

NICRE's first State Of Rural Enterprise survey

- Computer Assisted Telephone Interview (CATI) survey, August 2021
- 4,000 responses - private sector, profit and non-profit businesses employing 1+ person
- 3 English regions : North-East, West Midlands, South-West
- 2,666 non-farm rural businesses, 860 urban (*for comparison*) plus 529 farms
- Sectors: Production, Construction, Wholesale Retail & Transport, Hospitality, Business Services, Other Services
- TOPICS: Objectives, planning & risk management strategies;
Experiences of the Covid pandemic;
Relationship to community, infrastructure, advice and support;
Performance and future expectations.