

Economic Trends report



FEBRUARY 2009

Produced by the Economy & Tourism Unit, Exeter City Council

Welcome to the latest quarterly edition of the Exeter and the Heart of Devon's sub-region (EHOD) 'Economic Trends Report', produced by the Economy & Tourism Unit of Exeter City Council, covering social, economic and demographic issues in relation to the sub-region of Exeter, East Devon, Mid Devon and Teignbridge.

Abstract

[Key Information, Page 2](#)

Headline information for the EHOD area covering population, employment and housing.

[Claimant Count, Page 3](#)

The Claimant Count (unemployment) in the EHOD sub-region has risen steadily to 2.1%. Exeter's unemployment stands at 2.2%, but below the regional and national averages.

[House Prices, Page 4](#)

Q3 2007 Land Registry data shows that average house prices have risen slightly but sales have fallen sharply over the last quarter in all areas. EHOD prices dropped by around 3% on last year's figures with sales down 55%. The average house price in EHOD for Q3 2008 is now £239,700. East Devon has the highest property prices while Exeter witnessed the only positive annual growth rate on Q3 2007 at 1.8%.

[Mid year 2007 Population, Page 6](#)

The population estimates for EHOD now stands at around 457,400 and has increased by nearly 7% since 2001. Within this period, Exeter (+10.1%) has seen the highest rise of all districts, at more than twice the regional and national averages (+4.7% and +3.3% respectively).

[VAT/PAYE Registrations and Stocks, Page 11](#)

Around 19,145 businesses were registered for VAT/PAYE in EHOD in 2008 and 3,645 were registered for VAT/PAYE in Exeter.

[Annual Survey of Hours and Earnings, Page 8](#)

The 2008 ASHE Survey reveals that the average annual median resident based salary for EHOD stood at £21,900, an increase of around 5.8% on 2007. The median workplace based salary stood at £21,400.

[Exeter Chamber of Commerce Survey, Page 12](#)

The December 2008 survey reveals continued but reduced commitment towards investment despite potential job contraction and a dip in business confidence.

Definitions of the statistical measures, geographic areas and sources of information used in this report are provided on Page 12. [Click here](#) to go directly to this information; where statistical terms appear in this report they are hyperlinked to the definitions.

Key Information

Population						
Indicator	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
¹ Population	122,400	132,300	75,900	126,800	457,400	54,072,000
¹ Population under 16	18,300 (15.0%)	21,100 (15.9%)	14,400 (19.0%)	21,800 (17.2%)	75,600 (16.5%)	10,212,300 (18.9%)
¹ Population of working age	82,900 (67.7%)	70,400 (53.2%)	44,500 (58.6%)	72,300 (57.0%)	270,100 (59.1%)	33,588,500 (62.1%)
¹ Population of retirement age	21,200 (17.3%)	40,800 (30.9%)	17,000 (22.4%)	32,700 (25.8%)	111,700 (24.4%)	10,271,200 (19.0%)
Employment						
Indicator	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
² No of employee jobs located in area	84,215	41,863	24,951	41,101	192,130	24,191,538
² Primary-sector* employees	2,060 (2.4%)	1,173 (2.8%)	1,226 (4.9%)	1,110 (2.7%)	5,569 (2.9%)	339,671 (1.4%)
² Secondary-sector* employees	7,800 (9.3%)	5,698 (13.6%)	5,835 (23.4%)	7,011 (17.1%)	26,344 (13.7%)	3,753,732 (15.5%)
² Service-sector* employees	74,355 (88.3%)	34,992 (83.6%)	17,889 (71.7%)	32,980 (80.2%)	160,217 (83.4%)	20,098,135 (83.1%)
² No of employee jobs located in area that are part-time (<30 hrs)	28,041 (33.3%)	16,580 (39.6%)	8,947 (35.9%)	15,500 (37.7%)	69,068 (35.9%)	7,487,056 (30.9%)
² Number of employers	5,139	5,589	3,264	5,366	19,359	2,216,609
³ Total jobs**	95,000	54,000	32,000	49,000	228,000	29,420,000
House Prices/Earnings						
Indicator	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
⁴ Average house price	£217,800	£266,100	£228,700	£229,900	£239,700	£224,100
⁶ Median full-time annual earnings (residence-based)	£21,300	£21,700	£20,100	£24,500	£21,900	£25,400
⁶ House price to FT salary ratio	10.2	12.2	11.4	9.4	10.9	8.8
Claimant Count (unemployment)						
Indicator	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
⁵ Claimant count rate	2.2%	1.8%	2.1%	2.2%	2.1%	3.4%
⁵ Male claimant count rate	3.1%	2.5%	2.9%	3.1%	2.9%	4.8%
⁵ Female claimant count rate	1.3%	1.0%	1.2%	1.2%	1.1%	1.8%
Economic Activity and Skills						
Indicator	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
⁷ Economic activity rate	78.2%	86.8%	79.9%	83.6%	82.2%	78.6%
⁷ Male economic activity rate	76.7%	89.7%	89.8%	84.5%	84.4%	83.2%
⁷ Female economic activity rate	80.0%	83.6%	68.8%	82.6%	79.8%	73.6%
⁷ Educated to A-level or above	56.3%	49.8%	46.5%	51.9%	51.8%	45.9%
⁷ Educated to degree level	30.0%	29.1%	27.0%	28.8%	28.9%	28.1%

[Click here for information on data sources](#)

* - 'Primary sector' covers agriculture, fishing, energy & water, 'Secondary sector' covers manufacturing & construction.

** - 'Jobs' includes employees of businesses, plus self-employed jobs, government supported employees & HM Forces.

Latest Data

Claimant Count (unemployment)

The claimant count rate in EHOD has risen steadily since Q2 2008 but remains low, standing below that of Devon, South West, South East and National averages. The rate is higher in Exeter and Teignbridge, especially worsening for males; however, it is still below the local, regional and national rate. In total, there were around 5,585 claimants in EHOD out of which 1,831 came from Exeter in January 2009.

Claimant count rates, January 2009

Area	Rate (all)	Rate (M)	Rate (F)
Exeter	2.2%	3.1%	1.3%
East Devon	1.8%	2.5%	1.0%
Mid Devon	2.1%	2.9%	1.2%
T'bridge	2.2%	3.1%	1.2%
EHOD	2.1%	2.9%	1.1%
Devon	2.7%	3.8%	1.5%
SW	2.5%	3.5%	1.4%
SE	2.4%	3.3%	1.3%
E&W	3.4%	4.8%	1.8%

Crown Copyright (Source 5)

The table below reveals a rise in the claimant count rate in all areas without exceptions since last year, with the highest rise marginally more noticeable for Teignbridge, Devon and the South West region.

Past and present Claimant Count rates

Area	Jan 2008	Jul 2008	Jan 2009
Exeter	1.2%	1.4%	2.2%
E. Devon	0.9%	0.8%	1.8%
M. Devon	1.1%	1.2%	2.1%
T'bridge	1.1%	1.0%	2.2%
EHOD	1.1%	1.1%	2.1%
Devon	1.6%	1.6%	2.7%
SW	1.3%	1.4%	2.5%
SE	1.3%	1.4%	2.4%
E&W	2.2%	2.3%	3.4%

Crown Copyright (Source 5)

Starting from historically low figures, the following table highlights how Job Seekers Allowance (JSA) claimant numbers have changed since the beginning of the "Credit Crunch". Numbers have consistently risen over the last year, slightly above local, regional and national trends. After having reached their lowest ever recorded rate back in November 2007, the rise in Exeter has been significant but nonetheless, JSA claimants only represent 2.2% of the city resident working age population.

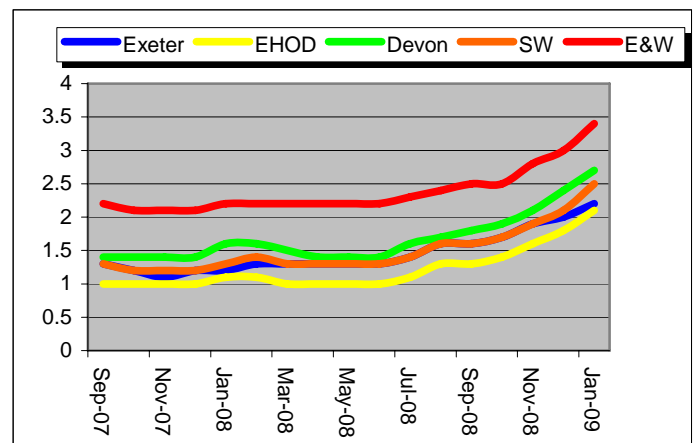
JSA Claimant numbers-"Credit Crunch" January 2009 Round up.

Area	Growth on last month	JSA Claimants numbers		Growth Year on Year (Jan08-Jan09)
		Jan08	Jan09	
Exeter	+10.1%	1,007	1,831	+81.8%
East Dev	+15.2%	663	1,269	+91.4%
Mid Dev	+13.9%	486	919	+89.1%
T'bridge	+11.7%	754	1,566	+107.7%
EHOD	+12.3%	2,910	5,585	+91.9%
Devon	+12.5%	10,354	18,158	+75.4%
SW	+15.1%	41,126	76,814	+86.8%
SE	+14.8%	68,109	119,776	+75.9%
E&W	+11.2%	732,020	1,134,158	+54.9%

Crown Copyright (Source 5)

The following chart highlights how the claimant count rate has consistently risen since the Sub Prime crisis emerged in late Q3 2007, with a more pronounced rise visible since late Q3 2008.

Claimant Count rates, Sept 2007-Jan 2009



Crown Copyright (Source 5)

The table below highlights the claimant rates rise in Exeter and the 14 major urban settlements within EHOD since the beginning of the Credit Crunch; Crediton has seen the highest jump closely followed by Axminster, Teignmouth, Newton Abbot and Dawlish (whose rate have more than doubled). Sidmouth and Ottery, appear less affected so far.

Claimant Count rates within EHOD major settlements, September 2007, January 2009

Settlement	Rate Sept 07 (all)	Rate Dec 08 (all)
Teignmouth	1.5%	3.1%
Tiverton	1.5%	3.0%
Newton Abbot	1.3%	2.9%
Axminster	1.0%	2.6%
Dawlish	0.8%	2.5%
Crediton	0.9%	2.4%
Exmouth	1.0%	2.4%
Exeter	1.3%	2.2%
Honiton	0.9%	2.2%
Seaton	1.0%	2.2%
Kingsteignton	0.6%	2.0%
Cullompton	1.0%	1.9%
Bovey	0.8%	1.6%
Sidmouth	0.9%	1.5%
Ottery	0.5%	1.2%

Crown Copyright (Source 5)

House Price Data

The average house price in EHOD in the second quarter of 2008 was £239,700 which is above the Devon, South West and national averages. This highlights an increase of 215% on the average price at the end of 1998 and stands at 11.6 times **median** full-time earnings, a significant larger ratio than the averages for Devon, the South West, South East and England and Wales. Within EHOD, the highest averages prices were seen in East Devon, with the lowest in Exeter.

The only positive growth rate was seen in Exeter, at nearly 2 percent; while all other areas saw negative growth rates (-5.6% in East Devon, -3.1% in EHOD, -5.3% for Devon, -2.8% for England and Wales). This may indicate a resilient housing market within Exeter, seemingly 'weathering the storm' so far.

Average house prices, Jul-Sep 2008

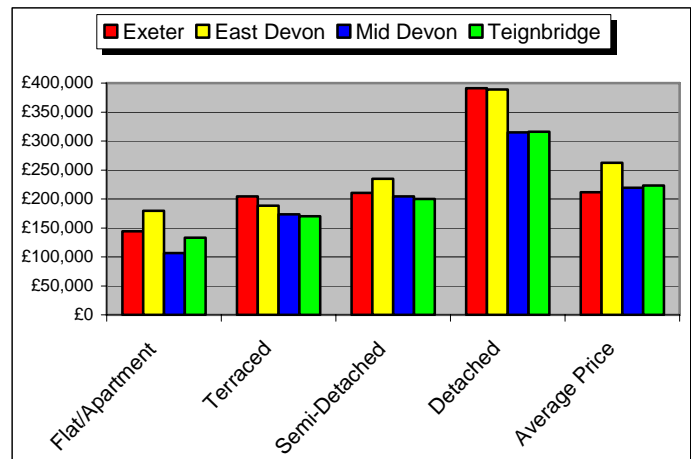
Area	Price	Index*	Ratio**
Exeter	£217,800	338	10.7
E. Devon	£266,100	297	12.2
M. Devon	£228,700	305	11.7
T'bridge	£229,900	297	11.0
EHOD	£239,700	316	11.6
Devon	£220,400	305	10.8
SW	£229,900	281	10.0
SE	£270,600	260	10.2
E&W	£224,100	265	9.2

Crown Copyright (Source 4)

*-Average price in Oct-Dec 1998= 100

**-Average house price to median annual full-time salary.

Average house prices by type in Exeter, East Devon, Mid Devon and Teignbridge, Jul-Sep 2008



Crown Copyright (Source 4)

The two tables below present average house prices by house type, and a weighted average house price that applies national house type weightings to local areas.

This analysis by type reveals that within EHOD, prices are generally slightly higher in Exeter for semis and terraced houses, while East Devon's detached properties narrowly top the list. Average flat prices are still amongst the lowest, with Mid Devon prices more than two times cheaper than the national average.

House prices by type, Jul-Sep 2008

Area	Detached	Semi	Terraced	Flat
Exeter	£384k	£221k	£211k	£150k
E. Devon	£385k	£220k	£183k	£184k
M. Devon	£308k	£209k	£171k	£87k
T'bridge.	£321k	£214k	£167k	£138k
EHOD	£351k	£217k	£187k	£155k
Devon	£339k	£199k	£174k	£155k
SW	£344k	£206k	£181k	£166k
SE	£452k	£246k	£203k	£171k
E&W	£345k	£197k	£178k	£200k

Crown Copyright (Source 4)

Weighted average house prices, Jul-Sep 2008

Area	Price	Index*	Ratio**
Exeter	£239,300	341	11.7
E. Devon	£237,800	295	10.9
M. Devon	£194,600	297	9.9
T'bridge	£207,900	294	10.0
EHOD	£224,900	309	10.9
Devon	£213,500	302	10.5
SW	£220,600	282	9.6
SE	£263,100	255	9.9
E&W	£224,100	265	9.2

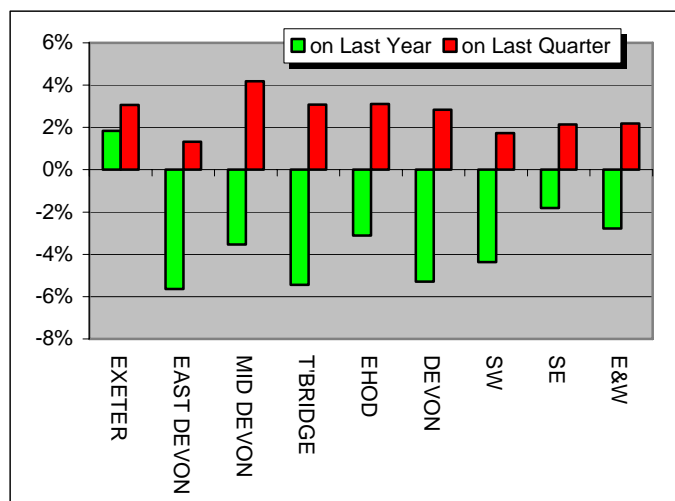
Crown Copyright (Source 4)

*-Average price in Oct-Dec 1998= 100

**-Average house price to median annual full-time salary.

The following chart reveals that house prices in EHOD decreased by about 3.1% between the third quarter of 2007 and the third quarter of 2008, but also rose by a similar rate on the previous quarter. The year on year data shows that negative growth in EHOD is below local and regional figures but above the South East and national figures. Exeter was the only area where average house prices rose by 1.8%, whilst East Devon saw the highest decrease, with average house prices some 5.6% below levels seen in the third quarter of 2007.

Percentage change in house prices, Jul-Sep 2008



Crown Copyright (Source 4)

The table below presents information regarding the number of house sales per quarter. The number of houses sold in all EHOD areas has been more than halved compared with the third quarter of 2007 and sales are undeniably down everywhere, reflecting the current national picture. The greatest fall in the number of properties sold occurred in Teignbridge, with almost 60% less sales year on year.

Trend in Number of Home Sales

Area	Q3 2007	Q1 2008	Q3 2008	Annual Change Q3 2007/08
Exeter	706	355	310	-56.1%
E. Devon	920	483	458	-50.2%
M.Devon	469	243	204	-56.5%
T'bridge	776	401	312	-59.8%
EHOD	2871	1482	1284	-55.3%
Devon	7167	3726	3273	-54.3%
SW	32637	16653	14969	-54.1%
SE	74419	38840	33086	-55.5%
E&W	306743	167050	138487	-54.9%

Crown Copyright (Source 4)

As a comparison and to show the evolution of the situation, the table overleaf presents information regarding the number of house sales published last quarter.

Trend in Number of Home Sales

Area	Q2 2007	Q4 2007	Q2 2008	Annual Change Q2 2007/08
Exeter	638	551	397	-37.8%
E. Devon	859	739	516	-39.9%
M.Devon	399	366	248	-37.8%
T'bridge	684	643	420	-38.6%
EHOD	2580	2299	1581	-38.7%
Devon	6666	5941	4156	-37.6%
SW	30153	27600	19045	-36.8%
SE	66220	63138	41365	-37.5%
E&W	282465	264783	179141	-36.6%

Crown Copyright (Source 4)

Population 2007

This section summarises information on EHOD from the mid-year population estimates for 2007. The table below reveals that around 457,400 persons are residents in EHOD, of which 222,000 were males and 235,400 were females.

Total population 2007

Area	Male	Female	Total
Exeter	60,400	62,000	122,400
E Devon	63,200	69,100	132,300
M Devon	37,300	38,600	75,900
T'bridge	61,100	65,700	126,800
EHOD	222,000	235,400	457,400
Devon	553,700	581,300	1,135,000
SW	2,536,200	2,641,800	5,178,000
SE	4,071,300	4,237,300	8,308,600
E&W	26,568,500	27,503,500	54,072,000

Crown copyright (Source 1) Note: Figures may not add due to rounding.

The following table indicates a higher proportion of retirees and a lower proportion of children and working age adults in EHOD compared to local, regional and national averages. The largest proportion of working age adults is seen in Exeter, whilst the largest proportion of retirees is located in East Devon. Mid Devon has the highest proportion of its population aged under 16, with a rate almost equal to the South East and National averages. In total, there were around 270,200 persons of working age in EHOD in 2007.

Population by broad age group, 2007

Area	0-15	16-59f/64m	60f/65m+
Exeter	15.0%	67.7%	17.3%
E Devon	15.9%	53.2%	30.9%
M Devon	19.0%	58.6%	22.4%
T'bridge	17.2%	57.0%	25.8%
EHOD	16.5%	59.1%	24.4%
Devon	17.1%	59.4%	23.5%
SW	17.8%	60.1%	22.1%
SE	19.1%	61.3%	19.6%
E&W	18.9%	62.1%	19.0%

Crown Copyright (Source 1) Note: Figures may not add due to rounding.

The table below highlights the components of population change between 2006 and 2007. Natural change is the difference between births and deaths, and net migration is the balance arising from people moving into or out of an area. In East Devon and Teignbridge, the number of deaths exceeded the number of births. However, the effect of in-migration meant that the population rose by 6,700 in EHOD between 2006 and 2007, with a population increase in all the sub-districts. Altogether, the greatest population rise is observed in Exeter with an increase of around 2.3%, almost twice that of EHOD rise and well above local, regional and national levels.

Components of population change, 2006 to 2007 (thousands)

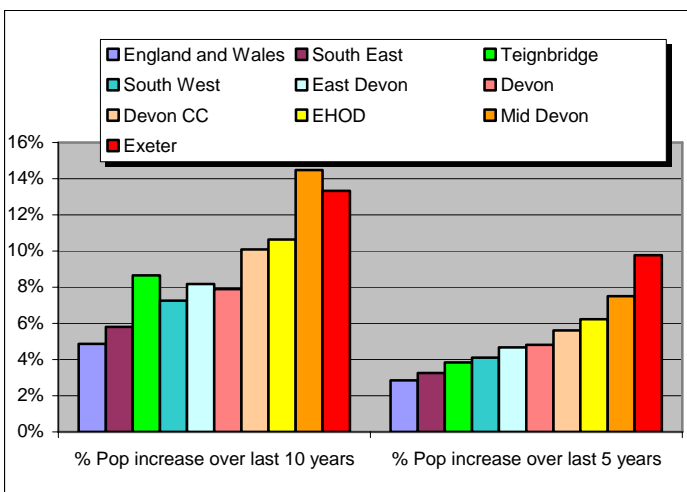
Area	2006	Natural Change	Net Migration	2007
Exeter	119.6	0.2	2.5	122.4
E Devon	131.1	-0.8	2.0	132.3
M Devon	74.5	0.1	1.3	75.9
T'bridge	125.5	-0.3	1.6	126.8
EHOD	450.7	-0.8	7.4	457.4
Devon	1,122.1	-0.8	13.6	1,135.0
SW	5,124.1	3.7	50.2	5,178.0
SE	8,237.7	25.7	45.2	8,308.7
E&W	53,728.8	176.7	166.4	54,072.0

Crown copyright (Source 1) Note: Figures may not add due to rounding.

The following chart shows population growth in all areas over the last 10 and 5 years (1997 and 2002); EHOD's population has grown consistently and at a much faster pace than local, regional and national averages.

Over the last decade, Mid Devon's population has seen the highest growth, with 14.5% increase, whilst since 2002, the fastest growth occurred in Exeter, with a rate of 9.8%. Teignbridge has seen a substantial growth of 8.7% over the last ten years but has since shown signs of slowing down, with a 3.8% growth on 2002 levels.

Percentage of population change, 1997/2002/2007



Crown copyright (Source 1)

Ward Population Estimates

The data used for the population figures in the following tables are derived from government statisticians estimates of population change since the 2001 census.

The following table lists the 'top 10 wards' in EHOD with the highest proportion of young people among their resident populations; 5 wards have more than a fifth of their population under 15 years of age. In absolute numbers, Priory in Exeter has the highest numbers of young people, whilst Bradninch and Halberton in Mid Devon, have the lowest.

Top 10 youngest age population per EHOD wards.

Ward	District	N of 0-15	%
Lowman	Mid Devon	1,423	23.0%
Bradninch	Mid Devon	435	21.1%
Priory	Exeter	1,937	20.4%
Teignmouth W.	Teignbridge	1,025	20.1%
Ex.Withycombe	East Devon	1,486	20.0%
Halberton.	Mid Devon	374	19.2%
Sandford & Creedy	Mid Devon	649	19.0%
Mincinglake	Exeter	1,100	18.8%
Tale Vale	East Devon	447	18.7%
Lower Culm	Mid Devon	1,059	18.6%

Crown Copyright (Source 8)

The following table displays the 'top 10 wards' in EHOD with the highest proportion of working age population among their resident populations. The urban centre of Exeter, with all but one ward, sees the highest density of working age population per ward, a fact reinforced by the strong student presence.

Top 10 working age population per EHOD wards.

Ward	District	N of WA*	%
Duryard	Exeter	5,203	84.6%
St James	Exeter	5,924	81.8%
St David's	Exeter	4,625	79.3%
Polsloe	Exeter	5,164	76.4%
Newtown	Exeter	4,287	75.4%
St Thomas	Exeter	4,535	69.0%
Exwick	Exeter	6,589	68.7%
Exmouth Town	East Devon	4,512	67.0%
St Loyes	Exeter	3,501	65.5%
Pennsylvania	Exeter	3,650	65.2%

Crown Copyright (Source 8)

*Working age: Males 16-64 and Females 16-59

The following table displays the 'top 10 wards' in EHOD with the highest proportion of retirement age population among their resident populations. This reveals that many wards in the coastal settlements of East Devon have the highest density of retirees per ward.

Top 10 elderly population per EHOD wards.

Ward	District	N of Retire	%
Sidmouth Town	East Devon	2,664	51.0%
Budleigh	East Devon	2,607	45.2%
Seaton	East Devon	3,171	44.1%
Sidmouth Rural	East Devon	868	40.4%
Exm'th.Littleham	East Devon	2,700	39.0%
Sidm'th Sidford	East Devon	2,439	38.7%
Bishopsteignton	Teignbridge	954	38.5%
Teignm'th East	Teignbridge	1,781	38.4%
Dunkeswell	East Devon	738	37.0%
Newbridges	East Devon	845	36.2%

Crown Copyright (Source 8)

*Retired: Males 65+ and Females 60+.

Annual Survey of Hours and Earnings

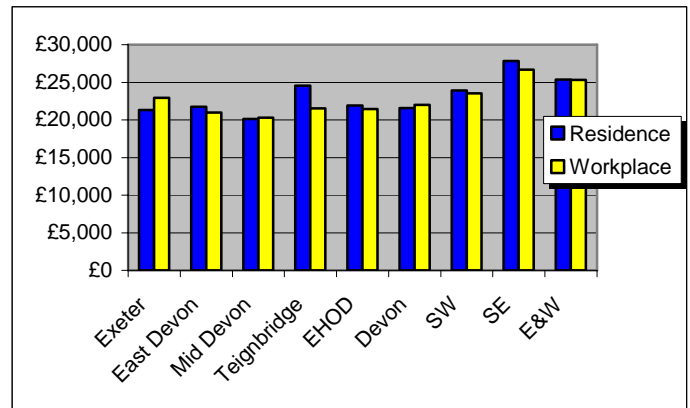
EHOD Data

This survey provides the following measure of earnings: the median, or the middle value in a dataset. The mean average is based on dividing total earnings by the number of people in a given area; it is often being skewed upwards by a small number of high earners. The median provides a lower, but more meaningful measure of earnings, and is used in this report. The 2008 results take account of a small number of methodological changes, which will improve the quality of results. These include changes to the sample design itself. These results are only comparable with the 2007 and 2006 results, which have been produced using this methodology, but are not comparable with results for previous years.

The quality and reliability of these earning estimates are to be treated with caution while comparing the percentages of change for the period covered.

The following graph and table below provides two different annual median average full-time salary figures, one based on where people live, the other on where people work. This reveals that earnings in EHOD are typically below regional and national averages. The workplace average is higher than the residential average in Exeter (£22,900 compared with £21,300), which suggests that the highest earners with a workplace in Exeter, commute in from outside the city, a fact reflected by the higher salaries witnessed in Teignbridge, in particular.

Average median full-time salaries (residence-based and workplace-based), 2008*



Crown Copyright (Source 9)

Area	Residence	Workplace
Exeter	£21,300	£22,900
East Devon	£21,700	£21,000
Mid Devon	£20,100	£20,300
Teignbridge	£24,500	£21,500
EHOD	£21,900	£21,400
Devon	£21,600	£22,000
SW	£23,900	£23,500
SE	£27,800	£26,700
E&W	£25,400	£25,300

Crown Copyright (Source 6) N.B. SE does not include London

The next table reveals trends in residence-based median full time earnings between 2007 and 2008.

There appears to be a significant change in residential median average earnings in Teignbridge with a 17.2% rise, which remains unexplained. East Devon has seen a drop of nearly 1%.

Average median full-time salaries (residence-based), 2007 to 2008* (NB See explanation p 9)

Area	2007	2008	Change 07/08
Exeter	£20,400	£21,300	+4.4%
East Devon	£21,900	£21,700	-0.9%
Mid Devon	£19,600	£20,100	+2.6%
Teignbridge	£20,900	£24,500	+17.2%
EHOD	£20,700	£21,900	+5.8%
Devon	£20,400	£21,600	+5.9%
SW	£23,000	£23,900	+3.9%
SE	£26,500	£27,800	+4.9%
E&W	£24,200	£25,400	+5.0%

Crown Copyright (Source 6) N.B. SE does not include London

The following table shows trends in workplace-based median full-time earnings for the same period.

Average median full-time salaries (workplace-based), 2007 to 2008*

Area	2007	2008	Change 07/08
Exeter	£21,900	£22,900	+4.6%
East Devon	£19,700	£21,000	+6.6%
Mid Devon	£19,000	£20,300	+6.8%
Teignbridge	£20,000	£21,500	+7.5%
EHOD	£20,100	£21,400	+6.5%
Devon	£20,700	£22,000	+6.3%
SW	£22,600	£23,500	+4.0%
SE	£25,500	£26,700	+4.7%
E&W	£24,200	£25,300	+4.5%

Crown Copyright (Source 6) N.B. SE does not include London.

The following table presents the 25- percentile, 50- percentile ([median](#)) and 75-percentile full time salaries within EHOD in 2008. For example, in the 25-percentile, salaries within EHOD were below £16,300. Salaries for all [percentile](#) ranges in EHOD were below regional and national values.

Full time salaries (residence-based), 2008*

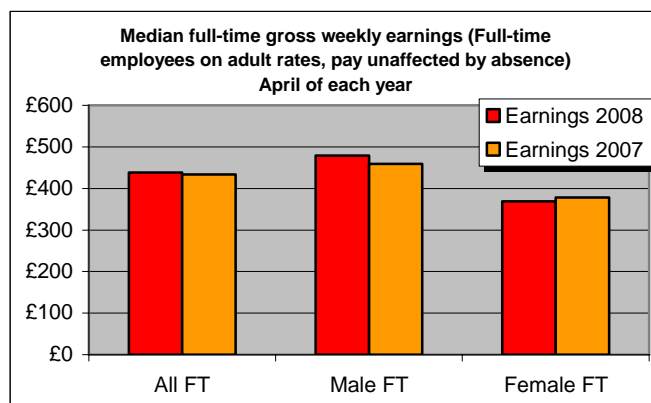
Area	25- percentile	50- percentile (median)	75- percentile
Exeter	£15,700	£21,300	£29,400
East Devon	£17,000	£21,700	£30,900
Mid Devon	£17,100	£20,100	x
Teignbridge	£15,700	£24,500	£36,900
EHOD	£16,300	£21,900	x
Devon	£16,200	£21,600	x
SW	£17,200	£23,900	£33,500
SE	£19,500	£27,800	£40,000
E&W	£17,900	£25,400	£35,900

Crown Copyright (Source 6) x= not available, N.B. SE does not include London.

*The quality of the earnings figures in the tables is assessed by referring to its coefficient of variation (CV). The CV is the ratio of the standard error of an estimate to the estimate. To help the reader, data of "precise" quality is left with an unchanged font, data deemed "reasonably precise" is in *italic*, while data deemed "acceptable but to use with caution" is in **bold**.

Exeter Data by Place of Work:

In April 2008, median gross weekly earnings were £438, up 1.15 per cent from £433 in 2007, for full-time earners with a workplace in Exeter; these figures are for adult rates whose earnings were not affected by absence from work. For full-time men, earnings were £479, up 4.4 per cent, compared with £369 for full-time women, down 2.4 per cent.



Crown Copyright (Source 6)

The median gross weekly earnings for all earners was £355, down 0.8 per cent from £358 in 2007.

Weekly earnings

Men's gross median full-time weekly earnings increased by 4.4% in the year to April 2008, compared with a decrease of 2.4% for women. Men's and women's median full-time earnings excluding overtime increased by 9.1% and decreased by 3.2% respectively in the year to April 2008.

Part-time median gross weekly earnings were £148 up by 4.4%. The tables overleaf provide more detail.

Median gross weekly earnings			
Employee jobs paid at adult rates and not affected by absence			
£ per week	Full time	Part time	all
Apr-07			
Men	£459.1	NA	£430.0
Women	£378.1	£148.7	£279.0
All	£433.4	£141.9	£358.1
Apr-08			
Men	£479.1	NA	£441.2
Women	£369.1	£159.2	£297.6
All	£438.4	£148.1	£355.1
Per cent change			
Men	4.4%	NA	2.6%
Women	-2.4%	7.1%	6.7%
All	1.2%	4.4%	-0.8%

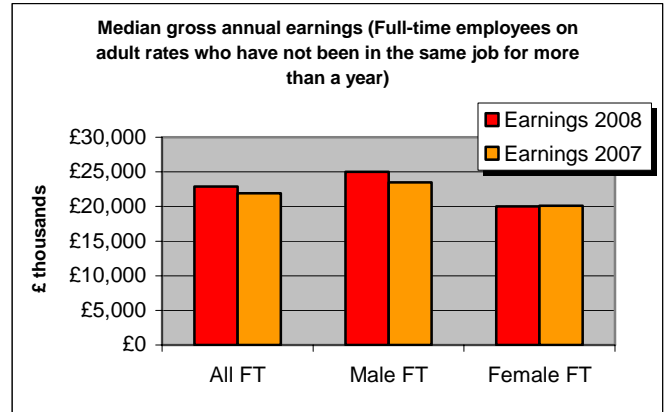
Crown Copyright (Source 6)

Annual earnings

For the tax year ending 5 April 2008, the median gross annual earnings for full-time men were £24,992, up 6.4 per cent from £23,483 in 2007 and for full-time women were £19,984, down 0.3 per cent from £20,053.

Median gross annual earnings for FT employees			
Employees on adult rates who have been in the same job for at least 12 months, including those whose pay was affected by absence			
£ thousands	Men	Women	all
Apr-07	23.5	20.1	21.9
Apr-08	25.0	20.0	22.9
% change	6.4%	-0.5%	4.6%

Crown Copyright (Source 6)



Crown Copyright (Source 6)

Hourly earnings, excluding overtime

Excluding overtime, median hourly earnings of full-time employees on adult rates whose earnings were not affected by absence were £11.17 per hour in April 2008, up 5.6% on 2007. Excluding overtime, the median hourly earnings of full-time men were £11.97, an increase of 6.3%, compared with £10.40 for women, an increase of 2.2%. The stronger growth in full-time men's hourly earnings excluding overtime compared with women's has meant that the gender pay gap has increased to 15.1%, up from 10.6% in 2007.

Median hourly earnings, excl. overtime			
Employees on adult rates and not affected by absence			
£ per week	Full time	Part time	all
Apr-07			
Men	£11.26	NA	£10.89
Women	£10.18	£8.09	£9.30
All	£10.58	£8.10	£10.21
Apr-08			
Men	£11.97	£7.03	£11.17
Women	£10.40	£8.53	£9.43
All	£11.17	£8.00	£10.44
Per cent change			
Men	6.3%	NA	2.6%
Women	2.2%	5.4%	1.4%
All	5.6%	-1.2%	2.3%

Crown Copyright (Source 6)

Distribution of weekly earnings, including overtime

Between 2007 and 2008 the weekly earnings of the bottom decile grew by 3.0 per cent whilst no information was available for the top decile, for full-time employees.

Distribution of gross weekly earnings			
Employees on adult rates and not affected by absence			
<i>£ per week</i>	Full time	Part time	all
Men			
10% earned less than	£283.7	NA	£168.6
50% earned less than	£479.1	NA	£441.2
10% earned more than	NA	NA	NA
Women			
10% earned less than	£238.9	NA	£84.0
50% earned less than	£369.1	£159.2	£297.6
10% earned more than	NA	NA	NA
All			
10% earned less than	£257.4	NA	£104.3
50% earned less than	£438.4	£148.1	£355.1
10% earned more than	NA	NA	NA

Distribution of hourly earnings, including overtime

Full-time male median earnings were £11.98, 5.9 per cent higher than in 2007; for women full-time median earnings were £10.32, up 1.0 per cent.

Distribution of gross hourly earnings, incl overtime			
Employees on adult rates and not affected by absence			
<i>£ per hour</i>	Full time	Part time	all
Men			
10% earned less than	£6.88	NA	£6.37
50% earned less than	£11.98	£7.03	£11.25
10% earned more than	NA	NA	NA
Women			
10% earned less than	£6.30	£5.68	£5.85
50% earned less than	£10.32	£8.53	£9.43
10% earned more than	NA	NA	NA
All			
10% earned less than	£6.68	£5.60	£6.08
50% earned less than	£11.17	£7.95	£10.46
10% earned more than	NA	NA	NA
CV > 10% and <= 20%	The quality of an estimate is measured by its coefficient of variation (CV), which is the ratio of the standard error of an estimate to the estimate.		
CV > 5% and <= 10%			

UK BUSINESS: ACTIVITY, SIZE AND LOCATION 2008

The data below is produced from a snapshot of the Inter Departmental Business Register (IDBR) taken in March 2008. The IDBR combines the information from three administrative sources in a statistical register comprising over two million enterprises. These comprehensive administrative sources, combined with the survey data, contribute to the coverage on the IDBR, which is one of its main strengths, representing nearly 99 per cent of UK economic activity. The 2008 publication has been enhanced to include enterprises based on PAYE - employers that are not also registered for VAT, extending the scope from the previous VAT based enterprise publication. This is a major improvement to the scope of the publication.

The following table provides the overall number of VAT and/or PAYE Enterprises registered in 2008 for all the areas. Within EHOD, East Devon and Teignbridge have the highest number of VAT registered enterprises, whilst Exeter has the lowest number.

Number of VAT and/or PAYE Enterprises, 2008

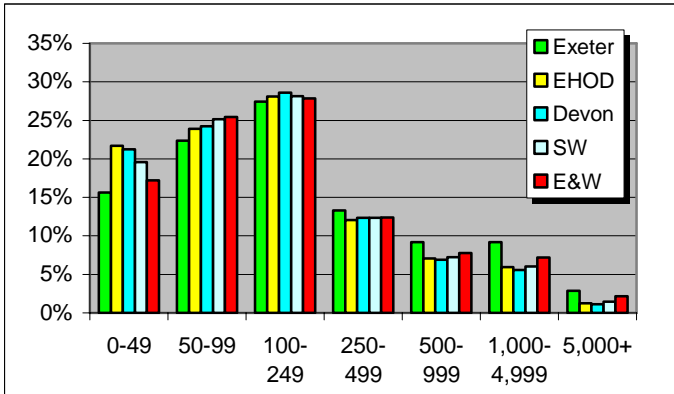
Area	Number
Exeter	3,645
East Devon	5,910
Mid Devon	4,270
Teignbridge	5,320
EHOD	19,145
Devon	44,235
SW	204,540
SE	338,815
E&W	1,944,520

Crown Copyright (Source 9)

The following graph highlights VAT and or PAYE businesses by turnover size band in all areas. EHOD's businesses are more likely to have a turnover below £50k, whilst Exeter's businesses are more likely to have a turnover of £100k to £249k representing around 26% of all registrations.

Exeter also has significantly higher levels of businesses with turnover in excess of £250k than the local, regional and national averages.

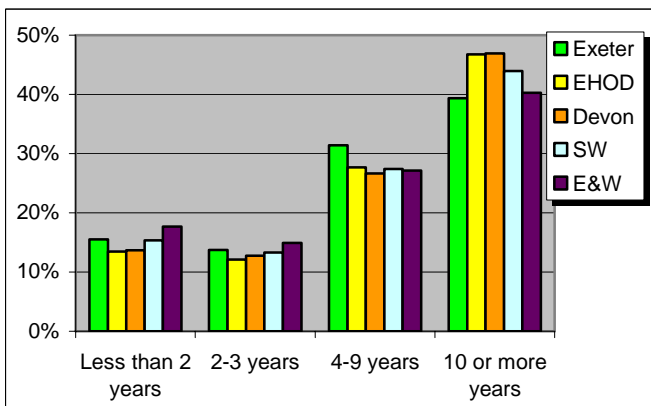
VAT-based enterprises by turnover size band, 2008



Crown Copyright (Source 9)

The graph below shows VAT registered businesses by age of business. Just under 40% of Exeter's VAT registered businesses have been established for over 10 years.

VAT-based enterprises by age of business, 2008



Crown Copyright (Source 9)

The next tables indicate the healthy state of the local economy through business formation and survival. The rate of entrepreneurship is calculated with an indicator that only includes businesses having registered for VAT in 2007 so, unlike previous tables, very small businesses will not be part of it.

The tables reveal that Exeter has the lowest rate of registered and de-registered businesses per 10,000 working age inhabitants (36.8 and 29.5). Within EHOD, the highest rates are seen in East Devon and Teignbridge, with fewer major employers.

VAT Registrations per 10,000 working age population, 2007

Area	Business Reg.	Working Age Pop Estimates 07	Rate per 10k Working-age pop
Exeter	305	82,900	36.8
East Devon	395	70,500	56.0
Mid Devon	240	44,500	53.9
Teignbridge	400	72,300	55.3
EHOD	1,340	270,200	49.6
Devon	3,195	674,700	47.3
SW	17,020	3,111,600	54.7
SE	31,970	5,095,700	62.7
E&W	186,720	33,588,500	55.6

Crown Copyright (Source 10)

VAT De-registrations per 10,000 working age population, 2007

Area	Business Dereg.	Working Age Pop Estimates 07	Rate per 10k Working-age
Exeter	245	82,900	29.5
East Devon	335	70,500	47.5
Mid Devon	230	44,500	51.7
Teignbridge	340	72,300	47.0
EHOD	1,150	270,200	42.5
Devon	2,620	674,700	38.8
SW	12,540	3,111,600	40.3
SE	23,170	5,095,700	45.5
E&W	134,500	33,588,500	40.0

Crown Copyright (Source 10)

Exeter Chamber of Commerce Quarterly Survey Results

The latest findings from the Exeter Chamber of Commerce quarterly business survey are provided in the following table.

The results indicate that 54% of respondents reported sales as static or growing, 60% declaring their margins were mainly the same or growing. Some 74% stated that employment was stable or growing compared with last quarter and that 58% considered that cash flow was the same or growing.

Forecasts for the next quarter on the number of employees show that around two third of businesses envisaged staff levels to remain the same, whilst nearly a quarter of respondents expected it to decrease, hinting at potential job losses in the local economy.

Exeter Chamber of Commerce survey– sales, margins and employees (December 2008).

Indicator	Up	Same	Down
Sales ¹	19%	35%	46%
Margins ¹	10%	50%	40%
Employees ¹	11%	63%	26%
Employees ²	11%	65%	24%
Cashflow	13%	45%	42%

Source: Exeter Chamber of Commerce, 2008

1 – Change on last quarter, 2 – Forecast for next quarter

The survey also suggests that business confidence, after the peak observed in middle of 2007, has slipped back further with now around a quarter of respondents concerned about the outlook.

This differs somewhat from the levels recorded last year, with 32% of respondents reporting high confidence, 63% reporting medium confidence and only 5% reporting low confidence.

However, more than a third of respondents have kept investing in their business over the last quarter and just a third are expecting to do so in the future.

The next survey is due out in the end of March 2008.

To access the results before the next economic trends report and view the data over the last year, visit:

<http://www.exeterchamber.co.uk/Survey-Results/>

News and Information

The Centre for Cities, an independent urban policy research unit, has recently published its annual report ranking the economic performance of many UK cities in the face of the current Recession; for more information, visit:

<http://www.centreforcities.org/outlook09>

The Commission for Rural Communities has recently released its update on how the Index of Multiple Deprivation and its component domains are distributed across rural England, and discusses the extent to which these patterns reflect rural disadvantage and deprivation; for more information, visit:

<http://www.ruralcommunities.gov.uk/publications/statofthecountrysideupdate5ruralanalysisoftheindexofmultipledeprivation2007>

The Communities and Local Government website has recently published the Annual volume of Housing Statistics for 2008 which covers all aspects of housing.

For more information on this and the tools it provides, visit:

<http://www.communities.gov.uk/publications/corporate/statistics/housingstatistics2008>

Useful links

EHOD Online Property Register

For a quick and easy access and to search for our commercial property register, visit:

www.exeter.gov.uk/property

Exeter Business Support

Exeter Business Support is free and provides advice for starting, growing and succeeding in business. For more information, follow this link:

www.exeter.gov.uk/support

For facts and figures from a variety of sources for Exeter, follow this link:

www.exeter.gov.uk/statistics

EHOD Business Relocation Services

For the latest brochure on Exeter and the Heart of Devon as a better climate for business, visit:

http://www.exeter.gov.uk/media/pdf/l/r/Relocation_Brochure.pdf

Sources:

Unless otherwise stated: 1 – ONS Mid-Year Population Estimates 2007; 2 – ONS Annual Business Inquiry 2006; 3 – ONS Jobs Density Indicator 2006; 4 – Land Registry Jul-Sep 2008, 5 – ONS Claimant Count January 2009, 6 – ONS Annual Survey of Hours and Earnings 2007; 7 – ONS Annual Population Survey Jul07/Jun08 (Qualifications Jan07-Dec07); 8 – Ward population estimates, 2006 (experimental); 9 – UK Businesses: Activity, Size and Location 2008; 10 – VAT Reg/Dereg Nomis 2007.

All Crown Copyright. Counts typically rounded to nearest hundred (to the nearest 10 for the Annual Business Inquiry).

STATISTICAL MEASURES

Measures of average

Mean – The sum of all values divided by the total number of values

Median – Middle value when the data is arranged in order (e.g. in the range 2-3-5-6-6, 5 is the median)

Mode – Most frequently occurring value (e.g. in the range 2-3-5-6-6, the mode is 6 as it occurs twice)

Measures of dispersion (data ranges)

Percentile – Any of the 99 numbered points that divide an ordered set of scores into 100 parts each of which contains one-hundredth of the total. For example, if 65% of the scores were below yours, then your score would be the 65th percentile

Decile – As percentile, but with the set of scores divided into tenths (10% groups)

Quartile – As percentile, but with the set of scores divided into fourths (25% groups).

This report is produced quarterly with the next edition due around May/June 2009 which is likely to include new 2007 Annual Business Inquiry data.

If you have any questions, comments or suggestions, my contact details are provided below.

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Geographical Definition:

– ‘Exeter’, ‘East Devon’, ‘Mid Devon’ & ‘Teignbridge’ relate to the district areas; ‘EHOD’ is Exeter and Heart of Devon, which encompasses the districts of Exeter, East Devon, Mid Devon and Teignbridge; ‘Devon’ is the historic county area including Plymouth and Torbay; ‘SW’ is the South West region, ‘SE’ is the South East region and ‘E & W’ is England and Wales.

Added Notes on Employment

Notes on Job density indicator data (3)

Total jobs is a workplace-based measure of jobs and comprises:

Employees (from the Annual Business Inquiry), self-employment jobs (from the Annual Population Survey), government-supported trainees (from DfES and DWP) and HM Forces (from MoD).

The number of jobs in an area is composed of jobs done by residents (of any age) and jobs done by workers (of any age) who commute into the area.

The sample for East Devon showed a discrepancy of 10,000 jobs between 2005 and 2006. ONS was consulted on this matter and suggested that the data was potentially flawed by the high turnover of self-employed jobs in East Devon. Consequently East Devon and EHOD averages are to be used with extreme caution.

Notes on No of employee jobs located in area (2)

The sample for Exeter showed a total loss of around 4,000 jobs between 2006 and 2007 (from 88,208 in 2006 to 84,215 in 2007). ONS was consulted on this matter and suggested that the decrease is due to one large company in the area which reported all its employees at one particular site for 2006 whereas for 2007 onwards, it is now reporting the distribution of their employees throughout all their workplaces. Their files for 2006 are now closed and it is not possible to make any amendment to the dataset. Consequently Exeter and EHOD figures are to be used with caution.