

	Cannock Chase		East Staffordshire		Lichfield		Newcastle-under-Lyme		South Staffordshire	
Gross Value Added (GVA) per head	—	—	—	—	—	—	—	—	—	—
Total jobs	33,477	▼	56,595	▲	39,814	▲	43,048	▼	28,072	▼
Total businesses	2,995	▲	3,965	▲	4,165	▲	3,025	↔	3,700	▼
Business start-up rate per 10,000 16+ population	44.2	▲	45.1	▲	55.2	▲	33.6	▲	41.9	▲
Business failure rate per 10,000 16+ population	39.8	▼	38.0	▼	51.6	▼	34.1	▼	43.5	▼
Total population	97,500	▲	113,600	▲	100,700	▲	123,900	▼	108,100	▲
% working age population	65.0%	↔	64.0%	▲	62.3%	▲	64.6%	▼	62.8%	▲
Projected working age population change (2011-2021)	-2.0	▼	1.9	▲	0.1	▲	0.7	▲	-5.8	▼
GCSE attainment (5+ A*-C GCSEs including English and Maths)	53%	▲	60%	▲	59%	▲	62%	▲	60%	▲
Apprenticeship success rates	—	—	—	—	—	—	—	—	—	—
Not in employment, education or training (NEETS)	—	—	—	—	—	—	—	—	—	—
No qualifications	12.3%	▲	10.8%	▼	7.2%	▼	10.1%	▼	6.6%	▲
NVQ Level 2+ qualifications	69.3%	▲	67.7%	▼	71.5%	▼	64.1%	▼	77.6%	▲
NVQ Level 4+ qualifications	16.7%	▼	23.3%	▼	30.5%	▲	24.3%	▼	33.7%	▲
Employment rate	65.4%	▼	79.7%	▲	74.8%	▲	71.4%	▲	73.7%	▲
Resident annual earnings	£22,869	▼	£23,843	▼	£29,439	▲	£22,826	▲	£27,086	▲
Workplace annual earnings	£22,369	▲	£24,846	▲	£22,589	▼	£21,263	▲	—	—
Average household income	£35,234	▲	£37,776	▲	£45,939	▲	£34,611	▲	£43,300	▲
Worklessness - Out of work benefits	11.9%	▼	9.5%	▼	8.0%	▼	10.9%	▼	7.5%	▼
Unemployment	3.6%	▼	3.0%	▼	2.3%	▼	2.9%	▼	2.6%	▼
Youth Unemployment	6.6%	▲	4.9%	▲	4.7%	▲	3.9%	▼	4.4%	▲
Job density	0.62	▼	0.92	▲	0.74	▼	0.59	▼	0.53	▲
JSA claimants per unfilled jobcentre vacancy	1.4	▼	1.1	▼	0.7	▼	1.3	▼	2.0	▼

— These figures are currently unavailable

Stafford		Staffordshire Moorlands		Tamworth		Staffordshire		Stoke-on-Trent		West Midlands		National	
—	—	—	—	—	—	£15,002	▼	£16,371	▲	£17,486		£21,349	
56,049	▼	27,469	▼	26,220	▼	310,744	▼	105,921	▼	2,303,843		26,561,745	
4,620	▲	3,685	▲	1,970	▲	28,125	▲	5,100	▲	171,210		2,081,705	
40.5	▲	36.3	▲	37.4	▲	41.7	▲	32.7	▲	43.3		51.6	
40.9	▼	36.9	▼	39.8	▼	40.5	▼	32.2	▼	41.5		45	
130,900	▲	97,100	▲	76,800	▲	848,500	▲	249,000	▲	5,601,800		53,012,400	
63.6%	▲	62.3%	▲	65.3%	▼	63.8%	▲	64.9%	▲	63.5%		64.7%	
-1.2	▼	-5.3	▼	-1.6	▼	-1.6%	▼	0.0%	▲	1.8%		3.7%	
63%	▲	60%	▼	48%	▼	58%	▲	51%	▲	57%		59%	
—	—	—	—	—	—	72%	▼	73%	▼	73%		74%	
—	—	—	—	—	—	5.3%	▼	9.2%	▲	6.2%		5.8%	
8.4%	▼	15.4%	▲	12.3%	▼	11.7%	▲	19.4%	▲	13.6%		9.7%	
74.9%	▲	65.1%	▼	57.8%	▼	68.9%	▲	59.8%	▲	64.3%		69.7%	
36.4%	▲	32.8%	▼	13.2%	▼	27%	▼	18.2%	▲	26.3%		32.9%	
79.3%	▲	72.5%	▲	65.2%	▲	73.2%	▲	65%	▼	68%		70.5%	
£27,419	▲	£26,096	▲	£26,527	▲	£25,643	▲	£22,019	▲	£24,617		£26,551	
£24,872	▼	£26,111	▲	£22,466	▲	£23,646	▲	£22,963	▲	£24,600		£26,525	
£41,681	▲	£36,191	▲	£36,777	▲	£38,977	▲	—	—	£35,602		£39,956	
7.9%	▼	8.7%	▼	10.9%	▼	9.4%	▼	17.5%	▼	12.9%		11.8%	
2.3%	▼	2.1%	▼	3.2%	▼	2.7%	▼	5.3%	▼	4.7%		3.8%	
4.1%	▲	4.4%	▲	5.8%	▼	4.7%	▲	8.0%	▲	6.9%		5.7%	
0.86	▲	0.65	▲	0.6	▲	0.69	▼	0.77	▲	0.75		0.77	
1.3	▼	3.6	▼	2.2	▲	1.4	▼	3.9	▲	3.5		3.8	