

# 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 (properties with a residential council tax in 2008 was taken as a proxy for the 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 January 2010. By comparing the year on year rates (eg July 2008 to July 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 falling within each area.

The directory contains the following information for 2,387,479 postcodes:-

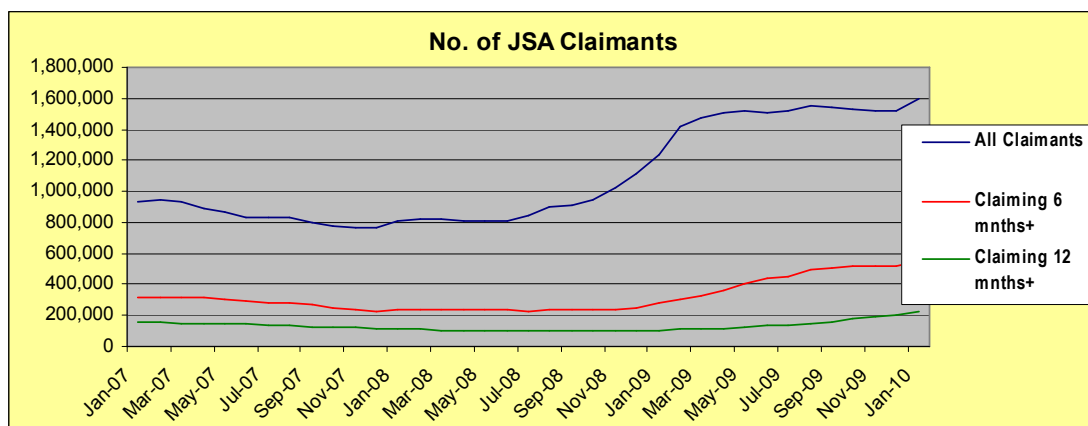
Postcode(Left and Right Justified)  
Postcode (1 Space Inward & Outward)  
Residential Delivery Point Count  
Region  
Job Seeker Allowance Claimants per 000 Hhlds - Jan07  
Job Seeker Allowance Claimants per 000 Hhlds - Feb07  
Job Seeker Allowance Claimants per 000 Hhlds - Mar07  
Job Seeker Allowance Claimants per 000 Hhlds- Apr07  
Job Seeker Allowance Claimants per 000 Hhlds - May07  
Job Seeker Allowance Claimants per 000 Hhlds - Jun07  
Job Seeker Allowance Claimants per 000 Hhlds - Jul07  
Job Seeker Allowance Claimants per 000 Hhlds - Aug07  
Job Seeker Allowance Claimants per 000 Hhlds - Sept07  
Job Seeker Allowance Claimants per 000 Hhlds - Oct07



Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Oct09  
Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Nov09  
Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Dec09  
Job Seeker Allowance Claimants per 000 Hhlds 6Mnths+ - Jan10  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jan07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Feb07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Mar07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Apr07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - May07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jun07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jul07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Aug07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Sept07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Oct07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Nov07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Dec07  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jan08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Feb08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Mar08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Apr08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - May08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jun08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jul08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Aug08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Sept08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Oct08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Nov08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Dec08  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jan09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Feb09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Mar09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Apr09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - May09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jun09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jul09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Aug09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Sept09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Oct09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Nov09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Dec09  
Job Seeker Allowance Claimants per 000 Hhlds 1Yr+ - Jan10  
Change in JSA Rate per 000 Hhlds - Nov08\_Nov09  
Change in JSA Rate per 000 Hhlds - Dec08\_Dec09  
Change in JSA Rate per 000 Hhlds - Jan09\_Jan10  
Change in 6 Months + JSA Rate per 000 Hhlds - Nov08\_Nov09  
Change in 6 Months + JSA Rate per 000 Hhlds - Dec08\_Dec09  
Change in 6 Months + JSA Rate per 000 Hhlds - Jan09\_Jan10  
Change in 1 Yr+ JSA Rate per 000 Hhlds - Nov08\_Nov09  
Change in 1 Yr+ JSA Rate per 000 Hhlds - Dec08\_Dec09  
Change in 1 Yr+ JSA Rate per 000 Hhlds - Jan09\_Jan10  
Change in JSA Rate per 000 Hhlds - Nov07\_Nov09  
Change in JSA Rate per 000 Hhlds - Dec07\_Dec09  
Change in JSA Rate per 000 Hhlds - Jan08\_Jan10  
Job Seeker Allowance Claimants per 000 Hhlds - Jan10 (Banded into Semi-Deciles)

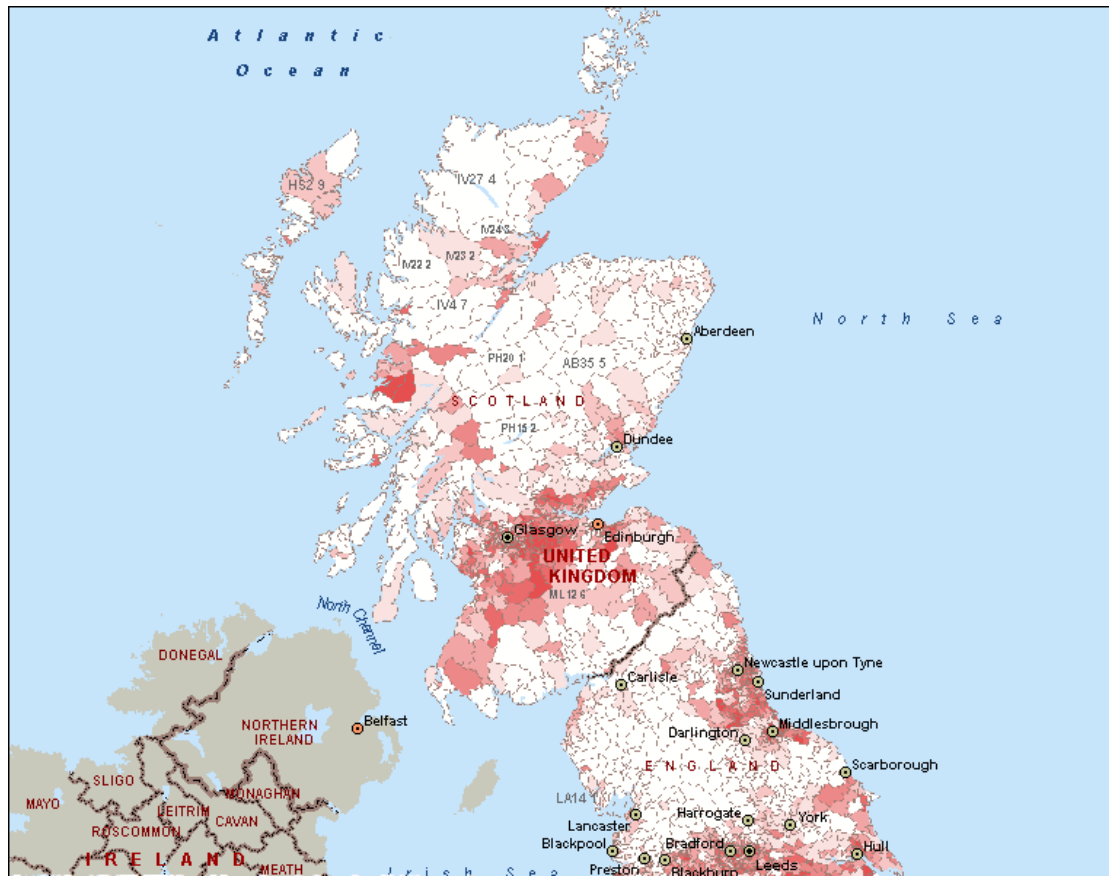
### 3. Economic Change

The number of Job Seeker Allowance claimants has been increasing steadily since June 2008 with the figures rising from around 800,000 to nearly 1.6 million in January 2010. This represents a significant increase but the figures also show that since around May 2009 the total number of claimants has remained more or less steady. Perhaps the number of JSA claimants has peaked? The figures for long term claimants have not been rising so dramatically but the most recent figures do show that the numbers are still rising, particularly for those who have been claiming for six months or more. It may well be that the numbers of long term claimants continues to rise in the near future because of the lag effect.

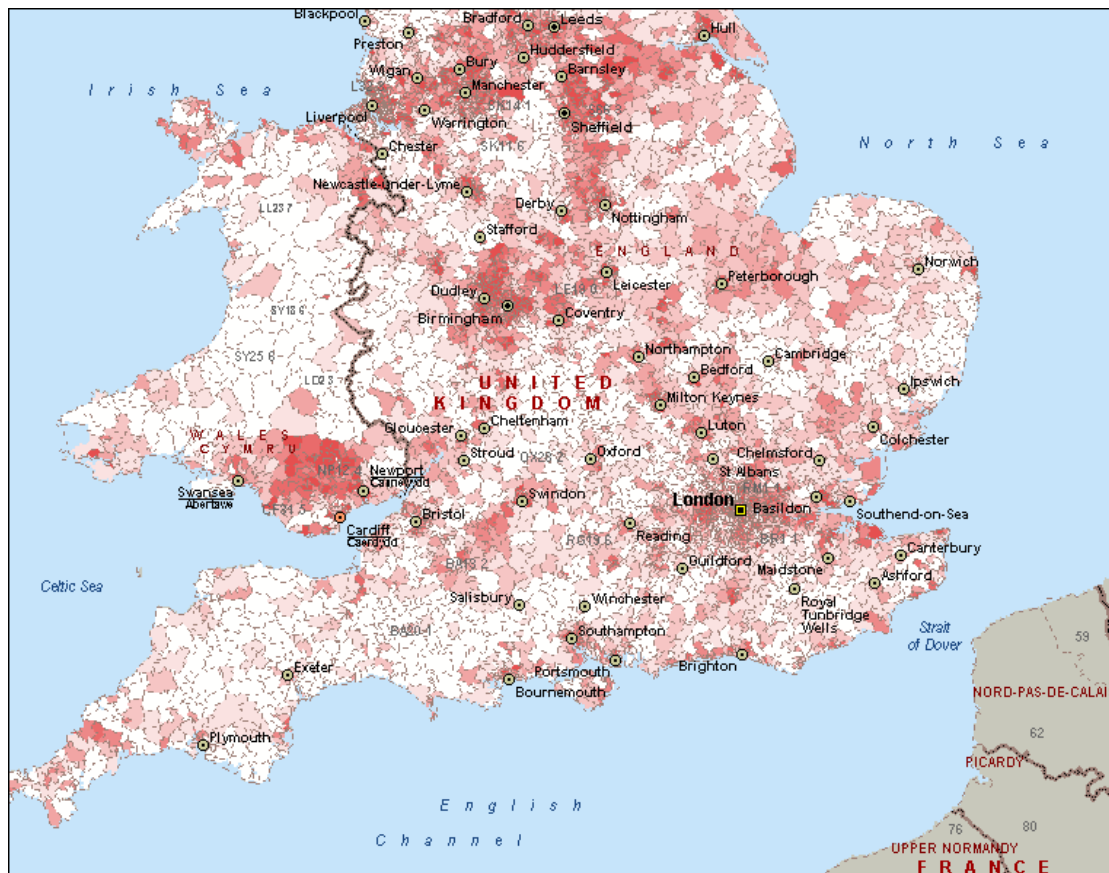


The data also shows strong geographic variation in the change in the claimant rate. In order to show this, the changes between January 2008 and January 2009 figures were mapped at a postcode sector level. The detailed results are shown in the two maps below. All areas were divided by the change in the rate of job allowance claimants per thousand households into seven equal sized bands with 1/7 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 have occurred in urban areas particularly in the old industrial heartlands of South Wales, the Midlands, the North West, Yorkshire and Humberside, the North East, Central Scotland and parts of East London.

## Scotland and Northern England



## 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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