

# Kent Economic Indicators

Data is included for 12 indicators from a variety of sources. The latest data available as of May 2024 is presented.

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

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**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.....	3
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, 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 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.

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### 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.

**Employees** – This looks at the 5-year change in number of employees. 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 employees who are employed 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 May 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	2020	2021	2022	2023	2024
Job Density	2018	2019	2020	2021	2022
Model-based unemployment	2019	2020	2021	2022	2023
Median Gross Weekly Workplace Earnings	2019	2020	2021	2022	2023
Median Gross Weekly Resident Earnings	2019	2020	2021	2022	2023
Employment Rate	2019	2020	2021	2022	2023
% RQF4+	-	-	-	2022	2023
% RQF2+	-	-	-	2022	2023
5 year % change in employees	-	-	2020	2021	2022
Stock of businesses	2018	2019	2020	2021	2022
3-year Business Survival Rate	2018	2019	2020	2021	2022
GVA per Head	2018	2019	2020	2021	2022
% Employees in the Knowledge Economy	2018	2019	2020	2021	2022

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	2020	2021	2022	2023	2024
Job Density	0.87	0.88	0.85	0.86	0.88
Model-based unemployment (%)	3.9%	4.7%	4.5%	3.7%	3.8%
Median Gross Weekly Workplace Earnings (£)	£592.2	£590.0	£613.3	£648.2	£683.5
Median Gross Weekly Resident Earnings (£)	£592.1	£589.9	£613.3	£648.2	£683.4
Employment Rate (%)	76.0%	75.6%	75.1%	75.8%	76.0%
% RQF4+	-	-	-	45.1%	46.7%
% RQF2+	-	-	-	85.8%	86.6%
5 year % change in employees	-	-	3.0%	4.1%	5.1%
Stock of businesses	2,571,980	2,639,250	2,653,080	2,592,840	2,581,080
3-year Business Survival Rate (%)	55.2%	51.5%	53.0%	57.5%	55.9%
GVA per Head (£)	29,507	30,525	29,080	31,276	33,976
% Employees in the Knowledge Economy	20.6%	21.0%	21.0%	21.2%	21.4%

Presented by: Kent Analytics, Kent County Council

**Table 3: Indicator values for the South East**

South East	2020	2021	2022	2023	2024
Job Density	0.97	0.97	0.87	0.89	0.90
Model-based unemployment (%)	3.0%	4.0%	3.8%	3.2%	3.0%
Median Gross Weekly Workplace Earnings (£)	£614.0	£604.7	£635.0	£666.1	£704.3
Median Gross Weekly Resident Earnings (£)	£636.3	£629.0	£660.1	£689.0	£723.5
Employment Rate (%)	79.5%	78.2%	77.6%	78.1%	79.3%
% RQF4+	-	-	-	48.1%	49.2%
% RQF2+	-	-	-	88.5%	88.7%
5 year % change in employees	-	-	0.8%	0.1%	4.2%
Stock of businesses	448,645	461,745	464,950	449,130	442,295
3-year Business Survival Rate (%)	58.4%	57.8%	58.5%	60.6%	58.4%
GVA per Head (£)	30,659	32,219	31,648	33,049	35,845
% Employees in the Knowledge Economy	21.6%	21.0%	22.0%	21.2%	22.3%

Presented by: Kent Analytics, Kent County Council

## Kent County Council area

Kent ranks above the national median in 7 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 and percentage of employees in the knowledge economy.

Kent ranks below the national median in 5 indicators: job density; unemployment rate; median gross weekly workplace earnings; percentage qualified to RQF4 and above and percentage qualified to RQF2 and above.

Kent performs best compared to other counties and unitary authorities for stock of businesses with a score of 99.3 out of 100.

Kent performs worst compared to other counties and unitary authorities for percentage qualified to RQF4+ with a score of 41.7 out of 100.

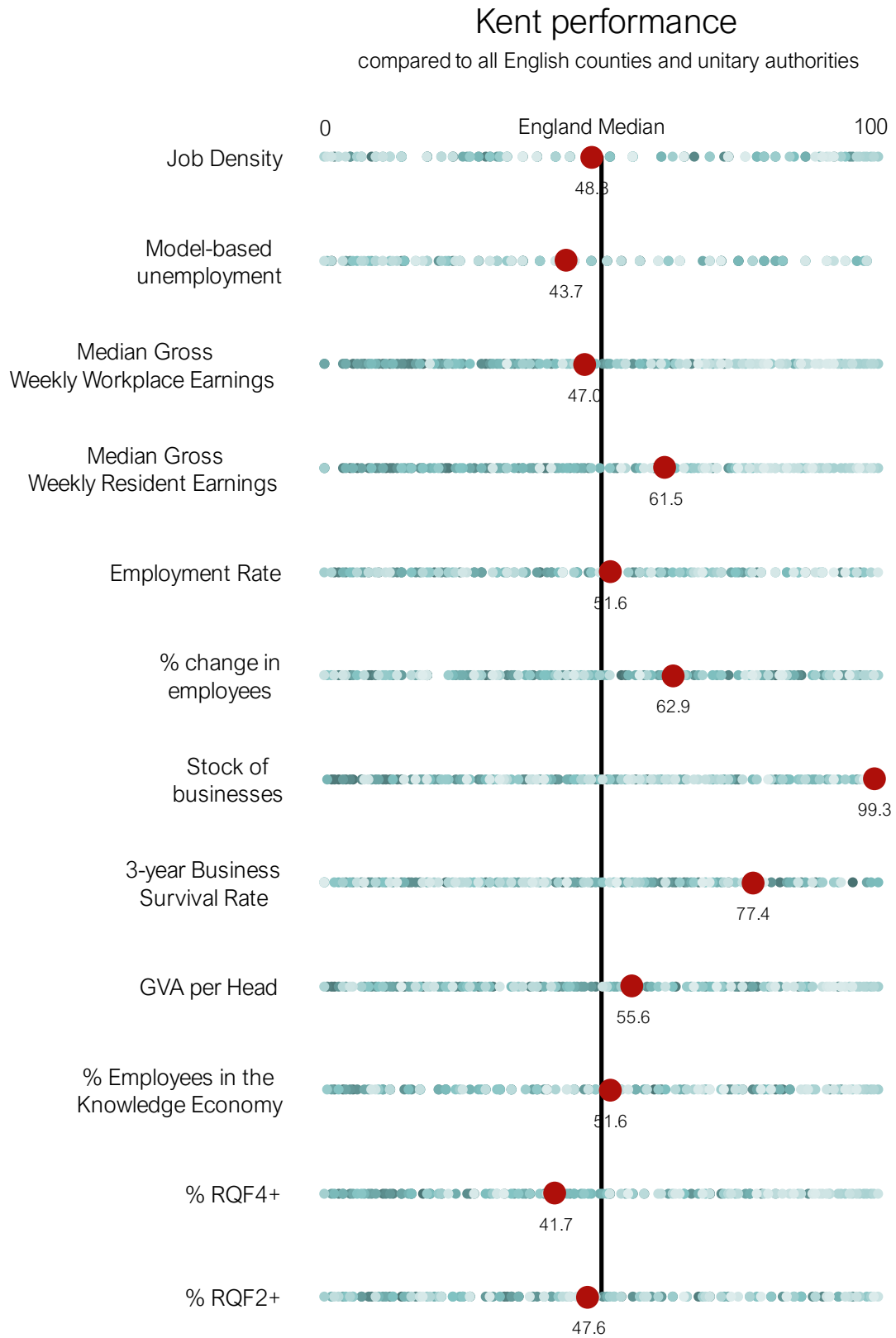
The values for each indicator for Kent are shown in table 4.

**Table 4: Indicator values for Kent**

Kent	2020	2021	2022	2023	2024
Job Density	0.79	0.81	0.79	0.81	0.82
Model-based unemployment (%)	3.9%	3.9%	4.5%	3.7%	3.8%
Median Gross Weekly Workplace Earnings (£)	£572.6	£543.6	£574.9	£605.0	£651.6
Median Gross Weekly Resident Earnings (£)	£616.3	£606.6	£631.9	£670.8	£696.3
Employment Rate (%)	78.2%	78.6%	74.5%	76.4%	75.9%
% RQF4+	-	-	-	41.7%	42.7%
% RQF2+	-	-	-	86.3%	86.9%
5 year % change in employees	-	-	-0.4%	3.5%	5.5%
Stock of businesses	67,540	69,750	70,815	70,040	69,500
3-year Business Survival Rate (%)	58.8%	56.0%	58.9%	62.2%	60.3%
GVA per Head (£)	24,109	25,200	24,596	25,680	27,602
% Employees in the Knowledge Economy	15.6%	15.0%	15.7%	14.9%	15.1%

Presented by: Kent Analytics, Kent County Council

**Chart 1: Kent performance chart**





## Ashford

Ashford performs above the national median in 6 indicators: job density; unemployment rate; 5-year percentage change in employees; stock of businesses; 3-year business survival rate; and GVA per head.

Ashford performs below the national median in 6 indicators: 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; and percentage of employees in the knowledge economy.

Ashford performs best for the 5-year percentage change in employees scoring 74.6 out of 100.

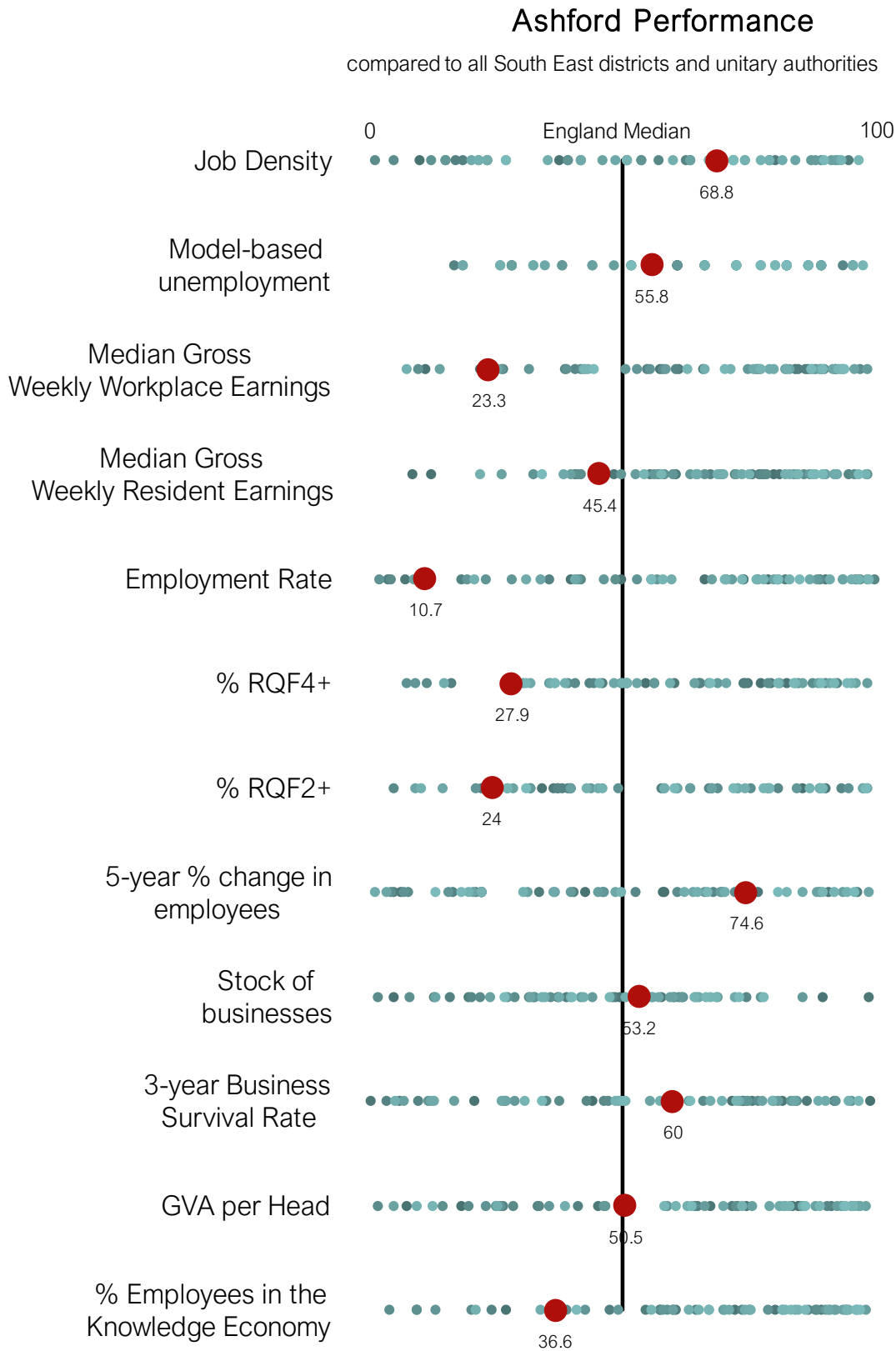
Ashford performs worst for employment rate scoring 10.7 out of 100.

**Table 5: Indicator values for Ashford**

Ashford	2020	2021	2022	2023	2024
Job Density	0.97	0.97	0.87	0.89	0.9
Model-based unemployment rate (%)	3.7%	3.9%	4.7%	3.5%	3.2%
Median Gross Weekly Workplace Earnings (£)	£571.5	£519.2	£572.9	£592.2	£597.9
Median Gross Weekly Resident Earnings (£)	£607.5	£571.9	£598.3	£673.4	£662.4
Employment Rate (%)	78.8%	79.3%	72.5%	76.2%	68.1%
% RQF4+	-	-	-	38.9%	37.5%
% RQF2+	-	-	-	90.6%	82.9%
5 year % change in employees	-	-	4.6%	6.3%	7.1%
Stock of businesses	6,365	6,675	6,745	6,605	6,365
3-year Business Survival Rate (%)	57.3%	55.4%	57.5%	59.1%	60.5%
GVA per Head (£)	23,146	24,842	23,716	24,110	26,075
% Employees in the Knowledge Economy	10.8%	10.3%	12.3%	11.8%	12.4%

Presented by: Kent Analytics, Kent County Council

**Chart 2: Ashford performance chart**



## Canterbury

Canterbury performs above the national median in 7 indicators: job density; unemployment rate; median gross weekly workplace earnings; 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.

Canterbury performs below the national median in 5 indicators: median gross weekly resident earnings; employment rate; 5-year percentage change in employees; stock of businesses; and GVA per head.

Canterbury performs best for percentage of the population qualified to RQF2 and above scoring 90.5 out of 100.

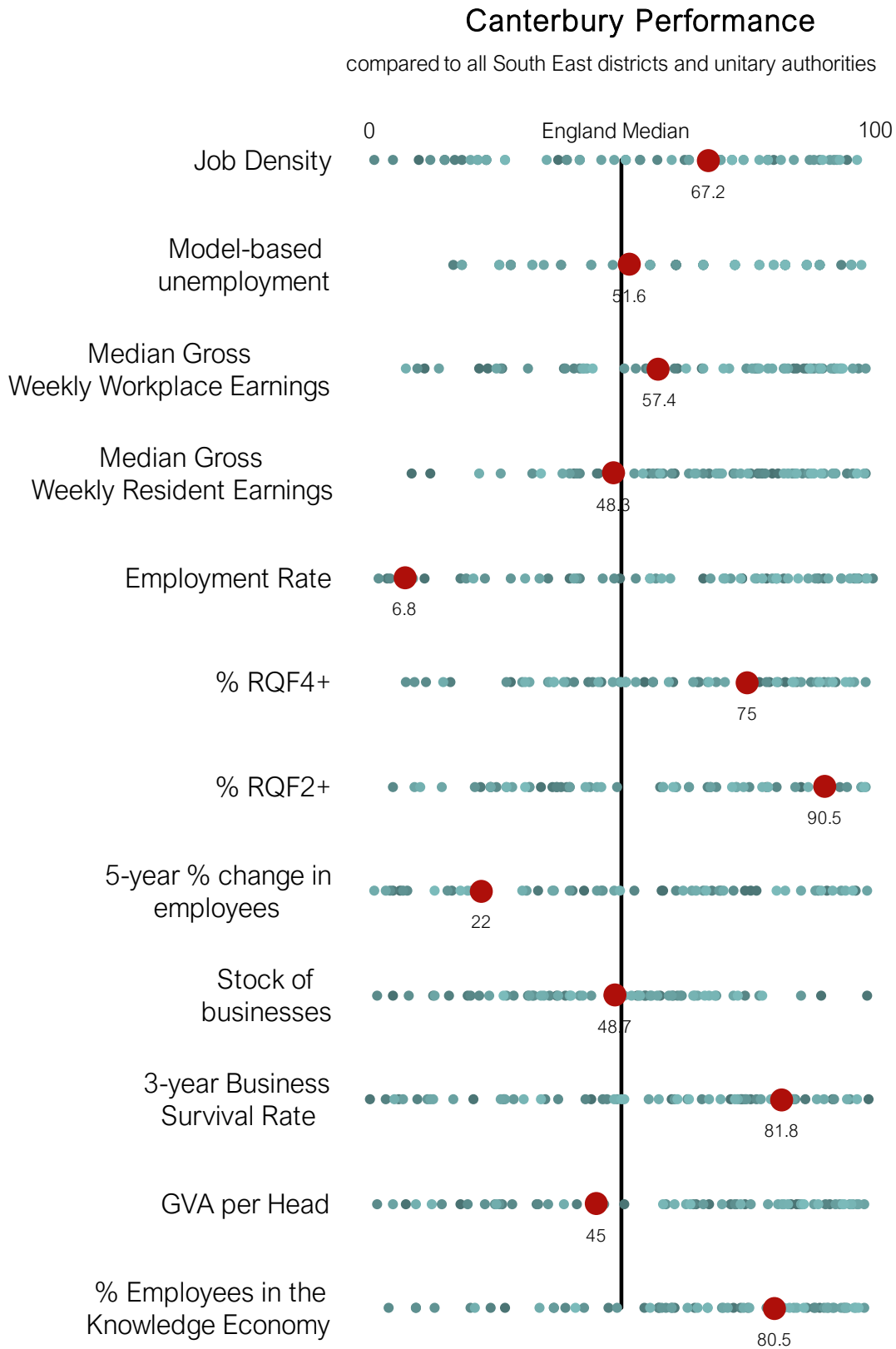
Canterbury performs worst for employment rate scoring 6.8 out of 100.

**Table 6: Indicator values for Canterbury**

Canterbury	2020	2021	2022	2023	2024
Job Density	0.8	0.82	0.76	0.85	0.89
Model-based unemployment rate (%)	4.2%	3.9%	3.8%	3.5%	3.3%
Median Gross Weekly Workplace Earnings (£)	£536.4	£525.1	£520.3	£623.3	£658.3
Median Gross Weekly Resident Earnings (£)	£626.5	£598.4	£578.5	£654.3	£667.4
Employment Rate (%)	69.3%	80.3%	76.4%	69.0%	67.2%
% RQF4+	-	-	-	40.8%	52.3%
% RQF2+	-	-	-	84.2%	94.5%
5 year % change in employees	-	-	4.8%	3.8%	0.0%
Stock of businesses	5,785	5,935	5,985	5,955	6,045
3-year Business Survival Rate (%)	56.4%	55.4%	60.3%	59.2%	63.6%
GVA per Head (£)	21,659	21,813	21,274	23,131	25,446
% Employees in the Knowledge Economy	24.8%	22.6%	24.2%	21.5%	22.2%

Presented by: Kent Analytics, Kent County Council

**Chart 3: Canterbury performance chart**



## Dartford

Dartford performs above the national median in 9 indicators: job density; unemployment rate; median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; percentage qualified to RQF4 and above; percentage qualified to RQF2 and above; 5-year percentage change in employees; and GVA per head.

Dartford performs below the national median in 3 indicators: stock of businesses; 3-year business survival rate; and percentage of employees in the knowledge economy.

Dartford performs best for employment rate scoring 97.4 out of 100.

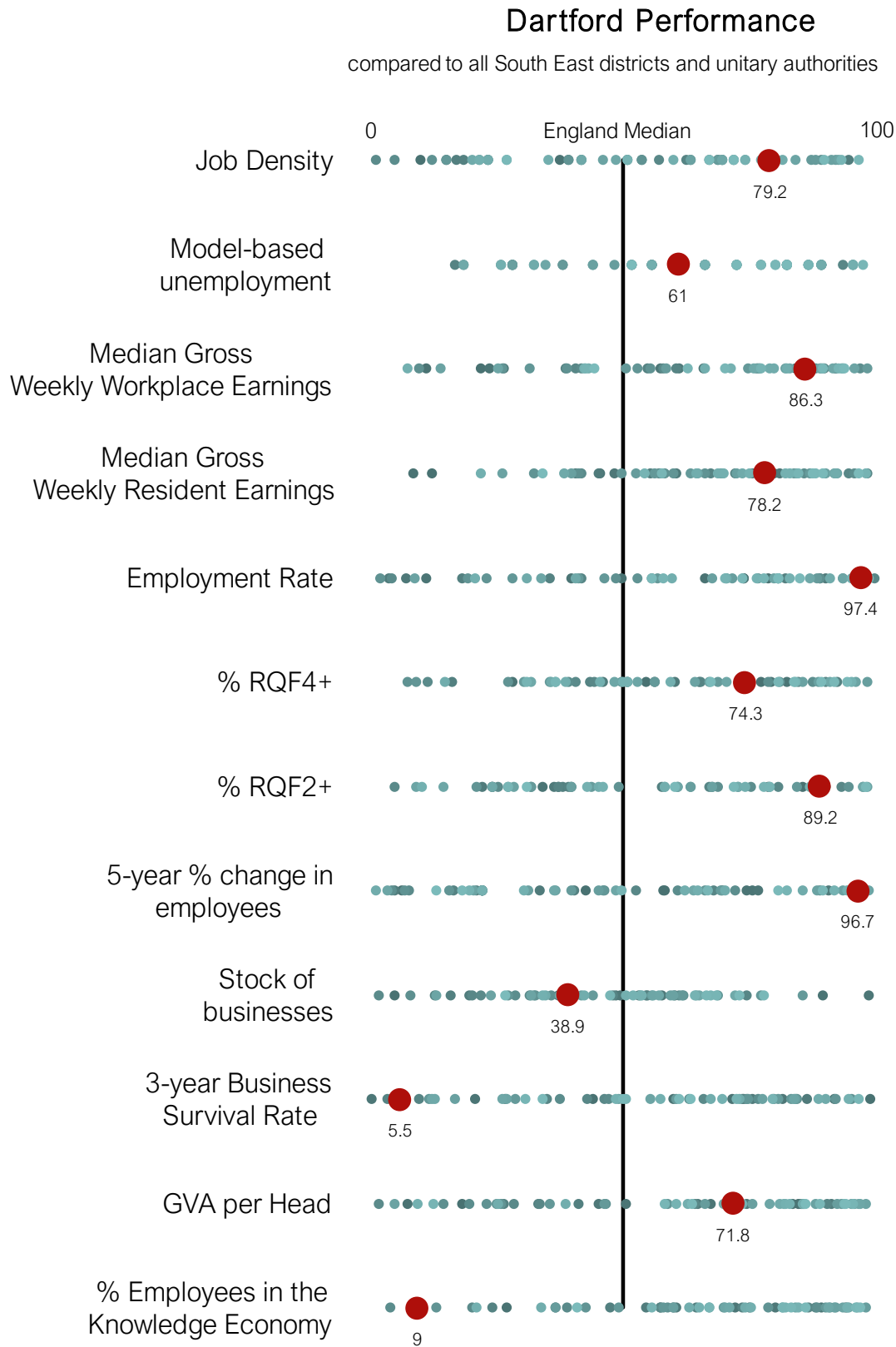
Dartford performs worst for 3-year business survival rate scoring 5.5 out of 100.

**Table 7: Indicator values for Dartford**

Dartford	2020	2021	2022	2023	2024
Job Density	0.96	0.95	1.11	0.99	0.96
Model-based unemployment rate (%)	2.5%	3.5%	4.7%	3.3%	3.1%
Median Gross Weekly Workplace Earnings (£)	£651.8	£574.9	£713.9	£713.5	£743.2
Median Gross Weekly Resident Earnings (£)	£648.1	£687.0	£701.8	£753.2	£753.0
Employment Rate (%)	88.8%	83.9%	67.4%	81.1%	86.4%
% RQF4+	-	-	-	45.7%	52.1%
% RQF2+	-	-	-	83.7%	94.3%
5 year % change in employees	-	-	-1.6%	4.8%	20.0%
Stock of businesses	5,030	5,455	5,690	5,355	5,275
3-year Business Survival Rate (%)	57.1%	53.4%	59.1%	64.2%	46.6%
GVA per Head (£)	34,390	34,100	31,262	32,666	33,723
% Employees in the Knowledge Economy	11.7%	10.7%	11.4%	9.2%	8.7%

Presented by: Kent Analytics, Kent County Council

**Chart 4: Dartford performance chart**



## Dover

Dover performs above the national median in 4 indicators: median gross weekly workplace earnings; median gross weekly resident earnings; 5-year percentage change in employees; and 3-year business survival rate.

Dover performs below the national median in the remaining 8 indicators: job density; unemployment rate; employment rate; percentage qualified to RQF4 and above; percentage qualified to RQF2 and above; stock of businesses; GVA per head; and percentage of employees in the knowledge economy.

Dover performs best for median gross weekly workplace earnings scoring 77.2 out of 100.

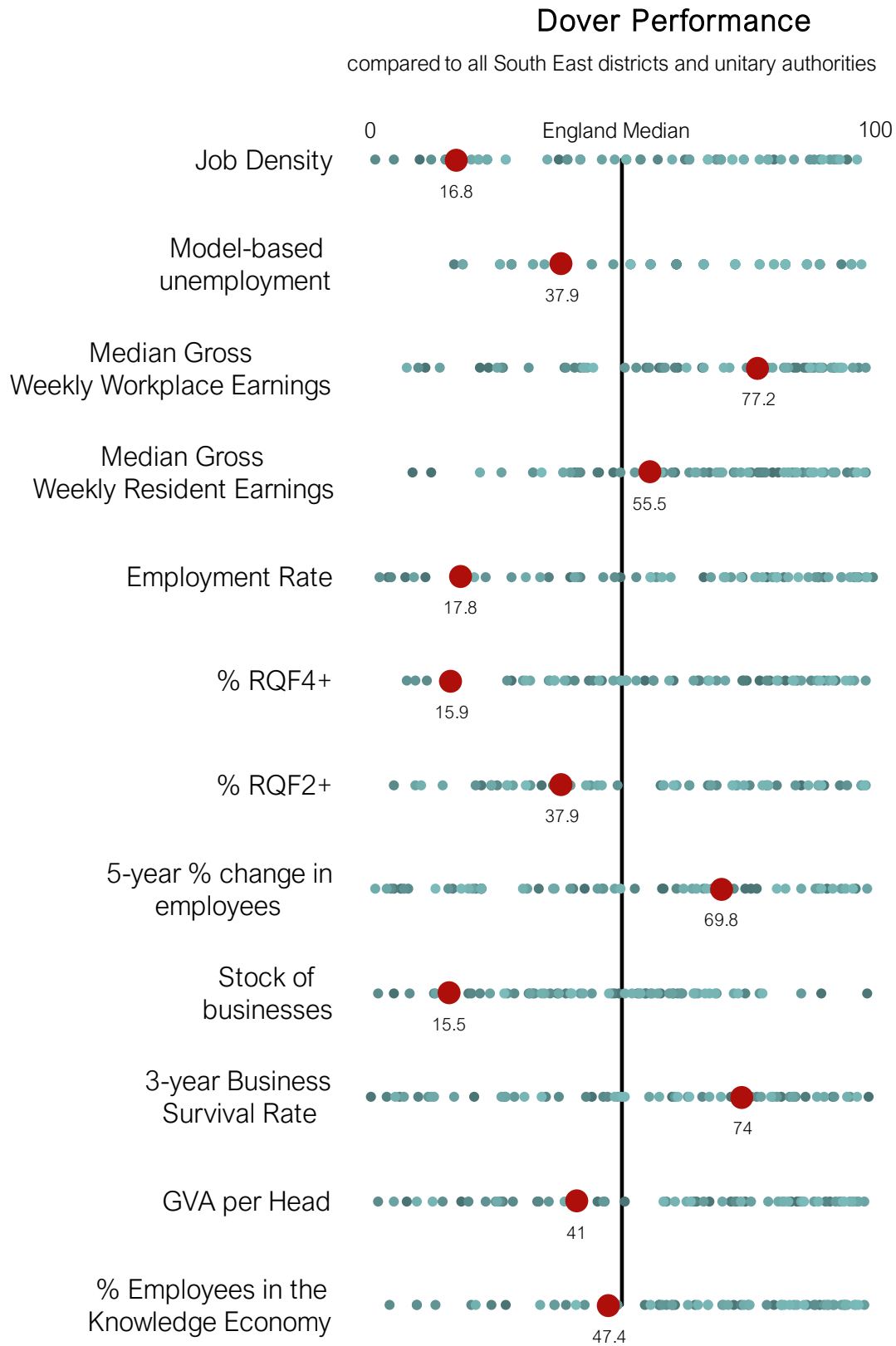
Dover performs worst for stock of businesses scoring 15.5 out of 100.

**Table 8: Indicator values for Dover**

Dover	2020	2021	2022	2023	2024
Job Density	0.61	0.62	0.6	0.66	0.66
Model-based unemployment rate (%)	5.0%	5.5%	4.6%	3.6%	3.6%
Median Gross Weekly Workplace Earnings (£)	£596.8	£615.1	£607.9	£614.1	£705.4
Median Gross Weekly Resident Earnings (£)	£594.5	£610.6	£645.0	£675.1	£681.8
Employment Rate (%)	73.0%	75.9%	72.4%	72.4%	70.9%
% RQF4+	-	-	-	35.0%	33.5%
% RQF2+	-	-	-	89.3%	85.9%
5 year % change in employees	-	-	-2.9%	7.6%	5.9%
Stock of businesses	3,630	3,740	3,885	3,875	3,880
3-year Business Survival Rate (%)	53.2%	47.3%	55.4%	65.4%	62.4%
GVA per Head (£)	20,947	21,423	20,580	21,768	24,695
% Employees in the Knowledge Economy	11.2%	12.9%	13.4%	13.4%	13.9%

Presented by: Kent Analytics, Kent County Council

**Chart 5: Dover performance chart**





## Folkestone & Hythe

Folkestone & Hythe 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 3-year business survival rate.

Folkestone & Hythe performs below the national median in 7 indicators: unemployment rate; employment rate; percentage qualified to RQF level 4 and above; percentage qualified to RQF level 2 and above; stock of businesses; GVA per head; and percentage of employees in the knowledge economy.

Folkestone & Hythe performs best for 5-year percentage change in employees scoring 89.2 out of 100.

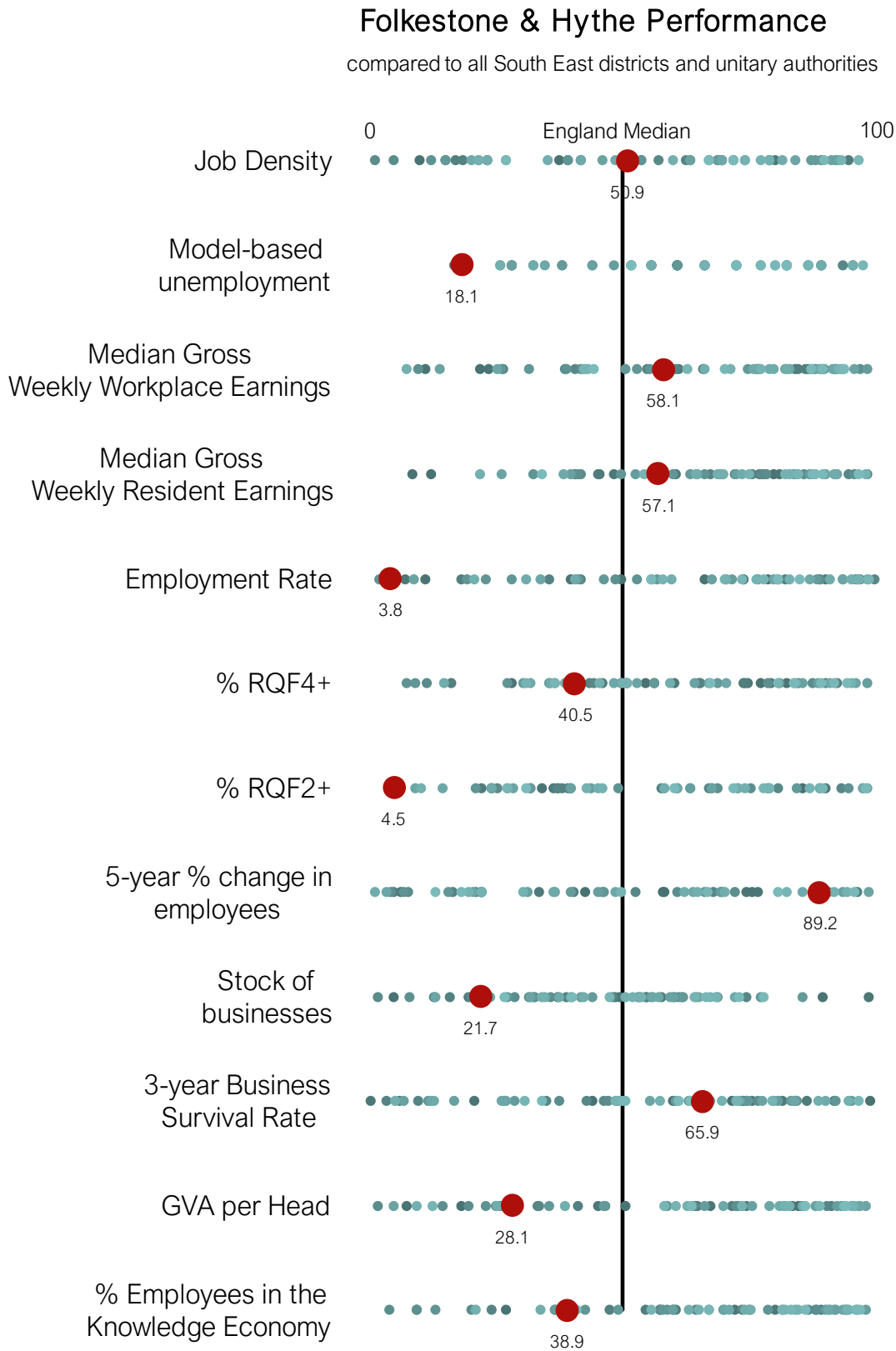
Folkestone & Hythe performs worst for employment rate scoring 3.8 out of 100.

**Table 9: Indicator values for Folkestone & Hythe**

Folkestone & Hythe	2020	2021	2022	2023	2024
Job Density	0.62	0.71	0.71	0.71	0.82
Model-based unemployment rate (%)	3.7%	4.0%	4.3%	4.3%	4.5%
Median Gross Weekly Workplace Earnings (£)	£500.0	£489.9	£561.2	£646.0	£659.1
Median Gross Weekly Resident Earnings (£)	£561.3	£552.6	£607.8	£684.2	£687.7
Employment Rate (%)	82.3%	81.3%	75.0%	81.7%	65.9%
% RQF4+	-	-	-	39.6%	41.6%
% RQF2+	-	-	-	80.1%	74.9%
5 year % change in employees	-	-	1.4%	0.0%	11.3%
Stock of businesses	4,005	4,060	4,090	4,040	4,070
3-year Business Survival Rate (%)	53.0%	51.7%	56.0%	60.7%	61.3%
GVA per Head (£)	19,822	20,682	20,477	19,702	22,433
% Employees in the Knowledge Economy	13.9%	13.2%	13.3%	13.7%	12.7%

Presented by: Kent Analytics, Kent County Council

**Chart 6: Folkestone & Hythe performance chart**



## Gravesham

Gravesham performs above the national median in 5 indicators: unemployment rate; median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; and 5-year change in employees.

Gravesham performs below the national median in 7 indicators: job density; 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.

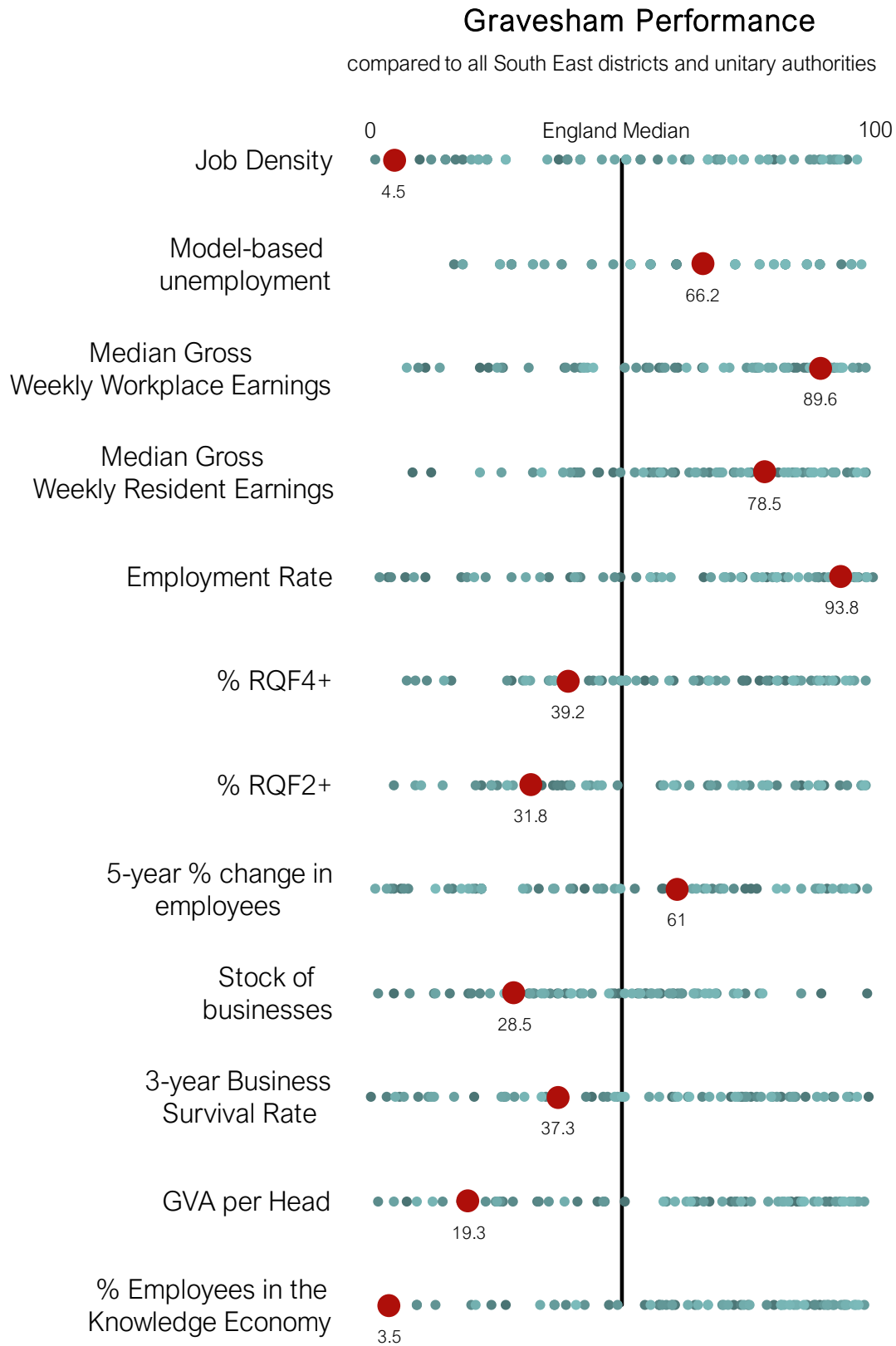
Gravesham performs best for employment rate 93.8 out of 100.

Gravesham performs worst for percentage of employees in the knowledge economy scoring 3.5 out of 100.

**Table 10: Indicator values for Gravesham**

Gravesham	2020	2021	2022	2023	2024
Job Density	0.57	0.56	0.57	0.57	0.57
Model-based unemployment rate (%)	4.6%	4.7%	4.3%	3.3%	3.0%
Median Gross Weekly Workplace Earnings (£)	£679.4	£651.0	£610.6	£653.4	£764.7
Median Gross Weekly Resident Earnings (£)	£621.1	£551.1	£614.9	£660.9	£755.4
Employment Rate (%)	80.7%	78.6%	78.6%	81.6%	85.6%
% RQF4+	-	-	-	38.7%	41.1%
% RQF2+	-	-	-	83.1%	84.9%
5 year % change in employees	-	-	12.1%	13.1%	4.7%
Stock of businesses	4,420	4,610	4,665	4,635	4,635
3-year Business Survival Rate (%)	59.0%	54.0%	56.3%	62.6%	57.8%
GVA per Head (£)	15,366	16,535	16,697	17,917	20,155
% Employees in the Knowledge Economy	8.6%	8.3%	8.5%	7.2%	7.5%

Presented by: Kent Analytics, Kent County Council

**Chart 7: Gravesham performance chart**


## Maidstone

Maidstone performs above the national median in 7 indicators: job density; unemployment rate; 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.

Maidstone performs below the national median in 5 indicators: median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; people qualified to RQF level 4 and above; and percentage change in employees.

Maidstone performs best for 3 year business survival rate scoring 75 out of 100.

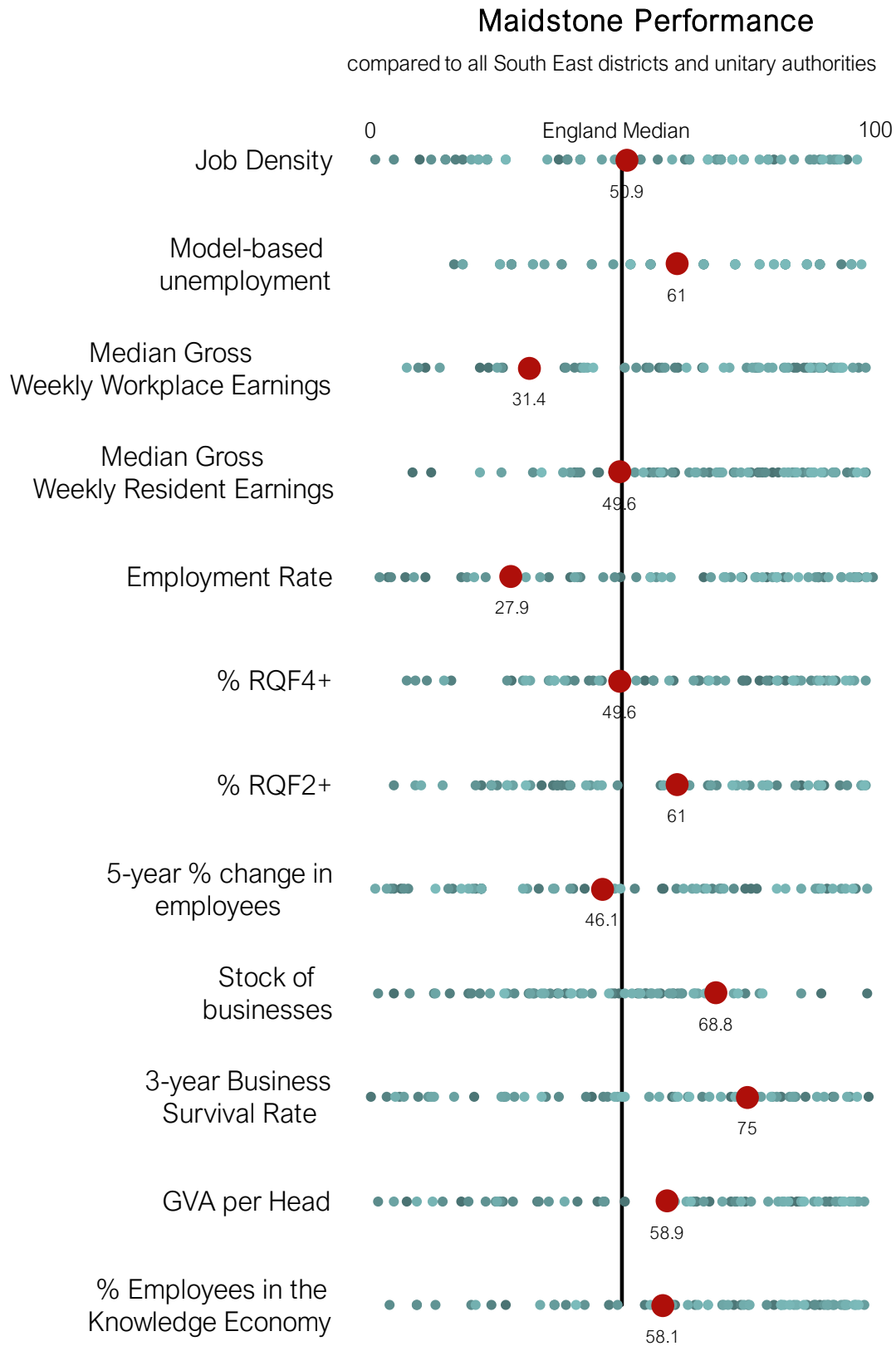
Maidstone performs worst for employment rate scoring 27.9 out of 100.

**Table 11: Indicator values for Maidstone**

Maidstone	2020	2021	2022	2023	2024
Job Density	0.91	0.87	0.84	0.8	0.82
Model-based unemployment rate (%)	2.9%	3.8%	3.6%	2.9%	3.1%
Median Gross Weekly Workplace Earnings (£)	£569.1	£545.0	£595.7	£589.1	£615.1
Median Gross Weekly Resident Earnings (£)	£596.6	£579.0	£631.4	£617.6	£668.7
Employment Rate (%)	82.1%	80.1%	82.3%	82.4%	73.8%
% RQF4+	-	-	-	51.0%	43.7%
% RQF2+	-	-	-	94.8%	89.9%
5 year % change in employees	-	-	-1.3%	2.0%	2.7%
Stock of businesses	7,990	8,275	8,560	8,885	8,830
3-year Business Survival Rate (%)	58.8%	57.5%	59.8%	67.6%	62.4%
GVA per Head (£)	24,557	26,214	26,109	26,905	28,765
% Employees in the Knowledge Economy	13.3%	13.6%	14.7%	14.3%	15.6%

Presented by: Kent Analytics, Kent County Council

**Chart 8: Maidstone performance chart**



## Sevenoaks

Sevenoaks performs above the national median in 8 indicators: job density; unemployment rate; median gross weekly resident earnings; 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.

Sevenoaks performs below the national median in 4 indicators: median gross weekly workplace earnings; employment rate; percentage qualified to RQF level 4 and above; and percentage change in employees.

Sevenoaks performs best for median gross weekly resident earnings scoring 84.7 out of 100.

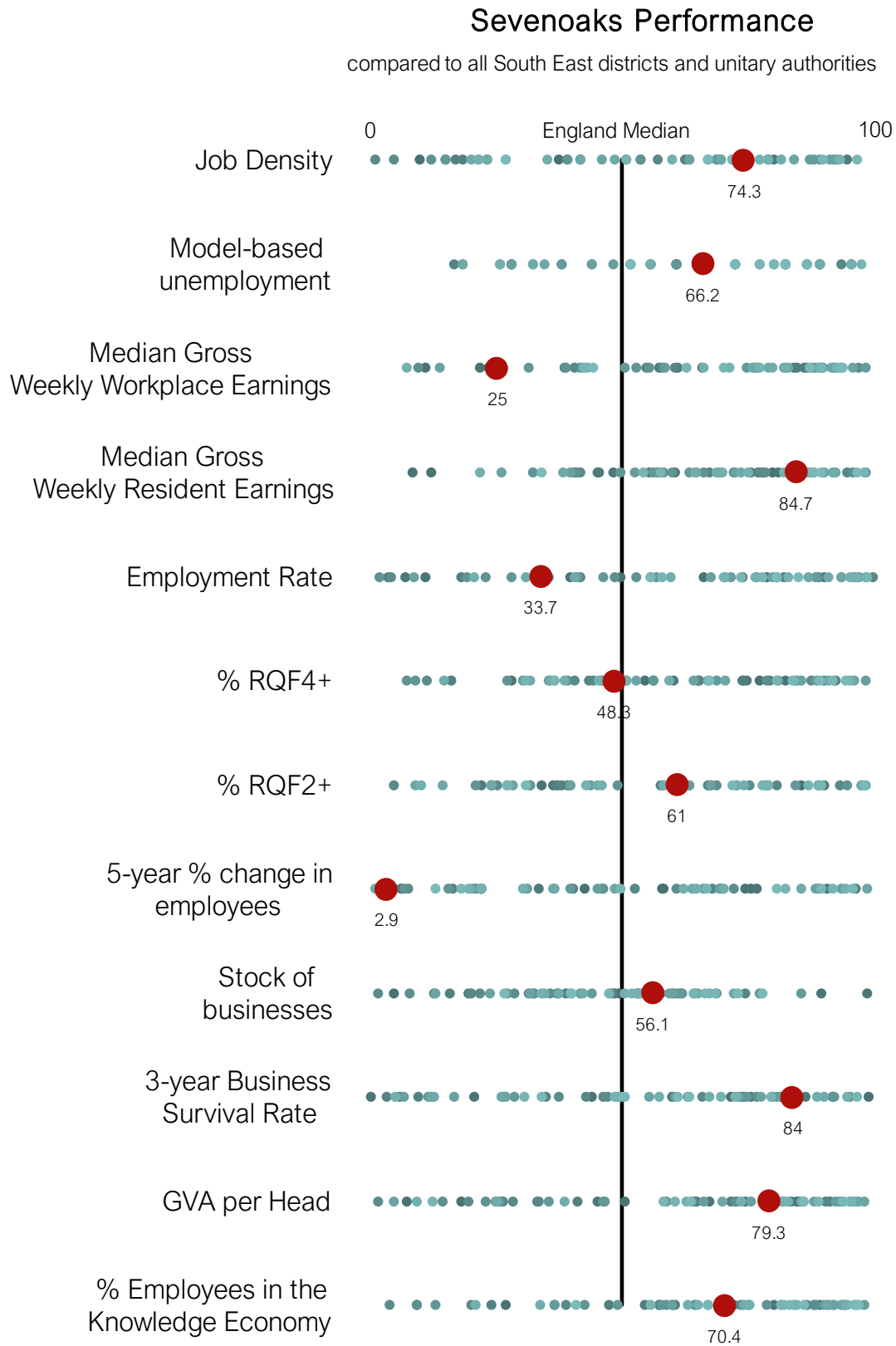
Sevenoaks performs worst for percentage change in employees scoring 2.9 out of 100.

**Table 12: Indicator values for Sevenoaks**

Sevenoaks	2020	2021	2022	2023	2024
Job Density	0.85	0.91	0.83	0.88	0.93
Model-based unemployment rate (%)	2.7%	4.1%	4.2%	2.8%	3.0%
Median Gross Weekly Workplace Earnings (£)	£594.0	£583.8	£590.3	£603.5	£603.7
Median Gross Weekly Resident Earnings (£)	£703.7	£716.3	£749.2	£728.3	£774.5
Employment Rate (%)	79.1%	73.4%	70.5%	73.6%	74.6%
% RQF4+	-	-	-	44.7%	43.5%
% RQF2+	-	-	-	88.2%	89.9%
5 year % change in employees	-	-	-5.0%	-4.0%	-9.3%
Stock of businesses	7,275	7,475	7,370	7,110	6,980
3-year Business Survival Rate (%)	62.9%	59.5%	61.7%	60.9%	63.8%
GVA per Head (£)	33,986	34,012	33,019	34,704	37,554
% Employees in the Knowledge Economy	24.0%	22.5%	19.8%	18.6%	19.4%

Presented by: Kent Analytics, Kent County Council

**Chart 9: Sevenoaks performance chart**





## Swale

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

Swale performs below the national median in 7 indicators: job density; median gross weekly workplace earnings; percentage qualified to RQF level 4 and above; percentage qualified to RQF level 2 and above; stock of businesses; GVA per head; and percentage of employees in the knowledge economy.

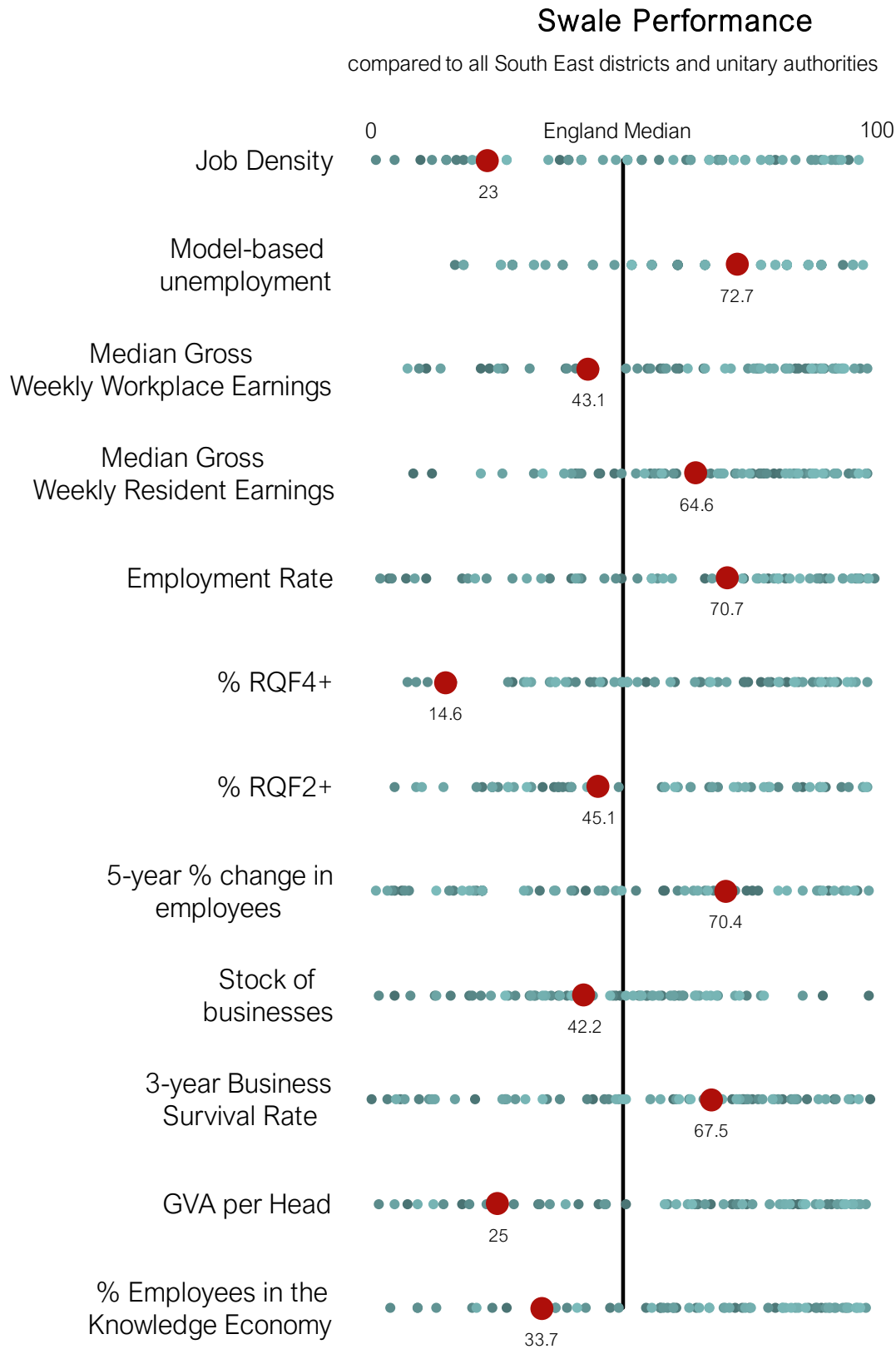
Swale performs best for unemployment rate scoring 72.7 out of 100.

Swale performs worst for percentage qualified to RQF level 4 and above scoring 14.6 out of 100.

**Table 13: Indicator values for Swale**

Swale	2020	2021	2022	2023	2024
Job Density	0.71	0.7	0.63	0.65	0.7
Model-based unemployment rate (%)	4.7%	5.5%	4.0%	3.6%	2.9%
Median Gross Weekly Workplace Earnings (£)	£508.9	£480.9	£530.7	£547.4	£634.2
Median Gross Weekly Resident Earnings (£)	£582.3	£574.3	£580.2	£670.3	£702.8
Employment Rate (%)	72.1%	78.3%	74.2%	81.1%	80.7%
% RQF4+	-	-	-	35.1%	33.4%
% RQF2+	-	-	-	86.4%	87.1%
5 year % change in employees	-	-	2.0%	3.0%	5.9%
Stock of businesses	5,225	5,360	5,425	5,460	5,470
3-year Business Survival Rate (%)	63.8%	56.1%	57.3%	64.3%	61.5%
GVA per Head (£)	18,861	20,955	21,164	23,039	21,731
% Employees in the Knowledge Economy	9.7%	11.7%	11.9%	10.6%	12.1%

Presented by: Kent Analytics, Kent County Council

**Chart 10: Swale performance chart**


## 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 resident earning; employment rate; percentage qualified to RQF level 4 and above; percentage qualified to RQF level 2 and above; 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 57.4 out of 100.

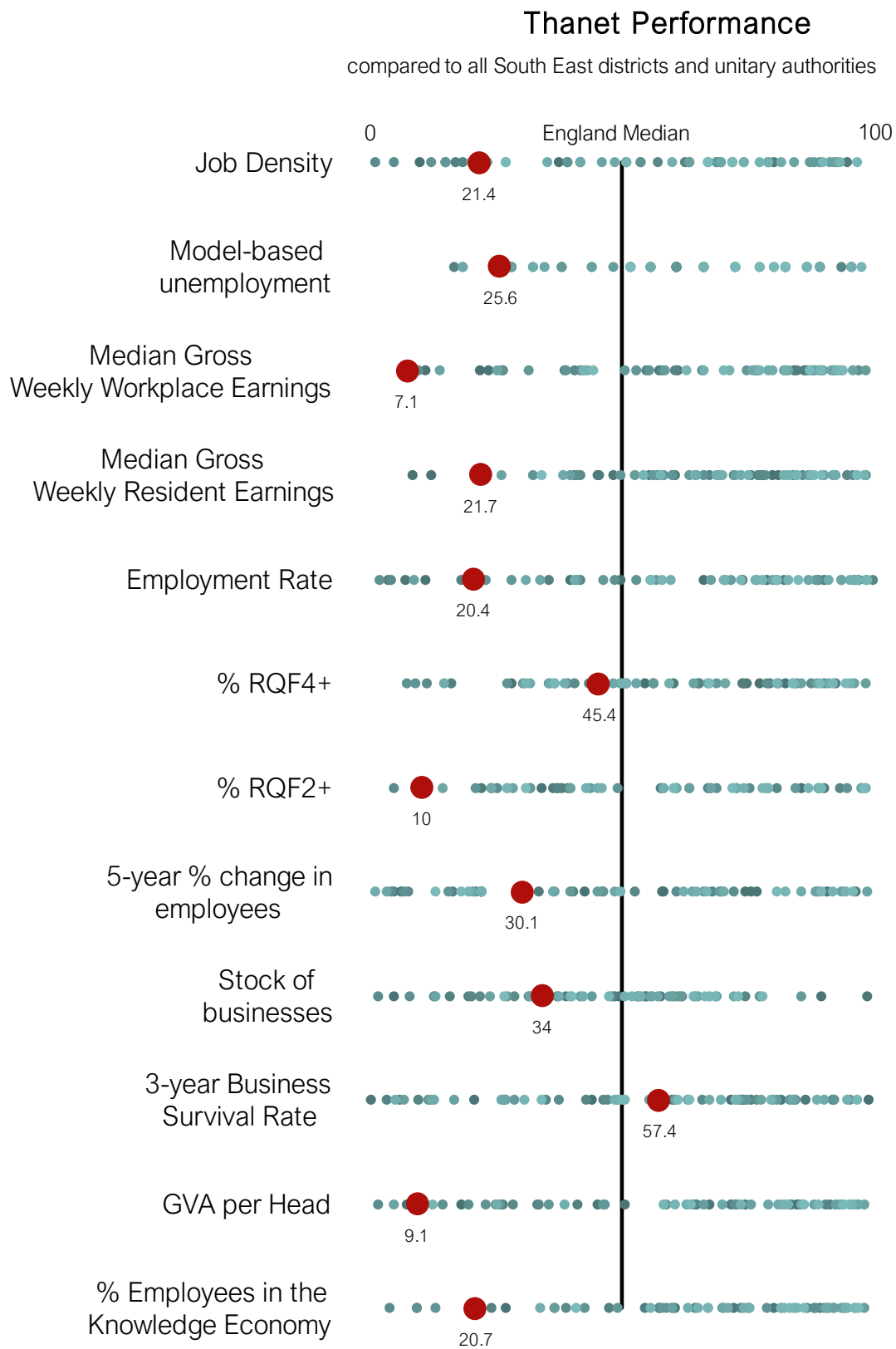
Thanet performs worst for median gross weekly workplace earnings scoring 7.1 out of 100.

**Table 14: Indicator values for Thanet**

Thanet	2020	2021	2022	2023	2024
Job Density	0.66	0.7	0.66	0.69	0.69
Model-based unemployment rate (%)	5.7%	5.7%	5.9%	5.1%	4.0%
Median Gross Weekly Workplace Earnings (£)	£504.7	£473.2	£535.1	£541.5	£549.9
Median Gross Weekly Resident Earnings (£)	£509.1	£522.5	£560.3	£596.7	£613.7
Employment Rate (%)	71.5%	70.2%	63.8%	75.1%	71.9%
% RQF4+	-	-	-	30.2%	42.6%
% RQF2+	-	-	-	74.9%	79.8%
5 year % change in employees	-	-	1.2%	6.1%	1.2%
Stock of businesses	4,355	4,610	4,680	4,760	4,900
3-year Business Survival Rate (%)	57.8%	52.9%	57.8%	58.3%	60.3%
GVA per Head (£)	14,746	15,289	15,020	15,612	17,471
% Employees in the Knowledge Economy	9.0%	8.9%	11.3%	10.3%	10.6%

Presented by: Kent Analytics, Kent County Council

**Chart 11: Thanet performance chart**



## Tonbridge & Malling

Tonbridge & Malling performs above the national median in 9 indicators: job density; unemployment rate; median gross weekly resident earnings; employment rate; percentage change in employees; stock of businesses; 3-year business survival rate; GVA per head; and percentage of employees in the knowledge economy.

It is equal to the national median in 1 indicator: Percentage qualified to RQF level 4 and above.

Tonbridge & Malling performs below the national median in 2 indicators: median gross weekly workplace earnings; and percentage qualified to RQF level 2 and above.

Tonbridge & Malling performs best for employment rate scoring 97.0 out of 100.

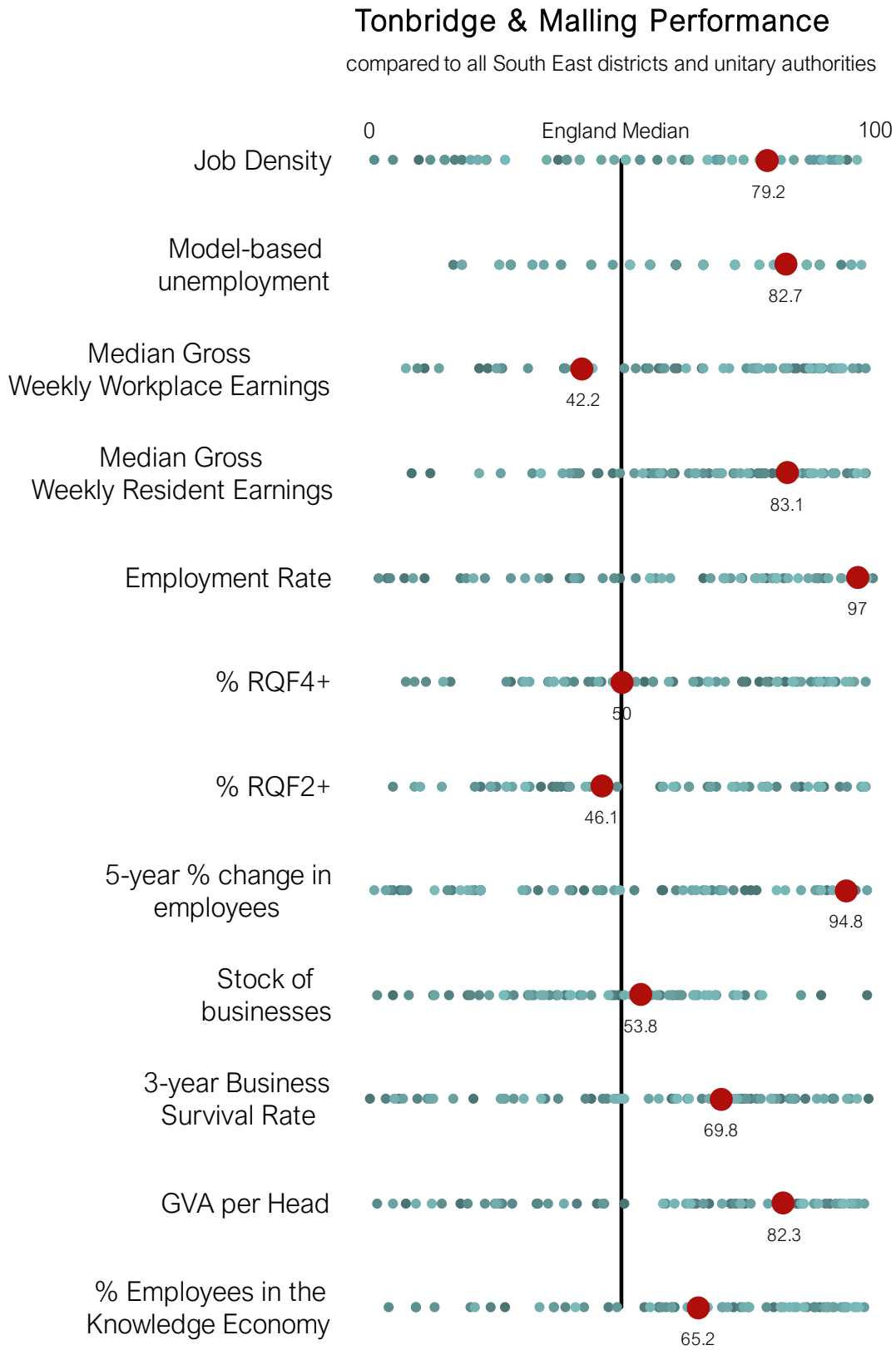
Tonbridge & Malling performs worst for median gross weekly workplace earnings scoring 42.2 out of 100.

**Table 15: Indicator values for Tonbridge & Malling**

Tonbridge & Malling	2020	2021	2022	2023	2024
Job Density	0.87	0.94	0.94	0.98	0.96
Model-based unemployment rate (%)	2.6%	3.4%	3.0%	2.4%	2.6%
Median Gross Weekly Workplace Earnings (£)	£551.8	£562.3	£579.2	£612.1	£633.4
Median Gross Weekly Resident Earnings (£)	£670.1	£689.9	£692.4	£713.0	£766.6
Employment Rate (%)	84.4%	82.1%	80.6%	75.2%	86.3%
% RQF4+	-	-	-	44.7%	43.8%
% RQF2+	-	-	-	90.6%	87.2%
5 year % change in employees	-	-	7.0%	10.3%	15.5%
Stock of businesses	6,465	6,725	6,885	6,725	6,545
3-year Business Survival Rate (%)	59.4%	61.0%	58.2%	62.5%	61.7%
GVA per Head (£)	33,692	37,216	37,165	38,387	39,862
% Employees in the Knowledge Economy	19.7%	18.7%	19.4%	17.1%	17.2%

Presented by: Kent Analytics, Kent County Council

**Chart 12: Tonbridge & Malling performance chart**



## Tunbridge Wells

Tunbridge Wells 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.

Tunbridge Wells performs below the national median in 2 indicators: percentage qualified to RQF level 2 and above; and percentage change in employees.

Tunbridge Wells performs best for 3-year business survival rate scoring 95.1 out of 100.

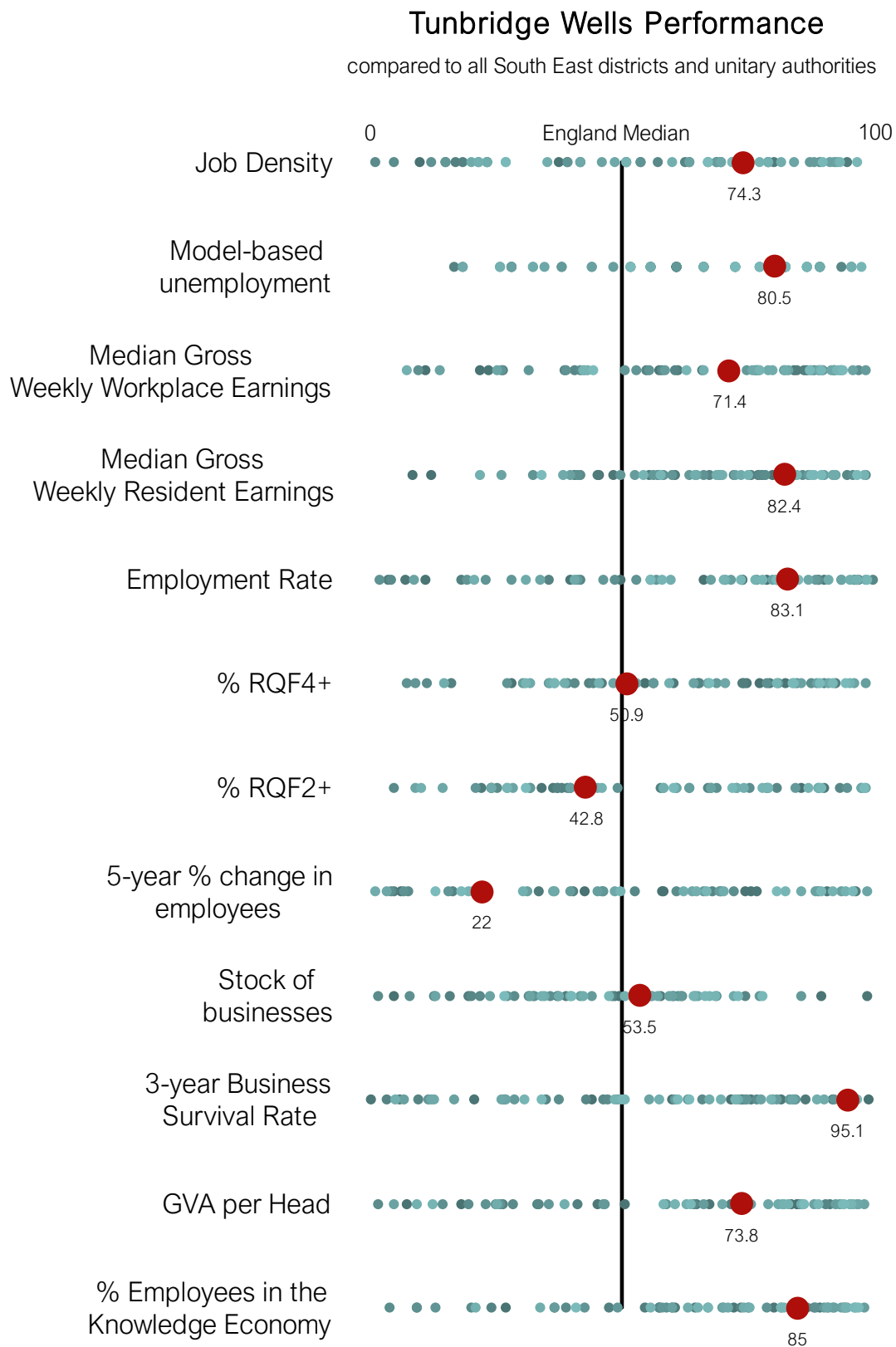
Tunbridge Wells performs worst for percentage change in employees scoring 22.0 out of 100.

**Table 16: Indicator values for Tunbridge Wells**

Tunbridge Wells	2020	2021	2022	2023	2024
Job Density	0.86	0.91	0.92	1.01	0.93
Model-based unemployment rate (%)	2.5%	3.2%	3.8%	3.5%	2.7%
Median Gross Weekly Workplace Earnings (£)	£564.0	£560.1	£577.0	£623.6	£684.4
Median Gross Weekly Resident Earnings (£)	£688.5	£690.1	£698.7	£670.0	£766.3
Employment Rate (%)	81.1%	79.7%	77.1%	68.4%	82.9%
% RQF4+	-	-	-	54.0%	44.3%
% RQF2+	-	-	-	87.2%	86.7%
5 year % change in employees	-	-	-18.5%	-1.9%	0.0%
Stock of businesses	6,995	6,830	6,835	6,635	6,505
3-year Business Survival Rate (%)	61.5%	61.8%	63.5%	60.4%	65.9%
GVA per Head (£)	30,503	30,845	29,444	30,575	34,561
% Employees in the Knowledge Economy	23.5%	22.1%	22.8%	24.8%	24.3%

Presented by: Kent Analytics, Kent County Council

**Chart 13: Tunbridge Wells performance chart**





## Medway

Medway performs above the national median in 5 indicators: median gross weekly workplace earnings; median gross weekly resident earnings; percentage qualified to RQF level 2 and above; percentage change in employees; and stock of businesses.

Medway performs below the national median in 7 indicators: job density; unemployment rate; employment rate; Percentage qualified to RQF level 4 and above; 3-year business survival rate; GVA per head; and percentage of employees in the knowledge economy.

Medway performs best for stock of businesses scoring 77.5 out of 100.

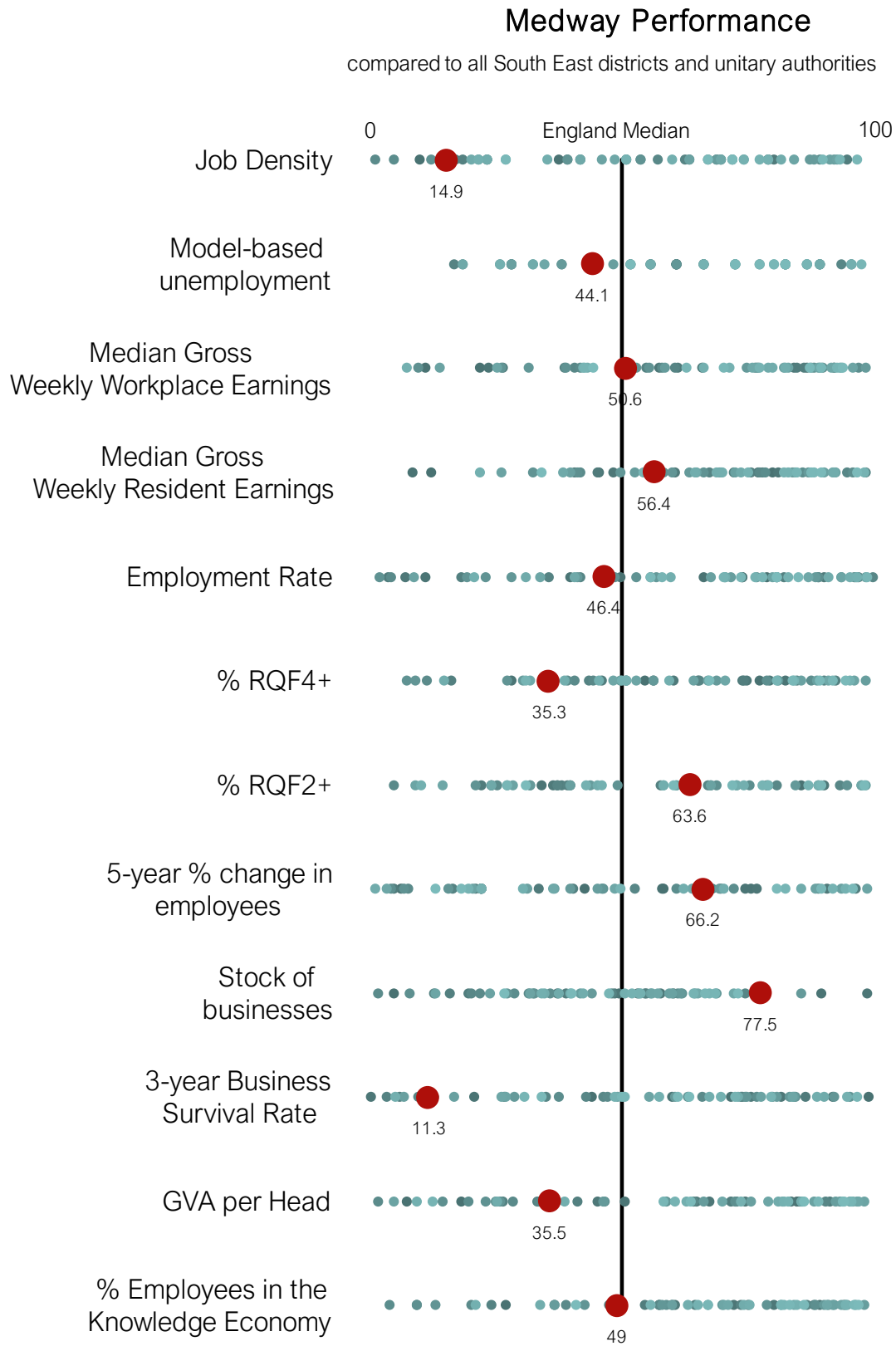
Medway performs worst for 3-year business survival rate scoring 11.3 out of 100.

**Table 17: Indicator values for Medway**

Medway	2020	2021	2022	2023	2024
Job Density	0.63	0.61	0.64	0.64	0.65
Model-based unemployment rate (%)	4.1%	4.8%	4.1%	3.6%	3.5%
Median Gross Weekly Workplace Earnings (£)	£569.9	£603.8	£575.8	£611.0	£646.5
Median Gross Weekly Resident Earnings (£)	£610.0	£600.4	£606.1	£605.3	£683.4
Employment Rate (%)	77.9%	75.0%	78.2%	81.2%	76.9%
% RQF4+	-	-	-	42.5%	39.7%
% RQF2+	-	-	-	88.0%	90.2%
5 year % change in employees	-	-	9.1%	2.2%	5.5%
Stock of businesses	9,710	10,045	10,485	10,560	10,130
3-year Business Survival Rate (%)	56.9%	52.0%	57.1%	61.8%	50.2%
GVA per Head (£)	19,693	21,090	21,376	21,436	23,753
% Employees in the Knowledge Economy	14.4%	14.2%	15.2%	13.3%	14.1%

Presented by: Kent Analytics, Kent County Council

**Chart 14: Medway performance chart**



## 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	68.8	Above	97
Model-based unemployment rate (%)	55.8	Above	137
Median Gross Weekly Workplace Earnings (£)	23.3	Below	237
Median Gross Weekly Resident Earnings (£)	45.4	Below	169
Employment Rate (%)	10.7	Below	276
% RQF4+	27.9	Below	223
% RQF2+	24	Below	235
5 year % change in employees	74.6	Above	79
Stock of businesses	53.2	Above	145
3-year Business Survival Rate (%)	60	Above	124
GVA per Head (£)	50.5	Above	160
% Employees in the Knowledge Economy	36.6	Below	196

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	67.2	Above	102
Model-based unemployment rate (%)	51.6	Above	150
Median Gross Weekly Workplace Earnings (£)	57.4	Above	132
Median Gross Weekly Resident Earnings (£)	48.3	Below	160
Employment Rate (%)	6.8	Below	288
% RQF4+	75	Above	78
% RQF2+	90.5	Above	30
5 year % change in employees	22	Below	241
Stock of businesses	48.7	Below	159
3-year Business Survival Rate (%)	81.8	Above	57
GVA per Head (£)	45	Below	176
% Employees in the Knowledge Economy	80.5	Above	61

Presented by: Kent Analytics, Kent County Council

**Table 20: Dartford Indicator scores**

<b>Dartford</b>	<b>Indicator score</b>	<b>Compared to England median</b>	<b>Rank out of 309 local authorities</b>
Job Density	79.2	Above	65
Model-based unemployment rate (%)	61	Above	121
Median Gross Weekly Workplace Earnings (£)	86.3	Above	43
Median Gross Weekly Resident Earnings (£)	78.2	Above	68
Employment Rate (%)	97.4	Above	9
% RQF4+	74.3	Above	80
% RQF2+	89.2	Above	34
5 year % change in employees	96.7	Above	11
Stock of businesses	38.9	Below	189
3-year Business Survival Rate (%)	5.5	Below	292
GVA per Head (£)	71.8	Above	97
% Employees in the Knowledge Economy	9	Below	281

Presented by: Kent Analytics, Kent County Council

**Table 21: Dover Indicator scores**

<b>Dover</b>	<b>Indicator score</b>	<b>Compared to England median</b>	<b>Rank out of 309 local authorities</b>
Job Density	16.8	Below	257
Model-based unemployment rate (%)	37.9	Below	192
Median Gross Weekly Workplace Earnings (£)	77.2	Above	71
Median Gross Weekly Resident Earnings (£)	55.5	Above	138
Employment Rate (%)	17.8	Below	254
% RQF4+	15.9	Below	260
% RQF2+	37.9	Below	192
5 year % change in employees	69.8	Above	94
Stock of businesses	15.5	Below	261
3-year Business Survival Rate (%)	74	Above	81
GVA per Head (£)	41	Below	188
% Employees in the Knowledge Economy	47.4	Below	163

Presented by: Kent Analytics, Kent County Council

**Table 22: Folkestone & Hythe Indicator scores**

<b>Folkestone &amp; Hythe</b>	<b>Indicator score</b>	<b>Compared to England median</b>	<b>Rank out of 309 local authorities</b>
Job Density	50.9	Above	152
Model-based unemployment rate (%)	18.1	Below	253
Median Gross Weekly Workplace Earnings (£)	58.1	Above	130
Median Gross Weekly Resident Earnings (£)	57.1	Above	133
Employment Rate (%)	3.8	Below	297
% RQF4+	40.5	Below	184
% RQF2+	4.5	Below	295
5 year % change in employees	89.2	Above	34
Stock of businesses	21.7	Below	242
3-year Business Survival Rate (%)	65.9	Above	106
GVA per Head (£)	28.1	Below	226
% Employees in the Knowledge Economy	38.9	Below	189

Presented by: Kent Analytics, Kent County Council

**Table 23: Gravesham Indicator scores**

<b>Gravesham</b>	<b>Indicator score</b>	<b>Compared to England median</b>	<b>Rank out of 309 local authorities</b>
Job Density	4.5	Below	295
Model-based unemployment rate (%)	66.2	Above	105
Median Gross Weekly Workplace Earnings (£)	89.6	Above	33
Median Gross Weekly Resident Earnings (£)	78.5	Above	67
Employment Rate (%)	93.8	Above	20
% RQF4+	39.2	Below	188
% RQF2+	31.8	Below	211
5 year % change in employees	61	Above	121
Stock of businesses	28.5	Below	221
3-year Business Survival Rate (%)	37.3	Below	194
GVA per Head (£)	19.3	Below	252
% Employees in the Knowledge Economy	3.5	Below	298

Presented by: Kent Analytics, Kent County Council

**Table 24: Maidstone Indicator scores**

<b>Maidstone</b>	<b>Indicator score</b>	<b>Compared to England median</b>	<b>Rank out of 309 local authorities</b>
Job Density	50.9	Above	152
Model-based unemployment rate (%)	61	Above	121
Median Gross Weekly Workplace Earnings (£)	31.4	Below	212
Median Gross Weekly Resident Earnings (£)	49.6	Below	156
Employment Rate (%)	27.9	Below	223
% RQF4+	49.6	Below	156
% RQF2+	61	Above	121
5 year % change in employees	46.1	Below	167
Stock of businesses	68.8	Above	97
3-year Business Survival Rate (%)	75	Above	78
GVA per Head (£)	58.9	Above	135
% Employees in the Knowledge Economy	58.1	Above	130

Presented by: Kent Analytics, Kent County Council

**Table 25: Sevenoaks Indicator scores**

<b>Sevenoaks</b>	<b>Indicator score</b>	<b>Compared to England median</b>	<b>Rank out of 309 local authorities</b>
Job Density	74.3	Above	80
Model-based unemployment rate (%)	66.2	Above	105
Median Gross Weekly Workplace Earnings (£)	25	Below	232
Median Gross Weekly Resident Earnings (£)	84.7	Above	48
Employment Rate (%)	33.7	Below	205
% RQF4+	48.3	Below	160
% RQF2+	61	Above	121
5 year % change in employees	2.9	Below	300
Stock of businesses	56.1	Above	136
3-year Business Survival Rate (%)	84	Above	50
GVA per Head (£)	79.3	Above	75
% Employees in the Knowledge Economy	70.4	Above	92

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	23	Below	238
Model-based unemployment rate (%)	72.7	Above	85
Median Gross Weekly Workplace Earnings (£)	43.1	Below	176
Median Gross Weekly Resident Earnings (£)	64.6	Above	110
Employment Rate (%)	70.7	Above	91
% RQF4+	14.6	Below	264
% RQF2+	45.1	Below	170
5 year % change in employees	70.4	Above	92
Stock of businesses	42.2	Below	179
3-year Business Survival Rate (%)	67.5	Above	101
GVA per Head (£)	25	Below	235
% Employees in the Knowledge Economy	33.7	Below	205

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	21.4	Below	243
Model-based unemployment rate (%)	25.6	Below	230
Median Gross Weekly Workplace Earnings (£)	7.1	Below	287
Median Gross Weekly Resident Earnings (£)	21.7	Below	242
Employment Rate (%)	20.4	Below	246
% RQF4+	45.4	Below	169
% RQF2+	10	Below	278
5 year % change in employees	30.1	Below	216
Stock of businesses	34	Below	204
3-year Business Survival Rate (%)	57.4	Above	132
GVA per Head (£)	9.1	Below	282
% Employees in the Knowledge Economy	20.7	Below	245

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	79.2	Above	65
Model-based unemployment rate (%)	82.7	Above	54
Median Gross Weekly Workplace Earnings (£)	42.2	Below	179
Median Gross Weekly Resident Earnings (£)	83.1	Above	53
Employment Rate (%)	97	Above	10
% RQF4+	50	Equal	155
% RQF2+	46.1	Below	167
5 year % change in employees	94.8	Above	17
Stock of businesses	53.8	Above	143
3-year Business Survival Rate (%)	69.8	Above	94
GVA per Head (£)	82.3	Above	66
% 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	74.3	Above	80
Model-based unemployment rate (%)	80.5	Above	61
Median Gross Weekly Workplace Earnings (£)	71.4	Above	89
Median Gross Weekly Resident Earnings (£)	82.4	Above	55
Employment Rate (%)	83.1	Above	53
% RQF4+	50.9	Above	152
% RQF2+	42.8	Below	177
5 year % change in employees	22	Below	241
Stock of businesses	53.5	Above	144
3-year Business Survival Rate (%)	95.1	Above	16
GVA per Head (£)	73.8	Above	91
% Employees in the Knowledge Economy	85	Above	47

Presented by: Kent Analytics, Kent County Council



**Table 30: Medway Indicator scores**

<b>Medway</b>	<b>Indicator score</b>	<b>Compared to England median</b>	<b>Rank out of 309 local authorities</b>
Job Density	14.9	Below	263
Model-based unemployment rate (%)	44.1	Below	173
Median Gross Weekly Workplace Earnings (£)	50.6	Above	153
Median Gross Weekly Resident Earnings (£)	56.4	Above	135
Employment Rate (%)	46.4	Below	166
% RQF4+	35.3	Below	200
% RQF2+	63.6	Above	113
5 year % change in employees	66.2	Above	105
Stock of businesses	77.5	Above	70
3-year Business Survival Rate (%)	11.3	Below	274
GVA per Head (£)	35.5	Below	204
% Employees in the Knowledge Economy	49	Below	158

Presented by: Kent Analytics, Kent County Council

**Table 31: Kent Indicator scores**

<b>Kent</b>	<b>Indicator score</b>	<b>Compared to England median</b>	<b>Rank out of 152 authorities</b>
Job Density	48.3	Below	79
Model-based unemployment rate (%)	43.7	Below	86
Median Gross Weekly Workplace Earnings (£)	47	Below	81
Median Gross Weekly Resident Earnings (£)	61.5	Above	59
Employment Rate (%)	51.6	Above	74
% RQF4+	41.7	Below	89
% RQF2+	47.6	Below	80
5 year % change in employees	62.9	Above	57
Stock of businesses	99	Above	2
3-year Business Survival Rate (%)	77.4	Above	35
GVA per Head (£)	56	Above	68
% Employees in the Knowledge Economy	51.6	Above	74

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.