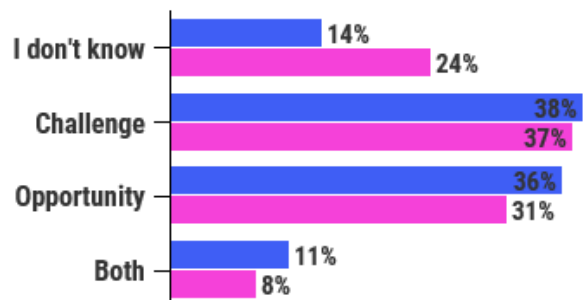


## Business Regulations

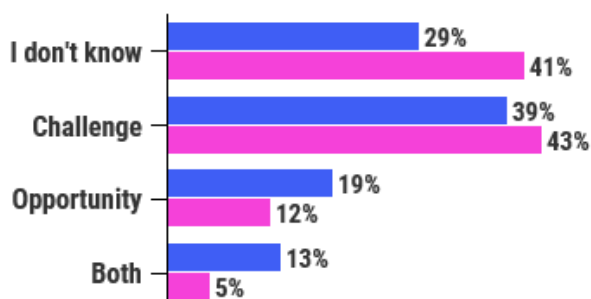


*Male business leaders had greater Brexit optimism - a larger proportion thought Brexit would bring business opportunities (or at least 'both' some challenges & some opportunities).*

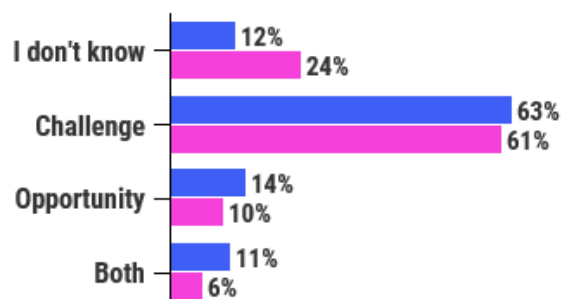
## Exports



## Access to Private Finance



## Access to Public Finance



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