

## Claimant Count, July 2025 (Sorted by latest Claimant Rate)

| <b>Benchmarks</b> | <b>Claimant Count Rate – July 2024 (%)</b> | <b>Claimant Count Rate – Mayr 2025 (%)</b> | <b>Claimant Count Rate – June 2025 (%)</b> | <b>Claimant Count Rate – July 2025 (%)</b> | <b>Number of Claimants – July 2025</b> | <b>Monthly Change in Claimant Numbers (%)</b> |
|-------------------|--|--|--|--|--|---|
| England           | 4.3  | 4.1  | 4.1  | 4.1  | 1,501,560                              | 0.6   |
| West Midlands     | 5.6  | 5.4  | 5.4  | 5.4  | 204,420                                | 0.5   |

| <b>Staffordshire &amp; Stoke-on-Trent Total</b> | <b>Claimant Count Rate – July 2024 (%)</b> | <b>Claimant Count Rate – Mayr 2025 (%)</b> | <b>Claimant Count Rate – June 2025 (%)</b> | <b>Claimant Count Rate – July 2025 (%)</b> | <b>Number of Claimants – July 2025</b> | <b>Monthly Change in Claimant Numbers (%)</b> |
|---|--|--|--|--|--|---|
| Staffs & Stoke-on-Trent                         | 3.8  | 3.5  | 3.5  | 3.5  | 25,095                                 | 1.2   |

| <b>West Midlands Strategic Authorities</b> | <b>Claimant Count Rate – July 2024 (%)</b> | <b>Claimant Count Rate – Mayr 2025 (%)</b> | <b>Claimant Count Rate – June 2025 (%)</b> | <b>Claimant Count Rate – July 2025 (%)</b> | <b>Number of Claimants – July 2025</b> | <b>Monthly Change in Claimant Numbers (%)</b> |
|--|--|--|--|--|--|---|
| Shropshire                                 | 2.7  | 2.4  | 2.4  | 2.4  | 4,535                                  | -0.1  |
| Herefordshire, County of                   | 2.8  | 2.6  | 2.6  | 2.7  | 2,920                                  | 2.3   |
| Staffordshire                              | 3.1  | 2.8  | 2.8  | 2.8  | 15,405                                 | 1.7   |
| Warwickshire                               | 2.8  | 2.8  | 2.8  | 2.8  | 10,735                                 | 1.8   |
| Worcestershire                             | 3.3  | 3.0  | 3.0  | 3.0  | 11,145                                 | 1.7   |
| Solihull                                   | 3.6  | 3.6  | 3.7  | 3.6  | 4,710                                  | -0.5  |
| Telford and Wrekin                         | 3.9  | 3.7  | 3.8  | 3.9  | 4,705                                  | 3.9   |
| Dudley                                     | 5.1  | 4.8  | 4.8  | 4.8  | 9,400                                  | -0.6  |
| Coventry                                   | 5.9  | 5.7  | 5.7  | 5.7  | 13,660                                 | -0.1  |
| Stoke-on-Trent                             | 6.2  | 5.9  | 5.9  | 5.9  | 9,685                                  | 0.4   |
| Walsall                                    | 6.4  | 6.1  | 6.1  | 6.2  | 10,870                                 | 1.0   |
| Sandwell                                   | 7.2  | 7.1  | 7.0  | 7.0  | 15,435                                 | 0.0   |
| Wolverhampton                              | 7.8  | 7.2  | 7.2  | 7.2  | 12,175                                 | -0.7  |
| Birmingham                                 | 10.3                                       | 10.4                                       | 10.4                                       | 10.4                                       | 79,035                                 | 0.2   |

| <b>Staffordshire Districts</b> | <b>Claimant Count Rate – July 2024 (%)</b> | <b>Claimant Count Rate – Mayr 2025 (%)</b> | <b>Claimant Count Rate – June 2025 (%)</b> | <b>Claimant Count Rate – July 2025 (%)</b> | <b>Number of Claimants – July 2025</b> | <b>Monthly Change in Claimant Numbers (%)</b> |
|--------------------------------|--|--|--|--|--|---|
| Staffordshire Moorlands        | 2.4  | 2.3  | 2.3  | 2.3  | 1,270                                  | 0.0   |
| Lichfield                      | 2.4  | 2.3  | 2.3  | 2.4  | 1,535                                  | 1.0   |
| Stafford                       | 2.7  | 2.3  | 2.3  | 2.4  | 2,005                                  | 3.4   |
| South Staffordshire            | 2.7  | 2.6  | 2.5  | 2.6  | 1,695                                  | 2.4   |
| Newcastle-under-Lyme           | 3.1  | 3.0  | 3.0  | 3.0  | 2,440                                  | 2.7   |
| Cannock Chase                  | 3.4  | 3.1  | 3.1  | 3.1  | 2,015                                  | 2.3   |
| Tamworth                       | 3.6  | 3.2  | 3.2  | 3.3  | 1,625                                  | 1.2   |
| East Staffordshire             | 4.1  | 3.6  | 3.6  | 3.6  | 2,820                                  | 0.5   |

The claimant rate is the proportion of the working age population claiming out of work Universal Credit benefits including Job Seeker's Allowance. Source: NOMIS

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