

Guide	Using GeoSociety data
<b>Summary</b>	<p>GeoSociety provides a rich set of attitudinal data. It is open-sourced, non-personalised and free from GDPR restrictions. It is geographically based, with over a 99.7% match rate from postcode.</p> <p>GeoSociety uses UK Government petition data which are collected within 17 themes to provide an insight into 60 key topics, as raised by the public.</p> <p>GeoSociety provides values for the public interest in each topic, plus a percentile score and a comparison of the ranking of each topic; all accessed by postcode.</p>
<b>Source data</b>	<p>GeoSociety is produced from UK Petition data published at Parliamentary Constituency level. Petitions were selected by size and geographic diversity, categorised by title into themes and then by analysis into grouped topics.</p> <p>The current GeoSociety data uses petitions 2017-19.</p>
<b>Themes and Topics</b>	<p>These are listed later, but for example the 17 themes run from Animal Welfare to Transport. Topics include “Eco Warrior” and “Support Better State Pensions”. Some themes are topical, for example Brexit Leave and Brexit Remain, whilst others are long-term, such as Health.</p>
<b>Modelling</b>	<p>GeoSociety uses More Metric’s Small Area Estimation methodology and our full Predictor dataset based on 2011 Census Data.</p> <p>Data is modelled down to Output Area (or national equivalence). There are over 230,000 Output Areas in the UK, each covering approximately 7 postcodes. For further details of Output Areas, and how to access them through postcodes, refer to “MM Guide 10001 Postcode to OA11”.</p> <p>As some powers are devolved to country parliaments and assemblies involvement in UK petitions varies by country and authority. A correction was introduced into our modelling, but raw country (England, Scotland, Wales and Northern Ireland) values are available if required.</p>
<b>Data values</b>	<p>The following data values are available:</p> <ul style="list-style-type: none"> <li>80001 UK interest values</li> <li>80002 Country (England, Scotland, Wales and Northern Ireland) values</li> <li>80003 UK percentiles</li> <li>80004 Rank of topic within Output Area, against all the other topics</li> </ul> <p>Predictor Ratios for each topic can also be added to our GeoPredictor data product.</p>
<b>Use in modelling</b>	<p>Any of the GeoSociety values can be used as a predictor data in modelling. They provide a diversified alternative to “harder” data such as income, housing and health.</p>
<b>Use in marketing</b>	<p>GeoSociety can be used directly for marketing campaigns, to identify the attitudinal interests of potential customers.</p> <p>This can be used for:</p> <ul style="list-style-type: none"> <li>• Marketing list selection</li> <li>• Deselecting from a marketing list</li> <li>• Tailoring the advertising message, copy and visuals</li> </ul> <p>For example, a digital or postal promotion with a donation to a wildlife charity could be targeted to customers with a high “Care for Wildlife” score.</p> <p>The rank of topic within Output Area can be used to differentiate between issues with similar supporter bases. For example, showing which customers are more interested in “Eco Warrior” issues as opposed to “Support Human Rights”, and vice versa.</p>

Themes	Topics	
<b>Animal Welfare</b>	Care about animal control and slaughter	Care for hunted animal
	Care for Treatment of Farm Animals	Care for Wildlife
	Care for pets: Cats	Care for pets: Dogs
	Care for pets: Non-specific	
<b>Armed Forces</b>	Care for Armed Forces Personnel	Support UK defence: Independent of EU
	Support UK Defence: Navy Procurement	Support Legal Protection of the Armed Forces
<b>BBC</b>	Concerned about BBC	Abolish the TV Licence
<b>Brexit Leave</b>	Get out now	Honour the Result
	Say No to second referendum	
<b>Brexit Remain</b>	Have a Second Referendum	Say No to No Deal
<b>Crime</b>	Concerned about anti-social crime	Concerned about Child Protection
	Concerned about knife crime	Concerned about sex crimes
	Concerned about theft and trespass	
<b>Culture and sport</b>	Concerned about Big Event Access & Safety	Control Fireworks
	Football focused	Remember WW2
<b>Education</b>	Expand the budget for school & early years	Expand the school syllabus
	Increase School Flexibility	Support Family Holidays
	Support Higher and University Education	Support Special Needs
<b>Environment</b>	Eco Warrior	Plant and Land Protection
	Stop Fracking	
<b>Health</b>	Improve health screening for women	Stop NHS Privatisation
	Support to NHS staff	Support to people with care needs
	Support to people with disabilities	Support to Sick Children
<b>Immigration</b>	Support strong UK borders	Support Open UK Borders
<b>International Relations</b>	Care about improper influence	Support Human Rights
<b>Pay and Benefits</b>	Support Better Benefits and Low Pay	Support Better State Pensions
<b>Politics</b>	Support Self Employed and Higher Earners	Support Young Mums
	Interested in constitutional reform	Left of centre consensus
	Right of centre consensus	Trust in politics
<b>Recreational Drugs</b>	Support wider use of Cannabis	
<b>Religion and Diversity</b>	Support Religious Diversity	Support Minorities in School
	Interest in Gender Issues	
<b>Transport</b>	Transport safety issues	

A separate data sheet is available for each theme with each topic a full list of the petitions used and a map showing value spread across England and Wales.