

# **LGR Resident Survey, Interim Report based off PARTIAL RESULTS**

**Results from first 14 days of fieldwork:  
Tue 30<sup>th</sup> Sep to Tue 14<sup>th</sup> Oct 2025**

**Survey closes: Sun 26<sup>th</sup> Oct 2025**

Matt Wagner, Chief Analyst  
Anita Winther, Analyst Manager

## Executive summary

The Government has asked the councils in Kent to submit proposals to them by 28<sup>th</sup> November 2025 for 'local government reorganisation' and we want to include the views of residents in this. Therefore Kent County Council is conducting a survey of Kent and Medway residents to gather views on a potential reorganisation of the councils in Kent. This report is based on **partial results**, collected between Tuesday 30<sup>th</sup> September and Tuesday 14<sup>th</sup> October 2025. The survey closes on Sunday 26<sup>th</sup> October 2025, after which a full report of the final results will be produced. The partial results indicate the following key findings:

**Opinions on LGR and council size** – There are mixed opinions in relation to whether people think that local government in Kent needs major reorganisation or not. Similarly, there is not a clear strong preference for whether people would prefer a smaller, more local council or a larger, potentially more cost efficient council. However, there are differences by age group, with under 35s favouring a larger council, assuming this comes with economies of scale, and those over 56 favouring a smaller council. Those aged 36-55 had balanced preferences.

Furthermore, for those supporting the idea of a major reorganisation, there is a strong preference for 'council services managed by a larger council covering a bigger area, but potentially at a lower cost than a smaller council'. The opposite is true for those who would prefer to retain the existing councils. For those who are unsure about reorganisation, a similar proportion said they would prefer a larger council as a smaller one.

**Belonging and connections** – The data indicates that the majority of people have a strong sense of belonging at all geographical levels from local village/town up to Kent as a whole. In terms of connections between districts, Option 1a by definition preserves the most inter-district connections, followed by Option 3a and then Option 4b. It is not possible to model this for the two options that include boundary changes.

**What residents want** – Residents expect a broad range of competing priorities to be delivered, including quality, value-for-money, local representation and resident involvement. This means any future council model must balance these factors, though the preferred balance may vary by service.

**Views on cost implications** – There is a clear expectation that whatever option is taken forward must result in a system that costs less than continuing with the current one. However, within this context, some would be prepared to pay more council tax if it resulted in decisions being made more locally than in another option. Although a slightly higher proportion would still choose lower council tax over more local decision-making.

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# 1 Introduction

## 1.1 Local Government Reorganisation in Kent

At present, most of Kent operates under what is known as a ‘two-tier’ council structure. This means that some services are delivered by a district or borough council (e.g. bin collections, housing, planning, leisure centres) and others are provided by Kent County Council (e.g. social care, education services and highways). Council tax currently helps to fund services provided by both the county and district/borough councils, as well as contributing to the police and fire services and parish/town councils (where these exist).

Within Kent, Medway operates differently. Medway council is a ‘unitary’ authority, meaning they are responsible for delivering **all** local government services within Medway.

The Government intends to simplify this system by creating larger unitary councils that deliver all services in an area, replacing Kent County Council, Medway Council and the twelve district and borough councils. This process is known as Local Government Reorganisation, or LGR.

This would mean council services that are currently managed by district/borough councils being managed across a larger area. It would also mean services that are currently managed by Kent County Council being broken up and managed across smaller areas, unless the Government decides that a single unitary authority covering the whole of Kent should be created.

The Government has asked the councils in Kent to put forward proposals for how many unitary councils there should be and what areas they should cover. These must be submitted by 28<sup>th</sup> November 2025.

There is not currently agreement among the existing councils in Kent on how many unitary authorities there should be in Kent if LGR was to happen, or what the boundaries of those authorities should be. There are currently five proposals in Kent that are expected to be submitted. Option 1a, Option 3a and Option 4b all adhere to existing district boundaries. Option 4d and Option 5a include boundary changes. The maps showing the configuration of each of these options can be found in the Appendix.

## 1.2 Rationale for conducting the public survey

The rationale for conducting a survey of residents of Kent and Medway about Local Government Reorganisation (LGR) is to ensure that the voices and views of those affected by potential changes are heard and included. The survey provides an important opportunity for residents to share their

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opinions and priorities regarding the reorganisation of local councils in Kent. Following the submission of the business plans, there will be further opportunities for resident engagement, including through the government's formal public consultation on the LGR options for Kent.

## 2 Methodology

### 2.1 Survey design and distribution

The survey was designed to capture a broad range of resident perspectives across Kent and Medway, ensuring inclusivity and accessibility. Questions were carefully structured to elicit both quantitative data and qualitative insights, allowing respondents to express their priorities and concerns regarding Local Government Reorganisation (LGR). To facilitate ease of participation, the survey was distributed online using Snap Surveys, a robust and secure digital platform. Snap Surveys enabled the survey to reach a wide audience efficiently, supporting both desktop and mobile users, real-time monitoring of response rates and robust statistical analysis of the results.

The survey is completely confidential. Respondents were not required to give their name so their identity will not be known. Responses are only reported grouped with other participants.

Distribution channels included direct email invitations to residents via Let's Talk Kent, promotion via KCC's website, and social media outreach to maximise awareness and engagement. Printed copies of the survey could be requested for those unable to complete it online.

The survey was shared widely through various channels but was ultimately a self-selecting survey, meaning you are more likely to get responses from people who are particularly interested in the topic. This means respondents may be more informed around the subject of LGR than the average resident, but also that the responses may not fully represent the views of those people who are less interested in how local government is structured.

Due to constraints on time and budget, it was not possible to conduct a gold-standard, fully representative survey of residents, which would have required random sampling and targeted outreach to ensure all population groups were proportionately included. This methodology would have required a third party research organisation with the resources and capacity to carry out this type of research.

## 2.2 Exclusion criteria

The survey was exclusively for residents of Kent and Medway, meaning people who live outside the area were unable to complete the survey. Businesses and partner organisations were also not able to participate in this survey, however they will have the opportunity to input through other channels.

## 2.3 Response rates

The partial results for this interim report were run at 5pm on Tuesday 14<sup>th</sup> October. The number of responses included within the analysis is 1,652.

As of 14<sup>th</sup> October, there were at least 80 responses from every district, with many getting considerably more. Folkestone & Hythe was the most over-represented district, whereas Medway was the most under-represented. Most other districts were fairly close to their population proportions.

**Table 1 – Number of respondents by home district**

Home District	# responses	% responses	% Target Pop	Population*
Ashford	147	9%	7%	140,936
Canterbury	167	10%	8%	162,100
Dartford	84	5%	6%	125,011
Dover	98	6%	6%	119,768
Folkestone & Hythe	191	12%	6%	112,411
Gravesham	82	5%	6%	110,671
Maidstone	157	10%	10%	187,767
Medway	90	5%	15%	292,655
Sevenoaks	123	7%	6%	122,748
Swale	140	8%	8%	158,379
Thanet	172	10%	7%	142,691
Tonbridge and Malling	116	7%	7%	136,853
Tunbridge Wells	85	5%	6%	119,694
<b>Grand Total</b>	<b>1,652</b>	<b>100%</b>	<b>100%</b>	<b>1,931,684</b>

\* Population source: Office for National Statistics, 2024 mid-year population estimates

## 2.4 Statistical analysis

Any results commented on in this report have been tested for statistical significance and have been found to be significant, unless otherwise stated.

## 2.5 Analysis of free-text questions

The survey contained two free-text questions. Due to the limited time available to analyse and report back on the survey results, these free-text responses have been summarised with the help of a large language model (an AI tool). The information remains within KCC's secure infrastructure and is protected by enterprise-grade security and privacy controls. These summaries have been reviewed for accuracy, including through the random sampling of responses to check for consistency.

## 3 Survey findings

These findings are based on partial results, collected between Tue 30th Sep and Tue 14th Oct 2025. The survey closes on Sun 26th Oct 2025. It is possible that the findings could change materially once all the responses are analysed following the survey closing.

Most groups are reasonably well represented within the survey, however we do have under- or over-representation amongst different age groups. In particular, 16-35s are under-represented and 56+ are over-represented within the respondents. For this reason, we will present the results to some of the key questions broken down for these different age groups, especially where the prevailing opinions vary between the different age groups.

### 3.1 Opinions on LGR and council size

#### 3.1.1 Is a major reorganisation needed?

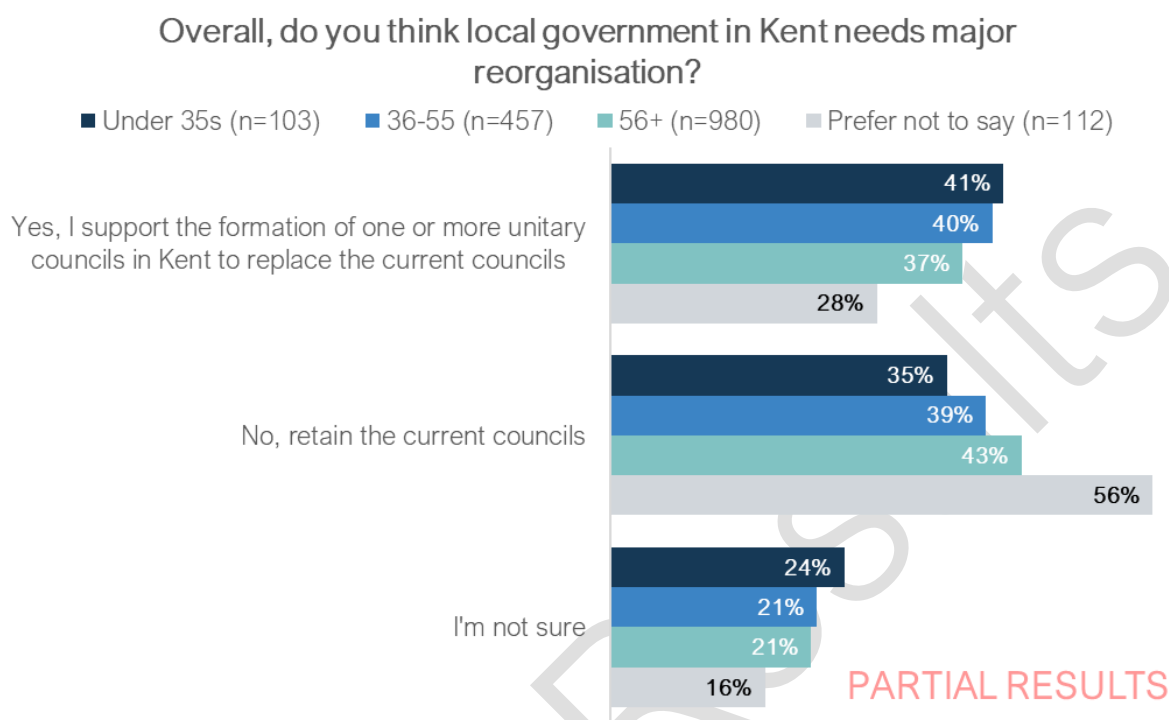
Respondents to the survey were asked the question 'Overall, do you think local government in Kent needs major reorganisation?', the result of which are shown broken down by age group in Figure 1. Within each of the broad age groups there is split opinion on whether major reorganisation of local government in Kent is a good idea overall, with both the yes and no options receiving support.

Only respondents aged 56 or over and those that chose not to specify their age group had a statistically significant<sup>1</sup> preference – both with a larger proportion favouring retaining the current councils. Under 35s and 36-55s had more respondents who supported the formation of one or more unitary councils, however this preference was not large enough to be statistically significant, particularly due to the smaller sample size in the under 35s group.

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<sup>1</sup> Using a two-tailed binomial test.

**Figure 1 – Opinions on the need for major reorganisation, by age group**



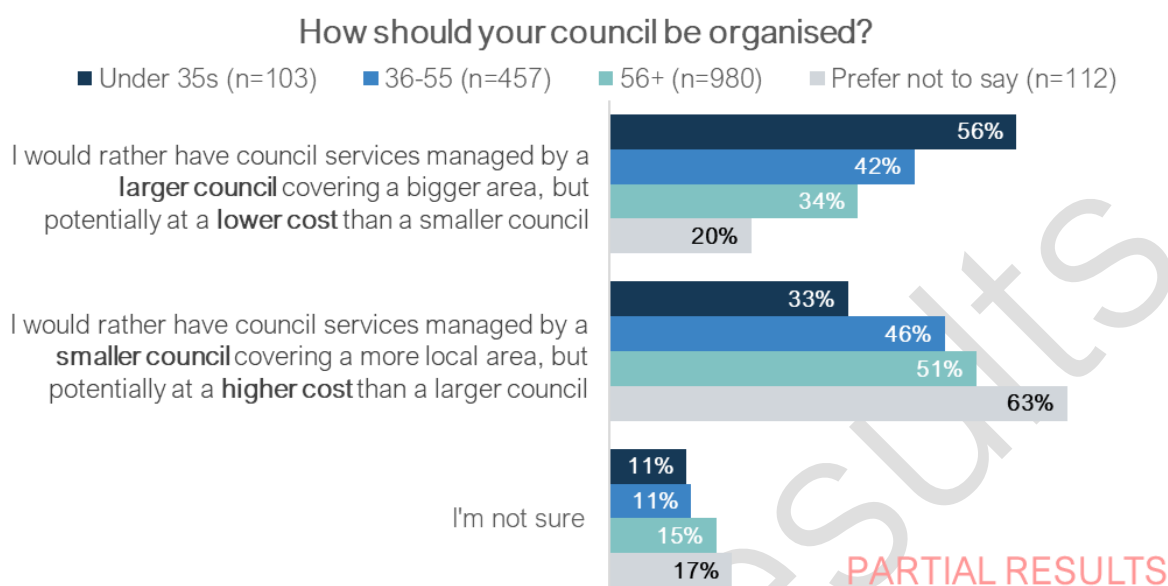
### 3.1.2 Opinions on council size

In terms of the size of any future councils, there are again mixed opinions. Preferences are different for different age groups, as shown by Figure 2. Under 35s typically favour a larger council that would potentially deliver at a lower cost, whereas those over 56 typically favour a smaller council even if potentially at a higher cost. Those aged 36-55 had balanced preferences (the small difference observed is not statistically significant<sup>2</sup>).

<sup>2</sup> Using a two-tailed binomial test.

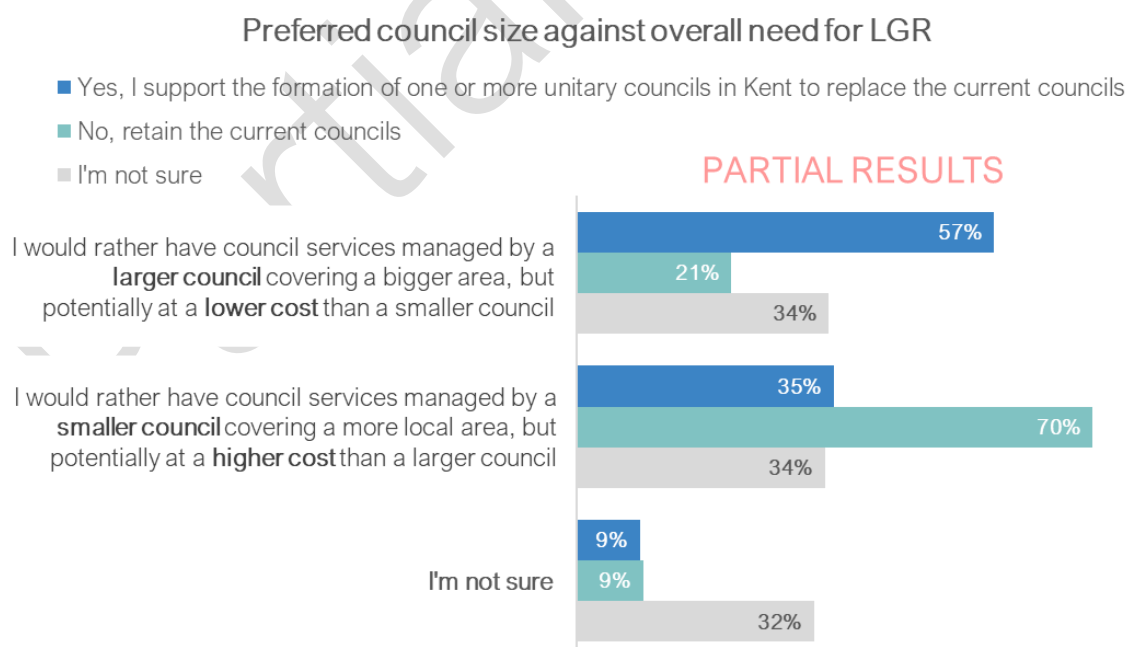


**Figure 2 – Opinions on council size, by age group**



In Figure 3, respondents' preferences in terms of the size of their council is compared to whether they thought local government in Kent needs major reorganisation.

**Figure 3 – Opinions on council size, compared to support for reorganisation**



For those who support the idea of a major reorganisation, there is a strong preference for “council services managed by a larger council covering a bigger area, but potentially at a lower cost than a smaller council” (57% preferring larger vs 35% preferring smaller). The opposite is true for people who would prefer to retain the existing councils (21% preferring larger vs 70% preferring smaller). For those who are not sure about whether local government needs major reorganisation, a similar proportion said they would prefer a larger council (34%) as a smaller one (34%).

This may indicate that there is a prevailing sentiment amongst those who favour more localised representation and service management that LGR will result in a worse situation than the current state. Whereas those who favour larger, potentially more cost efficient, services believe LGR could improve local government.

However there is still a sizeable minority who support LGR and would prefer smaller councils even if potentially at a higher cost.

### 3.1.3 Reasons for and against major reorganisation

After being asked whether they thought local government in Kent needs major reorganisation, respondents were asked to give the reasons for their answer. Looking at the reasons given by those who would **rather retain the current councils**:

These respondents often value local representation, knowledge, and accountability. Many believe the current district/borough councils are best placed to understand and respond to the unique needs of their communities for the services they deliver. There are concerns about losing local identity, community focus, and direct access to councillors, especially outside the larger towns or cities. Respondents highlight Kent’s diversity and argue that “one size fits all” solutions would not work.

Many are sceptical that reorganisation would deliver the promised savings or efficiencies, pointing to the risks of disruption, increased costs, and reduced service quality. There are concerns about the complexity of merging systems, staff, and assets, and about the risk of service deterioration during the transition in particular. Some are concerned about the financial sustainability of unitary authorities due to the disaggregation of county council services, particularly in East Kent, if separated from some of the more affluent West Kent districts.

Many express either satisfaction with the current system or a suspicion of change, saying they see no compelling reason for change or suggesting that the current system, while imperfect, is better than the unknowns of reorganisation.

For those who **supported the formation of one or more unitary councils**:

Supporters of forming one or more unitary councils in Kent believe this change would bring greater efficiency, cost savings, and clearer accountability. They argue that the current two-tier system is confusing, wasteful, and leads to duplicated roles and bureaucracy. Many see unitary councils as a way to streamline services, reduce overheads, and improve integration across services like planning, transport, housing and social care.

Some favour a single authority for the whole of Kent, citing economies of scale, strategic benefits and the capacity to deal with complex challenges. Others argue for three or four unitary councils to reflect the distinct identities and needs of different areas, concerned that too large an authority could be remote and unresponsive.

There is optimism that reorganisation could unlock devolved powers, strengthen Kent's economic position, and allow for more targeted support to disadvantaged areas.

Overall, supporters see reorganisation as a route to a more effective, responsive, and value-for-money local government.

For those who responded **"I'm not sure"**:

Respondents who are unsure about major reorganisation express a strong need for more information, evidence, and clarity before forming an opinion.

They perceive both potential benefits – such as economies of scale and more joined-up services – and drawbacks, including the risk of losing local responsiveness and increased bureaucracy. Many are wary of the costs, disruption, and uncertainty that reorganisation could bring, and want to see robust analysis and practical examples of how changes would work in practice.

Kent's size and diversity are seen as complicating factors, and there is concern that a single approach may not suit all areas. While some value local representation, others are open to change if it can be shown to deliver real improvements for residents.

Some respondents simply do not feel strongly either way, or do not have enough experience or knowledge to form an opinion. They may be satisfied with current arrangements, or feel that changes won't make much difference to them personally.

A comparison across these groups indicates that individuals form opinions based on their assessment of the potential benefits, drawbacks, risks, and opportunities associated with this complex and undefined change, as well as the different importance they assign to each factor. However, many people express that they, quite understandably, do not have all the information and analysis they would need to make a fully-informed judgement. Therefore, understanding what factors people feel are particularly important, as well as any red lines they may have in terms of cost

implications, will support the assessment of what options are most likely to deliver what the residents of Kent and Medway want.

## 3.2 What residents want from LGR

### 3.2.1 What people want from their council

When weighing up what they want local government reorganisation to deliver in Kent, respondents said it is **particularly** important to them that their council...

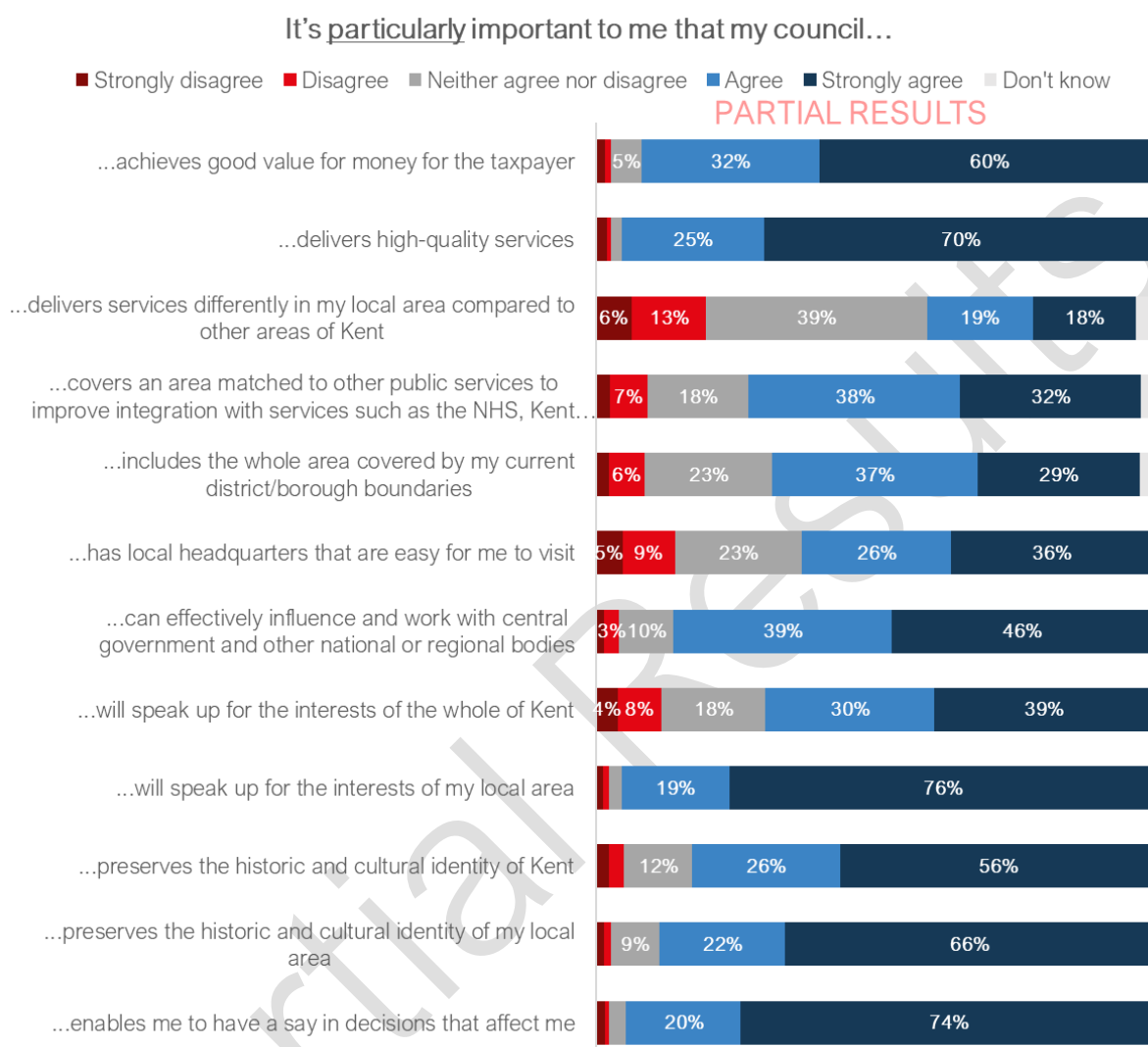
- ...will speak up for the interests of their local area (95% agree / strongly agree)
- ...enables them to have a say in decisions that affect them (94%)
- ...delivers high-quality services (95%)
- ...achieves good value for money for the taxpayer (92%)

Delivering services differently in my local area compared to other areas of Kent was the only statement not to receive a majority support (with 37% agree / strongly agree; 39% neither agree nor disagree; 19% disagree / strongly disagree).

The rest of the options all had a strong majority agreeing, as is shown in Figure 4. In addition to the areas mentioned above, these covered topics such as:

- historic and cultural identity
- working with central government
- covering an area matched to other public services
- their future council including the whole area covered by their current district/borough boundaries
- their local headquarters being easy to visit

**Figure 4 – Respondents’ priorities for what they would want LGR to deliver**



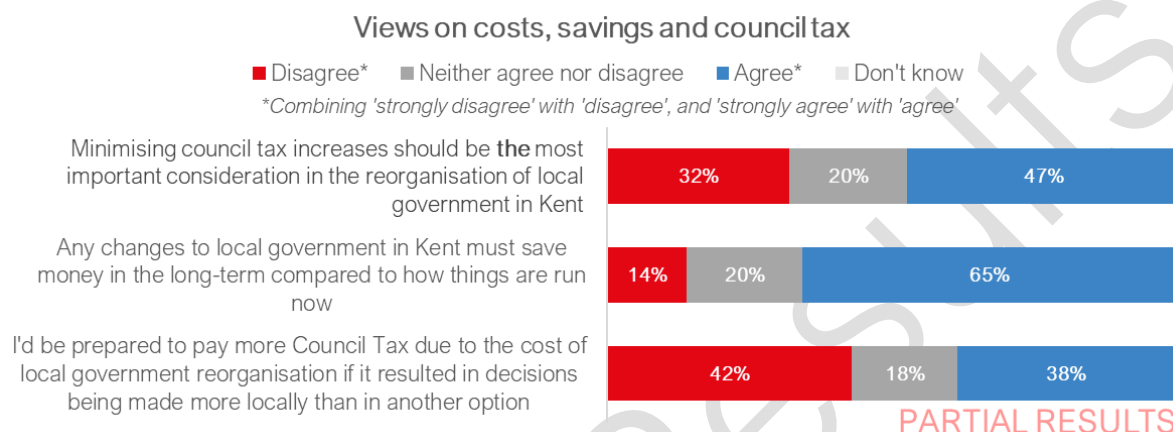
Given the majority of people agreed or strongly agreed with almost all of the elements being particularly important to them, this indicates that most residents expect local government to deliver on a very broad range of outcomes. Priorities were similar across the different age groups, apart from headquarters being easy to visit which was typically more important amongst the older age groups.

The fact that the top four covers such a broad range of priorities which could be in competition with each other (quality, cost, local representation and resident involvement) indicates that any successful future model would need to carefully balance each of these factors. The balance that residents desire may also be different for different council services; however, this survey is not able to provide further insight on this.

### 3.2.2 Opinions on cost implications

Understanding people's expectations around the cost implications of LGR is also critical in assessing the potential options against what residents want and will accept.

**Figure 5 – Respondents' views on costs, savings and council tax**



47% of respondents agreed that “minimising council tax increases should be **the** most important consideration” (32% disagreed that it was **the** most important consideration). So clearly, if LGR is to happen, the cost implications are very important to people.

The strongest agreement was with the statement “Any changes to local government in Kent must save money in the long-term compared to how things are run now”, with 65% agreeing and only 14% disagreeing with this. So there is a clear expectation that whatever option is taken forward must result in a system that costs less than continuing with current one.

However, within this context of a significant majority wanting a cheaper system overall, local decision-making is still an important factor to some. 38% would “be prepared to pay more council tax if it resulted in decisions being made more locally than in another option”, although slightly more (42%) said they wouldn't.

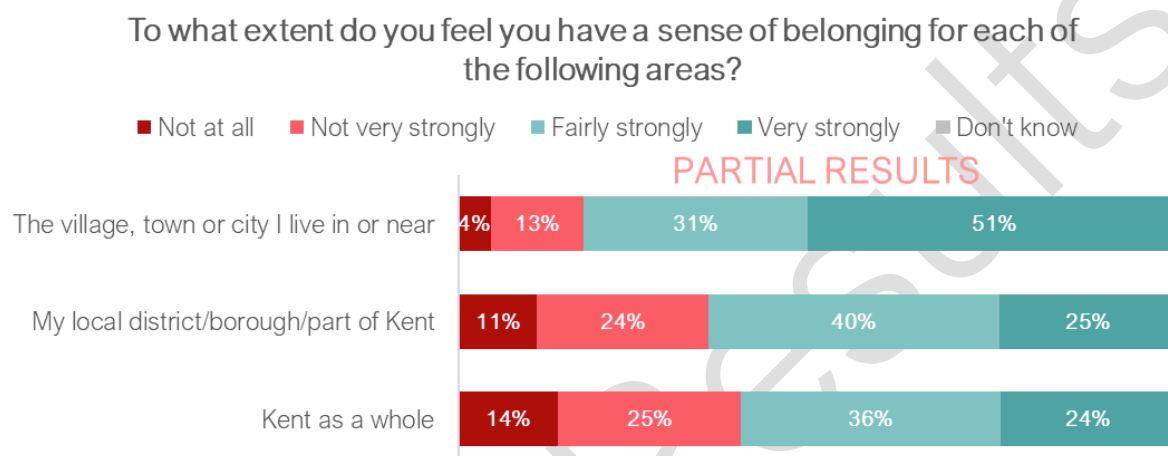
Statistical analysis confirms that the dominant view for each of the three statements is significant<sup>3</sup>. The prevailing opinion is also consistent for each of the three broad age groups, however the opinions of the younger age groups are slightly more pronounced.

<sup>3</sup> Using a two-tailed binomial test.

### 3.3 Belonging and connections

Respondents were asked about how strong their sense of belonging is to their local area/town, their district/borough and to Kent as a whole.

**Figure 6 – Sense of belonging at different geographical levels**



Overall, respondents felt the strongest sense of belonging to the village, town or city that they live in or near (82% fairly/very strongly). People felt only a small difference in their sense of belonging to their district/borough (65% fairly/very strongly) compared to Kent as a whole (60%)<sup>4</sup>. The data indicates that the majority of people have a strong sense of belonging at all of these geographical levels.

Respondents were also asked which district they lived in and which other districts they felt most connected to. This is helpful in understanding the extent to which different options conform to the connections that residents feel to other districts. The specific question that was asked was:

**Which districts or boroughs in Kent, apart from the one in which you live, do you feel most connected to?** This could be due to work, leisure, family or friends. Select as many or as few as you like.

The matrix below shows the proportion of respondents living in each district that said they felt most connected to each of the other districts. They could select more than one other district. Darker green shading indicates a higher proportion from a home district feeling connected to that district.

<sup>4</sup> Wilcoxon signed-rank test confirmed this difference was statistically significant.

The district groupings for Option 3a are highlighted by the thicker black borders.

**Figure 7 – Matrix showing strongest inter-district connections, with Option 3a district groupings overlaid**

...feel most connected to...

Option 3a - % of connections for each home district	PARTIAL RESULTS													
	Tonbridge and Malling	Tunbridge Wells	Sevenoaks	Maidstone	Dartford	Gravesham	Medway	Swale	Ashford	Folkestone & Hythe	Dover	Canterbury	Thanet	None
Tonbridge and Malling		25%	22%	21%	3%	3%	12%	1%	1%	1%	0%	5%	1%	7%
Tunbridge Wells	35%		21%	9%	2%	2%	2%	0%	1%	2%	1%	6%	2%	16%
Sevenoaks	25%	20%		7%	14%	7%	3%	1%	0%	1%	1%	1%	3%	16%
Maidstone	19%	10%	4%		4%	2%	11%	4%	10%	7%	3%	8%	4%	14%
Dartford	6%	3%	21%	5%		22%	10%	4%	1%	3%	1%	4%	2%	18%
Gravesham	10%	4%	7%	10%	20%		21%	1%	1%	3%	1%	3%	5%	14%
Medway	10%	2%	2%	25%	3%	10%		10%	3%	3%	0%	8%	5%	18%
Swale	2%	0%	2%	13%	3%	2%	15%		7%	5%	4%	27%	9%	12%
Ashford	5%	7%	3%	12%	1%	1%	4%	5%		18%	6%	24%	4%	11%
Folkestone & Hythe	1%	3%	1%	4%	1%	1%	2%	0%	27%		16%	24%	5%	15%
Dover	2%	1%	1%	3%	1%	1%	1%	0%	8%	21%		37%	14%	10%
Canterbury	1%	1%	3%	3%	2%	1%	4%	12%	8%	10%	9%		27%	18%
Thanet	2%	1%	3%	3%	3%	2%	5%	3%	5%	6%	12%	39%		17%

Apart from the single unitary authority option (Option 1a), the groupings of districts in Option 3a (the three unitary authority option) preserves the most inter-district connections (59%). These groupings are the same as the area assembly geographies proposed in the one unitary authority option.

Some of the strongest connections that are missed – focusing on those over 20% – are from Swale to Canterbury (27%), Medway to Maidstone (25%), and Dartford to Sevenoaks (21%).



**Figure 8 – Matrix showing strongest inter-district connections, with Option 4b district groupings overlaid**

Option 4b

...feel most connected to...

**Option 4b -  
% of connections  
for each home  
district**

**PARTIAL RESULTS**

**Home district**

	Tonbridge and Malling	Tunbridge Wells	Sevenoaks	Maidstone	Dartford	Gravesham	Medway	Swale	Ashford	Folkestone & Hythe	Dover	Canterbury	Thanet	None
Tonbridge and Malling		25%	22%	21%	3%	3%	12%	1%	1%	1%	0%	5%	1%	7%
Tunbridge Wells	35%		21%	9%	2%	2%	2%	0%	1%	2%	1%	6%	2%	16%
Sevenoaks	25%	20%		7%	14%	7%	3%	1%	0%	1%	1%	1%	3%	16%
Maidstone	19%	10%	4%		4%	2%	11%	4%	10%	7%	3%	8%	4%	14%
Dartford	6%	3%	21%	5%		22%	10%	4%	1%	3%	1%	4%	2%	18%
Gravesham	10%	4%	7%	10%	20%		21%	1%	1%	3%	1%	3%	5%	14%
Medway	10%	2%	2%	25%	3%	10%		10%	3%	3%	0%	8%	5%	18%
Swale	2%	0%	2%	13%	3%	2%	15%		7%	5%	4%	27%	9%	12%
Ashford	5%	7%	3%	12%	1%	1%	4%	5%		18%	6%	24%	4%	11%
Folkestone & Hythe	1%	3%	1%	4%	1%	1%	2%	0%	27%		16%	24%	5%	15%
Dover	2%	1%	1%	3%	1%	1%	1%	0%	8%	21%		37%	14%	10%
Canterbury	1%	1%	3%	3%	2%	1%	4%	12%	8%	10%	9%		27%	18%
Thanet	2%	1%	3%	3%	3%	2%	5%	3%	5%	6%	12%	39%		17%

Option 4b preserves 45% of the inter-district connections. Some of the strongest connections that are missed – focusing on those over 20% – are from Swale to Canterbury (27%), Medway to Maidstone (25%), Ashford to Canterbury (24%), Folkestone & Hythe to Canterbury (24%), Dover to Folkestone & Hythe (21%), and Dartford to Sevenoaks (21%).

Options 4d and 5a are not possible to model from the survey results due to the fact that they do not conform to current district boundaries.

## 4 Conclusions

**Opinions on LGR and council size** – There are mixed opinions in relation to whether people think that local government in Kent needs major reorganisation or not. Similarly, there is not a clear strong preference for a smaller, more local council or a larger, potentially more cost efficient council. However there are differences by age group, with under 35s favouring a larger council that would potentially deliver at a lower cost, whereas those over 56 typically favour a smaller council even if potentially at a higher cost. Those aged 36-55 had balanced preferences.

**Belonging and connections** – The data indicates that the majority of people have a strong sense of belonging at all geographical levels within Kent (local village/town/city; district/borough; Kent as a whole). Option 3a preserves 59% of strong inter-district connections that residents feel, whereas Option 4b preserves 45%. By definition, Option 1a preserves 100% of inter-district connections at the unitary level and 59% at the area assembly level. It is not possible to model inter-district connections for Option 4d and Option 5a.

**What residents want** – What people describe as being **particularly** important for their council to achieve covers a broad range of priorities which could be in competition with each other – quality, value-for-money, local representation and resident involvement all received over 90% agreement. This indicates that any successful future model would need to carefully balance each of these factors. The balance that residents desire may also be different for different council services; however, this survey is not able to provide further insight on this.

**Views on cost implications** – If LGR is to happen, the cost implications are very important to people. There is a clear expectation that whatever option is taken forward must result in a system that costs less than continuing with the current one. However, within this context of a significant majority wanting a cheaper system overall, some would be prepared to pay more council tax if it resulted in decisions being made more locally than in another option. Although a slightly higher proportion would still choose lower council tax over more local decision-making.

## 5 Appendices

## 5.1 Appendix A: Maps of the proposed LGR options

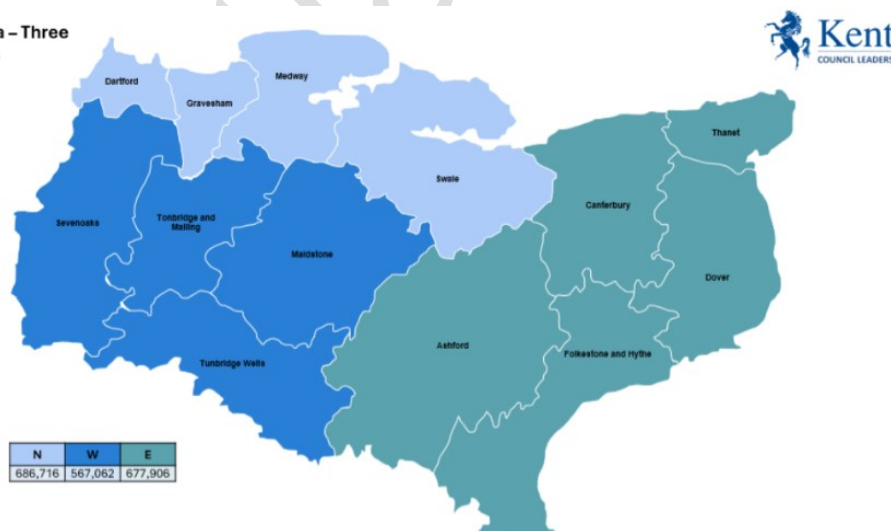
**Option 1a** – One unitary council, consisting of three area assemblies of Dartford, Gravesham, Medway and Swale in the north; Sevenoaks, Tonbridge and Malling, Maidstone and Tunbridge Wells in the west; and Ashford, Canterbury, Thanet, Dover and Folkestone and Hythe in the east.

**Option 1a –  
Single Unitary**

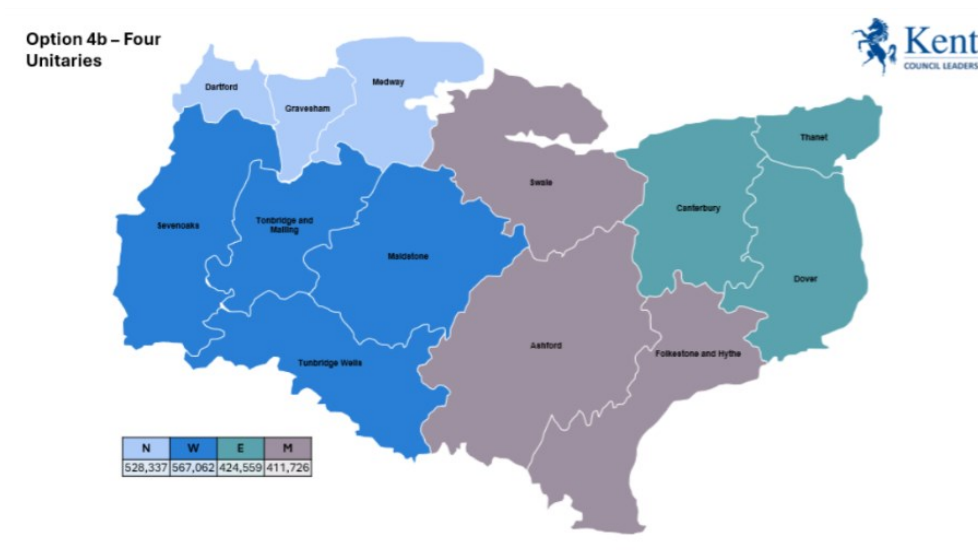


**Option 3a** – Three unitary councils consisting of Dartford, Gravesham, Medway and Swale in the north; Sevenoaks, Tonbridge and Malling, Maidstone and Tunbridge Wells in the west; and Ashford, Canterbury, Thanet, Dover and Folkestone and Hythe in the east.

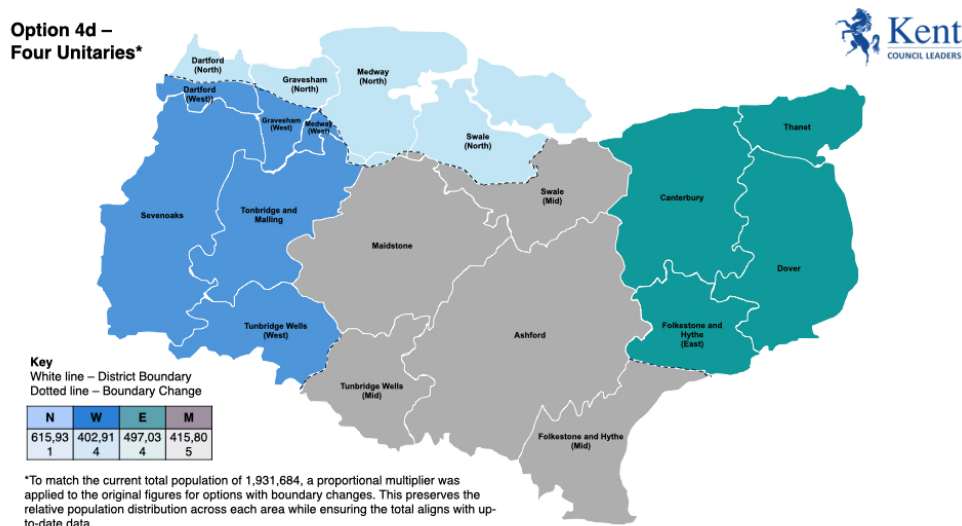
**Option 3a – Three  
Unitaries**



**Option 4b** – Four unitary councils consisting of Dartford, Gravesham and Medway in the north; Sevenoaks, Tonbridge and Malling, Maidstone and Tunbridge Wells in the west; Swale, Ashford and Folkestone and Hythe in the middle of Kent; and Canterbury, Thanet and Dover in the east.



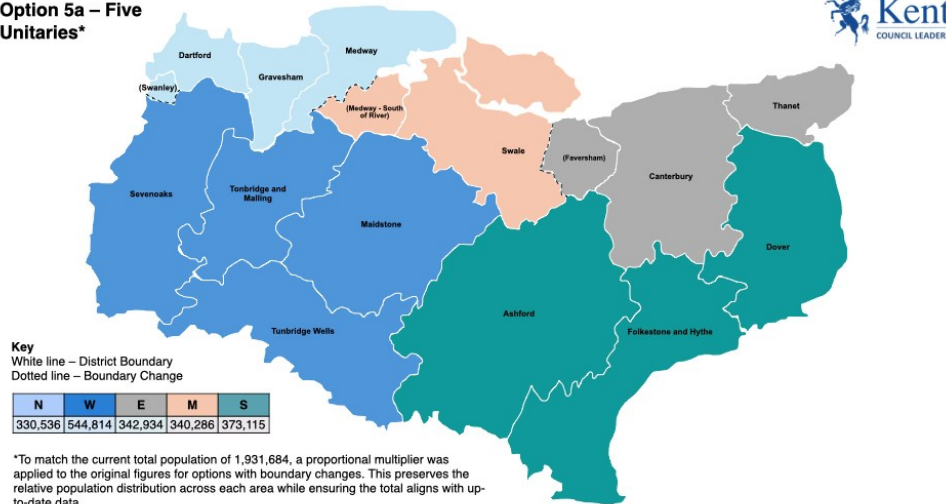
**Option 4d** – Four unitary councils with boundary changes, consisting of parts of Dartford, Gravesham, Medway and Swale in the north; the remaining part of Dartford, Gravesham, Medway, with Sevenoaks, Tonbridge and Malling and parts of Tonbridge Wells in the west; Maidstone, Ashford with the remaining parts of Tunbridge Wells, Swale, and part of Folkestone and Hythe; and Canterbury, Thanet, Dover and with the remaining parts of Folkestone and Hythe in the east.



**Option 5a** – Five unitary councils with boundary changes, consisting of Dartford, Gravesham, parts of Medway west of the River Medway, and Swanley in the north; Sevenoaks, Tonbridge & Malling,

Tunbridge Wells, and Maidstone (excluding Swanley) in the west; the remainder of Medway with the western part of Swale (Sittingbourne area) in the middle; the rest of Swale (Faversham area) combined with Canterbury and Thanet; and finally, Ashford, Folkestone & Hythe, and Dover in the east.

**Option 5a – Five Unitaries\***



## 5.2 Appendix B: Overview of demographic data

### Age group

Which of these age groups applies to you?

Age group	# responses	% responses	% excl. Prefer not to say	% Target Pop	Population*
Under 16	0	0%			375,356
16-25	28	2%	2%	13%	202,699
26-35	75	5%	5%	16%	242,074
36-45	191	12%	12%	17%	259,643
46-55	266	16%	17%	16%	243,279
56-65	430	26%	28%	16%	246,249
65+	550	33%	36%	23%	362,384
I prefer not to say	112	7%			
<b>Grand Total</b>	<b>1,652</b>	<b>100%</b>		<b>N/A</b>	<b>1,931,684</b>

\*Population source: Office for National Statistics, 2024 mid-year population estimates

### Sex

What is your sex?

Sex	# responses	% responses	% excl. Prefer not to say	% Target Pop	Population
Female	795	48%	53%	51%	991,665
Male	716	43%	47%	49%	940,019
I prefer not to say	141	9%			
<b>Grand Total</b>	<b>1,652</b>	<b>100%</b>		<b>100%</b>	<b>1,931,684</b>

\*Population source: Office for National Statistics, 2024 mid-year population estimates

## Gender identity different than at birth?

*Is the gender you identify with the same as your sex registered at birth?*

Is the gender you identify with the same as your sex registered at birth?	# responses	% responses	% excl. Prefer not to say
Yes	1,496	91%	99.5%
No	8	0.5%	0.5%
I prefer not to say	148	9%	
<b>Grand Total</b>	<b>1,652</b>	<b>100%</b>	

*\*Note Census data is not directly comparable*

## Disability or health condition

*Do you consider yourself to have a disability or health condition that impacts on your normal daily activities?*

Disability or health condition	# responses	% responses	% excl. Prefer not to say	% Target Pop	Population
Yes	322	19%	22%	18%	329,995
No	1,165	71%	78%	82%	1,525,847
I prefer not to say	165	10%			
<b>Grand Total</b>	<b>1,652</b>	<b>100%</b>		<b>100%</b>	<b>1,855,842</b>

*\*Population source: Office for National Statistics, 2021 Census Disability Dataset*

## Carer

*Do you look after, or give any help or support to anyone because they have a long-term physical or mental health condition or illness, or problem related to old age? Exclude anything you do as part of your paid employment.*

Carer	# responses	% responses	% excl. Prefer not to say
Yes	386	23%	26%
No	1,112	67%	74%
I prefer not to say	154	9%	
<b>Grand Total</b>	<b>1,652</b>	<b>100%</b>	



## Ethnic group

Which of the following ethnic groups describes the way you think about yourself?

Ethnic group	# responses	% responses	% excl. Prefer not to say	% Target Pop	Population*
White British (English/Welsh/Scottish/Northern Irish)	1,418	86%	95%	82%	1,530,046
Any other White background	46	3%	3%	6%	114,707
Mixed or multiple ethnic groups	10	1%	1%	2%	44,625
Asian or Asian British	6	0%	0%	5%	86,424
Black, Black British, Caribbean or African	13	1%	1%	3%	56,759
Any other ethnic group	4	0%	0%	1%	23,281
I prefer not to say	155	9%			
<b>Grand Total</b>	<b>1,652</b>	<b>100%</b>		<b>100%</b>	<b>1,855,842</b>

\*Population source: Office for National Statistics, 2021 Census Ethnic group Dataset

## Council officer or councillor?

Do you work for a council in Kent, or are a councillor?

Council officer or councillor?	# responses	% responses
No	1,301	79%
Yes, I work for a council in Kent	170	10%
Yes, I am a councillor for a local authority	45	3%
I prefer not to say	136	8%
<b>Grand Total</b>	<b>1,652</b>	<b>100%</b>

## Further Information

Kent Analytics  
Kent County Council  
Sessions House  
Maidstone  
Kent  
ME14 1XQ

Email:  
[kentanalytics@kent.gov.uk](mailto:kentanalytics@kent.gov.uk)

Phone: 03000 41 74 44

### Report writers

Matt Wagner, Chief Analyst  
Anita Winther, Analyst Manager