

GeoIndex

July 2026

What is GeoIndex?

GeoIndex is a simple, postcode-level snapshot that shows what life looks like in any local area - financially, socially and in terms of health. It gives organisations an easy way to understand the communities they serve, without using any personal data.

Each postcode receives 13 scores (from 1 to 100) that summarise three key areas: Money, Health, and Society.

What Information Can It Give?

Money	Health	Society
A sense of the financial situation in the area: • Income levels • Wealth levels • Mortgage debt	A picture of local wellbeing: • Smoking and obesity levels • General health and disability • Relative likelihood of dying	How people in the area tend to think & engage: • Support for green issues • Cultural openness • International outlook • Civic engagement (e-petition participation)
These indicators help you understand spending power, financial stability and economic pressure.	Useful for planning support services, wellbeing programmes or identifying vulnerable communities.	Helpful for shaping messaging, campaigns and community engagement.

Why Use GeoIndex?

GeoIndex is especially useful for charities, local organisations, councils, health projects and small businesses who want reliable insight without complexity.

For example, GeoIndex can help to:

- Understand your audience quickly
- Plan services and outreach more effectively
- Target campaigns to the right neighbourhoods
- Support funding bids with clear evidence
- Improve marketing and communications
- Make data-informed decisions without needing personal data

GeoIndex Is Part Of A Bigger Picture

GeoIndex is the starting point for More Metrics' wider data tools:

- **GeoMoney** (detailed financial insight)
- **GeoHealth** (in-depth health and wellbeing data)
- **GeoSociety** (attitudes, values and engagement)

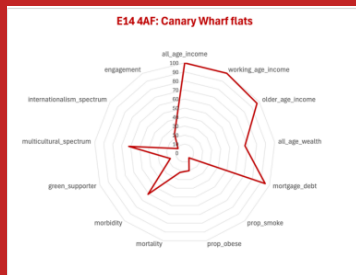
Together, they help organisations build a full understanding of the communities they work with.

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“More Metrics have not only developed a cutting edge set of geo-variables but have combined this with deep data science skills. The result is a service that adds a valuable additional dimension for marketers looking to understand more about their prospects and customers.”

— **Julian Berry** - Unifida

Examples Of GeoIndex In Action

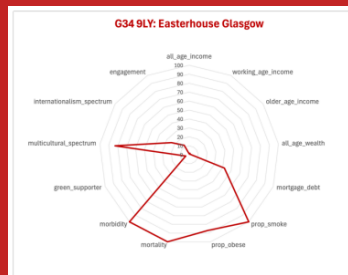


Flats in Canary Wharf

Inhibited by the highest income people working to accommodate their wealth, despite large mortgages.

They are not obese, and have very good mortality rates. Nevertheless, they suffer debilitating illnesses.

Have little time for other interests.

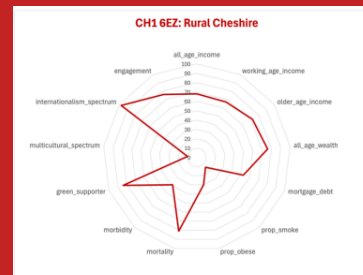


Glasgow housing

This area is at the other end of the income and wealth spectrum.

Poor, they turn to food and cigarettes, and get the worse health rates in return.

The need to survive leaves little time to engage in bigger issues, only local issues such as multiculturalism



Rural Cheshire

Set in rural Cheshire, this postcode has moderate income and wealth.

Moderate health is supported by low obesity and smoking rate.

They support green and international issues, but multiculturalism passes them by.



Ready to learn more? Get in touch.



If you'd like to explore how More Metrics can support your organisation, we'd love to hear from you. Whether you have a quick question or want to understand how our data could fit into your work, simply get in touch using the form below.

More Metrics can walk you through any aspect of our products - from how our models are built, to the practical steps for accessing our data directly or via one of our distribution partners. We work closely with leading data companies including **REaD Group** and **Doorda**, so if you already use a data provider, you can ask them whether they supply More Metrics datasets.

info@moremetrics.com