

The British Population Survey Datasheets

Series :- UNEMPLOYMENT

Datasheet :- DIGEST - December 2010

Period :- Trends -- January 2008 to December 2010
Profiles -- October - December 2010

Sample :- Trends -- 252,128 Interviews
Profiles -- 19,924 Interviews

Published :- 11th January 2011

UNEMPLOYMENT DIGEST -- Fourth Quarter 2010

The British Population Survey

The content of this datasheet is based on The British Population Survey, from January 2008 to December 2010. The total of respondents interviewed face to face, in their own homes, over this period was 252,128. Where the charts are 'profiles', they are based on the 3 month period October to December 2010. The total number of interviews for this period was 19,924.

For full details of The British Population Survey, and a downloadable catalogue of the precise questions and response options, please visit the website at www.thebps.co.uk

This digest is a simple set of charts, intended to provide a picture of the "Unemployed and Seeking Work" amongst the adult population at present.

The full dataset can be downloaded from www.thebps.co.uk incorporating a comprehensive set of demographics and geodemographics, and the software to enable detailed cross-analysis of all the data to a User's own specification.

CURRENT TRENDS

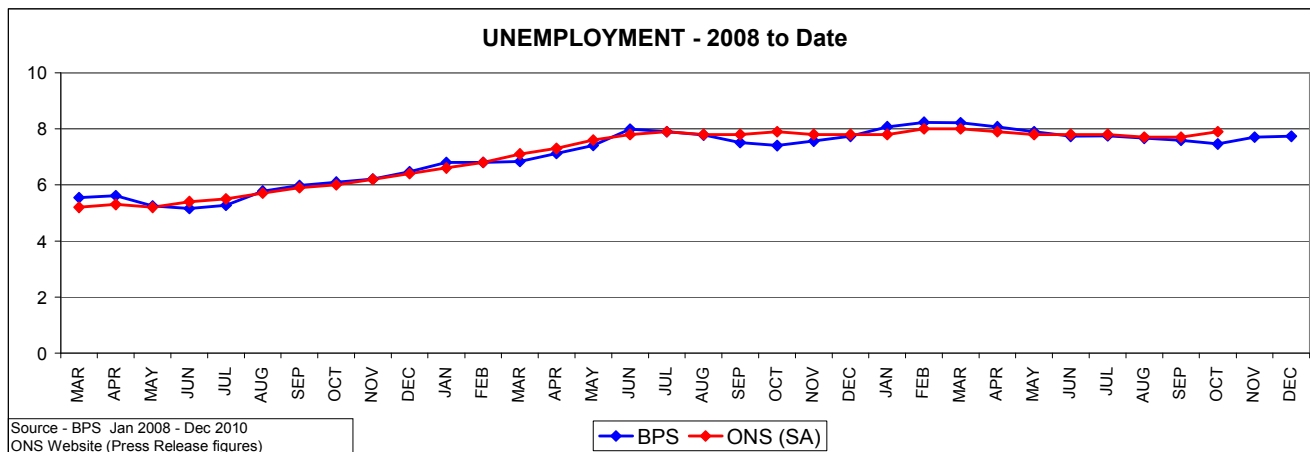
The 'headline' unemployment rate announced separately each month by both the Office for National Statistics and the British Population Survey is the percentage that those "Unemployed and Seeking Work" - as we term them in the survey 'Jobseekers' - represent in terms of the adult population aged 16 and over and "economically active". The following chart shows the figures published by the ONS each month during the period, being the rate for the 3 months to date in each case. The ONS Unemployment figure, much discussed by the media and, indeed, Parliament, is the result of their own Market Research, which is comprised of one third face to face interviews, and two thirds telephone interviews, whereas the British Population survey is comprised of 100% face to face, in home, interviews.

We follow the same criteria as the ONS with our plot line, and the comparison with the ONS plot line is shown in the chart below. There is a slight difference in that the ONS figure is 'seasonally adjusted', whereas our figures are NOT 'seasonally adjusted' but 'as they stand'.

Finally, we should point out that the ONS will not be releasing their figure for November 2010 until 19th January, and are not scheduled to release their figures for December until the 16th of February.

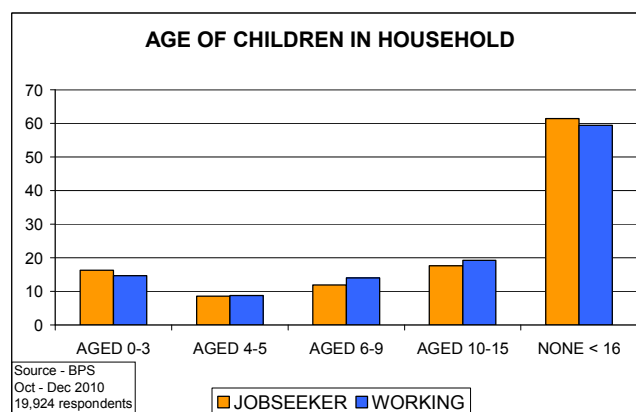
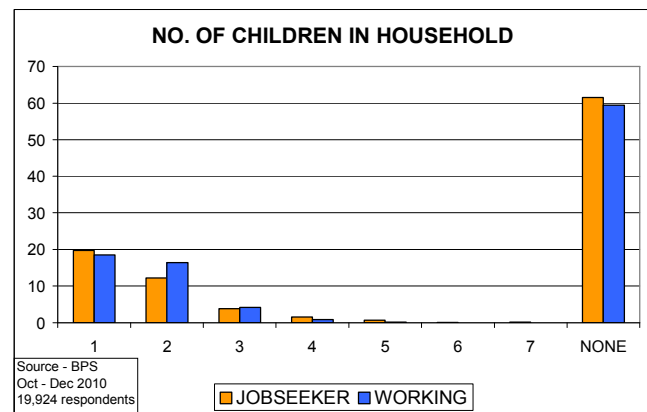
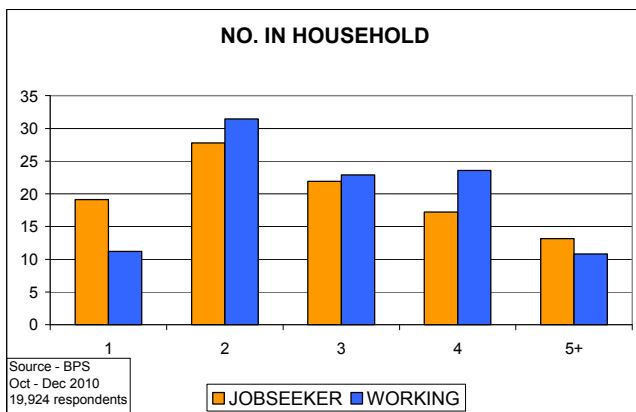
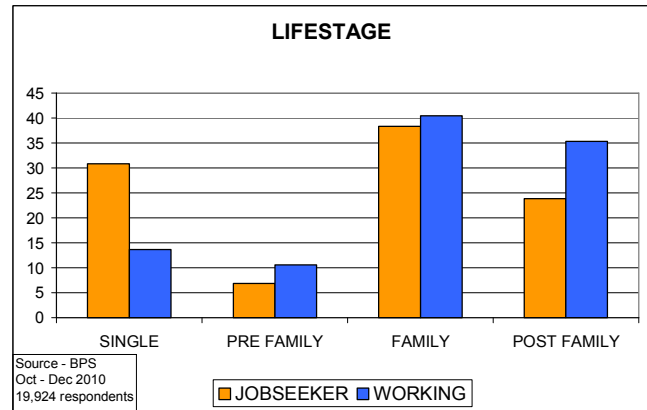
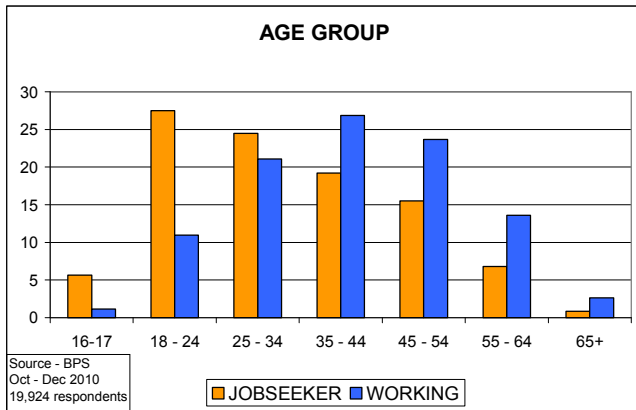
The British Population Survey Unemployment figure for December 2010 is

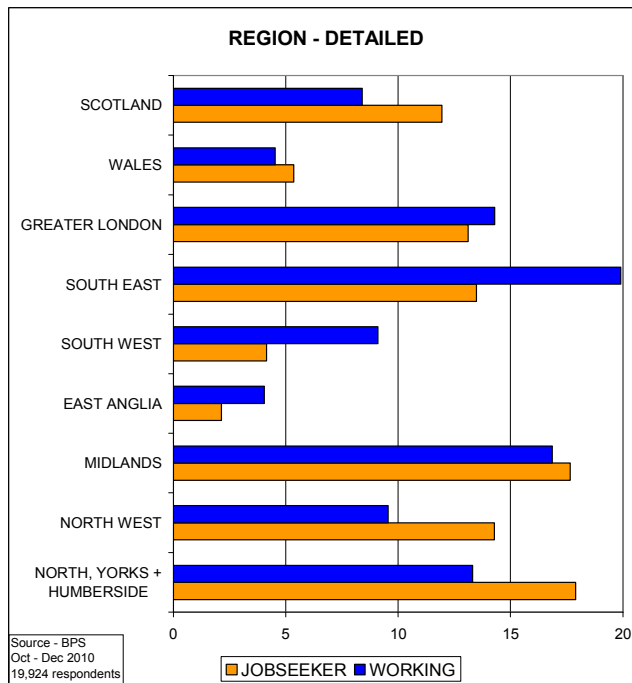
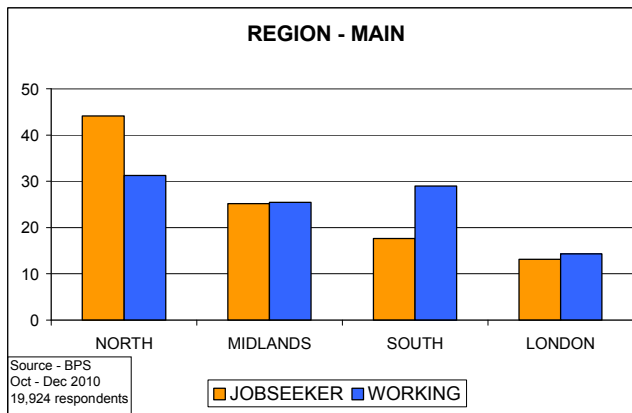
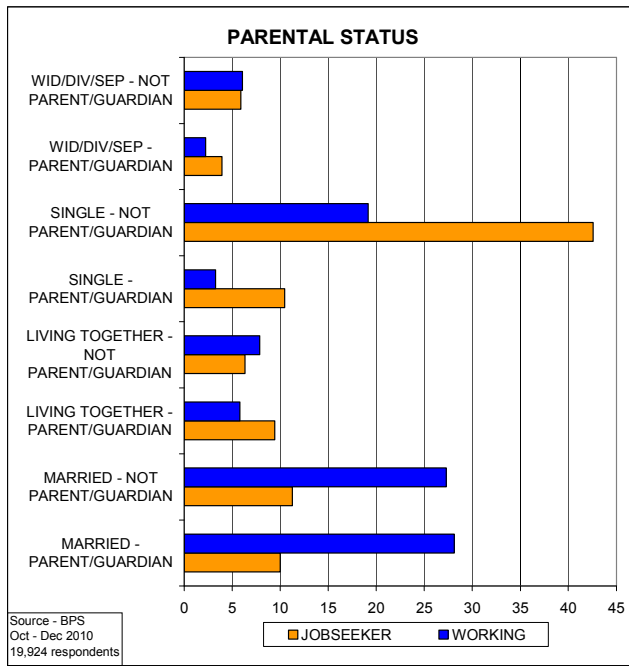
7.73%

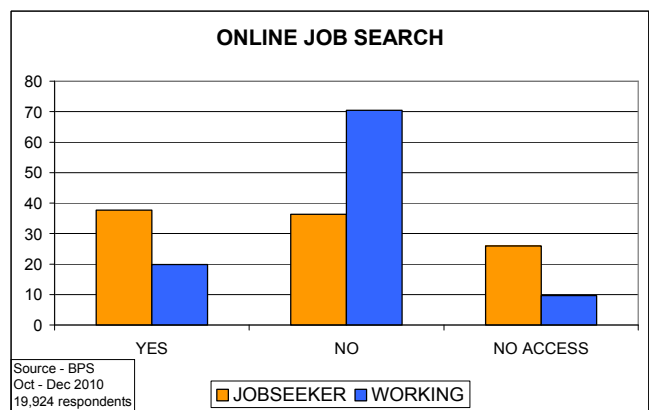
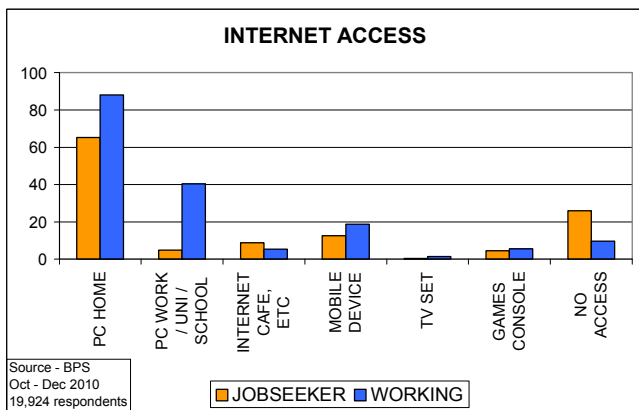
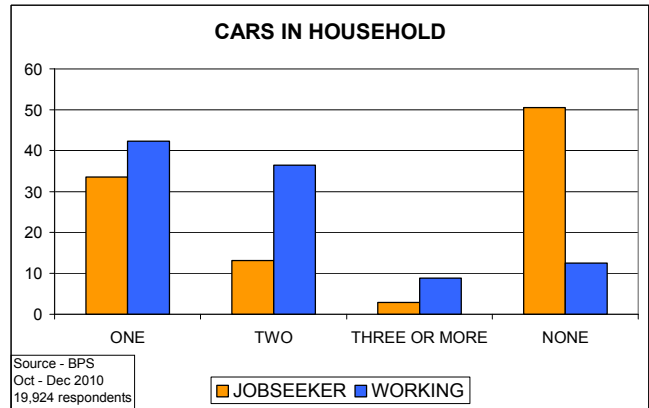
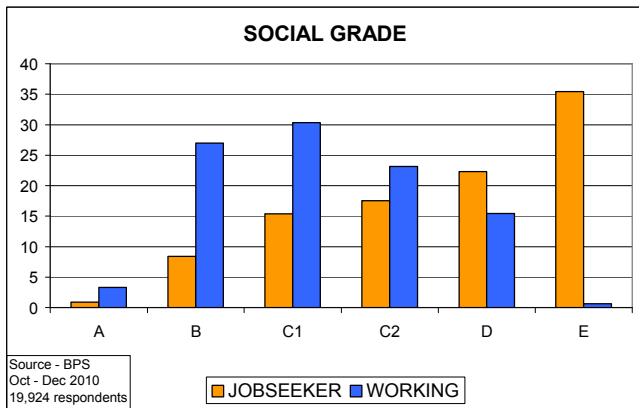
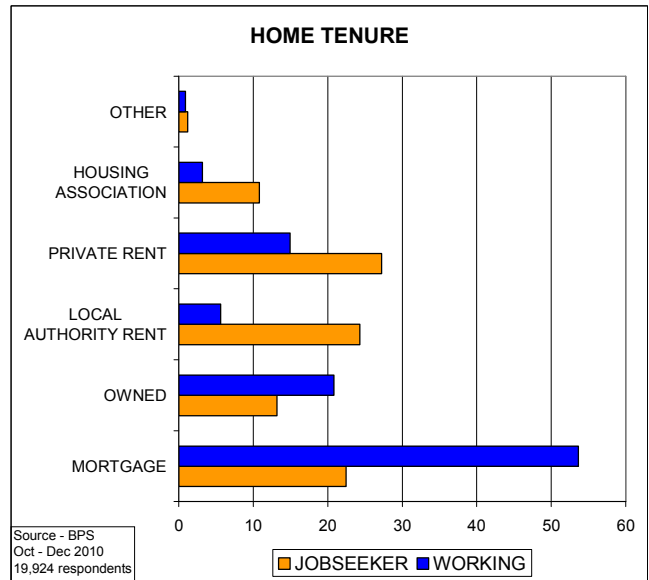
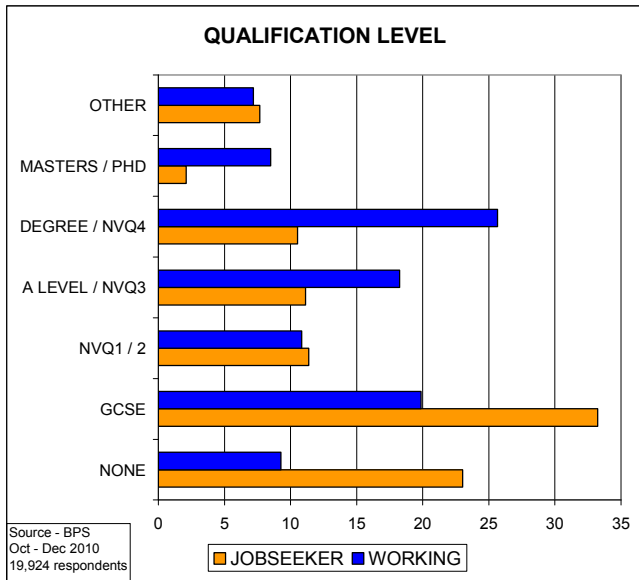


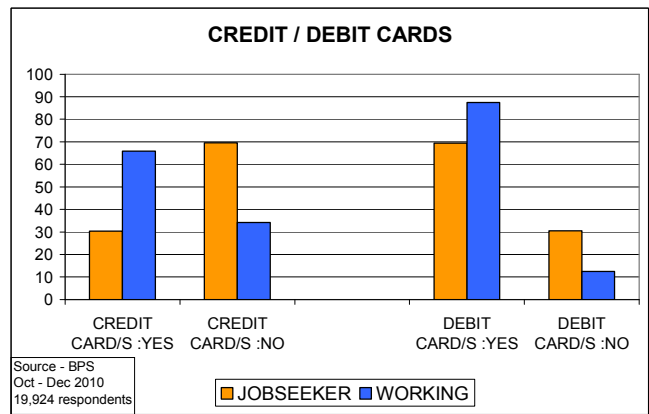
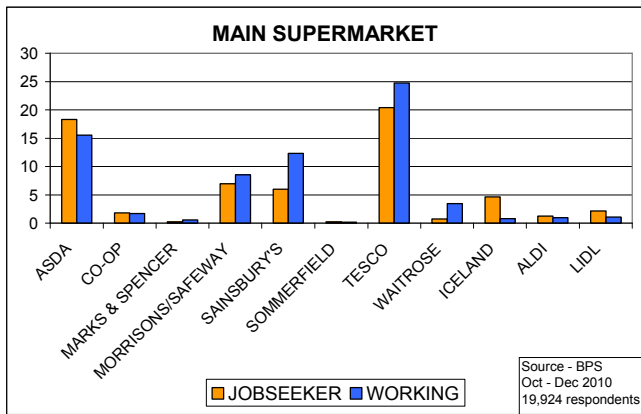
PROFILE CHARTS

The following charts show a variety of Profiles comparing the percentage profiles of 'Jobseekers' to 'Working'. 'Working' is defined as the combined total of the four categories 'Paid Job 30+ hours per week', 'Paid Job 8-29 hours per week', 'Paid Job under 8 hours per week', and 'Self Employed'. This comparison provides a clear view of the 'weight of impact' of Unemployment on various sections of the population. For example in the first chart, AGE GROUP, it is perfectly clear that Unemployment is impacting on the younger age groups far more severely than it is on the older age groups, with a clear 'cross-over' point around the age of 40. For example, the Age Group 18-24 contributes 11.0% of the Working Population, but contributes 27.5% of the Unemployed and Seeking Work.

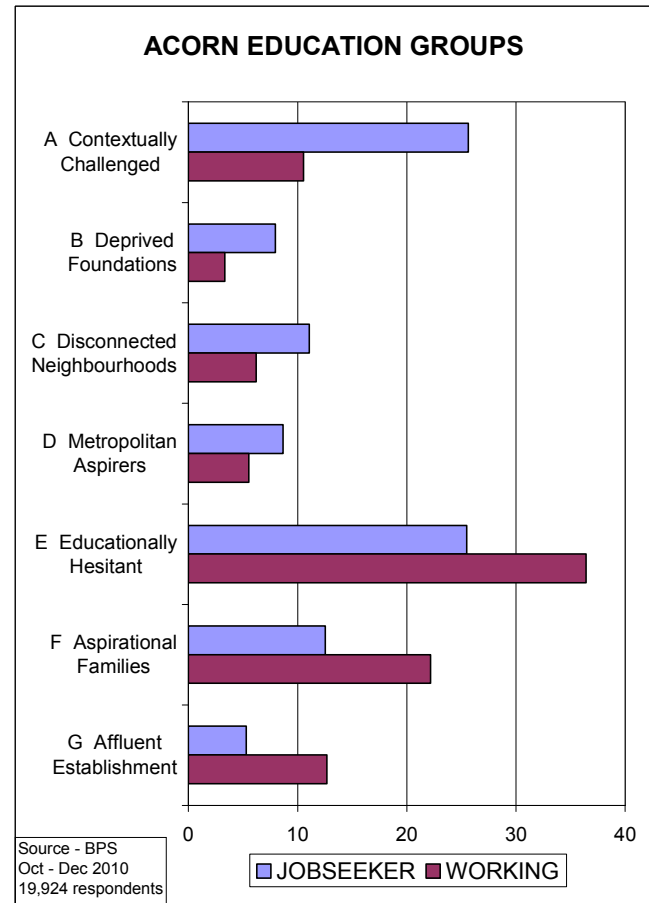
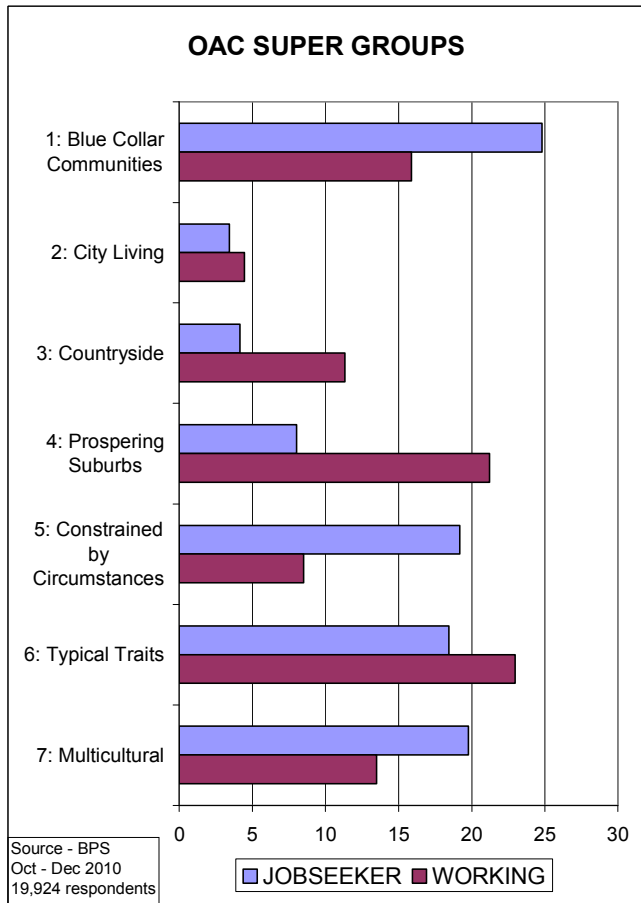


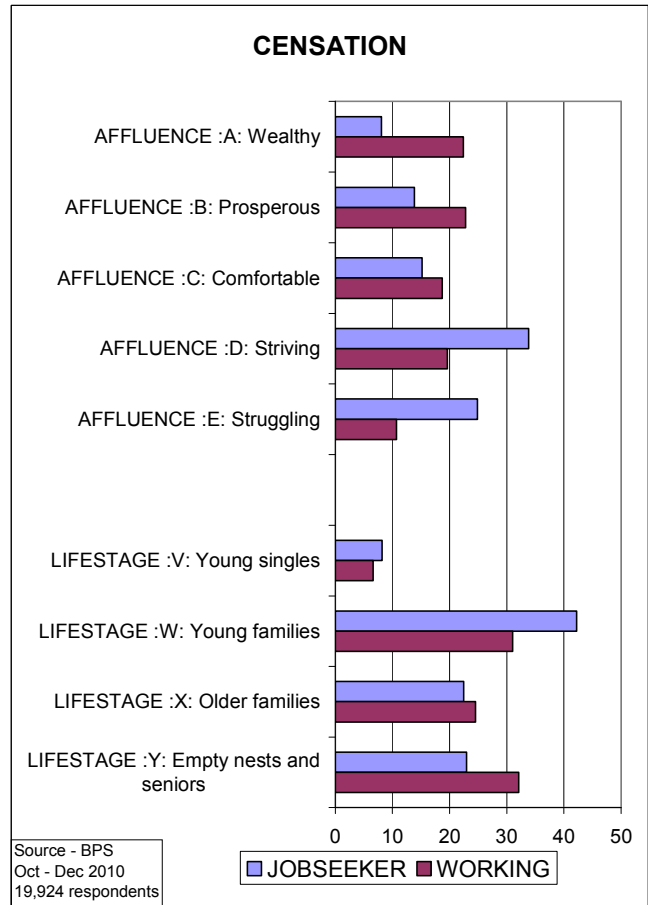
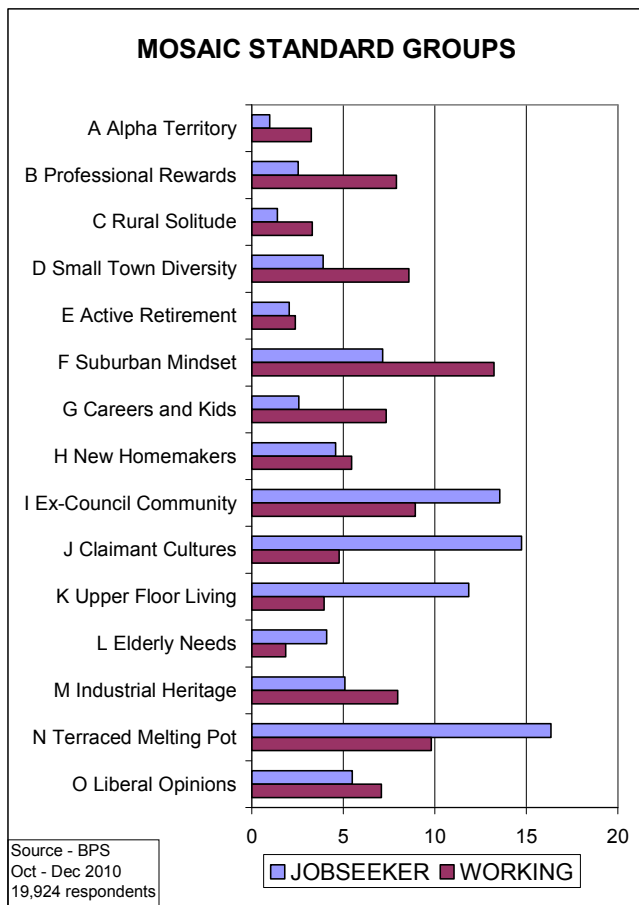






And Finally – some GEODEMOGRAPHIC PROFILES





AFTERTHOUGHTS

The purpose of this datasheet is simply to put at everyone's disposal some additional information concerning the topic of Unemployment, which is an extremely important issue at this particular time. We also believe that it is equally important to make available topical information as quickly as possible, as far too many sources tend to provide what we would consider to be 'out of date' data.

We do not offer 'insight', 'commentary' or 'explanation', just an extended database of information from which interested parties can draw their own conclusions.

The full database, containing not only the data shown in this datasheet, but also a significant range of additional topics, is available for download from our website at www.thebps.co.uk together with our delivery and analysis software The DataTalk Explorer.

The BPS Team
January 2011