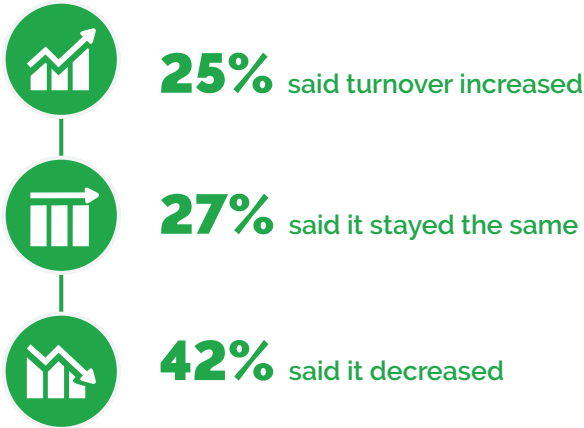


# The effects of the Covid-19 pandemic on rural businesses: experiences and resilience

State of Rural Enterprise Report

No 1, January 2022

## How did they perform?

However rural firms were more likely than urban firms to have generated a profit or surplus.

**66% rural firms**



**61% urban firms**



## How were they impacted?



**37%** of rural and

**43%** of urban firms

said that they had mainly experienced negative effects - suggesting rural businesses, overall, were slightly less affected.

**38%** 

of rural firms said that they had experienced both positive and negative effects - the most common response from rural businesses.

## How much did they take up government support?

**79%**  of rural firms accessed at least one form of support

Less than 5% said the support helped create new products or services or pivot to a new business plan.

## How did they show resilience and adapt?



The pandemic encouraged firms to implement risk management strategies and prompted enormous market innovation amongst rural businesses.

## What are their objectives and ambitions?



Many (24%) wish to build a national and/international business

## How much did they access external advice and other support?

**31%**  accessed this

Of these:

**34%**  consulted an accountant

**19%**  had consulted a business network.

**10%**  engaged a business advisor or mentor