How did rural businesses rate their infrastructure?

- **34%** judged broadband quality as ‘poor’ or ‘very poor’, compared to 20% of urban firms
- **49%** rated the availability of affordable housing as ‘poor’ or ‘very poor’, compared to 30% of urban firms
- **36%** rated transport infrastructure as ‘poor’ or ‘very poor’, compared to 19% of urban firms
- **50%** judged the provision of basic services as ‘poor’ or ‘very poor’, compared to 30% of urban firms
- **57%** judged public transport as ‘poor’ or ‘very poor’, compared to 21% of urban firms

Rural firms in villages, and hamlets and isolated dwellings expressed greater dissatisfaction with broadband, transport and basic services.

How much were rural firms connected to business networks?

- **23%** ‘strongly agreed’ that they know a lot of other business leaders in their local area
- **22%** ‘strongly agreed’ that they often interact with neighbouring businesses
- **18%** ‘strongly agreed’ that they derive support from other businesses

Rural firms in villages, and hamlets and isolated dwellings were less likely to report that they know, interact with, and feel supported by other businesses.

How much were rural firms involved in their communities and what impact did it have?

- **35%** engaged in social, environmental or community activity
- **85%** reported a positive community impact of this activity
- **51%** said it helped develop employee skills
- **40%** said it helped attract and retain employees
- **30%** said it helped develop new products or services

There were differences between rural locations and regions in levels of engagement in social, environmental and community activities.

The State of Rural Enterprise Report presents findings of a survey of 4,055 businesses across the North East, South West and West Midlands regions of England. This report – No 2, May 2022 – focuses principally on non-farm rural businesses. To see the full report, visit www.nicre.co.uk