

GeoHealth

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What is GeoHealth?

GeoHealth provides detailed postcode-level insight into mortality, morbidity and lifestyle health factors, helping organisations understand the wellbeing and vulnerability of local communities.

All data is non-PII and built from trusted public sources, making it safe, reliable and easy to use.

What Does GeoHealth Measure?

Mortality &

Morbidity

- **Standardised Mortality Ratios (SMR)**

SMR compares the observed number of deaths in a specific sex and age band with the number expected if that group had the same age-specific mortality rates as the standard population.

- **Self-reported health and disability**

Captured through the national Census, reflecting long-term conditions and day-to-day limitations.

Lifestyle Health

Factors

- **Smoking propensity**

Self-reported to a clinician (not insurance-related) that an individual smokes any form of tobacco.

- **Obesity propensity**

Clinically obese, typically defined as a Body Mass Index (BMI) over 30 for most ages.

Life Expectancy & Biological Age

GeoHealth provides life expectancy and biological age estimates **for each age from 18 to 80**, by sex, offering a deeper understanding of long-term health outcomes and ageing patterns.

How The Data Is Structured

1. Health & Lifestyle by Sex and Age Band

GeoHealthPostcodeSex_AgeBand

- Keyed by postcode, sex, age band and production date
- Ideal for modelling, segmentation and targeted health interventions

GeoHealthPostcodeSexAgeBandFlat

- A simplified version keyed only by postcode and production date
- Designed for quick postcode-level reporting

Most_Recent versions

- Provide the latest production date only
- Include mortality, morbidity and lifestyle health factors

2. Life Expectancy & Biological Age

GeoHealthPostcodeSex_Age

- Keyed by postcode, sex, age and production date
- Includes life expectancy and biological age for ages 18–80

Most_Recent version

- Delivers the latest available data instantly

Why Organisations Use GeoHealth

- Identify vulnerable or high-risk communities
- Support health and wellbeing programmes

- Strengthen funding bids with clear evidence
- Plan targeted outreach or preventative campaigns
- Enhance segmentation with reliable health insight

GeoHealth is particularly valuable for charities, local authorities, health organisations, insurers and any business that needs a clear understanding of local health patterns.

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.

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