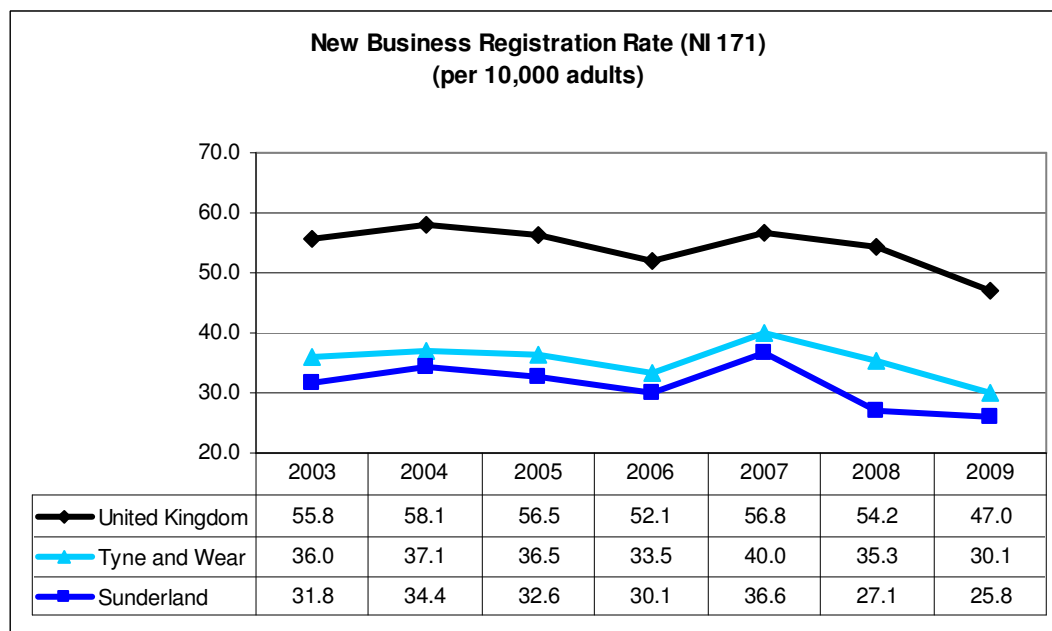


This bulletin provides a summary of key business points for Sunderland¹

KEY POINTS

New Business Registration Rate

- The new business registration rate (former National Indicator 171) in 2009 in Sunderland was 25.8². Sunderland's registration rate is only about half the UK rate and is the second-lowest district rate in Tyne and Wear. Sunderland's registration rate fell from 2008, however, by just 4.8%.



Source: Office for National Statistics (ONS). 2003 to 2008 are National Indicators as published.³

Active Enterprises and Business Survivals

- Sunderland's five-year survival rate for businesses is 6.7pp lower than the UK; for those born in 2004, 40.1% were still active in 2009 (UK 46.8%), 4.5pp below the Tyne and Wear five-year survival rate of 44.7%. Only Gateshead and Newcastle had better five-year survival rates than the UK. There were 5,750 active enterprises in Sunderland in 2009.⁴

Business Growth

- In 2009, the number of businesses in Sunderland fell by 2.2% (130). This was a faster fall than in Tyne and Wear (-1.4%). Growth=births minus deaths.

Business Births

- There were 600 business births in Sunderland in 2009.⁵

Business Deaths

- There were 730 business deaths in Sunderland in 2009. Caution: business deaths include an element of estimation by ONS.

¹ Businesses are defined using the Office for National Statistics 'Business Demographics' definition, which is much (50%+) wider than the VAT series.

² The rate is given by dividing new business registrations (enterprise births) by the population aged 16+ then multiplying by 10,000. Enterprise births are defined as new businesses registering for either VAT or PAYE (or both) for the first time.

³ The Business Demographics report may revise some of these figures.

⁴ Figures in this release are rounded (by the Office for National Statistics) to prevent disclosure.

⁵ Data for 2010 are due to be available after November 2011.