

Urban-Rural analysis of the Longitudinal Small Business Survey

Project team: Jeremy Phillipson, Matthew Gorton, Sara Maioli, Robert Newbery, Pattanapong Tiwasing, Roger Turner

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In this project we are undertaking a rural-urban analysis of responses to the UK Government's Longitudinal Small Business Survey (LSBS) 2015 to explore and compare and contrast rural-urban businesses capabilities, performance and support services. The analysis is based on 15,500 survey responses from across the UK. Approximately 28 per cent of survey responses to the LSBS are classified as rural. Within the rural context, conclusions relating to growth have previously been hampered by difficulties in separating out whether rural location has a distinctive effect or whether spatial variations in business performance reflects differences in size, sector and age of business. Therefore the analysis uses Propensity Score Matching (PSM) to control for these and other profile variables, allowing for an assessment of rural effects on business performance.