

More Metrics Postcode Databases



Essentials

Postcodes ranked from 1 to 100 across each of a wide range of attributes, covering financial, health and attitudinal characteristics. **GeoIndices** are ideal for insights, profiling and modelling.

Core

Extensive sets of variables providing a substantial volume of data. **GeoMoney** covers income, wealth and personal debt. It includes individual income modelled down to £5k bands.

As well as mortality and morbidity **GeoHealth** extends into lifestyle drivers such as smoking and obesity. It includes life expectancies by age and sex for each postcode. **GeoSociety** provides an insight into environmental and green issues, culture, internationalism, politics and attitudes to children's issues, pets and charitable giving.

Fundamentals

Organisations wishing to build models with a geodemographic component will want to include the **GeoPredictors** as potential variables. Curated from Census and ONS data to remove noise and age-correlations, they have proved significant across marketing to business-specific models.

Get access to our data

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Product description: GeoIndices

- For all English, Scottish, Welsh and Northern Irish postcodes.
- Entirely non-PII data, 100% coverage.
- A range of rankings of postcodes, from 1 to 100, across money, financial and attitudes.
- Data refresh quarterly.
- Models rebuilt at least annually.

Variables	
Income	All age income
	Working age income
	Older age income
Wealth	All age wealth
	Working age wealth
	Older age wealth
Debt	Mortgage debt
Lifestyle	Propensity to smoke
	Propensity to be obese
Mortality	Relative mortality
Morbidity	Relative morbidity
Green view	Green index
Cultural values	Multicultural spectrum (single culture supporter to supporting religious, ethnic or gender-identity)
Internationalism	Internationalism spectrum (national focus to an international perspective)
Engagement	Engagement with the Government on issues

Product description: GeoMoney

- For all English, Scottish, Welsh and Northern Irish postcodes.
- Entirely non-PII data, 100% coverage.
- Data refresh quarterly.
- Models rebuilt at least annual.

Variables	
Gross earnings	Mean individual gross earnings and proportion in 13 bands by sex and age
Gross income	Mean individual gross income and proportion in 13 bands by sex and age
Net income	Mean individual net income and proportion in 13 by bands sex and age
Pensioner income	Pensioner income
Expenditure	Mean individual expenditure and proportion in 13 bands by sex and age
Wealth	tba
Debt	Mortgage: o/s amount, term and parties
IMD	Index of Multiple Deprivation (at LSOA) ranked across the UK

Product description: GeoHealth

- For all English, Scottish, Welsh and Northern Irish postcodes.
- Entirely non-PII data, 100% coverage.
- Data refresh quarterly.
- Models rebuilt annual.

Variables	
Smoking	Individual propensity to smoke by sex and age
Obesity	Individual propensity to obesity by sex and age
Mortality	Individual mortality propensity (SMR)
Life expectancy	Remaining life expectancy by sex for each age 18 to 90
Biological age	Biological age by sex for each age 18 to 90
Self-Reported Health	Individual self-reported health and disability
Disease Prevalence	Disease Prevalence of 21 different diseases in UK population

Product description: GeoSociety

- For all English, Scottish, Welsh and Northern Irish postcodes.
- A range of attitudinal indices and spectrums covering what matters to British society, plus propensity to give to charity.
- Indices and spectrums rank postcodes from 1 to 100.
- Data refresh quarterly. Model rebuild half-yearly.
- Topical issues will change over time.

Variables	
Charity	Propensity to give to charity by age band
Green values	Green index
	Animal Protector index
	Environmental Warrior index
Political values	Economic spectrum (left-leaning to right-leaning)
	Social spectrum (libertarian leaning to authoritarian leaning)
Cultural values	Multicultural spectrum (single culture supporter to supporting religious, ethnic or gender-identity)
	Religious Minority Supporter index
	Ethnic Minority Supporter index
	Rainbow Supporter index
Internationalism	Internationalism spectrum (national focus to an international perspective)
	Global Citizen index
	Pro-Europe index
	Take back control index
Single-issues	Child Welfare index
	Pet welfare index
	Dog welfare index
	Cat welfare index
Topical indices	COVID open-up
	COVID lockdown
	COVID anti-vaccines

Product description: GeoPredictors

- For all English, Scottish, Welsh and Northern Irish postcodes.
- Census and ONS data with multi-level geographic smoothing to reduce noise, and age-standardisation where appropriate.
- Postcode predictors normally proportions and output area predictors ratios to UK averages.
- Data refresh quarterly. Model rebuild postcode annual, output area 10 yearly

Postcode level predictors	Household income in £pa	1 variable
	House type	4 variables
	Number of living rooms per household	9 variables
	Household size	8 variables
	Household composition	10 variables
	Redivision of NSSeC classification of working age pop ⁿ	11 variables
	Household residents split by age	8 variables
	Marital Status of Household Reference Person	4 variables
	Economic Activity of working age pop ⁿ	4 variables
	Property density	3 variables
Output Area level predictors (provided for each postcode)	Population split by age	15 variables
	Household car and van availability	3 variables
	Country of Birth	12 variables
	Communal population within area	8 variables
	Self-reported Disability split by sex and age	84 variables
	Economic Activity of working age pop ⁿ split by sex	18 variables
	Ethnicity	10 variables
	Self-reported Health split by sex and age	140 variables
	Household reference person, plus communal values	14 variables
	Industrial Sector of working age pop ⁿ split by sex	18 variables
	Lone parent and employment status	4 variables
	Marital Status of Household Reference Person	5 variables
	Redivision of NSSeC classification of working age pop ⁿ split by sex	22 variables
	OAC's Output Area Classification (supergroup level) split by sex	8 variables
	SOC 2010 main occupation categories of working pop ⁿ split by sex	18 variables
	Highest qualification aged 16+	5 variables
	Persons per room	3 variables
	Social-Economic Groups (SEGs) I to V	7 variables
	Type of housing tenure	3 variables