Adzuna Webinar

25 May 2021

JOINTLY FUNDED BY

Urban Big Data Centre

Economic and Social Research Council

University of Glasgow
About the Urban Big Data Centre

- Jointly funded by ESRC & University of Glasgow
- World-leading research centre in social sciences
- First class data collection and data service
Adzuna data

Adzuna is a search engine for job advertisements, at
https://www.adzuna.co.uk/

Adzuna provides

• Data about the job market in the UK
• Full point in time snapshots with details of all advertisements which were on Adzuna.co.uk
• Access to historical data from Spring 2017
• Ongoing data until Spring 2022
# What is included in Adzuna data?

<table>
<thead>
<tr>
<th>Field name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>category_id</td>
<td>An ID linking to the Adzuna category of the advert.</td>
</tr>
<tr>
<td>contract_time [or hours]</td>
<td>Contracted hours</td>
</tr>
<tr>
<td>contract_type</td>
<td>Type of contract</td>
</tr>
<tr>
<td>company</td>
<td>The Adzuna normalised company name</td>
</tr>
<tr>
<td>company_id</td>
<td>The Adzuna ID of the normalised company</td>
</tr>
<tr>
<td>date_created</td>
<td>Date listing was created.</td>
</tr>
<tr>
<td>description</td>
<td>Full description text of the advert.</td>
</tr>
<tr>
<td>id</td>
<td>Adzuna advert ID</td>
</tr>
<tr>
<td>location_id</td>
<td>Adzuna's location ID</td>
</tr>
<tr>
<td>location_latitude</td>
<td>Latitude</td>
</tr>
<tr>
<td>location_longitude</td>
<td>Longitude</td>
</tr>
<tr>
<td>location_name</td>
<td>Name of location</td>
</tr>
<tr>
<td>region</td>
<td>Region of the UK</td>
</tr>
<tr>
<td>salary_min</td>
<td>Minimum salary</td>
</tr>
<tr>
<td>salary_max</td>
<td>Maximum salary</td>
</tr>
<tr>
<td>salary_predicted</td>
<td>For adverts without salary</td>
</tr>
<tr>
<td>salary_currency</td>
<td>Currency of salary</td>
</tr>
<tr>
<td>title</td>
<td>Advert title</td>
</tr>
<tr>
<td>url</td>
<td>The advertisement’s original URL or the link via an Adzuna page</td>
</tr>
</tbody>
</table>
Where can I find out more?

Employment Data

Adzuna Data
Adzuna is a search engine for job advertisements and provides data about the job market. Adzuna searches thousands of websites and brings together millions of advertisements on their website. The dataset consists of full point-in-time snapshots with details of all advertisements which were on adzuna.co.uk. Access to historical data from Sprin...

In UBDC’s Data Catalogue at
https://www.ubdc.ac.uk/data-services/data-catalogue/employment-data
Who can apply to use the data?

Academic staff & PHD Students from UK Universities
What can the data be used for?

Non-commercial academic research
2 year projects

Analysis of new vacancies
Overall vacancy levels
Vacancies by region
Vacancies by job type
How to Apply

Go to the Call for Expressions of Interest page

Read the details

Fill in the Adzuna Project Summary Form

Fill in the Adzuna Proposal Form (emailed to eligible applicants)
UBDC Selection Criteria

Privacy and ethics

Feasibility

Scientific contribution

Potential for public benefit impact
Application outcomes

UBDC will inform all applicants of their decision.

Licence agreements will be emailed to successful applicants.

Data will be shared on receipt of the completed agreements.
Stay in touch!

UBDC relies on end user feedback to provide evidence of the value of what we do.

Tell us about your use of the data including:
- publications you produce related to your data use (a condition of the licence agreement)
- planned or completed outputs
- impact – policy papers produced, data used to inform future planning or a change in work practices that has happened as a result of using the data
- presentations at events
- blogs
- university work
To stay up to date with our research and other activities you can sign up to our newsletter on our website and follow us on social media:

[www.ubdc.ac.uk](http://www.ubdc.ac.uk)

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