

# Unemployment and Job Vacancies

## 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. This directory contains information on both unemployment and job vacancies. They are both key measures of deprivation and hardship and this often has an adverse effect on marketing response.

## 2. Information Held

The Department of Work and Pensions publish monthly counts of the numbers claiming a job seekers allowance (JSA) broken out by gender, age, occupation, and duration of unemployment, as well as counts of job vacancies for Super Output Areas (SOA's) in England and Wales and for DataZones in Scotland. In total there are about 40,000 such areas in Great Britain which makes them a reasonably small geographic area averaging around 150 residents. Using the estimated number of households in each area (the 2008 number of properties paying Council Tax), claimant rates per 000 households by gender, age, occupation and duration of claiming were calculated for each SOA or DataZone. The process was then repeated to derive rates for job vacancies (as notified to the claimant offices) both full and part time. These rates were then linked to postcodes and a postcode directory was compiled.

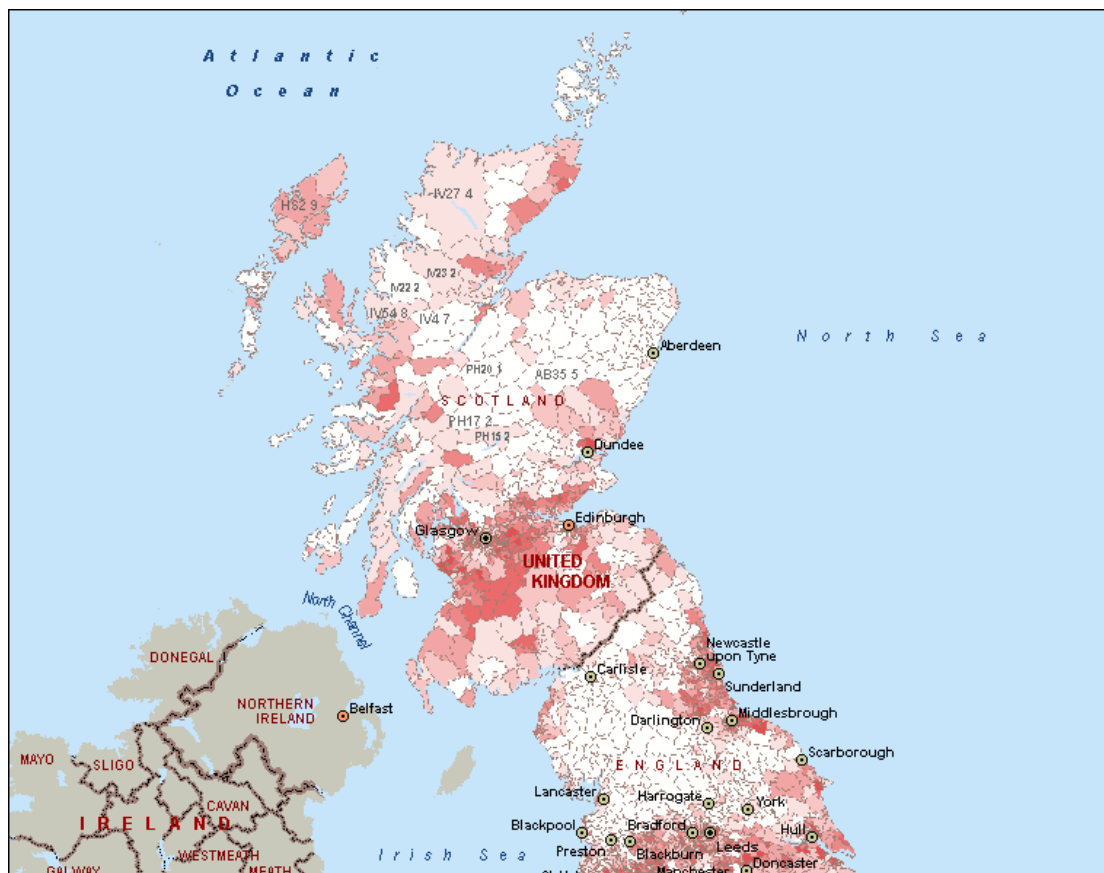
The directory contains unemployment and job vacancy data for January 2010 and holds the following information for 2,387,479 postcodes:-

1. Postcode (1 Space) and also Postcode (Left and Right Justified)
2. Residential Delivery Point Count
3. Region
4. Male JSA Claimants per 000 Hhlds
5. Female JSA Claimants per 000 Hhlds
6. All JSA Claimants per 000 Hhlds
7. JSA 12 months or more per 000 Hhlds
8. JSA 6 months or more+ per 000 Hhlds
9. JSA Claimants Under 20 per 000 Hhlds
10. JSA Claimants 20-24 per 000 Hhlds
11. JSA Claimants 25-29 per 000 Hhlds
12. JSA Claimants 30-34 per 000 Hhlds
13. JSA Claimants 35-39 per 000 Hhlds
14. JSA Claimants 40-44 per 000 Hhlds
15. JSA Claimants 45-49 per 000 Hhlds
16. JSA Claimants 50-54 per 000 Hhlds
17. JSA Claimants 55-59 per 000 Hhlds

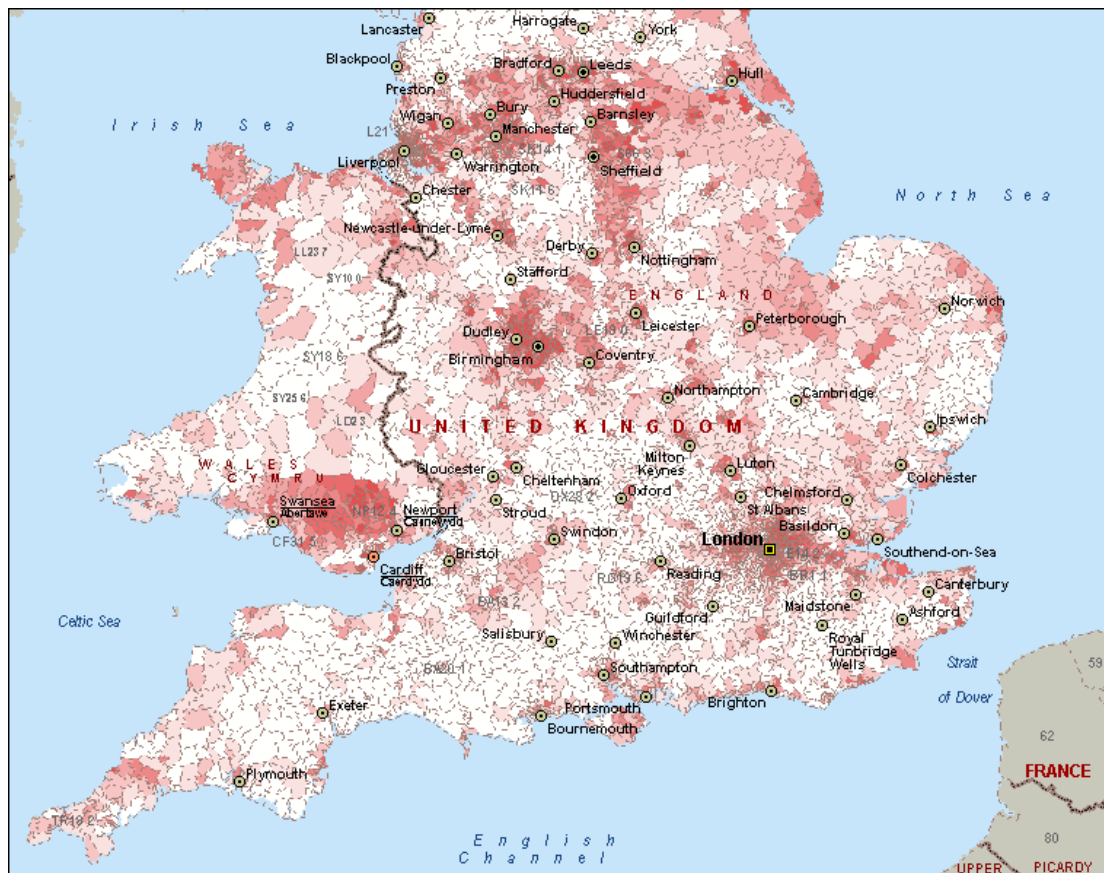
18. 8JSA Claimants 60 or more per 000 Hhlds
19. JSA Claimants - Managers & Senior Officials per 000 Hhlds
20. JSA Claimants - Professional & Technical Occupations per 000 Hhlds
21. JSA Claimants - Associate Professional per 000 Hhlds
22. JSA Claimants - Admin & Secretarial per 000 Hhlds
23. JSA Claimants - Skilled Trades per 000 Hhlds
24. JSA Claimants - Personal Service per 000 Hhlds
25. JSA Claimants - Sales & Customer Service per 000 Hhlds
26. JSA Claimants - Process, plant and machine Operatives per 000 Hhlds
27. JSA Claimants - Elementary Occupations per 000 Hhlds
28. All Job Vacancies per 000 Hhlds
29. Full Time Job Vacancies per 000 Hhlds
30. Part Time Job Vacancies per 000 Hhlds
31. All JSA Claimants per 000 Hhlds (Banded into Semi-Deciles)

The data shows strong geographic variation. In order to demonstrate this, the January 2010 claimant rate per 1000 households was banded into one of 7 possible bands with 1/7 of all households in each band. Areas with the highest claimant rate per 1000 households were shaded dark red through to areas with the lowest rates which were shaded white. The results are shown in the two maps below. They show that claimant rates are highest many of our large cities and in the old industrial areas of South Wales.

### Scotland and Northern England



## Wales, Midlands and Southern England



### 3. Applications

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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