

Using data to protect your organisation's income

High energy prices, inflation nudging 10% and increasing interest rates: for many people in the UK balancing their budget and making ends meet is becoming a struggle. For many people something must give. For some this will mean cutting back on non-essential spending such as nights out or a new car. For others it can mean the risk of defaulting on essential payments.

For many organisations, whether businesses, non-profits or charities, understanding the challenges faced by different groups of customers or supporters and taking proactive steps to engage with them will be increasingly important in safeguarding the income of the business.

At More Metrics (<https://www.moremetrics.co.uk/>) we have a range of data that can help with identifying vulnerable groups and enabling organisations to prioritise their customer engagement activity. A few examples include:

- Hard Pressed Families – young families with high levels of mortgages compared to income and with young children to provide for
- Stretched Pensioners – retired people living in large, hard to heat, houses
- Better off but leveraged – those with higher incomes but big mortgages. May be cutting back on non-essentials or delaying major purchases

More Metrics

More Metrics specialises in creating innovative data products covering family finances, health and lifestyle and attitudes on key social issues.

With our focus on open-source data, we access thousands of available data points to create powerful solutions to support businesses across the UK. Open-Source Data is data which is non personalised and typically provided by government and other public bodies. This makes all our output GDPR friendly and therefore quick and easy to use.

We have developed a sophisticated and widely tested process for turning the millions of raw data fields into useable and relevant outputs- we call it GeoMetrics:

- A range of postcode level data sets covering family finances, health and lifestyle and attitudes on key social issues
- Split by age, sex and occupation
- Over 700 standard data variables

Get access to our data

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