

»» The second largest
economic centre
of Catalonia

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The service sector carries most economic weight in the Tarragona GDP and, along with the chemical and energy industries, make Tarragona the capital of the second economic area in Catalonia behind Barcelona.

2.1. ACTIVITY AND ECONOMIC GROWTH

> Gross domestic product at market prices (GDP mp)

	GDP mp	GDP mp PER INHAB.	
	Millions of Euro	Millions of Euro	Catalonia Index =100
Tarragona	5.602,30	40,3	139,0
Tarragonès	8.100,00	33,1	114,2
Catalonia	215.180,70	29	100,0

GDP 2008. Base 2000. Evaluation at market prices. Source: Idescat

> Gross domestic product at market prices (current prices) millions €

	SPAIN	CATALONIA	% CAT / SPAIN
2008	1.088.124	215.181	19,8
2009	1.053.914	207.237	19,7
2010	1.062.591	209.727	19,7

Source: Idescat, INE

> GDP per capita. In purchasing parity*, 2009

	INDEX (UE 27=100)
Catalonia	120,90
Spain	103,00
Euro Zone	109,00
European Union	100,00

* Harmonised GDP. Source: Eurostat and INE

> Tarragona. Gross Value Added (GAV) by sectors

	WEIGHT s/TOTAL (%)
Agriculture	0,3
Industry	27,8
Construction	9,8
Services	62,2
TOTAL	100

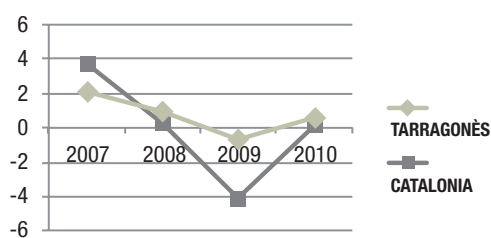
GAV at basic prices. Base 2000

> GAV bp growth in Tarragonès (Tarragona regions) by sectors. 2010

	TARRAGONÈS %	CATALONIA %
Primary	-8,12	0,3
Industry	3,82	1,79
Construction	-6,57	-6,1
Services	0,3	0,4
TOTAL	0,62	0,15

Source: Catalonia Caixa (2011)

> GAV bp growth in Tarragonès. 2007-2010



Source: Catalonia Caixa (2011)



02

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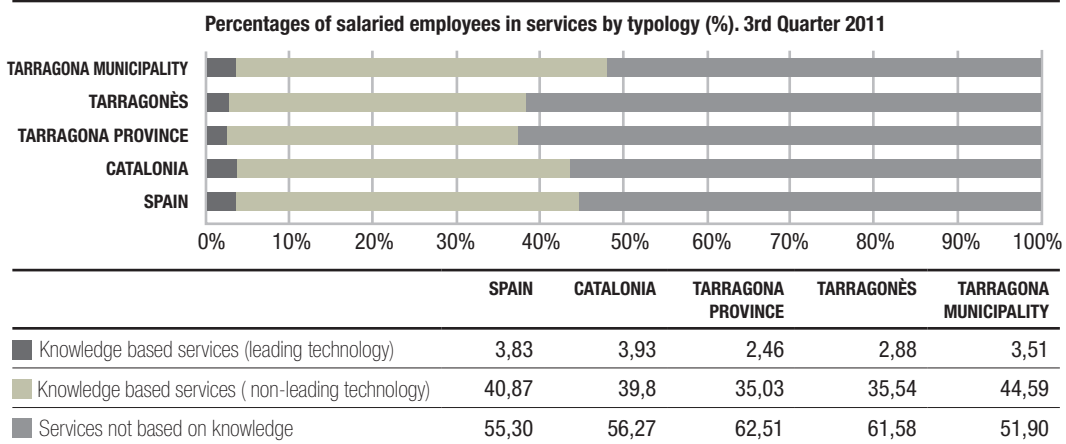
2.2. PRODUCTIVE SPECIALISATION

> Percentage of salaried employees per economic sector

3T2011	TGN MUNICIPALITY	TARRAGONÈS	TARRAGONA PROV.	CATALONIA	SPAIN
Agriculture	0,05	0,16	0,74	0,33	0,44
Industry	12,03	13,55	19,44	17,81	15,39
Construction	5,90	7,46	7,78	5,95	7,13
Services	82,02	78,83	72,04	75,91	77,04
TOTAL	100,00	100,00	100,00	100,00	100,00

Source: Catalan Government, Work Observatory and Ministry of Works and Immigration.

> Percentages of salaried employees in services by typology



Source: Catalan Government and Ministry of Employment

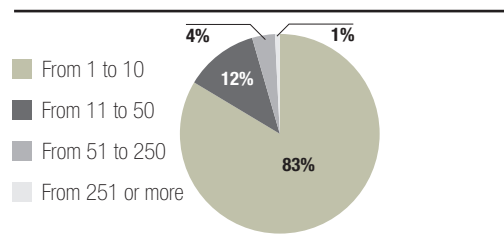
2.3. COMPANIES

> Companies in Tarragona by number of salaried employees

	NUMBER OF COMPANIES
From 1 to 10	4.357
From 11 to 50	622
From 51 to 250	193
From 251 or more	40
TOTAL	5.212

Source: Gencat, Work Observatory 2T2011

> Percentage of companies in Tarragona by number of salaried employees



Source: Gencat, Work Observatory 2T2011

> Job posts in Tarragona

Registered in all Social Security (National Insurance) regimes

	N.I. REGISTERED	SELF-EMPLOYED	TOTAL	TGNA/PROV/CAT/SPAIN
Tarragona*	69.306	6.450	75.756	27%
Tarragona province	222.800	53.724	276.524	9%
Catalonia	2.471.855	529.592	3.001.447	18%
Spain	14.044.293	3.067.499	17.111.792	

*The data for the city of Tarragona maybe over-stated as it is the capital. Source: Social Security, December 2011

> Bank entities with branches in Tarragona*

BANCO BANIF	BANKINTER	CAJASTUR
BANCO CAIXA GERAL	BANKPYME	CAM (CAJA AHORROS MEDITERRÁNEO)
BANCO GALLEGO SA	BARCLAYS	CATALONIA BANK CX
BANCO PASTOR (BANCO POPULAR)	BBVA	DEUTSCH BANK
BANCO POPULAR	CAIXA BANK (LA CAIXA)	IBERCAJA
BANCO SANTANDER	CAIXA LAIETANA	RURALCAJA
BANCO DE VALENCIA	CAIXA PENEDÈS	SABADELL - ATLÁNTICO
BANESTO	CAJA DE ARQUITECTOS	UNNIM
BANKIA	CAJA ESPAÑA Y CAJA DUERO	

* Information as of December 2011

2.4. SPENDING OR PURCHASING POWER

> Family budget survey

	TOTAL SPENDING	AVERAGE SPENDING PER HOME	AVERAGE SPENDING PER PERSON	INDEX ON THE AVERAGE OF AVERAGE SPENDING PER PERSON	AVERAGE SPENDING PER CONSUMPTION UNIT
	2010	2010	2010	2010	2010
Municipality of 100.000 or more inhabitants	225.768.157,75	30.763,53	11.845,85	106,14	17.789,76
Catalonia	88.552.876,08	31.888,95	12.164,53	108,99	18.388,25
Spain	511.393.478	29.782,34	11.160,85	100	16.933,1

Source: INE. Family budget survey. Data in thousands of Euro

> Market share

The market share is elaborated through a model equivalent to the average index numbers of population variables, number of land-lines (for domestic use), cars, lorries (lorries and vans), bank branches and retail commerce activities. The purchasing or consumption capacity is measured not just on the size of the population but also on its purchasing power.

	YEAR 2006	YEAR 2007	YEAR 2008	YEAR 2009	YEAR 2010
Tarragona	315	315	316	318	316
Reus	241	243	244	240	239
Tarragona Province	1.743	1.770	1.789	1.788	1.784
Catalonia	16.340	16.253	16.235	16.196	16.104

Source: La Caixa annual report. Participation per 100.000



02

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> Gross disposable family income (GDFI)

	GDFI THOUSANDS €	GDFI PER INHAB. THOUSANDS €
Tarragona	2.320.035	16,7
Tarragonès	3.947.214	16,1
Catalonia	125.670.644	16,9

Source: Idescat. Base 2000. Index for year 2008

2.5. MAIN COMMERCIAL AREA

> Population structure in the commercial area

AUTONOMOUS COMMUNITY COMMERCIAL AREA	MAIN MUNICIPAL POPULATION IN THE AREA	DIRECT GRAVITATION IN THE MAIN AREA	POPULATION IN SUB-AREAS	POPULATION IN REST OF AREAS	TOTAL AREA POPULATION	% OF TOTAL POPULATION IN THE COMMERCIAL AREA				
						AREA PRINCIPAL	DIRECT GRAVITATION	SUB-AREAS	REST OF AREAS	TOTAL
						6	7	8	9=7+8	10=6+9
	1	2	3	4=2+3	5=1+4					
CATALONIA										
Barcelona	1.619.337	1.629.887	2.276.567	3.906.454	5.525.791	29%	29%	41%	71%	100%
Figueres (Girona)	44.255	95.733	-	95.733	139.988	32%	68%	0%	68%	100%
Girona	96.236	258.294	281.749	540.043	636.279	15%	41%	44%	85%	100%
Lleida	137.387	110.285	250.006	360.291	497.678	28%	22%	50%	72%	100%
Manresa (Barcelona)	76.209	139.661	55.359	195.020	271.229	28%	51%	20%	72%	100%
Olot (Girona)	33.589	24.109	-	24.109	57.698	58%	42%	0%	42%	100%
Tarragona	140.184	177.231	441.632	618.863	759.047	18%	23%	58%	82%	100%
Vic (Barcelona)	40.422	133.608	24.945	158.553	198.975	20%	67%	13%	80%	100%

Source: Annual Economic Report on Spain. La Caixa 2011

> Potential market for the main municipalities in the commercial areas

AUTONOMOUS COMMUNITY MAIN MUNICIPALITY IN COMMERCIAL AREA	POPULATION MAIN AREA	SPENDING PER INHABITANT ON ALIMENTATION AND NON-ALIMENTATION (EURO)	POTENTIAL LOCAL MARKET (MILLIONS EURO)	POTENTIAL MARKET; REST OF AREA AND TOURISM (MILLIONS EURO)	TOTAL POTENTIAL MARKET (MILLIONS EURO)
	1	2	3=1*2	4	5=3+4
CATALONIA					
Barcelona	1.619.337	4.345	7.035	3.471	10.506
Tarragona	140.184*	4.049	568	362	930
Lleida	137.387	3.864	531	165	696
Girona	96.236	3.395	327	271	598
Manresa (Barcelona)	76.209	3.744	285	93	379
Vic (Barcelona)	40.422	4.276	173	85	257
Figueres (Girona)	44.255	3.641	161	68	229
Olot (Girona)	33.589	3.641	122	19	141

*Includes the population of the Canonja municipality which was segregated from Tarragona on 30/11/2010. Source: Annual Economic Report on Spain. La Caixa 2011

