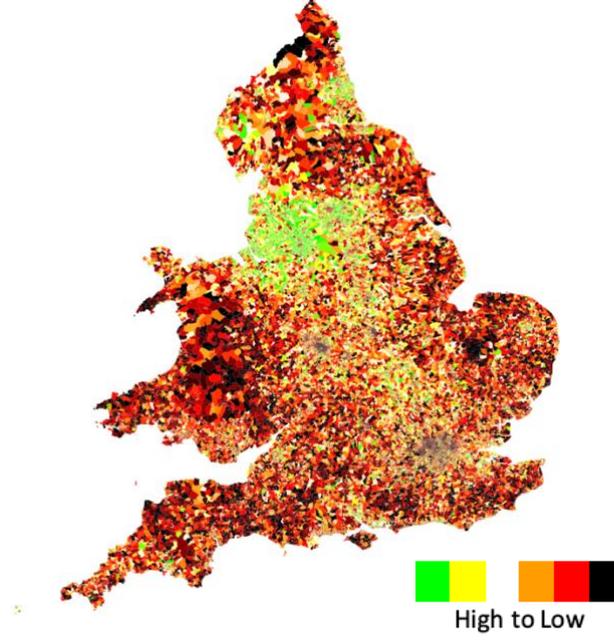
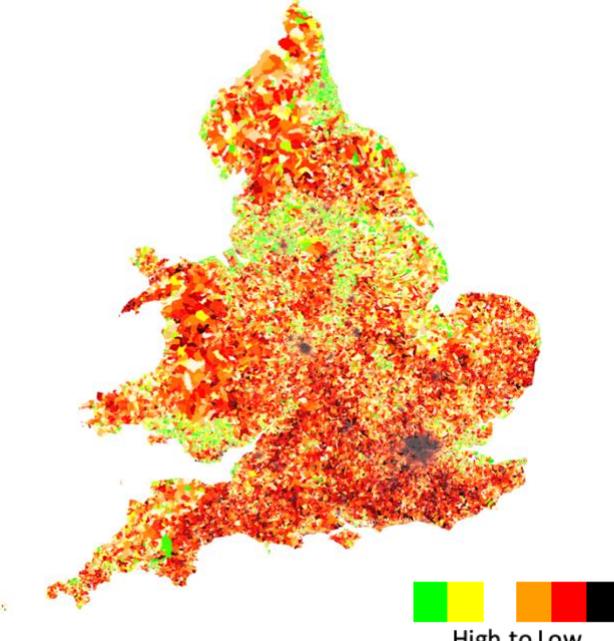
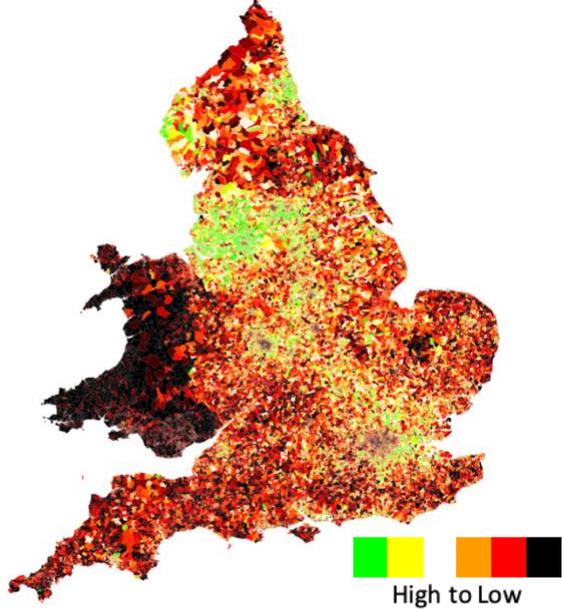
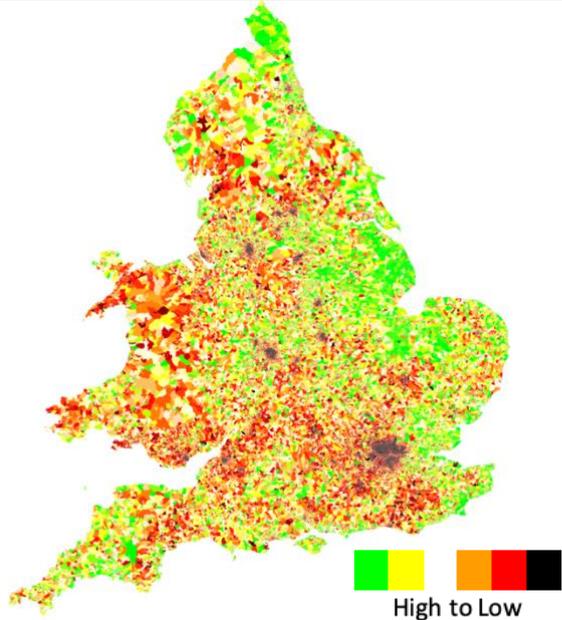


Data Set	<b>GeoSociety: Culture Sport</b>			
<b>MM Code</b>	80000 series	<b>Methodology</b>	MM SAE	<b>Latest version</b> 15/02/2020
<b>Description</b>	A set of models that show which locations are interested in Cultural and Sporting issues, broken down into specific topics.			
<b>Geography</b>	UK (England, Wales, Scotland, Northern Ireland)			
<b>Uses</b>	Marketing, sales, insurance pricing, reporting. Not when subject to race discrimination legislation (refer to MM)			
<b>GDPR status</b>	Not Individual Personalised Data. No Individual Personalised Data used to produce it.			
<b>Source data</b>	UK Government Petitions 2017-2019	<b>Predictor data</b>	Full MM 2011 set	
<b>Key (1)</b>	Output Areas 2011			
<b>Data (5)</b>	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.			
<b>Formats</b>	Data can be provided per theme, topic, data value or in total.			
<b>Data values</b>	For interpretation and use of GeoSociety data values refer to Data Sheet 80000: GeoSociety Data.			
<b>OA11 key</b>	For use of Postcode to provide >99.8% match to OA11 key refer to Data Sheet 20001: Postcode to OA11.			
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<b>G001</b>	<b>Concern about Big Event Access and Safety</b>
Identify locations where people are concerned about big event access and safety.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Change the law to ban the resale of tickets for more than their face value</li> <li>• Metal detectors / bag searches obligatory safety measure for big public venues</li> </ul>

<b>G002</b>	<b>Control Fireworks</b>
Identify locations where people are concerned about the use of fireworks.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Ban the use of fireworks unless it's a controlled and / or organised event</li> <li>• Change the laws governing the use of fireworks to include a ban on public use</li> <li>• Ban the sale of fireworks to the public. Displays for licenced venues only.</li> <li>• Ban fireworks for general sale to the public.</li> <li>• All venues that hold firework displays to be licenced</li> </ul>

<b>G003</b>	<b>Football focused</b>
Identify locations where people are interested in events to do with football.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• If England win the world cup the Monday should be made a bank holiday for 2018</li> <li>• The Government must introduce an independent regulator for English football</li> <li>• Allow Premier League and Championship football clubs to introduce safe standing</li> <li>• Impose 5% levy on the Premier League's broadcasting rights back into grassroots</li> </ul>

<b>G004</b>	<b>Remember WW2</b>
Identify locations where people are interested in remembering WW2 events.	
	<p><b>Petitions used</b></p> <ul style="list-style-type: none"> <li>• Save Local Remembrance Sunday Parades</li> <li>• Establish a national day commemorating the significance of 15th August 1945.</li> <li>• Fund and support a monument to the POLISH PILOT HEROES of the Battle of Britain.</li> </ul>