

Types of Jobs Available

This graph shows the different types of jobs available, and how much percentage they take up of business in the particular area.

Sector	England & Wales (%)	East Midlands (%)	Northants (%)
Agriculture	2	2	1
Mining, energy & water	1	1	1
Manufacturing	15	20	20
Construction	7	7	7
Wholesale & retail trade	17	18	19
Hotels & catering	5	5	4
Transport, storage & communications	7	6	7
Financial intermediation	5	3	4
Real estate, business activities	13	10	12
Public administration	6	5	4
Education	8	8	7
Health & social work	11	11	9
Other	5	4	4

This graph shows that the largest sector to work in is the wholesale and retail trade in England and Wales, occupying 17% of the business in the two nations. For a business that is a retail company, this information shows that they would be up against a lot more competition than if it were an agricultural business. In Northants, the largest sector is manufacturing (20%); therefore a lot more factories are present. The Wholesale and retail trade is the second largest market in Northants which would mean, for John Lewis, that it would be more difficult to establish a profitable store in the county as there would be more competition.

Future Prospects

This graph shows the rate that the workforce in Northamptonshire is projected to grow in the future.

Local Authority District	2001	2014	2031	Change			
				No. 2001-2014	% 2001-2014	No. 2001-2031	% 2001-2031
Corby	22,490	23,639	26,686	1,149	6.1	4,196	18.7
Daventry	38,961	41,170	48,284	7,219	21.3	14,283	42.1
East Northamptonshire	36,074	43,953	51,203	7,879	21.8	15,129	41.9
Kettering	39,480	44,813	51,035	5,333	13.5	11,555	29.3
Northampton	93,611	108,662	128,637	15,051	16.1	32,026	34.2
South Northamptonshire	38,762	46,926	54,660	8,166	21.1	16,888	41.0
Wellingborough	31,470	36,929	41,190	4,469	14.2	9,720	30.9
Northamptonshire	296,838	346,094	398,636	49,256	16.7	102,797	34.6

This graph shows that the population in Northamptonshire is expected to grow by 34.6% by 2031. This could affect John Lewis because this statistic shows that Northamptonshire is a growing area which would be beneficial as there will be an increase in possible candidates for employees.

Gross Annual Earnings

This graph shows the gross annual earnings and index for each area.

Area	Gross Full Time earnings (£)	Index against Great Britain
Corby	367	95
Daventry	375	97
East Northamptonshire	317	82
Kettering	323	84
Northampton	383	99
South Northamptonshire	368	95
Wellingborough	348	90
Northamptonshire	364	94
East Midlands	344	89
Great Britain	387	100

This graph shows that Northamptonshire has a high gross full time earning level in comparison with the East Midlands. This could affect a business as the higher earning level means that there would be an expectation of higher pay for employees, therefore John Lewis would have to offer higher salaries than they would have expected to remain desirable for those who need a job.

Types of Transport

This graph shows the percentages of the types of transport people use to get to work within that particular area.

Area	With car or van (%)	Without car or van (%)
East Midlands	70.6	28.7
Northamptonshire	73.0	26.1
Corby	60.2	39.8
Daventry	84.9	14.1
East Northamptonshire	85.6	14.2
Kettering	79.2	20.6
Northampton	67.8	30.6
South Northamptonshire	88.6	10.5
Wellingborough	77.8	22.0

This graph shows that 73% of Northamptonshire's population owns a car or a van. This could affect a business as it means that most people would be able to get to work without a problem, however, this also means that there would be a larger amount of congestion on roads, therefore meaning that employees could be potentially late depending on state of roads. The large percentage of cars and vans would also mean that John Lewis would have to allocate parking spaces for employees who would require them.

Qualifications/Skills

This graph shows the percentage of people who have certain qualifications within that particular area.

Area	NVQ3+			NVQ4+		
	1997 (%)	2002 (%)	% point change	1997 (%)	2002 (%)	% point change
Corby	n/a	n/a	n/a	n/a	n/a	n/a
Daventry	44	49	5	23	26	3
East Northamptonshire	34	52	18	n/a	23	n/a
Kettering	41	47	6	22	23	2
Northampton	30	41	11	12	23	11
South Northamptonshire	48	52	4	29	28	-1
Wellingborough	29	32	3	n/a	n/a	n/a
Northamptonshire	35	43	8	17	22	5
East Midlands	36	41	5	18	21	3
Great Britain	38	44	6	21	25	4

This graph shows that there has been a higher percentage change in NVQ3+ and NVQ4+ in Northamptonshire than Great Britain as a whole. This means that there has been a growth in the amount of people attaining NVQ3+ and NVQ4+ qualifications, showing that Northamptonshire is becoming smarter. This could be beneficial to John Lewis as the statistic shows that there is a large amount of people who would be competent to uphold a job role.

Unemployment

This graph shows the amount of unemployed people in Northamptonshire and percentages in comparison with the country and district.

Ward	Local Authority District	Number of unemployed	% of total county unemployed	% of total district unemployed
Lumbertubs	Northampton	341	4.3	11.2
Castle	Northampton	309	3.9	10.1
Dallington & Kingsheath	Northampton	305	3.9	10.2
St Crispin	Northampton	248	3.1	8.1
Nene Valley	Northampton	239	3.0	7.9
Thorplands	Northampton	231	2.9	7.6
Kingswood	Corby	215	2.7	20.7
Hemingwell	Wellingborough	169	2.1	16.9
South	Northampton	153	1.9	5.0
Hill	Daventry	150	1.9	22.7

This graph shows that there is a large number of unemployed people in the Northamptonshire area. This could affect John Lewis as it means that there could be a high demand for jobs that John Lewis would require, meaning that John Lewis wouldn't have much trouble trying to find a placement for a job role.

Young People

This graph shows the percentage of Northamptonshire's population that is young

Area	% of age group			% point Increase End 1998 to end 2000
	End 1998	End 1999	End 2000	
Northamptonshire	70	67	68	-2
East Midlands Average	67	69	69	+2
England Average	70	71	71	+1

This graph shows that at the end of 2000, 68% of Northamptonshire's population were young. This could affect John Lewis as the percentage of young people is very high, therefore meaning that there is an abundance of young people to employ at entry level positions such as shop assistant. However, this is also a bad thing as it means that there are not as many older, skilled people who could be potential managers.

Disability

This table shows the amount of disabled people within the UK

Area	Number	%
Corby	4,900	15.27
Daventry	4,500	9.91
East Northamptonshire	4,900	10.48
Kettering	5,700	11.35
Northampton	14,400	11.72
South Northamptonshire	4,400	8.80
Wellingborough	5,600	12.47
Northamptonshire	44,500	11.32
East Midlands	351,100	13.71

This graph shows that there is a lower percentage of disabled people in Northamptonshire in comparison with the East Midlands as a whole. The place with the lowest percentage of disabled people is South Northamptonshire. South Northamptonshire would be a better place for John Lewis as it would mean that there would be a higher percentage of fit, healthy people, making the recruitment process much more effective.

Ethnic Minority

Ethnic group	Total population count	%	Minority ethnic population %
White	599,002	95.12	n/a
Mixed	7,218	1.15	23.53
Asian or Asian British	12,515	1.99	40.80
Indian	8,171	1.30	26.64
Pakistani	1,202	0.19	3.92
Bangladeshi	2,208	0.35	7.20
Other Asian	934	0.15	3.04
Black or Black British	7,569	1.20	24.67
Black Caribbean	4,804	0.76	15.66
Black African	1,932	0.31	6.30
Black Other	833	0.13	2.71
Chinese	2,117	0.34	6.90
Other	1,255	0.20	4.09
<i>All minority ethnic population</i>	<i>30,674</i>	<i>4.87</i>	<i>100.00</i>
<i>All population</i>	<i>629,676</i>	<i>100.00</i>	<i>n/a</i>

This table shows that the majority of Northampton's population is White. This would affect a business if it needed an employee under a GOQ (Genuine Occupational Qualification). For example, if an Indian restaurant needed an employee who was also Indian, it would be harder to find an employee fitting the job description in comparison with trying to hire a White person.