How much UK rural regions would benefit from increased digital adoption

- **Scotland**: 9.6% - £1.2bn - £2.5bn
- **Northern Ireland**: 6.7% - £700m - £1.5bn
- **North West**: 3.7% - £400m - £1.0bn
- **Northern England**: 3.9% - £500m - £1.0bn
- **Yorkshire & Humberside**: 4.8% - £600m - £1.3bn
- **Wales**: 7.1% - £900m - £1.9bn
- **West Midlands**: 5.5% - £900m - £1.7bn
- **East Midlands**: 11.4% - £1.4bn - £3.0bn
- **Eastern**: 14.3% - £1.7bn - £3.0bn
- **South East**: 13.6% - £1.8bn - £3.6bn
- **South West**: 18.4% - £2.2bn - £4.9bn
- **North East**: 3.9% - £500m - £1.0bn
- **Scotland**: 9.6% - £1.2bn - £2.5bn
- **UK Total**: £12.0bn - £26.4bn
Greater digital adoption in rural areas could add between £12-26bn to the UK economy every year.

Annual business turnover in rural areas could grow by at least £15bn.
If digital constraints are removed and the digital potential is realised in rural areas, an estimated **£15bn+** could be generated in additional business turnover.

- **Microbusinesses** (0-9 employees): £9.4bn
- **Small Businesses** (10-49 employees): £4.6bn
- **Medium Sized Businesses** (50-249 employees): £700m
- **Large Businesses** (over 250 employees): £200m
Potential to unlock billions of pounds of additional GVA from greater digital adoption in rural areas, through...

- Streamlining digital support services
- Digital Enterprise Hubs
- Training and skills development
- Accelerated business adoption
- Stronger rural targeting by existing policies and strategies
Almost four-in-five rural business owners believe digital tools and services are important to their future growth potential.