

Unemployment and Changes in the Rate of Unemployment

1. Introduction

Information is the key to marketing success. The more relevant information you have about people the more successful you are likely to be in finding and retaining customers. Unemployment is a key measure of deprivation and hardship and often has an adverse effect on marketing response. Unemployment figures are published on a monthly basis and measures of the change in the rates of unemployment have been derived to give you a powerful set of measures which enable you to identify areas where the local economy is changing in the current turbulent economic climate.

2. Information Held

The Department of Work and Pensions publish job seekers allowance claimant counts (these are not the official measure of unemployment but they are the only indicative statistic available for areas smaller than Local Authorities) for a range of small geographic areas, one of the most detailed being Super Output Areas (SOA's) in England and Wales and DataZones in Scotland. These areas are designed to be reasonably homogeneous in size with just over 40,000 of them in Great Britain, making for around 1,500 people living in each area. Counts of the numbers of people claiming job seekers allowance are published on a monthly basis and using the estimated number of households in each area; rates of unemployment and rates of unemployment by duration per 000 households were calculated for each SOA or DataZone for each month between January 2007 and February 2009. By comparing the year on year rates (eg February 2008 to February 2009) measures showing the differences between rates were also calculated. The rates and differences between the rates for each SOA/DataZone were then linked to the postcodes within each area.

The directory contains the following information for 2,365,057 postcodes:-

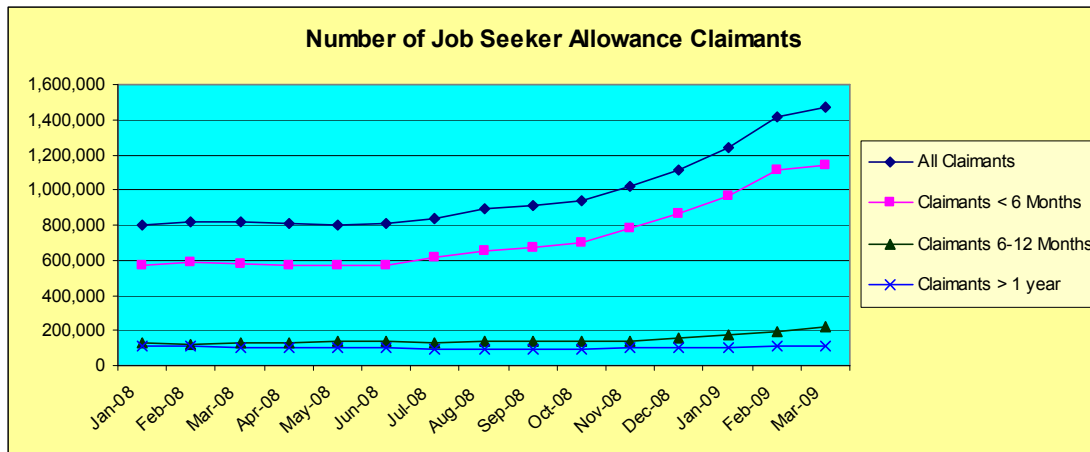
1. Postcode (Left & Right Justified)
2. Postcode (1 Space)
3. Delivery Point Count
4. Region
5. Job Seeker Allowance Claimants per 000 Hhlds - Jan07
6. Job Seeker Allowance Claimants per 000 Hhlds - Feb07
7. Job Seeker Allowance Claimants per 000 Hhlds - Mar07
8. Job Seeker Allowance Claimants per 000 Hhlds - Apr07
9. Job Seeker Allowance Claimants per 000 Hhlds - May07
10. Job Seeker Allowance Claimants per 000 Hhlds - Jun07
11. Job Seeker Allowance Claimants per 000 Hhlds - Jul07
12. Job Seeker Allowance Claimants per 000 Hhlds - Aug07
13. Job Seeker Allowance Claimants per 000 Hhlds - Sep07
14. Job Seeker Allowance Claimants per 000 Hhlds - Oct07
15. Job Seeker Allowance Claimants per 000 Hhlds - Nov07
16. Job Seeker Allowance Claimants per 000 Hhlds - Dec07

17. Job Seeker Allowance Claimants per 000 Hhlds- Jan08
18. Job Seeker Allowance Claimants per 000 Hhlds- Feb08
19. Job Seeker Allowance Claimants per 000 Hhlds- Mar08
20. Job Seeker Allowance Claimants per 000 Hhlds- Apr08
21. Job Seeker Allowance Claimants per 000 Hhlds- May08
22. Job Seeker Allowance Claimants per 000 Hhlds- Jun08
23. Job Seeker Allowance Claimants per 000 Hhlds - Jul08
24. Job Seeker Allowance Claimants per 000 Hhlds - Aug08
25. Job Seeker Allowance Claimants per 000 Hhlds - Sep08
26. Job Seeker Allowance Claimants per 000 Hhlds - Oct08
27. Job Seeker Allowance Claimants per 000 Hhlds - Nov08
28. Job Seeker Allowance Claimants per 000 Hhlds - Dec08
29. Job Seeker Allowance Claimants per 000 Hhlds - Jan09
30. Job Seeker Allowance Claimants per 000 Hhlds - Feb09
31. Job Seeker Allowance Claimants per 000 Hhlds - Mar09
32. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Jan07
33. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Feb07
34. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Mar07
35. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Apr07
36. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - May07
37. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Jun07
38. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+- Jul07
39. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Aug07
40. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Sep07
41. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Oct07
42. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Nov07
43. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Dec07
44. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Jan08
45. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Feb08
46. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Mar08
47. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Apr08
48. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - May08
49. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Jun08
50. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Jul08
51. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Aug08
52. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Sep08
53. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Oct08
54. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Nov08
55. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Dec08
56. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Jan09
57. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Feb09
58. Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Mar09
59. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jan07
60. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Feb07
61. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Mar07
62. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Apr07
63. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - May07
64. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jun07
65. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jul07
66. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Aug07
67. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Sep07
68. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Oct07
69. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Nov07
70. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Dec07
71. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jan08

72. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Feb08
73. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Mar08
74. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Apr08
75. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - May08
76. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jun08
77. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jul08
78. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Aug08
79. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Sep08
80. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Oct08
81. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Nov08
82. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Dec08
83. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jan09
84. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Feb09
85. Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Mar09
86. Change in JSA Rate per 000 Hhlds - Sep07_Sep08
87. Change in JSA Rate per 000 Hhlds - Oct07_Oct08
88. Change in JSA Rate per 000 Hhlds - Nov07_Nov08
89. Change in JSA Rate per 000 Hhlds - Dec07_Dec08
90. Change in JSA Rate per 000 Hhlds - Jan08_Jan09
91. Change in JSA Rate per 000 Hhlds - Feb08_Feb09
92. Change in JSA Rate per 000 Hhlds - Mar08_Mar09
93. Change in 6 Months + JSA Rate per 000 Hhlds - Sep07_Sep08
94. Change in 6 Months + JSA Rate per 000 Hhlds - Oct07_Oct08
95. Change in 6 Months + JSA Rate per 000 Hhlds - Nov07_Nov08
96. Change in 6 Months + JSA Rate per 000 Hhlds - Dec07_Dec08
97. Change in 6 Months + JSA Rate per 000 Hhlds - Jan08_Jan09
98. Change in 6 Months + JSA Rate per 000 Hhlds - Feb08_Feb09
99. Change in 6 Months + JSA Rate per 000 Hhlds - Mar08_Mar09
100. Change in 1 Yr+ JSA Rate per 000 Hhlds - Sep07_Sep08
101. Change in 1 Yr+ JSA Rate per 000 Hhlds - Oct07_Oct08
102. Change in 1 Yr+ JSA Rate per 000 Hhlds - Nov07_Nov08
103. Change in 1 Yr+ JSA Rate per 000 Hhlds - Dec07_Dec08
104. Change in 1 Yr+ JSA Rate per 000 Hhlds - Jan08_Jan09
105. Change in 1 Yr+ JSA Rate per 000 Hhlds - Feb08_Feb09
106. Change in 1 Yr+ JSA Rate per 000 Hhlds - Mar08_Mar09
107. Job Seeker Allowance Claimants per 000 Hhlds - Jan09 (Banded into Semi-Deciles)
108. Job Seeker Allowance Claimants per 000 Hhlds - Jan08 (Banded into Semi-Deciles)
109. Job Seeker Allowance Claimants per 000 Hhlds - Feb09 (Banded into Semi-Deciles)
110. Job Seeker Allowance Claimants per 000 Hhlds - Feb08 (Banded into Semi-Deciles)
111. Job Seeker Allowance Claimants per 000 Hhlds - Mar09 (Banded into Semi-Deciles)
112. Job Seeker Allowance Claimants per 000 Hhlds - Mar08 (Banded into Semi-Deciles)

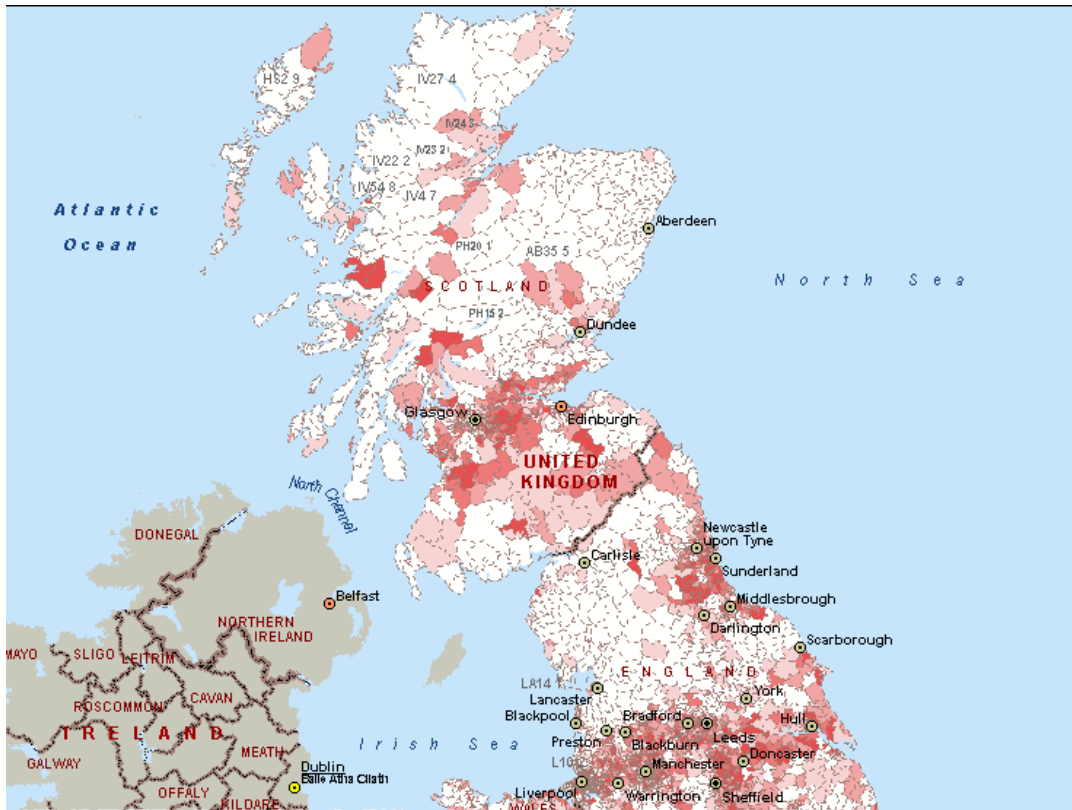
3. Economic Change

As the chart below shows the number of Job Seeker Allowance claimants has been increasing steadily since June 2008 with the figures rising from around 800,000 to over 1,400,000. This represents a significant increase. The figures for long term claimants are not rising as dramatically but this may well change as the recession continues as the graph is beginning to show a small but disproportionate increase in the numbers claiming the allowance for between six to twelve months.

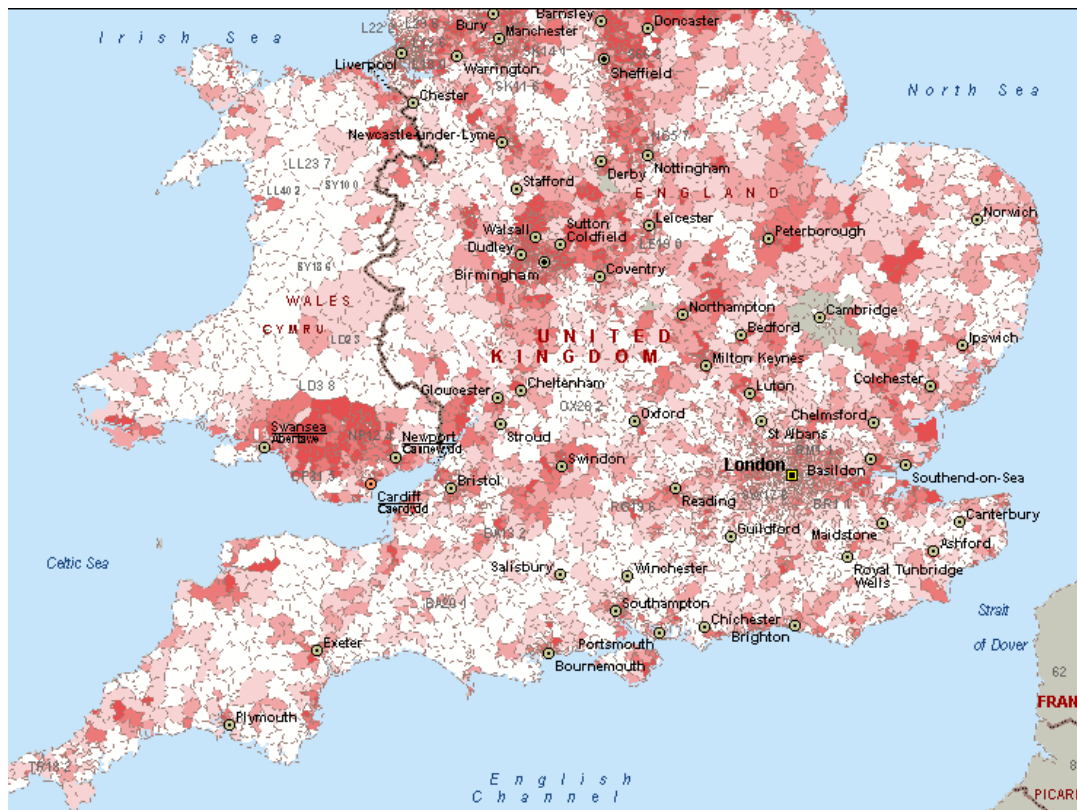


The data also shows strong geographic variation in the change in the claimant rate. In order to show this, the changes between March 2008 and March 2009 figures were mapped at a postcode sector level. The detailed results are shown in the two maps below. All areas were divided by the change in the rate of job allowance claimants per thousand households into five equal sized bands with 1/5 of all households in each band. Areas shaded dark red are those where the rate changes is greatest whilst areas in white are those with the least change. The maps show very clearly that the sharpest increases in unemployment are occurring in the old industrial heartlands of South Wales, the Midlands, the North West, Yorkshire and Humberside, the North East and central Scotland.

Northern England and Scotland



Southern England and Wales



3. Applications

With such strong geographic variation the data can be used in a wide variety of applications that include:-

- a) Enhance & segment consumer databases through a simple postcode match.
- b) Understand your customers & prospects through profiling.
- c) Locate more prospects by finding look-a-likes using targeted direct mail, telecanvassing, door-to-door canvassing & leaflet drops.
- d) Perform catchment area & site location analysis.
- e) Screen mailing, telecanvassing or door-to-door lists.
- f) Understand market potential and use in strategic planning, setting sales targets and evaluating site performance.
- g) Perform advanced statistical analysis & modelling.

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