

The Small Business Rural/Urban Divide

PART 2: Hungry for Talent and Technology

FALL 2022



Americans are on the move — and rural businesses are feeling it.

How have population shifts between urban and rural areas impacted your business? (check all that apply)

	Rural	Non-rural
No impact	54.7%	74.5%
Higher local costs of doing business	26.8%	15.9%
Less customers	12.9%	6.8%
More customers	12.4%	5.6%
Less labor	8.8%	5.9%
More labor	3.9%	2.1%

Rural entrepreneurs are struggling to attract workers.

What are your specific challenges regarding finding and retaining qualified workers? (check all that apply)



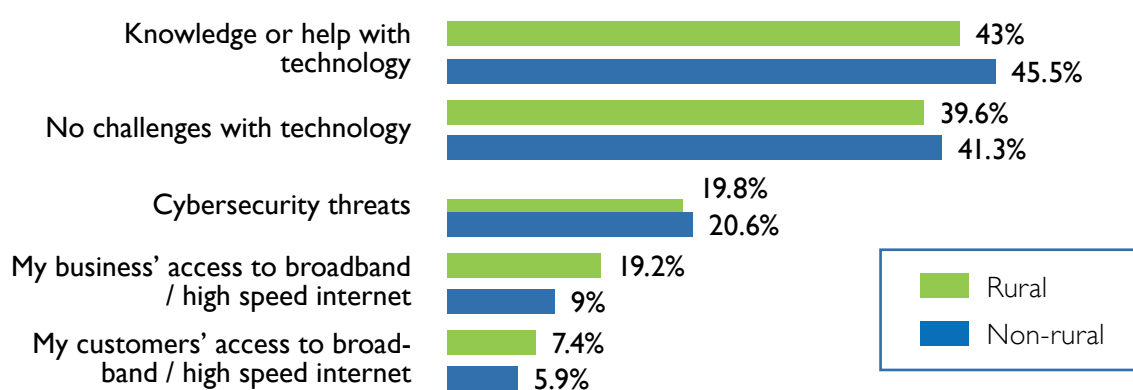
Customers are challenging to come by and harder to serve.

What specific challenges are you facing with your customers? (check all that apply)

	Rural	Non-rural
Rising fuel costs	49.3%	29.5%
Slowing customer spending	48.6%	47.8%
Budget to spend on marketing (advertising, etc.)	47.6%	51.1%
Limited local customer base	34.6%	27.4%
Marketing knowledge	32.3%	38.4%
Concerns over COVID/health keeps away customers	13.5%	14.5%
No challenges getting customers	10%	12%

Lack of high-speed internet access impacts rural small businesses...and their customers.

What are your specific challenges regarding technology? (check all that apply)



Click below to see the full **Megaphone of Main Street: The Small Business Rural/Urban Divide** including **Part 1: Economic Anxiety Persists**.

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