



Canterbury

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Report Parameters

1 Local Authority

E07000106 Canterbury

Class of Worker

Employees

The information in this report pertains to the chosen geographical area.

Economy Overview

168,394

Population (2020)

Population **grew by 8,731** over the last 5 years and is projected to **grow by 6,654** over the next 5 years.

65,155

Total Regional Employment

Jobs **grew by 2,467** over the last 5 years and are projected to **grow by 1,021** over the next 5 years.

£27.9k

Avg. Wages Per Job (2020)

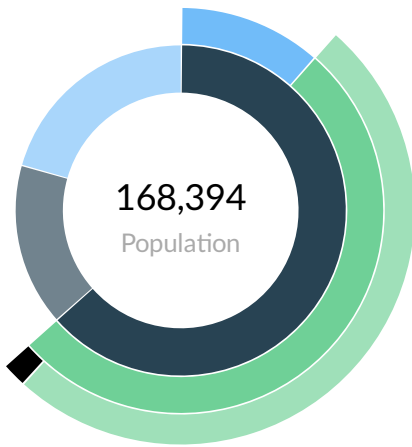
Regional average wages per job are **£2.4k below** the national average wages of £30.2k per job.

Takeaways

- As of 2020 the region's population **increased by 5.5%** since 2015, growing by 8,731. Population is expected to **increase by 4.0%** between 2020 and 2025, adding 6,654.
- From 2015 to 2020, jobs **increased by 3.9%** in Canterbury from 62,688 to **65,155**. This change **fell short of the national growth rate of 5.5% by 1.6%**.
- Concerning educational attainment, **35.5% of Canterbury residents possess a Degree or Equivalent and Above - SCQF L9** (3.2% above the national average), and **6.9% hold a Higher Education Below Degree Level - SCQF L7-8** (1.4% below the national average).
- The top three industries in 2020 are Tertiary education, Restaurants and mobile food service activities, and Hospital activities.

	Population (2020)	Jobs (2020)	GVA	Imports	Exports
Region	168,394	65,155	£2.43b	£4.96b	£3.44b
LEP - South East (revised) (2015)	4,311,328	1,625,951	£68.82b	£131.74b	£83.57b
Essex CC	1,504,035	592,661	£25.82b	£51.03b	£32.83b
Medway CC	286,286	94,855	£4.05b	£10.05b	£6.17b
Kent CC	1,591,871	622,672	£27.10b	£51.85b	£36.17b
East Sussex CC	567,059	185,366	£6.56b	£15.49b	£8.87b
Southend-on-Sea	185,757	63,999	£2.29b	£5.43b	£3.15b
Nation	67,233,643	31,121,359	£1.42t	£2.01t	£1.28t

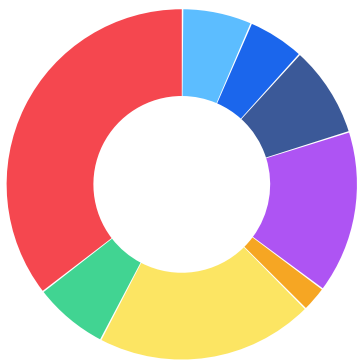
2020 Labour Force Breakdown



	Population
● Total Working Age Population (16-64)	106,775
● Not in Labour Force	19,197
● Labour Force	87,578
● Employed	84,650
● Unemployed	2,928
● Under 16	26,809
● Over 64	34,810

Educational Attainment

Concerning educational attainment, **35.5% of Canterbury residents possess a Degree or Equivalent and Above - SCQF L9** (3.2% above the national average), and **6.9% hold a Higher Education Below Degree Level - SCQF L7-8** (1.4% below the national average).



	% of Population	Population
● No Qualifications (NVQ)	6.4%	6,849
● Other Qualifications (NVQ)	5.2%	5,583
● NVQ 1 - SCQF L4	8.4%	9,011
● NVQ 2 - SCQF L5	15.0%	16,041
● Trade Apprenticeships	2.4%	2,520
● NVQ 3 - SCQF L6	20.1%	21,480
● Higher Education Below Degree Level - SCQF L7-8	6.9%	7,347
● Degree or Equivalent and Above - SCQF L9	35.5%	37,944

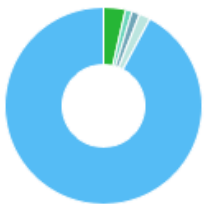
Demographics

2020 Age Cohort Demographics



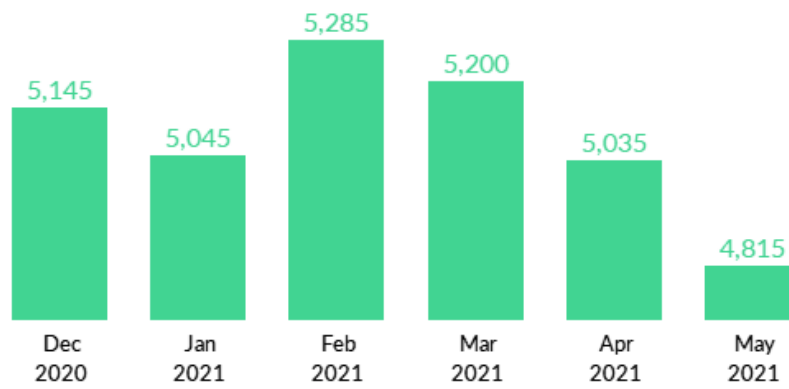
Age Cohort	2020 Population	2020 Percent
Under 16 years	26,809	15.9%
16 to 34 years	52,095	30.9%
35 to 54 years	35,224	20.9%
55 to 74 years	37,704	22.4%
75 years and over	16,562	9.8%

2020 Ethnicity Demographics



Ethnicity	2020 Population	2020 Percent
All Other Ethnicities	6,065	3.6%
Asian or Asian British: Indian	1,816	1.1%
Asian or Asian British: Other Asian	2,202	1.3%
Mixed: All Mixed	3,053	1.8%
White	155,259	92.2%

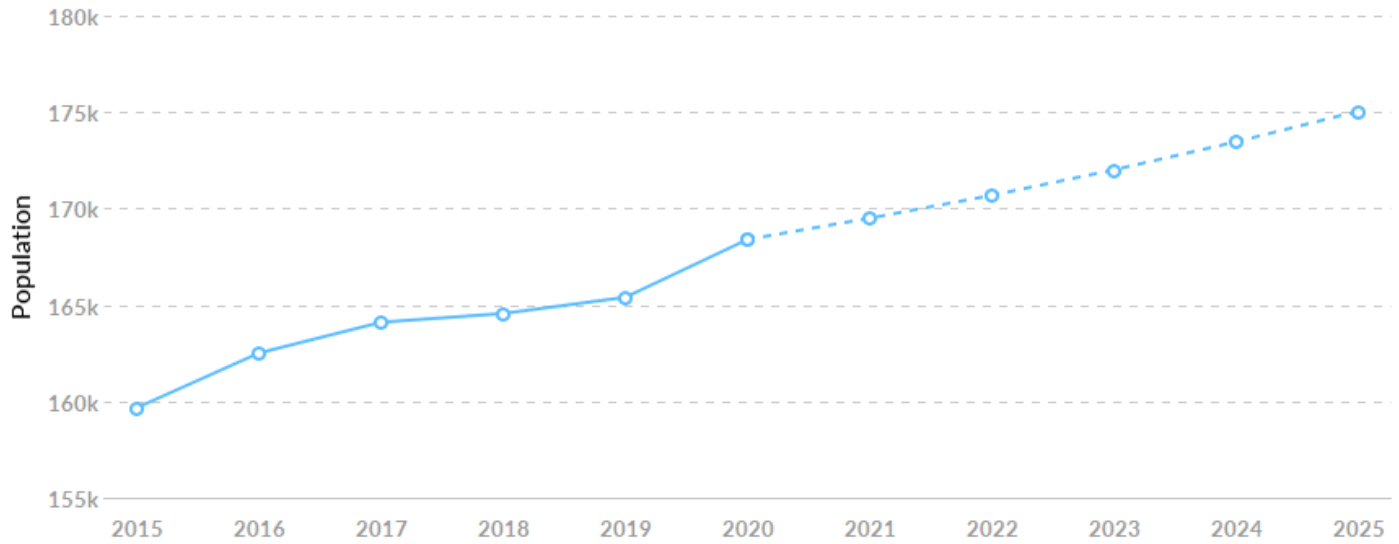
Full Claimant Counts



Historic & Projected Trends

Population Trends

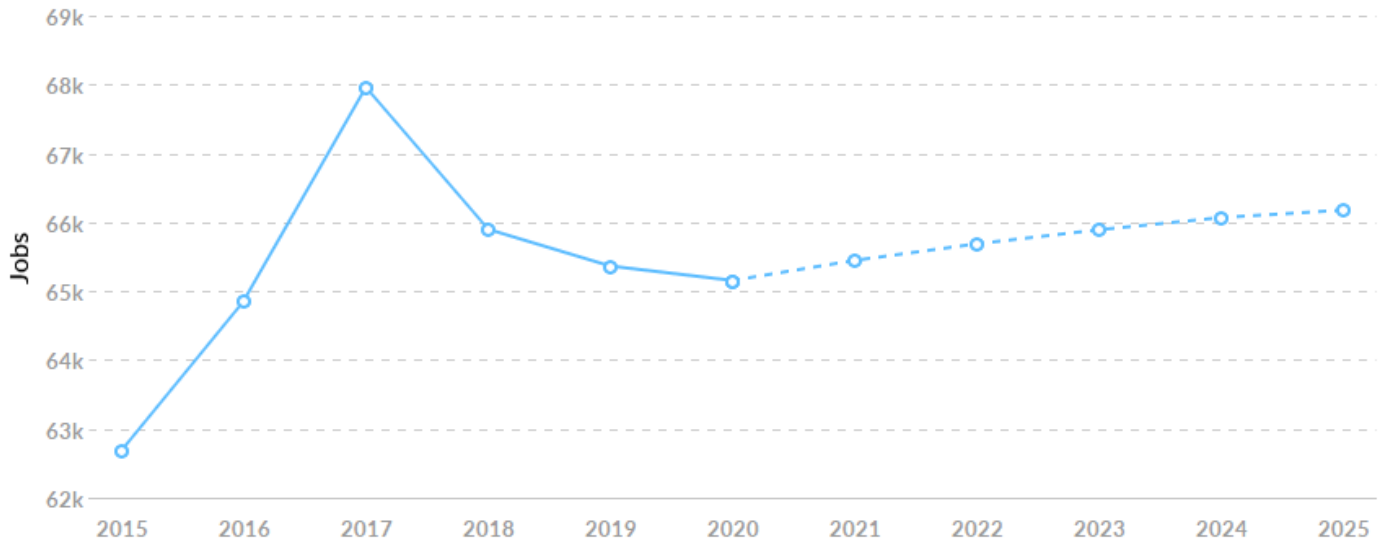
As of 2020 the region's population **increased by 5.5%** since 2015, growing by 8,731. Population is expected to **increase by 4.0%** between 2020 and 2025, adding 6,654.



Timeframe	Population
2015	159,663
2016	162,502
2017	164,100
2018	164,553
2019	165,394
2020	168,394
2021	169,497
2022	170,682
2023	172,005
2024	173,458
2025	175,048

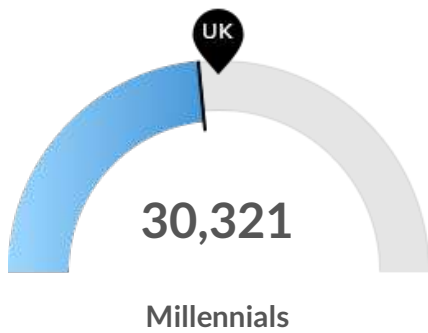
Job Trends

From 2015 to 2020, jobs increased by 3.9% in Canterbury from 62,688 to 65,155. This change fell short of the national growth rate of 5.5% by 1.6%.



Timeframe	Jobs
2015	62,688
2016	64,855
2017	67,956
2018	65,898
2019	65,364
2020	65,155
2021	65,446
2022	65,687
2023	65,891
2024	66,068
2025	66,176

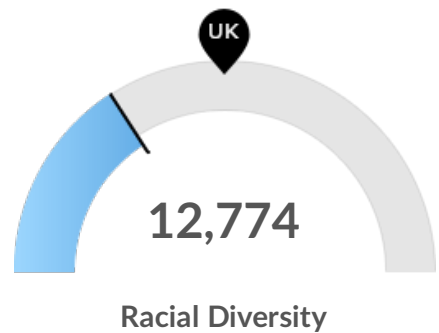
Population Characteristics



Canterbury has 30,321 millennials (ages 25-39). The national average for an area this size is 33,197.



Retirement risk is about average in Canterbury. The national average for an area this size is 50,849 people 55 or older, while there are 53,010 here.



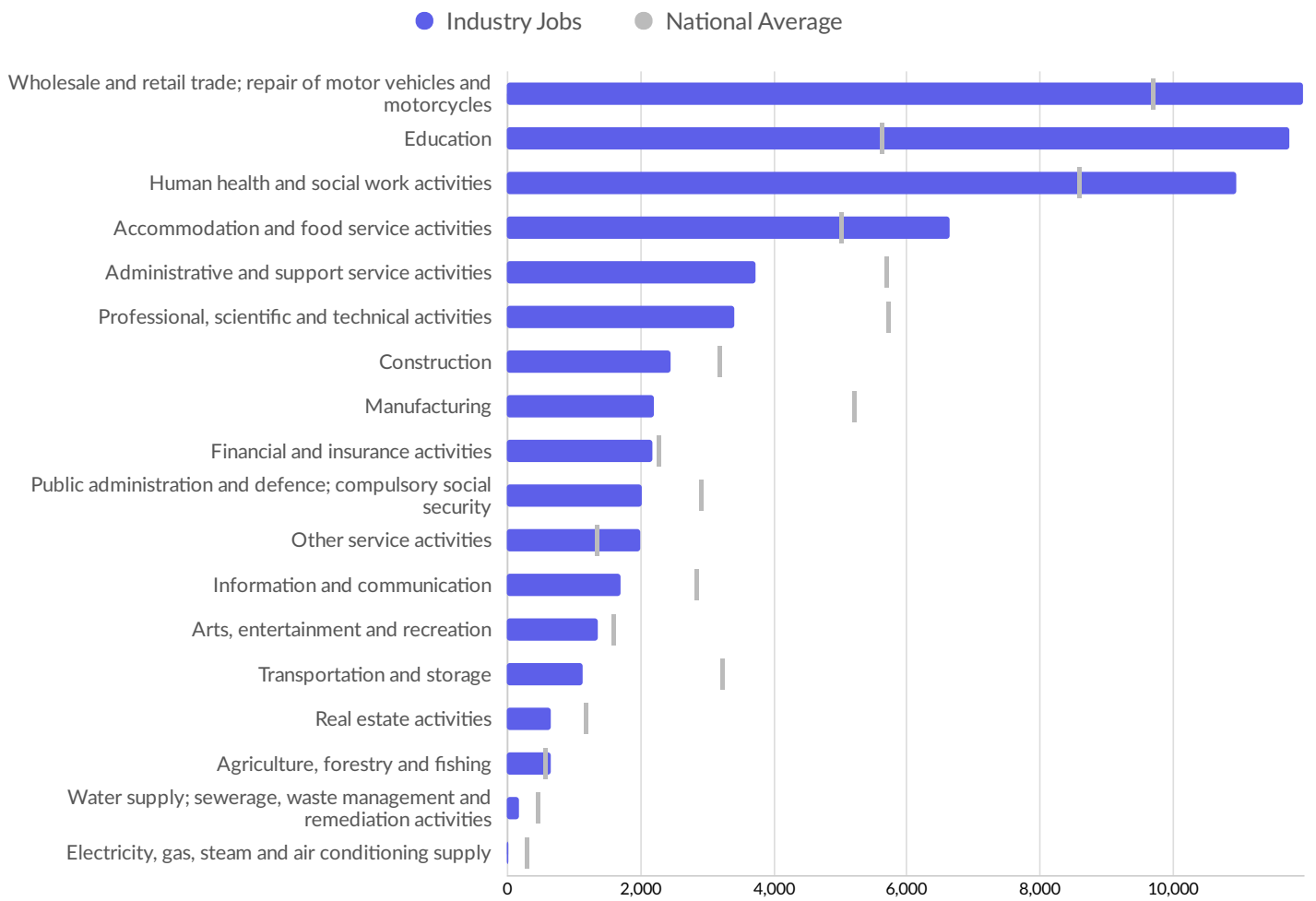
Racial diversity is low in Canterbury. The national average for an area this size is 23,218 racially diverse people, while there are 12,774 here.

Industry Characteristics

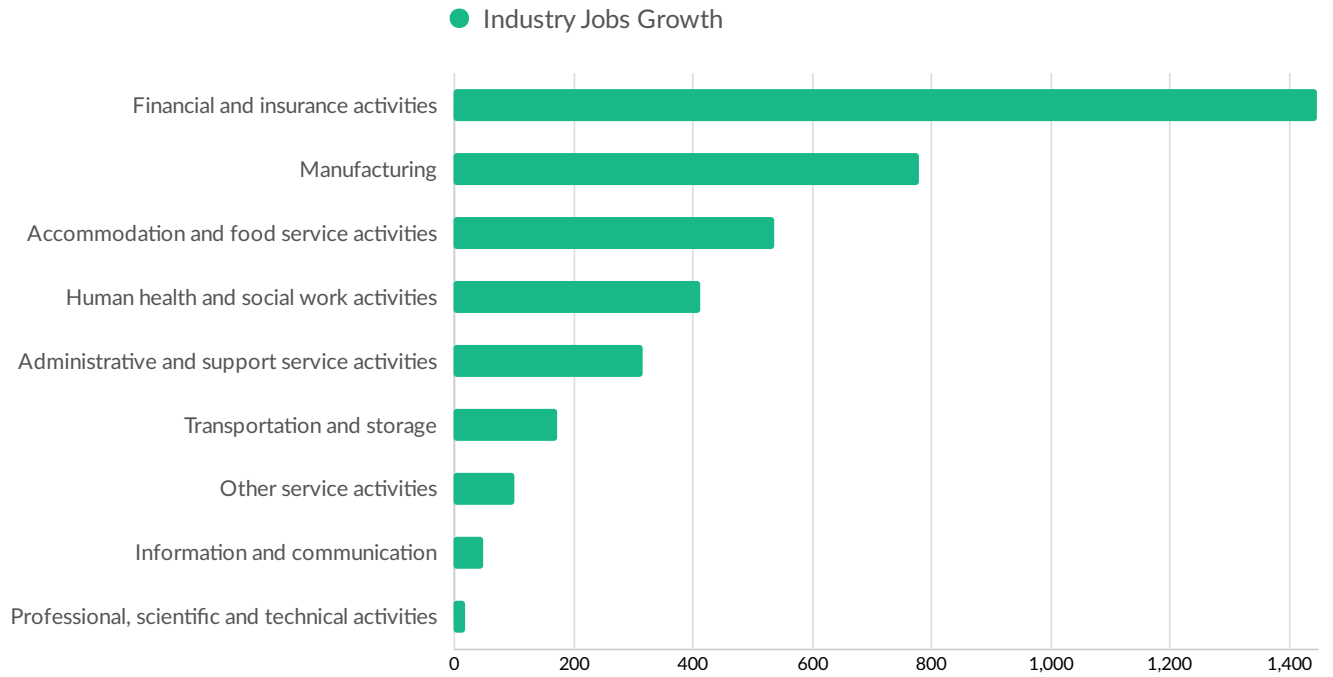
Industry Overview

Industry	Total Jobs	Avg. Wages Per Job (2020)	Industry LQ	% Job Change (2015 - 2020)	GVA (2018)	% of Total GVA
Wholesale of fruit and vegetables	811	£35,110	11.09	50.86%	£22,300,784	0.92%
Post-secondary non-tertiary education	633	£22,480	7.96	40.53%	£8,035,995	0.33%
Tertiary education	5,767	£36,324	5.76	2.51%	£268,098,971	11.05%
Activities of insurance agents and brokers	1,443	£26,054	5.63	942.22%	£36,453,509	1.50%
Manufacture of electricity distribution and control apparatus	156	£41,413	5.40	17.45%	£4,713,179	0.19%
Manufacture of communication equipment	147	£42,879	5.07	83.89%	£6,239,725	0.26%
Activities of religious organisations	787	£18,074	5.07	22.22%	£14,024,021	0.58%
Wholesale of metals and metal ores	269	£42,576	4.73	-18.18%	£9,156,559	0.38%
Test drilling and boring	31	£35,166	4.54	186.28%	£7,390,760	0.30%
Manufacture of lifting and handling equipment	182	£39,200	4.14	42.67%	£3,166,462	0.13%

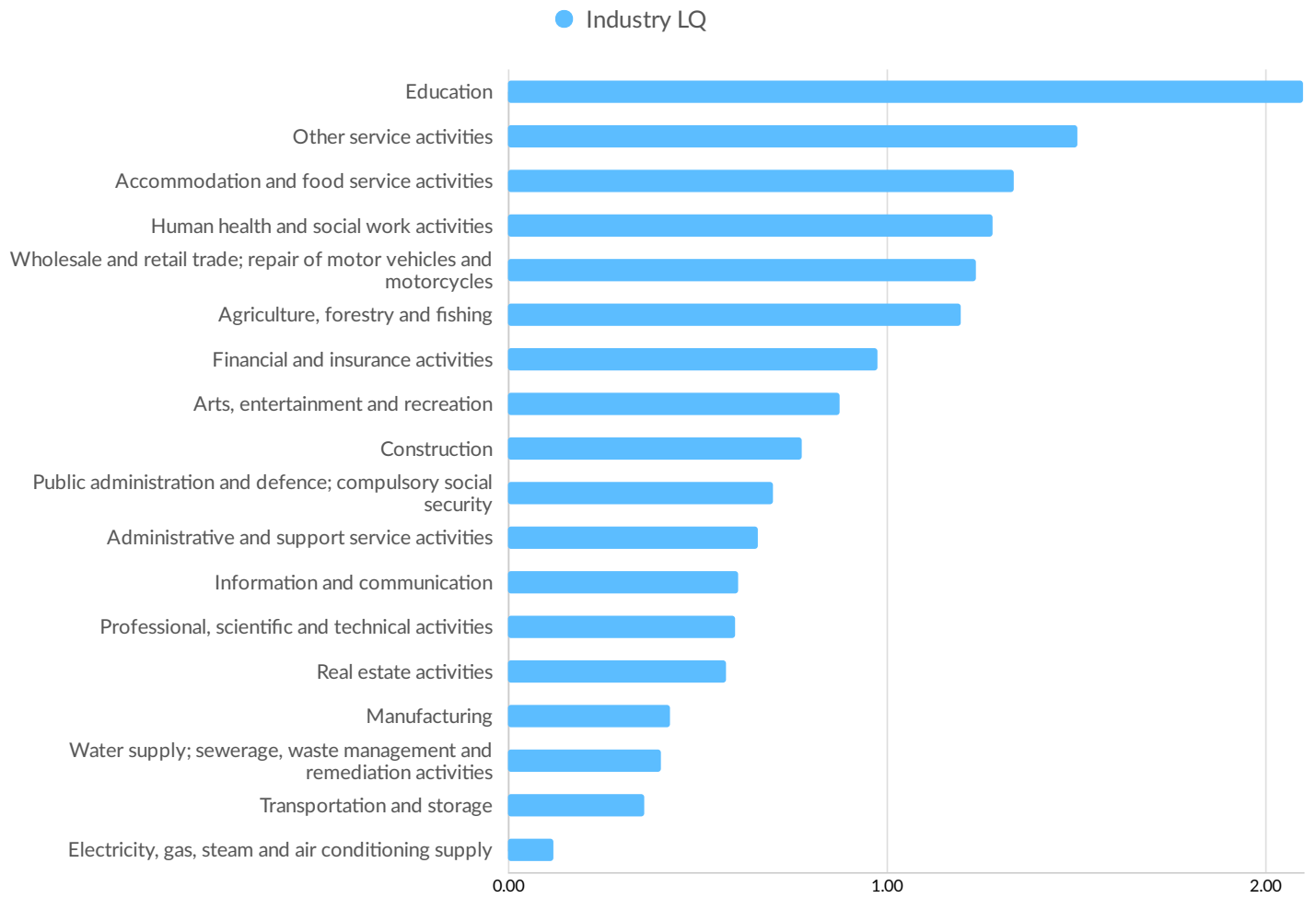
Largest Industries



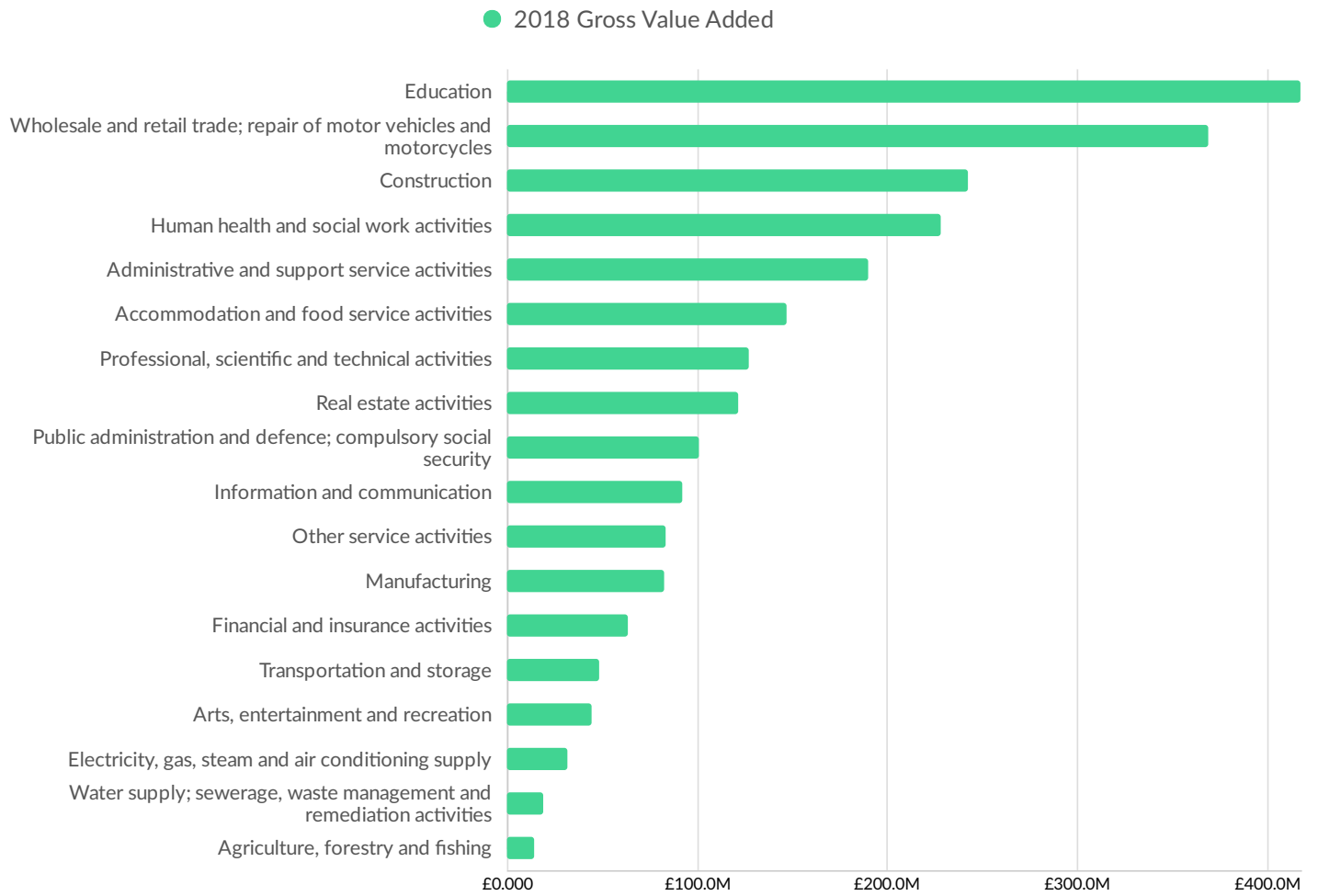
Top Growing Industries



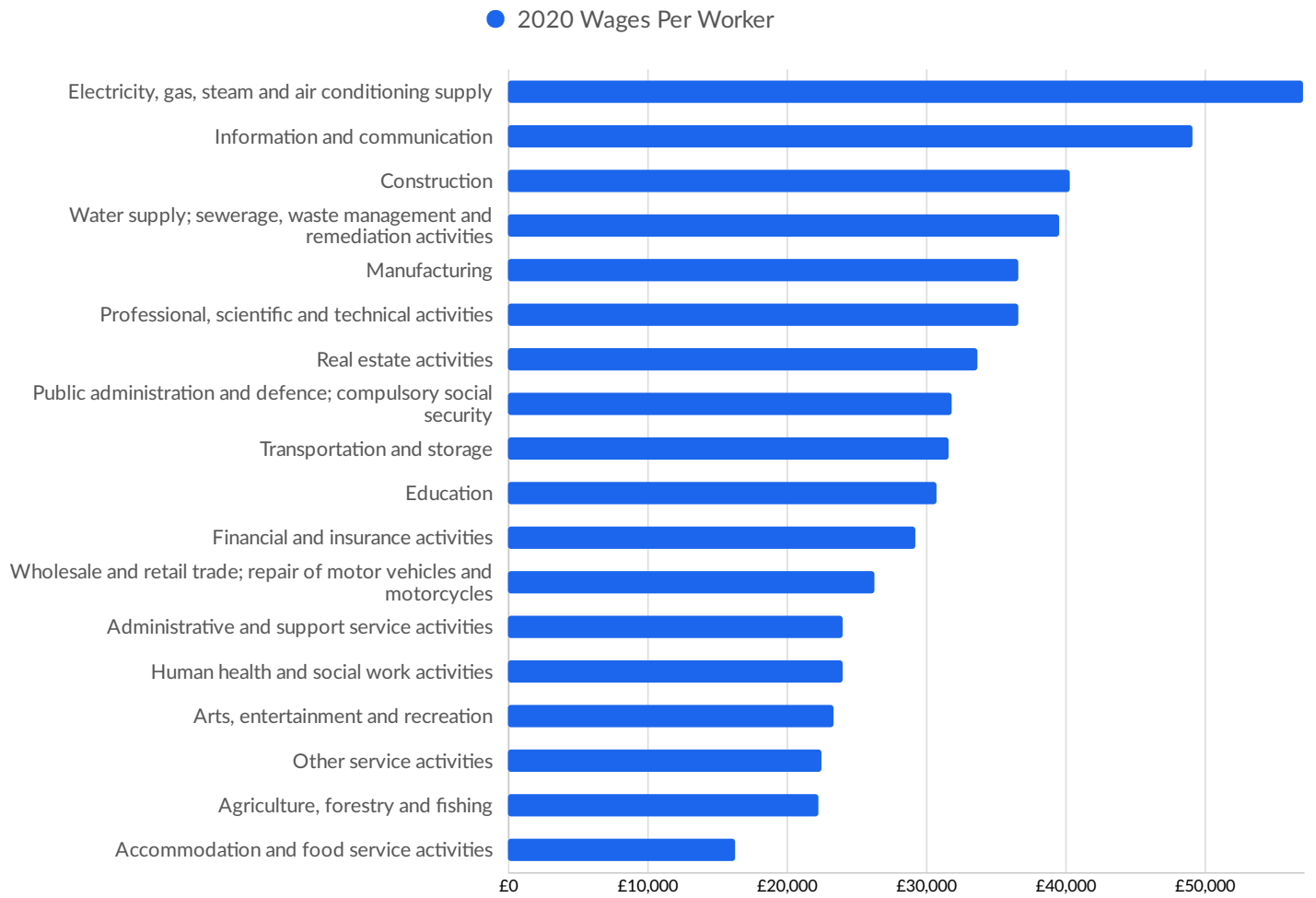
Top Industry LQ



Top Industry GVA

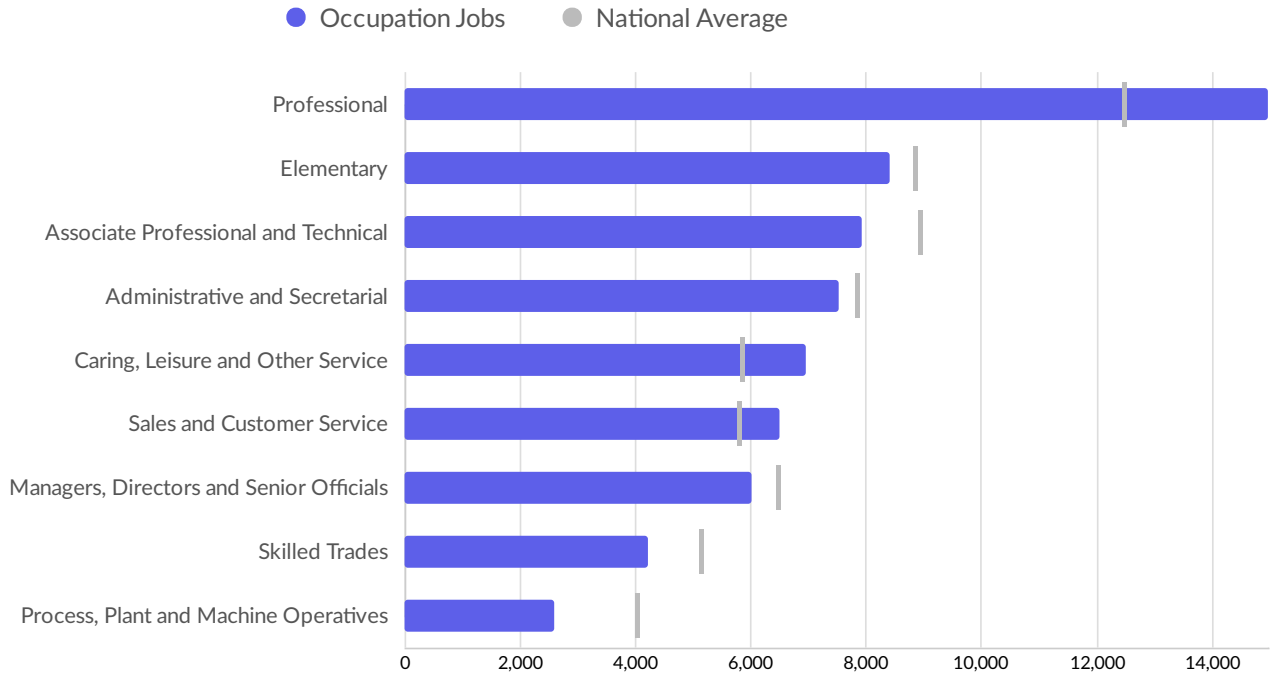


Top Industry Wages

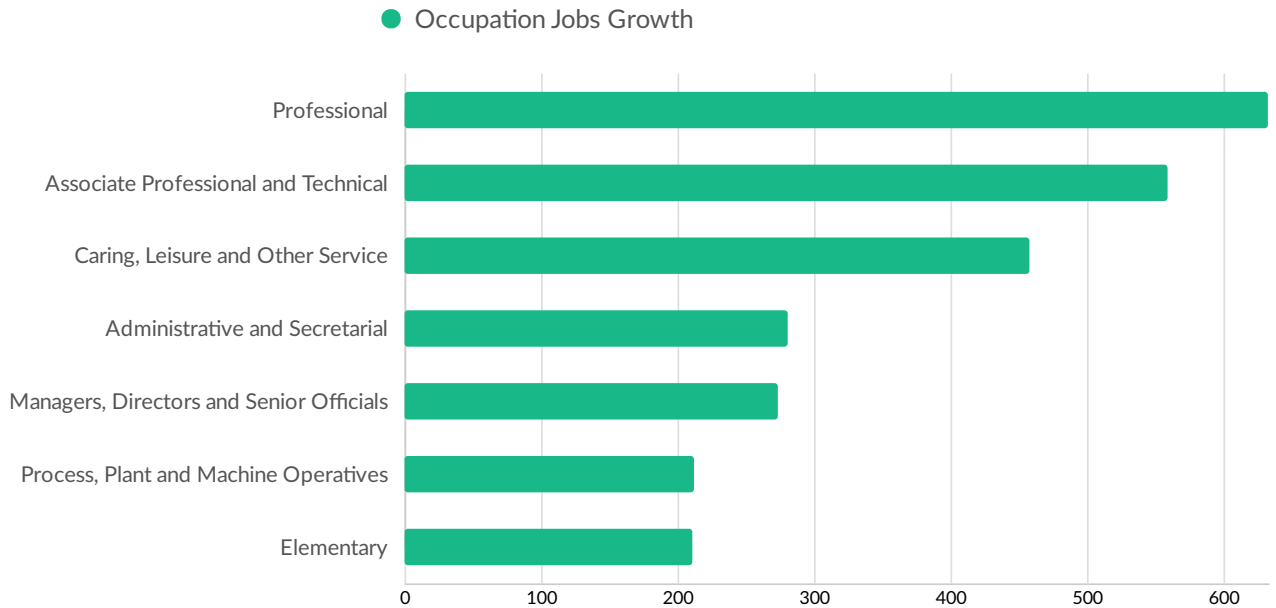


Workforce Characteristics

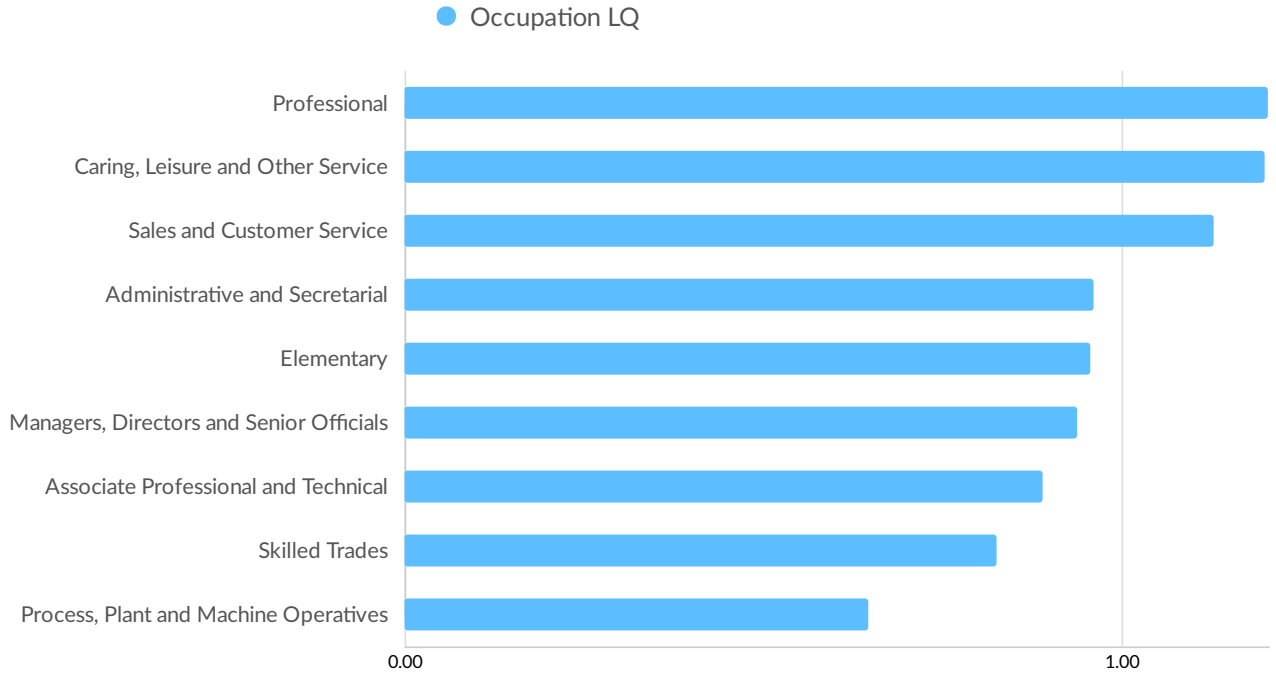
Largest Occupations



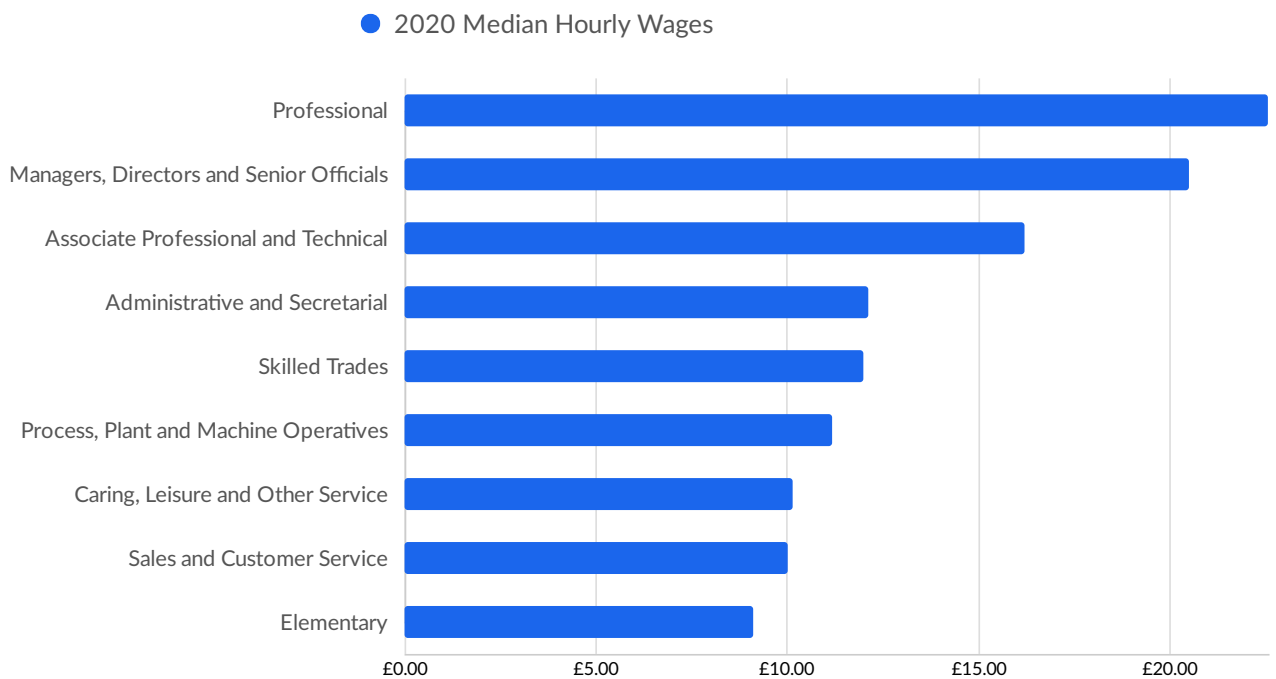
Top Growing Occupations



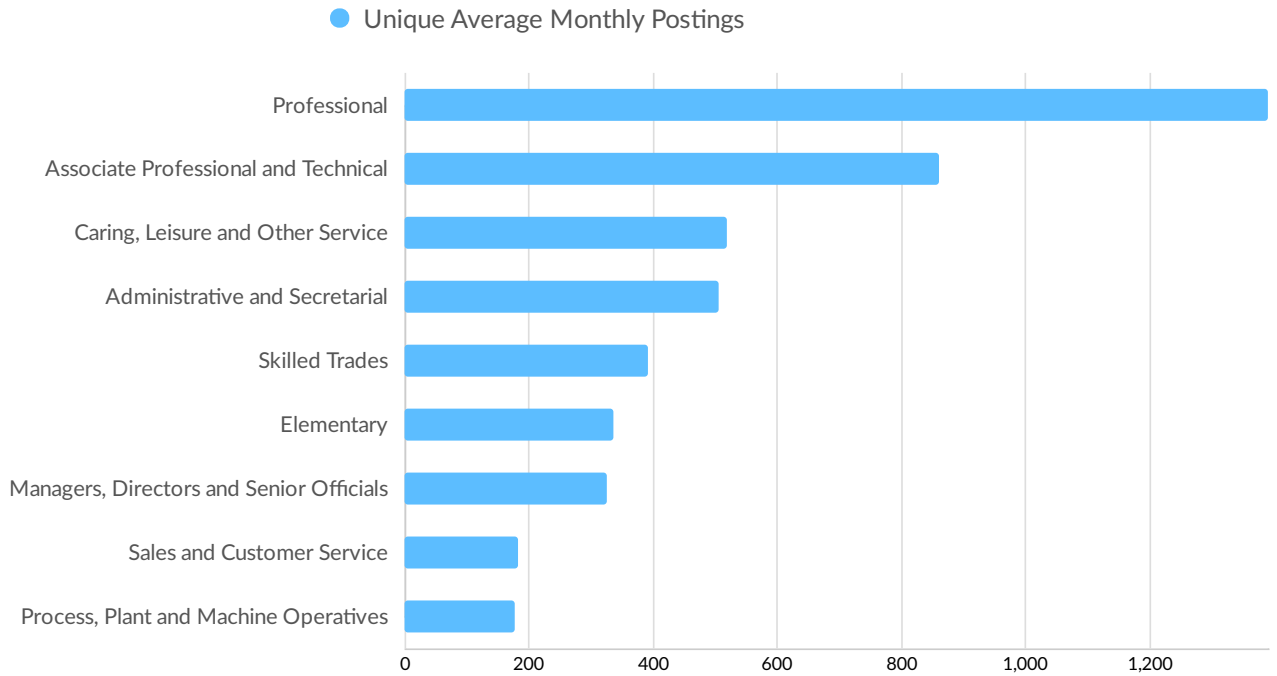
Top Occupation LQ



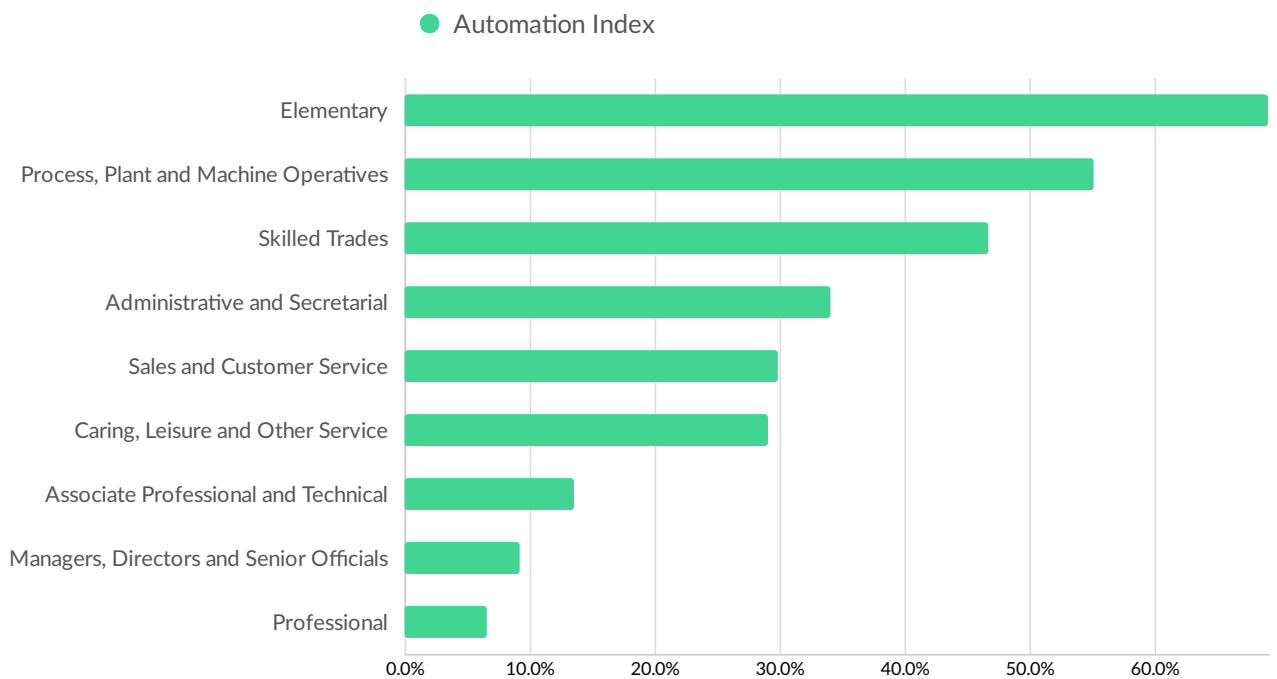
Top Occupation Wages



Top Posted Occupations



Automation Index



In-Demand Skills

