

Statistical bulletin

Economic activity and social change in the UK, real-time indicators: 23 January 2025

Early data on the UK economy and society. These faster indicators are created using rapid response surveys, novel data sources and innovative methods. These are official statistics in development.

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1 . Main points

- Overall retail footfall in the week to 19 January 2025 increased by 7% compared with the previous week and increased by 3% compared with the equivalent week of 2024 (MRI OnLocation). [Section 3: Consumer behaviour](#).
- The total Revolut debit card spending remained broadly unchanged in the week to 19 January 2025 compared with the previous week but increased by 10% compared with the equivalent week of 2024; the seasonally adjusted Direct Debit failure rate decreased by 1% in December 2024 compared with the previous month, but was 4% higher than December 2023 (Revolut, Vocalink and Pay.UK). [Section 3: Consumer behaviour](#).
- The number of new online job adverts decreased by 11% in November 2024 when compared with the previous month and decreased by 7% when compared with November 2023 (Textkernel). [Section 4: Business and workforce](#).
- Around 3 in 10 (30%) trading businesses reported that their turnover had decreased in December 2024 compared with the previous calendar month, up 5 percentage points from the proportion reported for November 2024, and the highest proportion reported since December 2022; in contrast, 14% reported their turnover was higher, broadly stable from last month ([final results from wave 124 of BICS](#)). [Section 4: Business and workforce](#).
- The System Average Price (SAP) of gas increased by 3% to 3.828 pence per kilowatt hour (p/kWh) in the week to 19 January 2025 compared with the previous week, while the System Price of electricity decreased by 44% to 10.665p/kWh over the same period (National Gas Transmission, Elexon). [Section 5: Energy](#).
- The number of ship visits to major UK ports in the week to 19 January 2025 increased by 5% compared with the previous week but decreased by 4% compared with the equivalent week of 2024; the number of UK flights decreased by 4% compared with the previous week but increased by 4% compared with the equivalent week of 2024 (exactEarth, EUROCONTROL). [Section 6: Transport](#).

These are official statistics in development, and we advise caution when using the data. The data sources used to compile these indicators are regularly reviewed to ensure they are representative and relevant, which may mean indicators change at short notice. Read more in [Section 10: Data sources and quality](#).

2 . Latest indicators at a glance

Notes

1. Card spending over time is pushed upwards by the impacts of both inflation on value of transactions and cash-to-card conversion.
2. Revolut adjustments to user count are at an aggregate level and as such age bands may not adjust evenly.
3. Indicators with SA in the title have been seasonally adjusted.

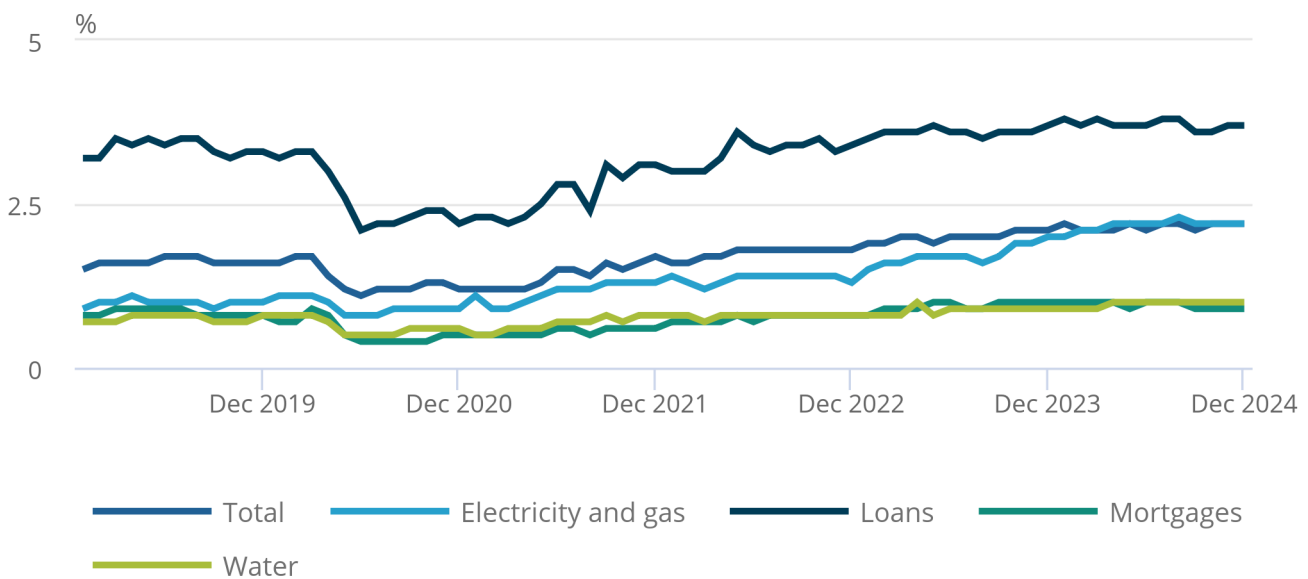
3 . Consumer behaviour

Figure 1: The total Direct Debit failure rate has been broadly stable since October 2024 but increased by 4% in December 2024, when compared with December 2023

Direct Debit failure rate, UK, January 2019 to December 2024, seasonally adjusted

Figure 1: The total Direct Debit failure rate has been broadly stable since October 2024 but increased by 4% in December 2024, when compared with December 2023

Direct Debit failure rate, UK, January 2019 to December 2024, seasonally adjusted



Source: Pay.UK and Vocalink

Notes:

1. Data include both individual and business Direct Debit transactions.
2. The total series covers all Direct Debit failure, comprising data beyond the five categories published in our [Monthly Direct Debit failure rate and average transaction amount dataset](#).
3. The underlying failure rates are low, so month-to-month volatility is expected within this series.

In December 2024, the seasonally adjusted "Total" Direct Debit failure rate decreased by 1% when compared with November 2024. This decrease was a result of a 1% decrease in failure rates for "Electricity and Gas", a 1% increase in failure rates for "loans" and the other categories remaining broadly stable.

When compared with December 2023, the seasonally adjusted "Total" Direct Debit failure rate rose by 4%. Year-on-year, the failure rate for "Water" and "Electricity and Gas" increased by 8% and 7%, respectively. Meanwhile, the failure rate for "Mortgages" saw a decrease of 6%.

The "Total" average Direct Debit transaction amount remained broadly unchanged in December 2024, after seasonal adjustment, when compared with November 2024. The average Direct Debit transaction amount for "Electricity and gas" and "water" increased by 2% and 1%, respectively in the same period.

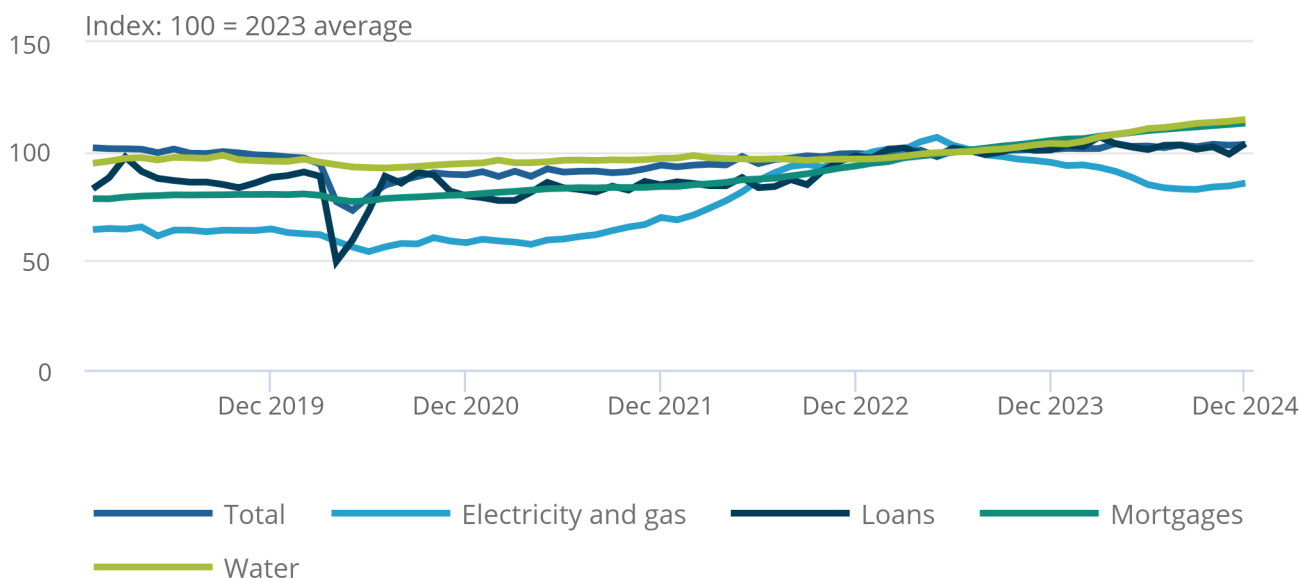
When compared with December 2023, the seasonally adjusted "Total" average Direct Debit transaction amount increased by 2%. Year-on-year, the transaction amount for "Water", "Mortgages" and "Loans" saw increases of 11%, 8% and 3% respectively, while "Electricity and Gas" saw a decrease of 10%.

Figure 2: The total monthly Direct Debit average transaction amount in December 2024 was broadly unchanged from November 2024 but increased by 2% when compared with December 2023

Average Transaction Amount, UK, January 2019 to December 2024, seasonally adjusted

Figure 2: The total monthly Direct Debit average transaction amount in December 2024 was broadly unchanged from November 2024 but increased by 2% when compared with December 2023

Average Transaction Amount, UK, January 2019 to December 2024, seasonally adjusted



Source: Pay.UK and Vocalink

Notes:

1. Data include both individual and business Direct Debit transactions.
2. The total series covers all Direct Debit transactions, comprising data beyond the five categories published in our [Monthly Direct Debit failure rate and average transaction amount dataset](#).
3. Data are not adjusted for inflation.

The monthly Direct Debit failure rate and average transaction amount are anonymised and aggregated datasets made available to the Office for National Statistics (ONS) by Pay.UK and Vocalink. The data are unadjusted for inflation and reflect economic activity in nominal terms.

For further details on what is covered within this indicator, see our [Economic activity and social change in the UK, real-time indicators methodology](#).

Our accompanying [Monthly Direct Debit failure rate and average transaction amount dataset](#) is available.

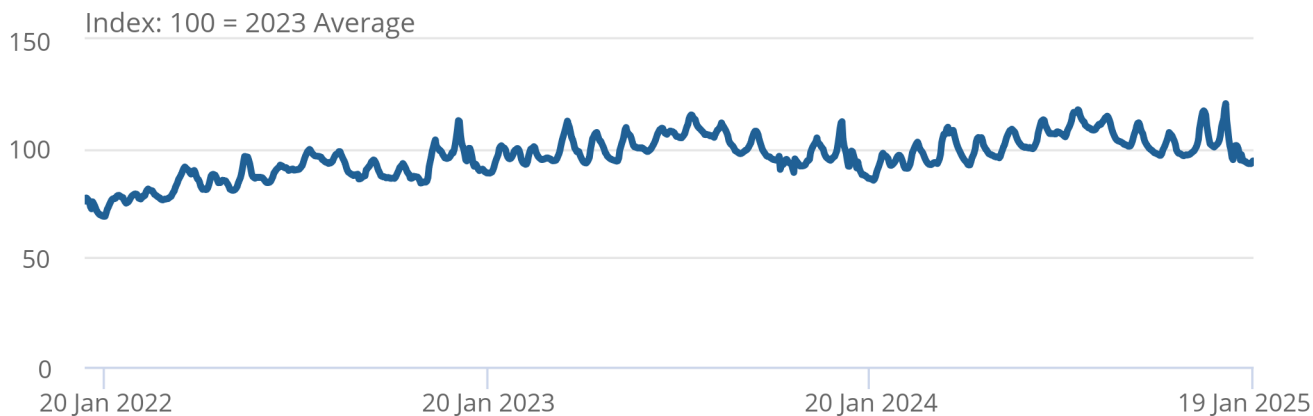
Revolut spending on debit cards

Figure 3: Total Revolut debit card spending increased by 10% in the week to 19 January 2025 when compared with the equivalent week of 2024

Total Revolut debit card spending, seven-day average, nominal prices, UK, 1 January 2022 to 19 January 2025, non-seasonally adjusted

Figure 3: Total Revolut debit card spending increased by 10% in the week to 19 January 2025 when compared with the equivalent week of 2024

Total Revolut debit card spending, seven-day average, nominal prices, UK, 1 January 2022 to 19 January 2025, non-seasonally adjusted



Source: Revolut

Notes:

1. Revolut data are presented on a per-account basis to account for Revolut's change in user-base over time, so that comparisons can be made on a like-for-like basis over a longer time series.
2. Revolut customers tend to be younger and more metropolitan than the average UK consumer, with an average age of 36 years in the UK, so spending may not be representative of the overall UK macroeconomic picture.
3. Users should note that card spending over time is pushed upwards by the impacts of both inflation on value of transactions, and cash-to-card conversion where within the financial payment ecosystem there is a shift away from cash spending towards card spending. We make no adjustments for these considerations.

Total Revolut debit card spending increased by 10% in the week to 19 January 2025 when compared with the equivalent week of 2024. Increases during this period were seen across all age groups, with the largest being for those aged 18 to 34 years, at 13%.

Our accompanying [Revolut spending on debit cards dataset](#) is available.

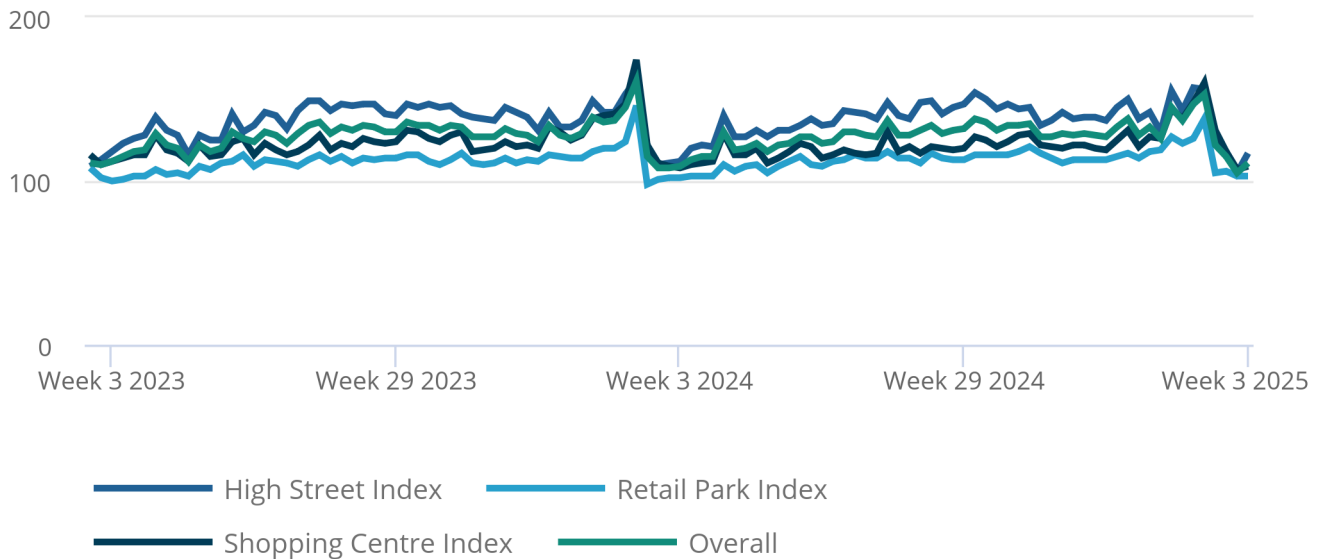
National retail footfall

Figure 4: Overall retail footfall increased by 7% in the week to 19 January 2025 from the previous week and was 3% higher than the equivalent week of 2024

Index of daily retail footfall volumes, UK, 1 January 2023 to 19 January 2025, non-seasonally adjusted

Figure 4: Overall retail footfall increased by 7% in the week to 19 January 2025 from the previous week and was 3% higher than the equivalent week of 2024

Index of daily retail footfall volumes, UK, 1 January 2023 to 19 January 2025, non-seasonally adjusted



Source: MRI OnLocation

Notes:

1. Peaks in footfall correspond to bank holidays and school holidays and for the previous 12 months are as follows: Week 7, 2024 February school half term; Week 15, 2024 Easter bank holidays and school holidays; Week 21, 2024 late May bank holiday and school half term; Weeks 30 to 35, 2024 school holidays; Week 43, 2024 October half-term; Week 51, 2024 Christmas bank holidays and school holidays.

In the week to 19 January 2025, high street and shopping centre footfall increased by 12% and 3%, respectively when compared with the previous week, while retail park footfall was broadly unchanged. When compared with the equivalent week of 2024, high street, shopping centre and retail park footfall all increased, by 4%, 2% and 1%, respectively.

When compared with the previous week, overall retail footfall increased in 11 of the 12 UK regions. The largest week-on-week increase was in Northern Ireland where overall retail footfall increased by 21%. Increases were also seen in 10 of the 12 UK regions when compared with the equivalent week of 2024, while the South East and East of England remained broadly unchanged.

4 . Business and workforce

Textkernel online job adverts

This week we are introducing [Textkernel](#) online job advert data, collected from approximately 90,000 job boards and recruitment pages via comprehensive web-scraping software.

Details on the methods used to compile these estimates are available in our [measuring labour demand volumes across the UK using Textkernel data user guide](#).

Our previous real-time online job advert estimates were provided by Adzuna. These estimates showed all live online job advertisements, broken down by job category and by region, from February 2018 to October 2024. The estimates were based upon the information included in the job advert.

The new online job advert estimates we introduce in this release using Textkernel data have been produced to align to the Standard Occupation Classification (SOC) framework and as such are disseminated by occupation. Even though they can be used to show changes in labour demand, they are official statistics in development (as explained in our guide) and should be used only as an indicator of changing labour demand.

As adverts are not the same as vacancies, we advise caution when comparing these estimates with the [Office for National Statistics \(ONS\) Vacancy Survey](#), which are accredited official statistics. As such, sources are not directly comparable. Please refer to the user guides for more information.

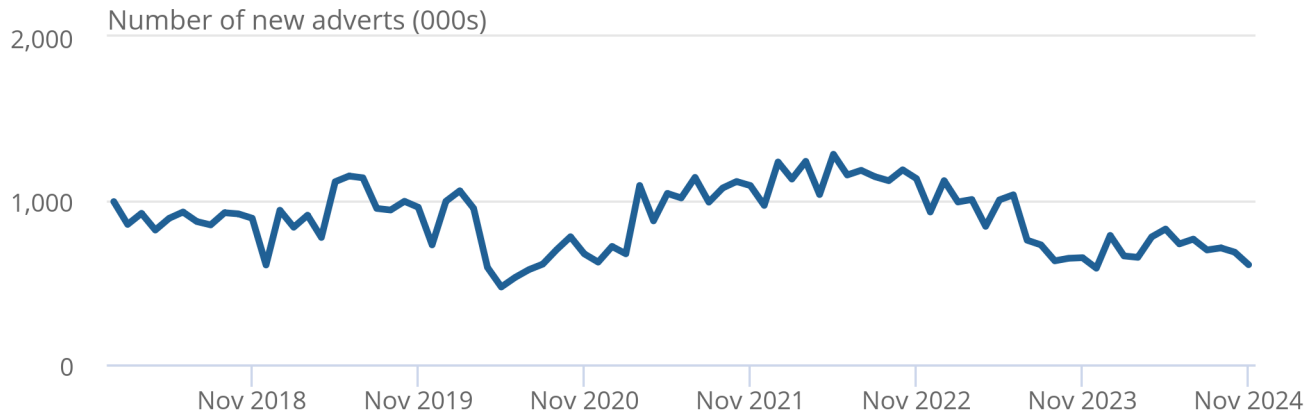
In this publication, our leading metric is new adverts, which represents the total number of adverts that appear online for the first time in the calendar month.

Figure 5: There were around 0.6 million new adverts in November 2024, this was 11% lower than October 2024 and 53% lower than its peak in May 2022

Volume of new adverts, UK, January 2018 to November 2024, non-seasonally adjusted

Figure 5: There were around 0.6 million new adverts in November 2024, this was 11% lower than October 2024 and 53% lower than its peak in May 2022

Volume of new adverts, UK, January 2018 to November 2024, non-seasonally adjusted



Source: Textkernel

Notes:

1. New adverts represent the total number of adverts that appear online for the first time in the calendar month.
2. Counts are rounded to the nearest 5.

The number of new adverts steadily increased throughout 2021, peaking in May 2022 at 1.3 million. Since its peak, the number of new adverts fell throughout 2023 and has remained between 600,000 to 850,000 new adverts per month throughout 2024.

The most recent data show that for November 2024, the number of new adverts decreased by 11% when compared with the previous month to 0.6 million and decreased by 7% when compared with November 2023.

Figure 6: London had the largest percentage drop in new adverts between November 2023 and November 2024, falling by 18% over this period

Volume of new adverts, UK countries and English regions, January 2018 to November 2024, non-seasonally adjusted

Notes:

1. New adverts represent the total number of adverts that have gone online in the month, calculated by counting the number of adverts that appear for the first time across the calendar month.
2. Counts are rounded to the nearest 5.
3. For information on how adverts were assigned to geographical locations, see [measuring labour demand volumes across the UK using Textkernel data user guide](#).

All UK countries and English regions followed the national trend of declining numbers in new adverts throughout 2023 and continued to mirror the national trend throughout 2024.

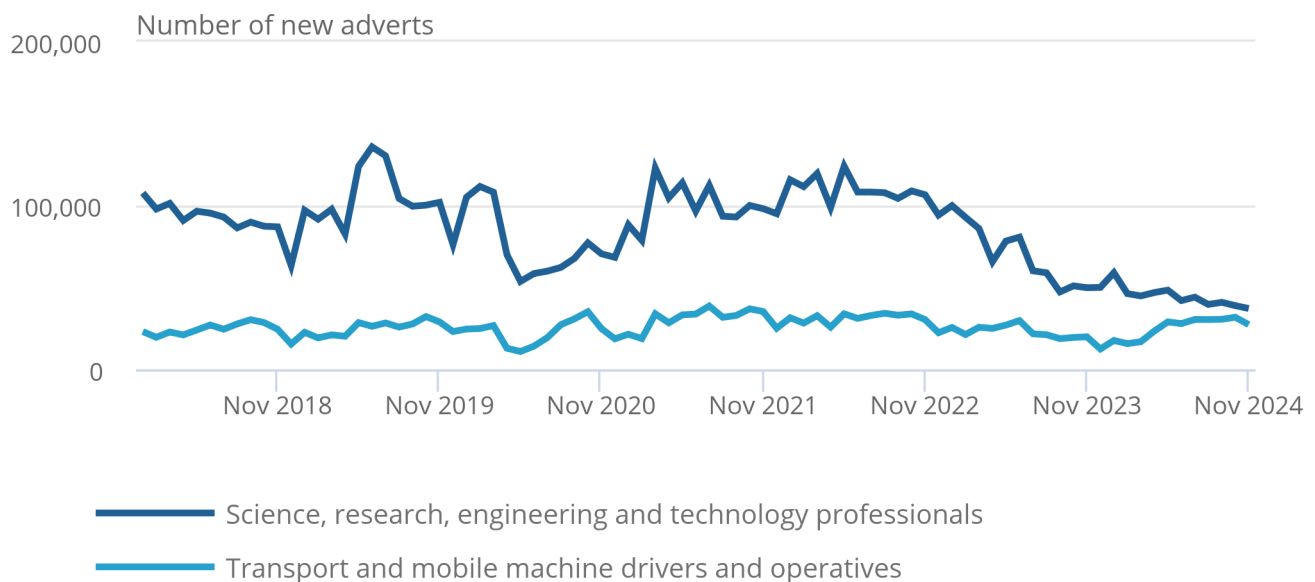
The largest percentage decrease in new adverts in November 2024 was in London, falling by 18% when compared with the previous year. Northern Ireland and Yorkshire and The Humber were the only two countries or regions that had increases in new adverts in November 2024 when compared with November 2023, increasing by 27% and 2%, respectively. The only country or region where the number of new adverts remained broadly unchanged over this period was Scotland.

Figure 7: New adverts for “science, research, engineering and technology professions” fell by 25% in November 2024 when compared with November 2023

Volume of new adverts by occupation, UK, January 2018 to November 2024, non-seasonally adjusted

Figure 7: New adverts for “science, research, engineering and technology professions” fell by 25% in November 2024 when compared with November 2023

Volume of new adverts by occupation, UK, January 2018 to November 2024, non-seasonally adjusted



Source: Textkernel

Notes:

1. New adverts represent the total number of adverts that have gone online in the month, calculated by counting the number of adverts that appear for the first time across the calendar month.
2. Counts are rounded to the nearest 5.
3. For information on how adverts were categorised into Standard Occupational Classification (SOC 2020) occupations, see the [Measuring labour demand volumes across the UK using Textkernel data user guide](#).

The number of new adverts was lower in 14 of the 26 occupation categories in November 2024 when compared with November 2023. The category that saw the largest percentage decrease in new adverts over this period was "Science, research, engineering and technology professionals", which fell by 25%. The category with one of the largest increases in new adverts over the same period was "Transport and mobile machine drivers and operatives", which increased by 37%. Notably, new adverts did increase by 90% between November 2023 and November 2024 for "Community and civil enforcement occupations", but the total number of adverts was relatively small in comparison to other occupations.

Our accompanying online job advert estimates dataset is available, and further detailed data [by local authority district and 4-digit SOC](#) are also available.

Business impact and insights

The Business Insights and Conditions Survey (BICS) collects data from selected industries and does not have full coverage of the UK economy. For more information on the industries covered in the BICS sample, see our [Business Insights and Conditions Survey \(BICS\) Quality and Methodology](#) information

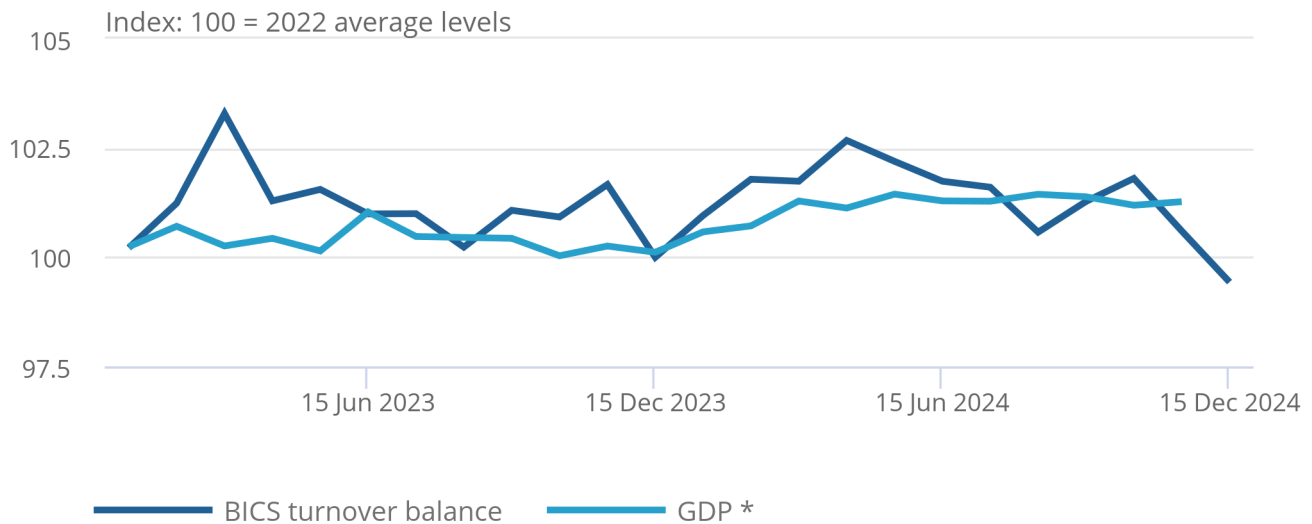
To enable comparisons, we have created a reweighted gross domestic product (GDP) estimate, termed as GDP*, which only includes the same industries as those covered within the BICS.

Figure 8: BICS standardised turnover balance estimate decreased by 1.2 percentage points between November and December 2024, in line with seasonal expectations

The Business Insights and Conditions Survey (BICS) turnover balance standardised and monthly GDP* estimates, UK, 15 January 2023 to 15 December 2024

Figure 8: BICS standardised turnover balance estimate decreased by 1.2 percentage points between November and December 2024, in line with seasonal expectations

The Business Insights and Conditions Survey (BICS) turnover balance standardised and monthly GDP* estimates, UK, 15 January 2023 to 15 December 2024



Source: Business Insights and Conditions Survey (BICS) from the Office for National Statistics

Notes:

1. Final weighted results, Wave 7 to 124 of the Office for National Statistics (ONS) [Business Insights and Conditions Survey \(BICS\)](#) and adjusted monthly Gross Domestic Product (termed as GDP*) estimates.
2. BICS turnover balances have been standardised and adjusted for magnitude and trading status.
3. GDP* is a comparison measure derived to cover the same industries as those covered by BICS, which are then re-weighted. This differs from published monthly GDP.
4. In Wave 53, the BICS question changed from "the last two weeks" to "the last month". From Wave 55, the question changed to ask specifically about the most recent calendar month.
5. The BICS asks businesses to report how their value of turnover compares with the previous month, excluding seasonal changes. GDP* excludes any inflationary impact and reflects the changes in volume terms.
6. Data are plotted in the middle of the reference period.

Around 3 in 10 (30%) trading businesses reported that their turnover had decreased in December 2024 compared with the previous calendar month, up 5 percentage points from the proportion reported for November 2024, and the highest proportion reported since December 2022; in contrast, 14% reported their turnover was higher, broadly stable from last month.

Advanced notification of potential redundancies

The number of potential redundancies in the week to 12 January 2025 was 35% lower than the equivalent week of 2024, calculated as a four-week rolling average. The number of employers proposing redundancies was 2% higher when compared with the same period.

Comparisons with the equivalent period a year ago help account for any seasonal impacts. For more information, our accompanying [Advanced notification of potential redundancies dataset](#) is available.

5 . Energy

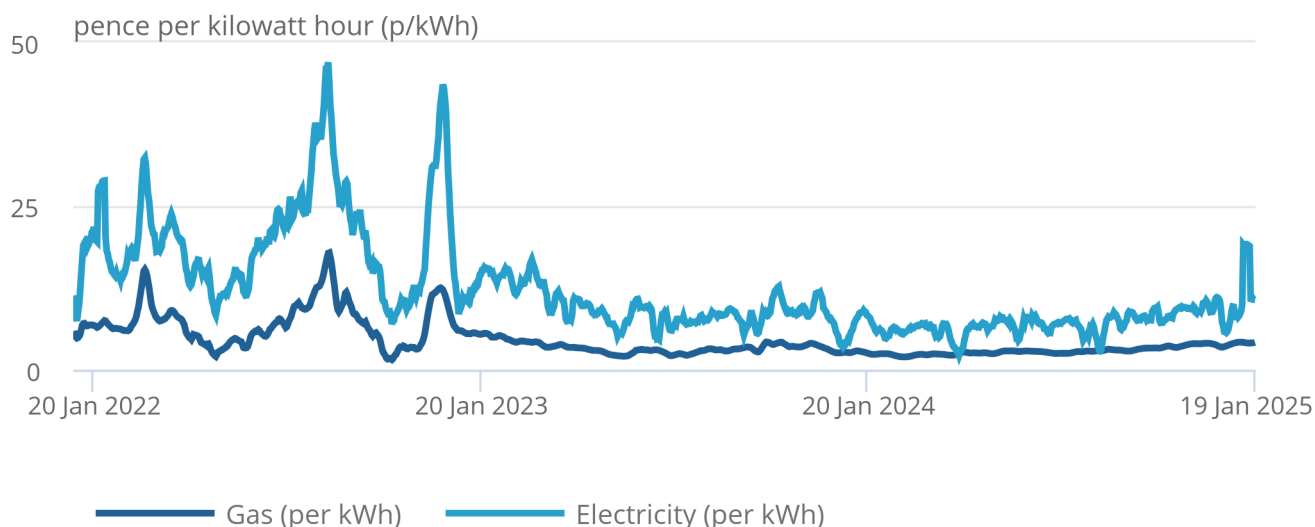
Gas and electricity prices

Figure 9: The System Average Price of gas increased by 3% in the week to 19 January 2025, compared with the previous week, while the System Price of electricity decreased by 44%

System Average Price (SAP) of gas and System Price of electricity, seven-day rolling average, UK, 1 January 2022 to 19 January 2025, non-seasonally adjusted

Figure 9: The System Average Price of gas increased by 3% in the week to 19 January 2025, compared with the previous week, while the System Price of electricity decreased by 44%

System Average Price (SAP) of gas and System Price of electricity, seven-day rolling average, UK, 1 January 2022 to 19 January 2025, non-seasonally adjusted



Source: Elexon, National Gas Transmission

In the week to 19 January 2025, The System Average Price (SAP) of gas increased by 3% when compared with the previous week, from a seven-day average price of 4.063 pence per kilowatt hour (p/kWh) to 4.173 p/kWh. This was 70% higher than the equivalent week of 2024, which had a seven-day average price of 2.451p/kWh.

In the week to 19 January 2025, the System Price of electricity decreased by 44% when compared with the previous week, from a seven-day average price of 19.091p/kWh to 10.665p/kWh. However, this was 32% higher than the equivalent week of 2024, which had a seven-day average price of 8.083 p/kWh.

Looking at monthly timescales for December 2024, the System Average Price of gas increased by 1% when compared with the previous month, from a monthly average price of 3.779p/kWh to 3.828p/kWh. This was 31% higher than the equivalent month of 2023, which had a monthly average price of 2.915p/kWh.

For the month of December 2024, the System Price of electricity decreased by 8% when compared with the previous month, from a monthly average price of 9.375p/kWh to 8.599p/kWh. However, this was 24% higher than the equivalent month of 2023, which had a monthly average price of 6.910p/kWh. Overall, when looking at December 2024 prices, both energy sectors showed price increases when compared with December 2023.

Our accompanying [System Average Price of gas dataset](#) and [System Price of electricity dataset](#) are available.

6 . Transport

Daily UK flights

In the week to 19 January 2025, the daily average number of UK flights decreased by 4%, when compared with the previous week, but was 4% higher than the equivalent week of 2024.

Our accompanying [Daily UK flights dataset](#) is available.

Weekly shipping indicators

In the week to 19 January 2025, the weekly count of total ships visiting selected UK ports increased by 5% when compared with the previous week. For this period, the weekly count of cargo ship and tanker visits increased by 7%.

When compared with the equivalent week of 2024, the total number of ship visits decreased by 4%, while visits from cargo ships and tankers were broadly unchanged.

Our accompanying [Weekly shipping indicators dataset](#) is available.

7 . Housing

Energy Performance Building Certificates

The total number of Energy Performance Building Certificates (EPCs) for new dwellings across England and Wales increased by 96% in the week to 19 January 2025 when compared with the previous week, in line with seasonal trends. For existing dwellings, it increased by 27% over the same period.

When compared with the equivalent period of 2024, the total number of EPCs for new dwellings decreased by 11%, while the number of EPCs for existing dwellings increased by 8%.

The Ministry of Housing, Communities and Local Government's weekly [EPCs for domestic properties dataset](#) is available.

8 . Data

[System Average Price \(SAP\) of gas](#)

Dataset | Released 23 January 2025

Daily data showing System Average Price (SAP) of gas, and rolling seven-day average, traded in Great Britain over the On-the-Day Commodity Market (OCM). These are official statistics in development. Source: National Gas Transmission.

[System Price of electricity](#)

Dataset | Released 23 January 2025

Daily data showing the System Price of electricity, and rolling seven-day average, in Great Britain. These are official statistics in development. Source: Elexon

[Daily UK flights](#)

Dataset | Released 23 January 2025

Daily data showing UK flight numbers and rolling seven-day average, including flights to, from, and within the UK. These are official statistics in development. Source: EUROCONTROL.

This section lists a selection of data available in this publication. Please note that because of our data sharing agreement with MRI onLocation, we are unable to provide a dataset for our footfall metric. For the full list of available datasets, please see our [accompanying dataset page](#).

9 . Glossary

Real-time indicator

A real-time indicator provides insights into economic activity using close-to-real-time big data, administrative data sources, rapid response surveys or experimental estimates, which represent useful economic and social concepts.

Seasonal adjustment

Seasonal adjustment is the identification and removal of consistent and systematic variation in time series associated with the time of year. For more information on seasonal variation, and how we implement seasonal adjustment, see Section 2 of our [Economic activity and social change in the UK, real-time indicators methodology article](#).

10 . Data sources and quality

Official statistics in development

These statistics are labelled as [official statistics in development](#). Until September 2023, these were called "experimental statistics". Read more about the change in our [Guide to official statistics in development](#).

We are developing how we collect and produce the data to improve the quality of these statistics. Find out more in our [Economic activity and social change in the UK, real-time indicators methodology article](#).

Once the developments are complete, we will review the statistics with the Statistics Head of Profession. We will decide if the statistics are of sufficient quality and value to be published as official statistics, or if further development is needed. Production may be stopped if they are not of sufficient quality or value. Users will be informed of the outcome and any changes.

We value your feedback on these statistics. If you would like to get in touch, please email realtime.indicators@ons.gov.uk.

Dataset release dates and intended release frequency

Latest release dates and intended release frequency of our associated datasets are available in this section. Please note that there may be some change to the intended release frequency for a variety of reasons, such as data availability. If you would like further information about any of these datasets, or previous release dates, please email realtime.indicators@ons.gov.uk.

Weekly data release

- [UK credit and debit card payments](#); last updated on 5 December 2024.
- [Revolut spending on debit cards dataset](#); last updated on 23 January 2025
- [Automotive fuel spending dataset](#); last updated on 16 January 2025.
- [Company incorporations, voluntary dissolutions and compulsory dissolutions dataset](#) was last updated on 23 January 2025.
- [Advanced notification of potential redundancies dataset](#); last updated on 23 January 2025.
- [System Average price of gas dataset](#); last updated on 23 January 2025.
- [System Price of electricity dataset](#); last updated on 23 January 2025.
- [Weekly shipping indicators dataset](#); last updated on 23 January 2025.
- [Daily UK flights dataset](#); last updated on 23 January 2025.

Monthly data release

- [Textkernel new online job adverts](#); last updated on 23 January 2025
- [Monthly Direct Debit failure rate and average transaction amount dataset](#); last updated on 23 January 2025.
- [Value Added Tax \(VAT\) flash estimates dataset](#); last updated on 17 October 2024.
- [Renter affordability for new tenancies dataset](#); last updated on 9 January 2025.

Quarterly data release

- [Sales and jobs in small businesses dataset](#); last updated on 7 November 2024.

Discontinued data series

- [Transactions at Pret A Manger dataset](#); last updated on 31 October 2024 with a fortnightly data release; please note these estimates are no longer being updated because of cessation of our data sharing agreement.
- [Online job advert estimates dataset](#); last updated on 24 October 2024 with a weekly data release; please note these estimates are no longer being updated and alternative data is available in our new online job advert dataset. Please note these two data series are not comparable.

Strengths and limitations

These statistics have been produced to provide timely indicators of the effect of developing world events on the UK economy and society, using close-to-real-time big data, administrative data sources, rapid response surveys, or official statistics in development.

The data presented in this bulletin are reviewed and refreshed on a regular basis. Indicators are swapped in and out of the publication based on their suitability and availability.

Seasonality

Seasonal fluctuations are likely to be present in many of these indicators, so caution must be applied when interpreting changes in series that are not seasonally adjusted.

11 . Related links

[Economic activity and social change in the UK, real-time indicators methodology](#)

Methodology | Last updated 2 April 2024

Methodology for the data collection, aggregation, analysis and presentation for the real-time indicators bulletin.

[GDP monthly estimate, UK](#)

Bulletin | Released monthly

Gross domestic product (GDP) measures the value of goods and services produced in the UK. It estimates the size of and growth in the economy.

[Public opinions and social trends, Great Britain](#)

Bulletin | Released monthly

Social insights on daily life and events, including important issues, cost of living, and artificial intelligence from the Opinions and Lifestyle Survey (OPN).

[Business insights and impact on the UK economy](#)

Bulletin | Released fortnightly

The impact of challenges facing the economy and other events on UK businesses, including financial performance, workforce, trade, and business resilience.

12 . Cite this statistical bulletin

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