

More Metrics Green Attitudes Indices

The Green Attitudinal Indices have been constructed to identify people with different interest levels in green issues. They are keyed by Output Area and can be Postcode-tagged.

There is an overall Green Index and three Sub-Indices reflecting different interests within the Green theme.

Each index runs from 100 (high interest) to 1 (low interest). There are fewer Output Areas within high-interest index values, increasing to the most Output Areas in the low-interest index values. This differentiation reflects the relative strength of feeling in the issues.

The Green Attitudinal Indices have been developed from More Metric’s GeoSociety data, which have been modelled from UK Government petition data. The indices provide valuable insight into how concern for these particular issues vary across the country and within local areas. This information can be deployed to support a wide range of business activities including customer identification and targeting, communication strategy and managing local markets.

The Green Index

Interested in Green issues across the spectrum of human, animal and land protection.

The Green One Sub-Index (Animal Protector)

Interested in green issues focused on the protection of animals, both farm and wild, and their habitat.

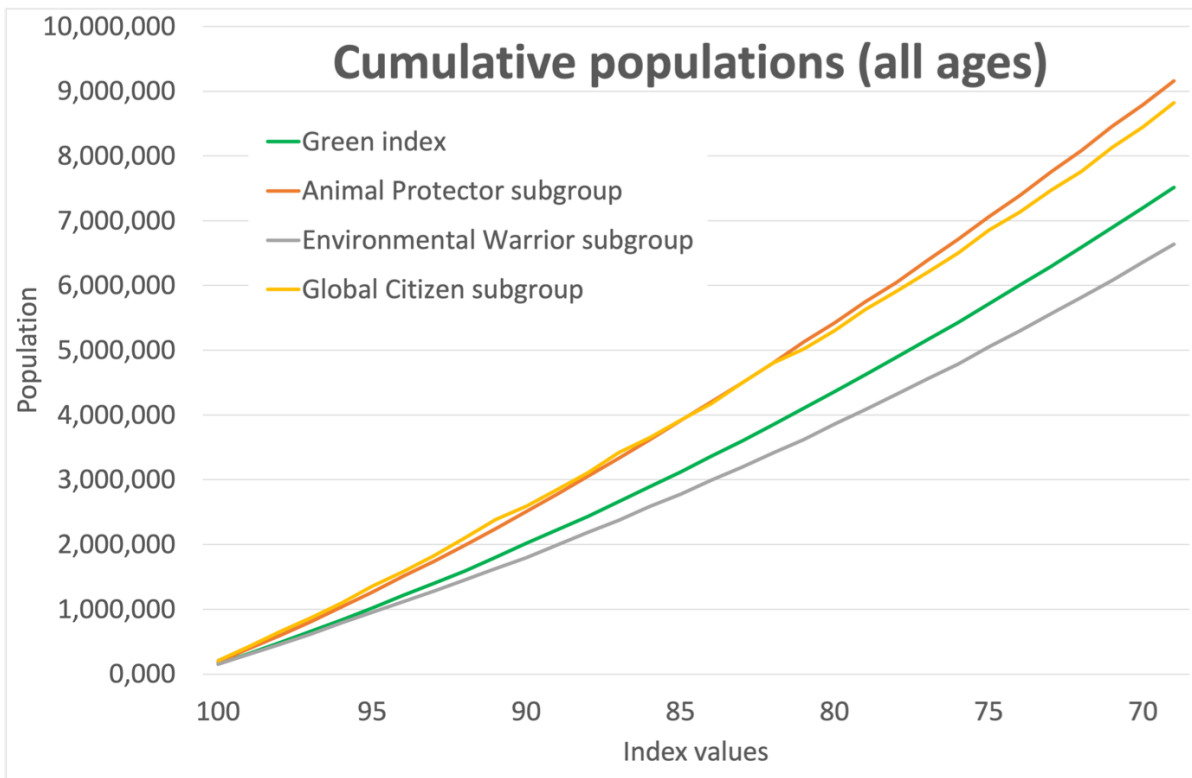
This is a major sub-index of, and contributory to, the Green Index.

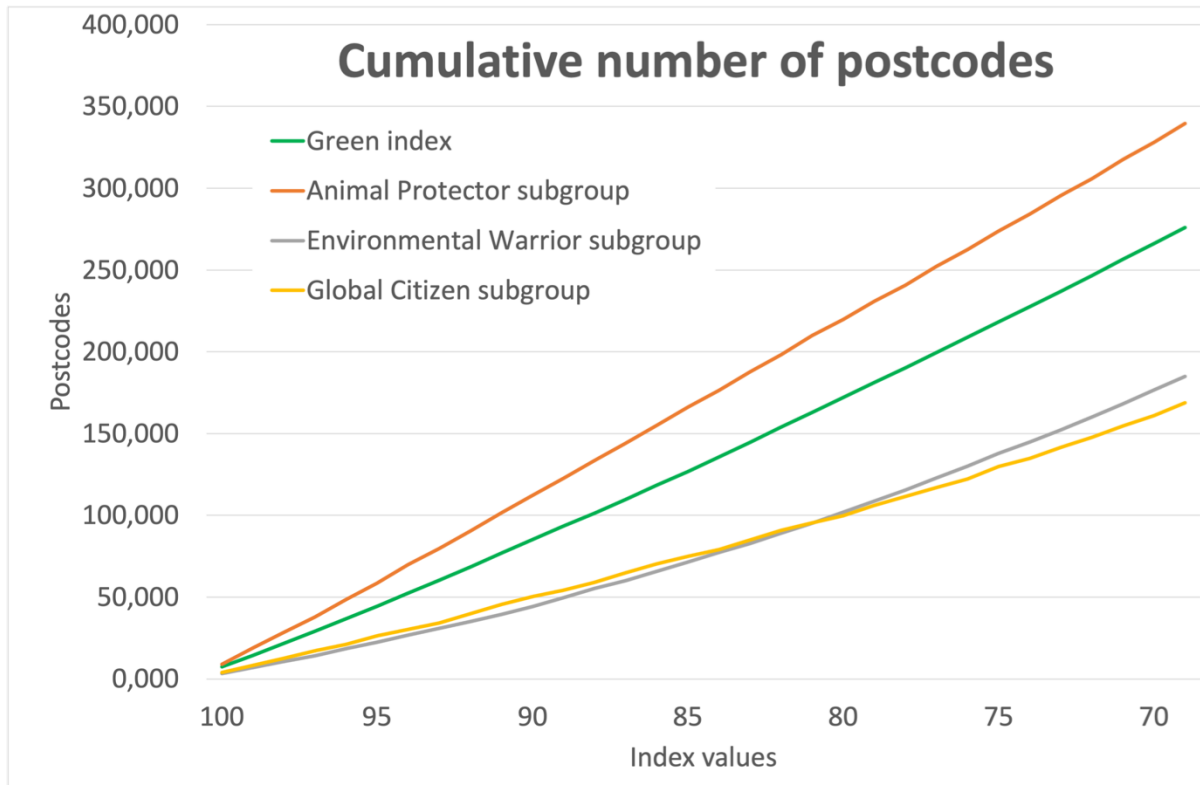
The Green Two Sub-Index (Environmental Warrior)

Interested in global green issues across land-use to technological impacts. This is a major sub-index of, and contributory to, the Green Index.

The Green Three Sub-Index (Global Citizen)

Interested in global human rights and well-being. This is a minor sub-index of, and contributory to, the Green Index





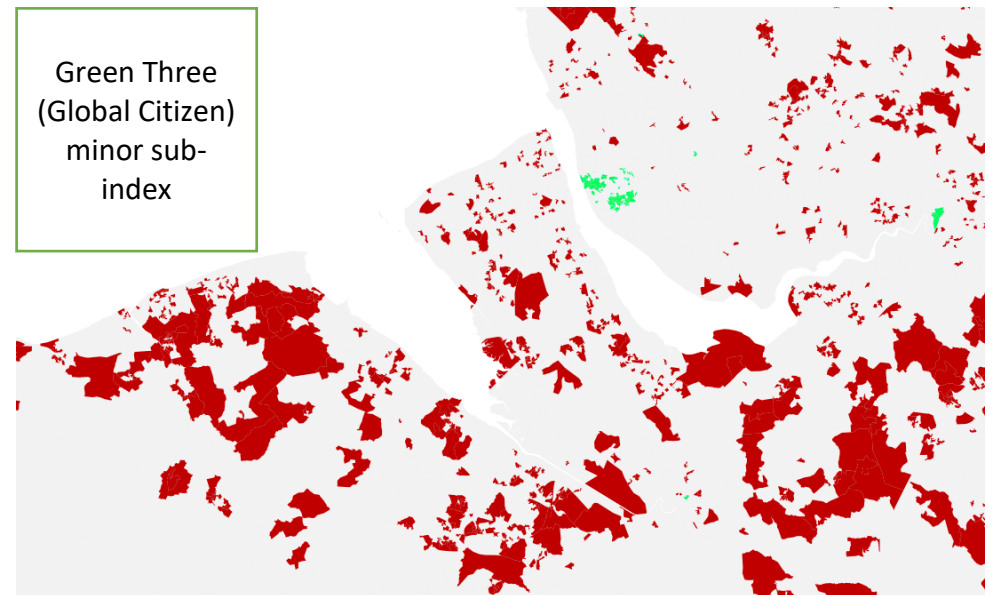
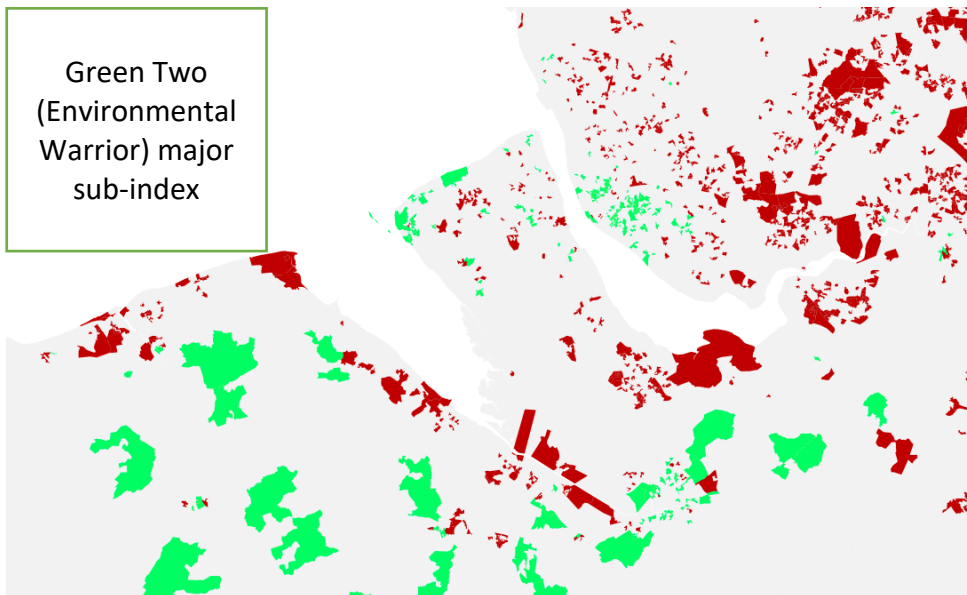
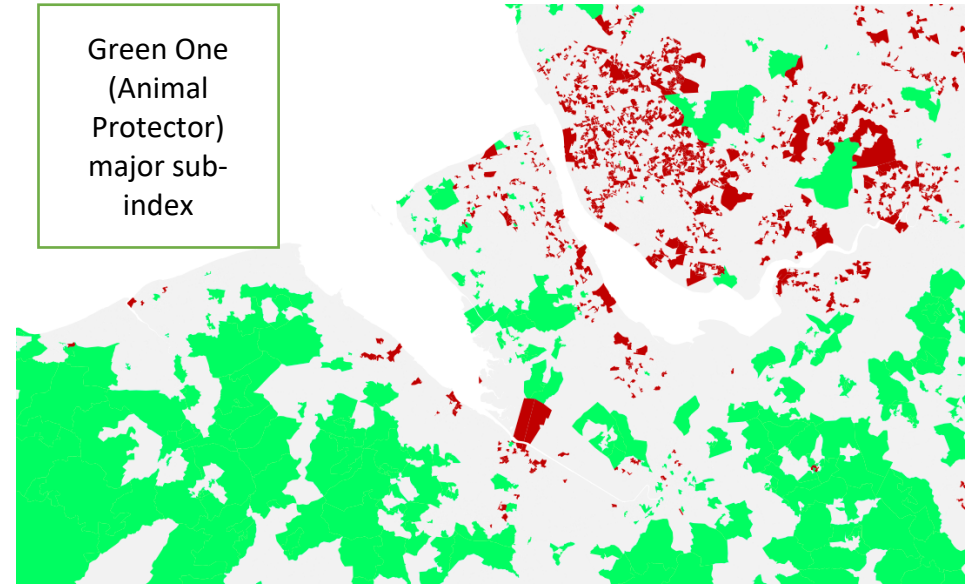
A geographic visualisation of the data

The following maps show how the More Metrics Green Indices can be applied to geographical area analysis. We have applied the top (indicated in green) and bottom (in red) 10% of the population to a specific area, the Wirral, and to England and Wales as a whole. The maps provide some interesting insight.

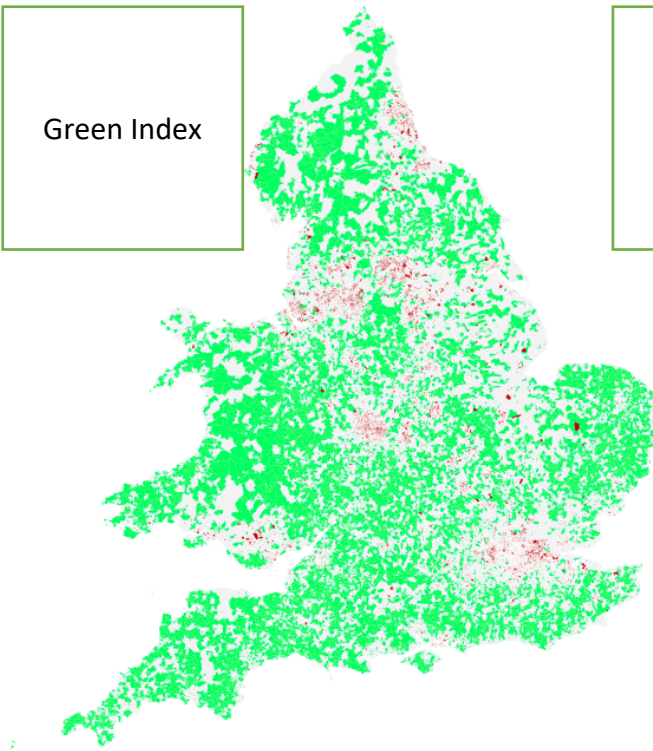
- **Close correlation** between the overall Green Index and the Animal Protection indices.
- Green Index and the Animal Protection indices **show a strong rural focus**, with lowest levels of support in urban areas.
- The Environmental Warrior indices geographically **focuses on younger rural and small rural urbans**.
- The Global Citizen index, with its emphasis on human rights issues exhibits a **strong London, Birmingham and North West focus**.
- The smaller geography Wirral maps delve deeper into these patterns and whilst the overall variations between urban, suburban and rural locations are maintained, small areas within those locations can be identified as exceptions.
- Being able to identify small areas with strong characteristics, which may differ from the wider population, will help policy makers and businesses **better target their resources and activities**.

Get access to our data

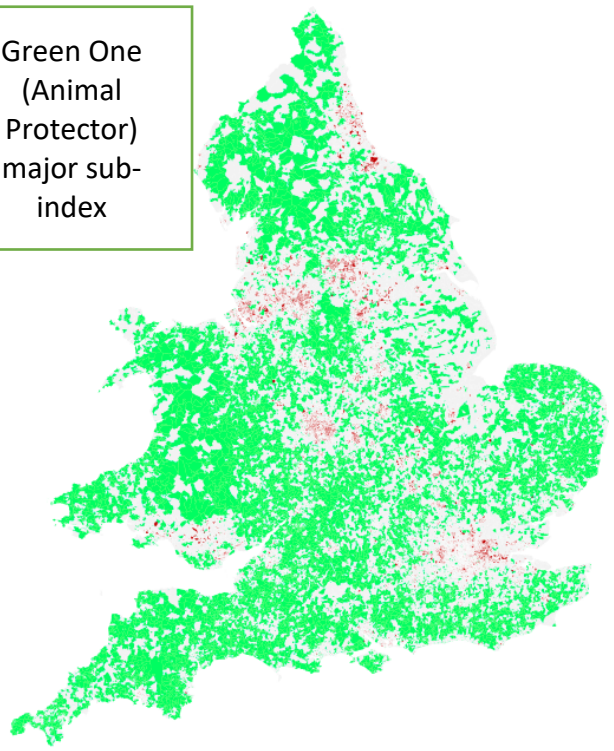
Contact: Dave Edmonds E: dave.edmonds@moremetrics.co.uk



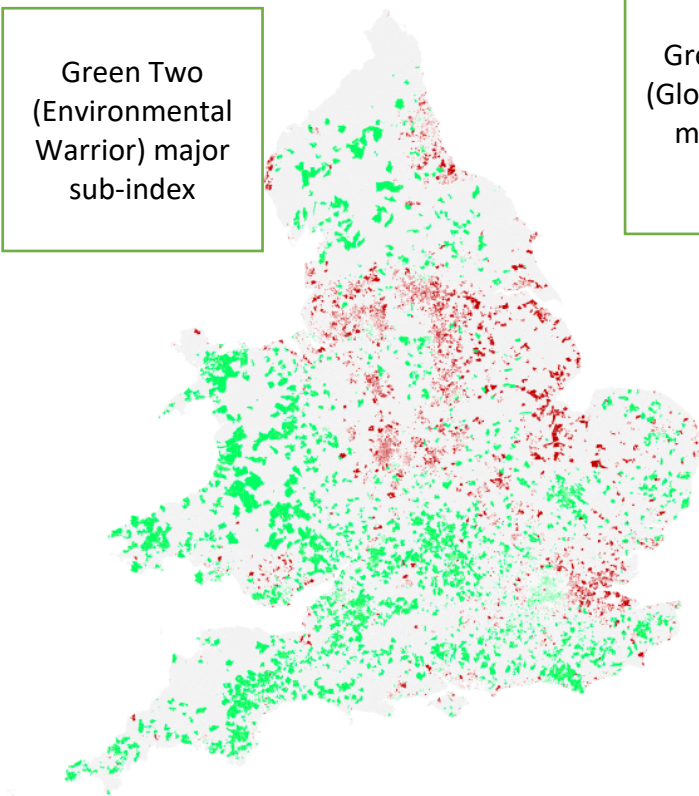
Green Index



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(Animal
Protector)
major sub-
index



Green Two
(Environmental
Warrior) major
sub-index



Green Three
(Global Citizen)
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