

GeoIndex

Snapshots by postcode

Insights from GeoMoney, GeoHealth and GeoSociety

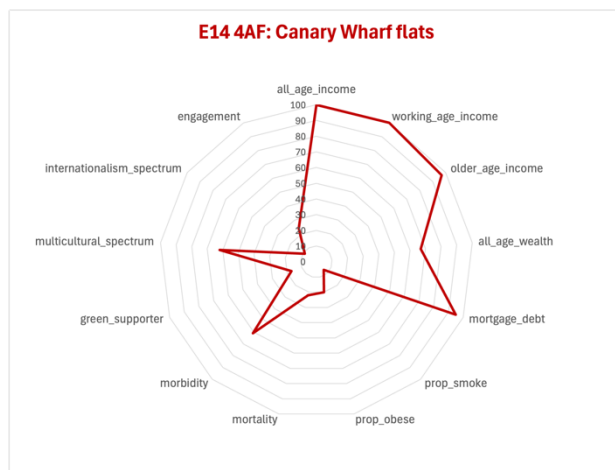
A handful of variables provide a rich and revealing view of the residents in each postcode.

- Income (All / Working / Older age)
- Wealth
- Mortgage Debt
- Propensity to be Obese
- Propensity to Smoke
- Mortality
- Morbidity
- Green index
- Cultural values
- Internationalism
- Engagement (on key national issues)

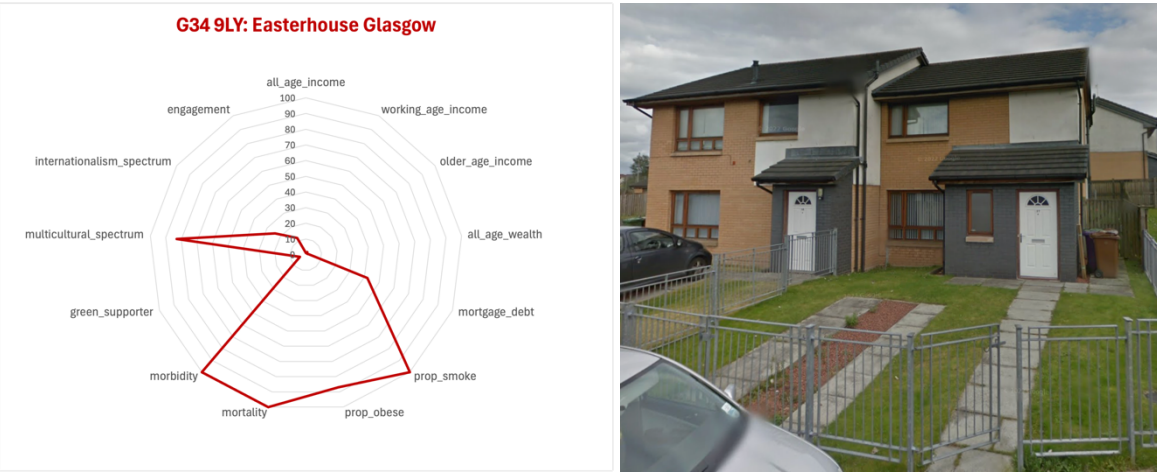
Each variable is indexed from 1 to 100 and mapped at postcode with 100% coverage and GDPR-compliant as derived from non-PII data.

Seeing is believing

E14 4AF are flats in Canary Wharf inhabited by the highest income people working to accumulate their wealth, despite their large mortgages. They are not obese nor smoke, and have very good mortality rates. They suffer debilitating illnesses nonetheless. They have little time for other interests.



G34 9LY in Glasgow 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.



CH16EZ in rural Cheshire 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.



SW11 5TD in the leafy London suburbs shows a generally well-off and engaged aspect, though perhaps the stress of London life is not as healthy as desirable.

