

Reading

q1 2012 business confidence report



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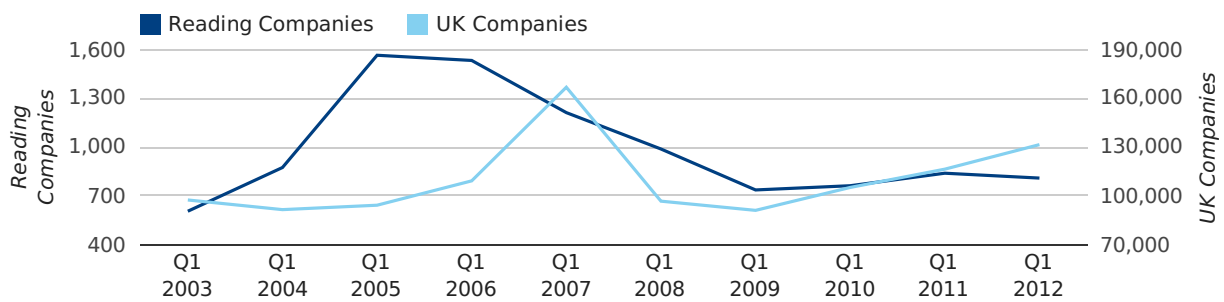
Quarterly Data (Q1 Jan-Mar 2012)

A total of 809 companies were registered in Reading during the first quarter of 2012 (Jan 2012 - Mar 2012).

This figure is a decrease of 3.6% versus the same period last year (Q1 2011). This figure compares badly to the UK as a whole, which saw an increase of 13.0% against the same period last year.

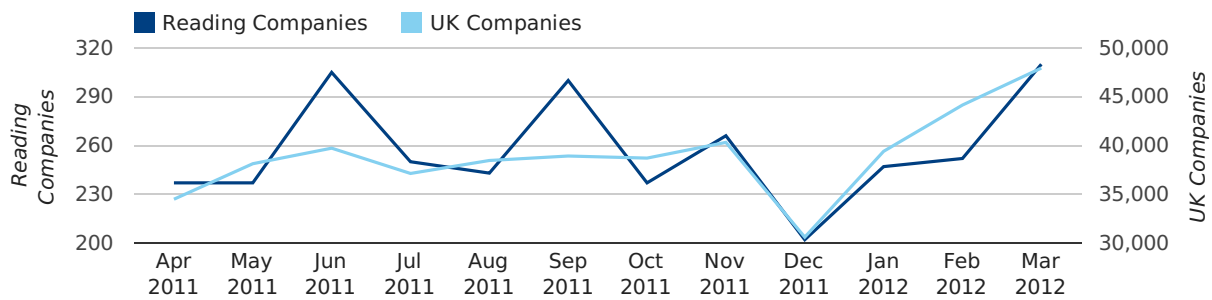
FIRST QUARTER (JAN 2012 - MAR 2012)	READING	UK
2012	809	131,491
2011	839	116,391
% CHANGE	-3.6%	13.0%
RECORD YEAR	2005 (1,565)	2007 (166,814)

new companies by quarter



Monthly Data (Jan, Feb & Mar 2012)

new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2012	247	252	310
NEW COMPANIES IN 2011	219	297	323
% CHANGE	12.8%	-15.2%	-4.0%
RECORD YEAR	2006 (459)	2005 (549)	2006 (595)

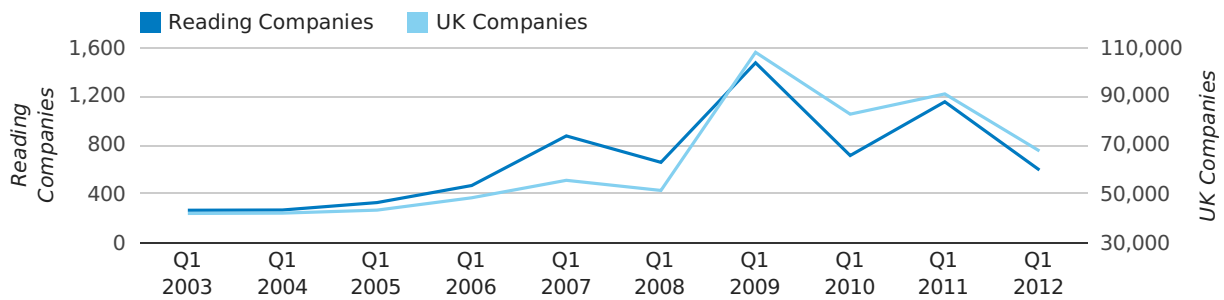
Quarterly Data (Q1 Jan-Mar 2012)

A total of 595 companies were dissolved in Reading during the first quarter of 2012 (Jan 2012 - Mar 2012).

This figure is a decrease of 48.5% versus the same period last year (Q1 2011). This figure compares well to the UK as a whole, which saw a decrease of 25.7% against the same period last year.

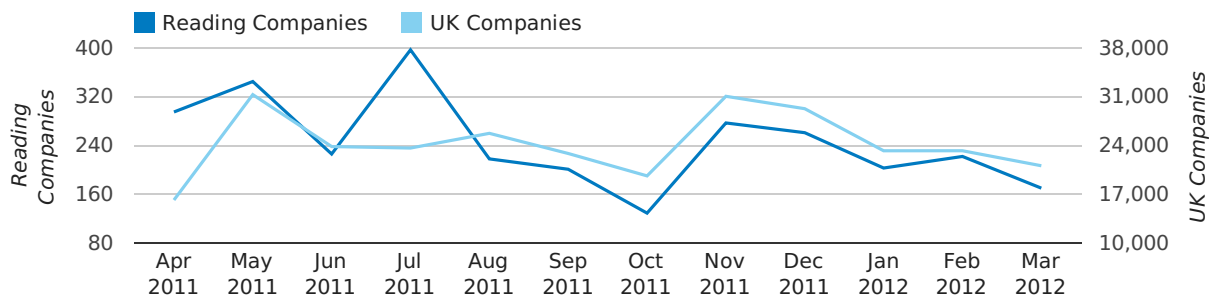
FIRST QUARTER (JAN 2012 - MAR 2012)	READING	UK
2012	595	67,576
2011	1,155	90,986
% CHANGE	-48.5%	-25.7%
RECORD YEAR	2009 (1,475)	2009 (108,060)

dissolved companies by quarter



Monthly Data (Jan, Feb & Mar 2012)

dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2012	203	222	170
CLOSED COMPANIES IN 2011	327	418	410
% CHANGE	-37.9%	-46.9%	-59%
RECORD YEAR	2011 (327)	2011 (418)	2009 (1,041)

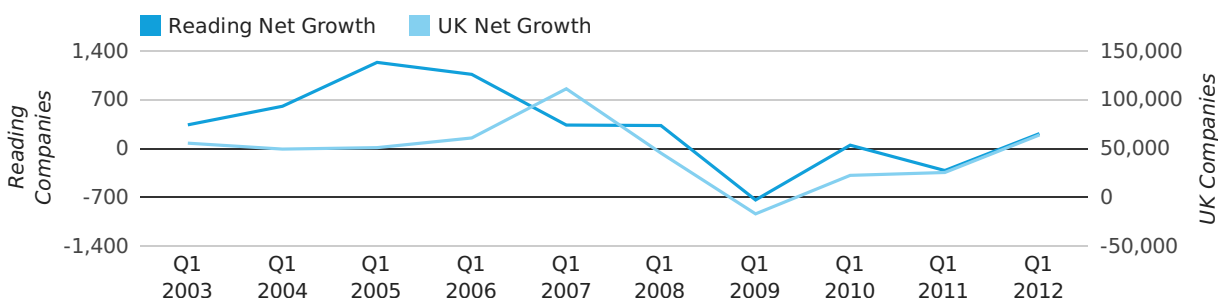
Quarterly Data (Q1 Jan-Mar 2012)

Net company growth for Reading during the first quarter of 2012 (Jan 2012 - Mar 2012) was 214 companies.

This represents an increase of 167.7% on the same period last year.

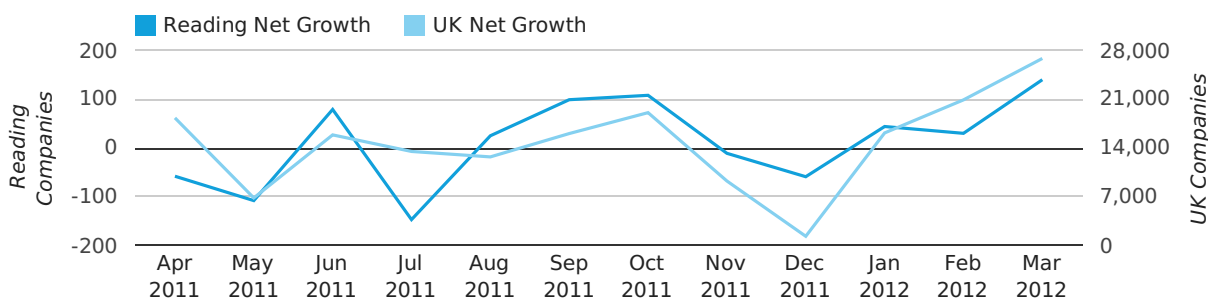
FIRST QUARTER (JAN 2012 - MAR 2012)	READING	UK
2012	214	63,915
2011	-316	25,405
% CHANGE	-167.7%	151.6%
RECORD YEAR	2005 (1,237)	2007 (111,282)

net growth by quarter



Monthly Data (Jan, Feb & Mar 2012)

net growth by month



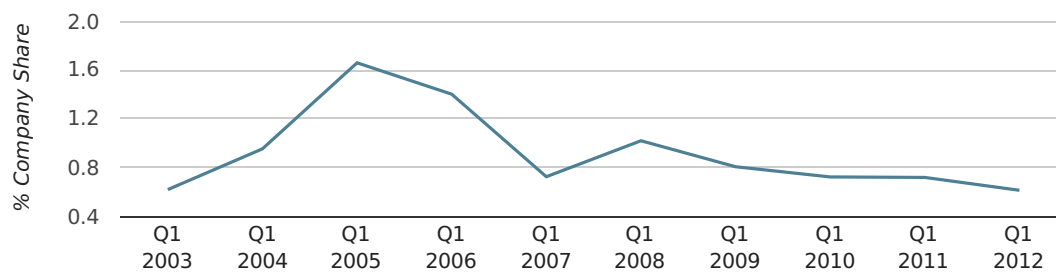
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2012	44	30	140
NET GROWTH IN 2011	-108	-121	-87
% CHANGE	-140.7%	-124.8%	-260.9%
RECORD YEAR	2005 (346)	2005 (441)	2006 (463)

Quarterly Data (Q1 Jan-Mar 2012)

In the first quarter of 2012, Reading formed 0.6% of all UK companies.

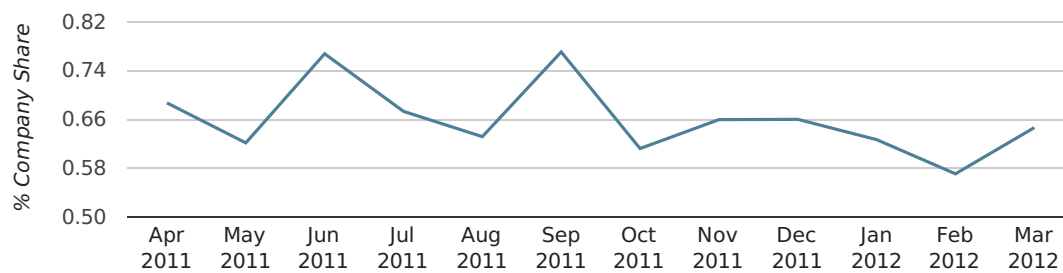
FIRST QUARTER (JAN 2012 - MAR 2012)	READING
2012	0.6%
2011	0.7%
2010	0.7%
2009	0.8%
2008	1.0%
RECORD YEAR (SINCE 1960)	2005 (1.7%)

company share by quarter



Monthly Data (Jan, Feb & Mar 2012)

company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2012	0.6%	0.6%	0.6%
UK FORMATION SHARE IN 2011	0.6%	0.8%	0.7%
% CHANGE	-3.3%	-27.4%	-10.2%
RECORD YEAR	2005 (1.6%)	2005 (1.7%)	2005 (1.7%)

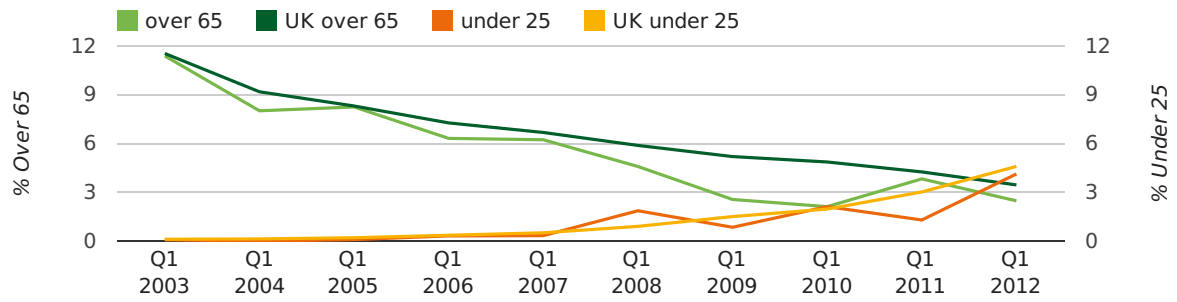
Quarterly Data (Q1 Jan-Mar 2012)

The average age of a director in the first quarter of 2012 was 42.9.

The percentage of directors under the age of 25 was 4.1% compared to the UK figure of 4.6%.

The percentage of directors over the age of 65 was 2.5% compared to the UK figure of 3.5%.

director age by quarter

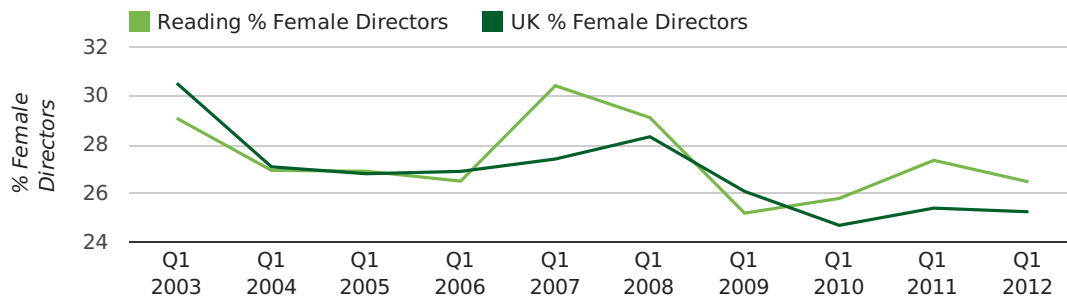


Quarterly Data (Q1 Jan-Mar 2012)

The record first quarter for female directors in Reading was in 1861 when 40.0% of all directors were female.

26.5% of all director appointments in Reading in the first quarter of 2012 were female. This compares to a UK average of 25.3% for the same period.

director gender by quarter



Previous 12 months (Mar 2011-Mar 2012)

Excluding: LIMITED, LTD, &, UK, SERVICES, THE, (UK), AND, LTD., A, LLP, SOLUTIONS, COMPANY, OF.

WORD	PERCENTAGE	UK WORD	UK PERCENTAGE
CONSULTING	2.93%	CONSULTING	5.07%
MANAGEMENT	2.42%	MANAGEMENT	4.74%
CONSULTANCY	1.27%	CONSULTANCY	3.30%
READING	0.76%	PROPERTY	2.37%
IT	0.71%	TRADING	2.07%
ASSOCIATES	0.68%	DESIGN	1.93%
PROJECT	0.68%	ENGINEERING	1.86%
PROPERTY	0.64%	ASSOCIATES	1.84%
CONSULTANTS	0.59%	CONSULTANTS	1.79%
TECHNOLOGIES	0.59%	BUSINESS	1.73%
BUSINESS	0.59%	MEDIA	1.72%
BERKSHIRE	0.59%	CONSTRUCTION	1.72%
PARTNERS	0.59%	LONDON	1.66%
MARKETING	0.51%	J	1.54%
MEDIA	0.51%	INVESTMENTS	1.51%
ENTERPRISES	0.49%	GLOBAL	1.50%
INTERNATIONAL	0.49%	IT	1.40%
SECURITY	0.46%	CARE	1.34%
SYSTEMS	0.46%	PROPERTIES	1.31%
TECHNOLOGY	0.46%	ELECTRICAL	1.27%
CLEANING	0.44%	M	1.27%
TRADING	0.44%	BUILDING	1.24%
INVESTMENTS	0.44%	ENERGY	1.20%
DOGGERBANK	0.44%	S	1.20%
CONSTRUCTION	0.42%	ENTERPRISES	1.19%

Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	1,815	216,665
7487 - Other business activities	270	52,735
62020 - Information technology consultancy activities	229	14,303
70229 - Management consultancy activities other than financial management	212	19,704
74990 - Non-trading company	198	9,729
7499 - Non-trading company	179	9,102
82990 - Other business support service activities not elsewhere classified	173	35,233
7414 - Business & management consultancy	145	12,113
7222 - Other software consultancy and supply	120	6,934
99999 - Dormant Company	119	25,084
9999 - Dormant Company	105	18,617
62090 - Other information technology service activities	94	8,145
7260 - Other computer related activities	88	7,154
62012 - Business and domestic software development	71	4,356
96090 - Other service activities not elsewhere classified	68	13,637
9305 - Other service activities	68	8,818
74909 - Other professional, scientific and technical activities not elsewhere classified	58	9,892
98000 - Residents property management	51	3,050
41100 - Development of building projects	42	4,984
4521 - General construction & civil engineering	33	5,169