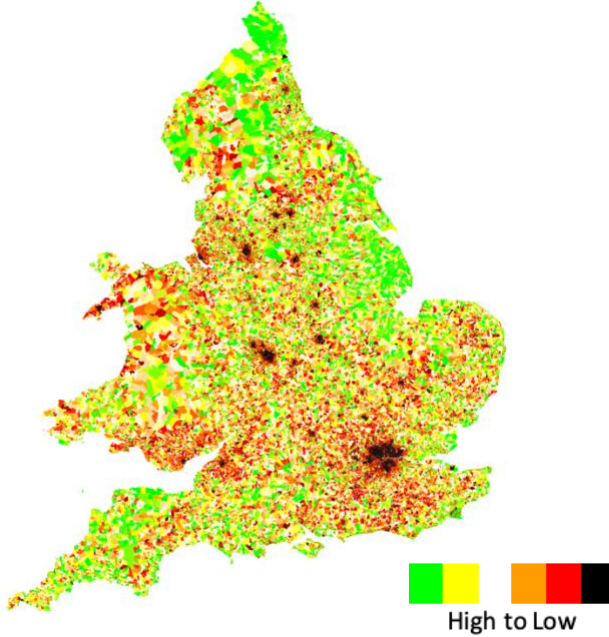
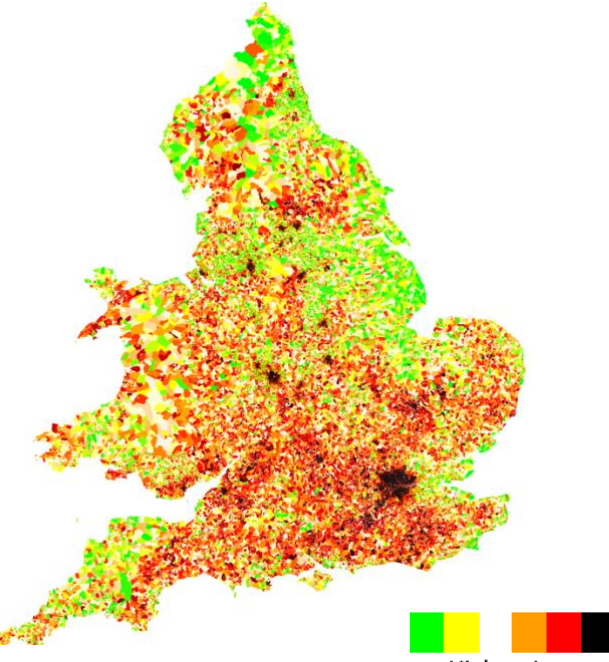


Data Set	GeoSociety: BBC			
MM Code	80000 series	Methodology	MM SAE	Latest version 15/02/2020
Description	A set of models that show which locations are interested in BBC issues, broken down into specific topics.			
Geography	UK (England, Wales, Scotland, Northern Ireland)			
Uses	Marketing, sales, insurance 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	UK Government Petitions 2017-2019	Predictor data	Full MM 2011 set	
Key (1)	Output Areas 2011			
Data (5)	Values of interest in each topic (modelled across UK and within each Home Country), percentile of UK interest (1 low to 100 high), and the rank (1 lowest interest to 60 highest) of each topic against the other topics. GeoSociety predictors have also been added to the GeoPredictor datasets.			
Formats	Data can be provided per theme, topic, data value or in total.			
Data values	For interpretation and use of GeoSociety data values refer to Data Sheet 80000: GeoSociety Data.			
OA11 key	For use of Postcode to provide >99.8% match to OA11 key refer to Data Sheet 20001: Postcode to OA11.			
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C001	Concerned about the BBC
Identify locations where people are concerned about the power of the BBC	
 <p style="text-align: center;">High to Low</p>	<p>Petitions used</p> <ul style="list-style-type: none"> • Public inquiry into the bias in the BBC • Revoke the BBC’s Royal Charter

C002	Abolish the TV Licence
Identify locations where people are interested in abolishing the TV Licence.	
 <p style="text-align: center;">High to Low</p>	<p>Petitions used</p> <ul style="list-style-type: none"> • Abolish the TV Licence • Abolish TV Licence • Abolish the BBC television licence.