

Kent economic indicators update 2010

ECN07-10 September 2010

This paper presents the latest update to the “basket of economic indicators”, which are now updated to 2010.

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 149 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 354 District and unitary Authorities in England. In the District-level model, two indicators have been changed slightly to reflect the scale of the local economy; total employees and the stock of VAT registered businesses, rather than employee change (since 1998) and net VAT registrations as a percentage of stock, which are used at County level.

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. In short; the nearer the outside of the spider chart, or the closer to 100 the percent rank score is, the better.

In both models, the resulting spider chart therefore literally shows the “shape” of the economy of each area, based on these indicators. The 2010 charts are presented here.

The analysis also identifies each area’s nearest economic neighbour, based on these indicators. In the last eight years, Essex has been Kent’s nearest economic neighbour seven times, and is so again in 2010. Lancashire was Kent’s nearest neighbour in 2006.

Recent changes to some of the data sets have meant some inconsistencies in the time-series but this does not really affect the comparison analysis with each area’s economic “nearest neighbour”. This comparison is helpful in identifying areas with a similar ranking score on each indicator.

There have been a number of significant changes to the economic indicators used in the spider charts which monitor Kent Prospects and the KCC Regeneration Strategy. This note provides the detail of those changes.

District-level monitoring

3 Year Survival Rates

New 2008 release of the 3-year Survival Rate data has been incorporated into the spider charts. This is taken from the Business demography dataset and counts firms starting in 2005 and surviving through to 2008.

Count of Business Stock

The count of business stock is also based on the Business demography dataset, with the latest data being for 2008. Historic data has also been updated back to the 2004, to extend the time-series available.

For this reason it is recommended that the 2006 spider chart be used as the new “baseline” date, as this is the first period on the current basis that is consistent with all later dates.

GVA

The Office for National Statistics has released new data for 2007 while revising the estimates of GVA and GVA per head back to 2004.

Workplace and Resident Based Earnings

Earnings data for 2009 has been released and revisions have been made to historic data, affecting both Workplace and Resident-based Earnings. These revisions appear to be small adjustments rather than significant changes and only seem to affect some areas.

Employee Data

With the release of the 2008 Annual Business Inquiry data, came revised 2007 and 2006 figures. This affects the indicator values for Total Employees and Percentage of Employees in the Knowledge Economy.

The remaining indicators; the **Unemployment Rate**, the **Employment rate** and the **Percentage of those with NVQ4+** have been updated to incorporate the latest data releases and are consistent with previously published figures.

Publication dates/survey dates

The spider charts are published on the basis of what is available at the beginning of each year. The spider chart for 2010 therefore shows the latest data that is available for each of the indicators. Some datasets lag behind others 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 spider chart published.

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	2002	2003	2004	2005	2006	2007	2008	2009
Median Full-time Earnings (Workplace)	2002	2003	2004	2005	2006	2007	2008	2009
Median Full-time Earnings (Residence)	2002	2003	2004	2005	2006	2007	2008	2009
Employment Rate	2001	2002	2003	2004	2005	2006	2007	2008
Total Employees	2001	2002	2003	2004	2005	2006	2007	2008
Stock of Businesses	2001	2002	2003	2004	2005	2006	2007	2008
3 Year Business Survival Rates	2001	2002	2003	2004	2005	2006	2007	2008
GVA per head	2000	2001	2002	2003	2004	2005	2006	2007
% Employees in the Knowledge Economy	2001	2002	2003	2004	2005	2006	2007	2008
% Working Age Population with NVQ4+	2001	2002	2003	2004	2005	2006	2007	2008

County-level monitoring

The above comments also apply to the County-level monitoring, however, there are two indicators at County level that differ from those used at district-level and they are both affected by changes.

The county-level spider chart now uses **Net new businesses as a percentage of stock**, based on the new Business Demography dataset. Historic data has been updated back to 2004 (as shown in the 2006 spider chart).

Instead of using the count of total employees, the county-level analysis uses **Employee change since 1998**. This indicator is based on figures from the Annual Business Inquiry, so it has been updated to include data for 2008. Figures for 2007 and 2006 have also been revised.

Tables and charts

The following pages show time-series tables of the rank scores and indicator values, plus a chart showing the shape of the local economy and its nearest neighbour, for the KCC Area, each of the Kent districts and Medway.

A rank of 1 is the lowest (worse) and a rank of 100 is the highest (best).

In the 2010 analysis, it is interesting to note that several Kent Districts now match with one another in terms of their nearest neighbours. Gravesham's nearest neighbour is now Dover, whilst Dover's nearest neighbour is now Shepway. Both Shepway and Thanet's nearest neighbour is Wyre Forest, in Worcestershire. Sevenoaks and Tunbridge Wells also match – in both directions – as nearest neighbours.

Two of Kent's districts have nearest neighbours in Essex; Maidstone's nearest neighbour is Chelmsford and Swale's nearest neighbour is Thurrock.

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KCC Area

"Scores" for the Selected Area - based on Ranked Index within all UA/Counties in England.

Kent

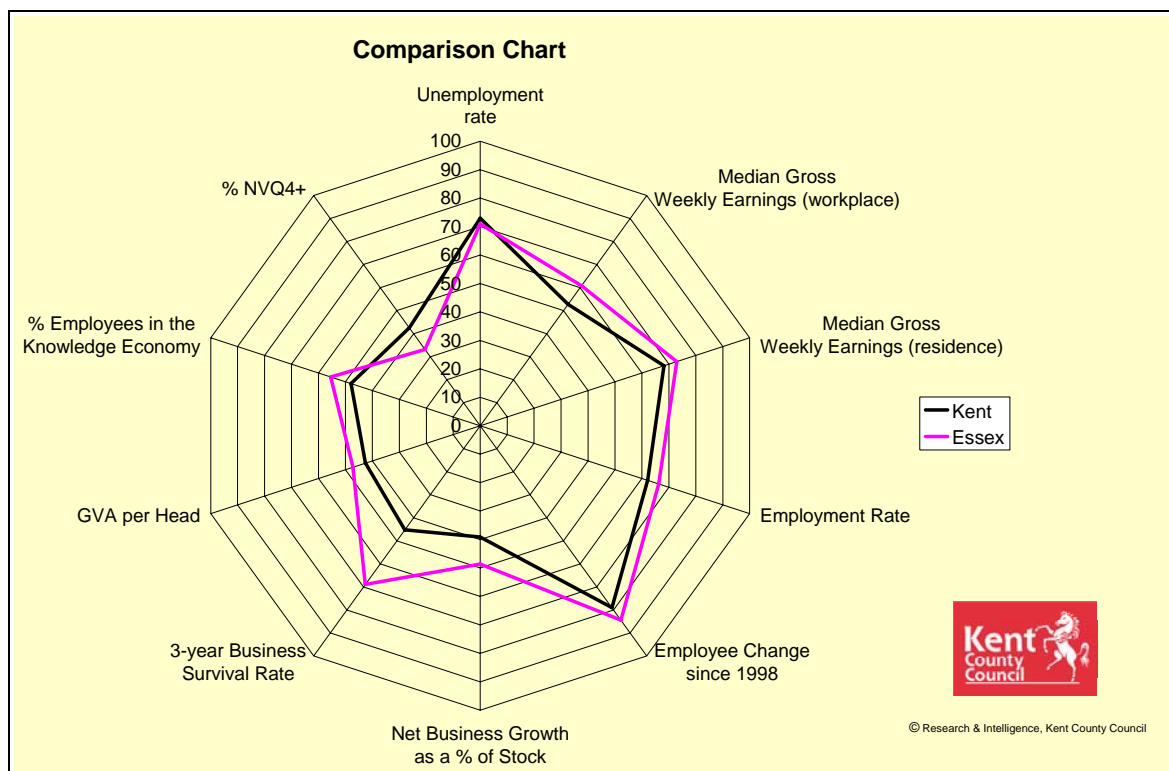
	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate (%)	72	68	69	62	63	67	70	73
Median Weekly Full-time Earnings (workplace)	54	55	55	47	48	53	56	53
Median Weekly Full-time Earnings (residence)	68	68	64	67	65	70	68	68
Employment Rate	66	58	45	70	67	61	64	62
Employee Change (%)	73	79	68	70	86	65	74	79
Net business growth as a % of stock	68	70	72	68	20	43	34	39
3-year Survival Rate	74	68	74	70	85	70	66	45
GVA per head (£)	37	39	42	43	45	44	44	43
% Employees in the Knowledge Economy	43	49	46	51	51	49	48	48
% Working Age population with NVQ4+	39	48	51	47	43	49	50	43

It is important to remember that these scores are based on the ranking position of the Selected Area relative to all other Unitary Authorities and Counties in England.

Data Values - Actual Indicator values

Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate (%)	1.8	1.9	1.7	1.9	2.1	1.8	2.5	3.2
Median Weekly Full-time Earnings (workplace)	383.60	399.60	409.40	412.00	428.30	451.10	475.80	479.10
Median Weekly Full-time Earnings (residence)	411.80	425.60	444.30	455.10	467.40	492.90	507.00	520.00
Employment Rate	77.80	76.20	74.30	77.30	77.40	75.80	76.30	75.60
Employee Change (%)	8.6	10.7	8.5	10.2	16.9	10.9	13.7	14.8
Net business growth as a % of stock	1.7	1.8	2.9	2.3	1.3	2.2	2.0	1.6
3-year Survival Rate	70.0	70.0	71.0	72.0	66.5	65.6	66.6	63.4
GVA per head (£)	11,913	12,549	13,211	14,042	14,829	15,318	15,938	16,573
% Employees in the Knowledge Economy	13.3	14.0	13.4	14.5	15.0	14.6	14.9	14.0
% Working Age population with NVQ4+	19.8	22.6	23.2	24.2	24	25.6	26.1	25.6



Ashford

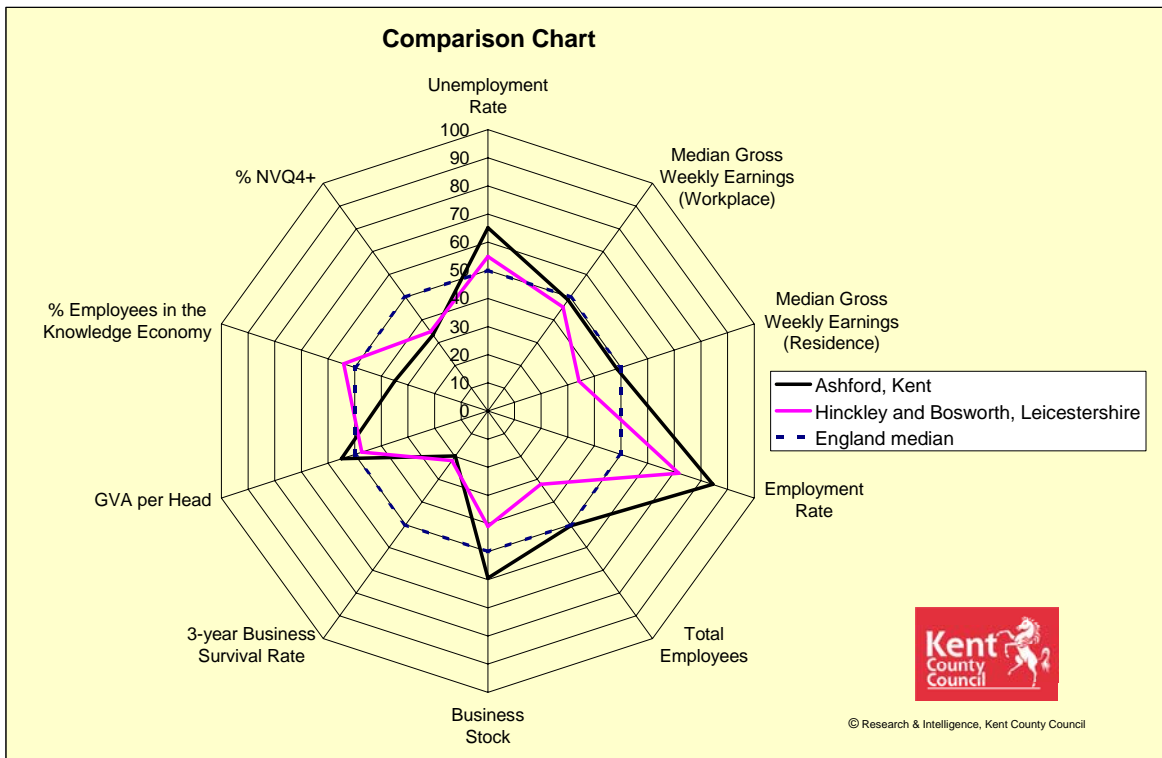
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
 Ashford, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	61	61	67	65	65	61	68	65
Median Full-time Earnings (Workplace)	75	75	73	59	16	38	25	49
Median Full-time Earnings (Residence)	66	66	65	67	48	47	57	48
Employment Rate	81	42	65	79	72	53	90	84
Total Employees	46	46	46	46	48	48	49	50
Stock of Businesses	59	59	60	57	57	56	58	59
3 Year Business Survival Rates	53	47	56	52	49	46	91	20
GVA per head	41	56	54	55	56	52	59	55
% Employees in the Knowledge Economy	52	50	45	40	44	45	37	35
% Working Age Population with NVQ4+	20	58	52	70	44	33	70	33

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
 Ashford, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	1.5	1.5	1.2	1.3	1.5	1.4	1.9	2.8
Median Full-time Earnings (Workplace)	409.0	424.3	433.0	421.1	375.2	414.3	416.0	456.4
Median Full-time Earnings (Residence)	413.5	427.5	441.3	460.0	436.9	445.2	484.4	479.1
Employment Rate	82.5	76.3	79.5	80.4	79.8	76.6	83.1	81.8
Total Employees	43,962	44,548	43,652	44,772	47,308	47,604	47,816	49,460
Stock of Businesses	4,165	4,245	4,400	4,875	4,935	4,935	5,175	5,400
3 Year Business Survival Rates	70	70	71	72	64	65	71	62
GVA per head	11,588	13,329	13,844	14,640	15,470	15,793	17,217	17,524
% Employees in the Knowledge Economy	12.4	12.3	11.4	11.1	11.8	12.4	11.8	10.6
% Working Age Population with NVQ4+	16.5	24.2	24.6	28.3	23.6	22.2	32.0	23.8



Canterbury

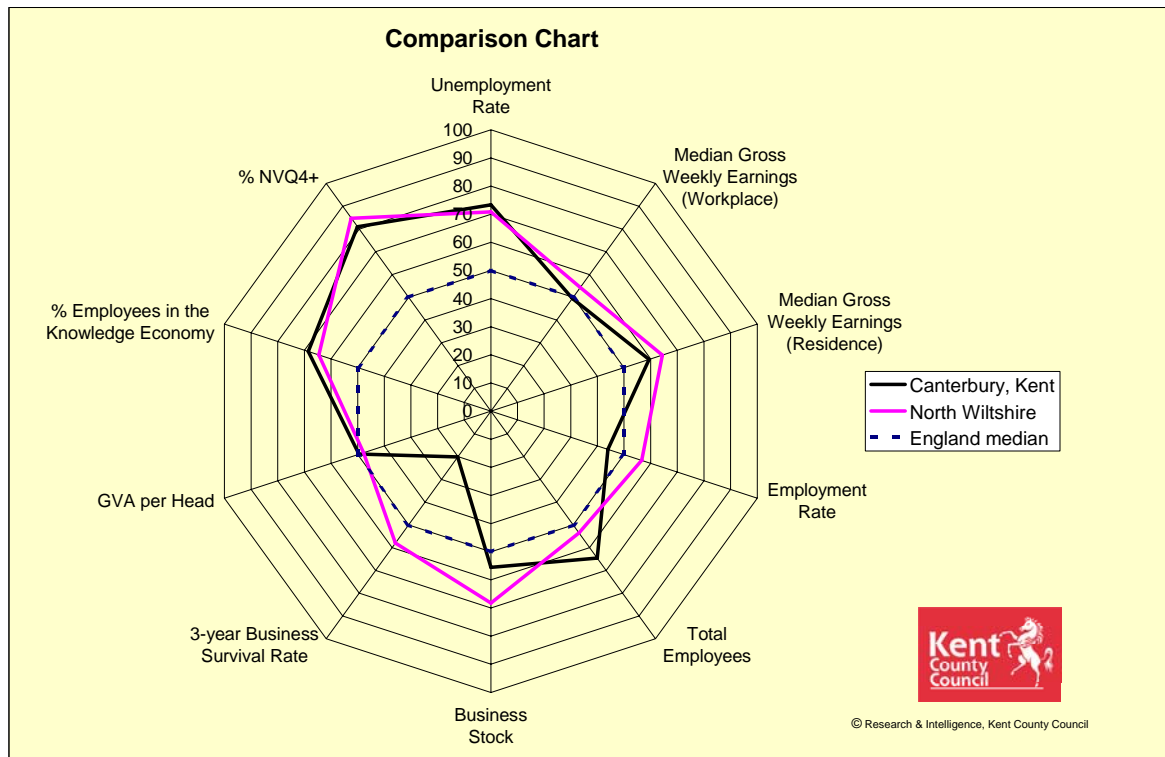
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
Canterbury, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	55	56	59	54	51	61	65	73
Median Full-time Earnings (Workplace)	19	57	59	42	36	37	39	50
Median Full-time Earnings (Residence)	56	60	64	65	49	43	57	59
Employment Rate	33	31	17	25	26	29	59	44
Total Employees	59	59	60	60	63	61	61	65
Stock of Businesses	51	50	50	55	56	55	55	56
3 Year Business Survival Rates	39	55	63	52	61	42	67	20
GVA per head	42	49	46	48	49	50	50	50
% Employees in the Knowledge Economy	68	76	82	83	84	82	79	69
% Working Age Population with NVQ4+	53	37	51	87	74	72	80	81

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
Canterbury, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	1.6	1.6	1.4	1.5	1.8	1.4	2.0	2.5
Median Full-time Earnings (Workplace)	336.4	389.8	406.4	398.6	400.6	413.7	431.2	457.0
Median Full-time Earnings (Residence)	395.3	415.2	439.4	452.2	438.0	439.9	484.5	498.8
Employment Rate	74.5	74.2	71.4	73.7	73.6	72.8	77.7	75.8
Total Employees	55,172	54,774	55,143	56,520	60,704	58,757	59,825	62,738
Stock of Businesses	3,725	3,740	3,805	4,725	4,820	4,850	5,045	5,045
3 Year Business Survival Rates	68	71	72	72	65	64	68	62
GVA per head	11,634	12,725	12,953	13,966	14,726	15,328	16,163	16,666
% Employees in the Knowledge Economy	16.5	18.2	19.8	20.6	21.1	20.7	19.9	17.1
% Working Age Population with NVQ4+	23.6	20.6	24.5	35.0	30.6	31.4	35.2	35.3



Dartford

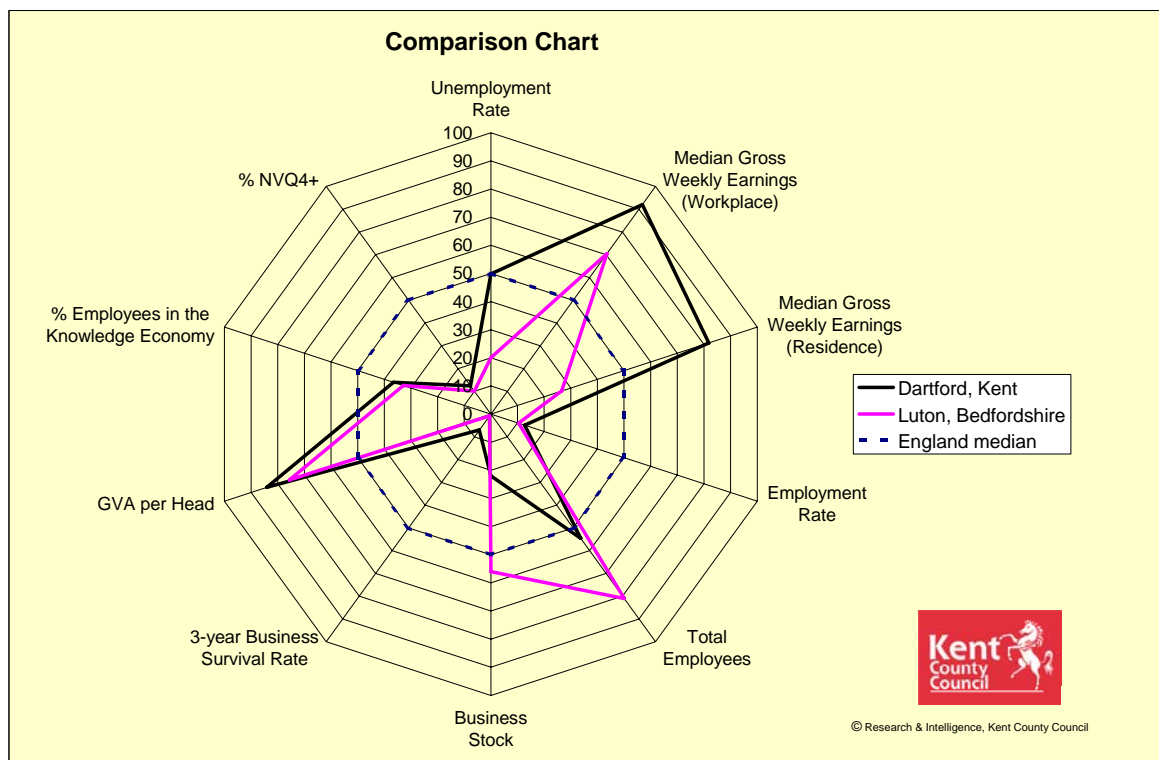
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
Dartford, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	55	48	40	41	45	52	56	50
Median Full-time Earnings (Workplace)	78	67	67	71	94	90	89	92
Median Full-time Earnings (Residence)	85	64	78	71	82	81	81	82
Employment Rate	87	63	39	48	53	71	55	13
Total Employees	47	52	50	48	54	50	54	55
Stock of Businesses	14	15	16	20	20	21	22	22
3 Year Business Survival Rates	61	10	16	46	71	35	31	7
GVA per head	72	76	80	82	79	83	82	84
% Employees in the Knowledge Economy	14	28	15	24	23	25	63	37
% Working Age Population with NVQ4+	10	37	12	8	31	38	32	12

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
Dartford, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	1.6	1.8	1.8	1.9	2.0	1.6	2.2	3.3
Median Full-time Earnings (Workplace)	416.0	408.5	420.3	441.7	543.2	535.1	550.6	575.8
Median Full-time Earnings (Residence)	466.5	424.2	479.5	470.1	507.7	526.1	550.9	569.2
Employment Rate	83.3	79.5	75.3	76.8	77.6	79.3	77.2	68.9
Total Employees	44,110	46,789	47,796	46,055	50,924	48,561	51,507	51,823
Stock of Businesses	2,195	2,270	2,370	2,970	2,980	3,095	3,210	3,250
3 Year Business Survival Rates	71	64	65	71	67	64	65	59
GVA per head	14,711	16,018	17,611	19,584	19,547	20,983	21,724	23,440
% Employees in the Knowledge Economy	7.5	9.0	7.8	9.3	9.3	10.1	16.1	10.9
% Working Age Population with NVQ4+	14.3	20.7	16.1	15.3	20.7	23.0	23.1	19.2



Dover

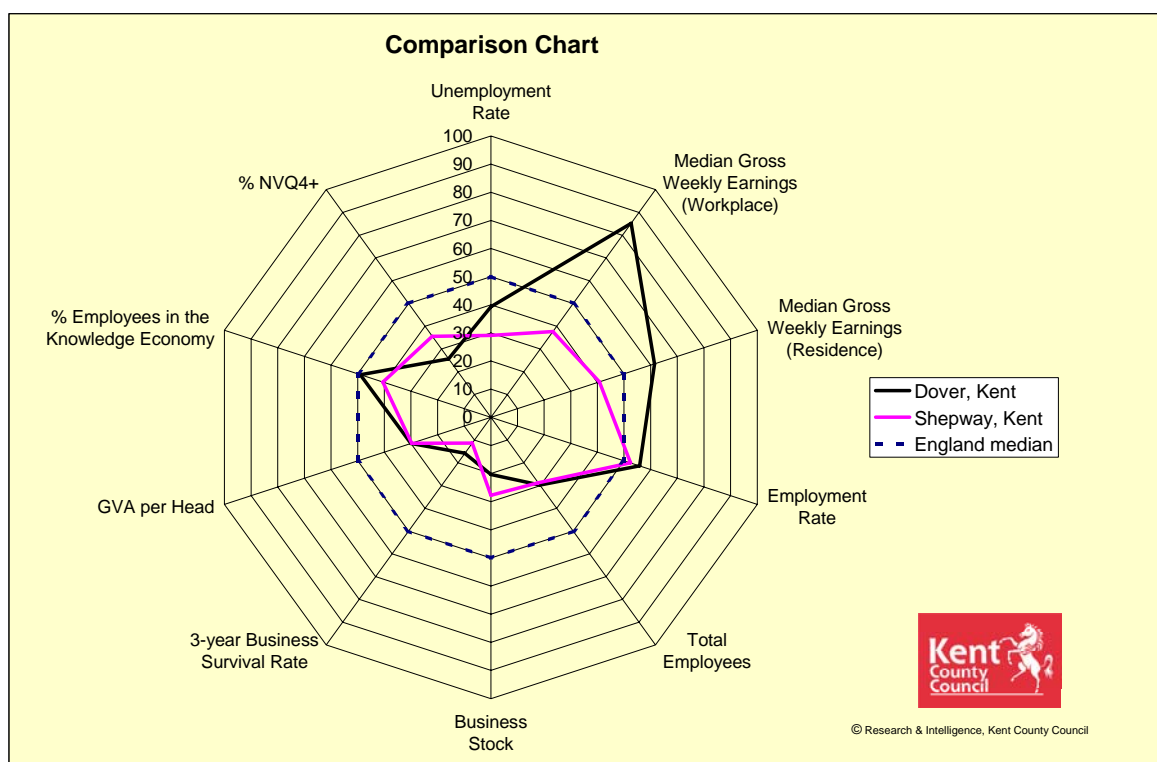
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
 Dover, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	34	35	27	22	19	29	33	39
Median Full-time Earnings (Workplace)	67	71	65	84	79	54	50	85
Median Full-time Earnings (Residence)	46	49	42	49	46	67	65	61
Employment Rate	30	49	25	26	31	21	50	56
Total Employees	38	39	37	35	34	30	31	30
Stock of Businesses	21	21	21	22	22	21	21	20
3 Year Business Survival Rates	31	47	50	8	18	33	9	16
GVA per head	35	35	38	39	37	34	31	30
% Employees in the Knowledge Economy	41	47	39	43	40	39	42	49
% Working Age Population with NVQ4+	5	50	10	15	7	5	37	26

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
 Dover, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	2.3	2.2	2.2	2.5	2.9	2.3	3.2	3.7
Median Full-time Earnings (Workplace)	396.3	413.9	415.4	474.7	477.0	438.4	450.2	533.7
Median Full-time Earnings (Residence)	379.8	396.1	398.2	424.3	433.2	483.7	498.6	503.5
Employment Rate	73.8	77.2	72.9	73.8	74.8	71.2	76.4	77.7
Total Employees	38,853	40,086	39,069	38,944	40,302	36,871	37,524	36,696
Stock of Businesses	2,490	2,515	2,580	3,085	3,085	3,095	3,175	3,170
3 Year Business Survival Rates	67	70	70	65	60	64	61	61
GVA per head	10,871	11,600	12,387	13,115	13,583	13,833	13,937	14,500
% Employees in the Knowledge Economy	10.8	11.6	10.7	11.4	11.3	12.0	12.3	12.5
% Working Age Population with NVQ4+	12.4	23.2	15.4	17.8	16.5	15.1	24.3	22.1



Gravesham

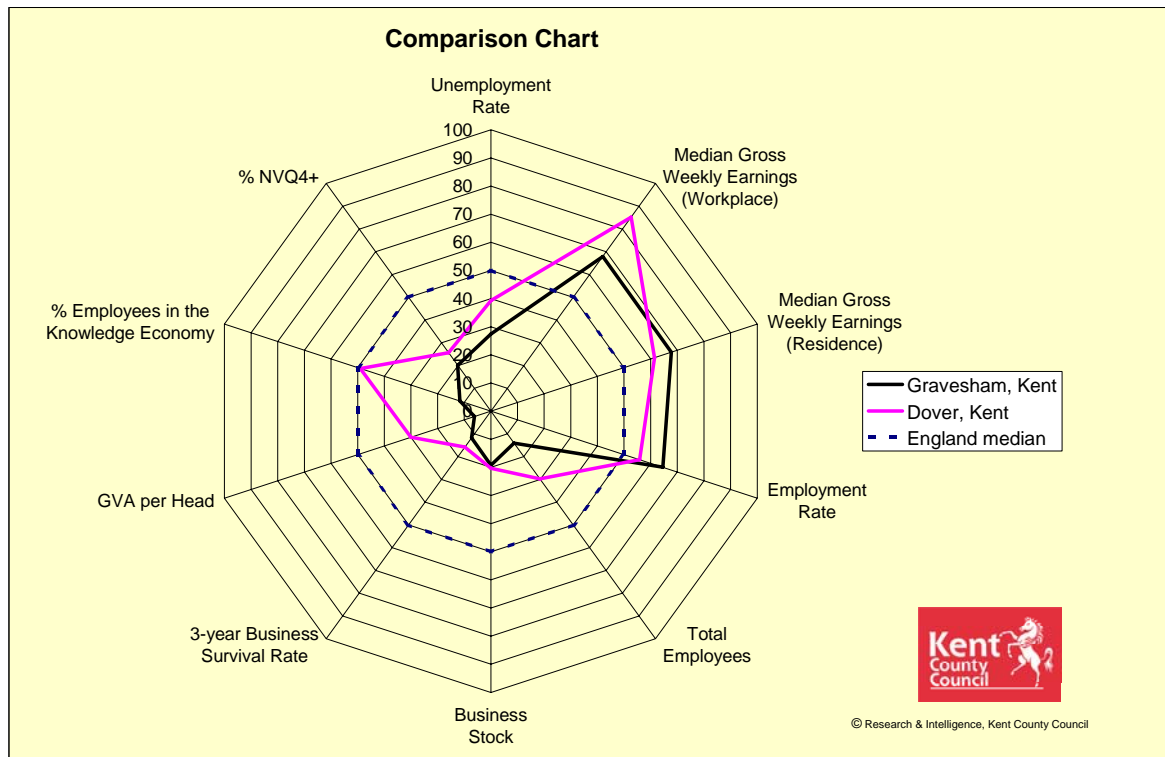
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
Gravesham, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	29	26	22	22	19	23	28	27
Median Full-time Earnings (Workplace)	76	74	69	72	57	84	86	68
Median Full-time Earnings (Residence)	72	73	67	66	84	62	66	68
Employment Rate	37	30	60	66	47	78	26	65
Total Employees	17	17	14	15	16	14	14	14
Stock of Businesses	16	17	17	21	21	20	20	19
3 Year Business Survival Rates	5	26	26	22	34	26	21	12
GVA per head	12	8	9	6	7	8	7	6
% Employees in the Knowledge Economy	24	29	22	19	18	14	14	12
% Working Age Population with NVQ4+	3	14	34	37	27	12	4	20

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
Gravesham, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	2.5	2.5	2.4	2.5	2.9	2.5	3.4	4.3
Median Full-time Earnings (Workplace)	412.4	422.8	423.4	444.0	428.6	500.0	536.7	486.1
Median Full-time Earnings (Residence)	425.5	451.9	449.3	458.8	515.9	472.5	503.4	516.8
Employment Rate	75.2	74.1	78.6	79.0	77.0	80.2	72.8	78.7
Total Employees	28,084	28,184	26,272	26,785	28,581	27,039	27,389	27,480
Stock of Businesses	2,280	2,335	2,405	3,005	3,010	3,010	3,090	3,085
3 Year Business Survival Rates	61	67	67	68	63	63	63	61
GVA per head	9,220	9,155	9,575	9,731	10,363	10,803	11,165	11,559
% Employees in the Knowledge Economy	8.3	9.0	8.7	8.8	9.1	8.9	8.9	7.9
% Working Age Population with NVQ4+	9.9	15.6	20.8	22.7	20.2	18.3	15.5	21.1



Maidstone

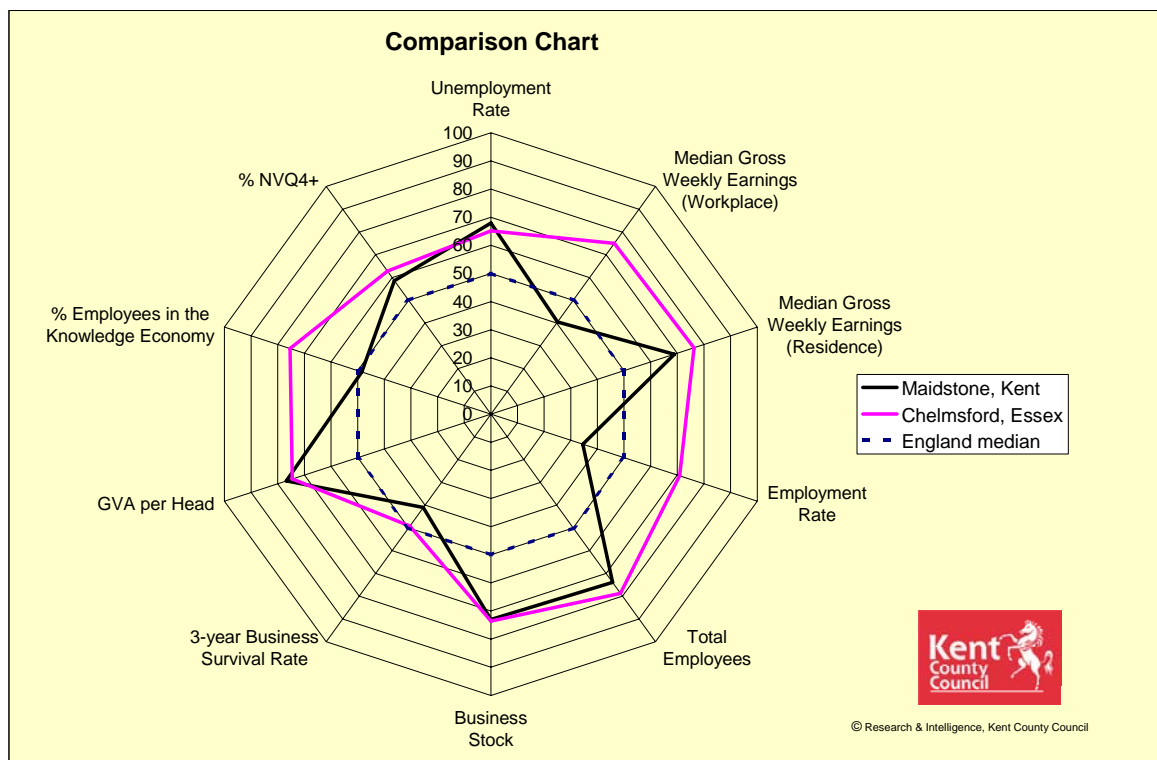
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
Maidstone, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	74	66	64	65	65	67	73	68
Median Full-time Earnings (Workplace)	63	45	50	29	19	45	53	41
Median Full-time Earnings (Residence)	70	70	66	67	65	79	69	69
Employment Rate	58	77	56	86	44	42	44	35
Total Employees	72	75	74	74	75	74	75	74
Stock of Businesses	75	76	78	75	75	75	74	73
3 Year Business Survival Rates	61	90	77	37	86	76	64	41
GVA per head	75	72	73	76	76	76	77	77
% Employees in the Knowledge Economy	61	62	60	64	61	53	47	48
% Working Age Population with NVQ4+	52	31	71	72	62	82	39	59

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
Maidstone, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	1.2	1.4	1.3	1.3	1.5	1.3	1.7	2.7
Median Full-time Earnings (Workplace)	390.0	374.2	394.8	381.3	382.9	424.1	455.5	445.1
Median Full-time Earnings (Residence)	422.1	441.5	442.6	459.9	468.5	517.3	508.1	517.5
Employment Rate	79.0	81.6	77.9	81.2	76.8	75.1	75.8	74.4
Total Employees	67,892	69,481	70,820	71,441	74,937	72,958	74,691	72,284
Stock of Businesses	5,120	5,290	5,455	6,410	6,545	6,550	6,715	6,735
3 Year Business Survival Rates	71	76	74	70	68	68	68	64
GVA per head	15,099	15,242	16,102	17,873	18,825	19,350	20,548	21,356
% Employees in the Knowledge Economy	14.6	14.8	14.0	15.2	15.0	13.3	12.8	12.4
% Working Age Population with NVQ4+	23.4	19.8	28.2	28.7	27.1	33.7	24.9	28.9



Sevenoaks

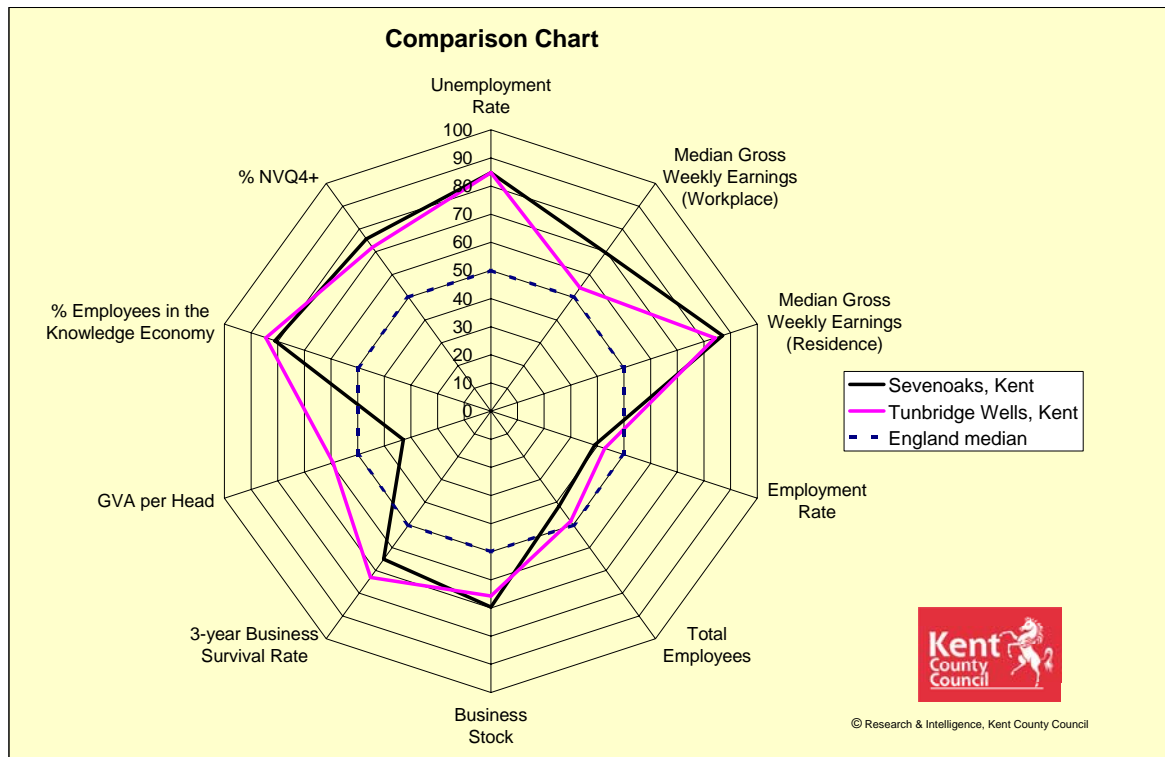
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
Sevenoaks, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	80	81	78	79	82	86	91	85
Median Full-time Earnings (Workplace)	78	76	77	47	73	80	89	70
Median Full-time Earnings (Residence)	77	88	88	95	91	90	93	87
Employment Rate	73	38	23	46	50	54	99	39
Total Employees	41	41	41	41	43	34	37	42
Stock of Businesses	70	70	70	69	69	68	69	70
3 Year Business Survival Rates	74	84	83	87	80	59	63	65
GVA per head	39	36	36	39	42	41	32	33
% Employees in the Knowledge Economy	68	73	72	78	77	80	82	81
% Working Age Population with NVQ4+	57	78	73	54	73	65	70	76

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
Sevenoaks, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	1.1	1.1	1.0	1.0	1.1	0.9	1.2	2.1
Median Full-time Earnings (Workplace)	414.6	426.1	443.6	402.5	454.6	486.6	548.3	488.8
Median Full-time Earnings (Residence)	444.6	499.0	506.0	564.0	550.9	557.6	602.3	588.4
Employment Rate	81.1	75.4	72.7	76.7	77.4	76.7	87.4	74.9
Total Employees	40,565	41,304	40,580	41,403	43,723	40,043	41,157	43,188
Stock of Businesses	4,825	4,880	5,030	5,940	5,980	6,030	6,260	6,370
3 Year Business Survival Rates	73	75	75	76	67	66	68	67
GVA per head	11,380	11,601	12,283	13,162	13,931	14,284	14,164	14,846
% Employees in the Knowledge Economy	16.5	17.0	17.4	19.0	19.1	20.1	21.4	20.7
% Working Age Population with NVQ4+	24.3	29.0	28.7	25.8	30.5	29.4	31.7	33.4



Shepway

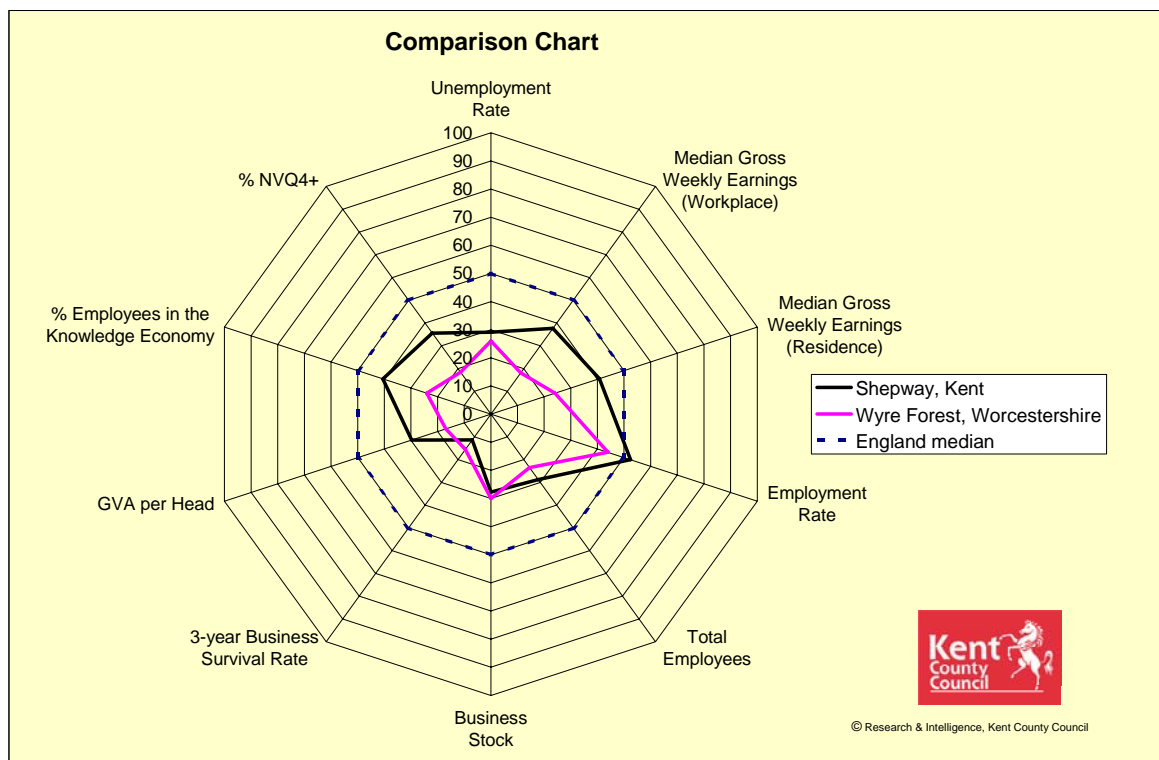
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
Shepway, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	31	27	22	18	15	18	25	29
Median Full-time Earnings (Workplace)	16	35	10	29	8	6	61	38
Median Full-time Earnings (Residence)	30	50	47	35	26	24	51	41
Employment Rate	78	73	13	29	55	46	59	52
Total Employees	31	30	26	26	28	27	28	29
Stock of Businesses	25	25	25	29	29	28	28	28
3 Year Business Survival Rates	74	40	63	90	62	24	9	11
GVA per head	31	34	30	30	26	25	29	30
% Employees in the Knowledge Economy	56	54	54	62	62	57	48	41
% Working Age Population with NVQ4+	61	60	32	29	11	45	30	36

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
Shepway, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	2.4	2.4	2.4	2.7	3.1	2.8	3.7	4.2
Median Full-time Earnings (Workplace)	330.6	362.2	343.8	380.7	358.9	365.6	465.8	440.6
Median Full-time Earnings (Residence)	356.6	400.1	405.2	403.7	401.8	409.5	472.5	464.8
Employment Rate	82.3	80.8	69.3	74.1	77.8	75.8	77.7	77.2
Total Employees	35,251	34,129	33,585	33,363	34,774	34,191	35,195	35,937
Stock of Businesses	2,715	2,775	2,830	3,405	3,440	3,425	3,525	3,585
3 Year Business Survival Rates	73	69	72	77	65	62	61	60
GVA per head	10,670	11,432	11,451	12,210	12,580	12,762	13,806	14,497
% Employees in the Knowledge Economy	13.4	12.8	13.0	14.4	15.0	14.3	12.9	11.3
% Working Age Population with NVQ4+	24.7	24.6	20.3	21.1	17.3	25.2	22.7	24.2



Swale

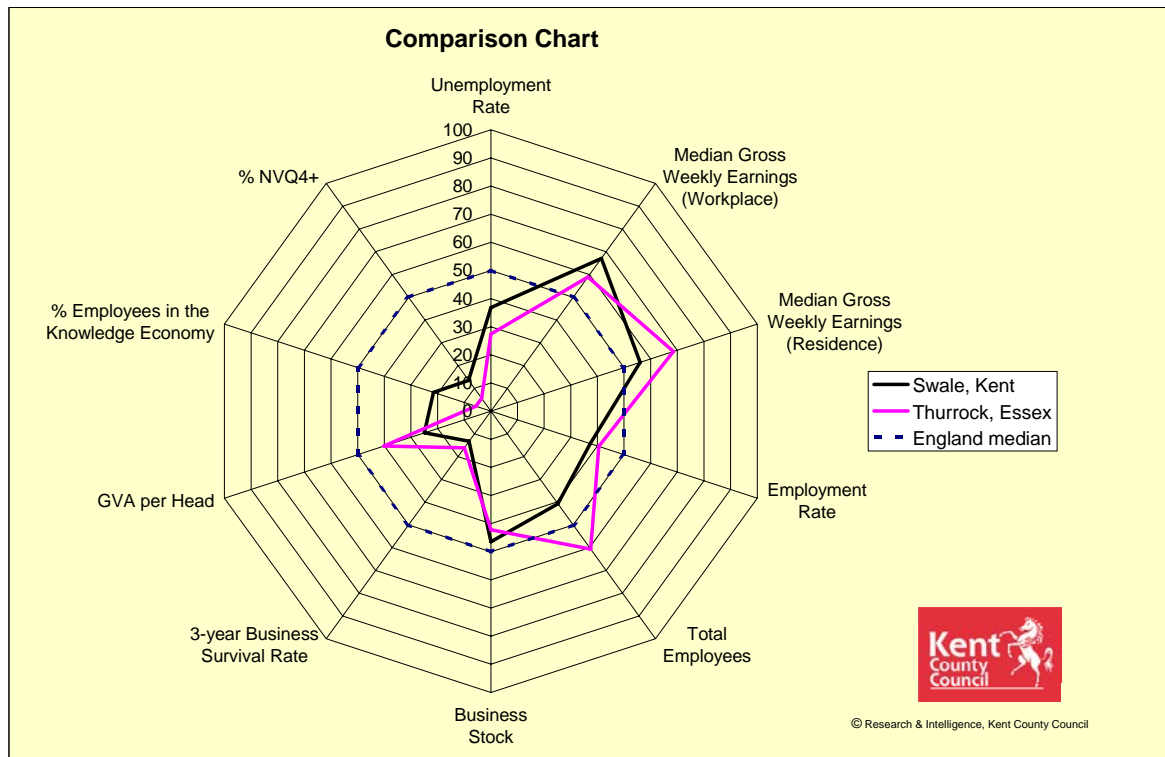
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
Swale, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	35	35	37	29	26	29	39	37
Median Full-time Earnings (Workplace)	66	75	59	56	66	77	51	67
Median Full-time Earnings (Residence)	62	65	66	50	59	64	50	56
Employment Rate	12	33	46	64	64	49	20	37
Total Employees	43	45	44	46	48	42	43	41
Stock of Businesses	46	45	46	47	49	50	49	46
3 Year Business Survival Rates	61	55	56	52	91	74	56	13
GVA per head	24	26	29	27	29	31	27	25
% Employees in the Knowledge Economy	16	16	16	24	33	14	14	22
% Working Age Population with NVQ4+	17	25	11	30	20	20	12	14

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
Swale, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	2.2	2.2	1.9	2.2	2.6	2.3	2.9	3.9
Median Full-time Earnings (Workplace)	393.9	423.1	407.0	416.2	439.2	479.2	451.2	483.5
Median Full-time Earnings (Residence)	404.7	427.0	444.8	425.2	458.1	476.7	470.6	492.2
Employment Rate	68.5	74.6	76.6	78.8	78.7	76.1	71.1	74.7
Total Employees	42,002	43,733	42,446	44,378	46,841	43,209	43,990	42,842
Stock of Businesses	3,465	3,535	3,675	4,225	4,350	4,490	4,585	4,485
3 Year Business Survival Rates	71	71	71	72	69	68	67	61
GVA per head	10,149	10,655	11,406	11,972	13,012	13,431	13,524	13,920
% Employees in the Knowledge Economy	7.6	7.8	8.2	9.3	10.3	8.7	8.9	9.2
% Working Age Population with NVQ4+	16.0	18.3	15.6	21.2	19.2	19.8	18.6	19.3



Thanet

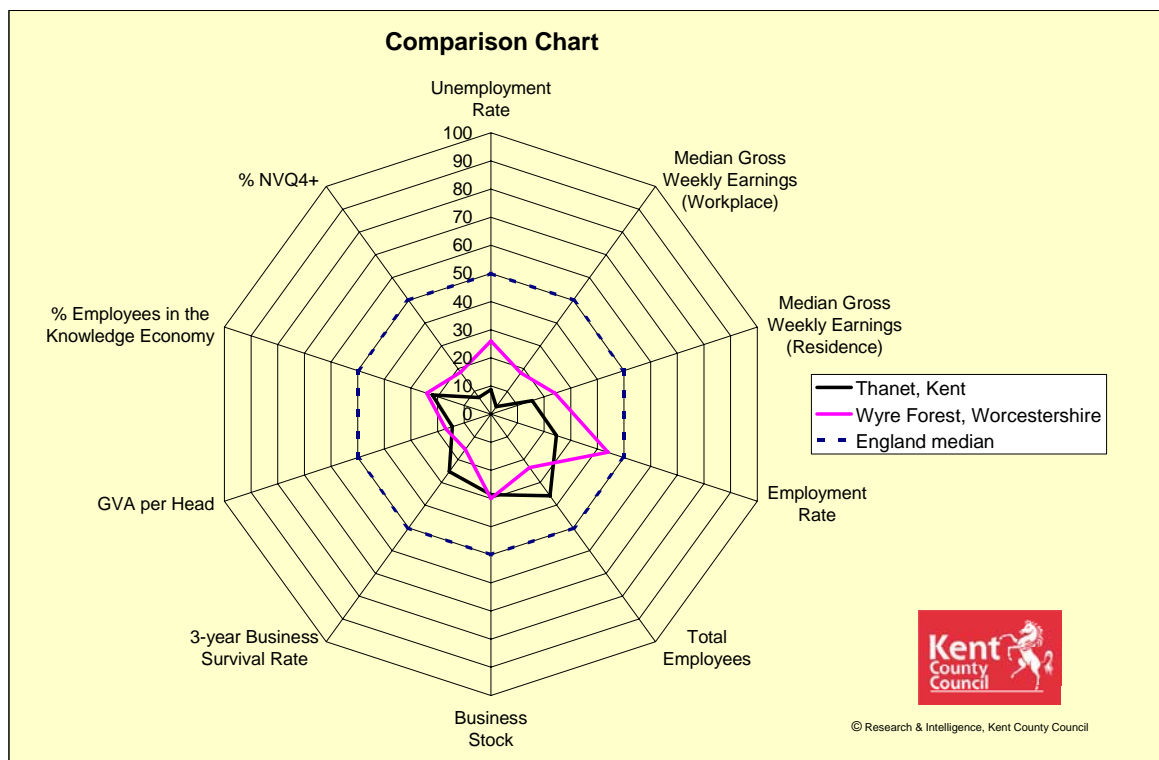
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
 Thanet, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	10	9	9	7	8	10	8	9
Median Full-time Earnings (Workplace)	38	11	30	7	20	28	8	3
Median Full-time Earnings (Residence)	26	10	23	14	21	35	24	16
Employment Rate	34	7	4	30	32	11	5	25
Total Employees	36	34	32	34	36	33	34	36
Stock of Businesses	19	20	20	31	30	30	30	29
3 Year Business Survival Rates	23	20	33	4	9	9	6	25
GVA per head	5	12	8	9	13	14	15	14
% Employees in the Knowledge Economy	11	21	8	18	23	17	17	22
% Working Age Population with NVQ4+	39	35	41	22	14	37	25	7

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
 Thanet, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	3.8	3.6	3.3	3.5	3.8	3.2	5.0	5.5
Median Full-time Earnings (Workplace)	354.9	333.9	370.5	345.2	383.2	402.7	384.4	374.2
Median Full-time Earnings (Residence)	352.7	344.4	375.1	370.4	396.6	424.7	426.8	422.7
Employment Rate	74.7	66.1	63.4	74.6	74.9	68.7	66.4	72.7
Total Employees	38,189	37,193	36,585	38,268	40,577	38,903	39,645	40,243
Stock of Businesses	2,405	2,485	2,565	3,490	3,495	3,495	3,650	3,625
3 Year Business Survival Rates	66	66	68	62	58	59	60	63
GVA per head	8,208	9,405	9,450	10,134	11,072	11,536	12,166	12,652
% Employees in the Knowledge Economy	7.0	8.2	7.1	8.6	9.3	9.1	9.2	9.3
% Working Age Population with NVQ4+	20.4	20.3	22.2	19.3	18.0	22.9	21.7	17.5



Tonbridge & Malling

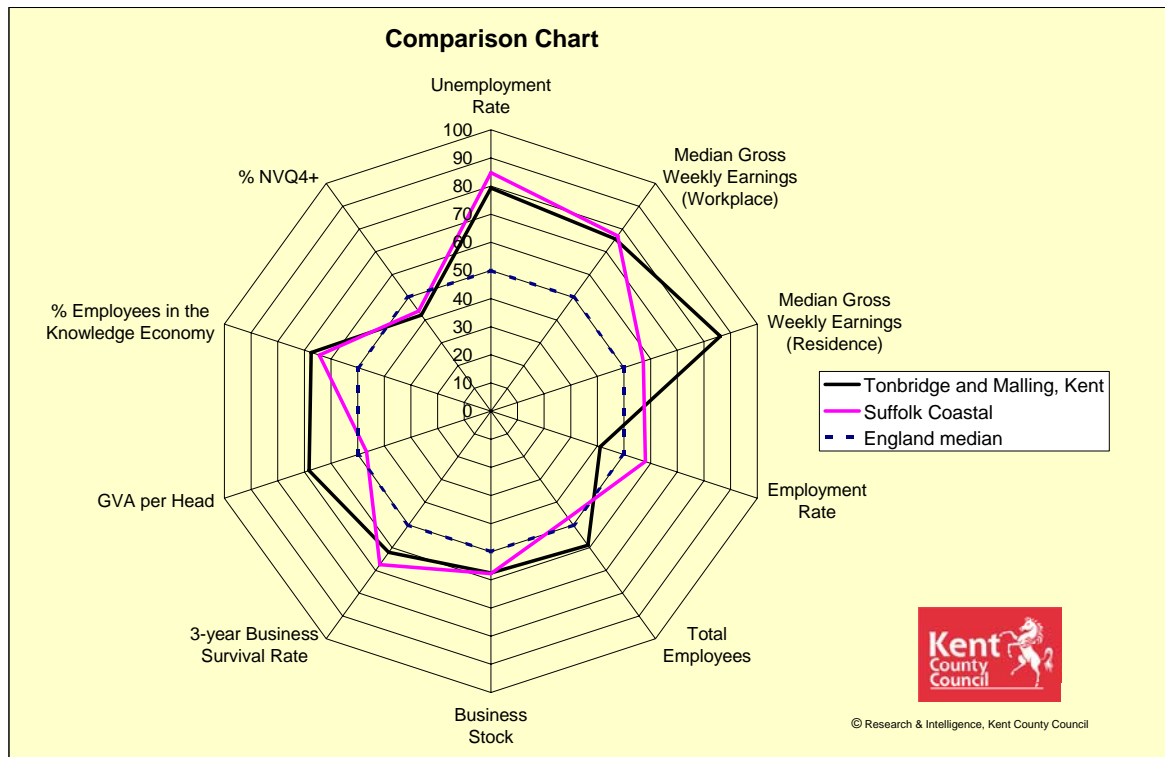
"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
Tonbridge and Malling, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	84	81	73	72	76	80	79	79
Median Full-time Earnings (Workplace)	73	80	76	59	69	65	76	76
Median Full-time Earnings (Residence)	68	73	74	80	83	81	73	86
Employment Rate	87	58	60	58	87	73	33	41
Total Employees	55	57	54	57	60	57	59	59
Stock of Businesses	54	54	55	56	56	57	56	58
3 Year Business Survival Rates	89	65	63	46	75	89	80	62
GVA per head	73	68	70	65	71	71	69	68
% Employees in the Knowledge Economy	62	72	71	81	78	67	63	67
% Working Age Population with NVQ4+	32	64	54	32	64	84	55	42

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
Tonbridge and Malling, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	1.0	1.1	1.1	1.1	1.2	1.0	1.5	2.3
Median Full-time Earnings (Workplace)	403.4	439.9	441.6	421.7	445.4	457.5	497.2	505.6
Median Full-time Earnings (Residence)	418.5	449.3	469.0	490.7	515.1	525.2	518.4	577.0
Employment Rate	83.5	78.7	78.6	78.1	81.5	79.5	74.1	75.3
Total Employees	50,703	52,608	49,673	53,128	56,107	53,664	55,234	55,738
Stock of Businesses	3,860	3,915	4,035	4,810	4,905	4,955	5,090	5,280
3 Year Business Survival Rates	75	72	72	71	67	70	70	67
GVA per head	14,796	14,688	15,674	16,052	17,779	18,264	18,949	19,683
% Employees in the Knowledge Economy	14.8	16.9	17.3	19.9	19.3	17.1	16.4	16.9
% Working Age Population with NVQ4+	19.1	25.3	24.9	21.5	27.9	34.7	28.2	25.2



Tunbridge Wells

"Scores" for the selected area - based on Ranked Index within all UA/Counties in England
Tunbridge Wells, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	84	81	73	79	82	80	83	85
Median Full-time Earnings (Workplace)	44	52	62	52	63	82	67	54
Median Full-time Earnings (Residence)	75	74	78	84	75	92	87	84
Employment Rate	49	39	35	72	81	76	54	43
Total Employees	54	56	51	52	53	47	47	48
Stock of Businesses	68	68	68	67	67	65	65	66
3 Year Business Survival Rates	53	47	56	72	99	84	78	73
GVA per head	73	71	74	69	67	66	61	59
% Employees in the Knowledge Economy	84	84	72	70	81	80	81	84
% Working Age Population with NVQ4+	84	85	89	76	82	54	71	72

It is important to remember that these scores are based on the ranking position of the selected area relative to all other Districts/Unitary Authorities in England.

Data Values - Actual Indicator values
Tunbridge Wells, Kent

	2003	2004	2005	2006	2007	2008	2009	2010
Unemployment Rate	1.0	1.1	1.1	1.0	1.1	1.0	1.4	2.1
Median Full-time Earnings (Workplace)	361.2	384.1	410.8	408.1	433.3	492.1	476.2	463.3
Median Full-time Earnings (Residence)	439.0	454.5	479.6	504.1	487.9	568.4	570.3	574.3
Employment Rate	77.6	75.7	74.7	79.6	80.8	79.7	77.0	75.5
Total Employees	50,133	52,312	48,207	47,897	50,097	46,240	46,627	48,316
Stock of Businesses	4,705	4,750	4,840	5,735	5,740	5,775	5,855	5,990
3 Year Business Survival Rates	70	70	71	74	74	69	69	68
GVA per head	14,875	15,054	16,367	16,495	17,074	17,557	17,779	18,205
% Employees in the Knowledge Economy	21.8	21.3	17.4	17.1	20.1	20.2	20.8	21.8
% Working Age Population with NVQ4+	30.7	31.5	35.5	30.2	33.1	26.5	32.1	32.2

