

GeoLocal

July 2026

Geographic & Administrative Lookup for Every UK Postcode

What is GeoLocal?

GeoLocal provides essential **geographic, administrative and statistical lookup data** for residential and small-business postcodes across the UK. It includes coordinates, census area codes, Output Area Classification (OAC) groups and country/region identifiers.

This dataset supports mapping, segmentation, location analysis and integration with other Geo products.

What Does GeoLocal Measure?

GeoLocal measures **where a postcode is, how it is officially classified, and how it connects to national statistical and administrative geographies.**

It includes:

- Postcode formats (standard, extended and PCDS versions)
- Geographic coordinates (latitude, longitude, OS Easting/Northing)
- Postcode introduction date
- Grid reference status
- Census geography (2011 & 2021 OA, LSOA, MSOA)
- Output Area Classification (OAC11)
- Country, region and county identifiers

How The Data Is Structured

GeoLocalResidentialPostcode

A **free lookup table**, keyed by postcode, containing the **most recent quarterly data**.

It provides:

- Standardised postcode formats
- Geographic coordinates
- Census area lookups
- OAC11 classification
- Country, region and county identifiers

Further detail on the ONS **Output Area Classification 2011 (OAC11)** can be found in their published *Pen Portraits*.

Why Organisations Use GeoLocal

Organisations use GeoLocal because it provides the essential geographic and administrative foundations needed to understand where people live, how areas are structured, and how postcodes link to official statistical boundaries.

GeoLocal supports organisations to:

- Map and analyse locations using accurate coordinates and grid references
- Connect postcodes to census areas (OA, LSOA, MSOA) for deeper demographic insight
- Integrate postcode data with other Geo products for richer segmentation
- Understand administrative boundaries such as country, region and county
- Work with OAC11 classifications to identify neighbourhood types

- Improve targeting and planning for services, outreach, marketing and operations
- Ensure data quality and consistency with standardised postcode formats

GeoLocal is widely used by charities, local authorities, analysts, marketers and organisations that rely on accurate postcode-level geography to support decision-making.

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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