



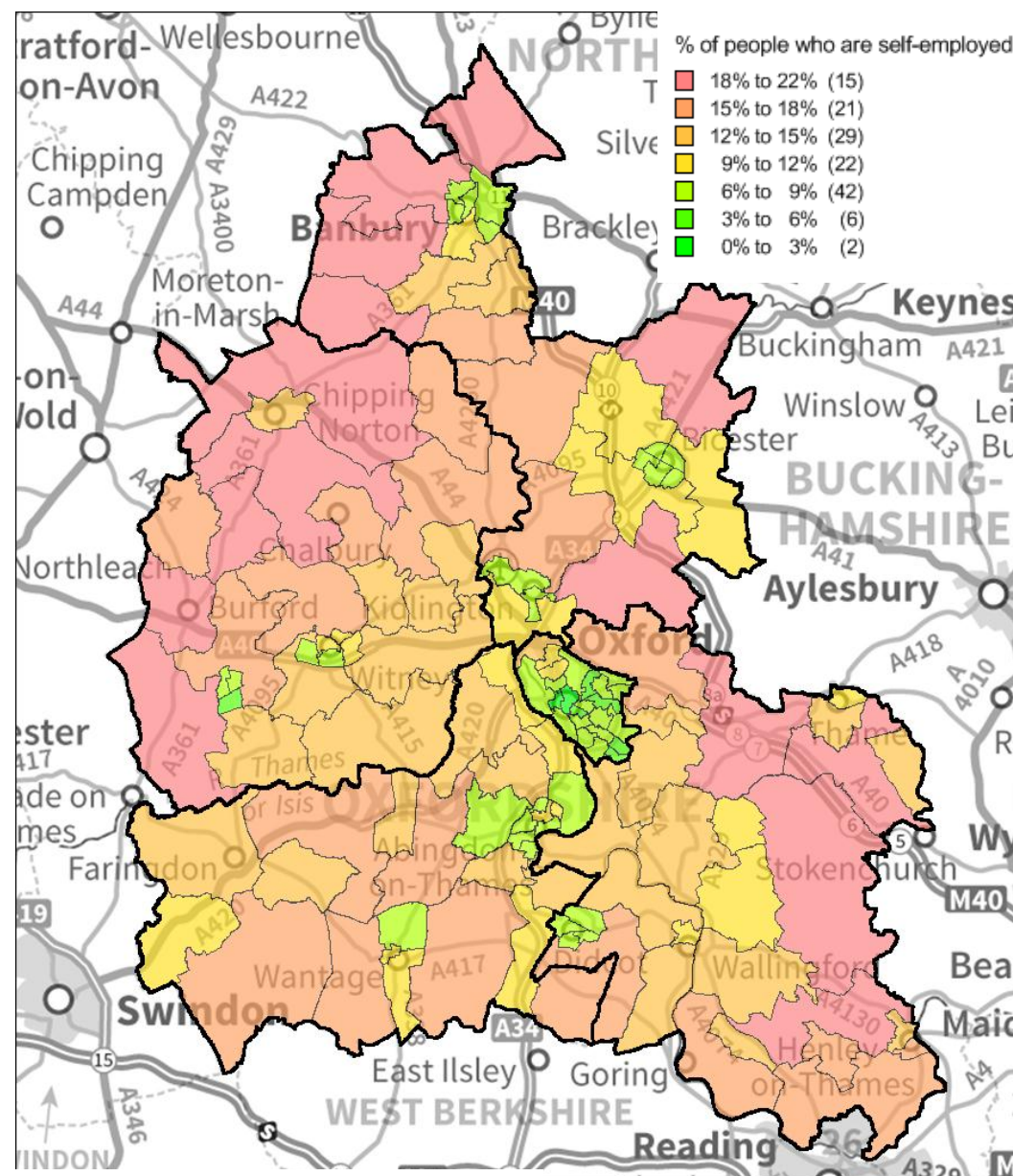
On 30th January 2013, ONS released the first detailed results from the 2011 Census for England and Wales, comprising univariate counts from Key Statistics and selected Quick Statistics tables for small areas. This update provides initial analysis on economic activity.

- 205,500 people, 42.6%, of Oxfordshire's working age population*, were in full time employment, above the national (38.6%) and regional (40.4%) averages.
- Carterton South ward had the highest proportion of residents aged 16-74 in full time employment (62.5%). Lowest proportions were in parts of Oxford, but figures are strongly influenced by large numbers of students in these areas.
- 50,400 people (10.5% of 16-74 year olds) in Oxfordshire are self-employed, slightly below the regional average of 11.0%, but above the national average (9.8%)
- Self-employment is highest in Oxfordshire's rural areas:

	Number self employed	% self employed
Village, Hamlet & Isolated Dwellings	13,092	15.8%
Town and Fringe	12,051	13.1%
Urban > 10k	25,276	8.2%
	50,419	10.5%

- 10,500 people, 2.2%, are economically inactive due to long term sickness or disability. Of these, 70% (7,500) people are resident in urban areas.

*All data shown in this briefing describes the resident population aged between 16 and 74 years.

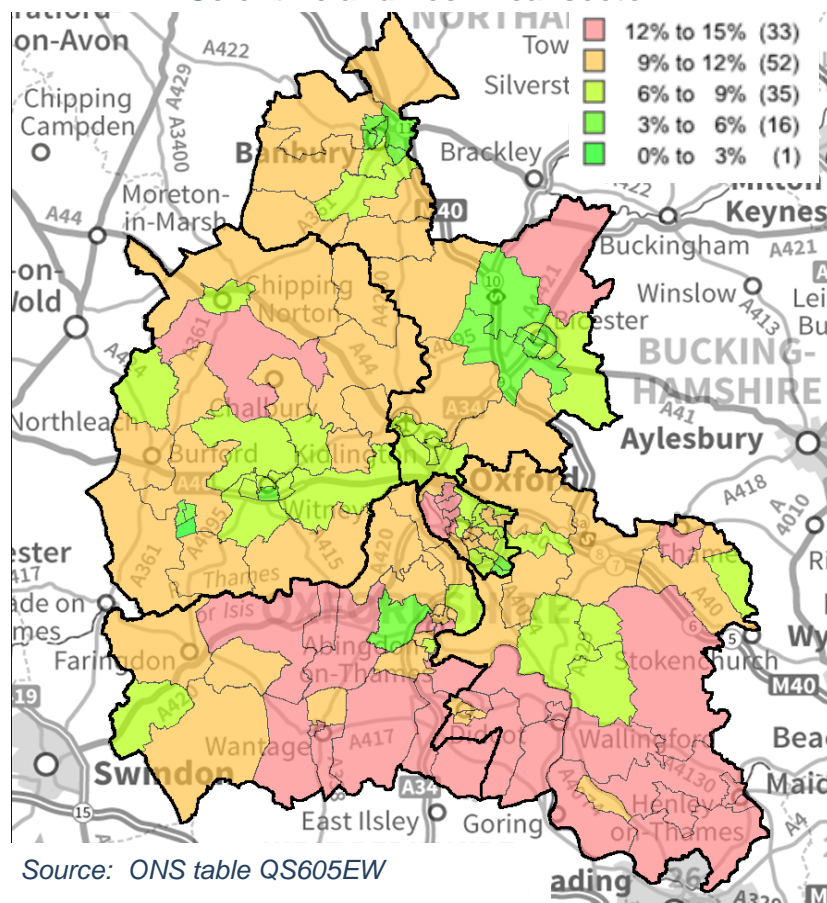


Source: ONS table KS601EW

Knowledge intensive businesses play a key role in Oxfordshire's economy, for example:

- 9.2% of 16-74 year olds (30,900 residents) were employed in the professional, scientific and technical sector, on Census day, well above the regional average (6.7%).
- The Hanneys and Harwell wards, located close to the centre of employment in the Science Vale, have the highest proportion of residents in this sector (15.3%).

% of employed people working in the Professional, Scientific and Technical sector



Both the self-employed and those working in the knowledge intensive business sectors are increasingly reliant on good internet access for marketing and communication.

Oxfordshire County Council and the UK Government are investing £13.86 million to improve broadband across the county. This investment will go towards improving broadband infrastructure where needs might not be met by the private sector. The area eligible for intervention is shown in red on the map – covering many of the areas with higher proportions of self-employment.

**Superfast broadband availability by 2015
(capable of speeds greater than 24Mbps)**

