

Appendix 7: Raw Economic Data

Number of people in paid employment: 74.3% (Oct 2008)

10/ Number of people in full/time paid employment: 64.7% (Oct 2008)

e/ Average journey to work time = 19 minutes, but one third of employers work very close to home (up to 10 minutes). 71% drive themselves to work or get a lift with a family member. e/

c/ Average earnings within the region continue to be significantly lower than the national average.

The region's unemployment rate has remained significantly below the national average.

Unemployed: 25,890 in Norfolk as at May 2008, with over 25% of the total unemployed out of work for over 12 months.

Small companies in Norfolk account for a greater number of organisations at 94% against the national average of 88%.

There is a high dependence on the larger organisations (22+) and 46% of the total number of employees are working in organisations of that size. 9

A higher than average dependence on agriculture is fairly obvious. In addition, the higher dependence in the distribution area is probably caused by large companies in the food sector.

The Local Economy Forecasting Model for Norfolk, in line with national trends, forecasts a continued decline in the agricultural and manufacturing sectors with growth in construction and services.

The region is second only to the West Country in popularity as a holiday destination with 58% of all nights spent in the region being 'on holiday' rather than 'on business'.

It is estimated that 12% of all organisations in the area are operating in the Tourist and Leisure sector. m/

Regional economic studies suggest that East Anglia as a whole will grow faster than other regions over the next few years. wc/

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