

# Waterlooville

q1 2012 business confidence report



## headlines

- Q1 2012 saw a new record in company registrations in Waterlooville when compared to any previous Q1.
- Q1 2012 was a record quarter for company registrations in Waterlooville when compared to any quarter in history.
- March 2012 saw a new record in company registrations in Waterlooville when compared to any previous March.
- March 2012 was a record month for company registrations in Waterlooville when compared to any month in history.
- February 2012 saw a new record in company registrations in Waterlooville when compared to any previous February.
- March 2012 saw a new record in net growth in Waterlooville when compared to any previous March.
- February 2012 saw a new record in net growth in Waterlooville when compared to any previous February.

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### Quarterly Data (Q1 Jan-Mar 2012)

Q1 2012 saw a new record in company registrations in Waterlooville when compared to any previous Q1.

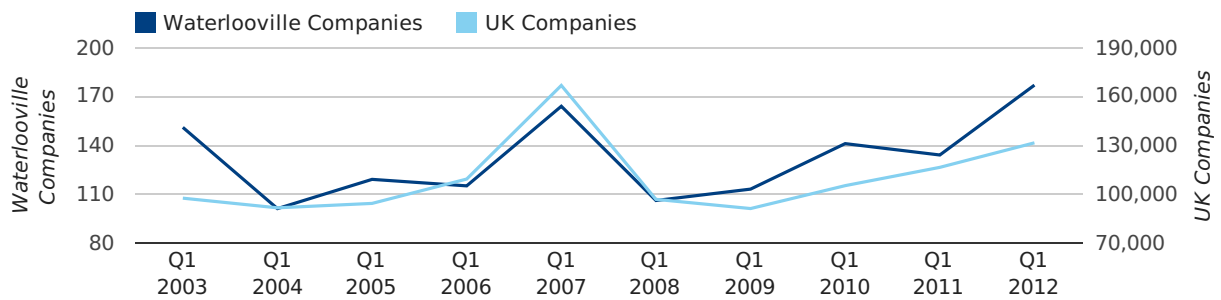
Q1 2012 was a record quarter for company registrations in Waterlooville when compared to any quarter in history.

A total of 177 companies were registered in Waterlooville during the first quarter of 2012 (Jan 2012 - Mar 2012).

This figure is an increase of 32.1% versus the same period last year (Q1 2011). This figure compares well 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)	WATERLOOVILLE	UK
2012	177	131,491
2011	134	116,391
% CHANGE	32.1%	13.0%
RECORD YEAR	2012 (177)	2007 (166,814)

### new companies by quarter



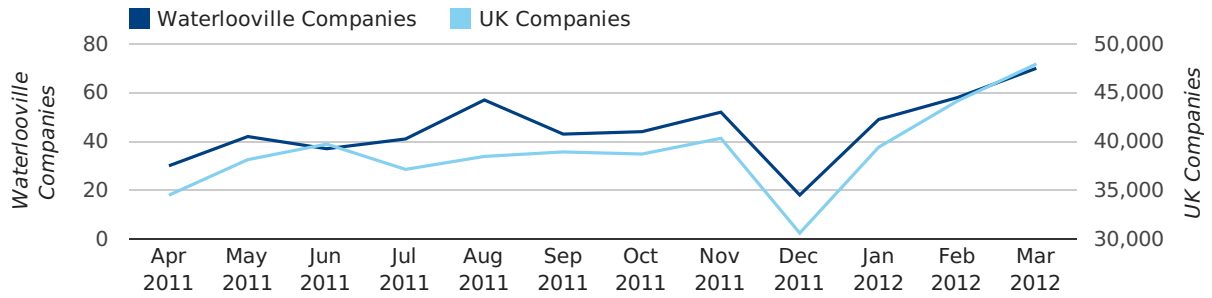
## Monthly Data (Jan, Feb & Mar 2012)

March 2012 saw a new record in company registrations in Waterlooville when compared to any previous March.

March 2012 was a record month for company registrations in Waterlooville when compared to any month in history.

February 2012 saw a new record in company registrations in Waterlooville when compared to any previous February.

### new companies by month



	JANUARY	FEBRUARY	MARCH
NEW COMPANIES IN 2012	49	58	70
NEW COMPANIES IN 2011	44	40	50
% CHANGE	11.4%	45.0%	40.0%
RECORD YEAR	2003 (55)	2012 (58)	2012 (70)

### Quarterly Data (Q1 Jan-Mar 2012)

A total of 72 companies were dissolved in Waterlooville during the first quarter of 2012 (Jan 2012 - Mar 2012).

This figure is a decrease of 12.2% versus the same period last year (Q1 2011). This figure compares poorly to the UK as a whole, which saw a decrease of 25.7% against the same period last year.

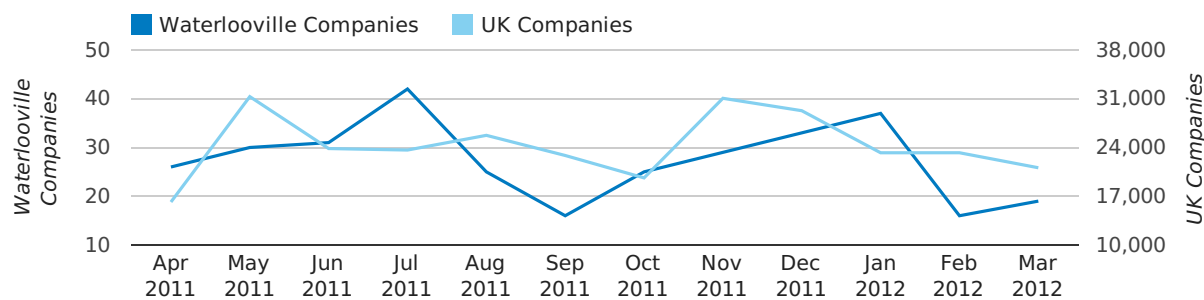
FIRST QUARTER (JAN 2012 - MAR 2012)	WATERLOOVILLE	UK
2012	72	67,576
2011	82	90,986
% CHANGE	-12.2%	-25.7%
RECORD YEAR	2009 (119)	2009 (108,060)

### dissolved companies by quarter



### Monthly Data (Jan, Feb & Mar 2012)

#### dissolved companies by month



	JANUARY	FEBRUARY	MARCH
CLOSED COMPANIES IN 2012	37	16	19
CLOSED COMPANIES IN 2011	18	34	30
% CHANGE	105.6%	-52.9%	-37%
RECORD YEAR	2006 (55)	2011 (34)	2009 (77)

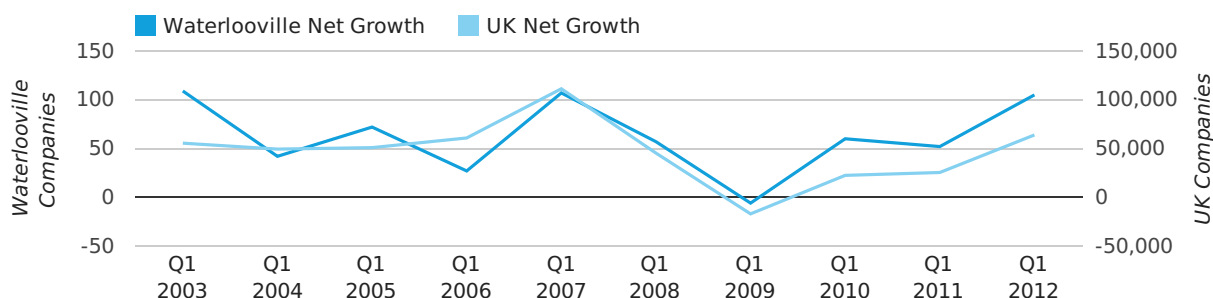
### Quarterly Data (Q1 Jan-Mar 2012)

Net company growth for Waterlooville during the first quarter of 2012 (Jan 2012 - Mar 2012) was 105 companies.

This represents an increase of 101.9% on the same period last year.

FIRST QUARTER (JAN 2012 - MAR 2012)	WATERLOOVILLE	UK
2012	105	63,915
2011	52	25,405
% CHANGE	101.9%	151.6%
RECORD YEAR	2003 (109)	2007 (111,282)

### net growth by quarter

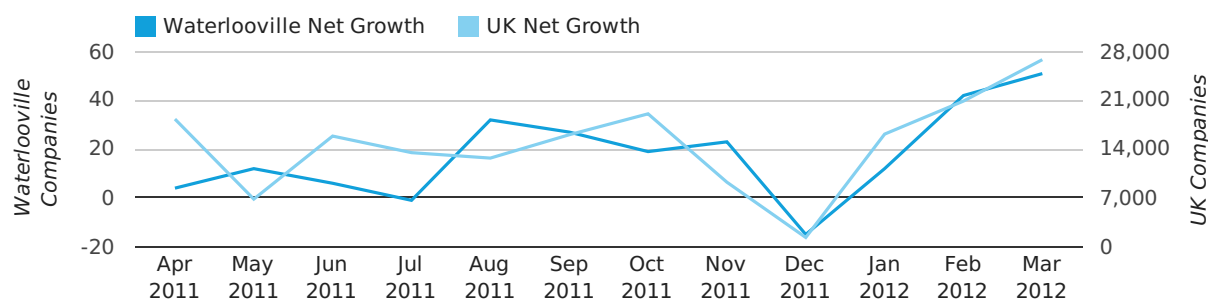


### Monthly Data (Jan, Feb & Mar 2012)

March 2012 saw a new record in net growth in Waterlooville when compared to any previous March.

February 2012 saw a new record in net growth in Waterlooville when compared to any previous February.

### net growth by month



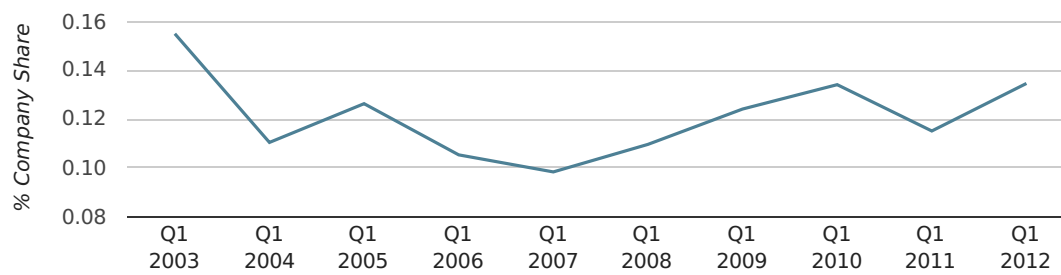
	JANUARY	FEBRUARY	MARCH
NET GROWTH IN 2012	12	42	51
NET GROWTH IN 2011	26	6	20
% CHANGE	-53.8%	600.0%	155.0%
RECORD YEAR	2003 (40)	2012 (42)	2012 (51)

### Quarterly Data (Q1 Jan-Mar 2012)

In the first quarter of 2012, WaterlooVille formed 0.1% of all UK companies.

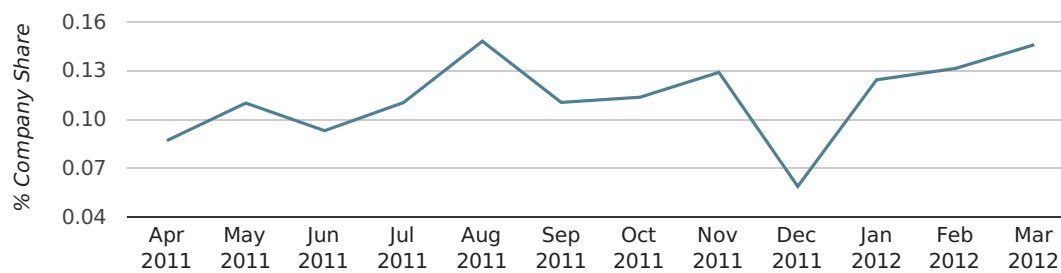
FIRST QUARTER (JAN 2012 - MAR 2012)	WATERLOOVILLE
2012	0.1%
2011	0.1%
2010	0.1%
2009	0.1%
2008	0.1%
RECORD YEAR (SINCE 1960)	1970 (0.2%)

### company share by quarter



### Monthly Data (Jan, Feb & Mar 2012)

### company share by month



	JANUARY	FEBRUARY	MARCH
UK FORMATION SHARE IN 2012	0.1%	0.1%	0.1%
UK FORMATION SHARE IN 2011	0.1%	0.1%	0.1%
% CHANGE	-4.5%	24.1%	30.9%
RECORD YEAR	1970 (0.4%)	1964 (0.3%)	1974 (0.2%)

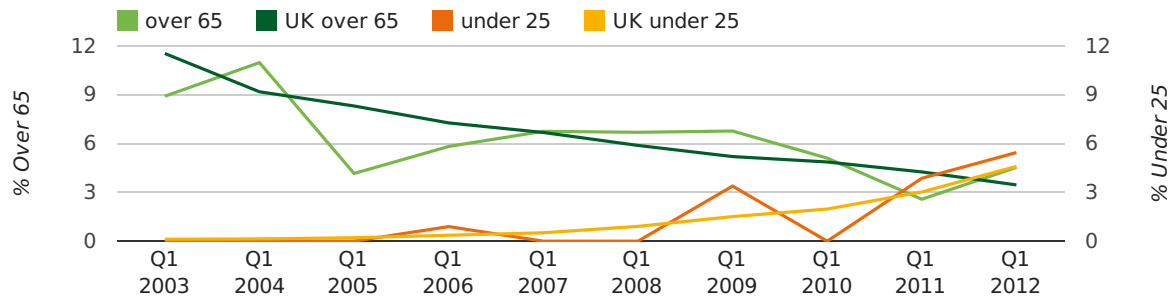
### Quarterly Data (Q1 Jan-Mar 2012)

The average age of a director in the first quarter of 2012 was 45.0.

The percentage of directors under the age of 25 was 5.5% compared to the UK figure of 4.6%.

The percentage of directors over the age of 65 was 4.5% compared to the UK figure of 3.5%.

#### director age by quarter



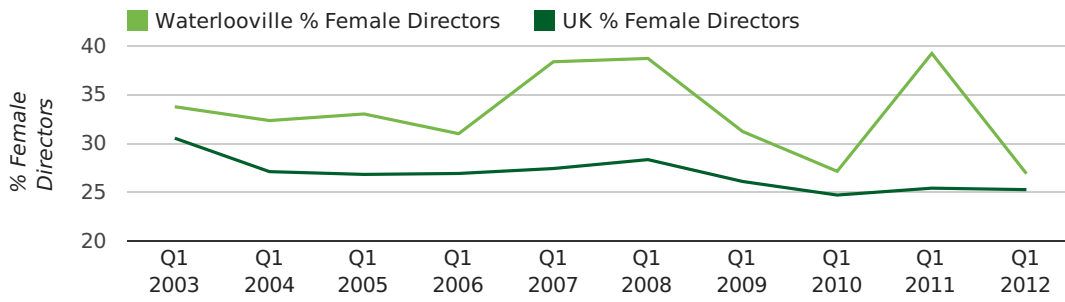


### Quarterly Data (Q1 Jan-Mar 2012)

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

26.9% of all director appointments in Waterloooville 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
M	1.43%	CONSULTING	5.07%
CONSULTING	1.21%	MANAGEMENT	4.74%
CONSULTANCY	1.21%	CONSULTANCY	3.30%
MANAGEMENT	1.21%	PROPERTY	2.37%
BUSINESS	0.88%	TRADING	2.07%
BUILDING	0.88%	DESIGN	1.93%
ELECTRICAL	0.88%	ENGINEERING	1.86%
G	0.77%	ASSOCIATES	1.84%
ROOFING	0.77%	CONSULTANTS	1.79%
DESIGN	0.77%	BUSINESS	1.73%
CARE	0.66%	MEDIA	1.72%
HAIR	0.66%	CONSTRUCTION	1.72%
S	0.66%	LONDON	1.66%
CONSTRUCTION	0.66%	J	1.54%
HOLDINGS	0.66%	INVESTMENTS	1.51%
CONTRACTORS	0.66%	GLOBAL	1.50%
D	0.66%	IT	1.40%
J	0.66%	CARE	1.34%
HOME	0.66%	PROPERTIES	1.31%
SOUTHERN	0.66%	ELECTRICAL	1.27%
HAMPSHIRE	0.66%	M	1.27%
PROPERTY	0.55%	BUILDING	1.24%
C	0.55%	ENERGY	1.20%
W	0.55%	S	1.20%
PROJECTS	0.55%	ENTERPRISES	1.19%

## Previous 36 months, excluding companies less than 12 months old

SIC CODE	NUMBER OF COMPANIES	UK COMPANIES
None Supplied	155	216,665
7487 - Other business activities	63	52,735
9999 - Dormant Company	37	18,617
82990 - Other business support service activities not elsewhere classified	37	35,233
70229 - Management consultancy activities other than financial management	30	19,704
74909 - Other professional, scientific and technical activities not elsewhere classified	25	9,892
74990 - Non-trading company	23	9,729
99999 - Dormant Company	23	25,084
4521 - General construction & civil engineering	18	5,169
62020 - Information technology consultancy activities	17	14,303
7414 - Business & management consultancy	16	12,113
43220 - Plumbing, heat and air-conditioning installation	15	2,693
62090 - Other information technology service activities	13	8,145
96020 - Hairdressing and other beauty treatment	12	2,798
43210 - Electrical installation	12	3,573
96090 - Other service activities not elsewhere classified	12	13,637
43999 - Other specialised construction activities not elsewhere classified	11	3,931
41100 - Development of building projects	10	4,984
43290 - Other construction installation	10	1,764
56302 - Public houses and bars	10	2,795