

GeoPredictors

July 2026

High-Power Modelling Predictors at Postcode Level

What is GeoPredictors?

GeoPredictors are our most powerful modelling datasets, providing high-resolution predictor variables down to postcode level. They include over 500 predictors at Output Area level and over 60 predictors at postcode level, giving organisations exceptional depth for modelling, segmentation and insight.

Predictors are age-standardised or age/sex-differentiated, ensuring greater accuracy and effectiveness when used in modelling, targeting or analysis.

What Does GeoPredictors Measure?

GeoPredictors cover a wide range of behavioural, demographic, economic and environmental indicators, including:

- Household composition
- Health and wellbeing factors
- Economic activity and employment
- Housing characteristics
- Local environment and accessibility
- Social and community indicators
- Age- and sex-specific behavioural predictors

These predictors provide a rich foundation for modelling outcomes, building segmentation, and enhancing decision-making.

How The Data Is Structured

GeoPredictorsOA11Postcode

A lookup table keyed by **postcode** and **production date**, containing predictors derived from **2011 Output Area** data.

GeoPredictorsOA21Postcode

A lookup table keyed by **postcode** and **production date**, containing predictors derived from **2021 Output Area** data.

GeoPredictors_Postcode

A postcode-level predictor table keyed by **postcode** and **production date**, containing the full set of postcode-specific predictors.

A **Most_Recent** version is also available, providing only the latest production date for quick access.

Why Organisations Use GeoPredictors

Organisations use GeoPredictors because they provide:

- **High-granularity modelling inputs** for predictive analytics
- **Enhanced segmentation** using hundreds of behavioural and demographic indicators
- **Age- and sex-adjusted predictors** for more accurate modelling
- **Consistent postcode-level insight** across the UK
- **A powerful foundation** for risk scoring, targeting, forecasting and strategic planning

GeoPredictors are widely used by analysts, charities, financial organisations, local authorities and any team needing robust modelling data at postcode level.

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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