WWW.FRONTIER-ECONOMICS.COM

THE IMPACT OF DIGITAL MICROBUSINESSES ON LOCAL ECONOMIC OUTCOMES IN THE UK - 2025 UPDATE

14 OCTOBER 2025

Contents

1 Introduction and context 7

2 Data 8

3 Results 9

3.1 Descriptive statistics 9

3.2 Results of econometric analysis 11

3.2.1 Median annual pay 11

3.2.2 Jobs Density 12

3.2.3 GDP per capita 12

3.3 Results of random forest analysis 13

3.3.1 Use of random forest analysis 13

3.4 Limitations 14

4 Conclusions 15

4.1 The role of digital microbusinesses in local economic outcomes 15

EXECUTIVE SUMMARY

Digital microbusinesses continue to play an important role in the UK economy. As part of Frontier Economics' ongoing collaboration with the GoDaddy Small Business Research Lab, this 2025 update provides new evidence on how digital microbusiness activity relates to local economic outcomes across the UK.

Drawing on five years of data and an expanded analytical framework, the study reaffirms strong and statistically significant associations between higher levels of digital microbusiness density and stronger local economic performance. Specifically, areas with more digital microbusinesses tend to experience higher pay, more jobs, and greater output per person.

Key results are presented in Table 1 and they include:

- **Higher pay:** A **10% increase in digital microbusiness density** is associated with an average rise of **£360 in median annual pay** for full-time workers (significant at the 1% level).
- **More jobs:** Each **additional digital microbusiness per thousand residents** in 2022 is linked to around **5.1 additional jobs per thousand residents** in 2023, suggesting that the economic benefits of new ventures extend beyond their own employment base.
- **Higher productivity:** A **10% increase in digital microbusiness density** is associated with a **0.37% rise in GDP per capita**. For a typical local authority of 200,000 people, this would translate to over £26 million in additional GDP – corresponding approximately to £130 of extra GDP per capita.

While the study does not establish causality, the consistency of the results over time points to a meaningful relationship between digital entrepreneurship and local prosperity. By fostering innovation, flexibility, and local economic dynamism, digital microbusinesses appear to enhance not only business outcomes but also community resilience and living standards.

Overall, the evidence underscores the growing relevance of digital microbusinesses as a lever for inclusive economic growth. Policies that encourage entrepreneurship and digital adoption among small firms could therefore deliver broader economic and social benefits across UK regions.

Table 1 Summary of results

Economic outcome variable	Question	2025 study	2024 study	2023 study
Median annual pay for full time workers	How much shift in pay is linked to a 10% increase in digital microbusiness density?	**+£360** (1% level of statistical significance)	**+£320** (1% level of statistical significance)	**+£138** (1% level of statistical significance)
	Methodology employed	■ Panel regression analysis of digital microbusiness density on median annual pay using data from 2020-2023. ■ Random forest analysis confirming strong statistical association.	■ Panel regression analysis of digital microbusiness density median annual pay using data from 2020-2022. ■ Random forest analysis confirming strong statistical association.	■ OLS regression of 2020 digital microbusiness density in 2021 median annual pay. ■ No random forest analysis employed
	Headline findings	Stable and strengthening association. Higher relevance in latest models.	Association strengthened with micro-business density ranking high in predictive relevance.	Early evidence of positive association between microbusiness density and local pay levels.

Economic outcome variable	Question	2025 study	2024 study	2023 study
Jobs density	What is the increase in jobs density, given an extra microbusiness per thousand residents?	**+ 5.1 jobs per 1,000 residents** (1% level of statistical significance)	**+ 4.7 jobs per 1,000 residents** (1% level of statistical significance)	**+ 5.7 jobs per 1,000 residents** (1% level of statistical significance)
	Methodology employed	■ OLS regression of 2022 digital microbusiness density on 2023 jobs density. ■ Random forest analysis confirming strong statistical association	■ OLS regression of 2021 digital microbusiness density on 2022 jobs density. ■ Random forest analysis confirming strong statistical association	■ OLS regression of 2020 digital microbusiness density on 2021 jobs density. ■ No random forest analysis employed.
	Headline findings	Association stable with microbusiness density ranking slightly lower in predictive relevance.	Association strengthened with microbusiness density ranking moderately high in predictive relevance.	Early evidence of positive association between microbusiness density and jobs density.
GDP/ GDP per capita	What's the rise in GDP/GDP per capita given a 10% increase in digital microbusiness density?	**+0.37% in GDP per capita** (1% level of statistical significance)	**No regression specification found**	**+£18k in GDP** (1% level of statistical significance)

Economic outcome variable	Question	2025 study	2024 study	2023 study
	Methodology employed	■ Dynamic panel regression of lag of digital microbusiness density on GDP per capita using data from 2020-2023. ■ Random forest analysis confirming strong statistical association	■ No regression specification found. ■ Random forest analysis confirming strong statistical association	■ OLS regression of 2020 digital microbusiness density on 2021 GDP. ■ No random forest analysis employed.
	Headline findings	Strong association. Strengthening predictive relevance.	Strong predictive relevance in the random forest analysis but no statically significant association found in econometric analysis.	Early evidence of positive association.

Source: Frontier Economics analysis of GoDaddy proprietary data and UK public datasets.

1 Introduction and context

Small businesses play a vital role in local prosperity. Digitalised microbusinesses, which typically employ up to 10 people, are an increasingly dynamic part of this landscape. Despite their small size, they boost productivity, raise earnings and stimulate local demand and growth across the UK. By embedding digital tools into everyday business activity, they foster innovation and resilience, unlocking economic gains that extend well beyond themselves.

This technical note presents the 2025 update of our analysis on the relationship between digital microbusinesses and local economic outcomes. Produced as part of Frontier Economics' collaboration with the GoDaddy Small Business Research Lab (formerly known as Venture Forward), the study is now in its third year and continues to shed light on how digital entrepreneurship contributes to prosperity at the local level. The analysis focuses on the statistical associations between local microbusiness density – proxied by the number of GoDaddy ventures per resident – and four key economic outcomes:

- **Median annual pay** for full-time employees;
- **Jobs density**, measured as the total number of jobs per working-age resident; and
- **GDP per capita**, aligned with official GVA statistics at the local authority level.

By combining GoDaddy's unique proprietary dataset with official UK data sources, we are able to track trends across local authorities between 2020 and 2023. This period spans the post-COVID recovery, changes in business formation dynamics, shifts in digital infrastructure and workforce patterns. Our methodological approach blends traditional econometric tools (panel regressions and cross-sectional models) with machine learning (random forest analysis), allowing us to capture both robust associations and non-linear dynamics. This update builds directly on work completed in 2023 and 2024. While the structure of the analysis remains broadly unchanged, it benefits from several refinements:

- **Dynamic regression technique** to better capture the link between microbusiness density and GDP per capita;
- **Improved treatment of macroeconomic shocks and policy changes (by adding one additional year worth of time fixed effects)**, ensuring results are resilient to wider national trends;
- **Longer time series** than previous years (2020-2023 vs. 2020-2022); and
- **Additional controls** for digital infrastructure and demographic variation across places.

As in previous reports, we are careful to emphasise that **these findings reflect correlations, not causation**. Our analysis does not allow us to establish that digital microbusinesses are the sole or primary driver of economic change in the areas studied. However, the descriptive results suggest that supporting digital microbusinesses is not just about helping entrepreneurs, but also enabling communities to share in the broader dividends of growth.

2 Data

We built a panel dataset, including information on macroeconomic indicators, sociodemographic variables and digital microbusiness density. The dataset includes information from 2020 to 2024 for most of the variables included. Our proxy variable of digital microbusiness density is based on GoDaddy's proprietary data and is calculated as the number of digital microbusinesses per resident in each geographic unit. The regression models use three different outcome variables (median annual pay, job density and GDP per capita), as well as control variables, all of which were sourced from UK publicly available datasets:

- **Annual Population Survey (APS)** – A household survey with approximately 320,000 respondents across the UK. The APS covers a range of topics, including employment, unemployment, housing, ethnicity, religion, health, and education. The latest available data extends until 2024.
- **Annual Survey of Hours and Earnings (ASHE)** – Conducted annually in April, ASHE is based on a sample of employee jobs drawn from HM Revenue and Customs' PAYE records. It provides detailed information on earnings, hours worked, and employee characteristics such as age, sex, occupation, and industry. ASHE remains the most comprehensive source on the structure and distribution of earnings in the UK, with data available up to 2024.
- **Census** – Conducted every 10 years, the Census provides a comprehensive overview of all individuals and households in England and Wales. The latest Census data is available from 2021.
- **Jobs density data** – Published by the Office for National Statistics (ONS), this data is available through 2023.
- **Regional Gross Domestic Product (GDP)** – Also published by the ONS regional GDP and Gross Value Added (GVA) data are available up to 2023.
- **Ofcom data** – This includes broadband coverage information underpinning the Connected Nations report, with data available through 2024.

Due to data limitations, the analysis was conducted at the local authority level, even though some data is also available at the parliamentary constituency level[1].

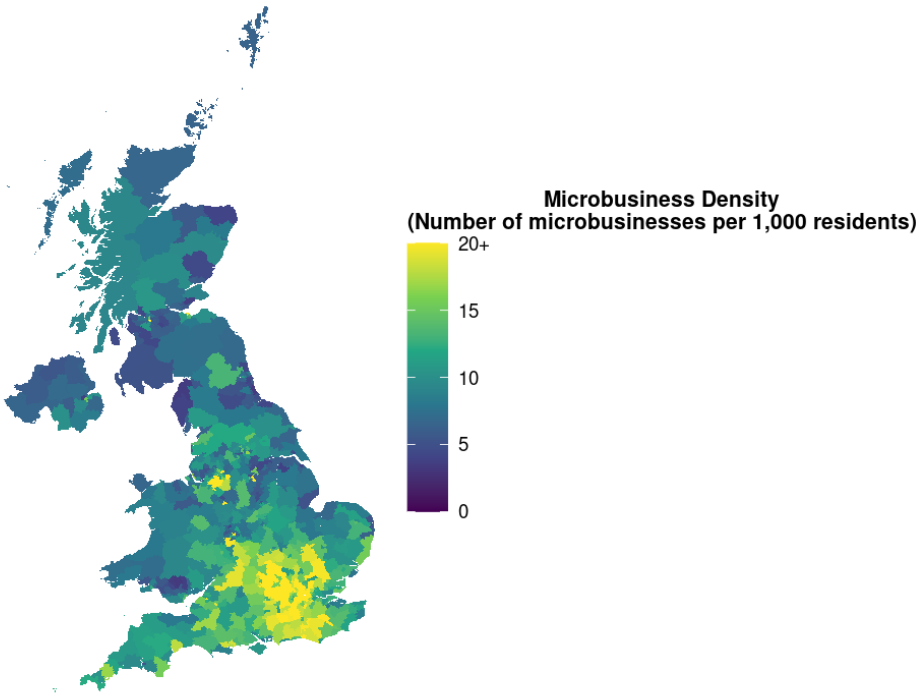
[1] There are 317 local authorities and 650 parliamentary constituencies in the UK.

3 Results

3.1 Descriptive statistics

Figure 1 shows the distribution of digital microbusinesses across the UK, measured as the number of ventures per 1,000 residents. Concentrations are highest in the south of England, with areas such as the City of London and Westminster hosting over 200 ventures per 1,000 residents. In contrast, northern areas such as Workington in Cumbria have far lower densities, at around five per 1,000 residents. This regional variation underscores the uneven spread of digital entrepreneurship across the country and highlights differences in local business activity.

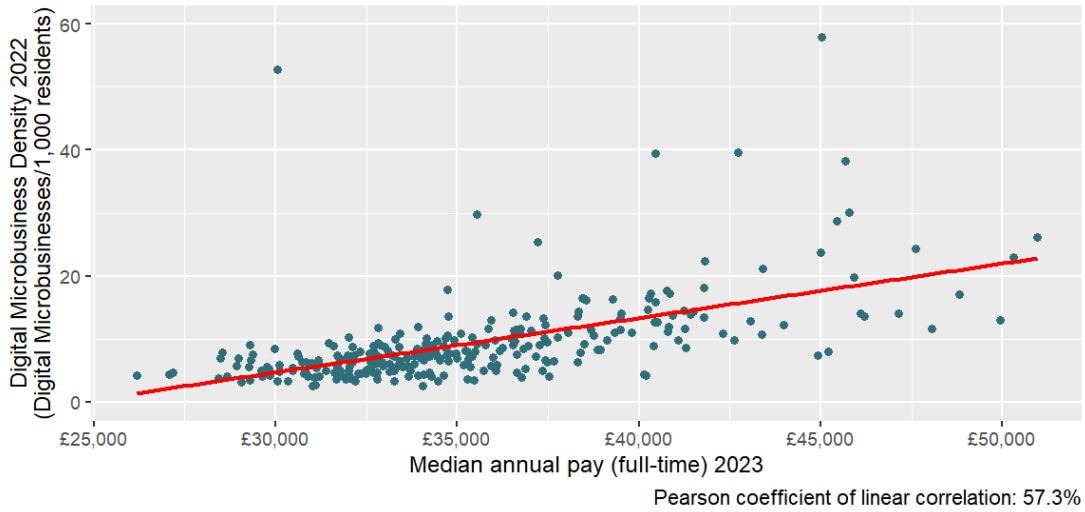
Figure 1 Digital microbusiness density by parliamentary constituency in the UK



Source: Frontier Economics analysis of GoDaddy proprietary data

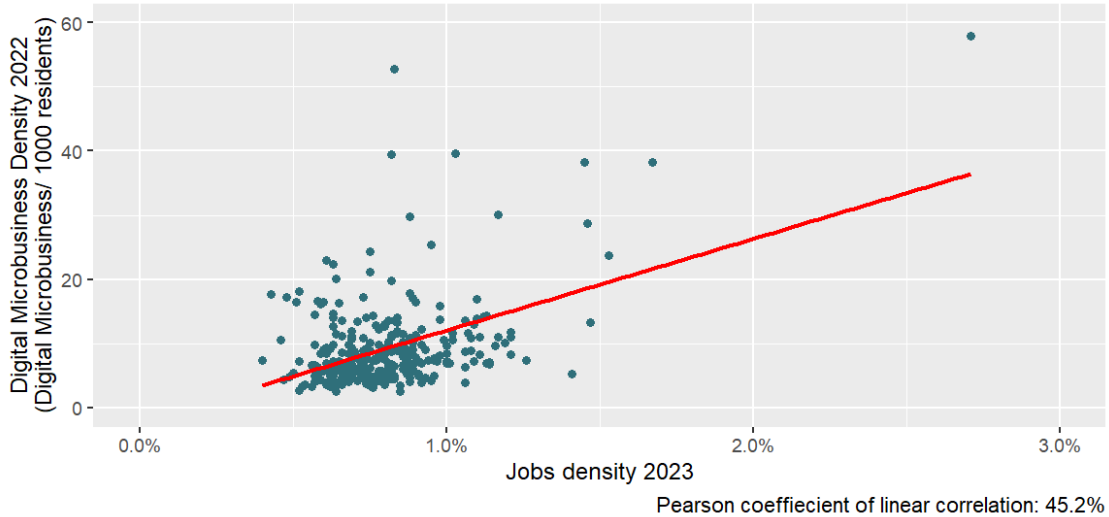
Our data shows a positive, unconditional correlation between digital microbusiness density and key economic performance metrics - including median annual pay for full-time workers, jobs density, and GDP per capita. However, this relationship particularly with respect to jobs density and GDP per capita is notably influenced by outliers, such as the City of London and Westminster. These areas have exceptionally high levels of jobs and GDP relative to their small resident populations, which skews the overall relationship. Given this, in our analysis we have excluded these two areas from the series to obtain more consistent and robust results on the underlying relationship.

Figure 2 Correlation between median annual pay of full-time workers in 2023 and digital microbusiness density in 2022 across local authorities



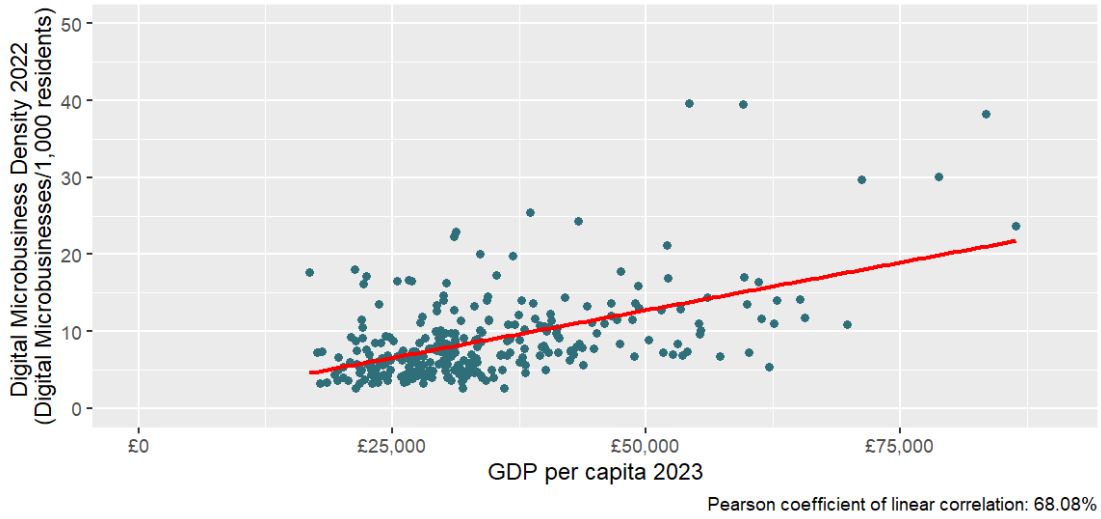
Source: *Frontier Economics analysis of GoDaddy proprietary data and UK public datasets (see Annex)*
Note: *Includes all local authorities in the sample*

Figure 3 Correlation between jobs density in 2023 and digital microbusiness density in 2022 across local authorities excluding outliers



Source: *Frontier Economics analysis of GoDaddy proprietary data and UK public datasets (see Annex)*
Note: *Excludes City of London and Westminster*

Figure 4 Correlation between GDP per capita in 2023 and digital microbusiness density across local authorities in 2022 excluding outliers



Source: Frontier Economics analysis of GoDaddy proprietary data and UK public datasets (see Annex)
Note: Excludes City of London and Westminster

3.2 Results of econometric analysis

3.2.1 Median annual pay

Panel data regression analysis shows that a higher microbusiness density is associated with a higher median annual pay. In particular, **a 10% increase in microbusiness density leads to £362 increase in median annual pay for full-time workers**, everything else being constant. This **represents approximately 18% of the average increase in median annual pay for full-time workers across local authorities registered between 2022 and 2023**[2].

These results are robust to the inclusion of time fixed effects, which control for all the changes over time that are common to all local authorities in the UK and influence median annual pay, such as national economic trends or policy changes. By accounting for time fixed effects, we ensure that the estimated impact of microbusiness density on pay is not influenced by broader trends or events occurring during the study period, such as COVID-19 pandemic, inflation or shifts in labour market conditions between 2020 and 2023.

[2] As per our dataset, the average increase in median annual pay for full time workers, between 2022 and 2023 is about £2,063 with the median annual pay in 2023 being approximately £35,407

3.2.2 Jobs Density

We performed a linear regression analysis to examine the relationship between jobs density in 2023 and digital microbusiness density in 2022 at the local authority level. **The results indicate that, on average, each additional digital microbusiness per thousand residents in 2022 is associated with an increase of approximately 5.1 jobs per thousand residents in 2023,** controlling for other factors and excluding the City of London and Westminster from the analysis.

While average jobs density fell between 2022 and 2023, **areas with above-median digital microbusiness density saw a small rise of about 1 job per 1,000 residents. In contrast, areas with below-median microbusiness density saw a fall of about 4.0 jobs per 1,000 residents**[3]. The estimated relationship may capture both the employment generated directly by these firms and the broader, indirect employment effects that arise when new or digitally transforming businesses increase local demand for goods and services from suppliers.

3.2.3 GDP per capita

We conducted a dynamic panel regression to investigate the relationship between GDP per capita and the density of digital microbusinesses. **The results suggest that, on average**, **a 10% increase in digital microbusiness density is associated with a 0.37% rise in GDP per capita**, holding all other factors constant. This finding holds after controlling for the lagged effect of GDP per capita, time fixed effects, and other relevant factors.

To put this estimate into perspective, for a local authority with a typical population size of around 200,000 people (like Luton or Barking and Dagenham), a 10% increase in microbusiness density is roughly associated with over £26 million in additional GDP[4] **- corresponding approximately to £130 of extra GDP per capita.** This calculation illustrates how greater local economic gains can be unlocked by boosting digital microbusiness growth.

We derived these results using a dynamic panel regression model that explores the relationship between GDP per capita and the density of digital microbusinesses at the local authority level. A key feature of the model is the inclusion of lagged GDP per capita as a control variable. Since GDP is highly persistent over time, many of the factors influencing it in one year are likely to have an effect in the next. By accounting for this persistence, we reduce concerns about omitted variable bias and more accurately isolate the association between microbusiness density and local economic performance.

---

3 Areas with high jobs density are simply defined as those that have greater jobs density than the sample median jobs density

4 According to the dataset utilised for this analysis, the average number of people living in a local authority in 2023 is 200,840 and the average GDP per capita in 2023 for a local authority is £35,310.49.

3.3 Results of random forest analysis

3.3.1 Use of random forest analysis

We also applied a random forest model – a machine learning technique widely used for prediction – to assess the relative importance of different factors in explaining economic outcomes. This approach enables us to compare the contribution of microbusiness density against other potential determinants.

To do so, the dataset was split into two parts: a training sample (around 70-80% of the data) to build the model, and a test sample (20-30%) to evaluate its performance on previously unseen data. This separation helps ensure that the model's predictions are robust and not overfitted to the training data.

Random forests are particularly valuable because, in addition to making accurate predictions, they estimate the importance of each variable in shaping the outcome. This is done by examining how much a variable improves prediction accuracy when used to split the data into groups (or "nodes"). If the split produces more homogenous groups – where outcomes are more alike – the variable is deemed more important. The contribution of each variable is then summarised in a score known as *incremental node purity*, which reflects how much it improves the model's accuracy across all the decision trees in the forest. Higher values indicate greater importance.

While random forests handle complex, non-linear relationships well and are resistant to overfitting, they are often viewed as "black boxes". Interpreting the precise role of individual variables can be difficult, and like all machine learning methods, they identify associations rather than causation.

Our results show that microbusiness density provides significant additional information for predicting local economic outcomes. The measure's incremental node purity is consistently above zero, demonstrating its relevance alongside other established factors. Out of 59 variables tested, microbusiness density ranked 2nd in predicting median annual pay, 25th for unemployment rate, 13th for GDP per capita, and 42nd for jobs density.

These findings reinforce our earlier results: microbusiness density is strongly associated with key economic outcomes. Its predictive importance highlights the need to consider digital microbusiness activity as a meaningful factor in local economic analysis and policy design, on a par with more traditional determinants.

3.4 Limitations

We identify three main limitations from the analysis:

- **Lack of causal relationships**: the regression and random forest results do not necessarily imply a causal relationship, but provide information on how the variables are associated.
- **Limited interpretation**: The random forest analysis indicates the strength of the correlation between variables but not the direction (positive or negative) of this association.
- **Imperfect proxy for digital microbusinesses**: The analysis uses the number of GoDaddy customers as a proxy of digital microbusiness density. However, it may not truly resemble actual digital microbusiness density. An increase in the number of GoDaddy customers can occur due to a rise in the number of digital microbusinesses within a geographical area or due to the acquisition of a client who switches to GoDaddy from another competitor.

4 Conclusions

4.1 The role of digital microbusinesses in local economic outcomes

This report provides **updated evidence on the positive relationship between digital microbusiness density and local economic outcomes in the UK**. Drawing on five years of data and a consistent analytical framework, we continue to observe **strong and statistically significant associations between higher levels of digital microbusiness activity and a range of economic indicators**, particularly local pay, jobs density, and GDP per capita.

While the strength and nature of these associations vary across outcomes, three overarching conclusions emerge:

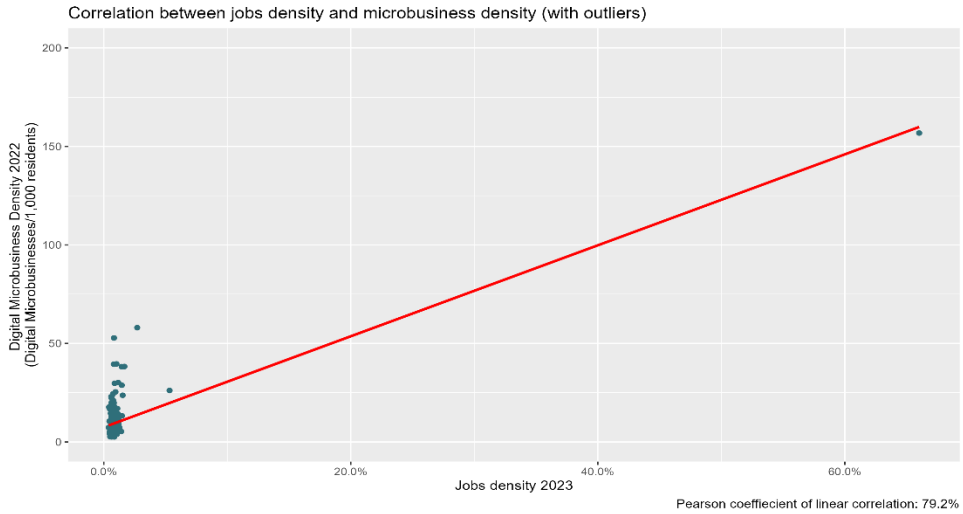
- **Digital microbusinesses are aligned with higher earnings –** Between 2020 and 2023, local authorities that saw faster growth in digital microbusiness activity also experienced stronger rises in full-time median pay. This underscores the important role digital entrepreneurship plays in shaping local economies. When more small firms and entrepreneurs adopt digital tools, the benefits extend beyond business owners, reaching workers through higher wages and improved living standards, and helping to spread the rewards of growth more widely.
- **Microbusiness activity supports job creation –** Digital microbusiness activity contributes to local economic dynamism. Our analysis shows a positive relationship between the density of digital microbusinesses and the number of jobs available in the following year. This reflects both direct employment within microbusinesses and the broader economic activity they stimulate through supply chains and local demand. By fostering entrepreneurial ecosystems, digital microbusinesses help create jobs, attract talent, and reinforce the foundations for inclusive, long-term growth.
- **Digital entrepreneurship is associated with higher productivity and living standards –** Areas with higher concentrations of digital microbusinesses also tend to enjoy higher GDP per capita, reflecting their role in boosting productivity. By embedding innovation and flexibility into local economies, digital microbusinesses help raise output per person, supporting stronger public finances, better local services, and an improved quality of life for residents.

It is important to note that this analysis describes correlations rather than causation. While the results are consistent and intuitive, they do not imply that digital microbusinesses alone drive economic outcomes. Other factors – such as education, infrastructure, industrial mix, and broader macroeconomic conditions – play an important role.

Nonetheless, the evidence supports the view that digital microbusinesses are a meaningful and often under-recognised component of local economic systems. Their presence is linked with higher wages, stronger job creation, and greater output per head. As such, they merit close attention within both economic development strategies and digital inclusion policies.

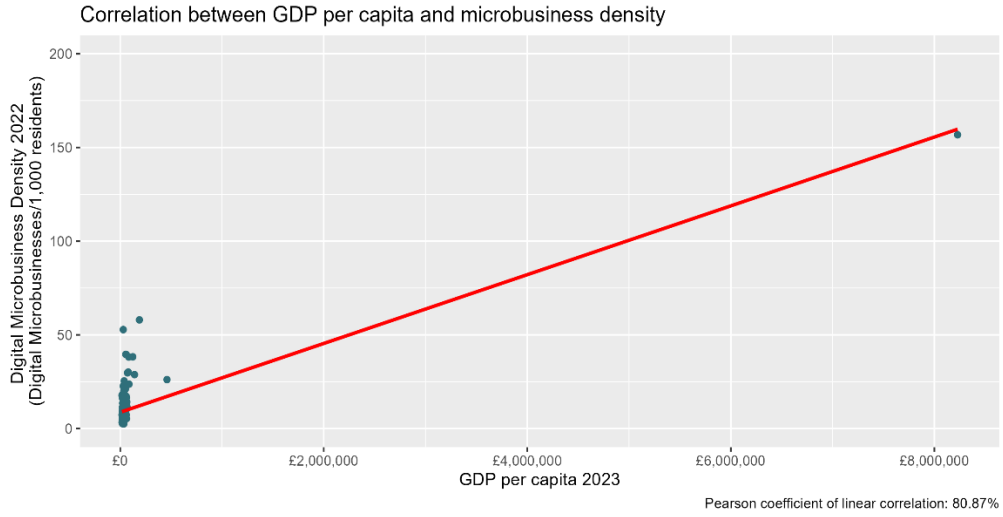
ANNEX

Figure 4 Correlation between jobs density in 2023 and digital microbusiness density in 2022 including outliers



Source: Frontier Economics analysis of GoDaddy proprietary dataset and UK public data datasets (see below)
Note: The graph includes outliers such as the City of London and Westminster

Figure 5 Correlation between GDP per capita in 2023 and digital microbusiness density in 2022 including outliers



Source: Frontier Economics analysis of GoDaddy proprietary dataset and UK public data datasets (see below)
Note: The graph includes outliers such as the City of London and Westminster

Figure 6 Panel regression of median annual pay of full-time workers on the log of the level of digital microbusiness density at the local authority level, 2020-2023 including outliers

	Dependent variable:
	median_annual_pay_full_time
log(md_abs)	3,620.224***
	(251.114)
sfbb_availability_percent_premises	48.683
	(38.466)
age034	−0.040***
	(0.007)
age3554	0.069***
	(0.014)
h_transport_and_storage	81.513
	(65.234)
percent_all_in_employment_who_are_1_managers_directors_and_senior_officials_soc2020	287.439***
	(29.164)
percent_all_in_employment_who_are_2_professional_occupations_soc2020	202.544***
	(17.558)
factor(year)2022	1,574.099***
	(240.036)
factor(year)2023	2,089.504***
	(262.082)
Constant	35,602.750***
	(3,899.892)
Observations	761
R^2	0.692
Adjusted R^2	0.688
Residual Std. Error	2,682.228 (df = 751)
F Statistic	187.496*** (df = 9; 751)
Note:	*p<0.1; **p<0.05; ***p<0.01

Source: *Frontier Economics analysis of GoDaddy proprietary dataset and UK public data datasets (see below)*

Note: *The model includes outliers such as the City of London and Westminster. Model robust to outliers gives similar results, excluded for conciseness.*

Figure 7 Regression of jobs density in 2023 on the level of microbusiness density in 2022 at the local authority level excluding outliers

	Dependent variable:
	jobdensity_2023
md_abs_2022	5.169***
	(1.771)
I(gdp_current_market_prices_m *1e+06)	0.000***
	(0.000)
sfbb_availability_percent_premises	−0.005
	(0.003)
level_3_qualifications	0.008
	(0.005)
level_4_qualifications_or_above	0.003**
	(0.001)
population_nomis	−0.00000***
	(0.00000)
regionLondon	−0.163***
	(0.037)
Constant	1.055***
	(0.354)
Observations	269
R^2	0.669
Adjusted R^2	0.660
Residual Std. Error	0.130 (df = 261)
F Statistic	75.254*** (df = 7; 261)
Note:	*p<0.1; **p<0.05; ***p<0.01

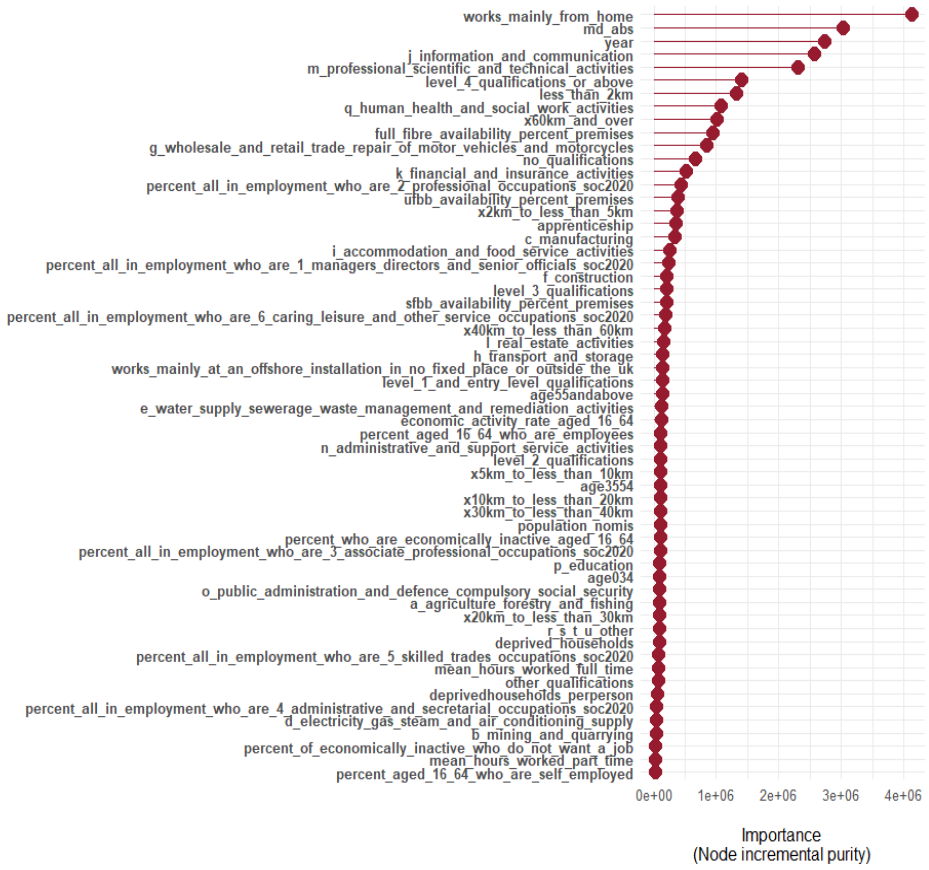
Source: Frontier Economics analysis of GoDaddy proprietary dataset and UK public data datasets (see Annex)
Note: The model excludes outliers such as the City of London and Westminster

Figure 8 Panel regression of GDP per capita on the log of the level of digital microbusiness density at the local authority level, 2020-2023 excluding outliers

	Dependent variable:
	log(gdp_per_head_current_prices)
lag_gdp_pc	0.00002***
	(0.00000)
log(md_abs)	0.037***
	(0.010)
factor(year)2022	0.030***
	(0.010)
factor(year)2023	0.025**
	(0.011)
Constant	9.837***
	(0.054)
Observations	908
R^2	0.862
Adjusted R^2	0.861
Residual Std. Error	0.127 (df = 903)
F Statistic	1,404.365*** (df = 4; 903)
Note:	*p<0.1; **p<0.05; ***p<0.01

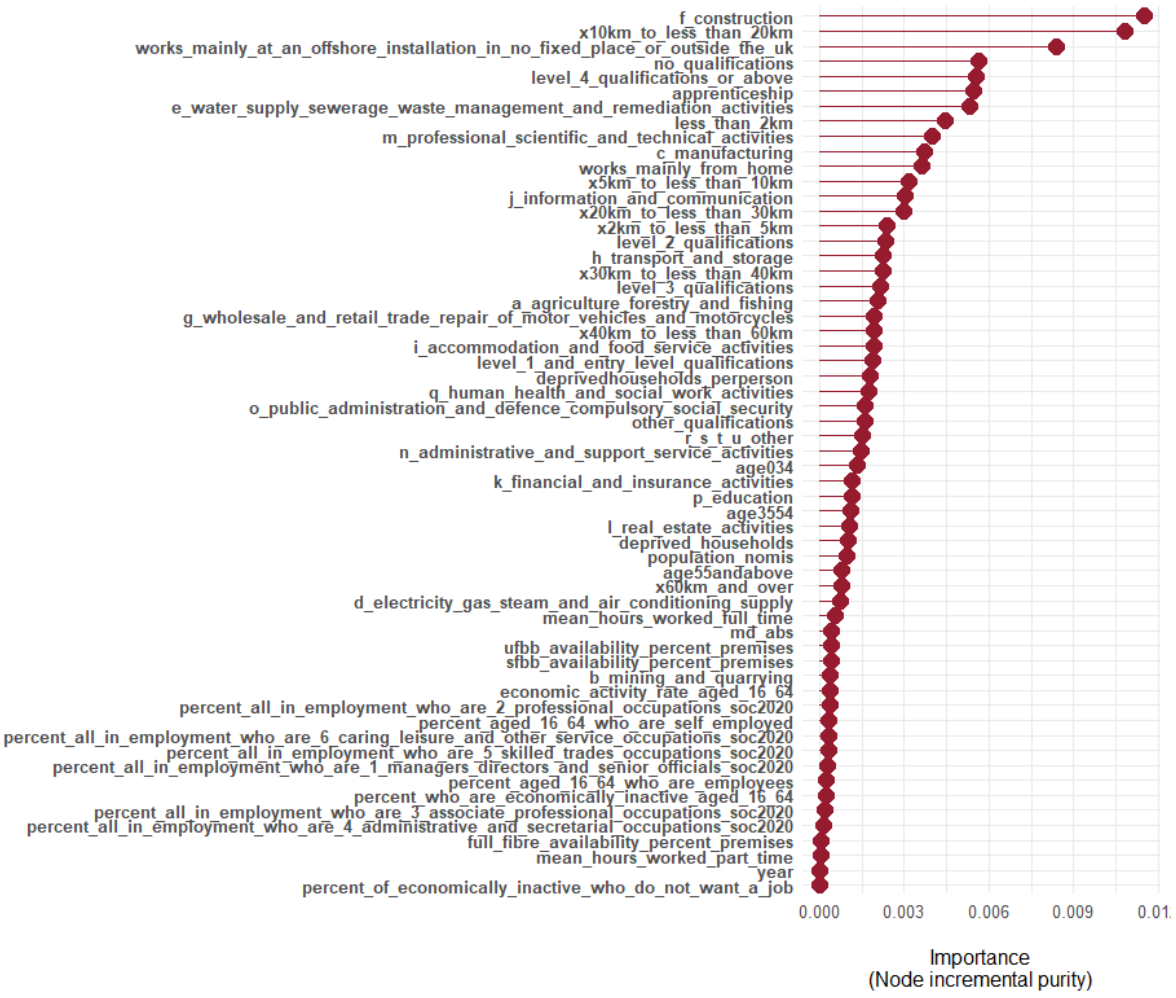
Source: Frontier Economics analysis of GoDaddy proprietary data and UK public datasets (see Annex)
Note: The model without outliers excludes the City of London and Westminster

Figure 9 Microbusiness density is ranked 2nd for predicting median annual pay in the random forest model



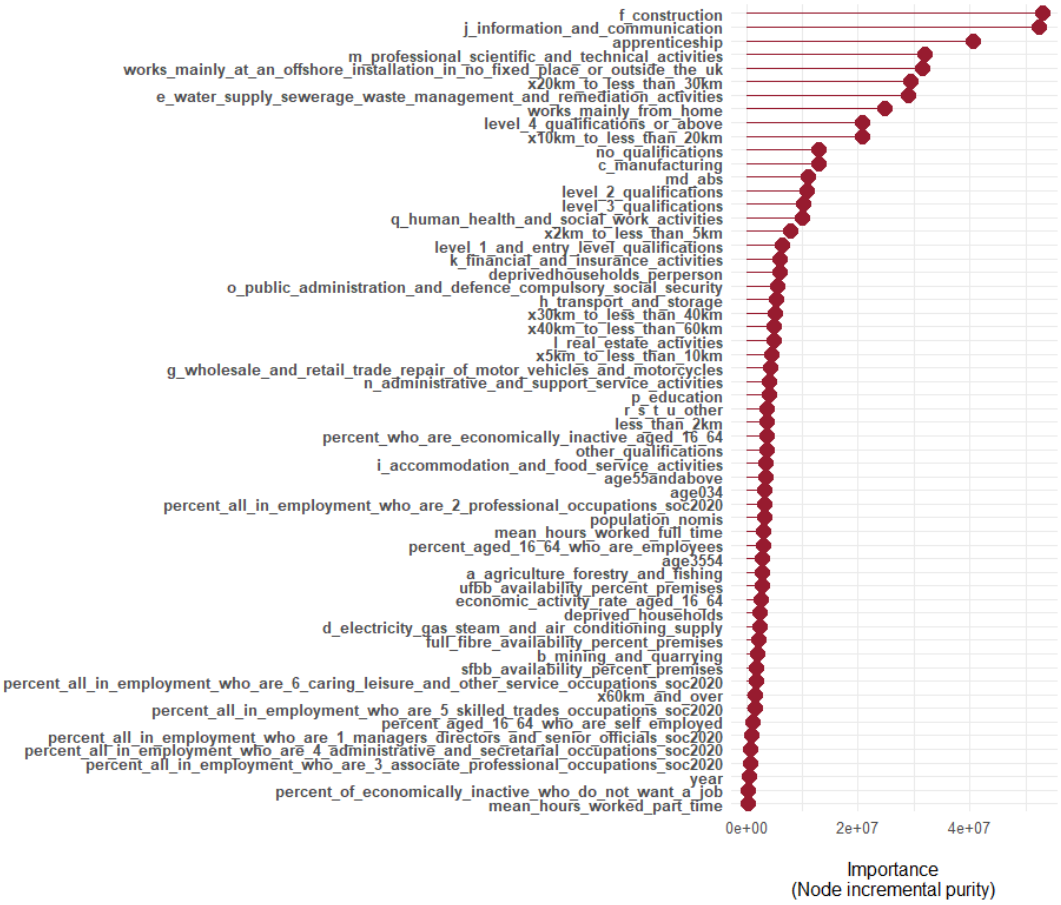
Source: Frontier Economics analysis of GoDaddy proprietary dataset and UK public data datasets (see below)

Figure 10 Microbusiness density is ranked 42nd for predicting jobs density in the random forest model



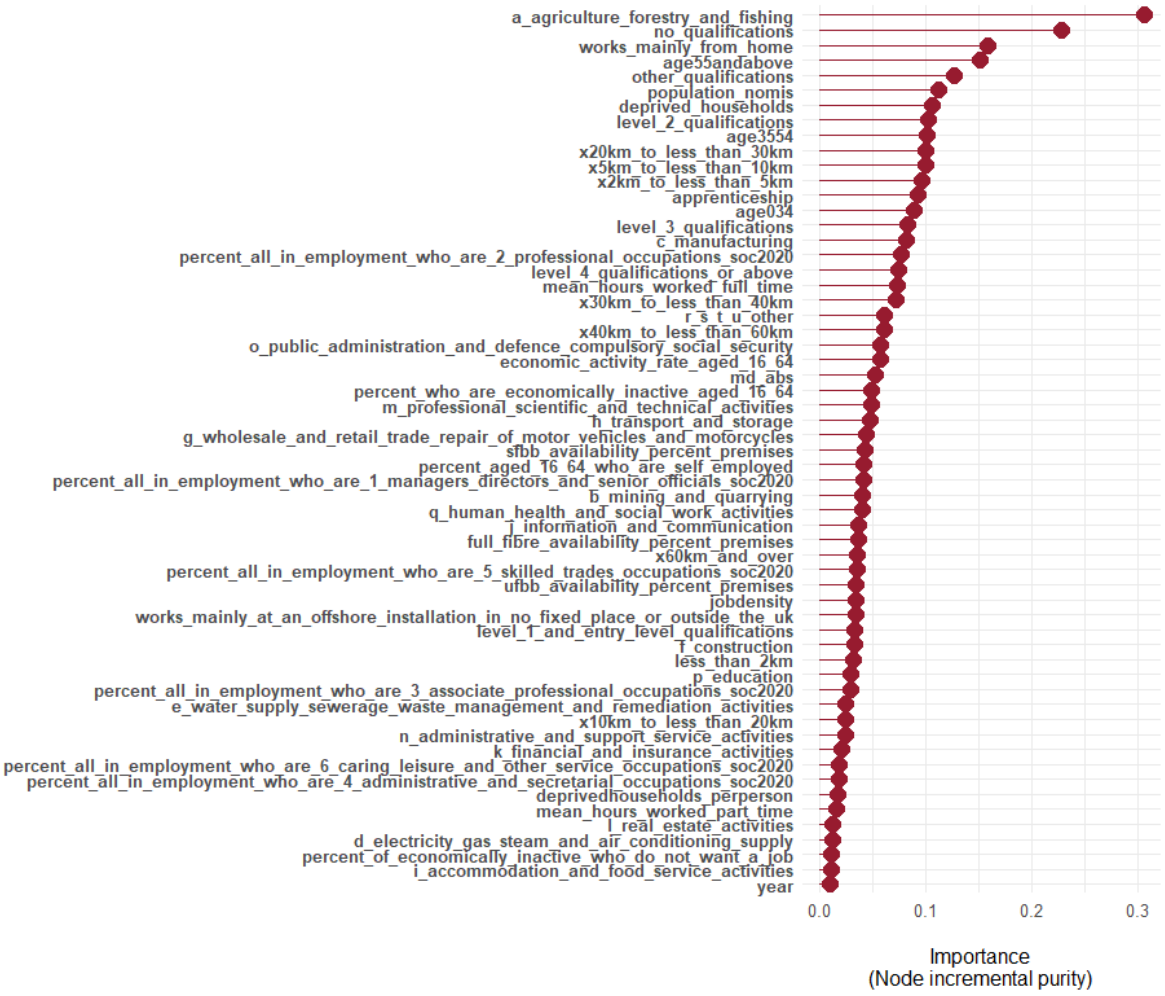
Source: Frontier Economics analysis of GoDaddy proprietary dataset and UK public data datasets (see below)

Figure 11 Microbusiness density is ranked 13th for predicting GDP in the random forest model



Source: Frontier Economics analysis of GoDaddy proprietary dataset and UK public data datasets (see below)

Figure 12 Microbusiness density is ranked 25th for predicting unemployment rate in the random forest model



Source: Frontier Economics analysis of GoDaddy proprietary dataset and UK public data datasets (see below)

Table 2 Breakdown of the variables contained in the final dataset

Variable	Source	Description
count	GoDaddy proprietary data	Number of GoDaddy's customers in a given parliamentary constituency
md	GoDaddy proprietary data	Number of GoDaddy's customers per 100 people in a given parliamentary constituency
medianannualpayFT	Annual Survey of Hours and Earnings	Median annual pay for full-time workers
medhrlypayFT	Annual Survey of Hours and Earnings	Median hourly pay for full-time workers
medhoursworkedFT	Annual Survey of Hours and Earnings	Median hours pay for full-time workers
MeanannualpayFullTime	Annual Survey of Hours and Earnings	Mean annual pay for full-time workers
MeanhourlypayFullTime	Annual Survey of Hours and Earnings	Mean hourly pay for full-time workers
MeanhoursworkedFullTime	Annual Survey of Hours and Earnings	Mean hours pay for full-time workers
gdp_per_head_current_prices	Office for National Statistics	Nominal GDP per capita
lag_gdp_pc	Office for National Statistics	Nominal GDP per capita lagged by one year

GVAcurrentbasicpricesM	Office for National Statistics	Nominal GVA (£ millions)
GDPcurrentmarketpricesM	Office for National Statistics	Nominal GDP (£ millions)
jobsdensity	Job density	Number of jobs per resident aged 16-64
totaljobs	Job density	Total number of jobs
emplrate	Annual Population Survey	Employment rate for those aged 16-64
unemplrate	Annual Population Survey	Unemployment rate for those aged 16-64
Employees1664	Annual Population Survey	Share of those aged 16-64 who are employees
Selfemployed1664	Annual Population Survey	Share of those aged 16-64 who are self-employed
Economicactivityrate1664	Annual Population Survey	Economic activity rate for those aged 16-64
Economicallyinactive1664	Annual Population Survey	Share of those aged 16-64 who are economically inactive
Economicallyinactivewantinga	Annual Population Survey	Share of the economically inactive who want a job
Economicallyinactivenotwantin	Annual Population Survey	Share of the economically inactive who do not want a job

Ethnicminorityemploymentrate	Annual Population Survey	Employment rate for those aged 16-64 who are from an ethnic minority
Ethnicminorityunemploymentrate	Annual Population Survey	Unemployment rate for those aged 16-64 who are from an ethnic minority
Economicallyinactiveethnicmin	Annual Population Survey	Share of ethnic minority aged 16-64 who are economically inactive
share_of_managers	Annual Population Survey	Share of those in employment who are managers and senior officials
share_in_professional_occup	Annual Population Survey	Share of those in employment who work in professional occupations
share_in_associate_profess_occup	Annual Population Survey	Share of those in employment who work in associate professions and tech occupations
share_in_admin_secretarial_occup	Annual Population Survey	Share of those in employment who work in administrative and secretarial occupations
share_in_skilled_trade_occup	Annual Population Survey	Share of those in employment who work in skilled trade occupations
share_in_personal_service_occup	Annual Population Survey	Share of those in employment who work in

		personal service occupations
share_in_sales_custserv_occup	Annual Population Survey	Share of those in employment who work in sales and customer service occupations
share_in_process_plant_machine	Annual Population Survey	Share of those in employment who work in process, plant and machine operatives
share_in_elementary_occup	Annual Population Survey	Share of those in employment who work in elementary occupations
share_in_agriculture	Census	Share of workers in the agriculture, forestry and fishing industry
share_in_mining	Census	Share of workers in the mining and quarrying industry
share_of_manufacturing	Census	Share of workers in the manufacturing industry
share_in_water_supply_sewerage	Census	Share of workers in the water supply, sewerage, waste management and remediation activities industry
share_in_construction	Census	Share of workers in the construction industry

share_in_trade_repair_motor_vehi	Census	Share of workers in the wholesale and retail trade and repair of motor vehicles and motorcycles industry
share_in_transport_storage	Census	Share of workers in the transport and storage industry
share_in_accommodation_food	Census	Share of workers in the accommodation and food service activities industry
share_in_information_communica	Census	Share of workers in the information and communication industry
share_in_finance_insurance	Census	Share of workers in the financial and insurance activities industry
share_in_real_estate	Census	Share of workers in the real estate activities industry
share_in_science_technical_indu	Census	Share of workers in the professional, scientific and technical activities industry
share_in_admin_support	Census	Share of workers in the administrative and support service activities industry
share_in_public_admin	Census	Share of workers in the public administration

share_in_education	Census	Share of workers in the education industry
share_in_health_social_work	Census	Share of workers in the human health and social work activities industry
share_in_other_industries	Census	Share of workers in other industries
withNVQ1aged1664	Annual Population Survey	Share of those aged 16-64 with NVQ1 qualifications
withNVQ2aged1664	Annual Population Survey	Share of those aged 16-64 with NVQ2 qualifications
withNVQ3aged1664	Annual Population Survey	Share of those aged 16-64 with NVQ3 qualifications
withNVQ4aged1664	Annual Population Survey	Share of those aged 16-64 with NVQ4 qualifications
withotherqualificationsNVQ	Annual Population Survey	Share of those aged 16-64 with other NVQ qualifications
Noqualifications	Census	The share of residents with no qualifications
Level2qualifications	Census	The share of residents whose highest qualification is an intermediate diploma
Apprenticeship	Census	The share of residents whose highest qualification

		is an apprenticeship qualification
Level3qualifications	Census	The share of residents whose highest qualification is a high school diploma
Level4qualificationsorabove	Census	The share of residents whose highest qualification is a bachelor degree or higher
Otherqualifications	Census	The share of residents with vocational, work-related or other qualifications
distance_to_work_upto2km	Census	The share of workers for whom the distance to the workplace is less than 2km
distance_to_work_upto5km	Census	The share of workers for whom the distance to the workplace is less than 5km
distance_to_work_upto10km	Census	The share of workers for whom the distance to the workplace is less than 10km
distance_to_work_upto20km	Census	The share of workers for whom the distance to the workplace is less than 20km
distance_to_work_upto30km	Census	The share of workers for whom the distance to the workplace is less than 30km

distance_to_work_upto40km	Census	The share of workers for whom the distance to the workplace is less than 40km
distance_to_work_upto60km	Census	The share of workers for whom the distance to the workplace is less than 60km
distance_to_work_beyond60km	Census	The share of workers for whom the distance to the workplace is greater than 60km
Worksmainlyfromhome	Census	The share of workers who mainly work from home
Worksmainlyatanoffshoreinst	Census	The share of workers who mainly work at an offshore premise
Age034	Population Estimates/Projections	The share of population aged 0 to 34
Age3554	Population Estimates/Projections	The share of population aged 35 to 54
Age55andabove	Population Estimates/Projections	The share of population aged 55 and above
SFBBavailabilitypremises	Ofcom	Share of premises with Super-Fast broadband
UFBB100Mbitsavailability	Ofcom	Share of premises with Ultra-Fast broadband

FullFibreavailabilitypremi	Ofcom	Share of premise with Full Fibre availability
Gigabitavailabilitypremises	Ofcom	Share of premises with Gigabit availability
unabletoreceive2Mbits	Ofcom	Share of premise unable to receive 2Mbit/s
unabletoreceive5Mbits	Ofcom	Share of premise unable to receive 5Mbit/s
unabletoreceive10Mbits	Ofcom	Share of premise unable to receive 10Mbit/s
unabletoreceive30Mbits	Ofcom	Share of premise unable to receive 30Mbit/s
belowtheUSO	Ofcom	Share of premises below the Universal Service Obligation
withNGA	Ofcom	Share of premises with Next Generation Access
abletoreceiveBBfromFWA	Ofcom	Share of premises able to receive broadband from Fixed Wireless Access
with2Mbitsspeed	Ofcom	Share of premises with < 2Mbit/s speed
with25Mbitsspeed	Ofcom	Share of premises with > 2 and < 5Mbit/s speed

with510Mbitsspeed	Ofcom	Share of premises with > 5 and < 10 Mbit/s speed
with1030Mbitsspeed	Ofcom	Share of premises with > 10 and < 30 Mbit/s speed
with30300Mbitsspeed	Ofcom	Share of premises with > 30 and < 300 Mbit/s speed
with300Mbitsspeed	Ofcom	Share of premises with > 300 Mbit/s speed