

Kent Economic Indicators

Data is included for 12 indicators from a variety of sources. The latest data available as of June 2025 is presented.

NOTE: The term “Kent” refers to the Kent County Council area and excludes Medway

Further Information

Kent Analytics
Kent County Council
kent.gov.uk

This bulletin presents a summary of the economy at county and district level based on twelve economic indicators.

The analysis uses two models: one at County level, the other at District level.

The County-level model summarises a range of indicators for all 152 County and Unitary Authorities in England.

The district-level model does the same for the 309 District and Unitary Authorities in England.

In both models, the performance chart shows how each area performs compared to the national median, based on these indicators.

Contents

Introduction	1
Methodology.....	1
Indicators	1
Publication dates/survey dates.....	2
Kent County Council area	5
Ashford.....	7
Canterbury	9
Dartford	11
Dover	13
Folkestone & Hythe.....	15
Gravesham	17
Maidstone.....	19
Sevenoaks.....	21
Swale.....	23
Thanet	25
Tonbridge & Malling	27
Tunbridge Wells	29
Medway.....	31
Annexe	33
Related documents	40

Introduction

Methodology

The County-level model summarises a range of indicators for all 152 County and Unitary Authorities in England (using boundaries as of 2021), ranks the indicators and then converts the ranks to percent-ranks (a rank score out of 100). This standardises all the scores and enables direct comparison of what are very disparate indicator values.

The district-level model does the same for the 309 District and Unitary Authorities (as of 2021) in England.

In ranking the indicators, the order in which they are ranked has been set so that the higher the score the “better” the outcome. So, for example the earnings indicators are ranked in ascending order where the highest earnings (good) have a percent rank score of 100. In the case of unemployment however, the indicators are ranked in descending order, so that the lowest unemployment rates (good) have a percent rank score of 100. The closer to 100 the percent rank score is the better.

Indicators

12 indicators are used within the district and county models.

Unemployment – taken from the ONS Annual Population Survey model-based estimates of unemployment. This shows the percentage of all people aged 16+ without a job who were available to start work in the two weeks following their interview and who had either looked for work in the four weeks prior to interview or were waiting to start a job they had already obtained.

Job Density – This is an indicator of labour demand in an area showing the number of jobs available per working age resident. It is calculated by dividing the number of jobs in an area by the resident population aged 16-64. A job density of 1.0 would mean that there is one job for every resident aged 16-64. A density of less than 1 indicates there are fewer than 1 job per resident.

The total number of jobs is a workplace-based measure and comprises employee jobs, self-employed, government-supported trainees, and HM Forces.

Employee change – This looks at the 5-year percentage change in number of employee jobs. This indicator uses Business Register and Employment Survey (BRES) data.

Employees in the Knowledge Economy – using figures from the BRES this shows the proportion of employee jobs in the Knowledge Economy. The Knowledge Economy comprises those industries whose main purpose centres on knowledge or information, from highly technical industries and knowledge intensive services to creative industries. The knowledge economy has been identified as a key sector to drive future economic growth.

Employment rate – shows the proportion of those aged 16-64 who are in employment using data from the Annual Population Survey.

Earnings – using data from the Annual Survey of Hours and Earnings this looks at the average (median) weekly earnings on a resident and workplace basis.

GVA – using Office for National Statistics estimates which shows the GVA (the value of the goods and services produced in the economy) which is used to measure the overall economic well-being of an area. Data is shown as the amount of GVA per head of adult population.

Business Stock – this gives a snapshot of the number of vat registered businesses in the area. This data comes from the ONS Business Demography dataset.

3 Year Survival Rates – this shows the proportion of new businesses which remain surviving after 3 years of trading. This data comes from the ONS Business Demography dataset.

RQF4+ – using figures from the Annual Population Survey this shows the proportion of the population aged 16-64 who are qualified to RQF (Regulated Qualifications Framework) level 4 or above. This is based on a sample survey and results at district level may fluctuate. Data are only available from 2022 onwards.

RQF2+ – using figures from the Annual Population Survey this shows the proportion of the population aged 16-64 who are qualified to RQF (Regulated Qualifications Framework) level 2 and above. This is based on a sample survey and results at district level may fluctuate. Data are only available from 2022 onwards.

Publication dates/survey dates

The charts and tables are published based on what is available at the time of publishing. The charts therefore show the latest data that is available as of June for each of the indicators. Some datasets lag in terms of their release date compared to their actual survey date. The following table sets out the actual survey dates for each dataset that are used in each performance chart.

Table 1: Year to which data relates

Indicator	2021	2022	2023	2024	2025
Job Density	2019	2020	2021	2022	2023
Model-based unemployment	2020	2021	2022	2023	2024
Median Gross Weekly Workplace Earnings	2020	2021	2022	2023	2024
Median Gross Weekly Resident Earnings	2020	2021	2022	2023	2024
Employment Rate	2020	2021	2022	2023	2024
% RQF4+	-	-	2022	2023	2024
% RQF2+	-	-	2022	2023	2024
5 year % change in employees	-	2020	2021	2022	2024
Stock of businesses	2019	2020	2021	2022	2023
3-year Business Survival Rate	2019	2020	2021	2022	2023
GVA per Head	2019	2020	2021	2022	2023
% Employees in the Knowledge Economy	2019	2020	2021	2022	2023

Presented by: Kent Analytics, Kent County Council

Tables and charts

The following pages show:

Table

Timeseries table for the indicator values for each area. Tables for England and the South East are presented at the beginning of this bulletin for comparison.

Performance Chart

Chart showing the score for each compared to other areas in England and against the England Median.

The Kent chart shows Kent's position compared to all counties and unitary authorities in England. The district charts show each districts national performance compared to all district and unitary authorities in the South East.

Tables 2 and 3 show the indicator values for England and the South East for comparison.

Table 2: Indicator Values for England

England	2021	2022	2023	2024	2025
Job Density	0.88	0.85	0.86	0.88	0.88
Model-based unemployment (%)	4.7%	4.5%	3.7%	3.8%	4.0%
Median Gross Weekly Workplace Earnings (£)	£590.0	£613.3	£648.2	£689.9	£732.1
Median Gross Weekly Resident Earnings (£)	£589.9	£613.3	£648.2	£689.9	£732.0
Employment Rate (%)	75.6%	75.1%	75.8%	76.0%	75.7%
% RQF4+	-	-	45.1%	46.7%	47.1%
% RQF2+	-	-	85.8%	86.6%	86.7%
5 year % change in employees	-	3.0%	4.1%	5.1%	6.0%
Stock of businesses	2,639,250	2,653,080	2,592,840	2,581,080	2,531,480
3-year Business Survival Rate (%)	51.5%	53.0%	57.5%	55.9%	52.8%
GVA per Head (£)	30,514	29,051	31,159	33,902	36,632
% Employees in the Knowledge Economy	21.0%	21.0%	21.2%	21.4%	21.5%

Presented by: Kent Analytics, Kent County Council

Table 3: Indicator values for the South East

South East	2021	2022	2023	2024	2025
Job Density	0.97	0.87	0.89	0.88	0.93
Model-based unemployment (%)	4.0%	3.8%	3.2%	3.0%	3.6%
Median Gross Weekly Workplace Earnings (£)	£604.7	£635.0	£666.1	£709.1	£754.1
Median Gross Weekly Resident Earnings (£)	£629.0	£660.1	£689.0	£728.3	£779.2
Employment Rate (%)	78.2%	77.6%	78.1%	79.3%	78.7%
% RQF4+	-	-	48.1%	49.2%	48.5%
% RQF2+	-	-	88.5%	88.7%	88.6%
5 year % change in employees	-	0.8%	0.1%	3.9%	4.3%
Stock of businesses	461,745	464,950	449,130	442,295	432,615
3-year Business Survival Rate (%)	57.8%	58.5%	60.6%	58.4%	53.7%
GVA per Head (£)	32,221	31,597	32,675	34,743	37,385
% Employees in the Knowledge Economy	21.0%	22.0%	21.2%	22.2%	20.8%

Presented by: Kent Analytics, Kent County Council

Kent County Council area

Kent ranks above the national median in 6 indicators: median gross weekly resident earnings; employment rate; 5-year percentage change in employees; stock of businesses; 3-year business survival rate; GVA per head.

Kent ranks below the national median in 6 indicators: job density; unemployment rate; median gross weekly workplace earnings; percentage qualified to RQF4 and above; percentage qualified to RQF2 and above, and percentage of employees in the knowledge economy.

Kent performs best compared to other counties and unitary authorities for stock of businesses with a score of 99 out of 100 and ranking 2nd out of 152 authorities.

Kent performs worst compared to other counties and unitary authorities for percentage qualified to RQF4+ with a score of 35.7 out of 100.

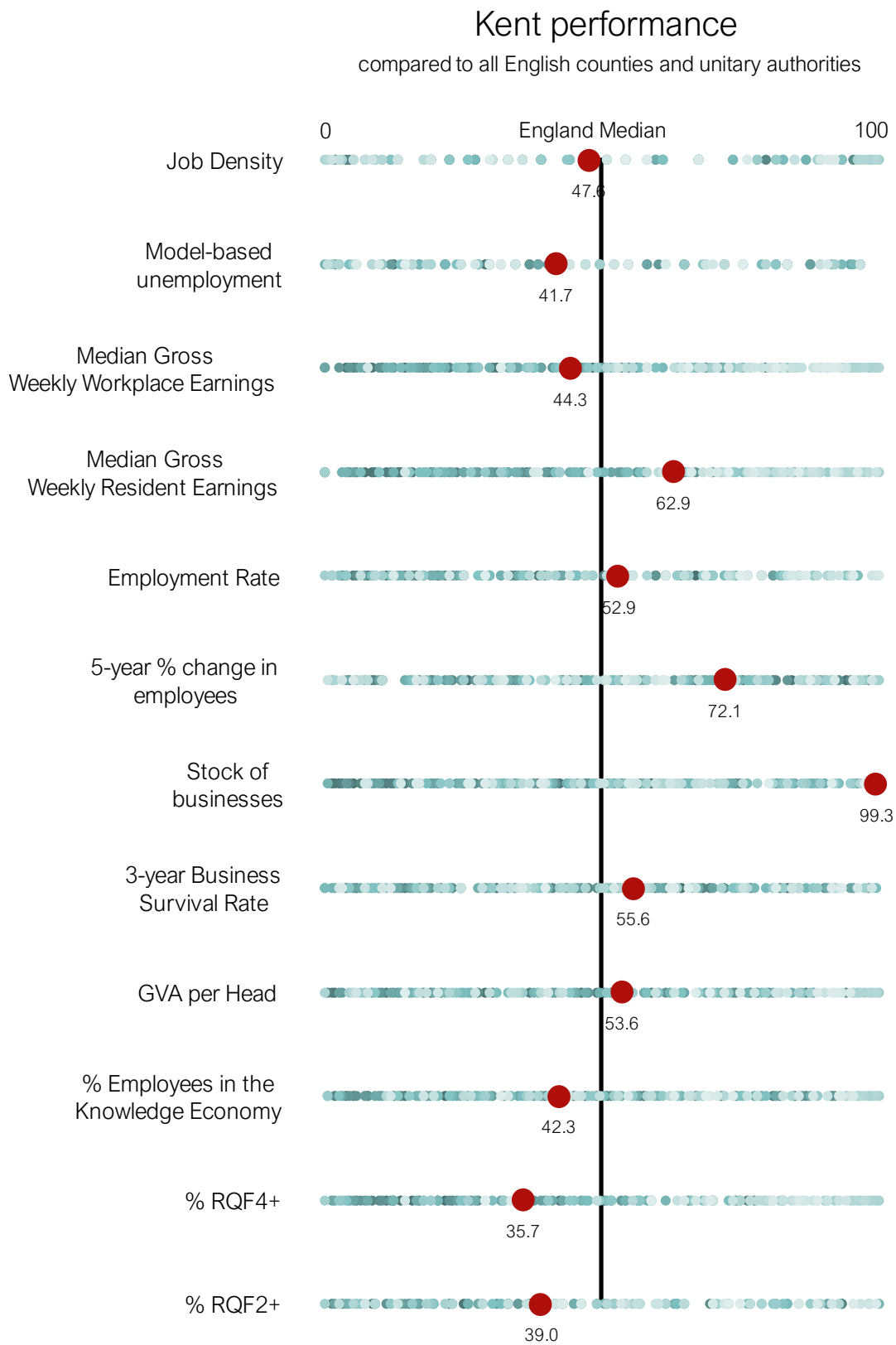
The values for each indicator for Kent are shown in table 4. Kent's indicator scores for 2025 can be found in table 31 at the end of this bulletin.

Table 4: Indicator values for Kent

Kent	2021	2022	2023	2024	2025
Job Density	0.81	0.79	0.81	0.82	0.81
Model-based unemployment (%)	3.9%	4.5%	3.7%	3.8%	4.0%
Median Gross Weekly Workplace Earnings (£)	£543.6	£574.9	£605.0	£653.7	£689.9
Median Gross Weekly Resident Earnings (£)	£606.6	£631.9	£670.8	£700.4	£751.8
Employment Rate (%)	78.6%	74.5%	76.4%	75.9%	75.9%
% RQF4+	-	-	41.7%	42.7%	41.6%
% RQF2+	-	-	86.3%	86.9%	85.4%
5 year % change in employees	-	1.0%	5.0%	6.4%	8.1%
Stock of businesses	69,750	70,815	70,040	69,500	68,910
3-year Business Survival Rate (%)	56.0%	58.9%	62.2%	60.3%	54.7%
GVA per Head (£)	25,186	24,467	25,520	27,193	29,379
% Employees in the Knowledge Economy	15.2%	15.7%	14.9%	15.1%	13.8%

Presented by: Kent Analytics, Kent County Council

Chart 1: Kent performance chart



Ashford

Ashford performs above the national median in 4 indicators: job density; 5-year percentage change in employees; stock of businesses; and GVA per head.

Ashford performs below the national median in 8 indicators: unemployment rate; median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; percentage of the population qualified to RQF4 and above; percentage of the population qualified to RQF2 and above; 3-year business survival rate; and percentage of employees in the knowledge economy.

Ashford performs best for the 5-year percentage change in employees scoring 91.2 out of 100.

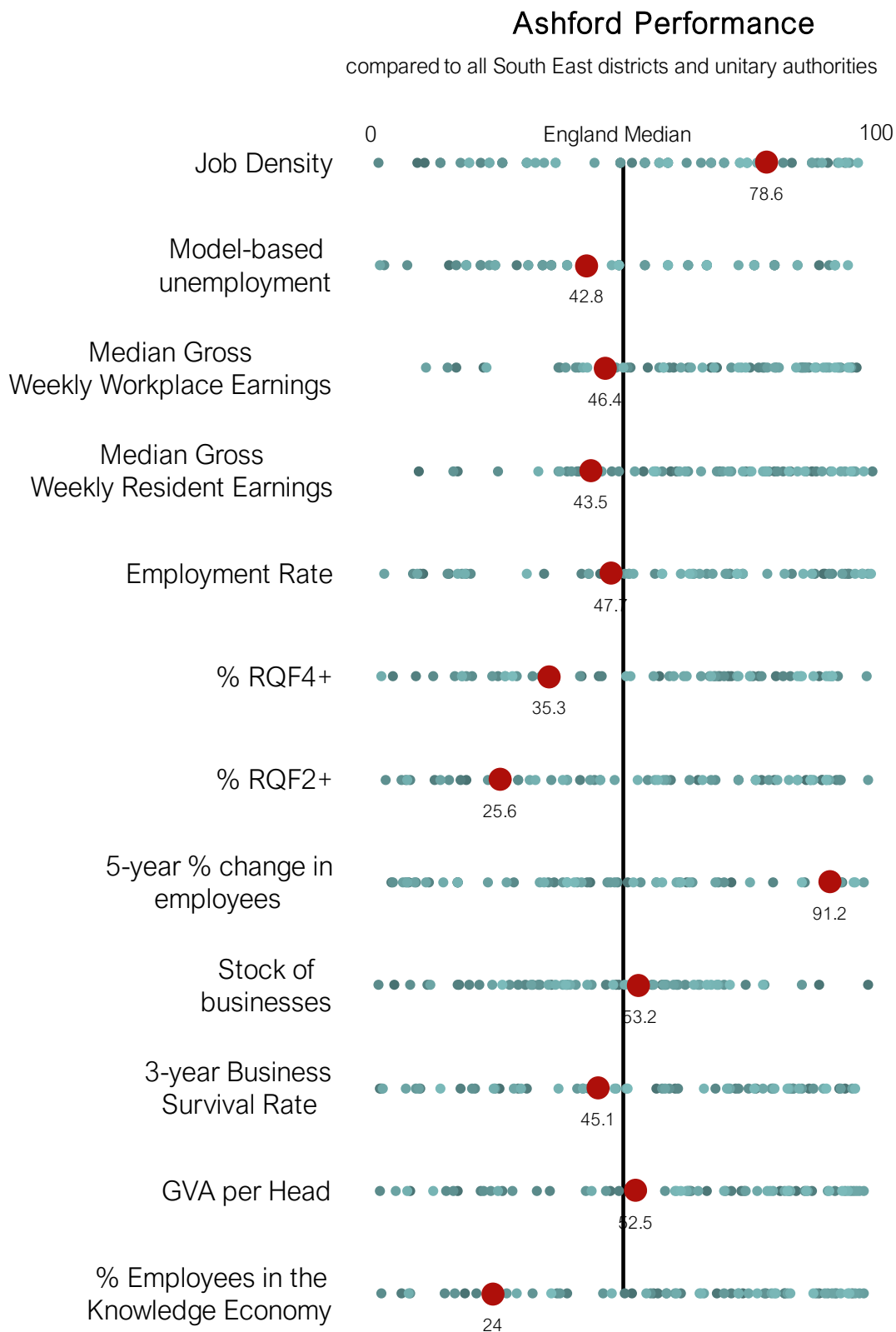
Ashford performs worst for percentage of employees in the knowledge economy scoring 24 out of 100.

Table 5: Indicator values for Ashford

Ashford	2021	2022	2023	2024	2025
Job Density	0.97	0.87	0.89	0.88	0.93
Model-based unemployment rate (%)	3.9%	4.7%	3.5%	3.2%	3.7%
Median Gross Weekly Workplace Earnings (£)	£519.2	£571.7	£592.2	£600.3	£678.3
Median Gross Weekly Resident Earnings (£)	£571.9	£597.9	£673.4	£667.5	£700.2
Employment Rate (%)	79.3%	72.5%	76.2%	68.1%	77.1%
% RQF4+	-	-	38.9%	37.5%	40.8%
% RQF2+	-	-	90.6%	82.9%	83.7%
5 year % change in employees	-	6.5%	7.2%	9.0%	13.8%
Stock of businesses	6,675	6,745	6,605	6,365	6,320
3-year Business Survival Rate (%)	55.4%	57.5%	59.1%	60.5%	55.0%
GVA per Head (£)	24,826	23,579	23,953	25,703	28,485
% Employees in the Knowledge Economy	10.5%	12.3%	11.8%	12.4%	10.5%

Presented by: Kent Analytics, Kent County Council

Chart 2: Ashford performance chart



Presented by: Kent Analytics, Kent County Council

Canterbury

Canterbury performs above the national median in 7 indicators: median gross weekly workplace and resident based earnings; percentage of the population qualified to RQF4 and above; percentage of the population qualified to RQF2 and above; 5-year percentage change in employee jobs; 3-year business survival rate; and percentage of employees in the knowledge economy.

Canterbury performs below the national median in 5 indicators: job density; unemployment rate; employment rate; stock of businesses; and GVA per head.

Canterbury performs best for percentage of the population qualified to RQF2 and above scoring 89.6 out of 100.

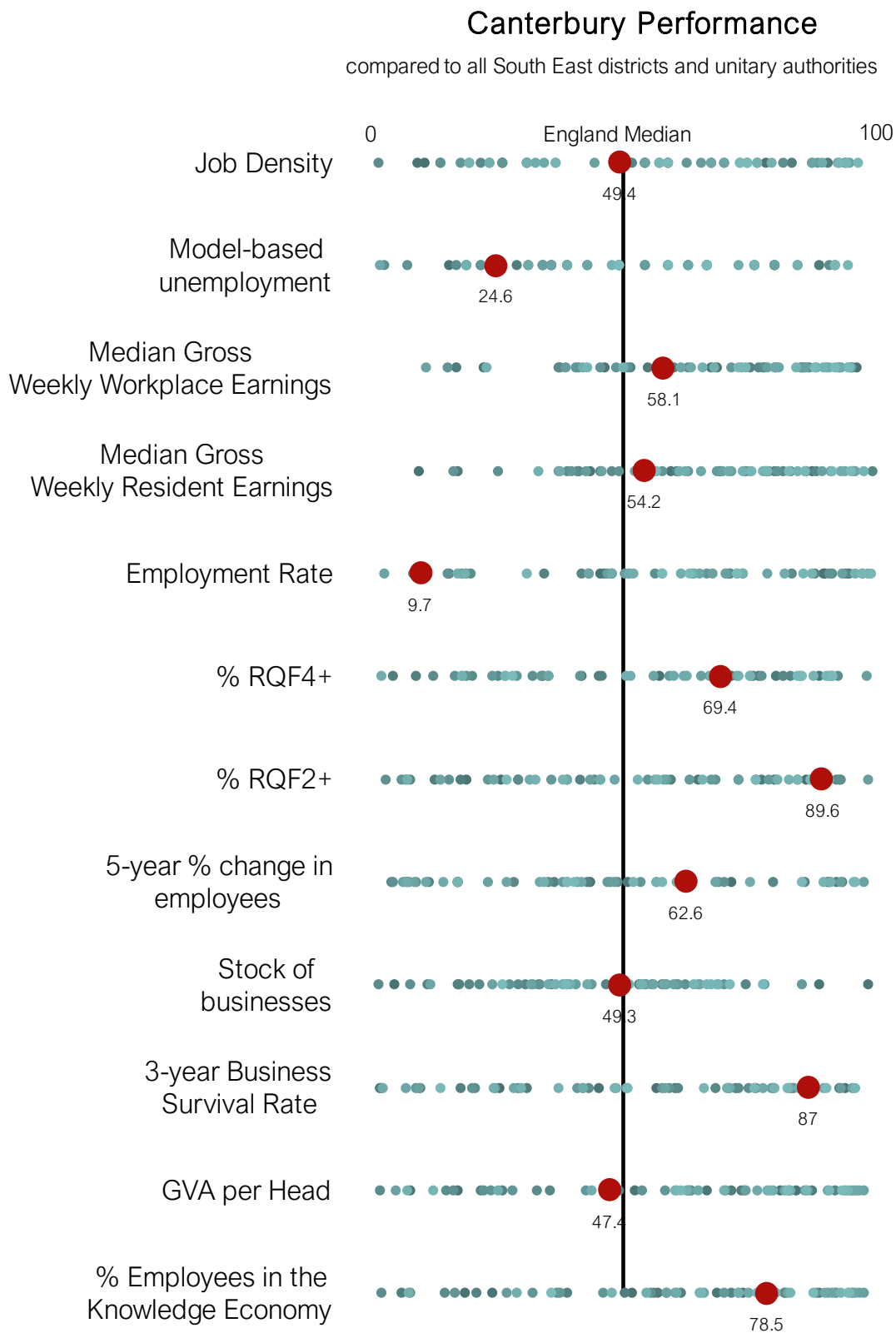
Canterbury performs worst for employment rate scoring 9.7 out of 100.

Table 6: Indicator values for Canterbury

Canterbury	2021	2022	2023	2024	2025
Job Density	0.82	0.76	0.85	0.89	0.8
Model-based unemployment rate (%)	3.9%	3.8%	3.5%	3.3%	4.4%
Median Gross Weekly Workplace Earnings (£)	£525.1	£520.4	£623.3	£655.3	£704.1
Median Gross Weekly Resident Earnings (£)	£598.4	£577.6	£654.3	£667.5	£728.3
Employment Rate (%)	80.3%	76.4%	69.0%	67.2%	67.9%
% RQF4+	-	-	40.8%	52.3%	50.2%
% RQF2+	-	-	84.2%	94.5%	93.3%
5 year % change in employees	-	5.6%	5.5%	0.7%	6.9%
Stock of businesses	5,935	5,985	5,955	6,045	6,040
3-year Business Survival Rate (%)	55.4%	60.3%	59.2%	63.6%	62.2%
GVA per Head (£)	21,775	21,191	23,322	24,545	27,210
% Employees in the Knowledge Economy	23.1%	24.2%	21.5%	22.2%	21.4%

Presented by: Kent Analytics, Kent County Council

Chart 3: Canterbury performance chart



Presented by: Kent Analytics, Kent County Council

Dartford

Dartford performs above the national median in 5 indicators: job density; median gross weekly workplace earnings; median gross weekly resident earnings; 5-year percentage change in employees; and GVA per head.

Dartford performs below the national median in 7 indicators: unemployment rate; employment rate; percentage qualified to RFQ4+; percentage qualified to RFQ2+; stock of businesses; 3-year business survival rate; and percentage of employees in the knowledge economy.

Dartford performs best for 5-year percentage change in employees scoring 93.8 out of 100.

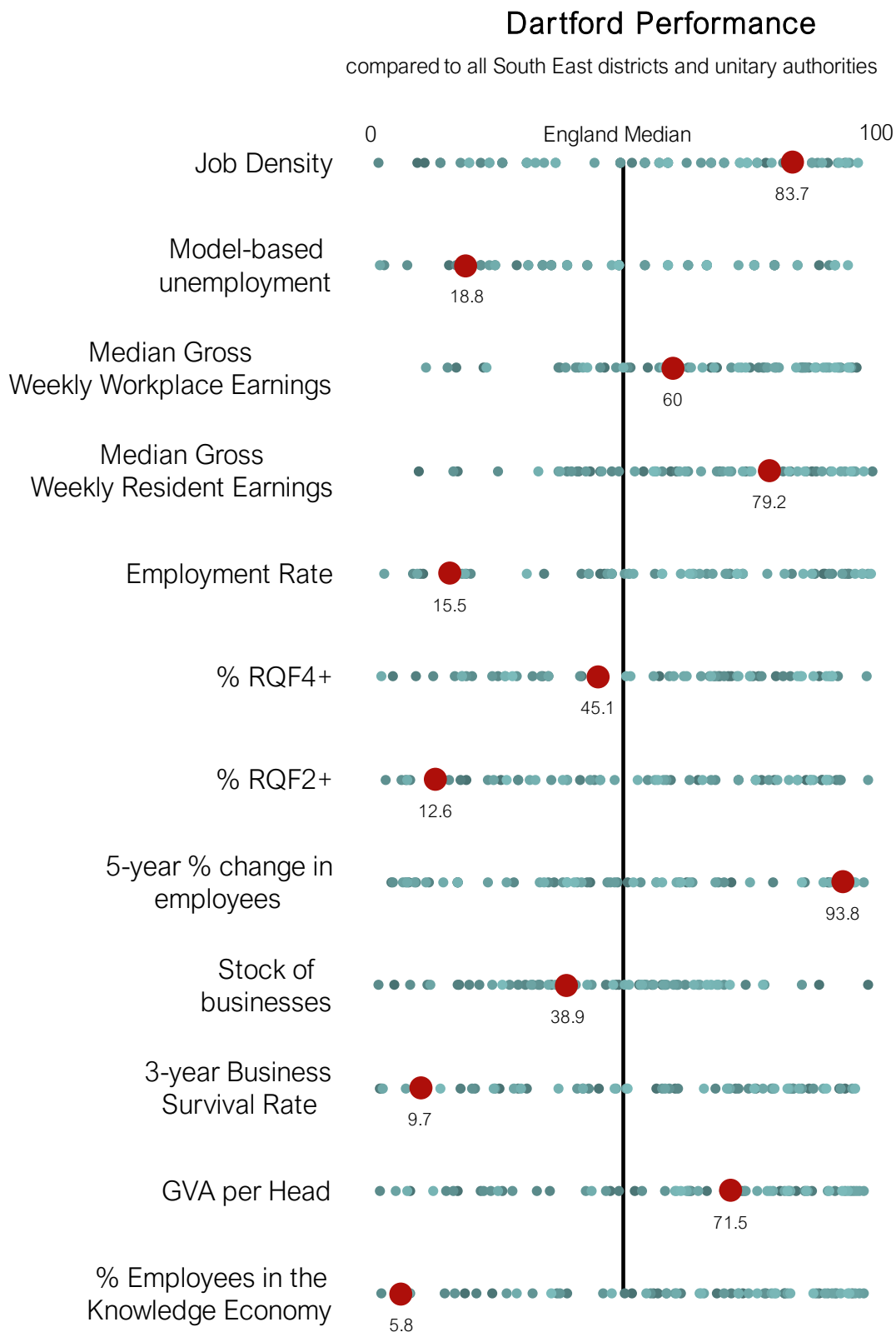
Dartford performs worst for percentage of employees in the knowledge economy scoring 5.8 out of 100.

Table 7: Indicator values for Dartford

Dartford	2021	2022	2023	2024	2025
Job Density	0.95	1.11	0.99	0.95	0.99
Model-based unemployment rate (%)	3.5%	4.7%	3.3%	3.1%	4.7%
Median Gross Weekly Workplace Earnings (£)	£574.9	£712.9	£713.5	£741.0	£709.1
Median Gross Weekly Resident Earnings (£)	£687.0	£693.0	£753.2	£778.7	£813.6
Employment Rate (%)	83.9%	67.4%	81.1%	86.4%	70.0%
% RQF4+	-	-	45.7%	52.1%	43.0%
% RQF2+	-	-	83.7%	94.3%	81.2%
5 year % change in employees	-	-0.8%	4.8%	21.1%	15.0%
Stock of businesses	5,455	5,690	5,355	5,275	5,150
3-year Business Survival Rate (%)	53.4%	59.1%	64.2%	46.6%	45.6%
GVA per Head (£)	34,100	31,201	32,555	32,960	35,982
% Employees in the Knowledge Economy	10.7%	11.4%	9.2%	8.7%	8.0%

Presented by: Kent Analytics, Kent County Council

Chart 4: Dartford performance chart



Presented by: Kent Analytics, Kent County Council

Dover

Dover performs above the national median in 3 indicators: median gross weekly workplace earnings; median gross weekly resident earnings; and 5-year percentage change in employees.

Dover performs below the national median in the remaining 9 indicators: job density; unemployment rate; employment rate; percentage qualified to RQF4 and above; percentage qualified to RQF2 and above; stock of businesses; 3-year business survival rate; GVA per head; and percentage of employees in the knowledge economy.

Dover performs best for 5-year percentage change in employee jobs scoring 90.9 out of 100.

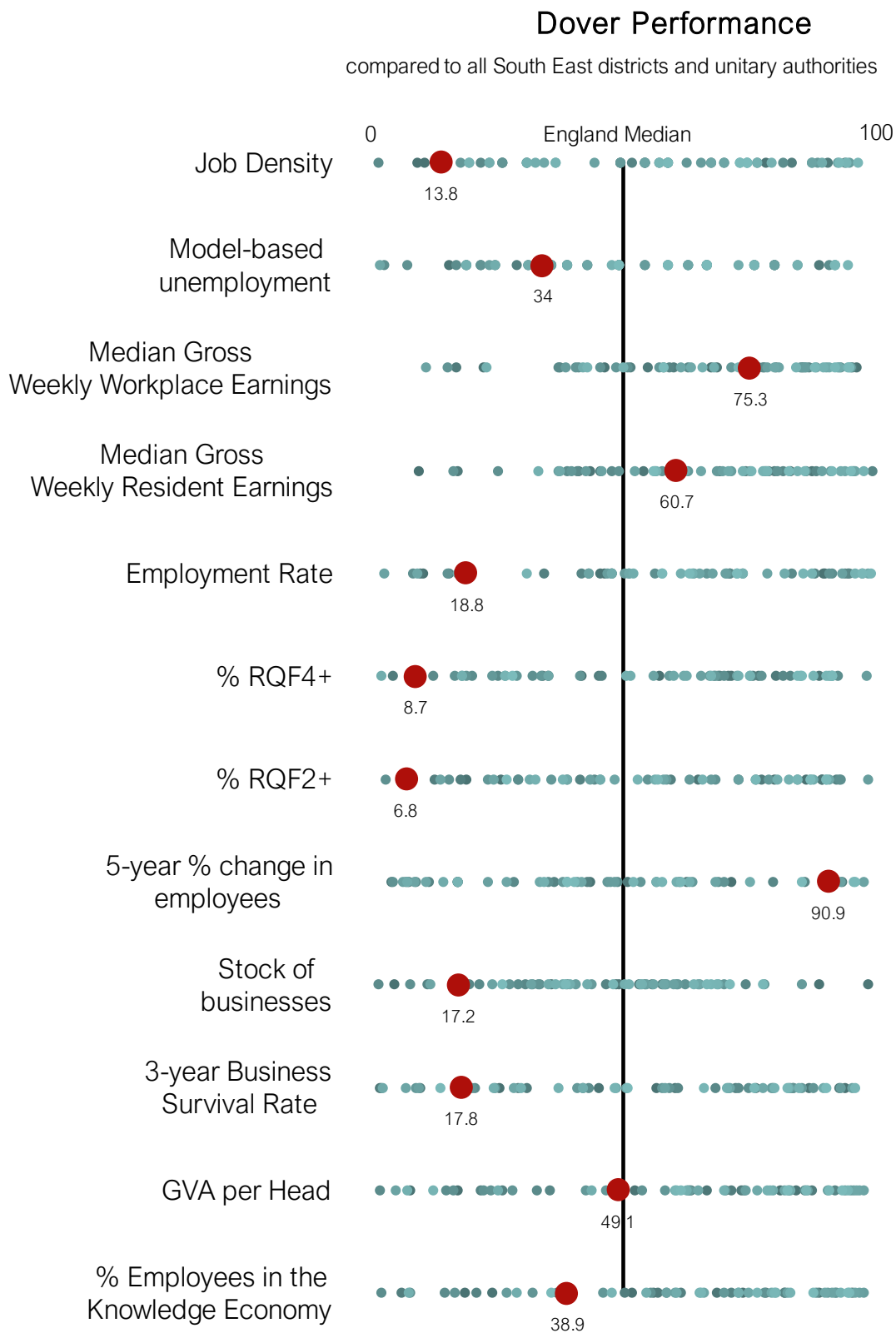
Dover performs worst for percentage qualified to RQF2+ scoring 6.8 out of 100.

Table 8: Indicator values for Dover

Dover	2021	2022	2023	2024	2025
Job Density	0.62	0.6	0.66	0.65	0.63
Model-based unemployment rate (%)	5.5%	4.6%	3.6%	3.6%	4.0%
Median Gross Weekly Workplace Earnings (£)	£615.1	£607.6	£614.1	£704.4	£749.6
Median Gross Weekly Resident Earnings (£)	£610.6	£642.5	£675.1	£676.0	£750.0
Employment Rate (%)	75.9%	72.4%	72.4%	70.9%	71.3%
% RQF4+	-	-	35.0%	33.5%	31.0%
% RQF2+	-	-	89.3%	85.9%	79.1%
5 year % change in employees	-	-1.5%	9.2%	9.1%	13.6%
Stock of businesses	3,740	3,885	3,875	3,880	3,865
3-year Business Survival Rate (%)	47.3%	55.4%	65.4%	62.4%	48.4%
GVA per Head (£)	21,432	20,502	21,648	26,117	27,633
% Employees in the Knowledge Economy	13.0%	13.4%	13.4%	13.9%	12.7%

Presented by: Kent Analytics, Kent County Council

Chart 5: Dover performance chart



Presented by: Kent Analytics, Kent County Council

Folkestone & Hythe

Folkestone & Hythe performs above the national median in 2 indicators: employment rate; and 3-year business survival rate.

Folkestone & Hythe performs below the national median in 10 indicators: job density; unemployment rate; gross weekly workplace and resident-based earnings; percentage qualified to RQF level 4 and above; percentage qualified to RQF level 2 and above; 5-year percentage change in employees; stock of businesses; GVA per head; and percentage of employees in the knowledge economy.

Folkestone & Hythe performs best for 3-year business survival rate scoring 73 out of 100.

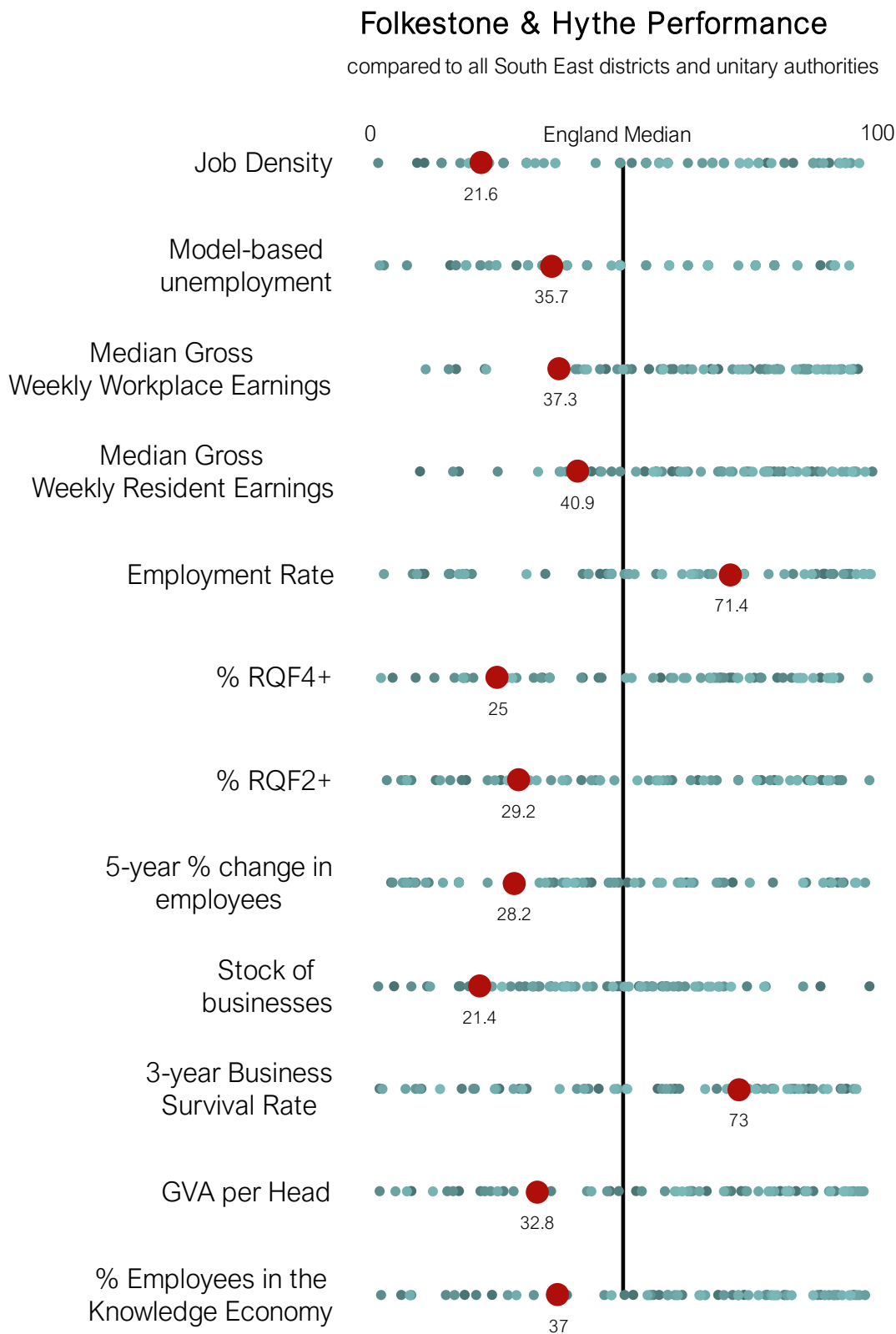
Folkestone & Hythe performs worst for stock of businesses scoring 21.4 out of 100.

Table 9: Indicator values for Folkestone & Hythe

Folkestone & Hythe	2021	2022	2023	2024	2025
Job Density	0.71	0.71	0.71	0.78	0.67
Model-based unemployment rate (%)	4.0%	4.3%	4.3%	4.5%	3.9%
Median Gross Weekly Workplace Earnings (£)	£489.9	£561.2	£646.0	£648.0	£666.9
Median Gross Weekly Resident Earnings (£)	£552.6	£607.8	£684.2	£670.1	£695.1
Employment Rate (%)	81.3%	75.0%	81.7%	65.9%	80.5%
% RQF4+	-	-	39.6%	41.6%	37.8%
% RQF2+	-	-	80.1%	74.9%	84.1%
5 year % change in employees	-	1.4%	0.0%	5.7%	1.4%
Stock of businesses	4,060	4,090	4,040	4,070	3,960
3-year Business Survival Rate (%)	51.7%	56.0%	60.7%	61.3%	59.3%
GVA per Head (£)	20,546	19,957	19,048	22,636	25,244
% Employees in the Knowledge Economy	13.2%	13.3%	13.7%	13.5%	12.3%

Presented by: Kent Analytics, Kent County Council

Chart 6: Folkestone & Hythe performance chart



Presented by: Kent Analytics, Kent County Council

Gravesham

Gravesham performs above the national median in 1 indicator: unemployment rate; median gross weekly workplace earnings.

Gravesham performs below the national median in 11 indicators: job density; unemployment rate; median gross weekly resident earnings; employment rate; percentage qualified to RQF level 4 and above; percentage qualified to RQF level 2 and above; 5-year percentage change in employees; stock of businesses; 3-year business survival rate; GVA per head; and percentage of employees in the knowledge economy.

Gravesham performs best for median gross weekly workplace-based earnings scoring 78.2 out of 100.

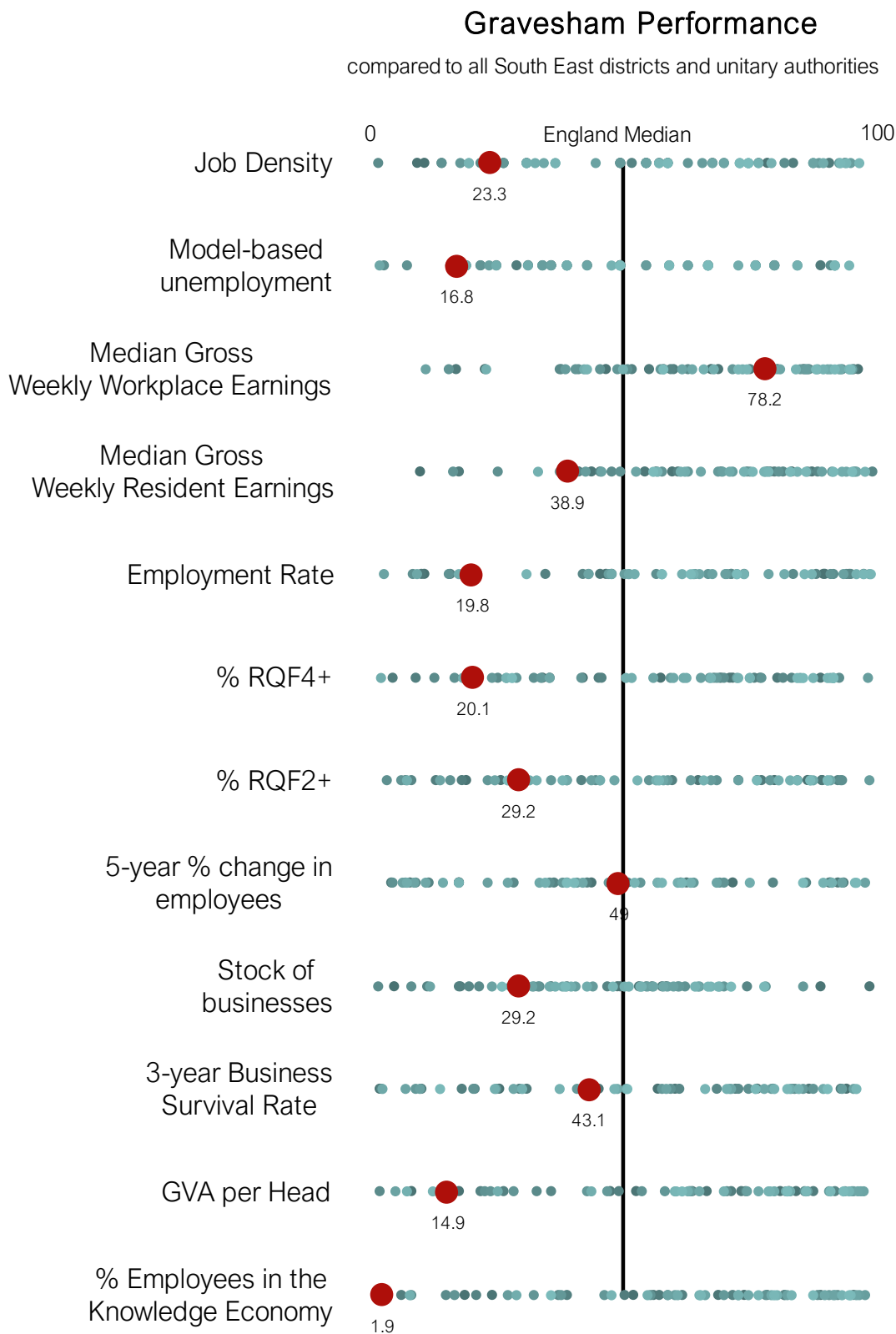
Gravesham performs worst for percentage of employees in the knowledge economy scoring 1.9 out of 100.

Table 10: Indicator values for Gravesham

Gravesham	2021	2022	2023	2024	2025
Job Density	0.56	0.57	0.57	0.57	0.68
Model-based unemployment rate (%)	4.7%	4.3%	3.3%	3.0%	4.8%
Median Gross Weekly Workplace Earnings (£)	£651.0	£600.6	£653.4	£772.7	£759.8
Median Gross Weekly Resident Earnings (£)	£551.1	£612.2	£660.9	£759.8	£690.5
Employment Rate (%)	78.6%	78.6%	81.6%	85.6%	71.6%
% RQF4+	-	-	38.7%	41.1%	36.2%
% RQF2+	-	-	83.1%	84.9%	84.1%
5 year % change in employees	-	14.0%	15.0%	6.3%	4.7%
Stock of businesses	4,610	4,665	4,635	4,635	4,525
3-year Business Survival Rate (%)	54.0%	56.3%	62.6%	57.8%	54.7%
GVA per Head (£)	16,526	16,445	17,627	19,762	20,476
% Employees in the Knowledge Economy	8.3%	8.5%	7.2%	7.5%	6.7%

Presented by: Kent Analytics, Kent County Council

Chart 7: Gravesham performance chart



Presented by: Kent Analytics, Kent County Council

Maidstone

Maidstone performs above the national median in 5 indicators: job density; employment rate; 5-year percentage change in employee jobs; stock of businesses; and GVA per head.

Maidstone performs below the national median in 7 indicators: unemployment rate; median gross weekly workplace earnings; median gross weekly resident earnings; people qualified to RQF level 4 and above; people qualified to RQF level 2 and above; 3-year business survival rate; and percentage of employees in the knowledge economy.

Maidstone performs best for stock of businesses scoring 70.1 out of 100.

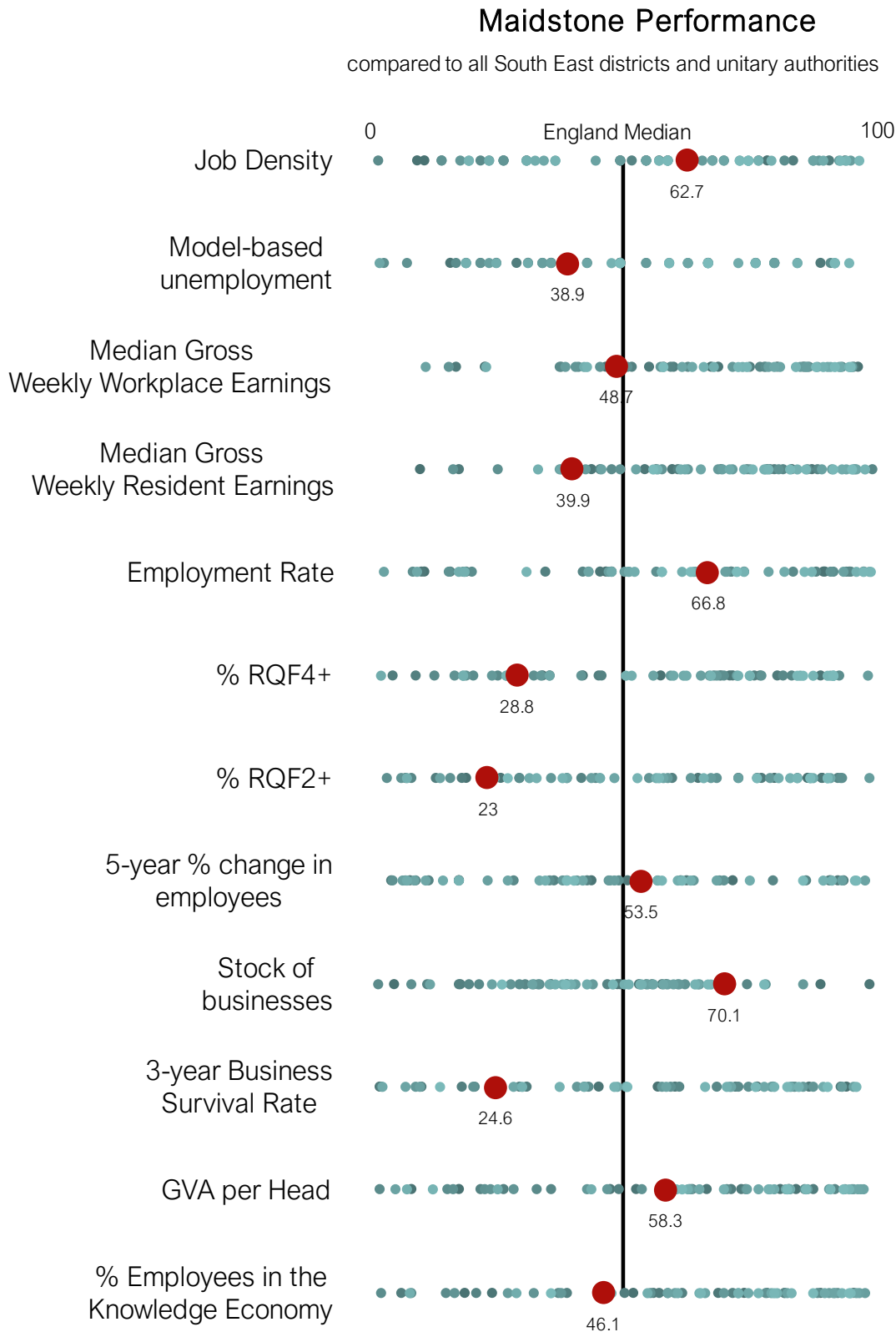
Maidstone performs worst for people qualified to RQF level 2 and above scoring 23 out of 100.

Table 11: Indicator values for Maidstone

Maidstone	2021	2022	2023	2024	2025
Job Density	0.87	0.84	0.8	0.8	0.86
Model-based unemployment rate (%)	3.8%	3.6%	2.9%	3.1%	3.8%
Median Gross Weekly Workplace Earnings (£)	£545.0	£595.8	£589.1	£617.0	£681.4
Median Gross Weekly Resident Earnings (£)	£579.0	£629.1	£617.6	£672.3	£692.0
Employment Rate (%)	80.1%	82.3%	82.4%	73.8%	79.9%
% RQF4+	-	-	51.0%	43.7%	38.9%
% RQF2+	-	-	94.8%	89.9%	83.3%
5 year % change in employees	-	1.4%	4.1%	5.5%	5.4%
Stock of businesses	8,275	8,560	8,885	8,830	8,730
3-year Business Survival Rate (%)	57.5%	59.8%	67.6%	62.4%	50.9%
GVA per Head (£)	26,191	25,982	26,718	28,526	30,132
% Employees in the Knowledge Economy	13.9%	14.8%	14.3%	15.6%	13.5%

Presented by: Kent Analytics, Kent County Council

Chart 8: Maidstone performance chart



Presented by: Kent Analytics, Kent County Council

Sevenoaks

Sevenoaks performs above the national median in 10 indicators: job density; unemployment rate; median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; percentage qualified to RQF level 4 and above; stock of businesses; 3-year business survival rate; GVA per head; and percentage of employees in the knowledge economy.

Sevenoaks performs below the national median in 2 indicators: percentage qualified to RQF level 2 and above; and 5-year percentage change in employees.

Sevenoaks performs best for median gross weekly resident earnings scoring 96.4 out of 100 and ranking 12th highest in the country.

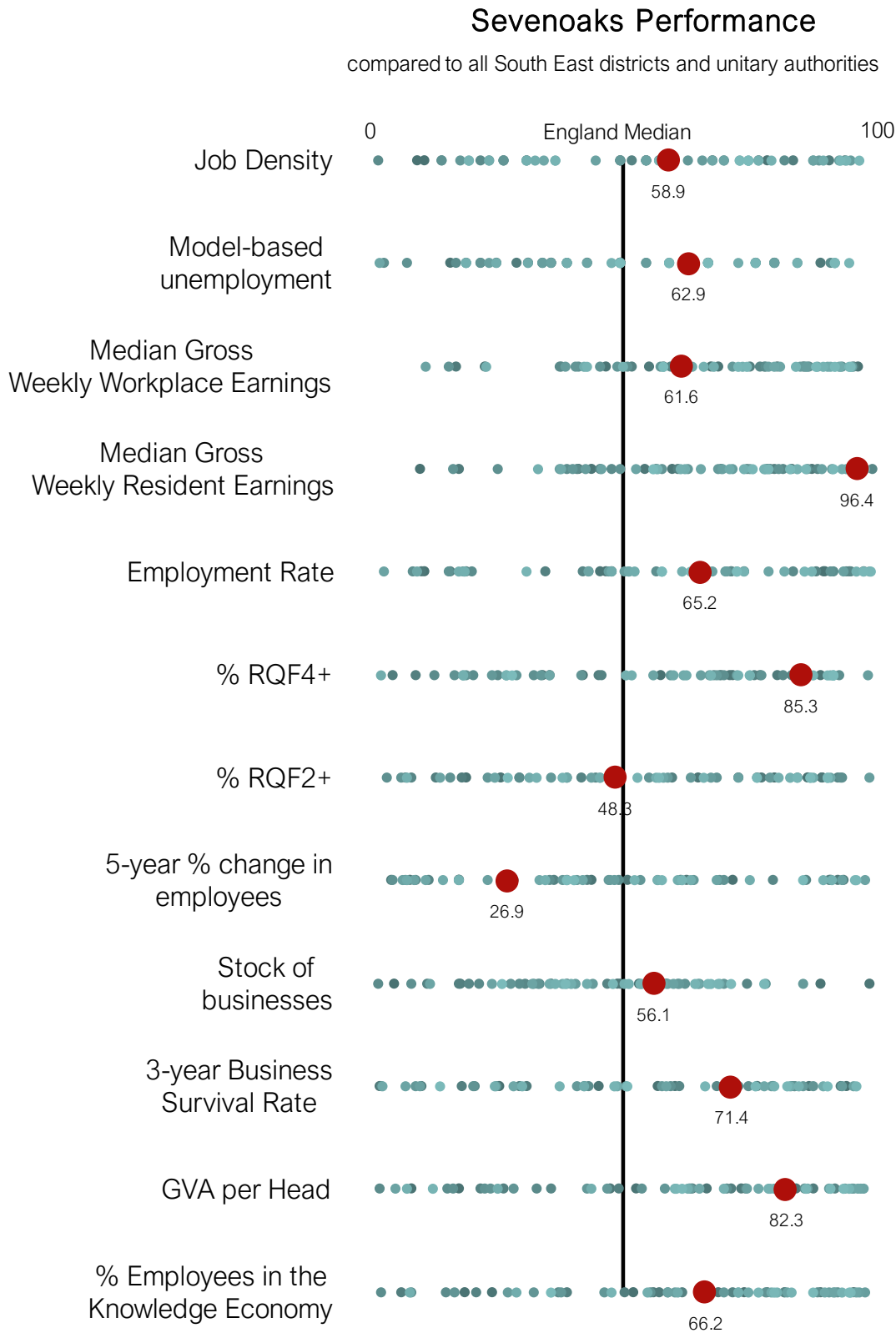
Sevenoaks performs worst for percentage 5-year change in employees scoring 26.9 out of 100.

Table 12: Indicator values for Sevenoaks

Sevenoaks	2021	2022	2023	2024	2025
Job Density	0.91	0.83	0.88	0.93	0.84
Model-based unemployment rate (%)	4.1%	4.2%	2.8%	3.0%	3.1%
Median Gross Weekly Workplace Earnings (£)	£583.8	£587.1	£603.5	£603.7	£713.2
Median Gross Weekly Resident Earnings (£)	£716.3	£713.0	£728.3	£764.4	£915.2
Employment Rate (%)	73.4%	70.5%	73.6%	74.6%	79.7%
% RQF4+	-	-	44.7%	43.5%	58.1%
% RQF2+	-	-	88.2%	89.9%	87.7%
5 year % change in employees	-	-4.0%	-3.0%	-8.4%	1.0%
Stock of businesses	7,475	7,370	7,110	6,980	6,910
3-year Business Survival Rate (%)	59.5%	61.7%	60.9%	63.8%	59.1%
GVA per Head (£)	33,895	32,861	34,877	36,733	42,041
% Employees in the Knowledge Economy	22.8%	19.8%	18.6%	19.4%	17.0%

Presented by: Kent Analytics, Kent County Council

Chart 9: Sevenoaks performance chart



Presented by: Kent Analytics, Kent County Council

Swale

Swale performs above the national median in 3 indicators: median gross weekly resident earnings; employment rate; and 5-year percentage change in employees.

Swale performs below the national median in 9 indicators: job density; unemployment rate; median gross weekly workplace earnings; percentage qualified to RQF level 4 and above; percentage qualified to RQF level 2 and above; stock of businesses; 3-year business survival rate; GVA per head; and percentage of employees in the knowledge economy.

Swale performs best for 5-year percentage change in employees scoring 75.3 out of 100.

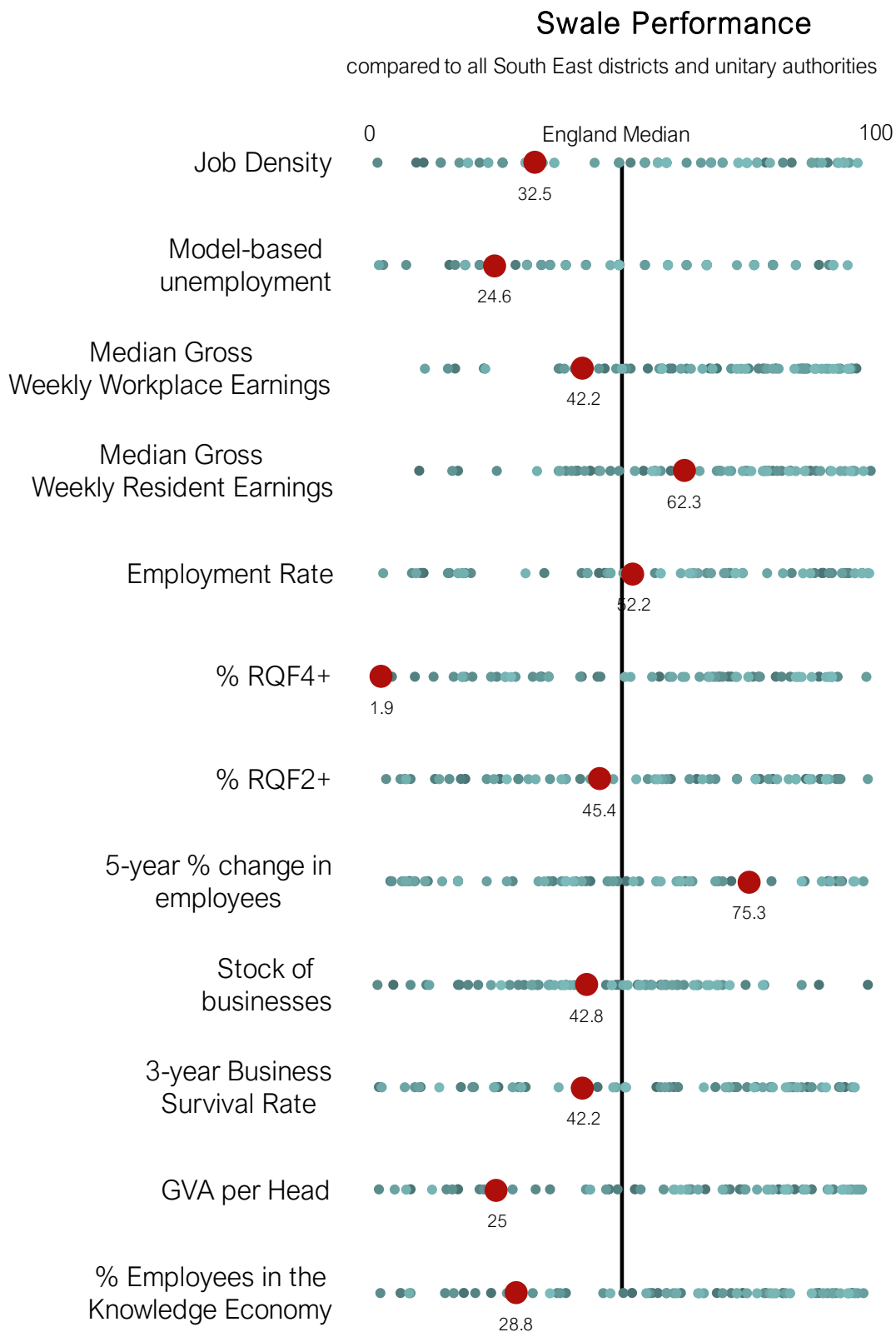
Swale performs worst for percentage qualified to RQF level 4 and above scoring 1.9 out of 100.

Table 13: Indicator values for Swale

Swale	2021	2022	2023	2024	2025
Job Density	0.7	0.63	0.65	0.69	0.72
Model-based unemployment rate (%)	5.5%	4.0%	3.6%	2.9%	4.4%
Median Gross Weekly Workplace Earnings (£)	£480.9	£532.7	£547.4	£642.2	£671.1
Median Gross Weekly Resident Earnings (£)	£574.3	£583.3	£670.3	£709.1	£752.1
Employment Rate (%)	78.3%	74.2%	81.1%	80.7%	77.7%
% RQF4+	-	-	35.1%	33.4%	22.1%
% RQF2+	-	-	86.4%	87.1%	87.4%
5 year % change in employees	-	4.1%	6.1%	9.2%	9.2%
Stock of businesses	5,360	5,425	5,460	5,470	5,430
3-year Business Survival Rate (%)	56.1%	57.3%	64.3%	61.5%	54.5%
GVA per Head (£)	20,995	21,138	22,606	21,656	23,304
% Employees in the Knowledge Economy	12.2%	11.9%	10.6%	12.1%	11.2%

Presented by: Kent Analytics, Kent County Council

Chart 10: Swale performance chart



Presented by: Kent Analytics, Kent County Council

Thanet

Thanet performs above the national median in 1 indicator: 3-year business survival rate.

Thanet performs below the national median in the remaining 11 indicators: job density; unemployment rate; median gross workplace earnings; median gross weekly resident earnings; employment rate; percentage qualified to RQF level 4 and above; percentage qualified to RQF level 2 and above; 5-year percentage change in employees; stock of businesses; GVA per head; and percentage of employees in the knowledge economy.

Thanet performs best for 3-year business survival rate scoring 70.7 out of 100.

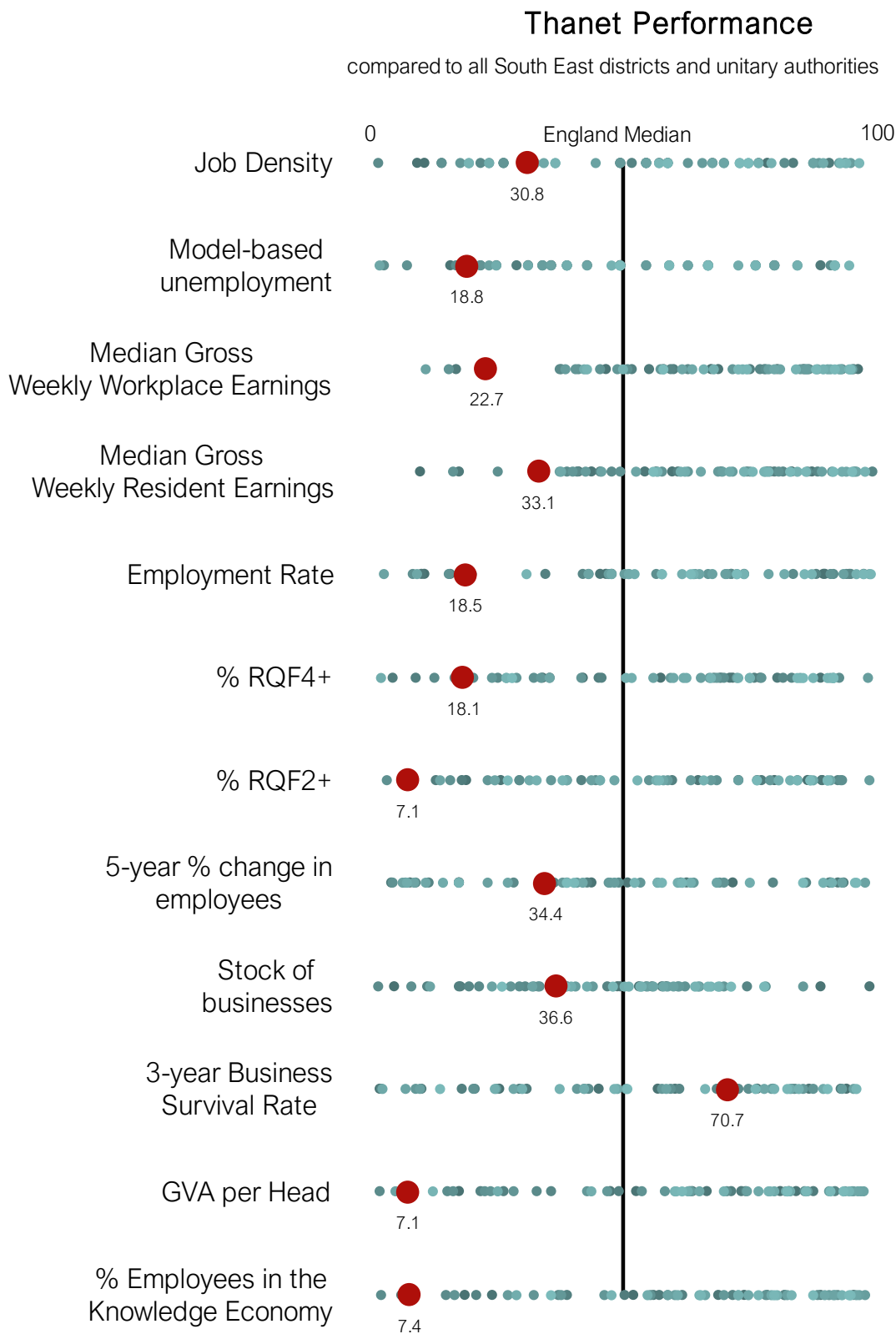
Thanet performs worst for people qualified to RQF level 2 and above and GVA per head, both scoring 7.1 out of 100.

Table 14: Indicator values for Thanet

Thanet	2021	2022	2023	2024	2025
Job Density	0.7	0.66	0.69	0.69	0.71
Model-based unemployment rate (%)	5.7%	5.9%	5.1%	4.0%	4.7%
Median Gross Weekly Workplace Earnings (£)	£473.2	£527.2	£541.5	£562.6	£638.7
Median Gross Weekly Resident Earnings (£)	£522.5	£556.6	£596.7	£625.4	£685.2
Employment Rate (%)	70.2%	63.8%	75.1%	71.9%	71.2%
% RQF4+	-	-	30.2%	42.6%	35.6%
% RQF2+	-	-	74.9%	79.8%	79.2%
5 year % change in employees	-	1.2%	6.1%	2.4%	2.4%
Stock of businesses	4,610	4,680	4,760	4,900	4,970
3-year Business Survival Rate (%)	52.9%	57.8%	58.3%	60.3%	58.9%
GVA per Head (£)	15,275	15,006	15,548	17,138	18,428
% Employees in the Knowledge Economy	8.9%	11.3%	10.3%	10.6%	8.2%

Presented by: Kent Analytics, Kent County Council

Chart 11: Thanet performance chart



Presented by: Kent Analytics, Kent County Council

Tonbridge & Malling

Tonbridge & Malling performs above the national median in 11 indicators: job density; unemployment rate; median gross weekly workplace and resident based earnings; employment rate; percentage qualified to RQF level 2 and above and level 4 and above; 5-year percentage change in employees; stock of businesses; GVA per head; and percentage of employees in the knowledge economy.

Tonbridge & Malling performs below the national median in 1 indicator: 3-year business survival rate.

Tonbridge & Malling performs best for employment rate scoring 96.4 out of 100.

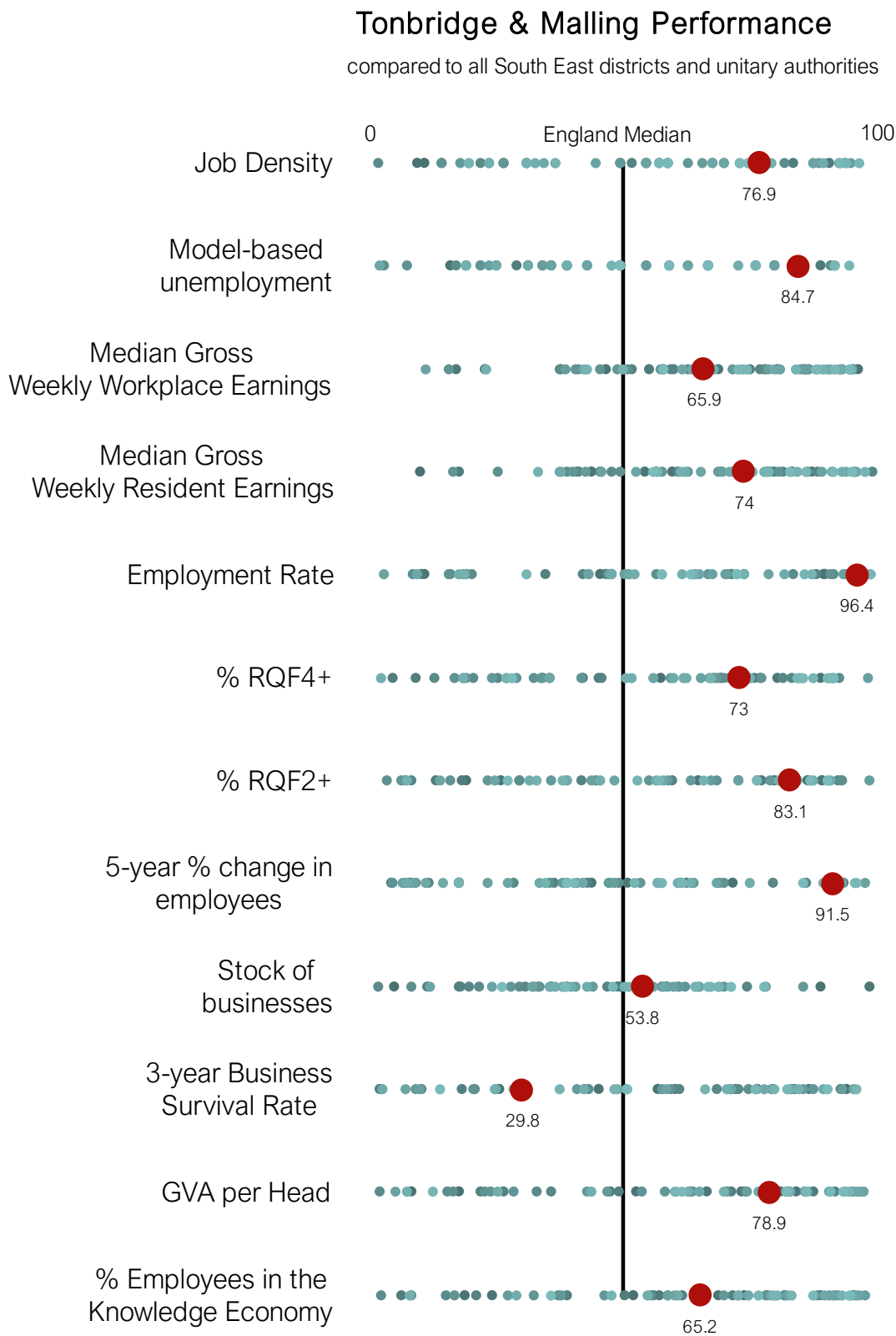
Tonbridge & Malling performs worst for 3-year business survival rate scoring 29.8 out of 100.

Table 15: Indicator values for Tonbridge & Malling

Tonbridge & Malling	2021	2022	2023	2024	2025
Job Density	0.94	0.94	0.98	0.95	0.92
Model-based unemployment rate (%)	3.4%	3.0%	2.4%	2.6%	2.6%
Median Gross Weekly Workplace Earnings (£)	£562.3	£579.9	£612.1	£635.8	£718.7
Median Gross Weekly Resident Earnings (£)	£689.9	£701.5	£713.0	£773.2	£789.5
Employment Rate (%)	82.1%	80.6%	75.2%	86.3%	85.9%
% RQF4+	-	-	44.7%	43.8%	52.2%
% RQF2+	-	-	90.6%	87.2%	92.2%
5 year % change in employees	-	8.8%	12.2%	17.5%	13.9%
Stock of businesses	6,725	6,885	6,725	6,545	6,565
3-year Business Survival Rate (%)	61.0%	58.2%	62.5%	61.7%	52.0%
GVA per Head (£)	37,307	37,089	38,175	38,986	39,983
% Employees in the Knowledge Economy	19.2%	19.5%	17.1%	17.2%	16.8%

Presented by: Kent Analytics, Kent County Council

Chart 12: Tonbridge & Malling performance chart



Presented by: Kent Analytics, Kent County Council

Tunbridge Wells

Tunbridge Wells performs above the national median in 10 indicators: job density; unemployment rate; median gross weekly resident earnings; employment rate; percentage qualified to RQF level 4 and above; 5-year percentage change in employees; stock of businesses; 3-year business survival rate; GVA per head; and percentage of employees in the knowledge economy.

Tunbridge Wells performs equal to the national median in 1 indicator: median gross weekly workplace earnings.

Tunbridge Wells performs below the national median in 1 indicator: percentage qualified to RQF level 2 and above.

Tunbridge Wells performs best for 3-year business survival rate scoring 85 out of 100.

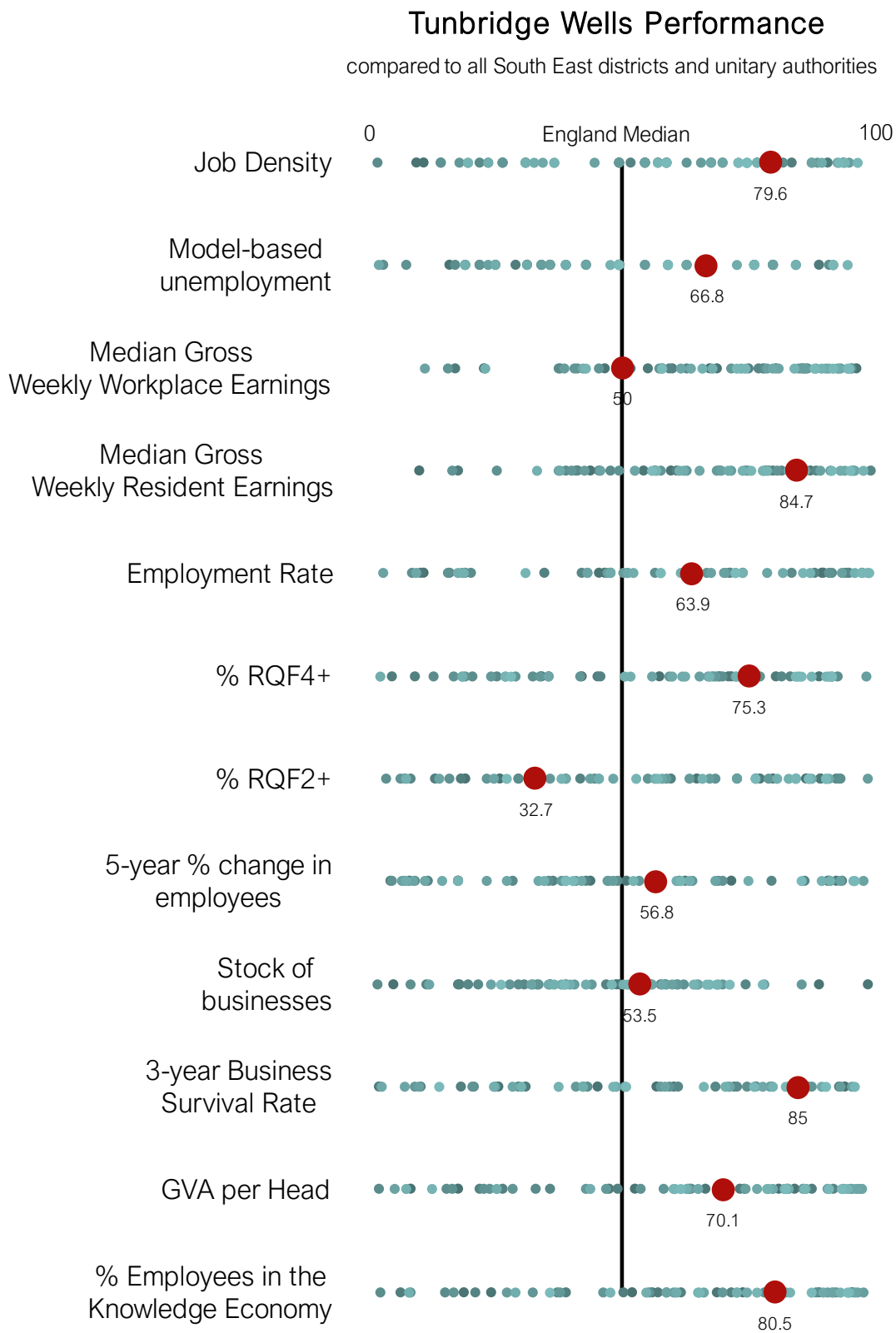
Tunbridge Wells performs worst for people qualified to RQF level 2 and above scoring 32.7 out of 100.

Table 16: Indicator values for Tunbridge Wells

Tunbridge Wells	2021	2022	2023	2024	2025
Job Density	0.91	0.92	1.01	0.93	0.95
Model-based unemployment rate (%)	3.2%	3.8%	3.5%	2.7%	3.0%
Median Gross Weekly Workplace Earnings (£)	£560.1	£576.5	£623.6	£684.1	£686.4
Median Gross Weekly Resident Earnings (£)	£690.1	£698.5	£670.0	£774.8	£839.6
Employment Rate (%)	79.7%	77.1%	68.4%	82.9%	79.5%
% RQF4+	-	-	54.0%	44.3%	53.3%
% RQF2+	-	-	87.2%	86.7%	84.9%
5 year % change in employees	-	-17.2%	-0.9%	0.0%	6.0%
Stock of businesses	6,830	6,835	6,635	6,505	6,445
3-year Business Survival Rate (%)	61.8%	63.5%	60.4%	65.9%	61.7%
GVA per Head (£)	30,862	29,322	30,428	32,847	35,156
% Employees in the Knowledge Economy	22.5%	22.8%	24.8%	23.5%	21.7%

Presented by: Kent Analytics, Kent County Council

Chart 13: Tunbridge Wells performance chart



Presented by: Kent Analytics, Kent County Council

Medway

Medway performs above the national median in 4 indicators: median gross weekly workplace earnings; median gross weekly resident earnings; employment rate and stock of businesses.

Medway performs below the national median in 8 indicators: job density; unemployment rate; percentage qualified to RQF level 4 and above; percentage qualified to RQF level 2 and above; 5-year percentage change in employees; 3-year business survival rate; GVA per head; and percentage of employees in the knowledge economy.

Medway performs best for stock of businesses scoring 78.2 out of 100.

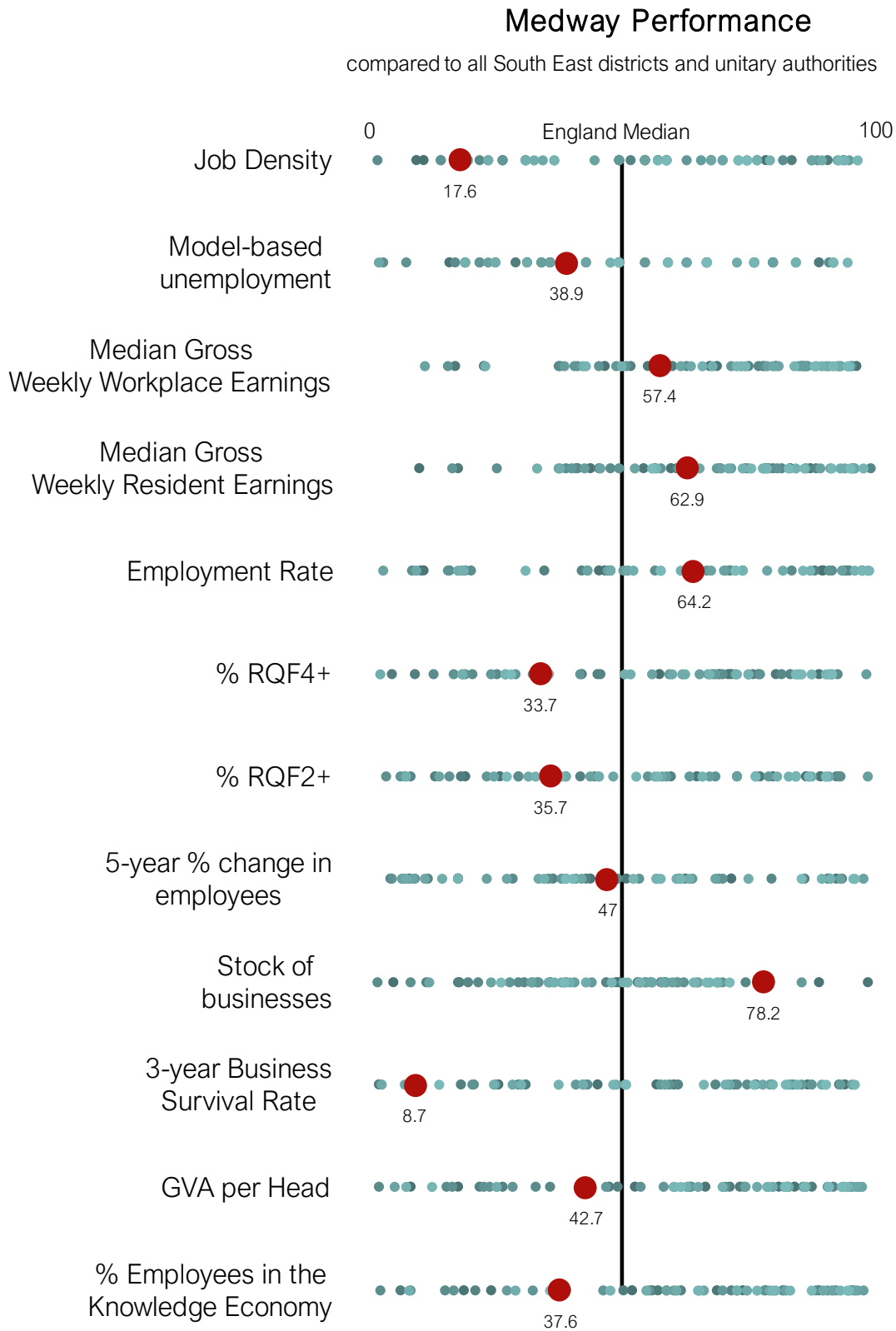
Medway performs worst for 3-year business survival rate scoring 8.7 out of 100.

Table 17: Indicator values for Medway

Medway	2021	2022	2023	2024	2025
Job Density	0.61	0.64	0.64	0.65	0.65
Model-based unemployment rate (%)	4.8%	4.1%	3.6%	3.5%	3.8%
Median Gross Weekly Workplace Earnings (£)	£603.8	£575.7	£611.0	£649.3	£703.5
Median Gross Weekly Resident Earnings (£)	£600.4	£602.8	£605.3	£689.9	£754.6
Employment Rate (%)	75.0%	78.2%	81.2%	76.9%	79.6%
% RQF4+	-	-	42.5%	39.7%	39.8%
% RQF2+	-	-	88.0%	90.2%	85.7%
5 year % change in employees	-	10.3%	3.3%	6.7%	4.3%
Stock of businesses	10,045	10,485	10,560	10,130	10,000
3-year Business Survival Rate (%)	52.0%	57.1%	61.8%	50.2%	45.4%
GVA per Head (£)	21,043	21,319	21,315	23,917	26,698
% Employees in the Knowledge Economy	14.4%	15.1%	13.3%	14.1%	12.4%

Presented by: Kent Analytics, Kent County Council

Chart 14: Medway performance chart



Presented by: Kent Analytics, Kent County Council

Annexe

The following tables present the indicator scores for all Kent local authorities and Medway for 2024, with the national rank and their position compared to the National median.

Table 18: Ashford Indicator scores

Ashford	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	78.6	Above	77
Model-based unemployment rate (%)	42.8	Below	177
Median Gross Weekly Workplace Earnings (£)	46.4	Below	166
Median Gross Weekly Resident Earnings (£)	43.5	Below	175
Employment Rate (%)	47.7	Below	162
% RQF4+	35.3	Below	200
% RQF2+	25.6	Below	230
5 year % change in employees	91.2	Above	28
Stock of businesses	53.2	Above	145
3-year Business Survival Rate (%)	45.1	Below	170
GVA per Head (£)	52.5	Above	154
% Employees in the Knowledge Economy	24	Below	235

Presented by: Kent Analytics, Kent County Council

Table 19: Canterbury Indicator scores

Canterbury	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	49.4	Below	163
Model-based unemployment rate (%)	24.6	Below	233
Median Gross Weekly Workplace Earnings (£)	58.1	Above	130
Median Gross Weekly Resident Earnings (£)	54.2	Above	142
Employment Rate (%)	9.7	Below	279
% RQF4+	69.4	Above	95
% RQF2+	89.6	Above	33
5 year % change in employees	62.6	Above	116
Stock of businesses	49.3	Below	157
3-year Business Survival Rate (%)	87	Above	41
GVA per Head (£)	47.4	Below	169
% Employees in the Knowledge Economy	78.5	Above	67

Presented by: Kent Analytics, Kent County Council

Table 20: Dartford Indicator scores

Dartford	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	83.7	Above	62
Model-based unemployment rate (%)	18.8	Below	251
Median Gross Weekly Workplace Earnings (£)	60	Above	124
Median Gross Weekly Resident Earnings (£)	79.2	Above	65
Employment Rate (%)	15.5	Below	261
% RQF4+	45.1	Below	170
% RQF2+	12.6	Below	270
5 year % change in employees	93.8	Above	20
Stock of businesses	38.9	Below	189
3-year Business Survival Rate (%)	9.7	Below	279
GVA per Head (£)	71.5	Above	98
% Employees in the Knowledge Economy	5.8	Below	291

Presented by: Kent Analytics, Kent County Council

Table 21: Dover Indicator scores

Dover	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	13.8	Below	268
Model-based unemployment rate (%)	34	Below	204
Median Gross Weekly Workplace Earnings (£)	75.3	Above	77
Median Gross Weekly Resident Earnings (£)	60.7	Above	122
Employment Rate (%)	18.8	Below	251
% RQF4+	8.7	Below	282
% RQF2+	6.8	Below	288
5 year % change in employees	90.9	Above	29
Stock of businesses	17.2	Below	256
3-year Business Survival Rate (%)	17.8	Below	254
GVA per Head (£)	49.1	Below	164
% Employees in the Knowledge Economy	38.9	Below	189

Presented by: Kent Analytics, Kent County Council

Table 22: Folkestone & Hythe Indicator scores

Folkestone & Hythe	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	21.6	Below	245
Model-based unemployment rate (%)	35.7	Below	199
Median Gross Weekly Workplace Earnings (£)	37.3	Below	194
Median Gross Weekly Resident Earnings (£)	40.9	Below	183
Employment Rate (%)	71.4	Above	89
% RQF4+	25	Below	232
% RQF2+	29.2	Below	219
5 year % change in employees	28.2	Below	222
Stock of businesses	21.4	Below	243
3-year Business Survival Rate (%)	73	Above	84
GVA per Head (£)	32.8	Below	212
% Employees in the Knowledge Economy	37	Below	195

Presented by: Kent Analytics, Kent County Council

Table 23: Gravesham Indicator scores

Gravesham	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	23.3	Below	240
Model-based unemployment rate (%)	16.8	Below	257
Median Gross Weekly Workplace Earnings (£)	78.2	Above	68
Median Gross Weekly Resident Earnings (£)	38.9	Below	189
Employment Rate (%)	19.8	Below	248
% RQF4+	20.1	Below	247
% RQF2+	29.2	Below	219
5 year % change in employees	49	Below	158
Stock of businesses	29.2	Below	219
3-year Business Survival Rate (%)	43.1	Below	176
GVA per Head (£)	14.9	Below	265
% Employees in the Knowledge Economy	1.9	Below	303

Presented by: Kent Analytics, Kent County Council

Table 24: Maidstone Indicator scores

Maidstone	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	62.7	Above	124
Model-based unemployment rate (%)	38.9	Below	189
Median Gross Weekly Workplace Earnings (£)	48.7	Below	159
Median Gross Weekly Resident Earnings (£)	39.9	Below	186
Employment Rate (%)	66.8	Above	103
% RQF4+	28.8	Below	220
% RQF2+	23	Below	238
5 year % change in employees	53.5	Above	144
Stock of businesses	70.1	Above	93
3-year Business Survival Rate (%)	24.6	Below	233
GVA per Head (£)	58.3	Above	137
% Employees in the Knowledge Economy	46.1	Below	167

Presented by: Kent Analytics, Kent County Council

Table 25: Sevenoaks Indicator scores

Sevenoaks	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	58.9	Above	135
Model-based unemployment rate (%)	62.9	Above	115
Median Gross Weekly Workplace Earnings (£)	61.6	Above	119
Median Gross Weekly Resident Earnings (£)	96.4	Above	12
Employment Rate (%)	65.2	Above	108
% RQF4+	85.3	Above	46
% RQF2+	48.3	Below	160
5 year % change in employees	26.9	Below	226
Stock of businesses	56.1	Above	136
3-year Business Survival Rate (%)	71.4	Above	89
GVA per Head (£)	82.3	Above	66
% Employees in the Knowledge Economy	66.2	Above	105

Presented by: Kent Analytics, Kent County Council

Table 26: Swale Indicator scores

Swale	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	32.5	Below	213
Model-based unemployment rate (%)	24.6	Below	233
Median Gross Weekly Workplace Earnings (£)	42.2	Below	179
Median Gross Weekly Resident Earnings (£)	62.3	Above	117
Employment Rate (%)	52.2	Above	148
% RQF4+	1.9	Below	303
% RQF2+	45.4	Below	169
5 year % change in employees	75.3	Above	77
Stock of businesses	42.8	Below	177
3-year Business Survival Rate (%)	42.2	Below	179
GVA per Head (£)	25	Below	235
% Employees in the Knowledge Economy	28.8	Below	220

Presented by: Kent Analytics, Kent County Council

Table 27: Thanet Indicator scores

Thanet	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	30.8	Below	218
Model-based unemployment rate (%)	18.8	Below	251
Median Gross Weekly Workplace Earnings (£)	22.7	Below	239
Median Gross Weekly Resident Earnings (£)	33.1	Below	207
Employment Rate (%)	18.5	Below	252
% RQF4+	18.1	Below	253
% RQF2+	7.1	Below	287
5 year % change in employees	34.4	Below	203
Stock of businesses	36.6	Below	196
3-year Business Survival Rate (%)	70.7	Above	91
GVA per Head (£)	7.1	Below	288
% Employees in the Knowledge Economy	7.4	Below	286

Presented by: Kent Analytics, Kent County Council

Table 28: Tonbridge & Malling Indicator scores

Tonbridge & Malling	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	76.9	Above	82
Model-based unemployment rate (%)	84.7	Above	48
Median Gross Weekly Workplace Earnings (£)	65.9	Above	106
Median Gross Weekly Resident Earnings (£)	74	Above	81
Employment Rate (%)	96.4	Above	12
% RQF4+	73	Above	84
% RQF2+	83.1	Above	53
5 year % change in employees	91.5	Above	27
Stock of businesses	53.8	Above	143
3-year Business Survival Rate (%)	29.8	Below	217
GVA per Head (£)	78.9	Above	76
% Employees in the Knowledge Economy	65.2	Above	108

Presented by: Kent Analytics, Kent County Council

Table 29: Tunbridge Wells Indicator scores

Tunbridge Wells	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	79.6	Above	74
Model-based unemployment rate (%)	66.8	Above	103
Median Gross Weekly Workplace Earnings (£)	50	Equal	155
Median Gross Weekly Resident Earnings (£)	84.7	Above	48
Employment Rate (%)	63.9	Above	112
% RQF4+	75.3	Above	77
% RQF2+	32.7	Below	208
5 year % change in employees	56.8	Above	134
Stock of businesses	53.5	Above	144
3-year Business Survival Rate (%)	85	Above	47
GVA per Head (£)	70.1	Above	102
% Employees in the Knowledge Economy	80.5	Above	61

Presented by: Kent Analytics, Kent County Council

Table 30: Medway Indicator scores

Medway	Indicator score	Compared to England median	Rank out of 309 local authorities
Job Density	17.6	Below	257
Model-based unemployment rate (%)	38.9	Below	189
Median Gross Weekly Workplace Earnings (£)	57.4	Above	132
Median Gross Weekly Resident Earnings (£)	62.9	Above	115
Employment Rate (%)	64.2	Above	111
% RQF4+	33.7	Below	205
% RQF2+	35.7	Below	199
5 year % change in employees	47	Below	164
Stock of businesses	78.2	Above	68
3-year Business Survival Rate (%)	8.7	Below	282
GVA per Head (£)	42.7	Below	183
% Employees in the Knowledge Economy	37.6	Below	193

Presented by: Kent Analytics, Kent County Council

Table 31: Kent Indicator scores

Kent	Indicator score	Compared to England median	Rank out of 152 authorities
Job Density	47.6	Below	80
Model-based unemployment rate (%)	41.7	Below	89
Median Gross Weekly Workplace Earnings (£)	44.3	Below	85
Median Gross Weekly Resident Earnings (£)	62.9	Above	57
Employment Rate (%)	52.9	Above	72
% RQF4+	35.7	Below	98
% RQF2+	39	Below	93
5 year % change in employees	72.1	Above	43
Stock of businesses	99	Above	2
3-year Business Survival Rate (%)	55.6	Above	68
GVA per Head (£)	54	Above	71
% Employees in the Knowledge Economy	42.3	Below	88

Presented by: Kent Analytics, Kent County Council

Related documents

Further information on a range of economic indicators can be found on Kent Analytics' [Economy & Employment](#) webpages.