

Detailed and trended data providing insight into unemployment* at national and local level

CAMEO Unemployment Plus

A new and powerful way of understanding the UK population by looking at unemployment by age band and area

CAMEO Unemployment Plus allows you to assess postcodes in the UK according to both current level of unemployment and – unique to Unemployment Plus – recent changes in unemployment levels

It segments postcodes into bands according to level of unemployment:

- Current
- 3 months previously
- 12 months previously

CAMEO Unemployment Plus comprises of 20 different segments, where:

- 1 is experiencing the lowest levels of unemployment
- 20 is experiencing the highest levels of unemployment

This powerful classification is built every 3 months using Universal Credit Claimant Data from Central Government, supplemented with additional geographical intelligence, providing the following for each postcode:

- Unemployment counts
- Unemployment %
- Unemployment index

It covers a variety of unemployment categories that contribute to the overall economic health of an area, including:

- Universal Credit claimants aged between 18 and 24
- Universal Credit claimants aged between 25 and 39
- Universal Credit claimants over 40

- ✔ Identify individuals living in areas with a greater need for help and support
- ✔ Personalise support strategies to specific customer and postcode needs and concerns
- ✔ Tailor an engagement plan based on different levels of financial hardship
- ✔ New for Unemployment Plus:
 - Understand trends in unemployment by postcode and age band
 - Compare regions by rankings and counts

Key applications

- ✓ Identify areas experiencing the greatest economic downturn due to COVID-19 recession or other factors
- ✓ Understand the economic resilience of local communities and residents
- ✓ Improve local planning, for example allocating service delivery points more effectively
- ✓ Promote intelligent customer care through an informed understanding of need and hardship
- ✓ Combine with other CAMEO datasets for a multi-dimensional picture of a local area from postcode level upwards
- ✓ Use in advanced statistical analysis and modelling, including risk and propensity models

Sample CAMEO Unemployment Plus Segment Characteristics

CAMEO Unemployment Groups	% UK Households	% Economically Inactive Households	Economic Inactivity Index (100+ national Average)
1	4.99%	0.2% - 0.9%	14
2	4.98%	0.9% - 1.2%	20
3	4.99%	1.2% - 1.5%	27
4	5%	1.5% - 1.8%	32
5	5%	1.8% - 2.1%	38
6	4.99%	2.1% - 2.4%	44
7	4.99%	2.4% - 2.7%	50
8	4.99%	2.7% - 3.1%	57
9	5%	3.1% - 3.5%	64
10	4.99%	3.5% - 4.0%	73
11	5%	4.0% - 4.5%	83
12	4.98%	4.5% - 5.2%	94
13	4.99%	5.2% - 5.9%	108
14	4.99%	5.9% - 6.8%	124
15	4.99%	6.8% - 7.8%	141
16	4.99%	7.8% - 9.0%	163
17	4.99%	9.0% - 10.5%	189
18	4.99%	10.5% - 12.5%	222
19	4.99%	12.5% - 15.6%	270
20	4.99%	15.6%+	398

CAMEO Unemployment Groups are available by age band. This dataset is created using Universal Credit claimant data, which will include employed people on low incomes entitled to Universal Credit.

Regional Summary

Region Percentages	North East	North West	Yorkshire And The Humber	East Midlands	West Midlands	East	London	South East	South West	Northern Ireland	Scotland	Wales
Total Unemployed, July 2020	7.83	7.44	6.88	5.88	7.49	5.82	7.93	5.50	5.52	5.65	6.84	6.42
Unemployed Age 18-24, July 2020	10.94	10.33	9.41	8.04	9.99	9.00	10.05	7.89	7.86	8.40	9.88	9.65
Unemployed Age 25-39, July 2020	9.43	9.04	8.19	7.08	8.69	6.74	7.90	6.52	6.81	6.52	7.69	7.78
Unemployed Age 40+, July 2020	5.81	5.42	5.09	4.41	5.85	4.40	7.25	4.16	4.03	4.12	4.67	4.57
Total Unemployed, April 2020	7.21	6.42	5.83	4.70	6.11	4.30	5.15	4.08	4.48	5.13	5.75	5.61
Unemployed Age 18-24, April 2020	9.53	8.23	7.25	5.86	7.48	5.84	5.76	5.03	5.50	6.60	6.98	7.68
Unemployed Age 25-39, April 2020	8.75	7.93	7.03	5.75	7.17	5.02	5.11	4.90	5.62	6.23	6.55	6.98
Unemployed Age 40+, April 2020	5.46	4.78	4.42	3.55	4.82	3.26	4.84	3.09	3.38	3.85	3.99	4.05
Total Unemployed, July 2019	4.53	3.57	3.17	2.47	3.63	2.16	2.86	1.93	2.08	2.60	3.43	2.97
Unemployed Age 18-24, July 2019	6.22	4.54	3.94	3.17	4.41	2.95	3.25	2.33	2.56	3.31	4.51	4.18
Unemployed Age 25-39, July 2019	5.09	3.96	3.43	2.63	3.90	2.05	2.38	1.86	2.11	2.72	3.28	3.30
Unemployed Age 40+, July 2019	3.31	2.60	2.29	1.69	2.79	1.48	2.89	1.28	1.34	2.18	2.05	1.94

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