**East Hampshire District Council – Economic Profile Data Sheet**

Contents

[Business Sizeband Comparison 2](#_Toc93059919)

[Business Start-up Rate Comparison 3](#_Toc93059920)

[Business Survival Rate Comparison 4](#_Toc93059921)

[Claimant Count Trendline 5](#_Toc93059922)

[Average Employee Growth 11](#_Toc93059923)

[Resident Employment Comparison 12](#_Toc93059924)

[Job Density Comparison 13](#_Toc93059925)

[GVA(B) Comparison 14](#_Toc93059926)

[GVA(B) Growth Comparison 15](#_Toc93059927)

[Resident and Workplace Pay Comparison 16](#_Toc93059928)

[Business Number Breakdown by Sub-area and Industry 17](#_Toc93059929)

[Business Numbers by Sizeband 19](#_Toc93059930)

[Business Number Breakdown 19](#_Toc93059931)

[Business Numbers by Industry 20](#_Toc93059932)

[Employee Numbers by Industry 22](#_Toc93059933)

[East Hampshire Employment Trends 24](#_Toc93059934)

[Employee Numbers by Sub-area 26](#_Toc93059935)

[Employee Numbers Breakdown 27](#_Toc93059936)

[Employee Number Breakdown by industry and sub-area 28](#_Toc93059937)

[Breakdown of East Hampshire GVA(B) 30](#_Toc93059938)

# Business Sizeband Comparison

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Micro** | **Small** | **Medium** | **Large** |
| East Hampshire | 91% | 8% | 1% | 0% |
| Hampshire | 89% | 9% | 1% | 0% |
| South East | 90% | 8% | 1% | 0% |
| United Kingdom | 90% | 8% | 2% | 0% |
| Basingstoke and Deane | 91% | 7% | 1% | 1% |
| East Hampshire | 91% | 8% | 1% | 0% |
| Eastleigh | 90% | 8% | 1% | 0% |
| Fareham | 88% | 10% | 2% | 0% |
| Gosport | 91% | 8% | 1% | 0% |
| Hart | 91% | 7% | 1% | 0% |
| Havant | 91% | 7% | 1% | 0% |
| Isle of Wight | 87% | 11% | 2% | 0% |
| New Forest | 89% | 9% | 2% | 0% |
| Portsmouth | 90% | 8% | 2% | 0% |
| Rushmoor | 87% | 10% | 2% | 1% |
| Southampton | 92% | 7% | 1% | 0% |
| Test Valley | 89% | 9% | 2% | 0% |
| Winchester | 84% | 14% | 1% | 0% |

This table provides details on the percentage breakdown of businesses by sizeband in the named location.

Information taken from ONS UK Business Counts, 2021

# Business Start-up Rate Comparison

|  |  |
| --- | --- |
|  | **Business Start-up Rate (2019)** |
| **Hampshire** | 12.56% |
| **South East** | 14.35% |
| **United Kingdom** | 13.20% |
| **Basingstoke and Deane** | 11.70% |
| **East Hampshire** | 10.35% |
| **Eastleigh** | 14.80% |
| **Fareham** | 12.25% |
| **Gosport** | 14.47% |
| **Hart** | 11.52% |
| **Havant** | 13.71% |
| **Isle of Wight** | 9.31% |
| **New Forest** | 9.62% |
| **Portsmouth** | 20.65% |
| **Rushmoor** | 15.40% |
| **Southampton** | 27.94% |
| **Test Valley** | 16.23% |
| **Winchester** | 11.55% |

The table provides details on the business start-up rate by area - the business start-up rate is calculated by calculating the number of new businesses out of the total number of enterprises.

Information taken from ONS UK Business Demography, 2020

# Business Survival Rate Comparison

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **1 year survival %** | **2 year survival %** | **3 year survival %** | **4 year survival %** | **5 year survival %** |
| **Hampshire** | 93.6% | 79.4% | 65.9% | 54.9% | 47.3% |
| **South East** | 93.2% | 77.8% | 63.6% | 52.4% | 45.6% |
| **United Kingdom** | 92.2% | 75.8% | 61.2% | 49.3% | 42.5% |
| **Basingstoke and Deane** | 94.3% | 79.4% | 64.4% | 54.1% | 45.9% |
| **East Hampshire** | 93.7% | 81.0% | 67.5% | 55.6% | 48.4% |
| **Eastleigh** | 93.5% | 79.9% | 65.5% | 55.4% | 46.8% |
| **Fareham** | 92.8% | 76.6% | 63.1% | 54.1% | 47.7% |
| **Gosport** | 96.3% | 77.8% | 64.8% | 51.9% | 42.6% |
| **Hart** | 95.5% | 84.8% | 68.8% | 56.3% | 47.3% |
| **Havant** | 93.6% | 75.5% | 62.7% | 50.0% | 41.8% |
| **Isle of Wight** | 92.2% | 74.5% | 60.8% | 52.0% | 44.1% |
| **New Forest** | 94.2% | 82.0% | 68.0% | 57.6% | 49.4% |
| **Portsmouth** | 92.0% | 75.0% | 59.0% | 46.3% | 41.0% |
| **Rushmoor** | 91.3% | 78.3% | 67.4% | 56.5% | 47.8% |
| **Southampton** | 92.8% | 77.3% | 60.4% | 48.3% | 42.0% |
| **Test Valley** | 94.6% | 77.6% | 65.3% | 54.4% | 48.3% |
| **Winchester** | 91.2% | 78.8% | 66.5% | 55.9% | 50.0% |

The table provides details on the business survival rate for businesses born in 2016.

Information taken from ONS UK Business Demography, 2020

# Claimant Count Trendline

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Hampshire** | **South East** | **United Kingdom** | Basingstoke and Deane | East Hampshire | Eastleigh | Fareham | Gosport | Hart | Havant | Isle of Wight | New Forest | Portsmouth | Rushmoor | Southampton | Test Valley | Winchester |
| August 2011 | 2.0 | 2.5 | 3.9 | 2.3 | 1.5 | 2.0 | 1.8 | 2.9 | 1.3 | 3.2 | 3.4 | 1.7 | 3.5 | 2.7 | 3.4 | 1.4 | 1.3 |
| September 2011 | 2.0 | 2.5 | 3.9 | 2.2 | 1.5 | 2.0 | 1.8 | 3.0 | 1.3 | 3.2 | 3.6 | 1.7 | 3.6 | 2.8 | 3.5 | 1.4 | 1.3 |
| October 2011 | 2.0 | 2.5 | 3.8 | 2.1 | 1.5 | 2.0 | 1.8 | 3.1 | 1.3 | 3.2 | 3.8 | 1.8 | 3.6 | 2.7 | 3.5 | 1.5 | 1.3 |
| November 2011 | 2.0 | 2.5 | 3.8 | 2.0 | 1.5 | 2.0 | 1.7 | 2.9 | 1.2 | 3.3 | 4.2 | 1.7 | 3.6 | 2.6 | 3.5 | 1.6 | 1.3 |
| December 2011 | 2.0 | 2.5 | 3.8 | 2.0 | 1.4 | 2.1 | 1.7 | 3.1 | 1.2 | 3.4 | 4.5 | 1.8 | 3.7 | 2.5 | 3.5 | 1.6 | 1.2 |
| January 2012 | 2.1 | 2.7 | 4.0 | 2.1 | 1.6 | 2.1 | 1.8 | 3.3 | 1.3 | 3.7 | 4.8 | 2.0 | 3.9 | 2.6 | 3.6 | 1.6 | 1.4 |
| February 2012 | 2.2 | 2.8 | 4.1 | 2.2 | 1.6 | 2.2 | 2.0 | 3.5 | 1.4 | 3.9 | 5.0 | 2.1 | 4.0 | 2.8 | 3.7 | 1.7 | 1.4 |
| March 2012 | 2.2 | 2.7 | 4.1 | 2.3 | 1.6 | 2.2 | 2.0 | 3.4 | 1.3 | 3.8 | 4.8 | 2.1 | 3.9 | 2.7 | 3.8 | 1.7 | 1.4 |
| April 2012 | 2.1 | 2.6 | 4.0 | 2.1 | 1.5 | 2.0 | 1.9 | 3.2 | 1.2 | 3.7 | 4.0 | 1.9 | 3.8 | 2.6 | 3.5 | 1.5 | 1.3 |
| May 2012 | 2.0 | 2.6 | 3.9 | 2.2 | 1.4 | 1.9 | 1.9 | 3.1 | 1.2 | 3.5 | 3.8 | 1.9 | 3.7 | 2.5 | 3.4 | 1.6 | 1.3 |
| June 2012 | 2.0 | 2.5 | 3.8 | 2.1 | 1.3 | 1.9 | 1.8 | 2.9 | 1.2 | 3.4 | 3.7 | 1.9 | 3.7 | 2.4 | 3.3 | 1.5 | 1.3 |
| July 2012 | 1.9 | 2.5 | 3.8 | 2.0 | 1.4 | 1.9 | 1.8 | 3.1 | 1.1 | 3.3 | 3.6 | 1.8 | 3.7 | 2.3 | 3.3 | 1.5 | 1.3 |
| August 2012 | 1.9 | 2.5 | 3.8 | 2.0 | 1.3 | 1.8 | 1.8 | 3.0 | 1.2 | 3.3 | 3.6 | 1.8 | 3.6 | 2.4 | 3.3 | 1.5 | 1.3 |
| September 2012 | 1.9 | 2.4 | 3.8 | 2.1 | 1.3 | 1.8 | 1.7 | 3.0 | 1.2 | 3.3 | 3.7 | 1.7 | 3.6 | 2.3 | 3.2 | 1.5 | 1.3 |
| October 2012 | 1.9 | 2.4 | 3.8 | 2.0 | 1.4 | 1.8 | 1.8 | 3.0 | 1.1 | 3.3 | 3.9 | 1.7 | 3.6 | 2.4 | 3.2 | 1.5 | 1.3 |
| November 2012 | 1.9 | 2.4 | 3.8 | 1.9 | 1.4 | 1.8 | 1.7 | 3.0 | 1.1 | 3.3 | 4.3 | 1.8 | 3.6 | 2.4 | 3.2 | 1.5 | 1.3 |
| December 2012 | 1.9 | 2.4 | 3.7 | 1.9 | 1.5 | 1.7 | 1.6 | 3.0 | 1.1 | 3.3 | 4.5 | 1.8 | 3.6 | 2.4 | 3.2 | 1.5 | 1.2 |
| January 2013 | 2.0 | 2.5 | 3.9 | 2.0 | 1.5 | 1.8 | 1.7 | 3.0 | 1.2 | 3.5 | 4.9 | 1.9 | 3.7 | 2.5 | 3.4 | 1.6 | 1.3 |
| February 2013 | 2.0 | 2.6 | 3.9 | 2.1 | 1.6 | 1.9 | 1.8 | 3.0 | 1.2 | 3.5 | 5.1 | 2.0 | 3.9 | 2.6 | 3.5 | 1.6 | 1.3 |
| March 2013 | 2.0 | 2.5 | 3.9 | 2.1 | 1.5 | 1.8 | 1.8 | 2.9 | 1.1 | 3.4 | 4.8 | 1.8 | 3.8 | 2.5 | 3.5 | 1.6 | 1.3 |
| April 2013 | 1.9 | 2.4 | 3.8 | 1.9 | 1.4 | 1.8 | 1.7 | 2.8 | 1.1 | 3.3 | 4.2 | 1.7 | 3.7 | 2.4 | 3.3 | 1.5 | 1.2 |
| May 2013 | 1.8 | 2.3 | 3.7 | 1.9 | 1.3 | 1.7 | 1.6 | 2.7 | 1.1 | 3.1 | 4.0 | 1.6 | 3.5 | 2.3 | 3.1 | 1.5 | 1.2 |
| June 2013 | 1.7 | 2.2 | 3.5 | 1.7 | 1.2 | 1.5 | 1.4 | 2.6 | 1.0 | 2.8 | 3.6 | 1.5 | 3.2 | 2.2 | 3.0 | 1.4 | 1.1 |
| July 2013 | 1.6 | 2.1 | 3.5 | 1.7 | 1.2 | 1.4 | 1.4 | 2.6 | 1.0 | 2.8 | 3.5 | 1.4 | 3.2 | 2.0 | 2.8 | 1.3 | 1.1 |
| August 2013 | 1.6 | 2.1 | 3.4 | 1.8 | 1.2 | 1.4 | 1.4 | 2.5 | 0.9 | 2.8 | 3.4 | 1.4 | 3.1 | 1.9 | 2.8 | 1.3 | 1.1 |
| September 2013 | 1.5 | 2.0 | 3.2 | 1.6 | 1.1 | 1.3 | 1.3 | 2.3 | 0.9 | 2.6 | 3.3 | 1.4 | 3.0 | 1.9 | 2.7 | 1.2 | 1.0 |
| October 2013 | 1.5 | 1.9 | 3.1 | 1.6 | 1.2 | 1.2 | 1.2 | 2.3 | 0.9 | 2.7 | 3.4 | 1.4 | 2.9 | 1.8 | 2.6 | 1.2 | 1.0 |
| November 2013 | 1.4 | 1.8 | 3.0 | 1.4 | 1.1 | 1.2 | 1.1 | 2.1 | 0.8 | 2.6 | 3.7 | 1.4 | 2.9 | 1.7 | 2.5 | 1.1 | 0.9 |
| December 2013 | 1.3 | 1.8 | 2.9 | 1.3 | 1.1 | 1.2 | 1.1 | 2.1 | 0.8 | 2.6 | 3.8 | 1.3 | 2.8 | 1.6 | 2.4 | 1.1 | 0.9 |
| January 2014 | 1.4 | 1.8 | 3.0 | 1.4 | 1.1 | 1.2 | 1.1 | 2.1 | 0.8 | 2.7 | 3.9 | 1.3 | 2.8 | 1.6 | 2.5 | 1.1 | 0.9 |
| February 2014 | 1.4 | 1.8 | 3.0 | 1.4 | 1.0 | 1.2 | 1.1 | 2.1 | 0.8 | 2.6 | 3.7 | 1.3 | 2.8 | 1.7 | 2.5 | 1.1 | 0.9 |
| March 2014 | 1.3 | 1.8 | 2.9 | 1.3 | 1.0 | 1.1 | 1.0 | 2.0 | 0.8 | 2.5 | 3.3 | 1.3 | 2.6 | 1.5 | 2.4 | 1.0 | 0.8 |
| April 2014 | 1.2 | 1.6 | 2.8 | 1.2 | 0.9 | 1.1 | 0.9 | 1.8 | 0.7 | 2.3 | 2.8 | 1.1 | 2.5 | 1.4 | 2.3 | 0.9 | 0.8 |
| May 2014 | 1.1 | 1.6 | 2.7 | 1.1 | 0.8 | 1.0 | 0.8 | 1.7 | 0.7 | 2.3 | 2.5 | 1.0 | 2.4 | 1.4 | 2.1 | 0.8 | 0.7 |
| June 2014 | 1.0 | 1.4 | 2.5 | 1.1 | 0.7 | 0.9 | 0.8 | 1.5 | 0.6 | 2.0 | 2.2 | 0.9 | 2.2 | 1.3 | 1.9 | 0.8 | 0.7 |
| July 2014 | 1.0 | 1.4 | 2.4 | 1.1 | 0.7 | 0.8 | 0.8 | 1.5 | 0.6 | 1.9 | 2.0 | 0.9 | 2.1 | 1.2 | 1.8 | 0.7 | 0.7 |
| August 2014 | 0.9 | 1.3 | 2.4 | 1.0 | 0.7 | 0.9 | 0.8 | 1.4 | 0.5 | 1.9 | 1.9 | 0.8 | 2.1 | 1.2 | 1.7 | 0.7 | 0.6 |
| September 2014 | 0.9 | 1.3 | 2.3 | 1.0 | 0.7 | 0.9 | 0.8 | 1.5 | 0.5 | 1.8 | 1.8 | 0.8 | 2.0 | 1.2 | 1.7 | 0.7 | 0.6 |
| October 2014 | 0.9 | 1.2 | 2.2 | 0.9 | 0.7 | 0.9 | 0.7 | 1.4 | 0.6 | 1.9 | 2.0 | 0.8 | 2.0 | 1.1 | 1.7 | 0.6 | 0.6 |
| November 2014 | 0.9 | 1.2 | 2.1 | 0.8 | 0.7 | 0.8 | 0.7 | 1.4 | 0.5 | 1.8 | 2.2 | 0.8 | 1.9 | 1.0 | 1.5 | 0.6 | 0.6 |
| December 2014 | 0.8 | 1.2 | 2.0 | 0.7 | 0.6 | 0.8 | 0.7 | 1.4 | 0.5 | 1.8 | 2.4 | 0.8 | 1.9 | 0.9 | 1.5 | 0.6 | 0.5 |
| January 2015 | 0.9 | 1.2 | 2.1 | 0.8 | 0.7 | 0.8 | 0.8 | 1.5 | 0.5 | 1.8 | 2.6 | 0.9 | 1.9 | 1.0 | 1.5 | 0.7 | 0.5 |
| February 2015 | 0.9 | 1.2 | 2.1 | 0.9 | 0.6 | 0.8 | 0.8 | 1.5 | 0.5 | 1.8 | 2.5 | 0.9 | 2.0 | 1.0 | 1.6 | 0.6 | 0.6 |
| March 2015 | 0.9 | 1.2 | 2.1 | 0.9 | 0.6 | 0.8 | 0.7 | 1.5 | 0.5 | 1.7 | 2.3 | 0.8 | 1.9 | 1.0 | 1.5 | 0.6 | 0.5 |
| April 2015 | 0.8 | 1.1 | 2.0 | 0.8 | 0.6 | 0.7 | 0.7 | 1.5 | 0.5 | 1.6 | 1.9 | 0.7 | 1.8 | 1.0 | 1.5 | 0.6 | 0.5 |
| May 2015 | 0.8 | 1.1 | 2.0 | 0.8 | 0.6 | 0.7 | 0.7 | 1.3 | 0.4 | 1.6 | 1.7 | 0.7 | 1.7 | 0.9 | 1.5 | 0.6 | 0.5 |
| June 2015 | 0.7 | 1.0 | 1.9 | 0.7 | 0.6 | 0.6 | 0.6 | 1.3 | 0.4 | 1.5 | 1.5 | 0.7 | 1.6 | 0.9 | 1.4 | 0.6 | 0.5 |
| July 2015 | 0.7 | 1.0 | 1.9 | 0.7 | 0.6 | 0.7 | 0.7 | 1.3 | 0.4 | 1.4 | 1.5 | 0.7 | 1.5 | 0.9 | 1.4 | 0.5 | 0.4 |
| August 2015 | 0.7 | 1.0 | 1.9 | 0.7 | 0.6 | 0.7 | 0.6 | 1.2 | 0.4 | 1.4 | 1.5 | 0.6 | 1.5 | 0.9 | 1.4 | 0.5 | 0.5 |
| September 2015 | 0.7 | 1.0 | 1.9 | 0.8 | 0.6 | 0.6 | 0.6 | 1.1 | 0.4 | 1.4 | 1.5 | 0.6 | 1.5 | 0.9 | 1.4 | 0.5 | 0.5 |
| October 2015 | 0.7 | 1.0 | 1.8 | 0.7 | 0.6 | 0.6 | 0.6 | 1.1 | 0.4 | 1.4 | 1.6 | 0.6 | 1.5 | 0.9 | 1.4 | 0.6 | 0.5 |
| November 2015 | 0.7 | 1.0 | 1.8 | 0.6 | 0.6 | 0.6 | 0.6 | 1.1 | 0.4 | 1.5 | 1.9 | 0.6 | 1.4 | 0.9 | 1.4 | 0.5 | 0.5 |
| December 2015 | 0.7 | 1.0 | 1.8 | 0.7 | 0.6 | 0.6 | 0.6 | 1.1 | 0.4 | 1.5 | 2.1 | 0.7 | 1.4 | 0.9 | 1.4 | 0.6 | 0.5 |
| January 2016 | 0.8 | 1.1 | 1.9 | 0.7 | 0.7 | 0.7 | 0.7 | 1.2 | 0.4 | 1.6 | 2.2 | 0.7 | 1.5 | 0.9 | 1.5 | 0.6 | 0.6 |
| February 2016 | 0.8 | 1.1 | 1.9 | 0.8 | 0.7 | 0.7 | 0.7 | 1.2 | 0.4 | 1.6 | 2.3 | 0.7 | 1.6 | 0.9 | 1.5 | 0.6 | 0.6 |
| March 2016 | 0.8 | 1.1 | 1.9 | 0.8 | 0.6 | 0.7 | 0.7 | 1.2 | 0.4 | 1.6 | 2.1 | 0.7 | 1.5 | 0.9 | 1.6 | 0.6 | 0.6 |
| April 2016 | 0.8 | 1.1 | 1.9 | 0.8 | 0.6 | 0.7 | 0.6 | 1.1 | 0.4 | 1.5 | 1.9 | 0.7 | 1.4 | 0.9 | 1.6 | 0.6 | 0.5 |
| May 2016 | 0.7 | 1.1 | 1.9 | 0.8 | 0.6 | 0.7 | 0.6 | 1.0 | 0.4 | 1.4 | 1.8 | 0.7 | 1.4 | 0.9 | 1.5 | 0.6 | 0.5 |
| June 2016 | 0.7 | 1.0 | 1.9 | 0.7 | 0.6 | 0.7 | 0.6 | 1.0 | 0.4 | 1.3 | 1.6 | 0.7 | 1.3 | 0.8 | 1.4 | 0.6 | 0.5 |
| July 2016 | 0.7 | 1.0 | 1.8 | 0.8 | 0.6 | 0.7 | 0.6 | 1.1 | 0.4 | 1.3 | 1.5 | 0.6 | 1.3 | 0.8 | 1.4 | 0.6 | 0.6 |
| August 2016 | 0.7 | 1.1 | 1.9 | 0.8 | 0.6 | 0.7 | 0.6 | 1.1 | 0.4 | 1.4 | 1.6 | 0.6 | 1.4 | 0.8 | 1.4 | 0.6 | 0.6 |
| September 2016 | 0.7 | 1.1 | 1.9 | 0.8 | 0.6 | 0.6 | 0.6 | 1.1 | 0.4 | 1.4 | 1.5 | 0.6 | 1.4 | 0.9 | 1.4 | 0.6 | 0.5 |
| October 2016 | 0.7 | 1.1 | 1.8 | 0.8 | 0.6 | 0.6 | 0.6 | 1.1 | 0.4 | 1.3 | 1.6 | 0.6 | 1.4 | 0.8 | 1.4 | 0.6 | 0.5 |
| November 2016 | 0.7 | 1.1 | 1.8 | 0.8 | 0.6 | 0.6 | 0.6 | 1.1 | 0.4 | 1.4 | 1.8 | 0.6 | 1.4 | 0.8 | 1.3 | 0.6 | 0.5 |
| December 2016 | 0.7 | 1.1 | 1.8 | 0.7 | 0.6 | 0.6 | 0.6 | 1.0 | 0.4 | 1.4 | 2.0 | 0.6 | 1.4 | 0.8 | 1.3 | 0.6 | 0.5 |
| January 2017 | 0.8 | 1.1 | 1.9 | 0.8 | 0.6 | 0.6 | 0.6 | 1.1 | 0.5 | 1.5 | 2.1 | 0.7 | 1.5 | 0.9 | 1.3 | 0.6 | 0.5 |
| February 2017 | 0.8 | 1.1 | 1.9 | 0.9 | 0.7 | 0.7 | 0.6 | 1.2 | 0.5 | 1.5 | 2.2 | 0.7 | 1.6 | 0.9 | 1.4 | 0.6 | 0.5 |
| March 2017 | 0.8 | 1.2 | 2.0 | 0.9 | 0.7 | 0.7 | 0.6 | 1.3 | 0.5 | 1.6 | 2.1 | 0.7 | 1.6 | 1.0 | 1.4 | 0.6 | 0.5 |
| April 2017 | 0.8 | 1.2 | 2.0 | 0.9 | 0.6 | 0.6 | 0.6 | 1.3 | 0.5 | 1.6 | 1.9 | 0.7 | 1.7 | 0.9 | 1.4 | 0.6 | 0.5 |
| May 2017 | 0.8 | 1.2 | 1.9 | 0.9 | 0.6 | 0.7 | 0.6 | 1.2 | 0.5 | 1.5 | 1.8 | 0.7 | 1.6 | 0.9 | 1.5 | 0.6 | 0.5 |
| June 2017 | 0.8 | 1.1 | 1.9 | 0.9 | 0.6 | 0.7 | 0.7 | 1.2 | 0.5 | 1.5 | 1.7 | 0.7 | 1.6 | 1.0 | 1.6 | 0.6 | 0.5 |
| July 2017 | 0.8 | 1.1 | 1.9 | 0.9 | 0.6 | 0.7 | 0.7 | 1.2 | 0.5 | 1.5 | 1.7 | 0.6 | 1.6 | 0.9 | 1.7 | 0.6 | 0.5 |
| August 2017 | 0.8 | 1.1 | 1.9 | 0.9 | 0.6 | 0.8 | 0.6 | 1.2 | 0.5 | 1.5 | 1.7 | 0.7 | 1.5 | 0.9 | 1.9 | 0.6 | 0.5 |
| September 2017 | 0.8 | 1.1 | 1.9 | 0.9 | 0.6 | 0.9 | 0.7 | 1.2 | 0.5 | 1.5 | 1.7 | 0.7 | 1.5 | 0.9 | 2.0 | 0.6 | 0.6 |
| October 2017 | 0.8 | 1.2 | 1.9 | 0.9 | 0.6 | 0.9 | 0.7 | 1.2 | 0.5 | 1.5 | 1.7 | 0.8 | 1.6 | 0.9 | 2.1 | 0.6 | 0.6 |
| November 2017 | 0.8 | 1.2 | 1.9 | 0.9 | 0.6 | 0.9 | 0.7 | 1.2 | 0.5 | 1.5 | 1.8 | 0.8 | 1.5 | 0.8 | 2.1 | 0.7 | 0.6 |
| December 2017 | 0.8 | 1.2 | 1.9 | 0.9 | 0.6 | 0.9 | 0.7 | 1.3 | 0.5 | 1.5 | 1.9 | 0.8 | 1.6 | 0.8 | 2.2 | 0.7 | 0.6 |
| January 2018 | 0.9 | 1.2 | 2.0 | 0.9 | 0.6 | 1.0 | 0.8 | 1.4 | 0.5 | 1.6 | 2.1 | 0.8 | 1.6 | 0.9 | 2.2 | 0.7 | 0.6 |
| February 2018 | 0.9 | 1.3 | 2.1 | 1.0 | 0.6 | 1.1 | 0.8 | 1.5 | 0.5 | 1.6 | 2.2 | 0.9 | 1.7 | 0.9 | 2.4 | 0.7 | 0.7 |
| March 2018 | 0.9 | 1.3 | 2.1 | 1.0 | 0.6 | 1.1 | 0.8 | 1.6 | 0.5 | 1.6 | 2.1 | 0.9 | 1.7 | 0.9 | 2.5 | 0.7 | 0.7 |
| April 2018 | 1.0 | 1.4 | 2.2 | 1.0 | 0.6 | 1.3 | 0.8 | 1.6 | 0.5 | 1.6 | 1.9 | 0.9 | 1.7 | 0.8 | 2.8 | 0.8 | 0.7 |
| May 2018 | 0.9 | 1.3 | 2.2 | 1.0 | 0.6 | 1.2 | 0.8 | 1.5 | 0.5 | 1.6 | 1.8 | 0.8 | 1.7 | 0.9 | 2.6 | 0.7 | 0.7 |
| June 2018 | 0.9 | 1.3 | 2.1 | 0.9 | 0.6 | 1.1 | 0.8 | 1.5 | 0.4 | 1.5 | 1.7 | 0.8 | 1.7 | 0.8 | 2.6 | 0.7 | 0.6 |
| July 2018 | 0.9 | 1.3 | 2.1 | 0.9 | 0.6 | 1.1 | 0.7 | 1.4 | 0.4 | 1.5 | 1.7 | 0.8 | 1.7 | 0.8 | 2.6 | 0.7 | 0.6 |
| August 2018 | 0.9 | 1.3 | 2.2 | 1.0 | 0.6 | 1.2 | 0.7 | 1.4 | 0.4 | 1.5 | 1.7 | 0.8 | 1.7 | 0.8 | 2.6 | 0.7 | 0.6 |
| September 2018 | 0.9 | 1.4 | 2.2 | 1.1 | 0.6 | 1.2 | 0.7 | 1.4 | 0.4 | 1.5 | 1.7 | 0.9 | 1.7 | 0.9 | 2.6 | 0.8 | 0.7 |
| October 2018 | 0.9 | 1.4 | 2.2 | 1.1 | 0.6 | 1.2 | 0.7 | 1.4 | 0.4 | 1.5 | 1.9 | 0.9 | 1.6 | 0.9 | 2.6 | 0.9 | 0.7 |
| November 2018 | 1.0 | 1.5 | 2.3 | 1.2 | 0.6 | 1.2 | 0.7 | 1.3 | 0.4 | 1.5 | 2.0 | 1.0 | 1.6 | 0.9 | 2.7 | 0.9 | 0.8 |
| December 2018 | 1.0 | 1.5 | 2.3 | 1.2 | 0.6 | 1.2 | 0.7 | 1.3 | 0.4 | 1.6 | 2.2 | 1.0 | 1.8 | 0.9 | 2.8 | 1.0 | 0.8 |
| January 2019 | 1.1 | 1.6 | 2.4 | 1.3 | 0.7 | 1.2 | 0.8 | 1.5 | 0.5 | 1.7 | 2.5 | 1.1 | 2.0 | 1.0 | 2.8 | 1.0 | 0.9 |
| February 2019 | 1.1 | 1.7 | 2.5 | 1.4 | 0.8 | 1.3 | 0.7 | 1.5 | 0.5 | 1.8 | 2.7 | 1.2 | 2.0 | 1.1 | 3.0 | 1.1 | 0.9 |
| March 2019 | 1.2 | 1.7 | 2.6 | 1.5 | 0.8 | 1.3 | 0.8 | 1.7 | 0.5 | 2.0 | 2.7 | 1.2 | 2.2 | 1.2 | 2.9 | 1.0 | 1.0 |
| April 2019 | 1.2 | 1.7 | 2.7 | 1.5 | 0.9 | 1.3 | 0.9 | 1.8 | 0.6 | 2.0 | 2.7 | 1.2 | 2.3 | 1.3 | 2.9 | 1.1 | 1.0 |
| May 2019 | 1.2 | 1.8 | 2.7 | 1.5 | 0.9 | 1.3 | 0.9 | 1.8 | 0.6 | 2.0 | 2.6 | 1.2 | 2.4 | 1.3 | 2.9 | 1.1 | 1.0 |
| June 2019 | 1.3 | 1.8 | 2.7 | 1.6 | 0.9 | 1.3 | 0.9 | 1.9 | 0.6 | 2.1 | 2.5 | 1.3 | 2.5 | 1.4 | 3.0 | 1.2 | 1.0 |
| July 2019 | 1.3 | 1.8 | 2.7 | 1.6 | 0.9 | 1.3 | 0.9 | 1.9 | 0.6 | 2.2 | 2.5 | 1.3 | 2.5 | 1.4 | 3.0 | 1.2 | 1.1 |
| August 2019 | 1.4 | 1.9 | 2.8 | 1.6 | 1.0 | 1.4 | 1.0 | 2.0 | 0.6 | 2.2 | 2.5 | 1.3 | 2.6 | 1.4 | 3.0 | 1.3 | 1.1 |
| September 2019 | 1.4 | 1.9 | 2.8 | 1.6 | 1.0 | 1.4 | 1.0 | 2.0 | 0.7 | 2.2 | 2.6 | 1.4 | 2.6 | 1.6 | 3.0 | 1.3 | 1.1 |
| October 2019 | 1.4 | 2.0 | 2.8 | 1.6 | 1.1 | 1.4 | 1.1 | 2.1 | 0.7 | 2.2 | 2.6 | 1.4 | 2.7 | 1.6 | 3.0 | 1.3 | 1.1 |
| November 2019 | 1.5 | 2.0 | 2.9 | 1.6 | 1.1 | 1.4 | 1.1 | 2.2 | 0.8 | 2.4 | 2.8 | 1.4 | 2.8 | 1.6 | 3.1 | 1.3 | 1.2 |
| December 2019 | 1.5 | 2.0 | 2.9 | 1.6 | 1.1 | 1.4 | 1.1 | 2.2 | 0.8 | 2.5 | 3.0 | 1.4 | 3.0 | 1.6 | 3.1 | 1.3 | 1.2 |
| January 2020 | 1.5 | 2.0 | 2.9 | 1.6 | 1.1 | 1.4 | 1.1 | 2.3 | 0.8 | 2.4 | 3.1 | 1.5 | 3.0 | 1.6 | 3.1 | 1.3 | 1.2 |
| February 2020 | 1.6 | 2.1 | 3.0 | 1.7 | 1.2 | 1.5 | 1.2 | 2.3 | 0.9 | 2.6 | 3.2 | 1.5 | 3.1 | 1.7 | 3.2 | 1.4 | 1.3 |
| March 2020 | 1.6 | 2.1 | 3.0 | 1.8 | 1.2 | 1.5 | 1.2 | 2.5 | 0.9 | 2.7 | 3.2 | 1.6 | 3.1 | 1.7 | 3.3 | 1.4 | 1.4 |
| April 2020 | 3.2 | 3.9 | 5.1 | 3.0 | 3.0 | 3.1 | 2.8 | 4.8 | 1.9 | 5.4 | 5.9 | 3.2 | 5.6 | 3.1 | 5.5 | 2.7 | 2.9 |
| May 2020 | 4.4 | 5.3 | 6.4 | 4.3 | 4.1 | 4.1 | 3.9 | 5.7 | 3.3 | 6.5 | 7.0 | 4.5 | 7.2 | 4.8 | 7.0 | 3.9 | 3.7 |
| June 2020 | 4.1 | 5.1 | 6.2 | 4.0 | 3.8 | 3.8 | 3.5 | 5.3 | 3.1 | 6.0 | 6.6 | 4.1 | 6.8 | 4.7 | 6.7 | 3.6 | 3.5 |
| July 2020 | 4.2 | 5.2 | 6.3 | 4.2 | 3.8 | 3.9 | 3.7 | 5.4 | 3.2 | 6.1 | 6.7 | 4.2 | 6.9 | 4.8 | 6.8 | 3.7 | 3.6 |
| August 2020 | 4.3 | 5.3 | 6.4 | 4.3 | 4.1 | 3.9 | 3.8 | 5.5 | 3.3 | 6.3 | 6.6 | 4.3 | 7.1 | 5.0 | 6.9 | 3.8 | 3.6 |
| September 2020 | 4.3 | 5.3 | 6.3 | 4.3 | 4.0 | 3.9 | 3.7 | 5.5 | 3.3 | 6.1 | 6.2 | 4.2 | 6.9 | 5.0 | 6.9 | 3.7 | 3.6 |
| October 2020 | 4.1 | 5.1 | 6.1 | 4.2 | 3.7 | 3.8 | 3.5 | 5.4 | 3.1 | 5.9 | 5.9 | 4.0 | 6.7 | 4.8 | 6.7 | 3.5 | 3.5 |
| November 2020 | 4.1 | 5.1 | 6.2 | 4.2 | 3.8 | 3.8 | 3.6 | 5.4 | 3.2 | 6.0 | 6.4 | 4.0 | 6.9 | 4.9 | 6.8 | 3.4 | 3.5 |
| December 2020 | 4.1 | 5.1 | 6.2 | 4.2 | 3.6 | 3.7 | 3.5 | 5.3 | 3.1 | 6.0 | 6.5 | 4.0 | 6.8 | 4.9 | 6.7 | 3.4 | 3.5 |
| January 2021 | 4.0 | 5.1 | 6.1 | 4.2 | 3.5 | 3.7 | 3.5 | 5.3 | 3.1 | 5.9 | 6.6 | 3.9 | 6.7 | 4.8 | 6.6 | 3.4 | 3.5 |
| February 2021 | 4.3 | 5.3 | 6.4 | 4.4 | 3.8 | 3.8 | 3.6 | 5.7 | 3.3 | 6.2 | 6.9 | 4.1 | 7.1 | 5.0 | 7.0 | 3.7 | 3.7 |
| March 2021 | 4.3 | 5.3 | 6.4 | 4.4 | 3.8 | 3.8 | 3.5 | 5.7 | 3.3 | 6.2 | 6.9 | 4.1 | 7.1 | 5.1 | 7.1 | 3.7 | 3.6 |
| April 2021 | 4.2 | 5.2 | 6.3 | 4.3 | 3.7 | 3.7 | 3.4 | 5.5 | 3.1 | 6.0 | 6.7 | 4.0 | 7.0 | 5.1 | 7.0 | 3.6 | 3.6 |
| May 2021 | 3.8 | 4.8 | 5.9 | 4.0 | 3.4 | 3.3 | 3.0 | 5.1 | 2.8 | 5.5 | 6.0 | 3.6 | 6.5 | 4.7 | 6.4 | 3.1 | 3.2 |
| June 2021 | 3.4 | 4.4 | 5.5 | 3.6 | 2.9 | 2.9 | 2.7 | 4.8 | 2.5 | 5.1 | 5.4 | 3.2 | 6.1 | 4.4 | 6.0 | 2.9 | 2.9 |
| July 2021 | 3.3 | 4.3 | 5.3 | 3.6 | 2.9 | 3.0 | 2.6 | 4.6 | 2.5 | 4.9 | 4.9 | 3.0 | 6.0 | 4.3 | 5.9 | 2.8 | 2.9 |
| August 2021 | 3.2 | 4.1 | 5.1 | 3.4 | 2.7 | 2.8 | 2.5 | 4.5 | 2.3 | 4.7 | 4.7 | 2.9 | 5.7 | 4.2 | 5.6 | 2.6 | 2.7 |
| September 2021 | 3.0 | 3.9 | 5.0 | 3.2 | 2.6 | 2.7 | 2.4 | 4.3 | 2.2 | 4.5 | 4.5 | 2.7 | 5.5 | 4.0 | 5.4 | 2.5 | 2.7 |

The table provides the latest claimant count figures by our area with national and regional comparisons.

Claimants are the number of people claiming benefit principally for the reason of being unemployed. This is measured by combining those people claiming Jobseeker's Allowance (JSA) and National Insurance credits with those people receiving Universal Credit principally for the reason of being unemployed.

All percentage rates are proportions of the resident population aged between 16 and 64.

Information taken from ONS Claimant Count

# Average Employee Growth

|  |  |
| --- | --- |
|  | Average Employee Growth p.a. 2016 - 2021 |
| **Hampshire** | -0.3% |
| **South East** | -0.2% |
| **United Kingdom** | 0.3% |
| **Basingstoke and Deane** | 0.4% |
| **East Hampshire** | -0.5% |
| **Eastleigh** | 0.4% |
| **Fareham** | -1.0% |
| **Gosport** | -2.4% |
| **Hart** | -2.7% |
| **Havant** | -1.7% |
| **Isle of Wight** | -0.5% |
| **New Forest** | -0.3% |
| **Portsmouth** | -0.9% |
| **Rushmoor** | -1.0% |
| **Southampton** | -1.5% |
| **Test Valley** | 0.0% |
| **Winchester** | 1.5% |

The table provides the average growth of employees by location between 2016 and 2020.

Information taken from ONS Business Register and Employment Survey, 2020

# Resident Employment Comparison

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Employment Rate (Jun 2021)** | **Unemployment Rate (Jun 2021)** | **Economic Inactivity Rate (Jun 2021)** |
| Basingstoke and Deane | 79.9% | 3.9% | 15.5% |
| East Hampshire | 78.9% | 3.7% | 19.0% |
| Eastleigh | 79.9% | 3.5% | 17.6% |
| Fareham | 74.6% | 3.9% | 22.4% |
| Gosport | 61.4% | 4.4% | 33.5% |
| Hart | 77.4% | 4.3% | 19.0% |
| Havant | 72.8% | 4.2% | 23.5% |
| Isle of Wight | 71.7% | 4.9% | 23.9% |
| New Forest | 74.5% | 4.2% | 23.5% |
| Portsmouth | 75.6% | 5.2% | 19.5% |
| Rushmoor | 84.4% | 3.6% | 13.6% |
| Southampton | 75.7% | 5.2% | 20.4% |
| Test Valley | 81.4% | 3.0% | 17.4% |
| Winchester | 79.0% | 3.0% | 20.5% |
| **Hampshire** | 77.1% | 3.8% | 20.2% |
| **South East** | 77.4% | 4.1% | 19.2% |
| **United Kingdom** | 74.3% | 5.0% | 21.8% |

The table provides the employment, unemployment and economic inactivity rates for each location.

All percentages are the proportion of the resident population aged 16 to 64.

Quartiles are out of 363 local authorities in England and Wales

Information taken from ONS Labour market in the regions of the UK, October 2021

# Job Density Comparison

|  |  |
| --- | --- |
|  | Job Density (2019) |
| Basingstoke and Deane | 0.89 |
| East Hampshire | 0.82 |
| Eastleigh | 0.91 |
| Fareham | 0.83 |
| Gosport | 0.52 |
| Hart | 0.73 |
| Havant | 0.69 |
| Isle of Wight | 0.8 |
| New Forest | 0.84 |
| Portsmouth | 0.89 |
| Rushmoor | 0.95 |
| Southampton | 0.77 |
| Test Valley | 0.96 |
| Winchester | 1.35 |
| Hampshire | 0.88 |
| South East | 0.87 |
| United Kingdom | 0.9 |

The table provides a comparison of job density across locations.

Job density is defined as the number of jobs in an area divided by the resident population aged 16-64 in that area.

For example, a job density of 1.0 would mean that there is one job for every resident aged 16-64

Information taken from ONS Jobs Density, 2019

# GVA(B) Comparison

|  |  |
| --- | --- |
|  | **GVA(B) per head comparison 2016 (£million)** |
| **Basingstoke and Deane** | 29525 |
| **East Hampshire** | 24115 |
| **Eastleigh** | 30341 |
| **Fareham** | 24170 |
| **Gosport** | 14383 |
| **Hampshire (inc. IOW)** | 26368 |
| **Havant** | 24607 |
| **New Forest** | 25013 |
| **Rushmoor** | 32147 |
| **Test Valley** | 28718 |
| **UK** | 26749 |
| **Winchester** | 39714 |

The table provides a comparison of GVA(B) per Head across locations.

GVA(B) stands for Gross Value Added (Balanced) and this measures the contribution of the local authority to the UK economy.

This measure is per head - this is per worker in the defined workplace

Information taken from ONS Regional Gross Value Added (Balanced) by Local Authority

UK, 2016

# GVA(B) Growth Comparison

|  |  |
| --- | --- |
|  | **GVA(B) per head growth 2011 to 2016** |
| **Basingstoke and Deane** | 1.47% |
| **East Hampshire** | 0.86% |
| **Eastleigh** | 3.07% |
| **Fareham** | 1.47% |
| **Gosport** | 1.47% |
| **Hampshire (inc. IOW)** | 2.11% |
| **Havant** | 2.68% |
| **New Forest** | 2.69% |
| **Rushmoor** | 3.59% |
| **Test Valley** | 2.62% |
| **UK** | 2.89% |
| **Winchester** | 3.89% |

The table provides a comparison of GVA(B) per Head across locations and growth of this measure between 2011 and 2016.

GVA(B) stands for Gross Value Added (Balanced) and this measures the contribution of the local authority to the UK economy.

This measure is per head - this is per worker in the defined workplace

Information taken from ONS Regional Gross Value Added (Balanced) by Local Authority

UK, 2016

# Resident and Workplace Pay Comparison

|  |  |  |  |
| --- | --- | --- | --- |
|  | Resident Weekly Pay - Gross (2020) | Workplace Weekly Pay - Gross (2020) | Difference |
| Basingstoke and Deane | £686.30 | £660.60 | £25.70 |
| East Hampshire | £625.20 | £540.60 | £84.60 |
| Eastleigh | £660.30 | £583.90 | £76.40 |
| Fareham | £672.00 | £540.90 | £131.10 |
| Gosport | £550.90 | £583.00 | -£32.10 |
| Hart | £751.10 | £711.80 | £39.30 |
| Havant | £582.40 | £559.70 | £22.70 |
| Isle of Wight | £545.40 | £519.90 | £25.50 |
| New Forest | £599.90 | £570.80 | £29.10 |
| Portsmouth | £509.50 | £592.50 | -£83.00 |
| Rushmoor | £660.60 | £650.10 | £10.50 |
| Southampton | £563.00 | £634.50 | -£71.50 |
| Test Valley | £603.30 | £590.30 | £13.00 |
| Winchester | £689.30 | £636.40 | £52.90 |
| Hampshire | £642.50 | £598.70 | £43.80 |
| South East | £585.50 | £585.50 | £0.00 |
| United Kingdom | £631.80 | £608.60 | £23.20 |

The table provides a comparison of resident and workplace weekly gross pay by location.

Resident pay refers to the pay for the resident population.

Workplace pay refer to the pay for those who work within a defined local authority.

Information taken from ONS Annual Survey of Hours and Earnings, 2021

# Business Number Breakdown by Sub-area and Industry

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **East Hampshire** | **Hampshire** | **South East** | **United Kingdom** | **Alton** | **Whitehill and Bordon** | **Petersfield** | **Southern Parishes** |
| **Agriculture, forestry and fishing** | 4% | 3% | 3% | 5% | 5% | 3% | 6% | 3% |
| **Mining, quarrying and utilities** | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% |
| **Manufacturing** | 5% | 5% | 5% | 5% | 6% | 5% | 4% | 5% |
| **Construction** | 14% | 15% | 14% | 13% | 12% | 16% | 12% | 19% |
| **Motor trades** | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 5% |
| **Wholesale** | 4% | 3% | 3% | 4% | 4% | 4% | 3% | 3% |
| **Retail** | 6% | 9% | 8% | 8% | 6% | 6% | 7% | 4% |
| **Transport and storage (inc. postal)** | 2% | 4% | 4% | 5% | 2% | 2% | 2% | 3% |
| **Accommodation and food services** | 3% | 4% | 5% | 6% | 4% | 3% | 4% | 3% |
| **Information and communication** | 10% | 9% | 10% | 8% | 9% | 10% | 10% | 10% |
| **Financial and insurance** | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 1% |
| **Property** | 4% | 3% | 3% | 4% | 4% | 3% | 4% | 3% |
| **Professional, scientific and technical** | 21% | 19% | 19% | 16% | 22% | 20% | 23% | 21% |
| **Business administration and support services** | 9% | 8% | 9% | 8% | 8% | 10% | 8% | 9% |
| **Public administration and defence** | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| **Education** | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% |
| **Health** | 4% | 4% | 4% | 4% | 3% | 4% | 5% | 3% |
| **Arts, entertainment, recreation and other services** | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% |
| **TOTAL** | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

The table provides a breakdown of business numbers broken down by industry and district sub-areas, with regional and national comparisons.

Information taken from ONS UK Business Counts, 2021

# Business Numbers by Sizeband

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Micro** | **Small** | **Medium** | **Large** | **Total Businesses** |
| **East Hampshire** | 5,880 | 515 | 60 | 5 | 6475 |
| **Alton** | 1,935 | 175 | 10 | 0 | 2120 |
| **Whitehill and Bordon** | 1,625 | 100 | 0 | 0 | 1735 |
| **Petersfield** | 1,460 | 135 | 5 | 0 | 1600 |
| **Southern Parishes** | 870 | 30 | 5 | 0 | 945 |

The table provides a breakdown of businesses by sizeband and by district sub-area.

Information taken from ONS UK Business Counts, 2021

# Business Number Breakdown

|  |  |  |
| --- | --- | --- |
|  | Number of Businesses | % of Total |
| East Hampshire | 6485 | 100% |
| Alton | 2,120 | 33% |
| Whitehill and Bordon | 1,735 | 27% |
| Petersfield | 1,600 | 25% |
| Southern Parishes | 945 | 15% |

The table provides a summary of the breakdown of business numbers in East Hampshire by sub-area.

Information taken from ONS UK Business Counts, 2021

# Business Numbers by Industry

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **East Hampshire Business Numbers (2021)** | **% of East Hampshire Total** | **% Average Growth p.a. 2016-2021** | **Real Terms Change 2016-2021** |
| **Agriculture, forestry and fishing** | 280 | 4.32% | -2.27% | -35 |
| **Mining, quarrying and utilities** | 30 | 0.46% | 4.48% | 5 |
| **Manufacturing** | 345 | 5.32% | 0.32% | 5 |
| **Construction** | 920 | 14.19% | 1.76% | 75 |
| **Motor trades** | 220 | 3.39% | 3.03% | 30 |
| **Wholesale** | 235 | 3.62% | -1.98% | -25 |
| **Retail** | 380 | 5.86% | 0.30% | 5 |
| **Transport and storage (inc. postal)** | 155 | 2.39% | 4.57% | 30 |
| **Accommodation and food services** | 225 | 3.47% | 1.41% | 15 |
| **Information and communication** | 620 | 9.56% | -0.73% | -25 |
| **Financial and insurance** | 130 | 2.00% | 5.66% | 30 |
| **Property** | 230 | 3.55% | 1.87% | 20 |
| **Professional, scientific and technical** | 1,390 | 21.43% | -0.06% | -5 |
| **Business administration and support services** | 565 | 8.71% | 2.30% | 60 |
| **Public administration and defence** | 35 | 0.54% | 8.00% | 10 |
| **Education** | 110 | 1.70% | -1.64% | -10 |
| **Health** | 230 | 3.55% | -0.75% | -10 |
| **Arts, entertainment, recreation and other services** | 385 | 5.94% | -0.75% | -15 |
| **TOTAL** | 6,485 | 100.00% |  |  |

The table provides a breakdown of business numbers by industry, the percentage of EH total business numbers, the average growth of businesses per annum between 2016 and 2021 (broken down by industry type) and the real terms change in business numbers since 2016 by industry

Information taken from ONS UK Business Counts, 2021

# Employee Numbers by Industry

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **East Hampshire Employee Numbers (2020)** | **% of East Hampshire Total** | **% Average Growth p.a. 2016-2021** | **Real Terms Change 2016-2021** |
| **Agriculture, forestry and fishing** | 1,000 | 2.33% | 8.10% | 300 |
| **Mining, quarrying and utilities** | 450 | 1.05% | -9.20% | -150 |
| **Manufacturing** | 4,000 | 9.30% | 2.80% | 500 |
| **Construction** | 2,500 | 5.81% | 0.00% | 0 |
| **Motor trades** | 900 | 2.09% | 2.50% | 100 |
| **Wholesale** | 2,250 | 5.23% | -2.80% | -250 |
| **Retail** | 4,000 | 9.30% | -3.10% | -500 |
| **Transport and storage (inc. postal)** | 1,250 | 2.91% | -5.00% | -250 |
| **Accommodation and food services** | 3,000 | 6.98% | -0.60% | 0 |
| **Information and communication** | 2,000 | 4.65% | 0.00% | 0 |
| **Financial and insurance** | 1,250 | 2.91% | -5.00% | -250 |
| **Property** | 600 | 1.40% | -4.20% | -100 |
| **Professional, scientific and technical** | 3,500 | 8.14% | -5.70% | -500 |
| **Business administration and support services** | 3,000 | 6.98% | -5.80% | -500 |
| **Public administration and defence** | 800 | 1.86% | -3.40% | -100 |
| **Education** | 5,000 | 11.63% | -0.30% | 0 |
| **Health** | 5,000 | 11.63% | -0.30% | 0 |
| **Arts, entertainment, recreation and other services** | 1,750 | 4.07% | -7.60% | -500 |
| **TOTAL** | 43,000 | 100.00% |  |  |

The table provides a breakdown of employee numbers by industry, the percentage of EH total employee numbers, the average growth of employee numbers per annum between 2016 and 2021 (broken down by industry type) and the real terms change in employee numbers since 2016 by industry

Information taken from ONS Business and Employment Survey, 2020

# East Hampshire Employment Trends

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Employment Rate** | **Unemployment Rate** | **Economic Inactivity Rate** |
| Apr 2010-Mar 2011 | 75.8 | 4.6 | 21.3 |
| Jul 2010-Jun 2011 | 78.5 | 4.4 | 19.0 |
| Oct 2010-Sep 2011 | 75.8 | 4.8 | 17.7 |
| Jan 2011-Dec 2011 | 76.1 | 4.8 | 18.4 |
| Apr 2011-Mar 2012 | 74.5 | 5.0 | 20.3 |
| Jul 2011-Jun 2012 | 74.2 | 5.2 | 19.8 |
| Oct 2011-Sep 2012 | 80.0 | 4.6 | 16.1 |
| Jan 2012-Dec 2012 | 82.1 | 4.5 | 14.6 |
| Apr 2012-Mar 2013 | 81.0 | 4.8 | 13.8 |
| Jul 2012-Jun 2013 | 81.2 | 4.6 | 14.3 |
| Oct 2012-Sep 2013 | 81.8 | 4.4 | 14.9 |
| Jan 2013-Dec 2013 | 80.4 | 4.3 | 15.4 |
| Apr 2013-Mar 2014 | 76.7 | 4.2 | 19.4 |
| Jul 2013-Jun 2014 | 75.4 | 4.1 | 20.6 |
| Oct 2013-Sep 2014 | 74.1 | 3.9 | 22.5 |
| Jan 2014-Dec 2014 | 75.3 | 3.7 | 22.4 |
| Apr 2014-Mar 2015 | 78.0 | 3.2 | 19.4 |
| Jul 2014-Jun 2015 | 78.5 | 3.2 | 19.3 |
| Oct 2014-Sep 2015 | 76.7 | 3.3 | 19.9 |
| Jan 2015-Dec 2015 | 74.9 | 3.3 | 18.7 |
| Apr 2015-Mar 2016 | 75.1 | 3.2 | 20.3 |
| Jul 2015-Jun 2016 | 73.9 | 3.3 | 22.2 |
| Oct 2015-Sep 2016 | 76.4 | 3.3 | 19.5 |
| Jan 2016-Dec 2016 | 77.1 | 3.4 | 20.5 |
| Apr 2016-Mar 2017 | 79.3 | 3.4 | 17.1 |
| Jul 2016-Jun 2017 | 80.1 | 3.1 | 16.1 |
| Oct 2016-Sep 2017 | 78.0 | 3.0 | 18.2 |
| Jan 2017-Dec 2017 | 75.7 | 2.9 | 21.0 |
| Apr 2017-Mar 2018 | 75.5 | 2.9 | 21.4 |
| Jul 2017-Jun 2018 | 77.2 | 2.8 | 19.9 |
| Oct 2017-Sep 2018 | 77.9 | 2.6 | 20.6 |
| Jan 2018-Dec 2018 | 82.5 | 2.4 | 16.9 |
| Apr 2018-Mar 2019 | 83.0 | 2.3 | 16.4 |
| Jul 2018-Jun 2019 | 80.0 | 2.4 | 19.1 |
| Oct 2018-Sep 2019 | 81.8 | 2.3 | 17.1 |
| Jan 2019-Dec 2019 | 82.5 | 2.1 | 16.4 |
| Apr 2019-Mar 2020 | 84.2 | 2.2 | 14.0 |
| Jul 2019-Jun 2020 | 82.3 | 2.6 | 15.5 |
| Oct 2019-Sep 2020 | 80.5 | 3.3 | 17.3 |
| Jan 2020-Dec 2020 | 78.7 | 3.5 | 19.8 |
| Apr 2020-Mar 2021 | 76.2 | 3.7 | 22.6 |
| Jul 2020-June 2021 | 78.9 | 3.7 | 19.0 |

The table provides the employment, unemployment and economic inactivity rates for East Hampshire and how these have changed over time.

All percentages are the proportion of the resident population aged 16 to 64.

Information taken from ONS Labour market in the regions of the UK, October 2021

# Employee Numbers by Sub-area

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **East Hampshire** | **Alton** | **Whitehill and Bordon** | **Petersfield** | **Southern Parishes** |
| **Agriculture, forestry and fishing** | 1,000 | 160 | 35 | 185 | 40 |
| **Mining, quarrying and utilities** | 450 | 255 | 45 | 150 | 15 |
| **Manufacturing** | 4,000 | 1560 | 950 | 1150 | 545 |
| **Construction** | 2,500 | 825 | 700 | 550 | 425 |
| **Motor trades** | 900 | 290 | 300 | 160 | 120 |
| **Wholesale** | 2,250 | 900 | 575 | 625 | 135 |
| **Retail** | 4,000 | 1225 | 950 | 1200 | 725 |
| **Transport and storage (inc. postal)** | 1,250 | 425 | 480 | 160 | 170 |
| **Accommodation and food services** | 3,000 | 850 | 775 | 1025 | 300 |
| **Information and communication** | 2,000 | 775 | 535 | 550 | 160 |
| **Financial and insurance** | 1,250 | 420 | 850 | 105 | 50 |
| **Property** | 600 | 215 | 145 | 175 | 115 |
| **Professional, scientific and technical** | 3,500 | 1450 | 750 | 950 | 425 |
| **Business administration and support services** | 3,000 | 1025 | 1350 | 700 | 175 |
| **Public administration and defence** | 800 | 195 | 210 | 430 | 20 |
| **Education** | 5,000 | 1800 | 1125 | 1400 | 625 |
| **Health** | 5,000 | 1800 | 1075 | 1300 | 580 |
| **Arts, entertainment, recreation and other services** | 1,750 | 650 | 370 | 625 | 170 |
| **TOTAL** | 42,250 | 14,820 | 11,220 | 11,440 | 4,795 |

The table provides the breakdown of employee numbers by sub-area and industry.

Information taken from ONS Business Register and Employment Survey, 2020

# Employee Numbers Breakdown

|  |  |  |
| --- | --- | --- |
|  | Number of Employees | % of Total |
| East Hampshire | 43000 | 100% |
| Alton | 15,000 | 35% |
| Whitehill and Bordon | 11,000 | 26% |
| Petersfield | 11,250 | 26% |
| Southern Parishes | 4,900 | 11% |

The table provides a summary of the breakdown of employee numbers in East Hampshire by subarea.

Information taken from ONS Business Register and Employment Survey, 2020

# Employee Number Breakdown by industry and sub-area

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **East Hampshire** | **Hampshire** | **South East** | **Great Britain** | **Alton** | **Whitehill and Bordon** | **Petersfield** | **Southern Parishes** |
| **Agriculture, forestry and fishing** | 2% | 1% | 1% | 1% | 1% | 0% | 2% | 1% |
| **Mining, quarrying and utilities** | 1% | 1% | 1% | 1% | 2% | 0% | 1% | 0% |
| **Manufacturing** | 9% | 8% | 6% | 8% | 11% | 8% | 10% | 11% |
| **Construction** | 6% | 6% | 6% | 5% | 6% | 6% | 5% | 9% |
| **Motor trades** | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 3% |
| **Wholesale** | 5% | 4% | 4% | 4% | 6% | 5% | 5% | 3% |
| **Retail** | 9% | 10% | 9% | 9% | 8% | 8% | 10% | 15% |
| **Transport and storage (inc. postal)** | 3% | 4% | 5% | 5% | 3% | 4% | 1% | 4% |
| **Accommodation and food services** | 7% | 7% | 7% | 7% | 6% | 7% | 9% | 6% |
| **Information and communication** | 5% | 6% | 6% | 4% | 5% | 5% | 5% | 3% |
| **Financial and insurance** | 3% | 3% | 3% | 3% | 3% | 8% | 1% | 1% |
| **Property** | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 2% |
| **Professional, scientific and technical** | 8% | 9% | 9% | 9% | 10% | 7% | 8% | 9% |
| **Business administration and support services** | 7% | 7% | 8% | 9% | 7% | 12% | 6% | 4% |
| **Public administration and defence** | 2% | 4% | 3% | 5% | 1% | 2% | 4% | 0% |
| **Education** | 12% | 9% | 10% | 9% | 12% | 10% | 12% | 13% |
| **Health** | 12% | 11% | 13% | 14% | 12% | 10% | 11% | 12% |
| **Arts, entertainment, recreation and other services** | 4% | 5% | 5% | 4% | 4% | 3% | 5% | 4% |
| **TOTAL** | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

The table provides a breakdown of employee numbers broken down by industry and district sub-areas, with regional and national comparisons.

Information taken from ONS UK Business Counts, 2021

# Breakdown of East Hampshire GVA(B)

|  |  |  |
| --- | --- | --- |
|  | **Economic activity in East Hampshire (2016)(£million)** | **Proportion of 2016 Economic output** |
| **Agriculture, mining, electricity, gas, water and waste** | 124 | 4% |
| **Manufacturing** | 217 | 8% |
| **Construction** | 205 | 7% |
| **Distribution; transport; accommodation and food** | 552 | 19% |
| **Information and communication** | 182 | 6% |
| **Financial and insurance activities** | 125 | 4% |
| **Real estate activities** | 528 | 19% |
| **Professional and administrative services** | 361 | 13% |
| **Public administration; education; health** | 411 | 14% |
| **Recreation, other services and household activities** | 139 | 5% |
| **TOTAL** | 2844 |  |

The table provides a breakdown of East Hampshire economic contributions by industry.

GVA(B) stands for Regional Gross Value Added (Balanced) and this measures the contribution of the local authority to the UK economy.

Information taken from ONS Regional Gross Value Added (Balanced) by Local Authority UK, 2016