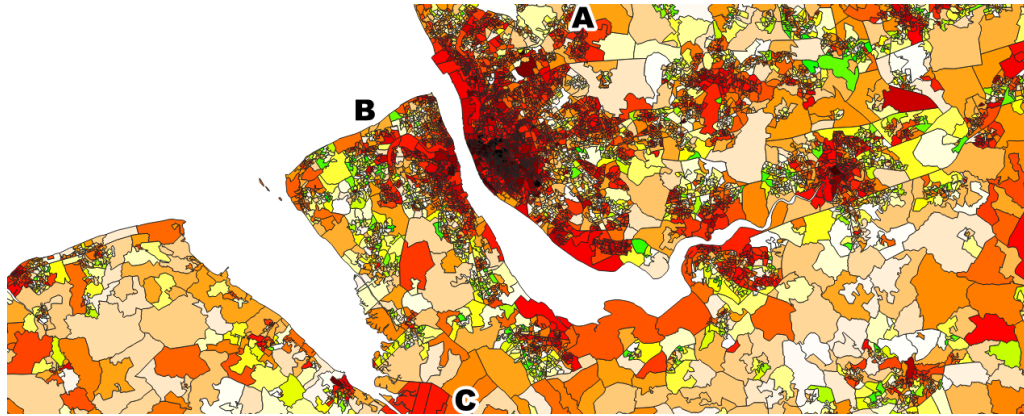
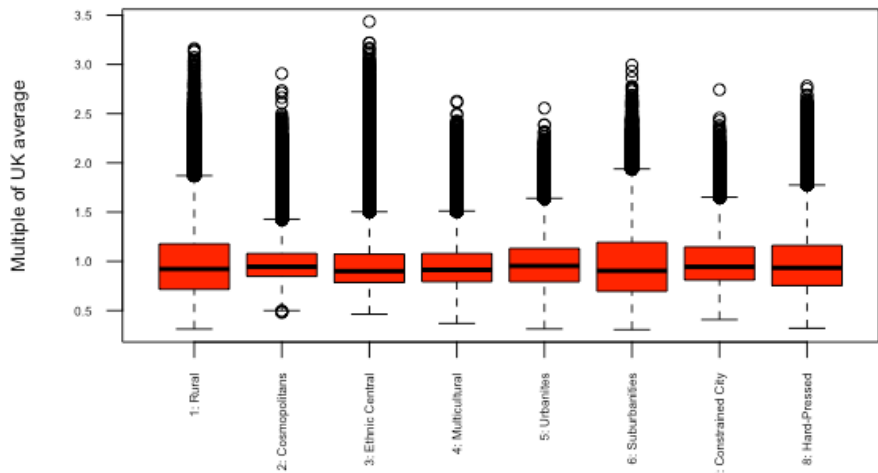


Data Set	Output Area Classification (OAC)					
MM Code	30017	Methodology	MM SAE	Latest version	14/08/2018	
Description	OAC's Output Area Classification					
Geography	UK (England, Wales, Scotland, Northern Ireland)					
Uses	Marketing, sales, reporting. Not when subject to race discrimination legislation (refer to MM)					
GDPR status	Not Individual Personalised Data. No Individual Personalised Data used to produce it.					
Source data	2011 OAC Clusters and Names		Predictor data	Full MM 2011 set		
Keys (2)	Output Areas 2011, OAC (see code below)					
Data (1)	SPR					
Format	30017.01.R	Relational on all keys (1,858,368 x 3)				
	30017.01.OA	Relational on single key (232,296 x 9)				
Example data	On map	SPRs				
		Cosmopolitans	Multicultural Metropolitans	Suburbanites	Hard-Pressed Living	
		A	0.9382	1.0005	0.8194	1.3818
		B	1.0046	1.0926	1.1886	1.3327
C	0.8530	0.8318	1.0326	0.8666		
Geographic spread	<p>Liverpool, Wirral and surrounds</p> <p>Suburbanites</p> 					
Data value spread	 <p>Multiple of UK average</p> <p>1: Rural</p> <p>2: Cosmopolitans</p> <p>3: Ethnic Central</p> <p>4: Multicultural</p> <p>5: Urbanites</p> <p>6: Suburbanites</p> <p>7: Constrained City</p> <p>8: Hard-Pressed</p> <p>Outliers</p> <p>Maximum</p> <p>Upper quartile</p> <p>Median</p>					

Industrial sector coding	01	Rural Residents
	02	Cosmopolitans
	03	Ethnicity Central
	04	Multicultural Metropolitans
	05	Urbanites
	06	Suburbanites
	07	Constrained City Dwellers
	08	Hard-Pressed Living
OA11 key	For use of Postcode to provide >99.8% match to OA11 key refer to Data Sheet 20001 Postcode to OA11.	
Notes	<p>The 2011 OAC was created through collaboration between the Office for National Statistics (ONS) and University College London (UCL).</p> <p>The 2011 OAC is a three-tiered hierarchical geodemographic classification of the UK built using only 2011 UK Census data at the Output Area / Small Area level. It consists of 8 Supergroups, 26 Groups and 76 Subgroups.</p> <p>The MM OAC data uses the SuperGroups.</p>	
Copyright	<p>This data is © copyright More Metrics Ltd 2017.</p> <p>It may contain data provided by National Records of Scotland (Crown Copyright, OGL), Northern Ireland, Statistics and Research Agency (Crown Copyright, OGL), Office of National Statistics (Crown Copyright, OGL).</p> <p>Any maps presented here may contain data provided by OpenStreetMap (Copyright OSM contributors, CC-BY) or Ordnance Survey (Crown Copyright & Database right, OGL)</p> <p>Full licence attributions are on the More Metrics website.</p>	