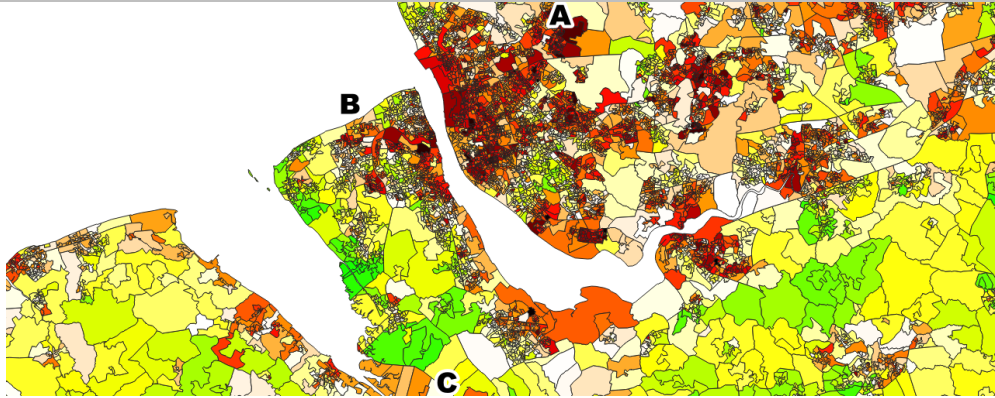
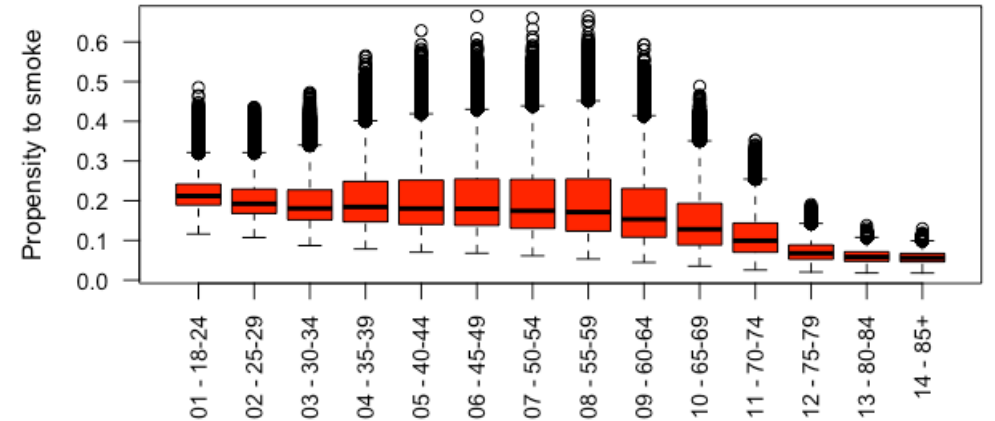


Data Set	Propensity to Smoke																																											
MM Code	50001	Methodology	MM SAE	Latest version	31/10/2018																																							
Description	Propensity to smoke tobacco																																											
Geography	UK (England, Wales, Scotland, Northern Ireland)																																											
Uses	Marketing, sales, insurance pricing, reporting. Not when subject to race discrimination legislation (refer to MM)																																											
GDPR status	Not Individual Personalised Data. No Individual Personalised Data used to produce it.																																											
Source data	PHE Statistics		Predictor data	Full MM 2011 set																																								
Keys (3)	Output Areas 2011, Sex, AgeBand1 (18-24, then 5 yearly to 85+)																																											
Data (1)	PropSmoke (0.000-1.0000)																																											
Formats	50001.01.R	Relational on all 3 keys (6,504,288 x 4)																																										
	50001.01.OA.Age	Keyed on OA11 and AgeBand1 (3,252,144 x 4)																																										
	50001.01.OA	Keyed just on OA11 (232,296 x 29)																																										
Example data	<table border="1"> <thead> <tr> <th rowspan="2">On map</th> <th colspan="7">Props for Age Bands</th> </tr> <tr> <th>18-24</th> <th>30-34</th> <th>40-44</th> <th>50-54</th> <th>60-64</th> <th>70-74</th> <th>80-84</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>0.3183</td> <td>0.3093</td> <td>0.3797</td> <td>0.3913</td> <td>0.3618</td> <td>0.2265</td> <td>0.0874</td> </tr> <tr> <td>B</td> <td>0.1812</td> <td>0.1793</td> <td>0.1910</td> <td>0.1910</td> <td>0.1712</td> <td>0.1147</td> <td>0.0701</td> </tr> <tr> <td>C</td> <td>0.1719</td> <td>0.1322</td> <td>0.1282</td> <td>0.1114</td> <td>0.0797</td> <td>0.0532</td> <td>0.0447</td> </tr> </tbody> </table>					On map	Props for Age Bands							18-24	30-34	40-44	50-54	60-64	70-74	80-84	A	0.3183	0.3093	0.3797	0.3913	0.3618	0.2265	0.0874	B	0.1812	0.1793	0.1910	0.1910	0.1712	0.1147	0.0701	C	0.1719	0.1322	0.1282	0.1114	0.0797	0.0532	0.0447
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Geographic spread	<p>Liverpool, Wirral and surrounds</p> <p>Female</p> <p>60-64</p> 																																											
Data value spread	 <p>Legend:</p> <ul style="list-style-type: none"> Outliers Maximum Upper quartile Median 																																											

OA11 key	For use of Postcode to provide >99.8% match to OA11 key refer to Data Sheet 20001 Postcode to OA11.
Notes	This information is derived from a model built on target open source data provided by Public Health England and More Metrics predictor variables. As the predictor variables are UK-wide we have been able to score it across the UK.
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