



Maidstone

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Report Parameters

1 Local Authority

E07000110 Maidstone

Class of Worker

Employees

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

Economy Overview

172,657

Population (2020)

Population **grew by 8,638** over the last 5 years and is projected to **grow by 7,907** over the next 5 years.

76,676

Total Regional Employment

Jobs **grew by 2,322** over the last 5 years and are projected to **grow by 2,334** over the next 5 years.

£29.4k

Avg. Wages Per Job (2020)

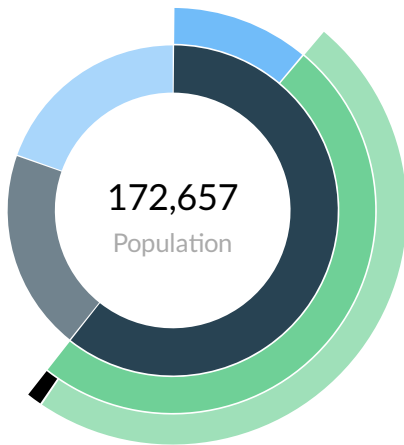
Regional average wages per job are **£836 below** the national average wages of £30.2k per job.

Takeaways

- As of 2020 the region's population **increased by 5.3%** since 2015, growing by 8,638. Population is expected to **increase by 4.6%** between 2020 and 2025, adding 7,907.
- From 2015 to 2020, jobs **increased by 3.1%** in Maidstone from 74,354 to **76,676**. This change **fell short of the national growth rate of 5.5% by 2.4%**.
- Concerning educational attainment, **28.4% of Maidstone residents possess a Degree or Equivalent and Above - SCQF L9** (3.8% below the national average), and **9.9% hold a Higher Education Below Degree Level - SCQF L7-8** (1.6% above the national average).
- The top three industries in 2020 are Hospital activities, Temporary employment agency activities, and Restaurants and mobile food service activities.

	Population (2020)	Jobs (2020)	GVA	Imports	Exports
Region	172,657	76,676	£3.05b	£6.39b	£4.46b
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)	104,613
● Not in Labour Force	19,063
● Labour Force	85,550
● Employed	83,550
● Unemployed	2,000
● Under 16	34,107
● Over 64	33,936

Educational Attainment

Concerning educational attainment, **28.4% of Maidstone residents possess a Degree or Equivalent and Above - SCQF L9** (3.8% below the national average), and **9.9% hold a Higher Education Below Degree Level - SCQF L7-8** (1.6% above the national average).



	% of Population	Population
● No Qualifications (NVQ)	8.0%	8,330
● Other Qualifications (NVQ)	5.3%	5,565
● NVQ 1 - SCQF L4	11.6%	12,153
● NVQ 2 - SCQF L5	17.8%	18,584
● Trade Apprenticeships	2.4%	2,550
● NVQ 3 - SCQF L6	16.6%	17,359
● Higher Education Below Degree Level - SCQF L7-8	9.9%	10,312
● Degree or Equivalent and Above - SCQF L9	28.4%	29,760

Demographics

2020 Age Cohort Demographics



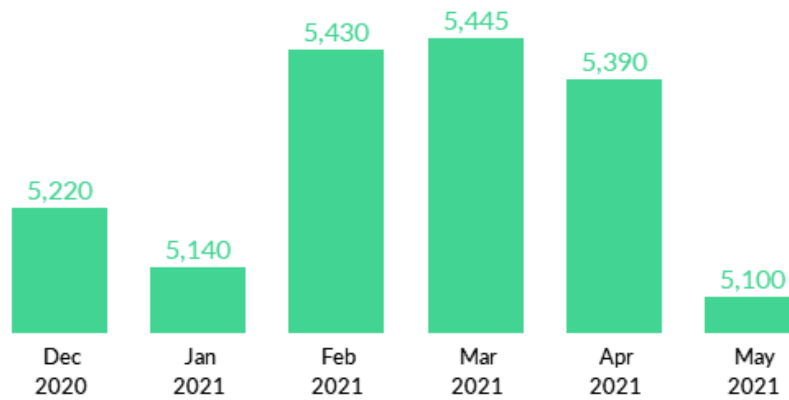
Age Cohort	2020 Population	2020 Percent
Under 16 years	34,107	19.8%
16 to 34 years	36,869	21.4%
35 to 54 years	46,114	26.7%
55 to 74 years	39,535	22.9%
75 years and over	16,031	9.3%

2020 Ethnicity Demographics



Ethnicity	2020 Population	2020 Percent
All Other Ethnicities	3,774	2.2%
Asian or Asian British: Indian	1,474	0.9%
Mixed: All Mixed	2,853	1.7%
Asian or Asian British: Other Asian	3,215	1.9%
White	161,341	93.4%

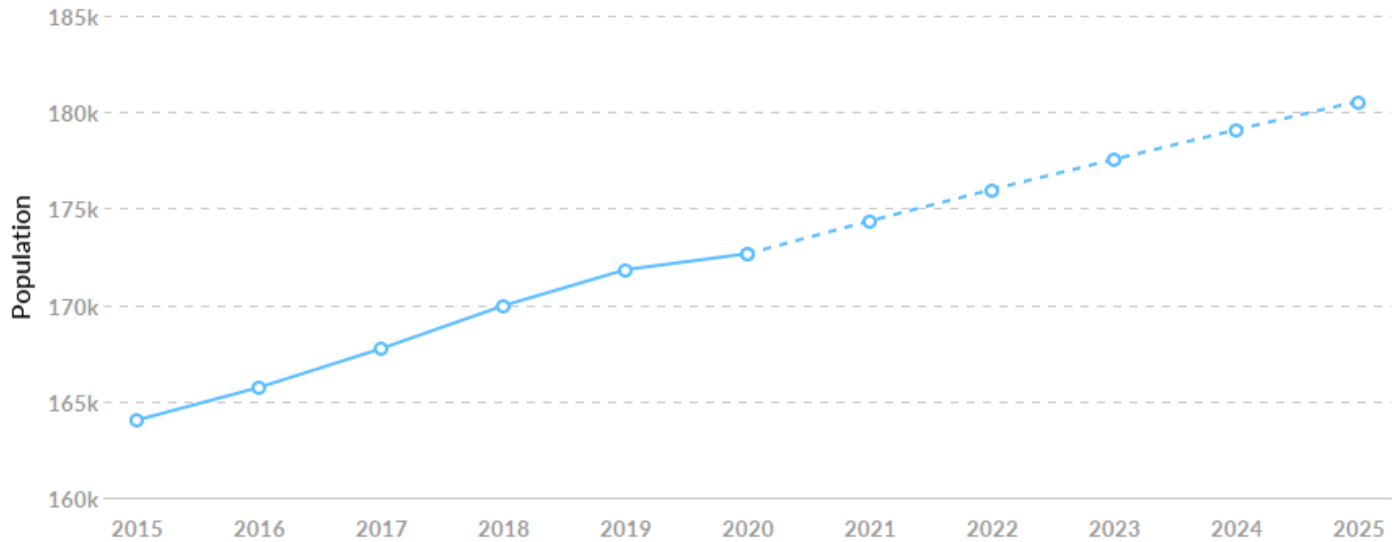
Full Claimant Counts



Historic & Projected Trends

Population Trends

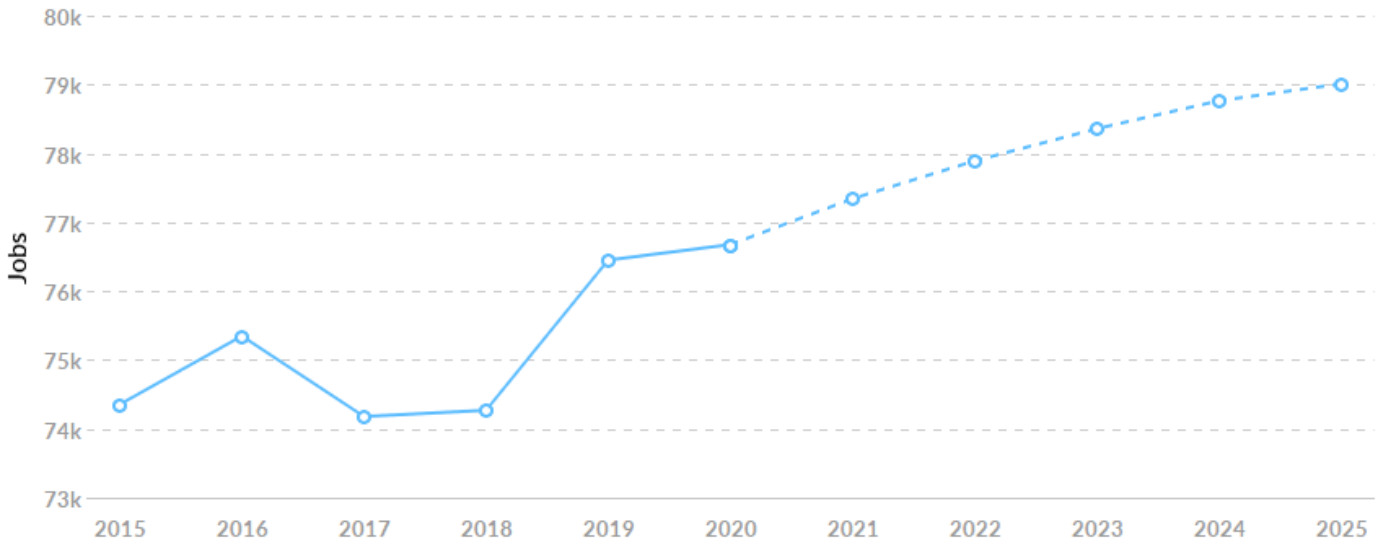
As of 2020 the region's population **increased by 5.3%** since 2015, growing by 8,638. Population is expected to **increase by 4.6%** between 2020 and 2025, adding 7,907.



Timeframe	Population
2015	164,019
2016	165,719
2017	167,730
2018	169,955
2019	171,826
2020	172,657
2021	174,354
2022	175,986
2023	177,549
2024	179,084
2025	180,563

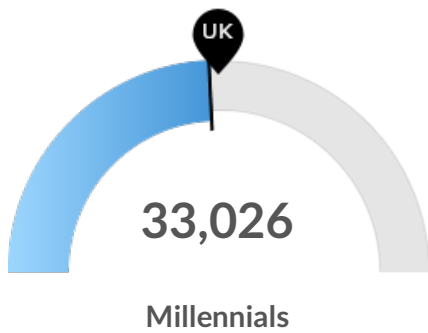
Job Trends

From 2015 to 2020, jobs increased by 3.1% in Maidstone from 74,354 to 76,676. This change fell short of the national growth rate of 5.5% by 2.4%.



Timeframe	Jobs
2015	74,354
2016	75,348
2017	74,179
2018	74,270
2019	76,451
2020	76,676
2021	77,343
2022	77,892
2023	78,359
2024	78,765
2025	79,010

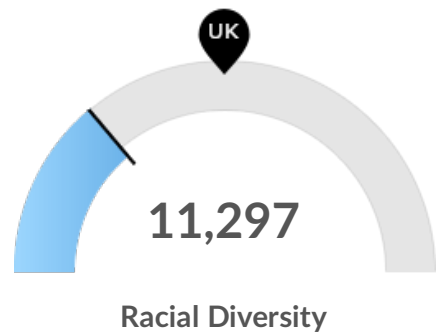
Population Characteristics



Maidstone has 33,026 millennials (ages 25-39). The national average for an area this size is 34,488.



Retirement risk is about average in Maidstone. The national average for an area this size is 52,826 people 55 or older, while there are 53,953 here.



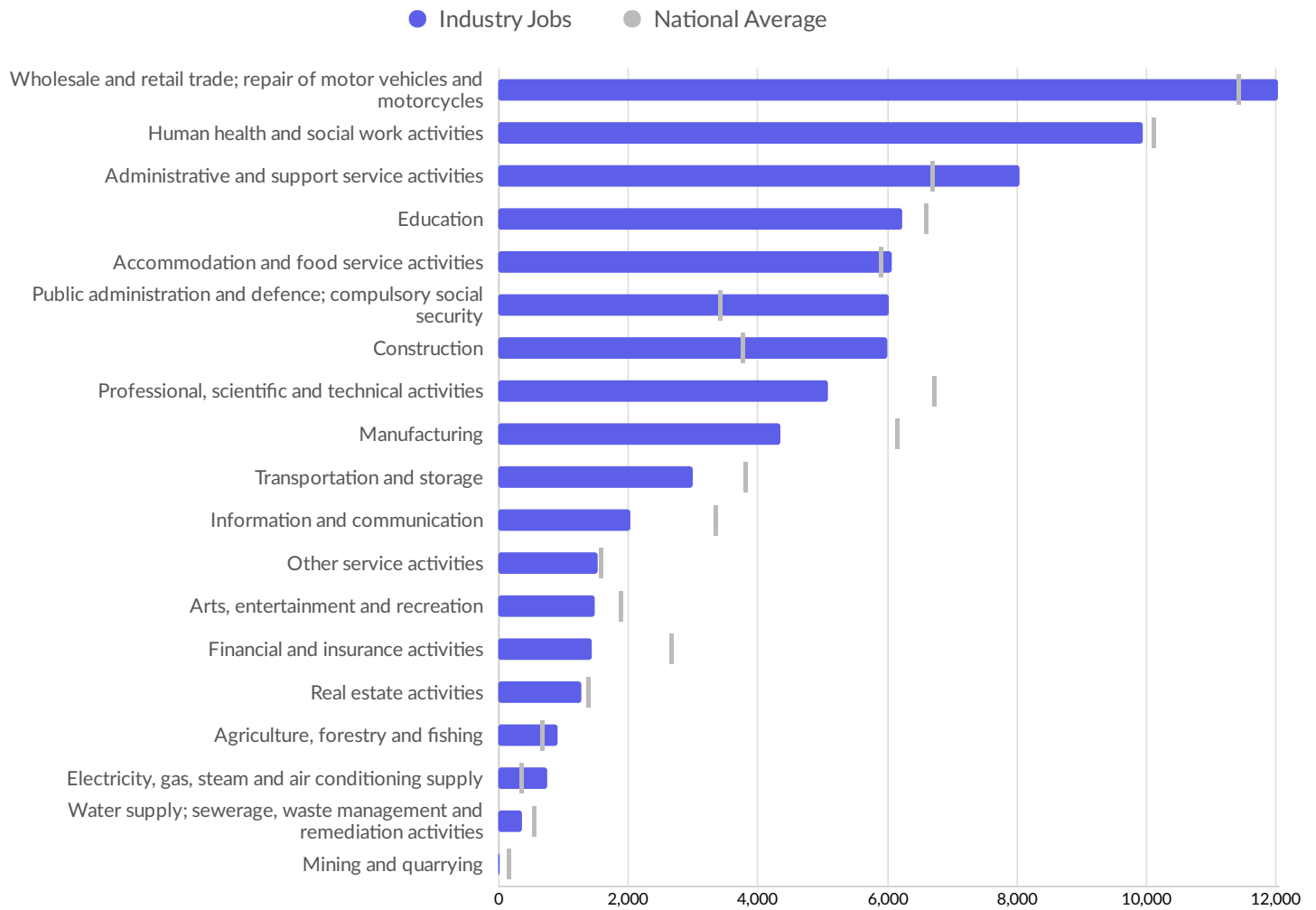
Racial diversity is low in Maidstone. The national average for an area this size is 24,121 racially diverse people, while there are 11,297 here.

Industry Characteristics

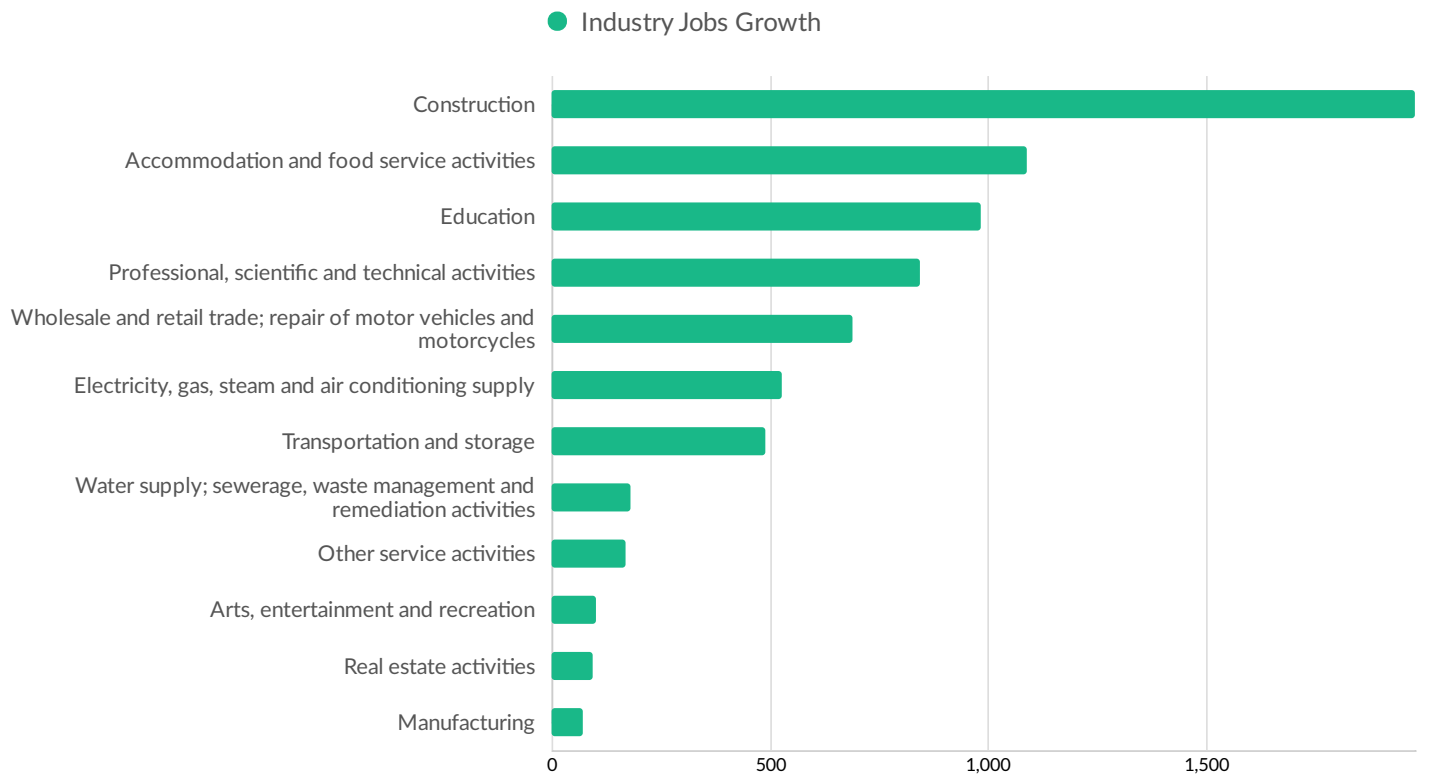
Industry Overview

Industry	Total Jobs	Avg. Wages Per Job (2020)	Industry LQ	% Job Change (2015 - 2020)	GVA (2018)	% of Total GVA
Wholesale of other office machinery and equipment	644	£43,054	14.49	641.44%	£14,564,946	0.48%
Retail sale of medical and orthopaedic goods in specialised stores	315	£23,085	12.17	63.16%	£15,115,155	0.50%
Wholesale of watches and jewellery	136	£29,762	10.02	-5.46%	£3,076,175	0.10%
Manufacture of consumer electronics	111	£28,203	8.36	145.83%	£2,420,040	0.08%
Manufacture of plastic plates, sheets, tubes and profiles	415	£33,233	6.82	-28.17%	£16,815,690	0.55%
Manufacture of other organic basic chemicals	128	£39,302	6.54	56.98%	£9,667,146	0.32%
Wholesale of fruit and vegetables	546	£35,110	6.34	18.18%	£34,583,676	1.13%
Distribution of electricity	761	£57,606	5.97	225.45%	£55,476,248	1.82%
Manufacture of ready-mixed concrete	84	£29,849	5.28	242.18%	£1,759,851	0.06%
Wholesale of china and glassware and cleaning materials	60	£26,111	4.66	10.09%	£1,064,534	0.03%

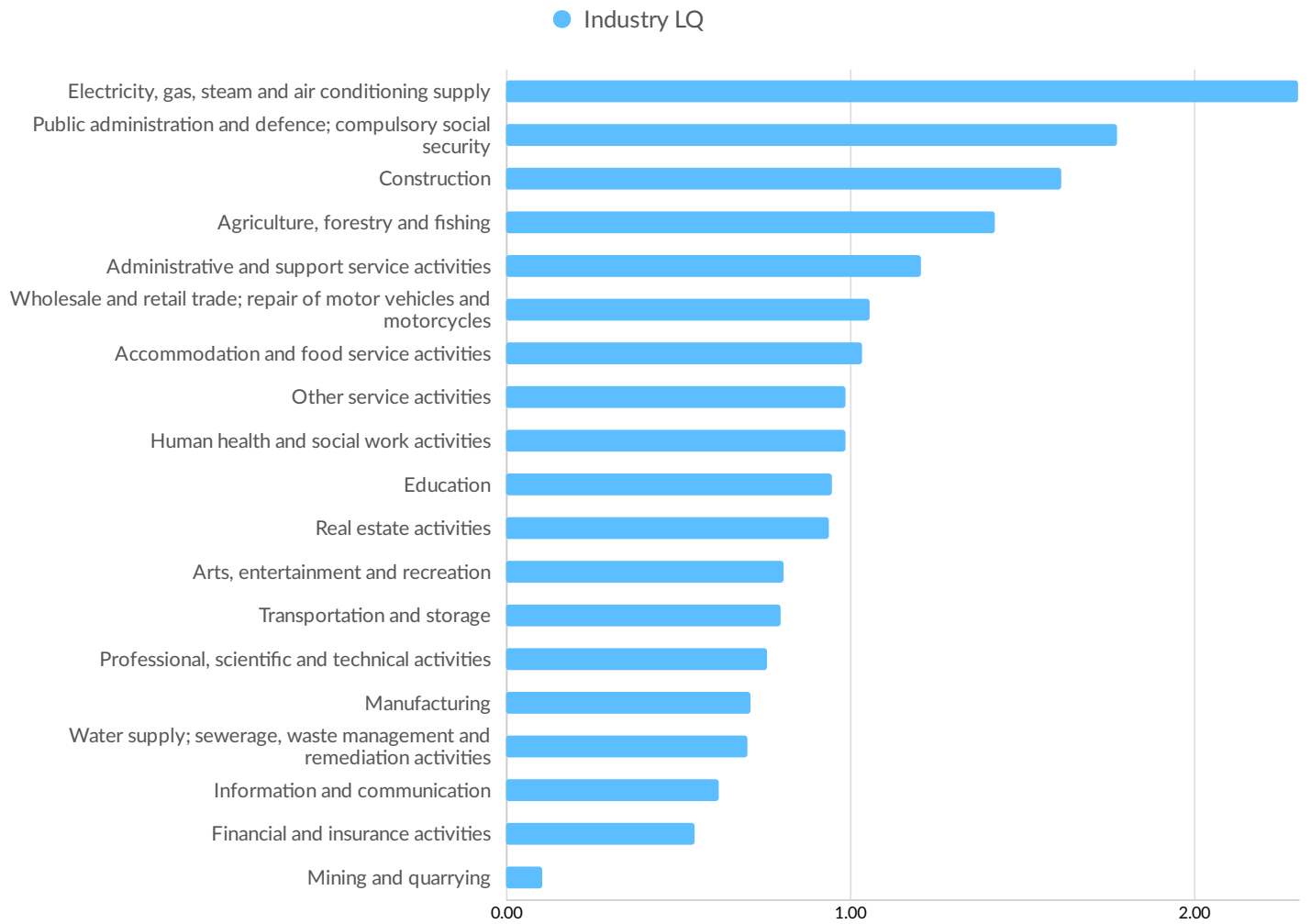
Largest Industries



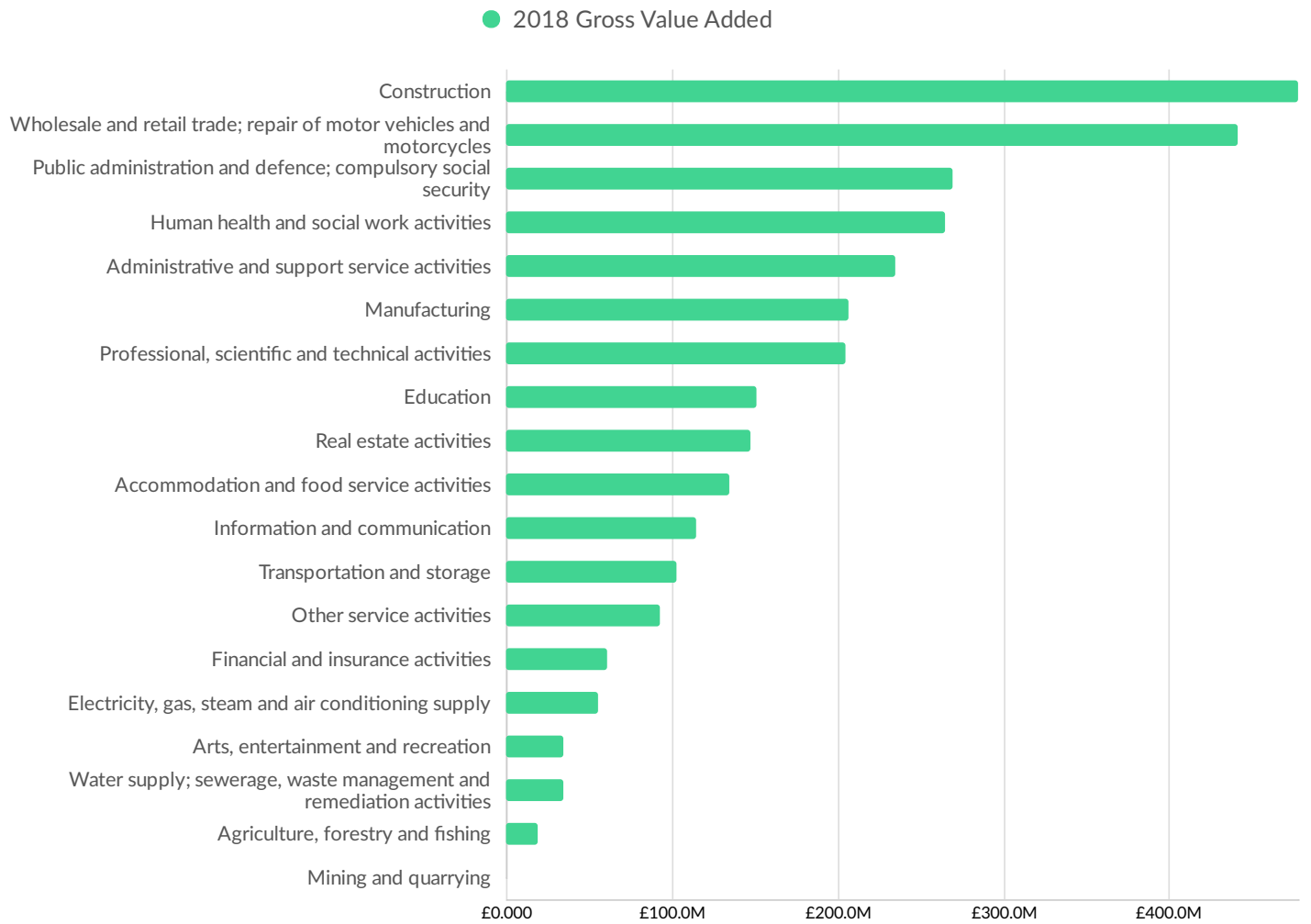
Top Growing Industries



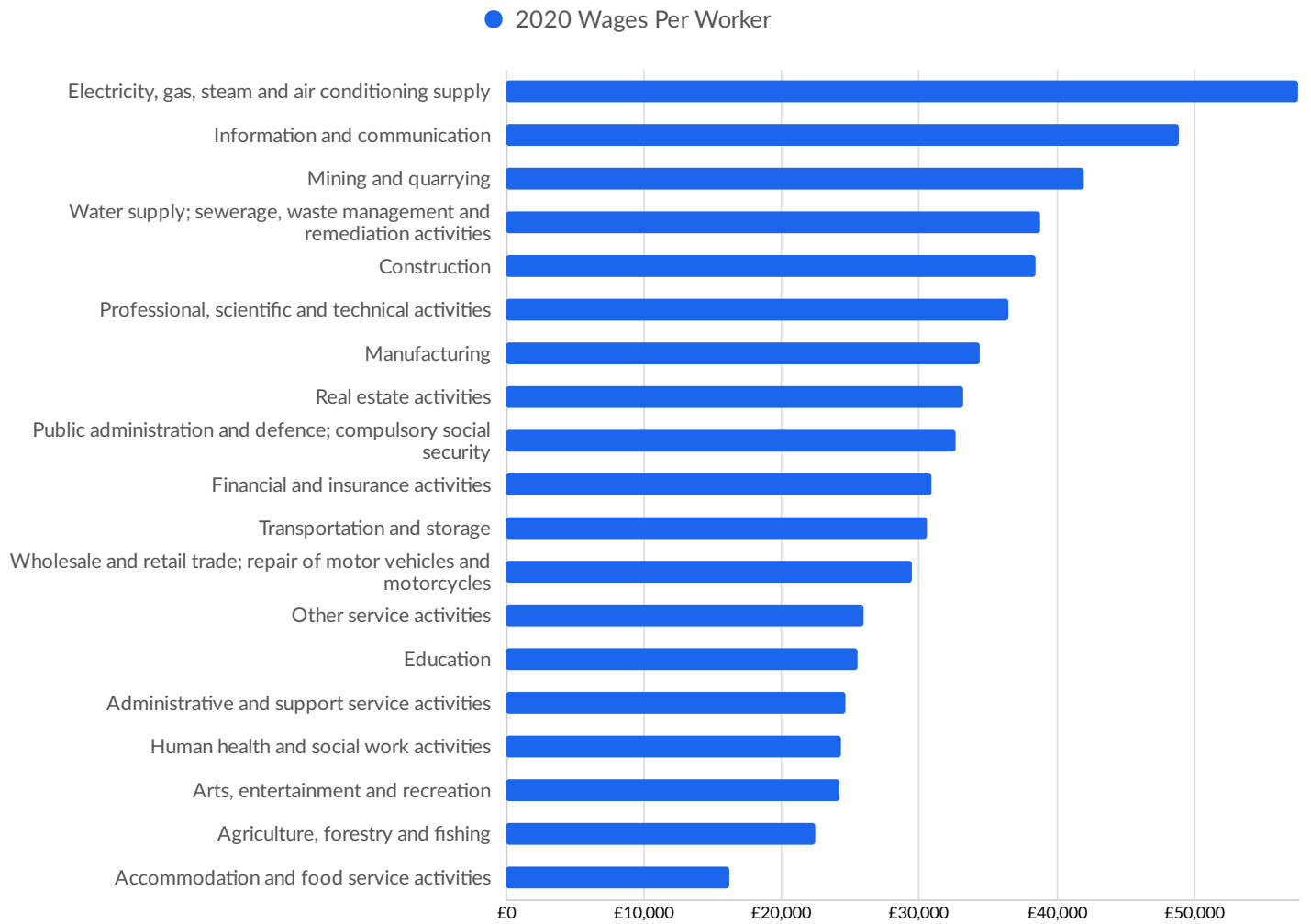
Top Industry LQ



Top Industry GVA

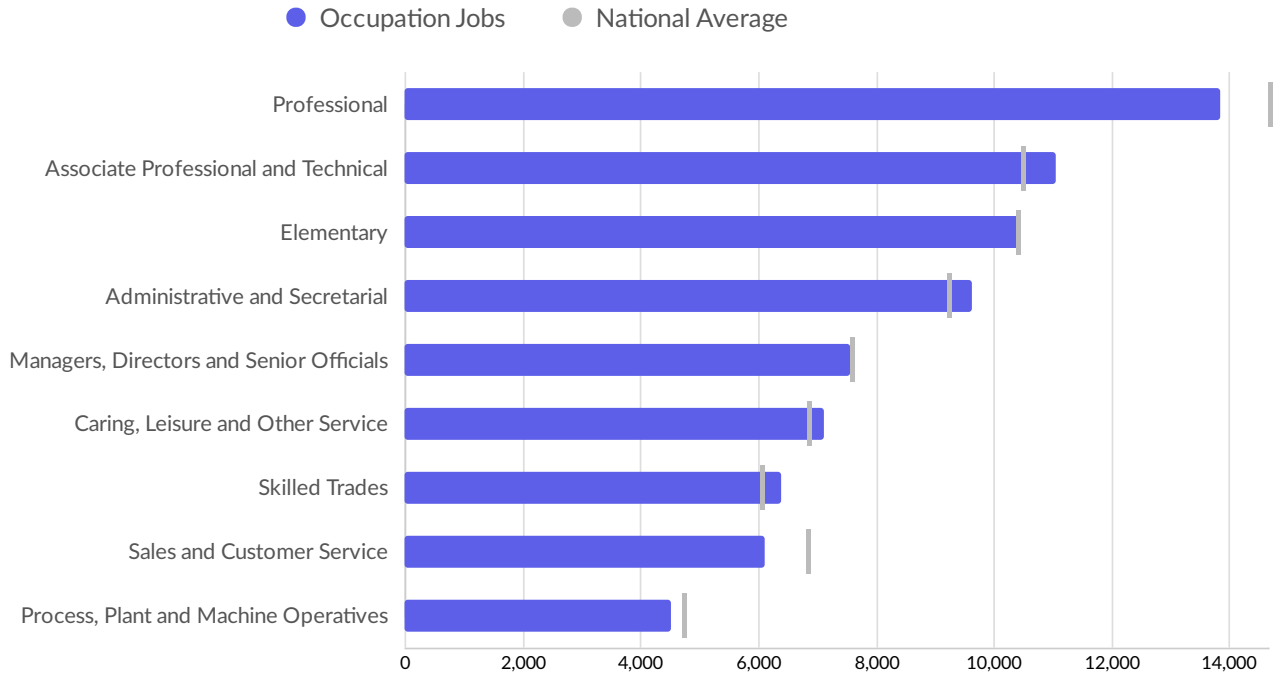


Top Industry Wages

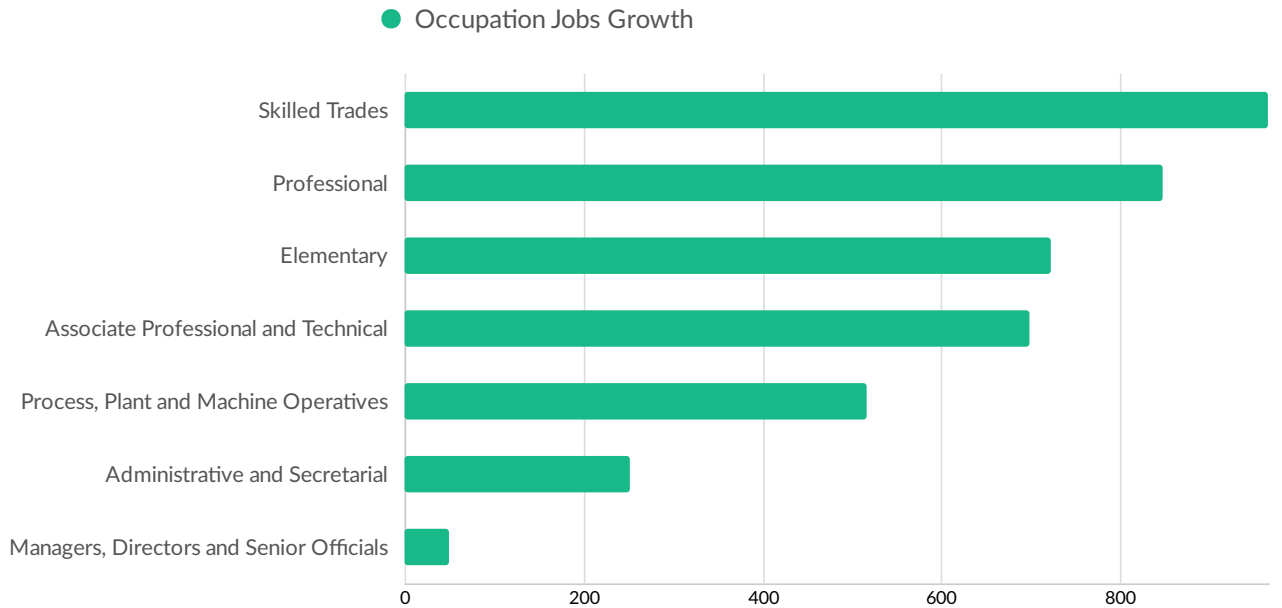


Workforce Characteristics

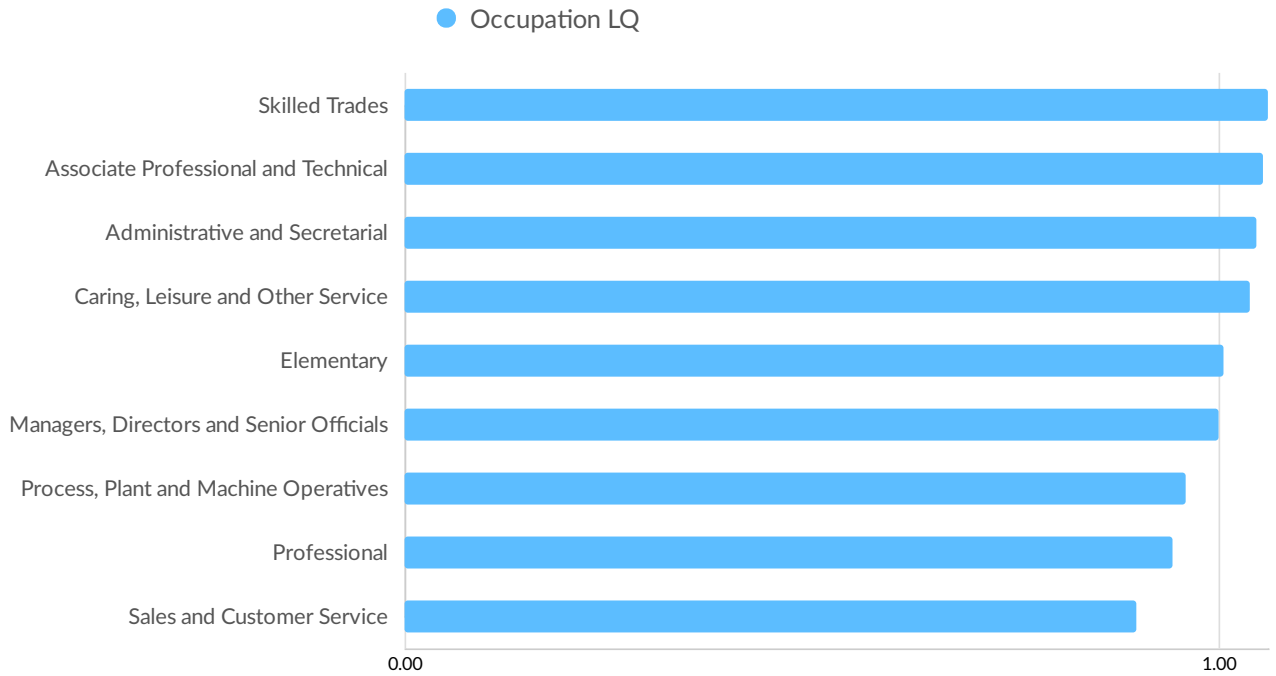
Largest Occupations



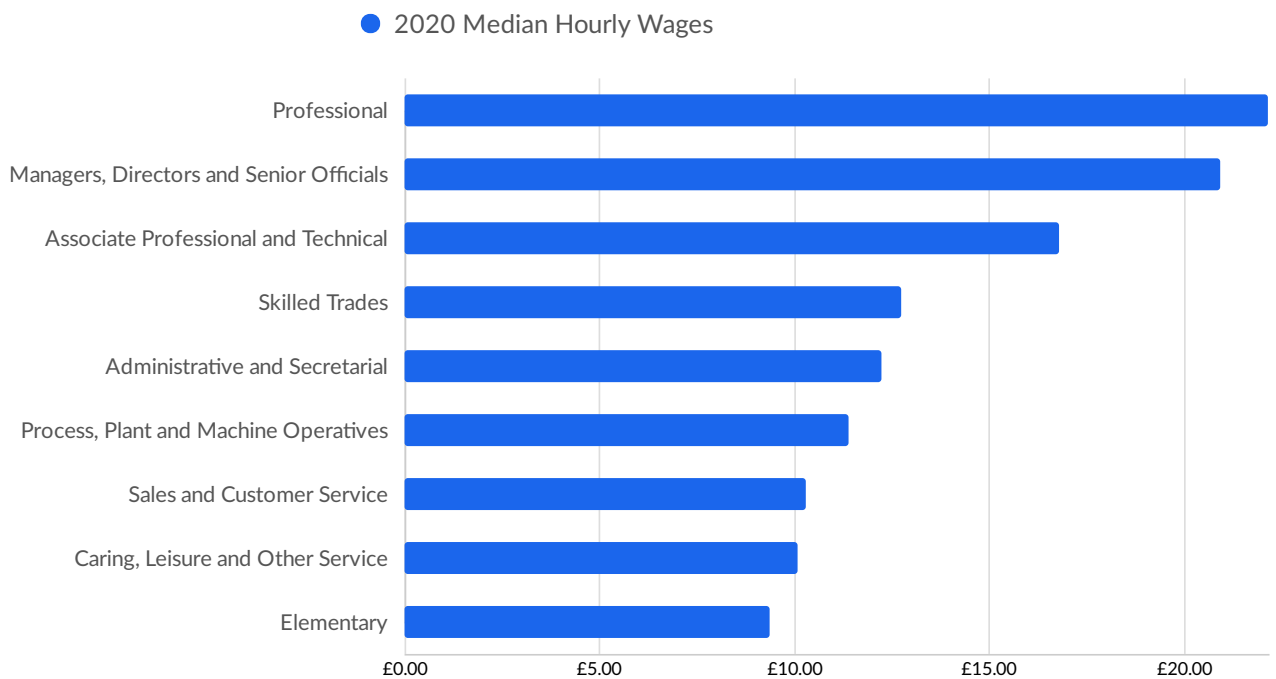
Top Growing Occupations



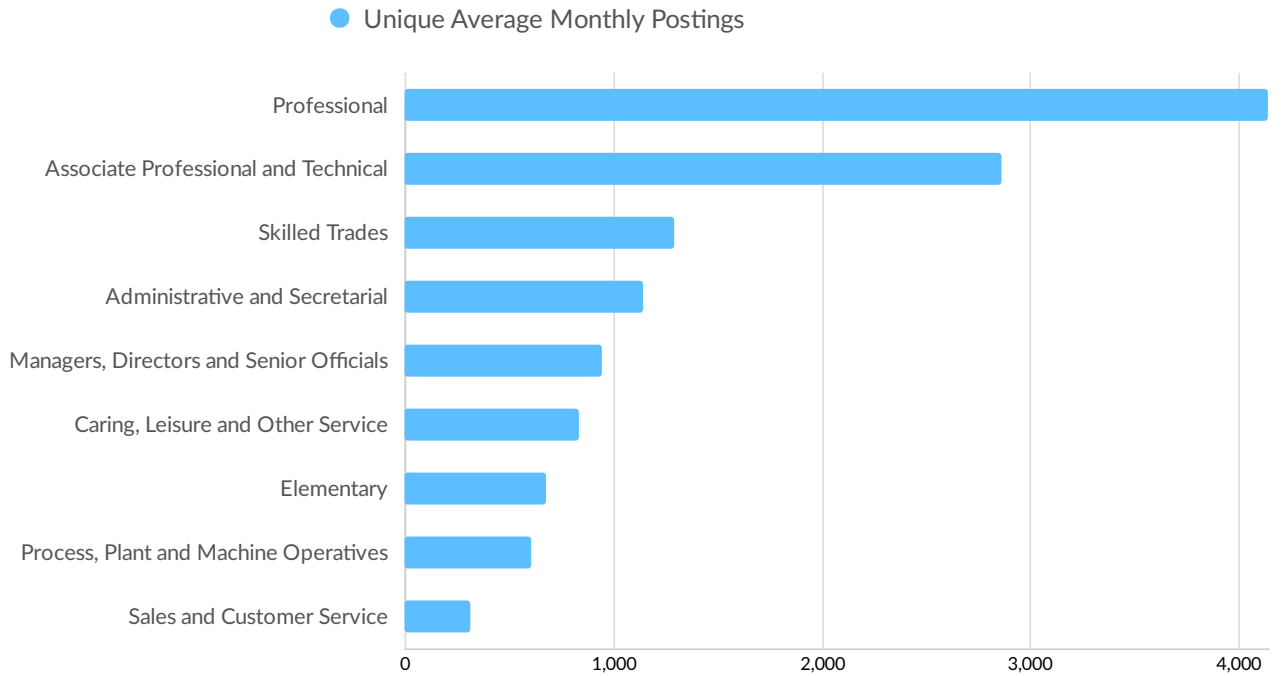
Top Occupation LQ



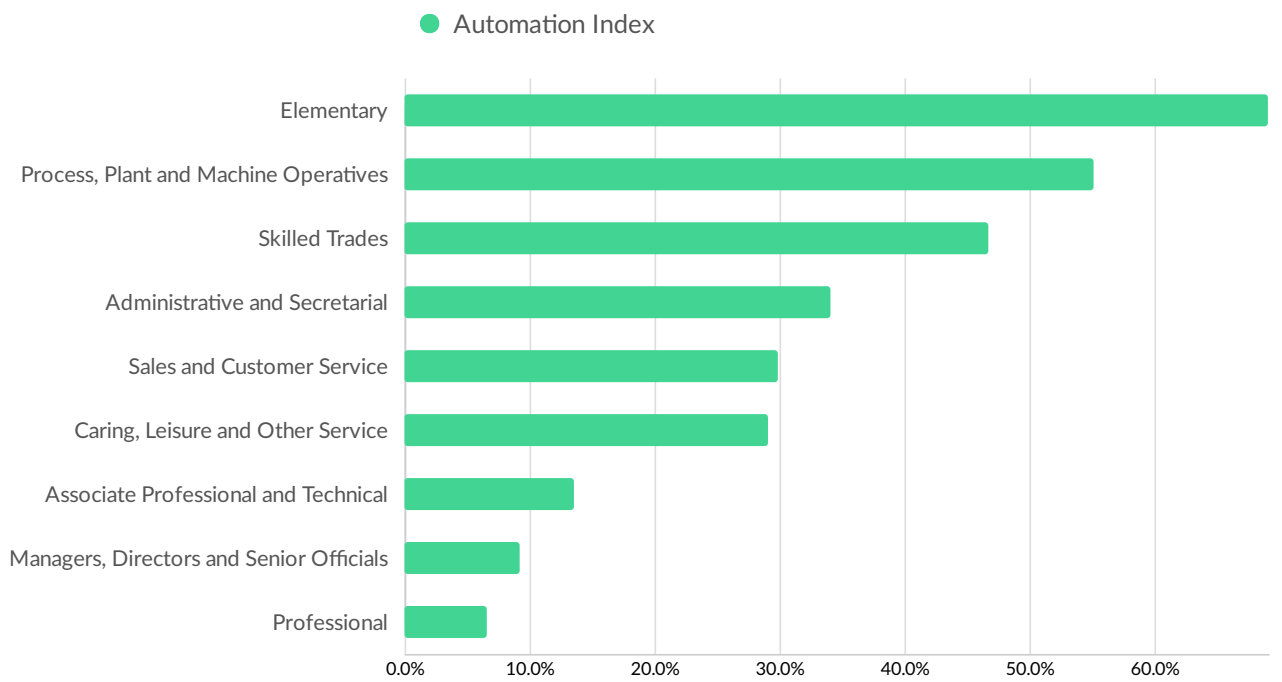
Top Occupation Wages



Top Posted Occupations



Automation Index



In-Demand Skills

