

Lifestyle Directory

The Lifestyle Directory consists of sets of census and other open source data age-standardised and disaggregated to output-area (OA) level. Age-standardisation prevents the age profile of the OA masking underlying factors overwhelming other factors.

Using the Lifestyle Directory enables Insight and Analysis teams to concentrate on delivering results, rather than spending time on producing and validating intermediate data.

This paper provides a brief overview of The Lifestyle Directory datasets, their production and uses.

The Lifestyle Directory datasets

The Lifestyle Directory includes a range of pre-prepared datasets which are based on Census and other open source data. These are age standardised or age banded and split by sex where appropriate:

- Output Area Category
- Marital Status
- Smoker Status
- Obesity
- Health
- Economic Activity
- Occupation
- Highest Qualification
- Household
- Ethnicity

Datasets are provided at output area as standard, matching to postcode and local nearest neighbour smoothing can be provided if required.

Additional datasets can be produced on request from data available at a higher statistical output-area level, or administrative area level. Datasets will be at output area, and effectiveness statistics provided.

The Lifestyle Directory methodology

The Lifestyle Directory uses a proprietary methodology based on disaggregation with local-area smoothing.

Using the Lifestyle Directory

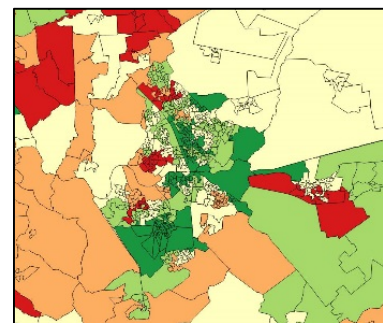
The Lifestyle Directory is available from our strategic partner the REaD Group. Bulk data can be transferred using a compliant FTP site, whilst real-time individual calls can be made via an API link.

Insight

Insight teams can use the data directly to analyse customer profiles by geography. This can be used by marketers for prospecting, or for risk-profiling of applicants.

Model parameters

The Lifestyle Directory datasets can be evaluated by data analysis teams as potential model predictors alongside their proprietary data and other commercial data for incorporation in their in-house models.



moremetrics

More Metrics provides UK demographic and lifestyle data. Our geo-sourced data is GDPR-compliant and available through our Geo Range tagged by postcode, or our Solo Range tagged by individual. Bespoke data development is also available.

REaD Group

More Metric's data is available from the REaD Group. REaD Group is the UK's leading independent data communications agency.

Contact Nigel.Bradshaw@MoreMetrics.co.uk for further details.