Post-recession the city's economy saw a pattern of job creation with little if any impact on resident employment levels. In addition to this the city saw a fall in unemployment levels, with figures suggesting that those local residents moving out of unemployment were more likely to become economically inactive rather than moving into work.

In recent years (2012-15) this trend appears to have changed. Resident employment levels have increased, however, the picture of how the number of jobs within the city boundary has changed is less clear. One data source (APS) shows no net change in jobs in the city between 2012 and 2015 and another (BRES) indicates an increase between 2012 and 2014. These figures, which are more in line with national trends than previously, suggest a stronger internal economy within the city with more of those residents moving from unemployment into employment rather than becoming inactive.

The wider economy has seen positive growth in business numbers (resulting in the city being identified as "one of five stand-out cities for jobs and business in the past 10 years" by The Guardian), a resurgence in manufacturing, high workplace earnings and an improving city centre (up to 47th in the UK retail ranking from 58th in 2013).

However there are some economic challenges in the city, having a relatively low business stock, low productivity, low disposable income, large inequalities between workforce and resident wages, a large proportion of residents with no formal qualifications and a large decline in the share of workers employed in intermediate occupations. In general, the city is in an economic position where it has the opportunity to maximise its strengths, utilise its assets (a growing population, two thriving Universities and a number of strong sectors) and tackle its underperforming attributes.

Population growth

405,200 (projected 2033)

338,300

(mid-1971)

337,400

mid-2014).

High population growth in recent

222,100

Population aged 16-64

65.8% compared to 63.5% England

Average age is 34, compared to 40 in the England. A relatively young city and becoming younger

153,900

Economically active

70.5% compared to 77.7% England

- 144,500 In employment

66.1% compared to 73.3% England

10,400 Unemployed

6.7% compared to 5.6% England

63,000

Economic inactivity

29.5% compared to 22.3% England

23,600

Inactive students

37.5% compared to 26.3% England

8,000

Inactive - want a job

12.7% compared to 24.2% England

23,230

Claiming out-of-work benefits

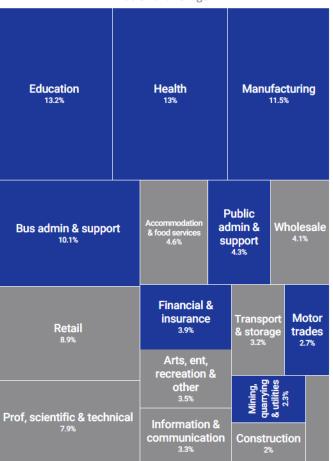
10.5% compared to 9.1% England



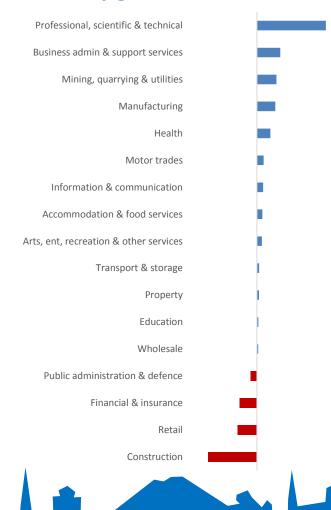


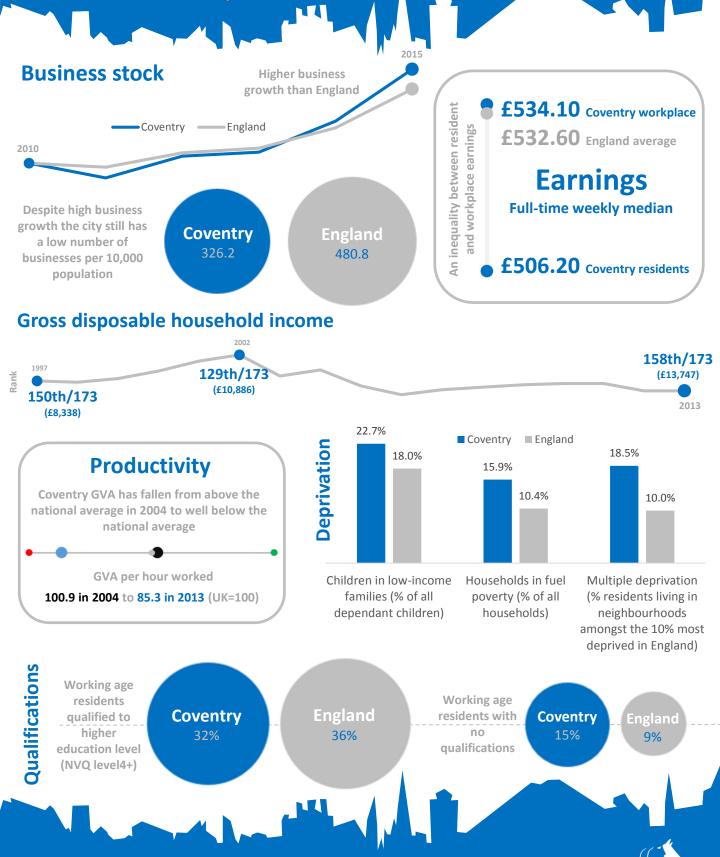
Employment by industry

Blue industries are those with a higher proportion than the national average



Industry growth Between 2009 and 2014





Covertify's Economy - Key Stritistics Value Rate England (recession variety Period Pe		<u> </u>		1		1	
Name		Coventry		Compared			
Gross Value Addud (£ per head) £7.215kn £21,882 v ↑ ↑ 2014 Productivity (index, % of UK average) 85% v ↓ ↓ 2013 Gross Disposable Household Income (£ per head) £4.534bn £13,747 v ↑ ♠ 2013 Employment rate - residents 144,500 66% v ↑ ↑ ♣ Jul 2014 - Jun. 2015 Employment at Coventry workplaces (Job density) 177,900 0.78 v ↑ ↑ ♣ 2015 Average annual pay (full time) - workplace £534 - √ ↑ ↑ ♣ 2015 Bullianssos 8,835 326.2 v ↑ ↑ ♣ 2015 Skills 8 8,835 326.2 v ↑ ↑ 2015 Skills 8 8,835 326.2 v ↑ ↑ 2015 Skills 8 8,835 326.2 v ↑ ↑ 2015 Skills		Value	Rate	_	since 2009 (recession		Period
Productivity (index, % of UK average) 85%	Headlines						
Gross Disposable Household Income (£ per head) Employment Employment act - residents Employment act - residents Employment act Coventry workplaces (Job density) Average annual pay (full time) - residents Escole Esc	Gross Value Added (£ per head)	£7.215bn	£21,382	A	↑	↑	2014
Employment rate - residents	Productivity (index, % of UK average)		85%	A	Ψ	Ψ	2013
Employment rate - residents	Gross Disposable Household Income (£ per head)	£4.534bn	£13,747	A	^	↑	2013
Employment at Coventry workplaces (Job density) 177.900 0.78 7 ↑ 10.2014 - Jun. 2015 Average annual pay (full time) - residents ES06 - 7 ↑ ↑ 2015 Average annual pay (full time) - workplace ES34 - 7 A ↑ ↑ 2015 Sibilia Sibilia Sibilia Working age residents with no qualifications 31,600 15% A ↑ ↑ 2015 Average annual pay (full time) - workplace 88,805 Sibilia Working age residents with no qualifications 31,600 15% A ↑ ↑ 101,001 15% A ↑ 101,001 1	Employment						
Average annual pay (full time) - residents	Employment rate - residents	144,500	66%	A	^	^	Jul.2014 - Jun. 2015
Average annual pay (full time) - workplace	Employment at Coventry workplaces (Job density)	177,900	0.78	A	^	^	Jul.2014 - Jun. 2015
Businesses	Average annual pay (full time) - residents	£506	-	A	^	^	2015
Number of active businesses 8,835 326,2	Average annual pay (full time) - workplace	£534	-	A	^	←→	2015
Skills Working age residents with no qualifications 31,800 15% A ←⇒ →⇒ Jan. 2014 - Dec. 2014 Working age residents qualified to higher education level 68,800 32% Y ↑ Jan. 2014 - Dec. 2014 Number of skills gaps (Employees not fully proficient as % of employment) 4,600 3% ⇒ - ¥ 2013 Number of skills-brotage vacancies (% of vacancies) 740 32% A - ¥ 2013 Number of skill-shortage vacancies (% of vacancies) 740 32% A - ¥ 2013 Bonofits 34/40 - 4 2013 2013 2014 4 √ 2013 2013 2013 2014 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2014 2013 2014 2014 2014 2014 2014 2014 2014 2014 2014 2014 2014 2014	Businesses						
Working age residents with no qualifications 31,600 15% A ←→ → Jan. 2014 - Dec. 2014 Working age residents qualified to higher education level 68,800 32% Y ↑ ↑ Jan. 2014 - Dec. 2014 Number of skills gaps (Employees not fully proficient as % of employment) 4,600 3% ⇔ - ↓ 2013 Number of skill-shortage vacancies (% of vacancies) 746 34% ∧ - ↓ 2013 Benefits 3 √ ∧ √ ↓ 2013 Bonatifits 4,007 1.8% ∧ ↓ ↓ 2013 Benefits 3 4,007 1.8% ∧ ↓ ↓ May. 2015 Benefits Unemployment Unemployment Unemployment Unemployment Unemployment rate 63,000 30% ∧ ↑ ↓ Jul.2014 - Jun. 2015 Employment by Industry Mining, quarrying & utilities (B,D and	Number of active businesses	8,835	326.2	A	^	^	2015
Working age residents qualified to higher education level 68,800 32% ✓ ↑ Å Jan. 2014 - Dec. 2014 Number of skills gaps (Employees not fully proficient as % of employment) 4,600 3% ⇔ - ✓ 2013 Number of skill-shortage vacancies (% of vacancies) 786 34% A - ✓ 2013 Bonefits Businefits - ✓ 2013 - ✓ 2013 Bonefits Businefits - ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Mov. 2015 ✓ <	Skills						
Number of skills gaps (Employees not fully proficient as % of employment) 4,600 3%	Working age residents with no qualifications	31,600	15%	A	←→	←→	Jan. 2014 - Dec.2014
Number of hard-to-fill vacancies (% of vacancies) 786 34%	Working age residents qualified to higher education level	68,800	32%	A	↑	^	Jan. 2014 - Dec.2014
Number of skill-shortage vacancies (% of vacancies) 740 32%	Number of skills gaps (Employees not fully proficient as % of employment)	4,600	3%	⇔	-	Ψ	2013
Bonefits Subseeker's Allowance claimants	Number of hard-to-fill vacancies (% of vacancies)	786	34%	A	-	Ψ	2013
Jobseeker's Allowance claimants 4,007 1.8% A ↓ Mov. 2015 Total out-of-work benefit claimants 23,230 10.5% A ↓ May. 2015 Unemployment Unemployment rate 10,400 6.7% A ↓ Jul.2014 - Jun. 2015 Economic Inactivity rate 63,000 30% A ↑ ↓ Jul.2014 - Jun. 2015 Employment by industry Wining, quarrying & utilities (B,D and E) 3,600 2.3% A ↑ ↑ 2014 Manufacturing (C) 17,900 11.5% A ↑ ↑ 2014 Construction (F) 3,100 2.0% ✓ ↓ ↓ 2014 Motor trades (Part G) 4,200 2.7% A ↑ ↑ 2014 Wholesale (Part G) 13,900 8.9% ✓ ↓ ↑ 2014 Transport & storage (inc postal) (H) 5,000 3.2% ✓ ↑ ↑ 2014 Financial & insurance (K) 6,100 <td>Number of skill-shortage vacancies (% of vacancies)</td> <td>740</td> <td>32%</td> <td>A</td> <td>-</td> <td>Ψ</td> <td>2013</td>	Number of skill-shortage vacancies (% of vacancies)	740	32%	A	-	Ψ	2013
Total out-of-work benefit claimants 23,230 10.5% A	Benefits						
Unemployment Unemployment rate 10,400 6.7% A ↓ Jul.2014 - Jun. 2015 Economic Inactivity rate 63,000 30% A ↑ ↓ Jul.2014 - Jun. 2015 Employment by industry Winning, quarrying & utilities (B,D and E) 3,600 2.3% A ↑ ↑ 2014 Manufacturing (C) 17,900 11.5% A ↑ ↑ 2014 Construction (F) 3,100 2.0% ✓ ↓ ↓ 2014 Motor trades (Part G) 4,200 2.7% A ↑ ↑ 2014 Wholesale (Part G) 6,300 4.1% ⇔ ↓ ↑ 2014 Wholesale (Part G) 13,900 8.9% ✓ ↓ ↓ 2014 Transport & storage (inc postal) (H) 5,000 3.2% ✓ ↑ ↑ 2014 Accommodation & food services (I) 7,100 4.6% ✓ ↓ ↑ 2014 Information & communication (J)	Jobseeker's Allowance claimants	4,007	1.8%	A	Ψ	Ψ	Nov. 2015
Unemployment rate 10,400 6.7% ∧ ↓ Jul.2014 - Jun. 2015 Economic Inactivity rate 63,000 30% ∧ ↑ ↓ Jul.2014 - Jun. 2015 Employment by industry Wining, quarrying & utilities (B,D and E) 3,600 2.3% ∧ ↑ ↑ 2014 Manufacturing (C) 17,900 11.5% ∧ ↑ ↑ 2014 Construction (F) 3,100 2.0% ✓ ↓ ↓ 2014 Motor trades (Part G) 4,200 2.7% ∧ ↑ ↑ 2014 Wholesale (Part G) 6,300 4.1% ⇔ ↓ ↑ 2014 Wholesale (Part G) 13,900 8.9% ✓ ↓ 2014 Transport & storage (inc postal) (H) 5,000 3.2% ✓ ↑ ↑ 2014 Accommodation & food services (I) 7,100 4.6% ✓ ↓ ↑ 2014 Financial & insurance (K) 6,100 3.9% ∧ ↓	Total out-of-work benefit claimants	23,230	10.5%	A	Ψ	Ψ	May. 2015
Economic Inactivity rate 63,000 30%	Unemployment						
Employment by industry Mining, quarrying & utilities (B,D and E) 3,600 2.3% A ↑ ↑ 2014 Manufacturing (C) 17,900 11.5% A ↑ ↑ 2014 Construction (F) 3,100 2.0% V V V 2014 Motor trades (Part G) Wholesale (Part G) 6,300 4.1% □ V 2014 Retail (Part G) 13,900 8.9% V V 2014 Transport & storage (inc postal) (H) 5,000 3.2% V ↑ 2014 Accommodation & food services (I) 7,100 4.6% V ↑ 2014 Information & communication (J) 5,200 3.3% V ↑ 2014 Property (L) Property (L) 2,200 1.4% V ↑ 2014 Professional, scientific & technical (M) 12,300 7.9% V ↑ 2014 Public administration & defence (O) 6,700 4.3% A ↑ 1,001 4.3% A ↑ 1,001 4.3% A 1,001 4.3% 4.00 4.00	Unemployment rate	10,400	6.7%	A	Ψ	Ψ	Jul.2014 - Jun. 2015
Mining, quarrying & utilities (B,D and E) 3,600 2.3% ^ ^ ↑ ↑ 2014 Manufacturing (C) 17,900 11.5% ^ ^ ↑ ↑ 2014 Construction (F) 3,100 2.0% ✓ ✓ ↓ 2014 Motor trades (Part G) 4,200 2.7% ^ ^ ↑ ↑ 2014 Wholesale (Part G) 6,300 4.1% ⇔ ↓ ↑ 2014 Retail (Part G) 13,900 8.9% ✓ ↓ 2014 Transport & storage (inc postal) (H) 5,000 3.2% ✓ ↑ ↑ 2014 Accommodation & food services (I) 7,100 4.6% ✓ ↓ ↑ 2014 Information & communication (J) 5,200 3.3% ✓ ↓ ↑ 2014 Financial & insurance (K) 6,100 3.9% Å ↓ ↓ 2014 Professional, scientific & technical (M) 12,300 7.9% ✓ ↑ ↑ 2014 Business administration & support services (N) 15,7	Economic Inactivity rate	63,000	30%	A	^	Ψ	Jul.2014 - Jun. 2015
Manufacturing (C) 17,900 11.5% A ↑ 2014 Construction (F) 3,100 2.0% Y ↓ 2014 Motor trades (Part G) 4,200 2.7% A ↑ ↑ 2014 Wholesale (Part G) 6,300 4.1% ⇔ ↓ ↑ 2014 Retail (Part G) 13,900 8.9% Y ↓ ↓ 2014 Transport & storage (inc postal) (H) 5,000 3.2% Y ↑ ↑ 2014 Accommodation & food services (I) 7,100 4.6% Y ↓ ↑ 2014 Information & communication (J) 5,200 3.3% Y ↓ ↑ 2014 Financial & insurance (K) 6,100 3.9% A ↓ ↓ 2014 Property (L) 2,200 1.4% Y ↑ ↑ 2014 Professional, scientific & technical (M) 12,300 7.9% Y ↑ ↑ 2014 Business administrati	Employment by industry						
Construction (F) 3,100 2.0% ✓ ✓ ✓ 2014 Motor trades (Part G) 4,200 2.7% △ ↑ ↑ 2014 Wholesale (Part G) 6,300 4.1% ⇔ ✓ ↑ 2014 Retail (Part G) 13,900 8.9% ✓ ✓ ↓ 2014 Transport & storage (inc postal) (H) 5,000 3.2% ✓ ↑ ↑ 2014 Accommodation & food services (I) 7,100 4.6% ✓ ↓ ↑ 2014 Information & communication (J) 5,200 3.3% ✓ ↓ ↑ 2014 Financial & insurance (K) 6,100 3.9% △ ↓ ↓ 2014 Property (L) 2,200 1.4% ✓ ↑ ↑ ↑ 2014 Professional, scientific & technical (M) 12,300 7.9% ✓ ↑ ↑ ↑ 2014 Business administration & defence (O) 6,700 4.3% △ ↑	Mining, quarrying & utilities (B,D and E)	3,600	2.3%	A	^	^	2014
Motor trades (Part G) 4,200 2.7%	Manufacturing (C)	17,900	11.5%	A	^	^	2014
Wholesale (Part G) 6,300 4.1% ⇔ ↓ ↑ 2014 Retail (Part G) 13,900 8.9% ✓ ↓ ↓ 2014 Transport & storage (inc postal) (H) 5,000 3.2% ✓ ↑ ↑ 2014 Accommodation & food services (I) 7,100 4.6% ✓ ↓ ↑ 2014 Information & communication (J) 5,200 3.3% ✓ ↓ ↑ 2014 Financial & insurance (K) 6,100 3.9% Å ↓ ↓ 2014 Property (L) 2,200 1.4% ✓ ↑ ↑ 2014 Professional, scientific & technical (M) 12,300 7.9% ✓ ↑ ↑ 2014 Business administration & support services (N) 15,700 10.1% Å ↑ ↑ 2014 Public administration & defence (O) 6,700 4.3% Å ↑ ↑ 2014 Education (P) 20,500 13.0% Å ↑ ↑	Construction (F)	3,100	2.0%	A	Ψ	Ψ	2014
Retail (Part G) 13,900 8.9% 13,900 8.9% 14 2014 Transport & storage (inc postal) (H) 5,000 3.2% 15 16 17,100 16 17,100 16 17,100 17,100 17,100 18 18 18 18 18 18 18 18 18	Motor trades (Part G)	4,200	2.7%	A	^	^	2014
Transport & storage (inc postal) (H) 5,000 3.2% ✓ ↑ ↑ 2014 Accommodation & food services (I) 7,100 4.6% ✓ ✓ ↑ 2014 Information & communication (J) 5,200 3.3% ✓ ✓ ↑ 2014 Financial & insurance (K) 6,100 3.9% Å ✓ ↑ 2014 Property (L) 2,200 1.4% ✓ ↑ ↑ 2014 Professional, scientific & technical (M) 12,300 7.9% ✓ ↑ ↑ 2014 Business administration & support services (N) 15,700 10.1% Å ↑ ↑ 2014 Public administration & defence (O) 6,700 4.3% Å ↑ ↓ 2014 Education (P) 20,500 13.2% Å ↓ ↑ ↓ 2014 Health (Q) 20,200 13.0% Å ↑ ↑ 2014	Wholesale (Part G)	6,300	4.1%	⇔	Ψ	^	2014
Accommodation & food services (I) 7,100 4.6% ↓ ↑ 2014 Information & communication (J) 5,200 3.3% ↓ ↓ ↑ 2014 Financial & insurance (K) 6,100 3.9% ↓ ↓ ↓ 2014 Property (L) 2,200 1.4% ↑ ↑ 2014 Professional, scientific & technical (M) 12,300 7.9% ↑ ↑ 2014 Business administration & support services (N) 15,700 10.1% ↑ ↑ 2014 Public administration & defence (O) 6,700 4.3% ↑ ↓ 2014 Education (P) 20,200 13.0% ↑ ↑ 2014	Retail (Part G)	13,900	8.9%	A	Ψ	Ψ	2014
Information & communication (J) 5,200 3.3% ↓ ↓ ↑ 2014 Financial & insurance (K) 6,100 3.9% ↓ ↓ ↓ 2014 Property (L) 2,200 1.4% ↑ ↑ 2014 Professional, scientific & technical (M) 12,300 7.9% ↑ ↑ 2014 Business administration & support services (N) 15,700 10.1% ↑ ↑ 2014 Public administration & defence (O) 6,700 4.3% ↑ ↑ 2014 Education (P) 20,500 13.2% ↑ ↑ 2014 Health (Q)	Transport & storage (inc postal) (H)	5,000	3.2%	A	^	↑	2014
Financial & insurance (K) 6,100 3.9% A	Accommodation & food services (I)	7,100	4.6%	A	Ψ	↑	2014
Property (L) 2,200 1.4% ✓ ↑ 2014 Professional, scientific & technical (M) 12,300 7.9% ✓ ↑ ↑ 2014 Business administration & support services (N) 15,700 10.1% ^ ↑ ↑ 2014 Public administration & defence (O) 6,700 4.3% ^ ↑ ↓ 2014 Education (P) 20,500 13.2% ^ ↓ ↑ 2014 Health (Q) 20,200 13.0% ^ ↑ ↑ 2014	Information & communication (J)	5,200	3.3%	A	Ψ	^	2014
Professional, scientific & technical (M) 12,300 7.9% ✓ ↑ ↑ 2014 Business administration & support services (N) 15,700 10.1% Å ↑ ↑ 2014 Public administration & defence (O) 6,700 4.3% Å ↑ ✓ 2014 Education (P) 20,500 13.2% Å ✓ ↑ 2014 Health (Q) 20,200 13.0% Å ↑ ↑ 2014	Financial & insurance (K)	6,100	3.9%	A	Ψ	4	2014
Business administration & support services (N) 15,700 10.1% ♠ ♠ ♠ ♠ 2014 Public administration & defence (O) 6,700 4.3% ♠ ♠ ♠ ↓ 2014 Education (P) 20,500 13.2% ♠ ↓ ♠ ↓ ♠ ↓ ♠ ↓ ↑ 2014 Health (Q) 20,200 13.0% ♠	Property (L)	2,200	1.4%	A	↑	↑	2014
Public administration & defence (O) 6,700 4.3% ♠ ↑ Ψ 2014 Education (P) 20,500 13.2% ♠ Ψ ↑ 2014 Health (Q) 20,200 13.0% ♠ ↑ ↑ 2014	Professional, scientific & technical (M)	12,300	7.9%	A	↑	↑	2014
Education (P) 20,500 13.2%	Business administration & support services (N)	15,700	10.1%	Α	↑	↑	2014
Health (Q) 20,200 13.0% A ↑ 2014	Public administration & defence (O)	6,700	4.3%	A	^	Ψ	2014
	Education (P)	20,500	13.2%	A	Ψ	↑	2014
Arts, entertainment, recreation & other services (R,S,T and U) 5,500 3.5% \checkmark \uparrow 2014	Health (Q)	20,200	13.0%	A	↑	↑	2014
	Arts, entertainment, recreation & other services (R,S,T and U)	5,500	3.5%	A	^	^	2014