

GeoSociety

July 2026

Attitudinal Insight for Every UK Postcode

What is GeoSociety?

GeoSociety provides postcode-level attitudinal insight, helping organisations understand how communities think, behave and engage with social, cultural and political issues.

It includes charitable giving propensity and 18 attitudinal indices and spectrums covering green values, cultural openness, internationalism, political leanings and welfare concerns.

All data is non-PII and modelled from trusted public sources, giving organisations an accurate view of local sentiment.

What Does GeoSociety Measure?

Charitable Giving

Propensity to give to charity (ages 65+)

Modelled at household, postcode, OA or LSOA level depending on data availability

18 Attitudinal Indices & Spectrums

Covering:

- Cultural and identity support
- Green and environmental values
- Internationalism and global outlook
- Political leanings (economic and social)
- Welfare and compassion indicators

Each variable is scored **1–100**, where 1 indicates low support and 100 indicates high support.

How The Data Is Structured

GeoSociety_Postcode

A lookup table keyed by:

- **Postcode**
- **Production date**

Includes all attitudinal indices and charitable propensity.

A **Most_Recent** version is available for instant access to the latest production date.

GeoSocietyTopicalPostcode

A lookup table keyed by:

- **Postcode**
- **Index**
- **Production date**

Captures **topical issues** measured for a limited period, ideal for understanding short-term sentiment around emerging events or public conversations.

Why Organisations Use GeoSociety

Organisations use GeoSociety to understand the attitudes, values and social behaviours of communities at postcode level. These insights help them shape communication, engagement and strategy based on what people care about locally.

GeoSociety supports organisations to:

- Shape messaging and campaigns around local attitudes and values
- Improve fundraising and donor targeting using charitable giving propensity
- Strengthen segmentation with behavioural and attitudinal insight
- Understand community sentiment on cultural, environmental, political and welfare issues
- Plan outreach and engagement based on what motivates different neighbourhoods

- Respond to emerging topics through short-term topical indices
- Support strategic decision-making with evidence-based social insight

GeoSociety is particularly valuable for charities, local authorities, community organisations, marketers and any business that needs to understand the people behind the postcode.

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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