

# RURAL BUSINESS

798,000 Organisations



## Description

The Rural Business file has been built through exclusive research into rural postcodes, resulting in an unrivalled source of data which allows users to target the special requirements of businesses which are run from countryside locations.

Apart from the obvious agricultural sector, this file identifies a huge range of other business types which exist in villages and rural sites across the UK. Whether you are looking to target accountants, pubs, hotels or manufacturing companies, this file will meet your requirements.

The vast majority of data is available with a named senior contact, and all of the usual selections which apply to our business data.

This file will be invaluable for a range of products which address the needs of companies in a rural setting, which often exist without the infrastructure which urban businesses take for granted, including:

- Financial Services
- Power Management
- Security
- Transport and Vehicles
- Insurance
- Environmental Issues
- Membership Organisations
- Countryside Stewardship

Data is pooled from a variety of sources including directory information, membership bodies, and Companies House data; together with desk, telephone and web research. The files are updated and cleaned on a monthly basis, and deliverability guarantees apply to all orders.

Please see overleaf for breakdowns.

## Available Selections

Business Type	Independent Business
SIC Code	Geography
Employee Band	Email Address
Turnover	Telephone Number

## Postal Data Costs

Single Use	£130 per thousand
12 Months Lease	£250 per thousand
Outright Purchase	£350 per thousand

*Broker Commission 20%*

## Selection Costs

Email Address	£70 per thousand
Telephone Numbers	£20 per thousand
Other Selections	£10 per thousand

## Output & Delivery

Email	£10
CD-ROM	£50
S/A Labels	£25 per thou + P&P
Delivery Time	2-3 working days

*Minimum data order value: £250*

*All costs exclude VAT*

*DMA List Warranty No: 003692*

*All lists are seeded to detect unauthorized use.  
Orders are subject to our Terms & Conditions.*



*For more details call 0844 736 2512  
or email [think@thinking-data.co.uk](mailto:think@thinking-data.co.uk)*

# RURAL BUSINESS Breakdown



## Sector Coverage *number of companies*

Agriculture, Forestry & Fishing	58,252
Construction	105,716
Education & Training	28,578
Financial Services	14,418
Hospitality & Catering	64,625
Information Technology	24,644
Legal & Accounting	12,488
Manufacturing	61,627
Mining & Quarrying	1,941
Other Business Activities	27,034
Other Services	93,364
Public Sector	41,374
Real Estate	22,453
Recreation, Culture & Sports	48,260
Rentals	8,135
Retail	96,644
Transport & Communications	30,285
Unclassified	23,604
Utilities	6,941
Wholesale	28,040

## Turnover Bands *number of companies*

Under £50,000	46,586
£50,000 to £100,000	107,074
£100,000 to £250,000	177,789
£250,000 to £500,000	85,785
£500,000 to £1,000,000	52,444
£1,000,000 to £5,000,000	47,772
£5,000,000 to £10,000,000	9,765
£10,000,000 to £20,000,000	4,901
£20,000,000 to £50,000,000	4,009
£50,000,000 and over	3,138
Unclassified	259,160

## Regions *number of companies*

Central Southern	90,264
Channel Islands	711
East Anglia	93,955
East Midlands	43,754
Home Counties	10,159
North West	81,479
Northern Ireland	44,066
Outer London	2,421
Scotland	88,165
South East	41,673
South West	79,601
Wales & Borders	80,617
West Midlands	38,418
Yorkshire & North East	103,140

## Employees *number of companies*

1 to 5 Employees	569,566
6 to 10 Employees	82,190
11 to 20 Employees	45,392
21 to 30 Employees	17,171
31 to 50 Employees	13,117
51 to 100 Employees	7,798
101 to 200 Employees	3,017
201 to 300 Employees	832
301 to 500 Employees	688
501 and over	465
Unclassified	58,187

## Channels *one-per-site, multiple contacts on request*

Postal	798,423
Telephone Numbers	357,424
Email Addresses	200,098

*The above counts are liable to change.  
Please call us on **0844 736 2512** for more detailed counts and breakdowns.*