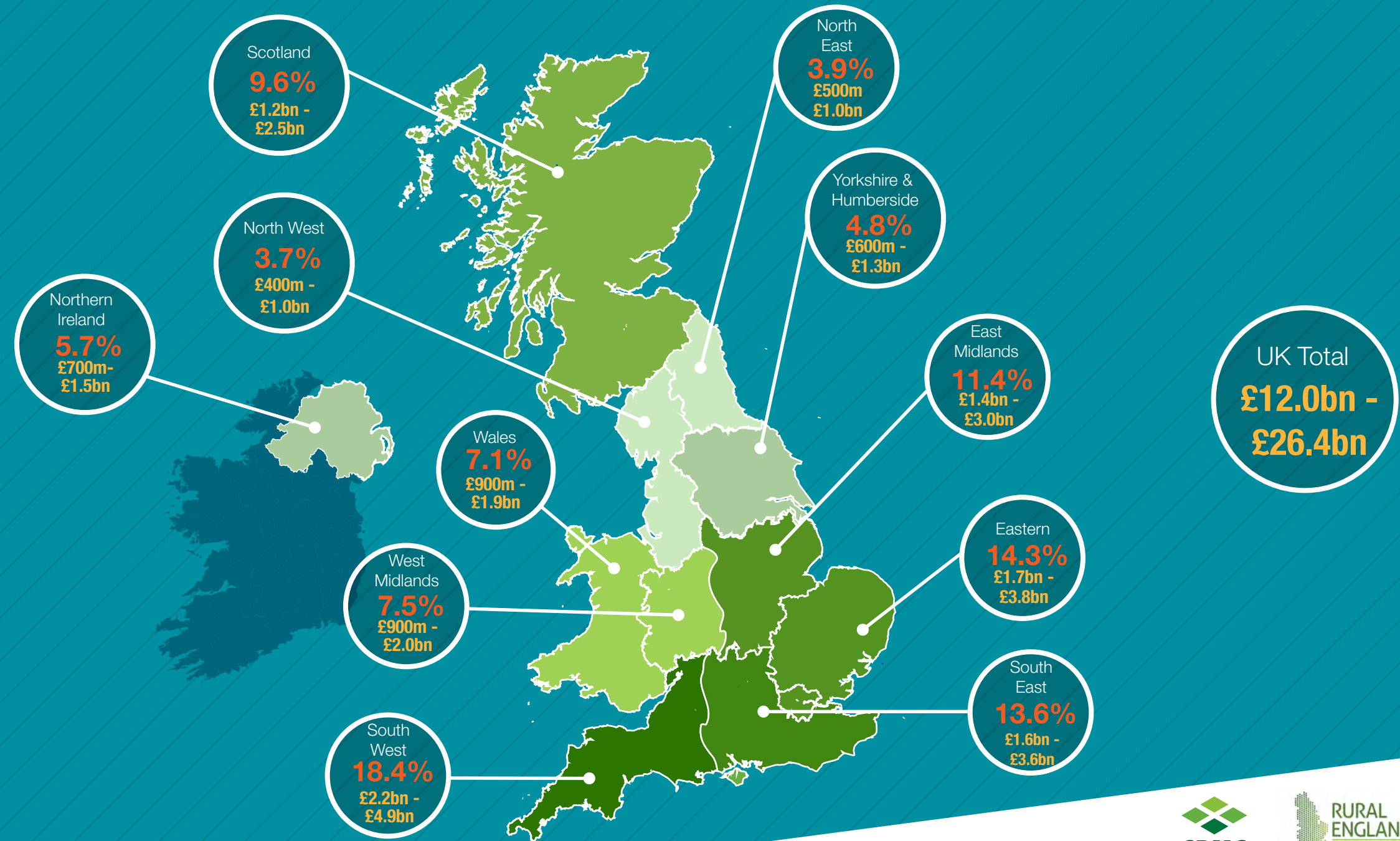


# How much UK rural regions would benefit from increased digital adoption

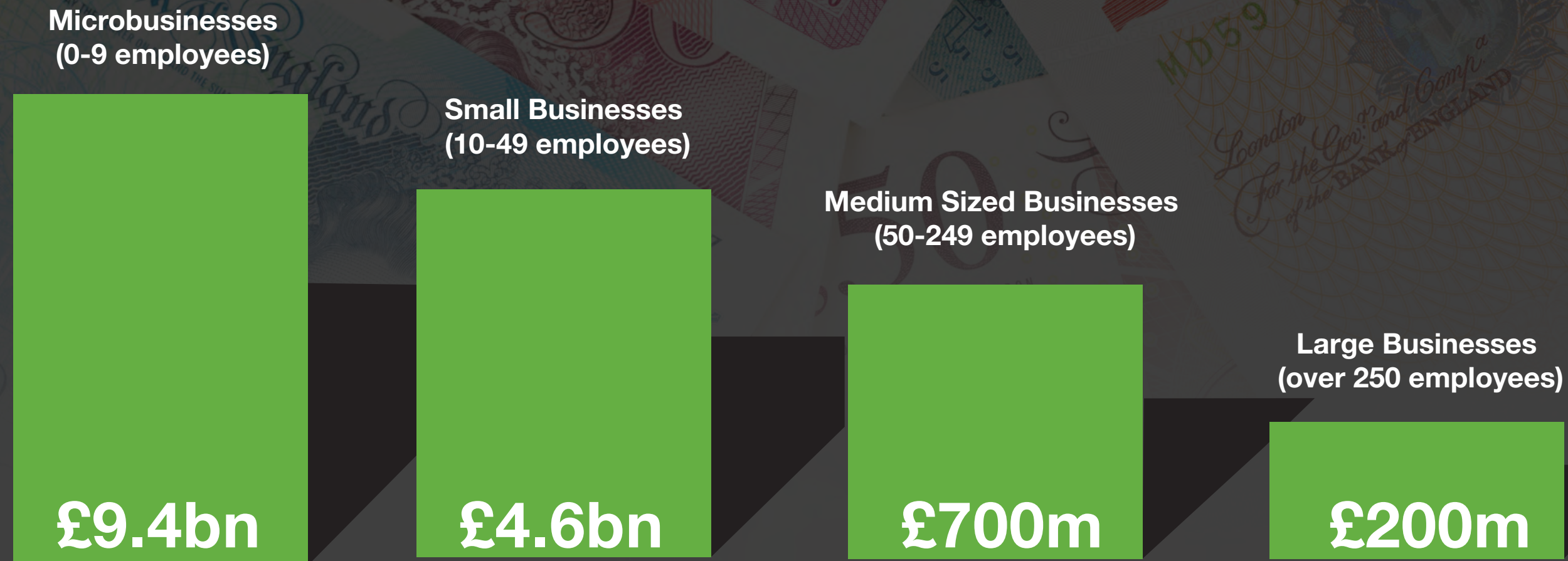


Greater digital  
adoption in rural areas  
could add between  
**£12-26bn**  
to the UK economy  
every year

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.



Annual Business Turnover

# 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**

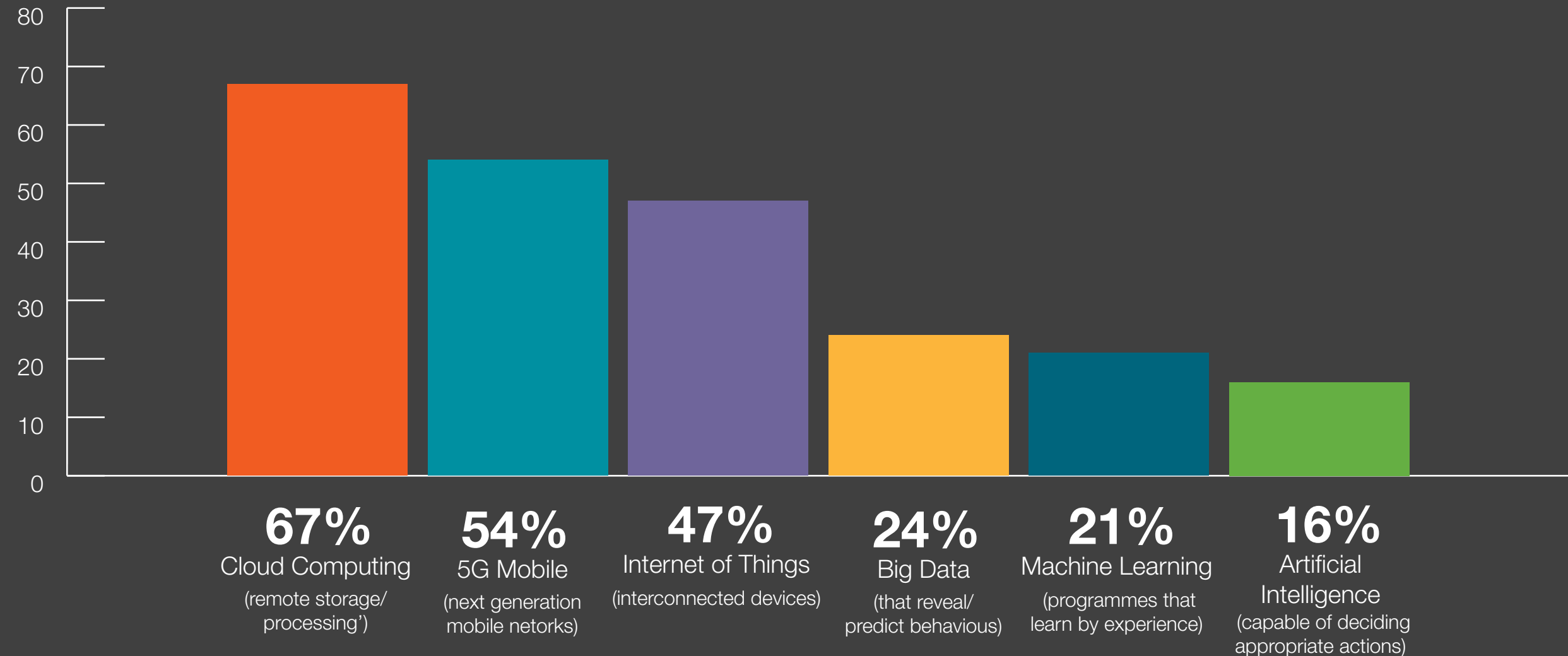


**Accelerated  
business adoption**



**Stronger rural  
targeting by  
existing policies  
and strategies**

# Digital tools and services considered relevant to rural businesses and their future growth potential



Almost four-in-five rural business owners believe digital tools and services are important to their future growth potential.