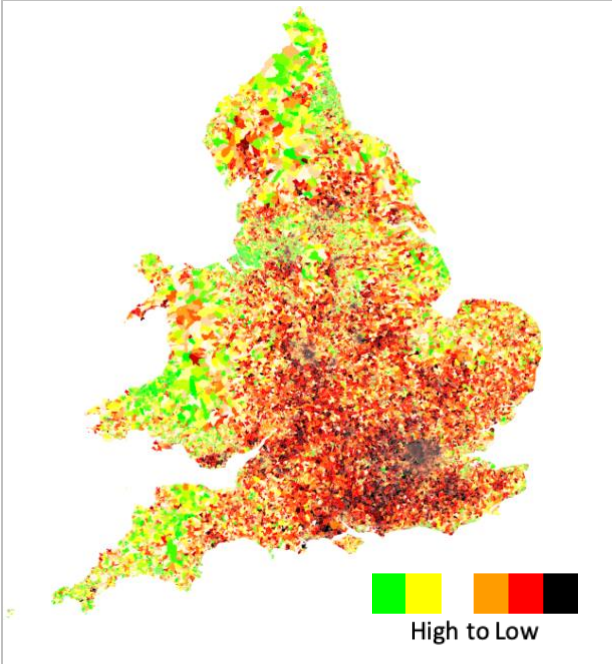
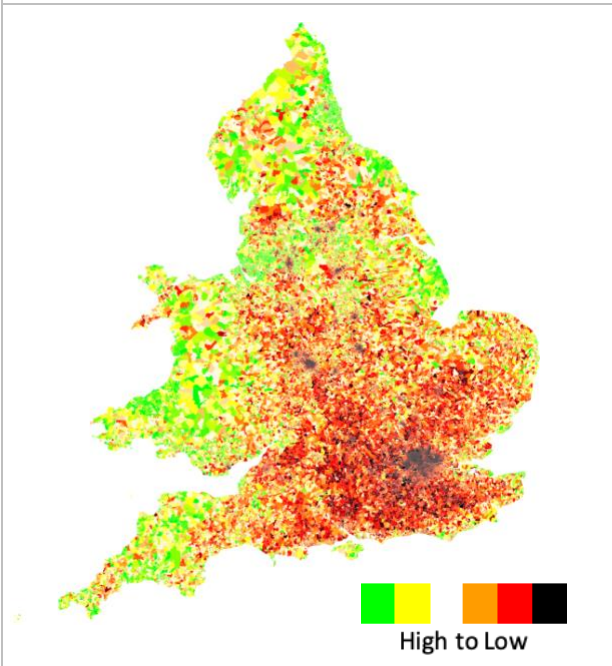
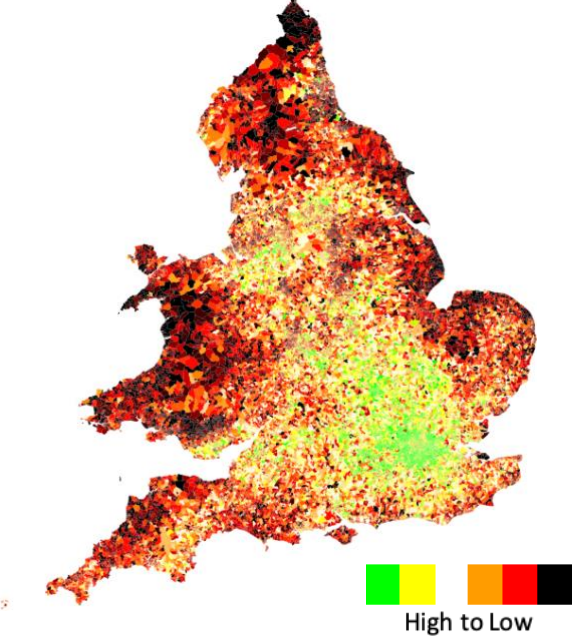
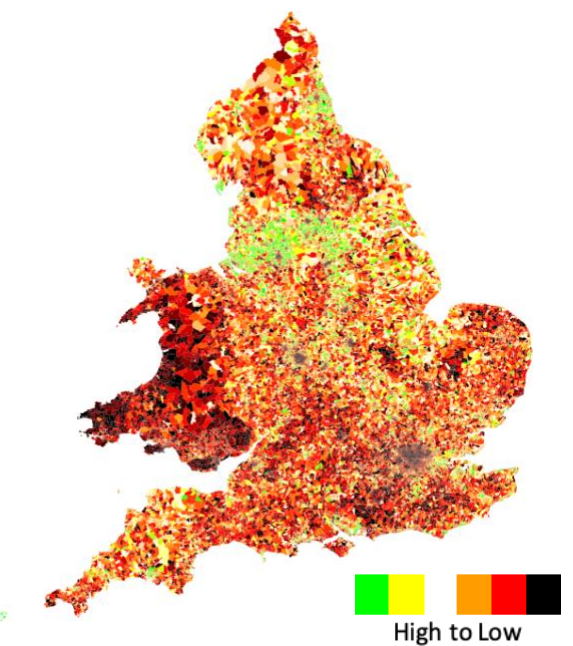


Data Set	<b>GeoSociety: Pay and Benefits</b>			
<b>MM Code</b>	80000 series	<b>Methodology</b>	MM SAE	<b>Latest version</b> 15/02/2020
<b>Description</b>	A set of models that show which locations are interested in Pay and Benefits issues, broken down into specific topics.			
<b>Geography</b>	UK (England, Wales, Scotland, Northern Ireland)			
<b>Uses</b>	Marketing, sales, insurance pricing, reporting. Not when subject to race discrimination legislation (refer to MM)			
<b>GDPR status</b>	Not Individual Personalised Data. No Individual Personalised Data used to produce it.			
<b>Source data</b>	UK Government Petitions 2017-2019	<b>Predictor data</b>	Full MM 2011 set	
<b>Key (1)</b>	Output Areas 2011			
<b>Data (5)</b>	Values of interest in each topic (modelled across UK and within each Home Country), percentile of UK interest (1 low to 100 high), and the rank (1 lowest interest to 60 highest) of each topic against the other topics.  GeoSociety predictors have also been added to the GeoPredictor datasets.			
<b>Formats</b>	Data can be provided per theme, topic, data value or in total.			
<b>Data values</b>	For interpretation and use of GeoSociety data values refer to Data Sheet 80000: GeoSociety Data.			
<b>OA11 key</b>	For use of Postcode to provide >99.8% match to OA11 key refer to Data Sheet 20001: Postcode to OA11.			
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<b>M001</b>	<b>Support Better Benefits and Low Pay</b>
Identify locations where people are interested in supporting better benefits and pay of low earners.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Make DLA/ PIP assessment companies liable for wrongly rejected claims</li> <li>• Abolish Universal Credits before it puts majority of the UK in poverty</li> <li>• Pay Up Now! Scrap the pay cap and give public servants a meaningful pay rise</li> <li>• Strengthen workers' rights to tackle in-work poverty.</li> <li>• Justice for Jodey Whiting. Independent inquiry into deaths linked to the DWP</li> <li>• Stop Universal Credit and let claimants stay on the original benefits.</li> <li>• Continue to fund free TV licences for the over 75 in the future.</li> </ul>

<b>M002</b>	<b>Support Better State Pensions</b>
Identify locations where people are interested in supporting better state pensions.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Review governance of National Insurance Fund</li> <li>• Make fair transitional state pension arrangements for 1950's women</li> <li>• To halt any future increases to the retirement age for the uk State Pension.</li> <li>• Compensation for women born in 1950s due to state pension age change</li> <li>• Reverse changes to state pension age back to 65 for men and 60 for women</li> <li>• Link the state pension to the adult minimum wage £328.40p per week.</li> <li>• Reverse government decision that will increase State Pension Age for millions</li> </ul>

<p><b>M003</b></p>	<p><b>Support Self Employed and Higher Earners</b></p>
<p>Identify locations where people are interested in supporting the self employed and higher earners.</p>	
 <p>High to Low</p>	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Scrap the pension annual allowance taper</li> <li>• Stop IR35 roll-out in 2020 in private sector - due to uncertainty around Brexit</li> <li>• Repeal IR35 legislation in Public Sector and proposed Private Sector rollout.</li> <li>• Reintroduce full mortgage interest relief and drop the 3% stamp duty surcharge</li> <li>• Keep Childcare Vouchers open beyond April 2018</li> <li>• Do not extend IR35 legislation to the private sector.</li> </ul>

<p><b>M004</b></p>	<p><b>Support Young Mums</b></p>
<p>Identify locations where people are interested in supporting young mums.</p>	
 <p>High to Low</p>	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Make sure mothers get National Insurance credits towards their state pension</li> <li>• Give working mums support to pay child care for children between birth - 3yrs</li> <li>• Provide 15 hours free childcare to working parents for children over 9 months.</li> </ul>