

Click anywhere goes to the calculating unemployment page, click on one of the boxes goes to that page

The Real Unemployment Story

Short blurb on US unemployment figures

- Quoted as one figure, but actually lots of parts to it
- Story can change substantially for the same figures
- Mentions variety of other metrics at play (no. of ppl in work/ still looking for work, consumer/ business confidence, state/industry, etc)

What do you think is really happening with unemployment

Calculating Unemployment

Summary graphic

Other Numbers in Unemployment

Summary graphic

Calculating Unemployment Page

Drop down boxes allow selections for states and months and also events

Share via... button letting reader share their analysis

Set of options to show relevant events

Selected month is highlighted, can be changed within scale or drop down

Selected State is highlighted

Not selected States remain greyed out. Mouse over shows their name

Text and display is automated based on selections and results.

Other Numbers

Share the story you have made

Share

Calculating Unemployment

Short blurb on how the unemployment rate is calculated using the total number of people in work and looking for work (ie. unemployed).

Look at STATE1 for Month1 vs Month12 and compare it to who was President

The unemployment rate for STATE1 went up from XX% at Month1 to YY% at Month12
The unemployment rate STATE1 is higher in Month12 due to (B, BBB - A, AAA) more people looking for work.

Month1: XX%
Month12: YY%

Looking for work: A,AAA
Already working: C,CCC

B, BBB
D, DDD

M1 M2 M3 M4 M5 M6 M7 M8 M9 M10 M11 M12

Bush Obama

State1



Calculating Unemployment

Short blurb on how the unemployment rate is calculated using the total number of people in work and looking for work (ie. unemployed).

Look at

STATE1

for

Month1

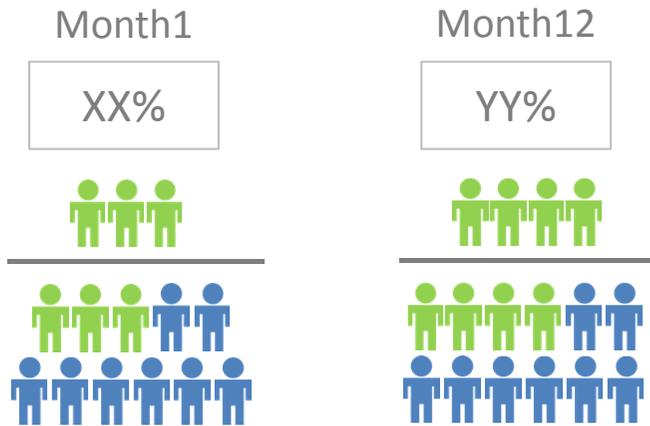
vs

Month12

and compare it to

who was President

The unemployment rate for STATE1 went up from XX% at Month1 to YY% at Month12
 The unemployment rate STATE1 is higher in Month12 due to (B,BBB – A,AAA) more people looking for work.

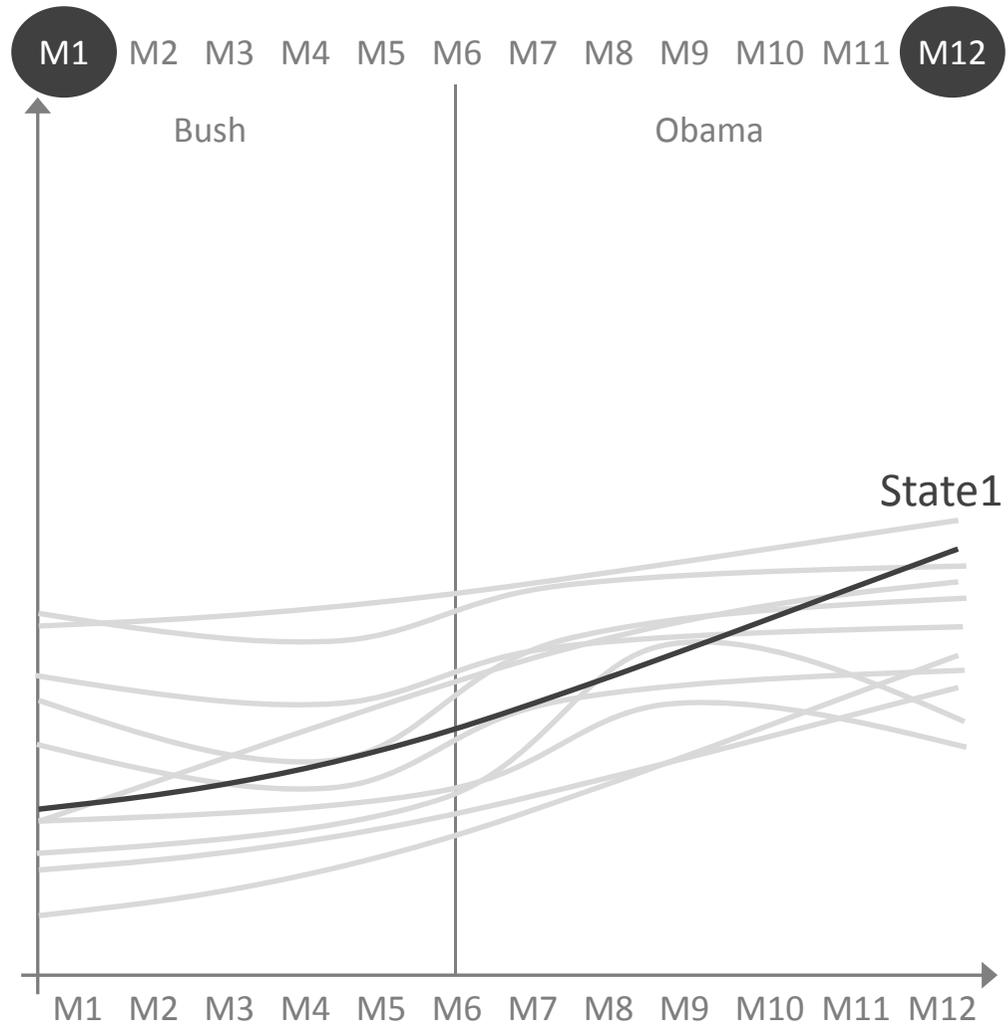


Looking for work:
 A,AAA

Already working:
 C,CCC

B,BBB

D,DDD



Other Numbers in Unemployment Page

Drop down boxes are taken from other page, and can be changed here as well

Same tabs for navigation between pages. Current is highlighted

Set of options to show relevant events

Text and display is automated based on selections and results.

Share via... button letting reader share their analysis

Select other metric to view

Selected month is highlighted, can be changed within scale or drop down

Selected State is highlighted

Not selected States remain greyed out. Mouse over shows their name

Other Related Numbers

Short blurb on how the unemployment rates leaves out other numbers which some commentators point to from time to time. These other numbers can sometimes tell a different story than the unemployment rate by itself.

Look at **STATE1** for **Month1** vs **Month12** and look at **under employed people**

and compare for **who was President**

The unemployment rate for STATE1 went up from XX% at Month1 to YY% at Month12. During this time there were (H,HHH – G,GGG) more people who were employed in a lower level job than what they were suited to.

	Month1	Month12
Total Already working:	C,CCC	D,DDD
Working in appropriate position	E,EEE	F,FFF
Have accepted a lower paying job	G,GGG	H,HHH

Timeline: M1 (selected), M2, M3, M4, M5, M6, M7, M8, M9, M10, M11, M12

Presidents: Bush (M1-M6), Obama (M7-M12)

Line Chart: State1 (selected, highlighted), other states (greyed out)



Other Related Numbers

Short blurb on how the unemployment rates leaves out other numbers which some commentators point to from time to time. These other numbers can sometimes tell a different story than the unemployment rate by itself.

Look at for vs and look at

and compare for

The unemployment rate for STATE1 went up from XX% at Month1 to YY% at Month12. During this time there were (H,HHH – G,GGG) more people who were employed in a lower level job than what they were suited to.

Month1



Total Already working:

C,CCC

Month12



D,DDD



Working in appropriate position

E,EEE

F,FFF



Have accepted a lower paying job

G,GGG

H,HHH

