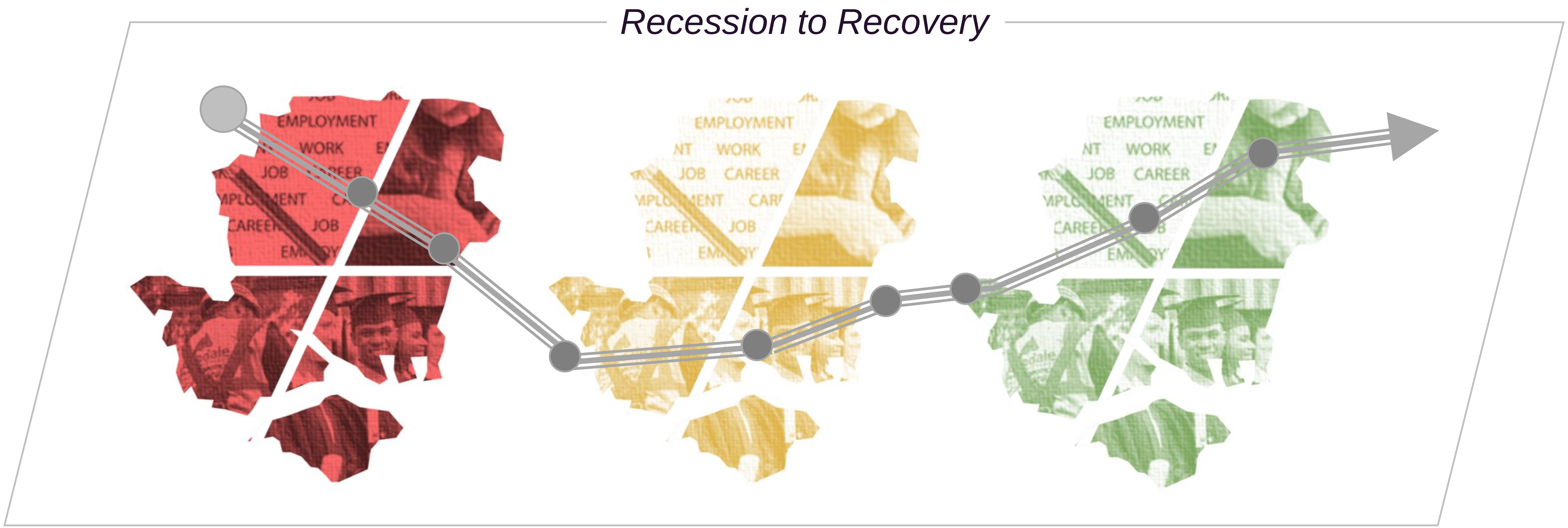


Hampshire Monthly Intelligence Dashboard

December 2024

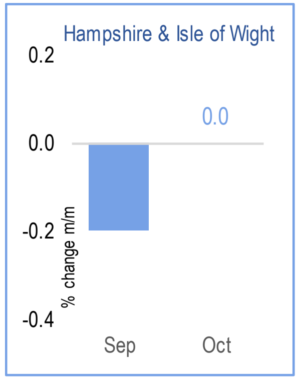
Hampshire County Council
Hampshire 2050

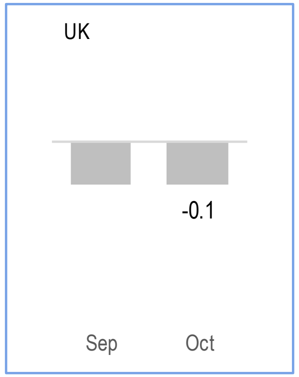
Contents

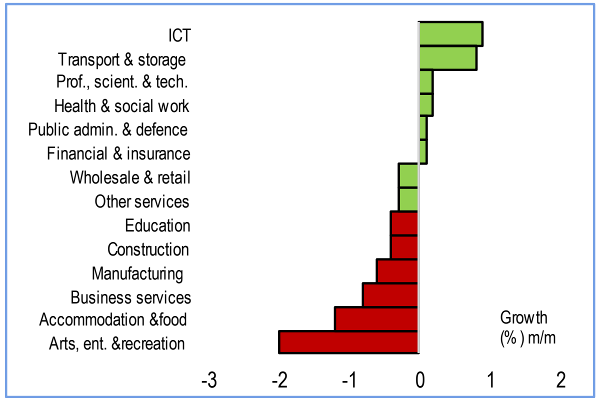
Theme	Indicators	
Business Activity	• Economic Growth • Business Activity • Business Prices • Inflation	Page 1
Jobs and Earnings	• PAYE Employees • PAYE Earnings • Labour Demand • Jobs Demand by Skills Level	Page 2-3
Unemployment	• Claimant Unemployment • Local Claimants • Youth Unemployment • Local Young Claimants	Page 4
Sentiment and Investment	• Business Investment • Retail Sales • Consumer Confidence • House Sales	Page 5

Business Activity

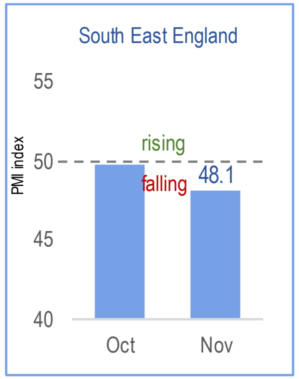
Economic Growth

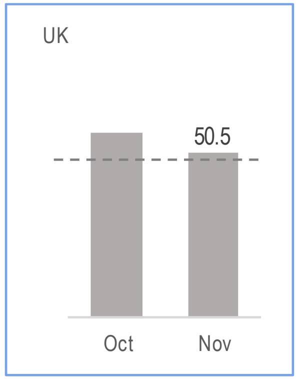


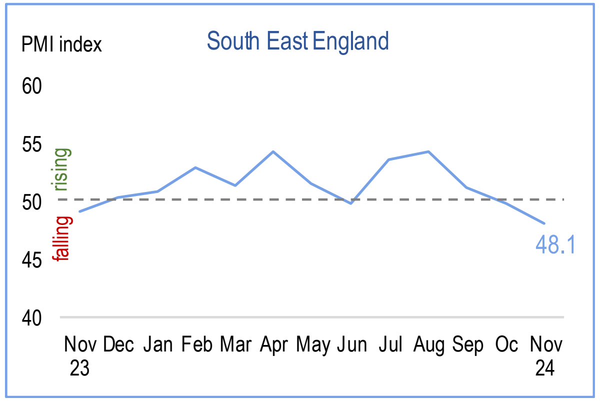




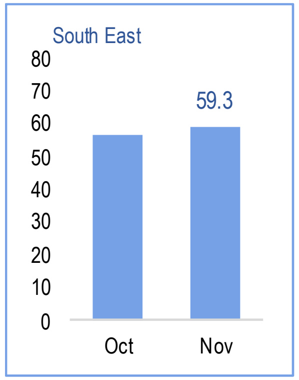
Business Activity

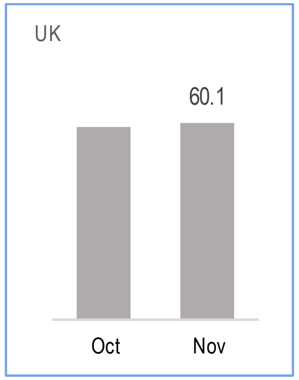


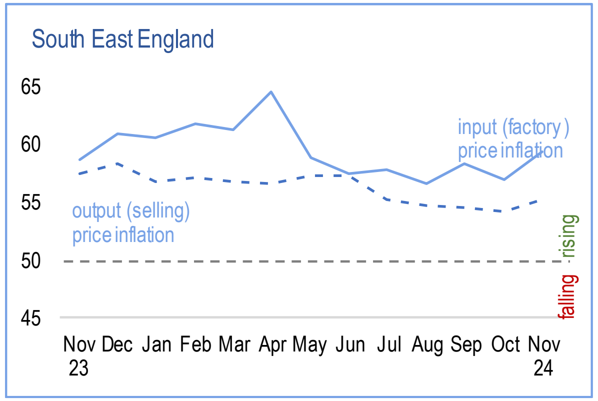




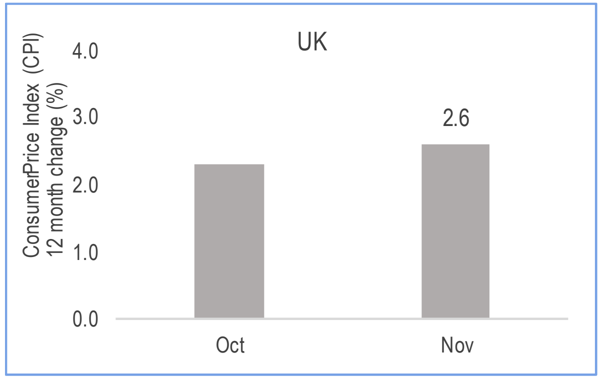
Business Prices

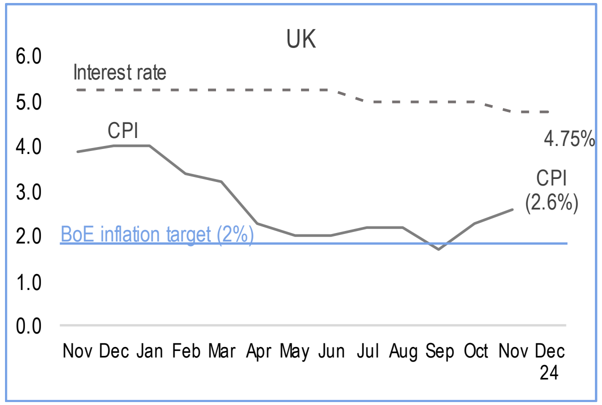






Inflation





- UK economy contracted for 2nd month in a row while our preliminary growth estimate suggests that Hampshire and Isle of Wight stalled in October.
- National data suggests that October's GDP was driven by falls in the construction and production sectors, while dominant services sector stagnated.

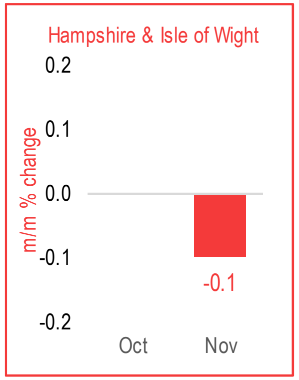
- Timelier survey data suggest that business activity in the region saw marginal decrease in Nov, the second consecutive monthly fall. In contrast, UK saw a small increase in activity.
- Business activity last month was weighed down by business uncertainty, reduction in workforce numbers and lower export sales.

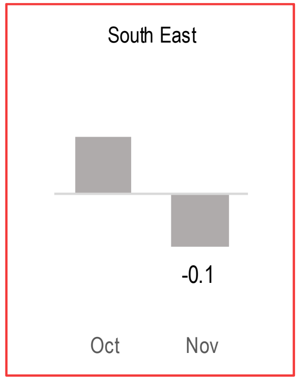
- Cost inflation in South East rose in November although lower than most UK regions, and slower than UK. Anecdotally, main drivers of business costs associated with higher wages, services and raw materials.
- Selling prices most pronounced for 4 months and sharpest uptick since Nov 2023, as firms pass on costs.

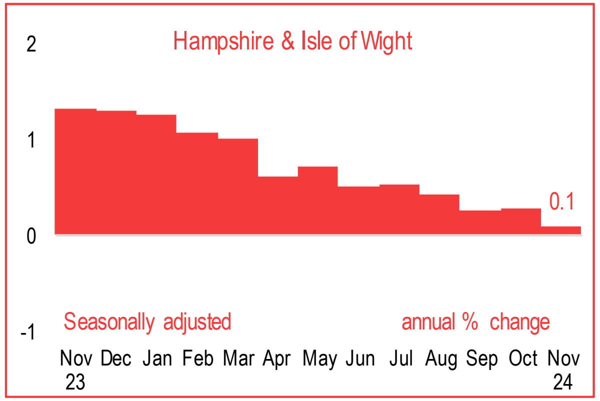
- Annual consumer price inflation rose to 2.6% in Nov from 2.3% in Oct, an eight-month high, driven by the rising prices for petrol, groceries and an increase in tobacco duty in the budget.
- Core inflation ticked up to 3.5% while services inflation unchanged at 5%.
- Interest rates held at 4.75% in Dec by the Bank of England.

Jobs and Earnings

PAYE Employees

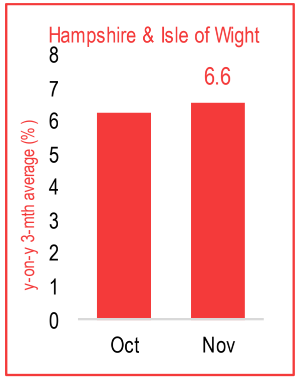


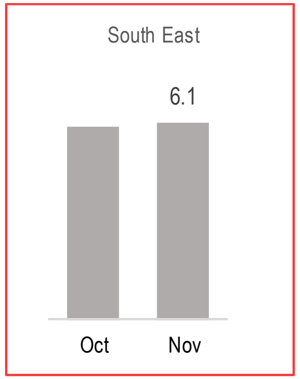


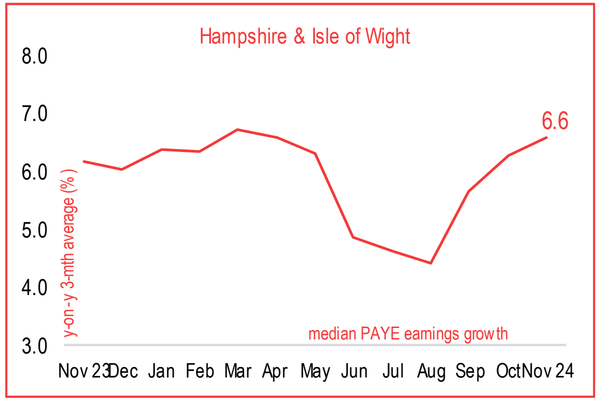


- Timely preliminary estimates from HMRC point to marginal fall in PAYE employment growth in Hampshire and Isle of Wight in Nov, following no change in Oct as jobs market cools.
- November's PAYE employment fell by 0.1% on the month, stalled on the quarter, while annual PAYE employment growth was only 0.1%.

PAYE Earnings

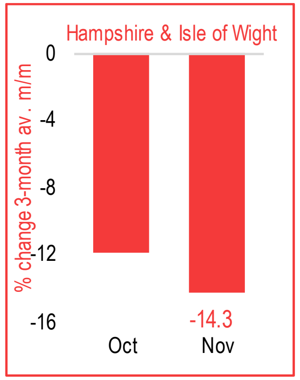


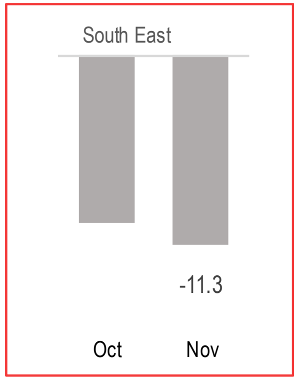


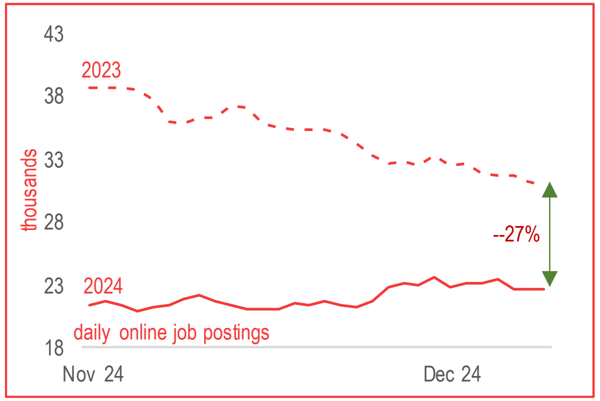


- PAYE earnings in Hampshire and Isle of Wight ticked up in Nov at their strongest pace since Sep 2023.
- Wage data that covers the whole UK economy ticked up to 5.2%
- National wage data has pay growth picking up and ending the recent slower earnings growth, adding pressure on the BoE to hold rates.

Labour Demand







- Labour demand as measured by the number of online job postings in Hampshire and Isle of Wight eased further in November.
- The fall in demand faster than in the previous month.
- Daily data points to modest seasonal uptick into December, but survey data suggests slowdown in recruitment.

Demand by Occupation

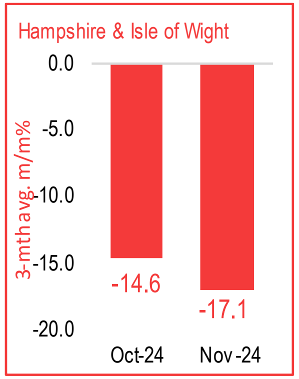
Unique jobs postings by Occupation (SOC)	Nov	% of total
Care Workers and Home Carers	1,558	6.8
Sales Related Occupations n.e.c.	1,331	5.8
Cleaners and Domestics	1,048	4.6
Kitchen and Catering Assistants	763	3.3
Managers and Directors in Retail and Wholesale	728	3.2
Customer Service Occupations n.e.c.	699	3.1
Programmers and Software Development Professiona	693	3.0
Sales and Retail Assistants	629	2.7
Warehouse Operatives	627	2.7
Large Goods Vehicle Drivers	609	2.7

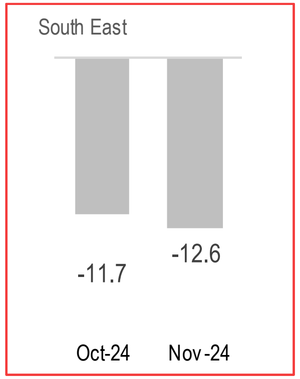
Unique jobs postings by Occupation (SOC)	Aug	% of total
Sales Related Occupations n.e.c.	1,525	5.8
Care Workers and Home Carers	1,494	5.7
Cleaners and Domestics	1,303	5.0
Customer Service Occupations n.e.c.	930	3.5
Programmers and Software Development Professiona	908	3.5
Managers and Directors in Retail and Wholesale	833	3.2
Large Goods Vehicle Drivers	830	3.2
Kitchen and Catering Assistants	791	3.0
Chefs	776	3.0
Other Administrative Occupations n.e.c.	709	2.7

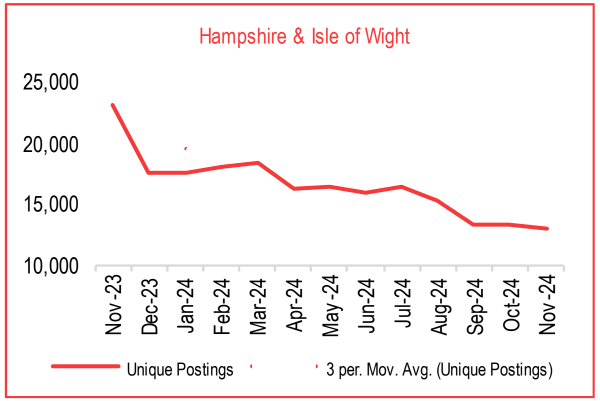
- Top three in-demand skills in Hampshire & Isle of Wight unchanged (rankings changed) but only Care workers increased demand over quarter. Large fall among IT programmers. Warehouse workers and large goods drivers join top 10.
- Top specialised skills: Project Management, Auditing, Finance, KPIs, Warehousing, and marketing.

Jobs demand by skills-level (occupational demand)

High-skilled

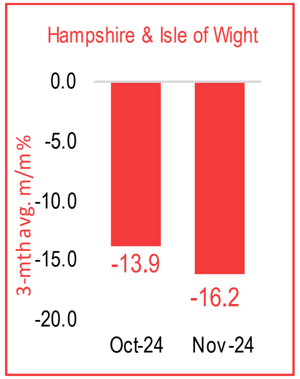


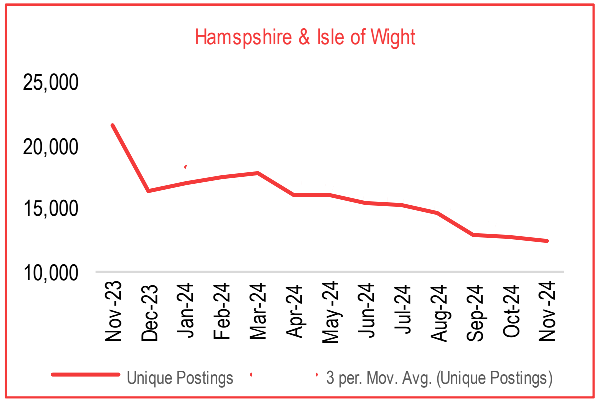




- High-skilled jobs (managers & professionals) made up 33% of job postings in 3-mths to Nov. Nov saw further fall in demand, larger than Oct and twice that of low-skilled demand.
- Median salary £41.2K, comparable to the South East. Top postings: Retail managers, IT programmers, teachers (secondary), accountants.

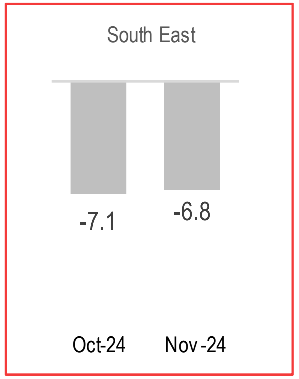
Upper Intermediate

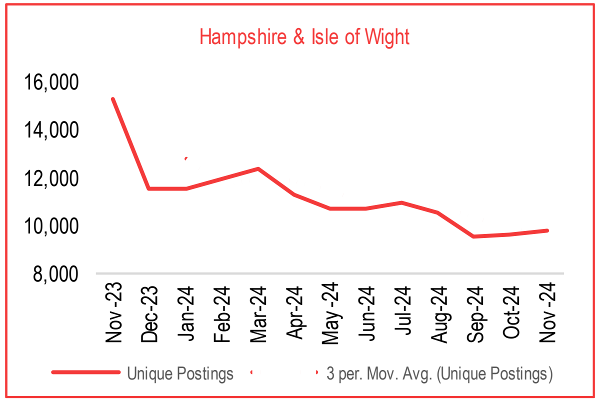




- Upper-intermediate occupations (assoc. professional, admin, skilled trades) accounted for 31% of all job postings. Fall in demand Nov faster than Oct and nearly twice low-skilled.
- Median salary of £31.6K, 1.9% above the S-East (£31K).
- Top postings: admin., chefs, book-keepers, vehicle tech, early education

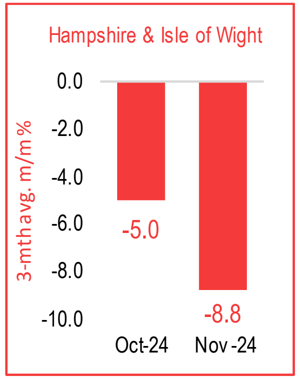
Lower Intermediate

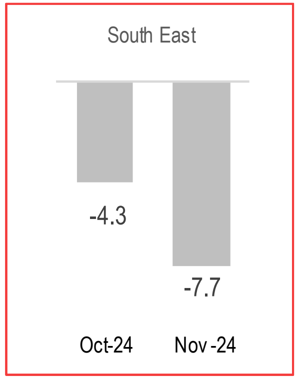


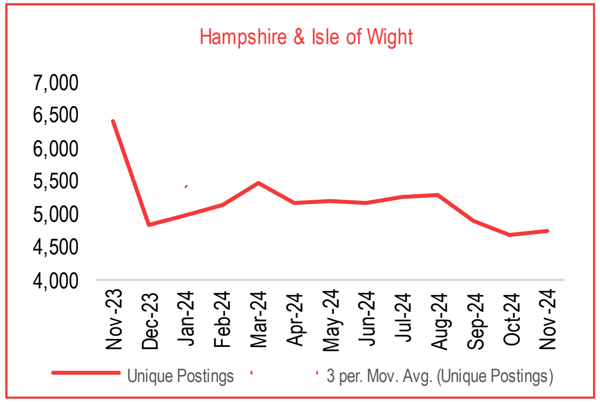


- Lower intermediate occupations such as sales and process operatives accounted for 25% of all job postings. 3- months to Nov fall above Oct but signs of improvement.
- Median salary was £28K, 2.9% above South East (£27.2K).
- Top postings: carers, sales, customer services, delivery drivers.

Low-skilled



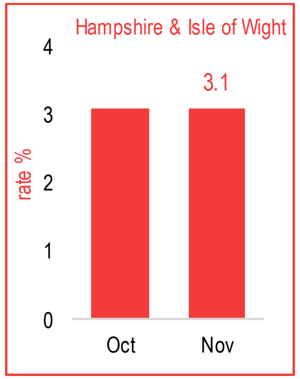


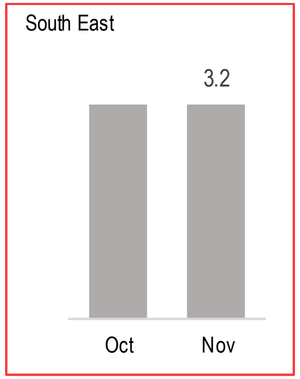


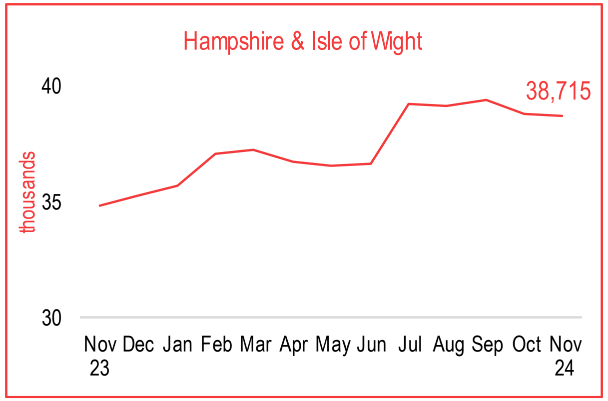
- Low-skilled occupations accounted for 12% of all job postings. Fall in low-skilled demand in Nov much faster than in Oct and above S. East.
- Median advertised salary £25.9K, 0.3% below the S. East average.
- Top postings: cleaners, kitchen and catering assistants, warehouse operatives, elementary construction.

Unemployment

Claimant Unemployment

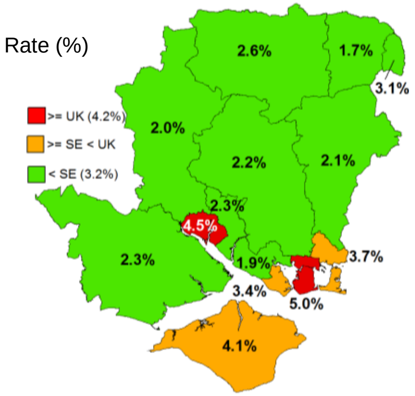


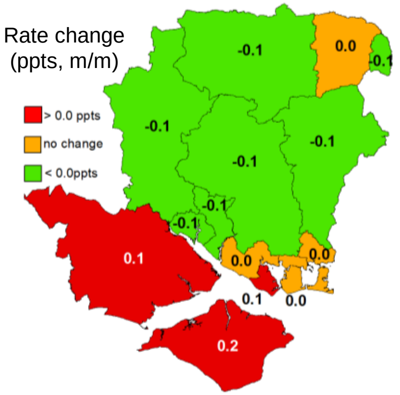




- The number of working age unemployed claimants (not adjusted for seasonal factors) in Hampshire & Isle of Wight decreased by 125 claimants to 38,715 in Nov. Claimant numbers rose for 18-24-year-olds but fell for 25–49 and 50+ year-olds.
- However, the unemployed claimant count rate was unchanged at 3.1%.

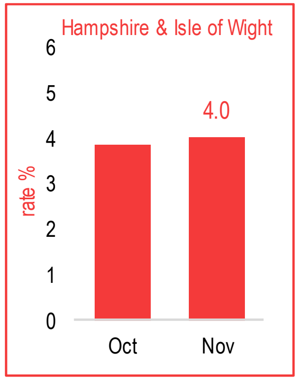
Local Claimants

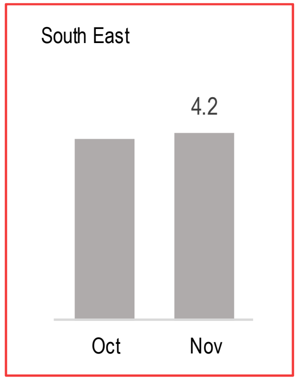


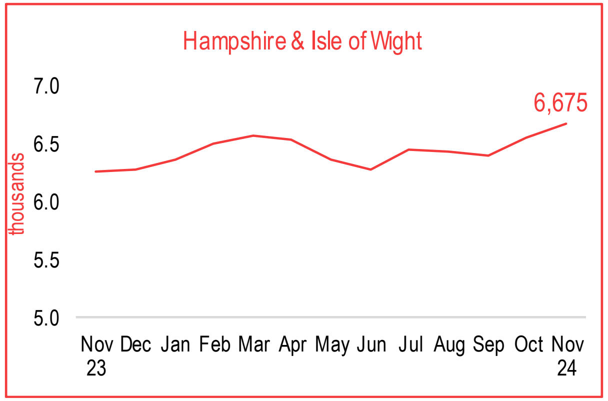


- Most of the 14 Hampshire & Isle of Wight authorities have unemployed claimant rates below the two benchmark areas. Only the two cities have rates above the UK average.
- Half of the 14 authorities saw a decrease in unemployment rates on the previous month. Four no change and three saw an increase.

Youth Unemployment

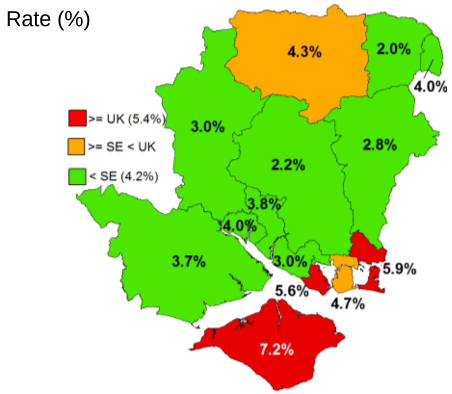


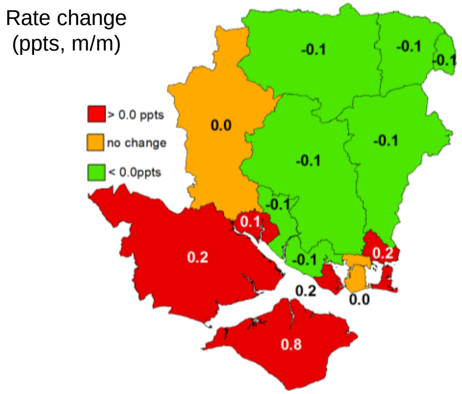




- The number of young unemployed claimants aged 18–24-year-olds not adjusted for seasonal factors in Hampshire & Isle of Wight increased by 115 to 6675 claimants in Nov.
- The young peoples' claimant count unemployment rate increased on the month to 4.0%, only marginally lower than the regional average.

Local Young Claimants

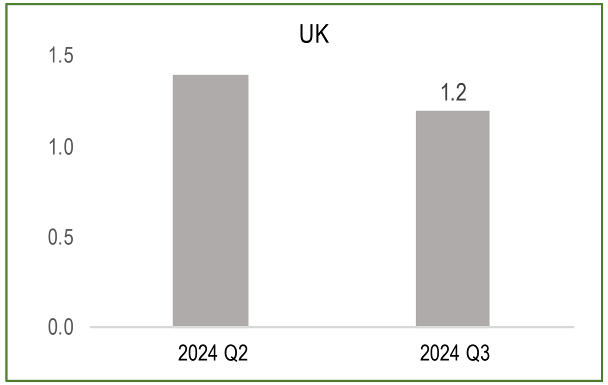


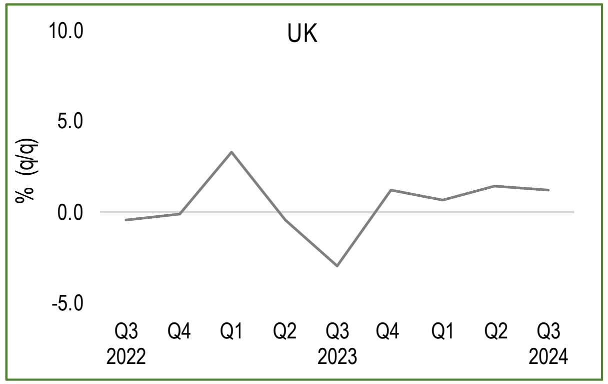


- Most Hampshire & Isle of Wight districts have rates below the SE and UK rates, while Havant, Gosport and IoW remain above the UK rate.
- Half the Hampshire & Isle of Wight local authorities saw unemployment rates for young people decrease on the previous month. Two saw no change and five an increase.

Sentiment and Investment

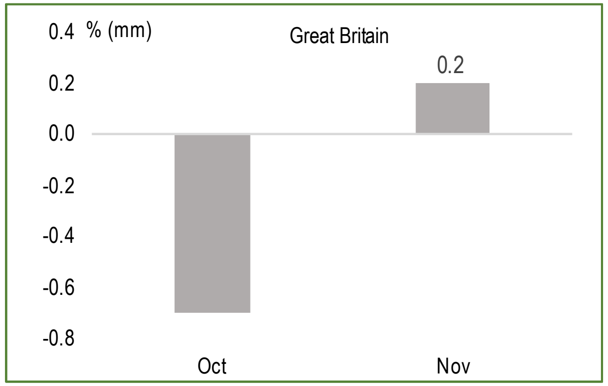
Business Investment

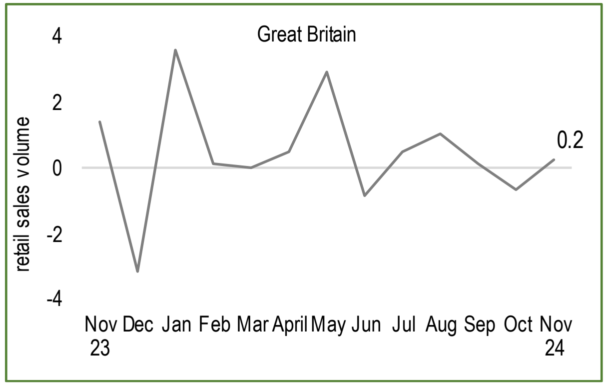




- UK business investment increased by 1.2% in Q3 2024, and 4.5% above the level in the same quarter a year ago but down on the Q2 2024.
- Business services firms focused on investment in automation technology.
- Investment intentions subdued due to uncertainty although some optimism for 2025 (BoE Q4 2024 survey).

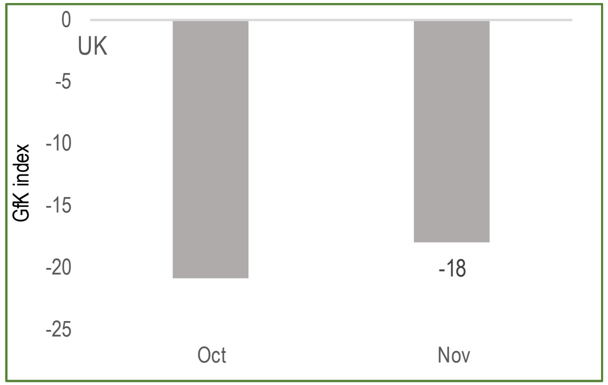
Retail Sales

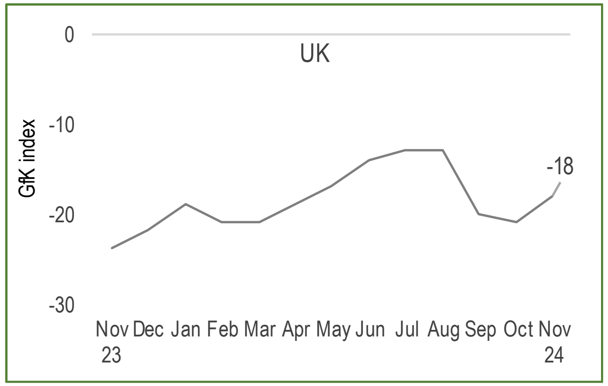




- Monthly retail sales volumes grew in Nov 2024 following a sharp fall in Oct.
- Growth in supermarkets and other non-food stores was partly offset by a fall in clothing retailers.
- Monthly growth in retail sales was slightly worse than expected and leaves sales on course to decline in Q4 overall.

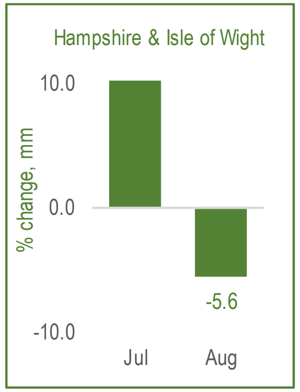
Consumer Confidence

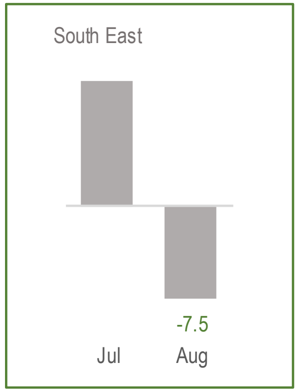


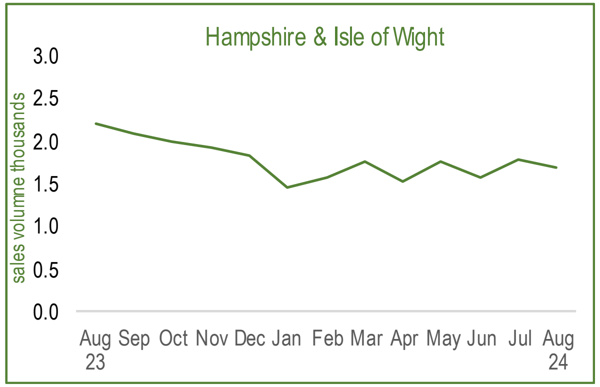


- Although still subdued, consumer confidence index ticked up 3-points in November to -18. All five measures underpinning the overall index were up in November.
- The largest upward shift was in major purchase intentions, leading up to Black Friday sales. However, cost-of-living still weighs on future optimism.

House Sales







- Hampshire & Isle of Wight saw house sales fall in Aug; 23% lower than a year ago. Sales eased slower than South East. Average house prices for Oct up in County area (0.3%). Prices up across all Hampshire unitaries.
- Despite affordability, UK house prices close to high of 2022; largely driven by upcoming stamp duty changes.

How to read ‘traffic lights’:

Refers to decline or growth relative to the previous period (GVA, PMI business activity and business prices indicators, job postings, business investment, retail and house sales).

In the case of inflation, PAYE employment & earnings and consumer sentiment it refers to the direction of travel relative to the previous period.

For claimant count unemployment indicators, the change refers to the rate not the level. For example, a decrease in youth unemployment would see a downward green arrow.

Little or no change on previous period.

* The local estimate is preliminary, and it needs to be treated with a high degree of caution since it is based on the sectoral mix of Hampshire and the Isle of Wight and the national sectoral impacts.

Sources:

The primary data sources are the Office for National Statistics (ONS) and HMRC, while additional data comes from several commercial sources such as S&P Global, Lightcast, CBI, BCC, HM Land Registry and the Bank of England.

Monthly/Quarterly data for Business Activity, Jobs & Earnings, Unemployment and Sentiment & Investment.

In the case of several monthly indicators, the South-East is used as a proxy geography for Hampshire.

Estimates of payrolled employees and their pay from HMRC Pay As You Earn (PAYE) Real Time Information are preliminary but seasonally adjusted. Employment figures differ from the ONS Labour Force Survey (LFS) data. Median pay figures differ from the ONS estimates and are based on gross PAYE earnings which do not cover other sources of income, such as self-employment.

For further information on Hampshire’s labour market see Quarterly Labour Market Updates and Monthly Ward Claimant Count Reports available at: https://www.hants.gov.uk/business/ebis/reports

This publication is produced by Economy Intelligence, Economy and Skills Team, Hampshire 2050, Hampshire County Council

Hampshire County Council