

Local authorities in PUA:

Stoke-on-Trent, Newcastle-under-Lyme



	Total	Rank	Rate	Rank
population				
Total population, 2022	385,262	(21 / 63)		
Population change, 2012-22			3.2%	(49 / 63)
business & innovation				
GVA (bn), 2021	£7.8	(34 / 63)		
GVA per hour, 2021	£27.4	(59 / 63)		
Business start-ups per 10,000 pop, 2022			39.7	(48 / 63)
Business closures per 10,000 pop, 2022			39.5	(43 / 63)
Business stock per 10,000 pop, 2022			259.4	(56 / 63)
New economy firms per 10,000, 2023			17.9	(44 / 63)
industrial structure				
Manufacturing jobs, 2022	21,500		12.4%	(11 / 62)
Private knowledge services jobs, 2022	11,200		6.5%	(57 / 62)
Publicly-funded services jobs, 2022	51,500		29.5%	(33 / 62)
Other private services jobs, 2022	91,600		53.0%	(34 / 62)
Ratio of private to public jobs, 2022			2.4	(30 / 62)
wages				
Avg. weekly workplace earnings, 2023	£565	(57 / 63)		
employment & unemployment				
Employment rate, 2023			76.0%	(24 / 63)
Claimant count, Nov 2023	11,110		4.6%	(15 / 63)
skills & education				
High level qualifications, 2022			39.0%	(38 / 63)
No formal qualifications, 2022			10.6%	(11 / 62)
GCSEs in Maths & Eng., grade 9-4, 2023			55.2%	(50 / 55)
housing				
Housing stock change, 2021-22	1,030		0.6%	(47 / 63)
Average house price, 2023	156,200	(59 / 63)		
Housing affordability ratio, 2023			5.6	(55 / 63)
digital connectivity				
Connections subscribed 30Mbps+, 2023			87.7%	(41 / 63)
environment				
GHG emissions per capita (t), 2021			5.2	(15 / 63)
Days a year of poor air quality, 2021-22	20	(28 / 63)		