

Economic Trends report



FEBRUARY 2010

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 area covering population, employment/unemployment, housing prices and economic activity.

[Claimant Count, Page 3](#)

The Claimant Count (unemployment) rate in the EHOD sub-region has continued to fall, numbers have seen eight successive decreases since their peak of April 2009, and currently stands at 2.2%. Exeter's unemployment also eased and now stands at 2.4%, below the local, regional and national averages.

[House Prices, Page 4](#)

Q3 2009 Land Registry data shows that average house prices are still lower across all areas when compared to a year ago but prices are up on last quarter. EHOD prices dropped by around 5.7% on last year's figures but sales were up 50.4% from a year ago. The average house price in EHOD for Q3 2009 is now £226,100. East Devon still has the highest property prices while Mid Devon witnessed the largest price increase rate on Q2 2009 at 10.5%.

[Annual Survey of Hours and Earnings 2009, Page 6](#)

The 2009 ASHE Survey reveals that the average annual median resident based salary for EHOD stood at £22,800, an increase of around 4.1% on 2008. The median workplace based salary stood at £22,300, below both regional and national earnings.

[Annual Business Inquiry 2008, Page 9](#)

In 2008, around 19,790 businesses employing 191,680* people were identified in the EHOD sub-region, For Exeter, around 5,160 businesses and 84,780* employee numbers were identified.

[Exeter Chamber of Commerce Survey, Page 11](#)

The December 2009 survey reveals the most positive outlook since the recession begun. Sales and margins are up from the lows of last year whilst sentiment on employment and cash flow have also improved. However, this is also tempered by a cautious stance taken towards investment, highlighting that business confidence, while increasing, remains somewhat fragile.

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.

*Aggregates figures from which agriculture class 0100 (1992 SIC) have been excluded. See added [Notes on Employment](#)

Key Information

Population						
<i>Indicator</i>	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
¹ Population	123,500	132,700	76,700	127,600	460,500	54,439,700
¹ Population under 16	18,300 (14.8%)	21,100 (15.9%)	14,500 (18.9%)	21,700 (17.0%)	75,600 (16.4%)	10,222,600 (18.8%)
¹ Population of working age	83,700 (67.8%)	70,100 (52.8%)	44,700 (58.3%)	72,400 (56.7%)	270,900 (58.8%)	33,738,500 (62.0%)
¹ Population of retirement age	21,500 (17.4%)	41,500 (31.3%)	17,500 (22.8%)	33,500 (26.3%)	114,000 (24.8%)	10,478,600 (19.2%)
Employment						
<i>Indicator</i>	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
² No of employee jobs located in area	84,777	41,744	24,292	40,871	191,683	24,256,759
² Primary-sector* employees	2,060 (2.4%)	1,720 (4.1%)	1,440 (5.9%)	1,575 (3.9%)	6,800 (3.5%)	350,680 (1.4%)
² Secondary-sector* employees	7,170 (8.5%)	5,270 (12.6%)	5,370 (22.1%)	6,290 (15.4%)	24,100 (12.6%)	3,623,440 (14.9%)
² Service-sector* employees	75,550 (89.1%)	34,750 (83.2%)	17,480 (71.9%)	33,000 (80.8%)	160,780 (83.9%)	20,282,635 (83.6%)
² No of employee jobs located in area that are part-time (<30 hrs)	27,785 (32.7%)	15,850 (37.9%)	8,500 (34.9%)	15,430 (37.7%)	67,565 (35.2%)	7,540,280 (31.1%)
² Number of employers	5,158	5,745	3,411	5,479	19,793	2,264,545
³ Total jobs**	93,000	61,000	30,000	50,000	234,000	27,965,000
House Prices/Earnings						
<i>Indicator</i>	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
⁴ Average house price	£195,700	£246,600	£223,900	£227,100	£226,100	£224,000
⁶ Median full-time annual earnings (residence-based)	£22,300	£22,700	£22,300	£24,300	£22,900	£26,000
⁶ House price to FT salary ratio	8.8	10.9	10.0	9.4	9.9	8.6
Claimant Count (unemployment)						
<i>Indicator</i>	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
⁵ Claimant count rate	2.4%	1.9%	2.0%	2.2%	2.2%	4.1%
⁵ Male claimant count rate	3.3%	2.5%	2.8%	3.0%	2.9%	5.7%
⁵ Female claimant count rate	1.4%	1.3%	1.2%	1.4%	1.3%	2.3%
Economic Activity and Skills						
<i>Indicator</i>	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
⁷ Economic activity rate	85.0%	82.7%	87.0%	84.4%	84.6%	78.8%
⁷ Male economic activity rate	90.4%	89.2%	87.8%	84.7%	88.1%	83.4%
⁷ Female economic activity rate	79.1%	75.6%	86.1%	84.0%	80.7%	73.9%
⁷ Educated to A-level or above	57.1%	40.5%	45.4%	51.2%	49.2%	46.5%
⁷ Educated to degree level	33.6%	20.7%	25.7%	28.5%	27.5%	28.6%

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

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

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

Latest Data

Claimant Count (unemployment)

The claimant count rate (the percentage of working age population in receipt of job seekers allowance or "JSA") in EHOD has been easing slowly since the peak reached last April but remains at high levels last seen in Q1 2000. However, it still stands below that of Devon, South West, South East and national averages. The rate is higher in Exeter, especially for males but has also been decreasing since the high recorded in May 2009. Exeter's overall rate is still below the local, regional and national rate. In total, there were around 5,900 claimants in EHOD, out of which around 2,000 were in Exeter (in December 2009).

Claimant count rates, December 2009

Area	Rate (all)	Rate (M)	Rate (F)
Exeter	2.4%	3.3%	1.4%
East Devon	1.9%	2.5%	1.3%
Mid Devon	2.0%	2.8%	1.2%
T'bridge	2.2%	3.0%	1.4%
EHOD	2.2%	2.9%	1.3%
Devon	2.8%	3.9%	1.6%
SW	2.9%	4.0%	1.7%
SE	3.0%	4.1%	1.7%
E&W	4.1%	5.7%	2.3%

Crown Copyright (Source 5)

Unsurprisingly, the table below reveals a rise in the claimant count rate in all areas without exception since last year, with the highest rise marginally more noticeable for England and Wales, the South West region and South East. However, over the last 6 months, a decrease has occurred across all geographies.

Past and present Claimant Count rates

Area	Dec 2008	Jun 2009	Dec 2009
Exeter	2.0%	2.7%	2.4%
E. Devon	1.6%	2.0%	1.9%
M. Devon	1.8%	2.3%	2.0%
T'bridge	1.9%	2.5%	2.2%
EHOD	1.8%	2.4%	2.2%
Devon	2.4%	3.0%	2.8%
SW	2.1%	3.0%	2.9%
SE	2.0%	3.0%	3.0%
E&W	3.0%	4.1%	4.1%

Crown Copyright (Source 5)

The following table highlights how Job Seekers Allowance (JSA) claimant numbers have risen throughout this recession. Year on year December snapshot comparisons show that East Devon and Exeter have seen the highest rise whilst Mid Devon saw the lowest increase. Whilst unemployment grew throughout most of 2009 and is now falling, JSA claimants only represent around 2.2% of the EHOD resident working age population.

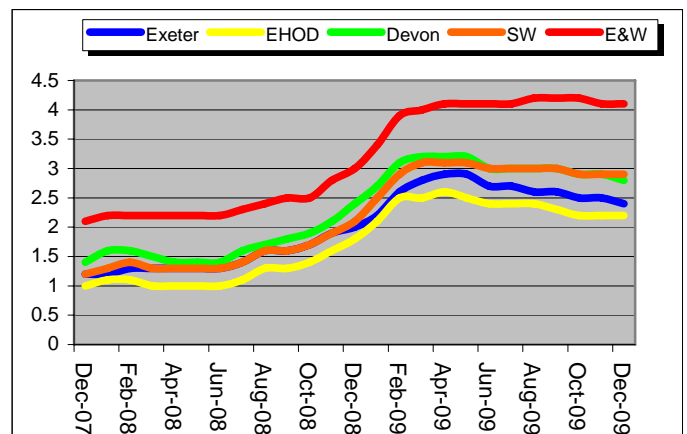
JSA Claimant numbers-"Credit Crunch" December 2009 Round up.

Area	Growth/Decrease on last month	JSA Claimants numbers		Growth Year on Year (Dec08-Dec09)
		Dec08	Dec09	
Exeter	-3.0%	1,663	2,005	+20.6%
East D	-0.7%	1,102	1,363	+23.7%
Mid D	-1.6%	807	915	+13.4%
T'bridge	-4.3%	1,402	1,616	+15.3%
EHOD	-2.6%	4,974	5,899	+18.6%
Devon	-3.3%	16,135	19,074	+18.2%
SW	-1.7%	66,710	90,035	+35.0%
SE	-1.3%	104,304	152,629	+46.3%
E&W	-0.4%	1,019,789	1,380,183	+35.3%

Crown Copyright (Source 5)

The following chart highlights how the claimant count rate has increased over the last two years. The rise was steep towards the end of 2008 and through Q1 09. For Exeter and EHOD, rates peaked around May 2009 and have seen a decrease towards the second half of 2009.

Claimant Count Rates, December 2007- December 2009



Crown Copyright (Source 5)

The following table reveals that claimants are more likely to be male, from the 25-44 age band and out of employment for less than three months. Numbers of long term claimants are on the rise in EHOD with now around 430 men and 125 women out of work for a period exceeding twelve months, 65 of whom (11.7%) were aged 16-24.

Claimant count in EHOD by age and duration, December 2009

		Under 3 months	3-12 months	12 months+	Total
Males	16 to 24	775	500	45	1,320
	25 to 44	890	715	205	1,810
	45 to 64	465	405	180	1,050
	Total	2,130	1,620	430	4,180
Females	16 to 24	360	210	20	590
	25 to 44	355	200	45	600
	45 to 64	250	185	60	495
	Total	965	595	125	1,685
Persons	16 to 24	1,135	710	65	1,910
	25 to 44	1,245	915	250	2,410
	45 to 64	715	590	240	1,545
	Total	3,095	2,215	555	5,865

Crown Copyright (Source 5) data rounded to nearest 5

The chart below represents a snapshot of the top 10 occupational groups in EHOD that have experienced the greatest increase in JSA claimants between December 2008 and December 2009.

Top 10 Occupations in EHOD, Dec08-09

Occupation	Dec08	Dec09	Annual Increase
EHOD Total Claimant Count	4,960	5,870	+910
Sales & retail assistants	530	765	+235
Other goods handling & storage occupations	315	395	+80
Labourers in process & plant operations	115	165	+50
Care assistants & home carers	100	145	+45
General office assistants/clerks	340	375	+35
Van drivers	230	260	+30
Cleaners, domestics	155	185	+30
Bar staff	120	150	+30
Kitchen & catering assistants	115	145	+30
Retail cashiers & check-out operators	35	60	+25

Crown Copyright (Source 5) *defined by "usual occupation"

House Price Data

The average house price in EHOD in the third quarter of 2009 has increased slightly to £226,100 which is still above the Devon, South West and national averages. Though positive, this still highlights a decrease of 8.6% on the average price of the third quarter of 2007; it now stands at nearly 10 times median full-time earnings, a 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.

Compared with the second quarter of 2009, prices rose as high as 10.5 % in Mid Devon and fell by less than 1% in Exeter. (+4.0% for Devon, +6.3% for the South West and 10.2% for England and Wales).

Average house prices, Jul-Sep 2009

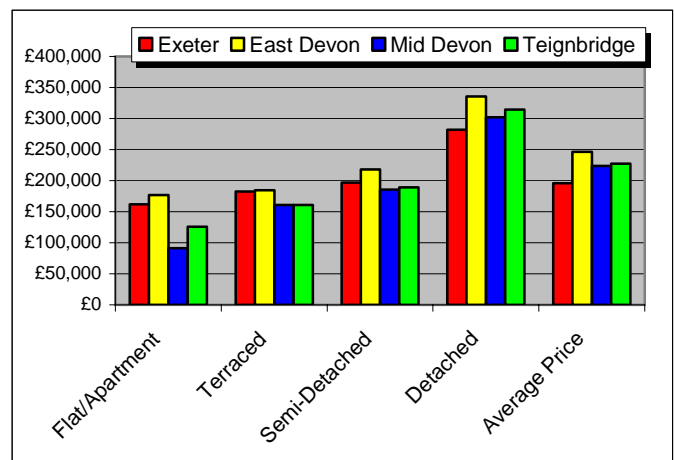
Area	Price	Index*	Ratio**
Exeter	£195,700	303	8.8
E. Devon	£246,600	276	10.9
M. Devon	£223,900	299	10.0
T'bridge	£227,100	294	9.4
EHOD	£226,100	298	9.9
Devon	£209,600	290	9.6
SW	£217,500	266	8.9
SE	£259,800	250	9.1
E&W	£224,000	265	8.6

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 2009



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 now slightly higher in East Devon for terraced houses, while its detached properties also top the list. Average flat prices are lowest in mid Devon and Teignbridge whilst Mid Devon average prices for "Semis" are in line with terraced houses in Exeter and East Devon.

House prices by type, Jul-Sep 2009

Area	Detached	Semi	Terraced	Flat
Exeter	£282k	£197k	£182k	£162k
E. Devon	£336k	£218k	£185k	£177k
M. Devon	£302k	£185k	£161k	£91k
T'bridge.	£315k	£189k	£161k	£126k
EHOD	£317k	£199k	£175k	£156k
Devon	£304k	£186k	£163k	£150k
SW	£307k	£194k	£171k	£155k
SE	£409k	£232k	£193k	£157k
E&W	£320k	£192k	£182k	£205k

Crown Copyright (Source 4)

Weighted average house prices, Jul-Sep 2009

Area	Price	Index*	Ratio**
Exeter	£208,500	297	9.4
E. Devon	£231,600	287	10.2
M. Devon	£192,500	294	8.6
T'bridge	£202,500	287	8.3
EHOD	£215,100	296	9.4
Devon	£203,500	288	9.3
SW	£209,800	268	8.6
SE	£253,400	246	8.8
E&W	£224,000	265	8.6

Crown Copyright (Source 4)

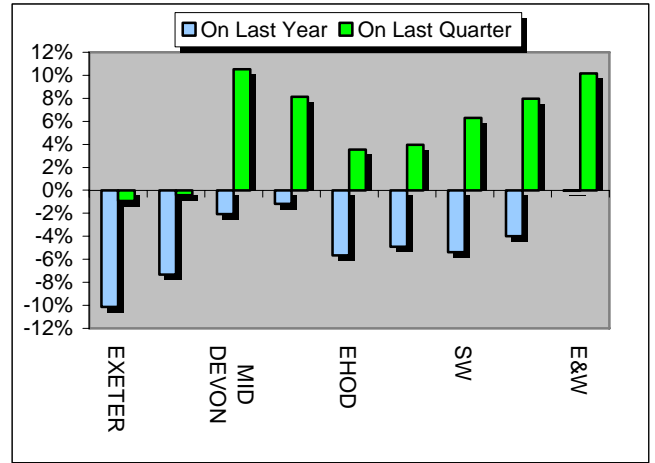
*-Average price in Oct-Dec 1998= 100

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

The following chart reveals that the economic downturn appears to have impacted on the local housing market with prices in EHOD decreasing by about 5.7% between the third quarter of 2008 and the third quarter of 2009. However, following on some of the latest positive headlines, a rise of around 3.6% was recorded on the previous quarter. The year on year data shows that the decline in Exeter is larger than local and and national figures. The largest growth in quarterly prices occurred in

Mid Devon at 10.5% whilst Exeter saw a marginal decrease, with average house prices some 0.9% below levels seen in the second quarter of 2009.

Percentage change in house prices, Jul-Sep 2009



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 is up compared with the numbers sold during the third quarter of 2008, and sales are still undeniably up everywhere, reflecting the current national picture. The greatest annual rise in the number of properties sold occurred in Teignbridge, with more than 66% more sales. Sales were also up on Q2 2009 across all areas and Teignbridge led the way with around 37.4% increase (+25.8% locally, +27.1% regionally and +27.8% nationally).

Trend in Number of Home Sales, Q3 2008-09

Area	No sold Q3 2008	No Sold Q2 2009	No sold Q3 2009	Annual Change Q3 2008/09
Exeter	310	367	439	+41.6%
E. Devon	458	490	659	+43.9%
M.Devon	204	230	315	+54.4%
T'bridge	312	377	518	+66.0%
EHOD	1284	1464	1931	+50.4%
Devon	3273	3651	4593	+40.3%
SW	14969	16182	20562	+37.4%
SE	33086	32605	43539	+31.6%
E&W	138487	130157	166354	+20.1%

Crown Copyright (Source 4)

Annual Survey of Hours and Earnings 2009

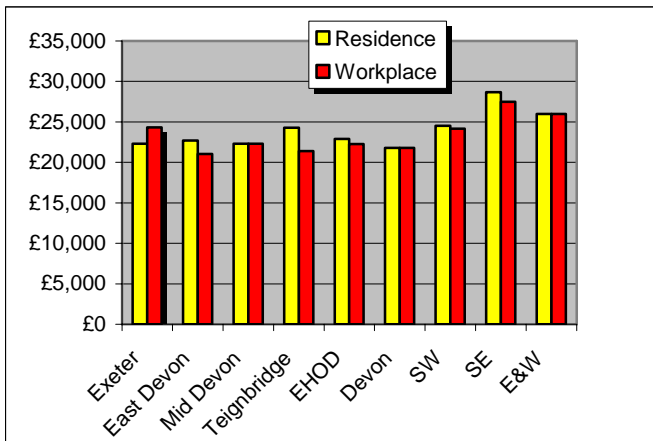
This survey provides the following measure of earnings: the median, or the middle value in a dataset. The mean average is based on dividing total earnings by the number of people in a given area; it is often being skewed upwards by a small number of high earners. The median provides a lower, but more meaningful measure of earnings, and is used in this report. 2009 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 data from 2006 onwards.

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

EHOD Data:

The following graph and table below provides two different annual median 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 (£24,300 compared with £22,300), 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), 2009*



Crown Copyright (Source 9)

Average median full-time salaries (residence-based and workplace-based), 2009*

Area	Residence	Workplace
Exeter	£22,300	£24,300
East Devon	£22,700	£21,100
Mid Devon	£22,300	£22,300
Teignbridge	£24,300	£21,400
EHOD	£22,800	£22,300
Devon	£21,800	£21,800
SW	£24,500	£24,200
SE	£28,700	£27,500
E&W	£26,000	£26,000

Crown Copyright (Source 9) N.B. SE does not include London

The next table reveals trends in residence-based median full time earnings between 2008 and 2009.

There appears to be a significant change in residential median average earnings in Mid Devon with a 10.9% rise which remains unexplained. Teignbridge has seen a drop of nearly 1%.

Median full-time salaries (residence-based), 2008 to 2009*

Area	2008	2009	Change 08/09
Exeter	£21,300	£22,300	4.7%
East Devon	£21,700	£22,700	4.6%
Mid Devon	£20,100	£22,300	10.9%
Teignbridge	£24,500	£24,300	-0.8%
EHOD	£21,900	£22,800	4.1%
Devon	£21,600	£21,800	0.9%
SW	£23,900	£24,500	2.5%
SE	£27,800	£28,700	3.2%
E&W	£25,400	£26,000	2.4%

Source: ASHE 2009
N.B. SE does not include London

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

Median full-time salaries (workplace-based), 2008 to 2009*

Area	2008	2009	Change 08/09
Exeter	£22,900	£24,300	6.1%
East Devon	£21,000	£21,100	0.5%
Mid Devon	£20,300	£22,300	9.9%
Teignbridge	£21,500	£21,400	-0.5%
EHOD	£21,400	£22,300	4.2%
Devon	£22,000	£21,800	-0.9%
SW	£23,500	£24,200	3.0%
SE	£26,700	£27,500	3.0%
E&W	£25,300	£26,000	2.8%

Source: ASHE 2009
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. 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), 2009*

Area	25- percentile	50-percentile (median)	75- percentile
Exeter	£16,700	£22,300	£31,800
East Devon	£16,900	£22,700	NA
Mid Devon	£17,400	£22,300	NA
Teignbridge	£16,300	£24,300	£33,700
EHOD	£16,800	£22,900	NA
Devon	£16,300	£21,800	£30,800
SW	£17,700	£24,500	£34,200
SE	£20,100	£28,700	£41,200
E&W	£18,400	£26,000	£36,800

Source: ASHE 2009
N.B. SE does not include London

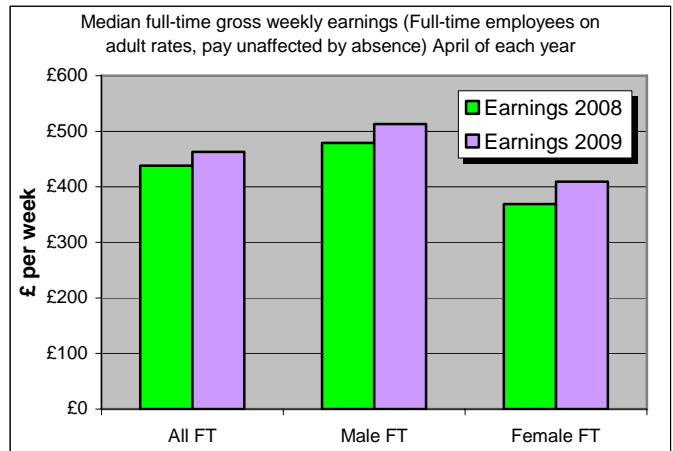
*The quality of the earnings figures in the tables above is assessed by referring to its coefficient of variation (CV). In this case the CV describes the potential variation from the statistically predicted deviation of the salary figure presented from the mean and thus the precise accuracy and reliability of the data is portrayed. 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**. NA= figure not available.

Exeter Data (by Place of Work):

For full-time earners with a workplace in Exeter in April 2009, the median gross weekly earnings were £463, up 5.7 per cent from £438.4 in 2008.



For full-time men, earnings were £513, up 7.1 per cent (from £479), compared with £409 for full-time women, up 10.9 per cent (from £369)



Crown Copyright (Source 6)

Median gross weekly earnings for all earners was £394.8, up 11.2 per cent from £355.1 in 2008.

Weekly earnings

Men's gross median full-time weekly earnings increased by 7.1 per cent in the year to April 2009, compared with an increase of 10.9 per cent for women.

Men's and women's median full-time earnings excluding overtime increased by 5.1 and by 6.9 per cent respectively in the year to April 2009.

Part-time median gross weekly earnings were £174.9, up by 18.1 per cent.

Median gross weekly earnings			
Employee jobs paid at adult rates and not affected by absence			
£ per week	Full time	Part time	all
Apr-08			
Men	£479.1	NA	£441.2
Women	£369.1	£159.2	£297.6
All	£438.4	£148.1	£355.1
Apr-09			
Men	£513.3	NA	£463.9
Women	£409.3	£184.1	£318.1
All	£463.2	£174.9	£394.8
Per cent change			
Men	7.1%	NA	5.1%
Women	10.9%	15.6%	6.9%
All	5.7%	18.1%	11.2%

Crown Copyright (Source 6)

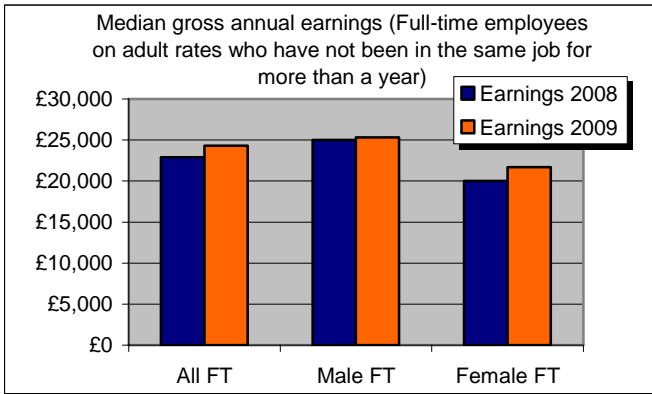


Annual earnings (by place of work)

For the tax year ending 5 April 2009, the median gross annual earnings for full-time men were £25,256 up 1.1 per cent from £24,992 in 2008 and for full-time women were £21,743, up 8.8 per cent from £19,984 in 2008.

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-08	25.0	20.0	22.9
Apr-09	25.3	21.7	24.3
% change	1.2%	8.5%	6.1%

Crown Copyright (Source 6)



Crown Copyright (Source 6)

Hourly earnings excluding overtime

Excluding overtime, median hourly earnings of full-time employees on adult rates were £11.99 per hour in April 2009, up 7.3 per cent on 2008. Excluding overtime, the median hourly earnings of full-time men increased by 4.9 per cent, compared with 5.2 per cent for women.

Median hourly earnings, excl. overtime			
Employees on adult rates and not affected by absence			
£ per week	Full time	Part time	all
Apr-08			
Men	£11.97	£7.03	£11.17
Women	£10.40	£8.53	£9.43
All	£11.17	£8.00	£10.44

Median hourly earnings, excl. overtime			
Employees on adult rates and not affected by absence			
£ per week	Full time	Part time	all
Apr-09			
Men	£12.56	£10.87	£12.50
Women	£10.94	£9.00	£10.16
All	£11.99	£9.16	£11.27
Per cent change			
Men	4.9%	54.6%	11.9%
Women	5.2%	5.5%	7.7%
All	7.3%	14.5%	8.0%

Crown Copyright (Source 6)

Distribution of weekly earnings, including overtime

Between 2008 and 2009 the weekly earnings of the bottom decile grew by 9.8 per cent; no information is available for the top decile, for full-time employees.

Distribution of gross weekly earnings			
Employees on adult rates and not affected by absence			
£ per week	Full time	Part time	all
Men			
10% earned less than	£295.2	NA	£258.3
50% earned less than	£513.3	NA	£463.9
10% earned more than	NA	NA	NA
Women			
10% earned less than	£250.8	NA	£84.0
50% earned less than	£409.3	£184.1	£318.1
10% earned more than	NA	NA	NA
All			
10% earned less than	£282.6	NA	£118.7
50% earned less than	£463.2	£174.9	£394.8
10% earned more than	NA	NA	£794.7
CV > 10% and <= 20%			
CV > 5% and <= 10%			

Crown Copyright (Source 6)

Distribution of hourly earnings, including overtime

Full-time male median earnings were £12.69, 5.9 per cent higher than in 2008; for women full-time median earnings were £11.11, up 7.6 per cent.

Distribution of gross hourly earnings, incl overtime			
Employees on adult rates and not affected by absence			
£ per hour	Full time	Part time	all
Men			
10% earned less than	£7.11	NA	£7.00
50% earned less than	£12.69	£10.87	£12.56
10% earned more than	NA	NA	NA
Women			
10% earned less than	£6.68	£5.94	£6.24
50% earned less than	£11.11	£9.00	£10.16
10% earned more than	NA	NA	NA
All			
10% earned less than	£6.97	£5.97	£6.65
50% earned less than	£12.03	£9.16	£11.32
10% earned more than	NA	NA	£21.67
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%			

Crown Copyright (Source 6)

Annual business Inquiry 2008

The table below displays the spatial distribution of employees and change over time between 2007 and 2008. Exeter's employment numbers have decreased due to an ONS statistical adjustment (see [Notes](#)) in 2007. There are just under 192,000 employee jobs in EHOD. The largest yearly increase was seen in Exeter with around 0.8% growth over the period, around 2.5 times faster than the national average whilst Mid Devon saw the largest decrease in the number of employee jobs.

Employee jobs – 2007 to 2008

Area	2007	2008	% Change
Exeter	84,138*	84,777	+0.8%
E. Devon	41,911	41,744	-0.4%
M. Devon	25,037	24,292	-3.0%
T'bridge	41,387	40,871	-1.2%
EHOD	192,473*	191,683	-0.4%
Devon	457,956*	454,381*	-0.8%
SW	2,243,288	2,240,626	-0.1%
SE	3,730,286	3,757,711	+0.7%
E&W	24,193,760	24,256,759	+0.3%

Crown Copyright (Source 2). * These figures are aggregates from which agriculture class 0100 (1992 SIC) have been excluded. See added [Notes on Employment](#).

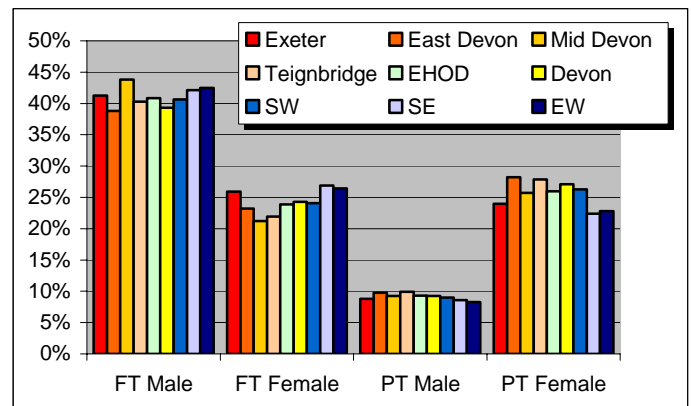
The following table and graph highlight the total number and percentage of employee jobs by employee status (full and part-time jobs). A higher proportion of East Devon and Teignbridge employees are part time compared to regional and national averages.

Employment by status (numbers) – 2008

Area	FT Male	FT Female	PT Male	PT Female
Exeter*	34,983	21,983	7,444	20,342
East Devon	16,204	9,689	4,068	11,783
Mid Devon	10,646	5,150	2,249	6,248
Teignbridge	16,472	8,967	4,047	11,385
EHOD*	78,305	45,788	17,808	49,757
Devon*	178,709	110,451	42,012	123,176
SW	911,066	539,239	201,235	589,086
SE	1,583,039	1,010,495	322,533	841,644
EW	10,304,649	6,411,827	2,007,970	5,532,310

Crown Copyright (Source 2). * These figures are aggregates from which agriculture class 0100 (1992 SIC) have been excluded. (see notes).

Employment by status (percentages)– 2008



Crown Copyright (Source 2)

The next table provides data on employment in Exeter, EHOD and England and Wales by industry using 2008 data. In EHOD, a little less than a third of jobs are in the public sector and just over a quarter in distribution, hotels and restaurants. In comparison to England and Wales, a lower proportion of jobs in EHOD were located in manufacturing and banking, finance & insurance, with a higher proportion of jobs in all other sectors. That said, within Exeter, the banking, finance and insurance sectors account for 20.3% of the workforce.

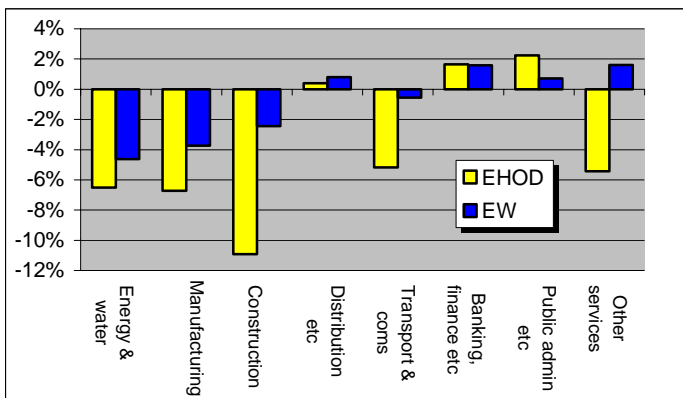
Employment by Broad Industry group – 2008

Industry	Exeter No (%)	EHOD No (%)	E&W No (%)
Agriculture/fishing, Energy and water	2,060 (2.4)	6797* (3.5)	350,683 (1.4)
Manufacturing	3,611 (4.3)	13,978 (7.3)	2,498,628 (10.3)
Construction	3,556 (4.2)	10,126 (5.3)	1,124,814 (4.6)
Distribution, hotels & restaurants	18,074 (21.3)	49,799 (26.0)	5,691,635 (23.5)
Transport/Comms.	5,496 (6.5)	11,760 (5.9)	1,424,388 (5.9)
Banking, finance and insurance etc.	17,180 (20.3)	30,490 (15.9)	5,408,173 (22.3)
Public admin, education & health	31,227 (36.8)	59,296 (30.9)	6,481,496 (26.7)
Other services	3,573 (4.2)	9,437 (5.3)	1,276,943 (5.3)

Crown Copyright (Source 2) (* figures for Agric/fishing for EHOD are missing.)

A contraction was seen in EHOD in manufacturing (-6.7%) and energy & water (-6.5%), echoing trends at the national level; however, the pace of decline was more pronounced in construction (-10.9%), other services (-5.4%) and in transport & communications (-5.2%). Statistically, employment growth was driven by public administration, education & health (+2.2%) and banking & finance (+1.6%)

Percentage change by Sector, 2007 to 2008



Crown Copyright (Source 2)

The next table presents the proportion of jobs in knowledge-based industries (KBI), which include hi-tech manufacturing and knowledge-intensive services, such as research, computing and telecommunications. This reveals that the proportion of jobs in these industries in EHOD is increasing but is still below regional and national averages, with particularly low levels in Mid Devon.

Mid Devon (with 6.1% in KBI employment) witnessed the smallest increase whereas figures for Exeter show a significant increase (from 13% to 13.9%) thus remaining the driving force behind knowledge-based businesses in the sub-region and with a rate now a little above the national average. A little more than half (50.8%) of the employee jobs in these industries in Devon are concentrated in EHOD.

Number of Jobs in the knowledge based industries (KBI), 2007 and 2008.

Area	2007	2007 %	2008	2008%
Exeter	10,935	13.0%	11,767	13.9%
E Devon	3,109	7.4%	3,369	8.1%
M Devon	1,481	5.9%	1,493	6.1%
T'bridge	2,590	6.3%	2,775	6.8%
EHOD	18,116	9.4%	19,404	10.1%
Devon	36,689	8.0%	38,170	8.4%
SW	265,086	11.8%	275,629	12.3%
SE	595,577	16.0%	599,862	16.0%
E&W	3,278,693	13.6%	3,313,533	13.7%

Copyright (Source 2)

The next table reveals the growth in the number of businesses in all areas between 2007 and 2008. In all EHOD areas, growth occurred, albeit at a different pace. EHOD's overall rate was marginally above the local rate but below regional and England and Wales averages. Around 19,790 businesses are located in EHOD (excluding farm based agriculture businesses). The strongest growth in the number of businesses in EHOD was seen in Mid Devon (+1.5%) and East Devon (+1.3%). Unfortunately there is no data currently available to be able to throw light at the impact of the recession on these figures.

Business numbers– 2007 to 2008

Area	2007	2008	Change
Exeter	5,150	5,160	0.2%
East Devon	5,670	5,740	1.3%
Mid Devon	3,360	3,410	1.5%
Teignbridge	5,430	5,480	0.9%
EHOD	19,610	19,790	0.9%
Devon	45,410	45,780	0.8%
SW	222,410	225,320	1.3%
SE	389,960	395,590	1.4%
E&W	2,228,920	2,264,540	1.6%

Copyright (Source 2)

Exeter Chamber of Commerce Quarterly Survey Results

The December 2009 findings from the Exeter Chamber of Commerce quarterly business survey are provided in the following table.

This latest survey provides the most positive reading since the start of the recession; the results indicate that almost half of all respondents reported sales as growing, (49% vs only 19% exactly a year ago), whilst only 16% saw their sales decreasing, nearly 3 times less than recorded last year (46%).

A third of respondents declared their margins were up, the highest level since last year. Only a fifth stated that employment was down compared with last quarter and 74% considered that cash flow was constant or increasing.

Forecasts for the next quarter on the number of employees show that a little over two thirds of businesses envisaged staff levels to remain the same whilst only 9% expected it to decrease. It is a small improvement on September's readings but significantly better news than the results of last December 2008 where a quarter of respondents had negative views on recruitment.

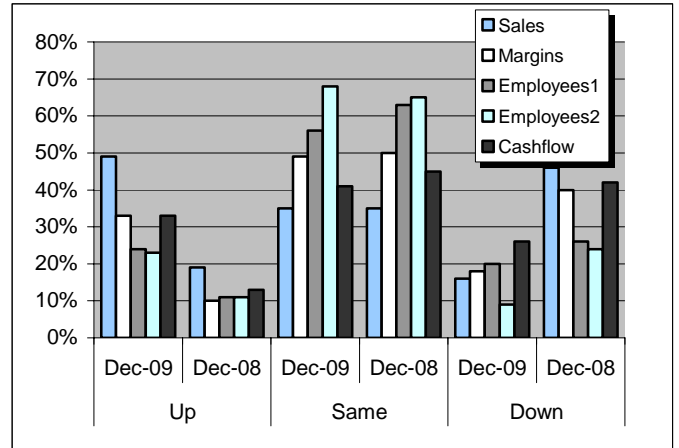
Exeter Chamber of Commerce survey– sales, margins, employees and cashflows (December 2009).

Indicator	Up	Same	Down
Sales ¹	49%	35%	16%
Margins ¹	33%	49%	18%
Employees ¹	24%	56%	20%
Employees ²	23%	68%	9%
Cashflow	33%	41%	26%

Source: Exeter Chamber of Commerce, 2009
1 – Change on last quarter, 2 – Forecast for next quarter

The next chart illustrates the patterns of feelings recorded over the last two December surveys giving a clearer picture of the overall business sentiment during the downturn.

Survey figures-December 09 and December 08



Exeter Chamber of Commerce, 2009
1 – Change on last quarter, 2 – Forecast for next quarter

However, the survey also suggests that business confidence remain somewhat fragile with little improvement on the survey held in Q3 2009, with now 11% of respondents concerned about the outlook. (24% exactly a year ago but 7% in September 2009).

Other indicators show that half of respondents have kept investing in their business over the last quarter but just below half are expecting to do so in the future. (down from 51% last quarter and up from the 33% recorded last year).

Perhaps underlining the challenges facing the wider economy and consumers spending habits, 77% of respondents acknowledged operating below capacity, the highest figure recorded this year. (67% last quarter and 56% a year ago).

The next survey is due out in the end of March 2010.

To access the full 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

A new website has been launched to encourage those making buying decisions in local public sector organisations to buy from local small businesses in Exeter. Local businesses can add their details to become more “visible” and are positively encouraged to do so. Simply go to www.exeterbuysellpropser.co.uk to register yourself in the appropriate category(ies) relating to your business.

The Regional Economic Strategy (RES) for South West England 2006-2015 has identified eight priority sectors in the economy and provides an update on the state of each of the priority sectors given the trends of the pre-recession years; for more information, visit:

<http://economy.swo.org.uk/news/all-news/?EntryId9=40552>

The South West Observatory has also published its December 2009 Economics Monitor with key economic trends including GDP, employment and inflation; for more information, visit:

<http://economy.swo.org.uk/publications/economics-monitor/>

“Agents Summary of Business Conditions”- a monthly publication compiled by the Bank of England’s agents providing information on the state of business conditions from companies across all sectors of the economy; for more information, visit: <http://www.bankofengland.co.uk/publications/agentssummary/agsum10jan.pdf>

To monitor the impact of the recession in Exeter, the Economy and Tourism unit now publishes a monthly Key Facts update providing data on unemployment, vacancies & employment, Citizens Advice Bureau data, Mortgage and Landlord repossession, Company winding up & Bankruptcy petition as well as Land Registry Housing statistics. For more information on this, visit: <http://www.exeter.gov.uk/index.aspx?articleid=9019>

The Department for Children, Schools and Families recently published its revised figures for the overall achievements of young people in GCSE examinations and other approved and accredited qualifications in 2008/09.

For more information on this, visit:

<http://www.dcsf.gov.uk/rsgateway/DB/SFR/s000909/index.shtml>

Useful links

NEW EHOD Commercial Property Register!

For a quick and easy way to search for commercial property, now with added mapping facilities, visit: www.exeter.gov.uk/property

Exeter Business Credit Crunch

Provides a wealth of practical advice, online tools, websites links and more for businesses during the economic downturn. For more information, follow this link:

www.exeter.gov.uk/businesscreditcrunch

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

Exeter Business Support

To seek assistance for small businesses to start-up, grow and succeed in Exeter, visit

www.exeterbusinesssupport.co.uk or call Business Link on 0845 600 9966 (ask for Exeter Business Support)

Thinking of the Exeter and Heart of Devon Economic Trends reports, do you have any statistical and information needs not covered, that if available and within our resources to provide, would improve content and help to meet employer and partner operational needs and/or assist in decision making and planning?

Please email any suggestions that you may have to

statistics@exeter.gov.uk

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).

Sources:

Unless otherwise stated: 1 – ONS Mid-Year Population Estimates 2008; 2 – ONS Annual Business Inquiry 2008; 3 – ONS Jobs Density Indicator 2007; 4 – Land Registry Jul-Sep 2009, 5 – ONS Claimant Count December 2009, 6 – ONS Annual Survey of Hours and Earnings 2009; 7 – Economic activity rate: People, who are economically active, expressed as a percentage of all people. ONS Annual Population Survey Jul08/Jun09 (Jan08-Dec08 for Education data); 8 – Business Demography 2007-Enterprise Births, Deaths and Survivals.

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

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.

This report is produced quarterly with the next edition due around June/July 2010 which is likely to include newly revised 2009 population data.

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

Matthieu Renaud, Economy & Tourism Unit, Exeter City Council, EX1 1JJ
Tel: 01392 265597
Fax: 01392 265625
E-mail:matthieu.renaud@exeter.gov.uk

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. This has been rectified by ONS for 2007 data hence the 'jump' in numbers seen between this publication and the trends report published back in June 2009.

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 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.