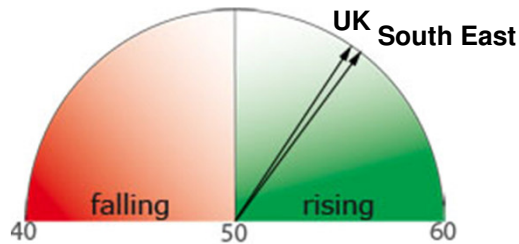


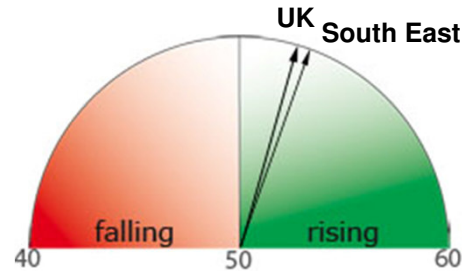
Monthly Business Dashboard – Hampshire (April 2013)

Business Activity¹



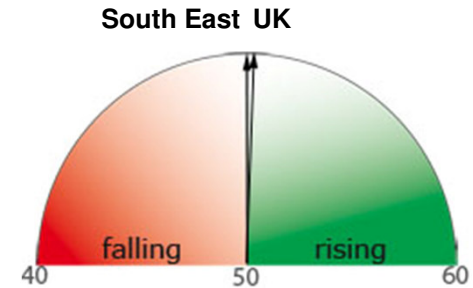
New Orders (53.6)

March 2013



Output (51.7)

March 2013



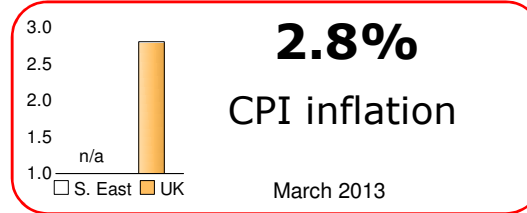
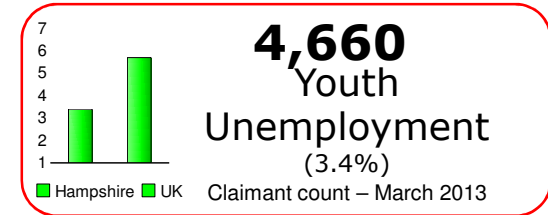
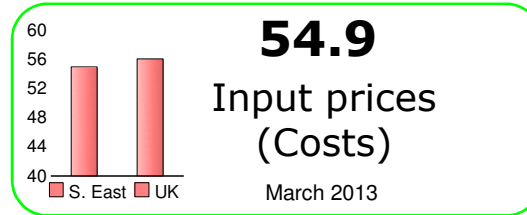
Employment (50.0)

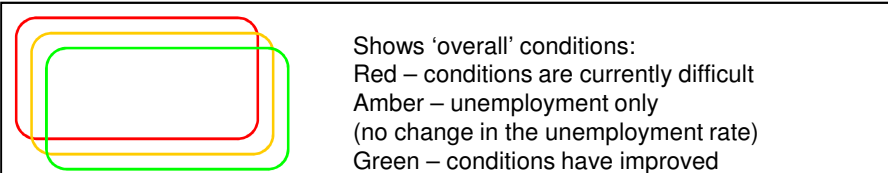
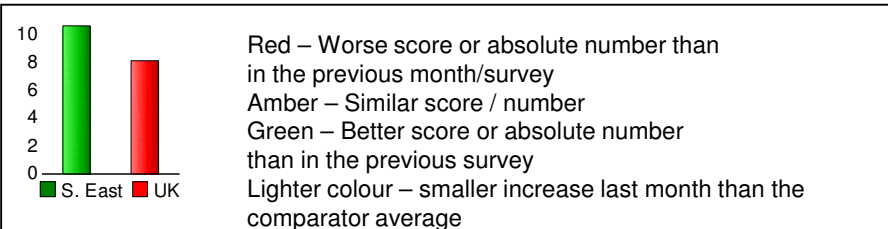
March 2013

Confidence
(South East)

Prices/Costs
(South East)

Labour Market
(Hampshire CC)





Thresholds for change to green (red)
Business confidence, consumer confidence, investment: conditions have been improving (deteriorating) over the past three months
Unemployment rate: lower (higher) rate than three months ago.
Input prices: low (high) prices relative to long-trend average
CPI inflation: inflation below (above) Bank of England target

Purchasing Managers' Index (PMI) scores:

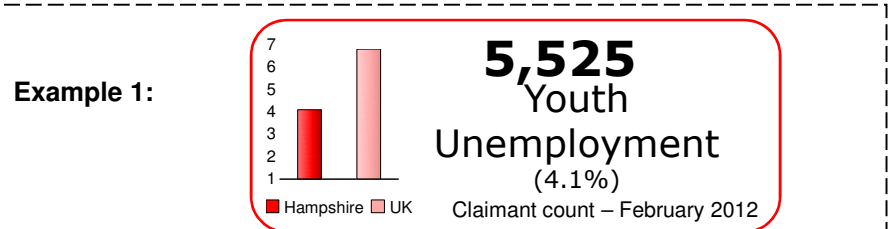
Less than 50 – falling activity compared to previous month
 50 – no change on previous month
 More than 50 – rising activity compared to previous month

Used for: **Business Activity, New orders, Employment, Input Prices**

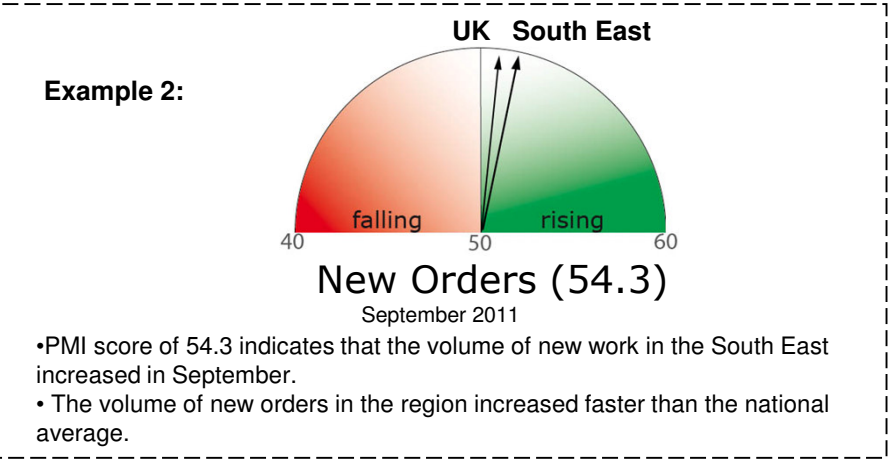
Net balance: determined by subtracting the percentage of companies reporting decreases in a factor from the percentage of companies reporting increases.

Less than 0 – more firms reporting decreases than increases
 0 – similar numbers of firms reporting decreases and increases
 More than 0 – more firms reporting increases than decreases
 % - expected to make higher capital investment / reported higher wages / costs

Leading Indicators: consumer confidence
 business confidence, new capital investment
 new orders,
 input prices



The red bars indicate that the youth unemployment rate increased last month. Youth unemployment in Hampshire increased at a faster pace last month than nationally (as indicated by the darker red bar). The unemployment rate in Hampshire (4.1%) is below the UK average. The red outline indicates that the unemployment rate in Hampshire in February was marginally higher than three months ago.



Sources: Business Confidence - Institute of Chartered Account. (ICAEW)
 New capital investment, Wages & labour Costs – Department for Business Innovation & Skills (BIS)
 Consumer Confidence – GfK NOP
 Employment, Unemployment, Inflation - Office for National Statistics (ONS)
 Business activity, orders, employment, input prices – Markit / Lloyds PMI

Note: Unemployment (rate, 16-64), youth unemployment (16-24), are not adjusted for seasonal factors.
 PMI (output/business activity, new orders, employment) – **private sector** only (1)
 Change in employment – annual change, updated quarterly