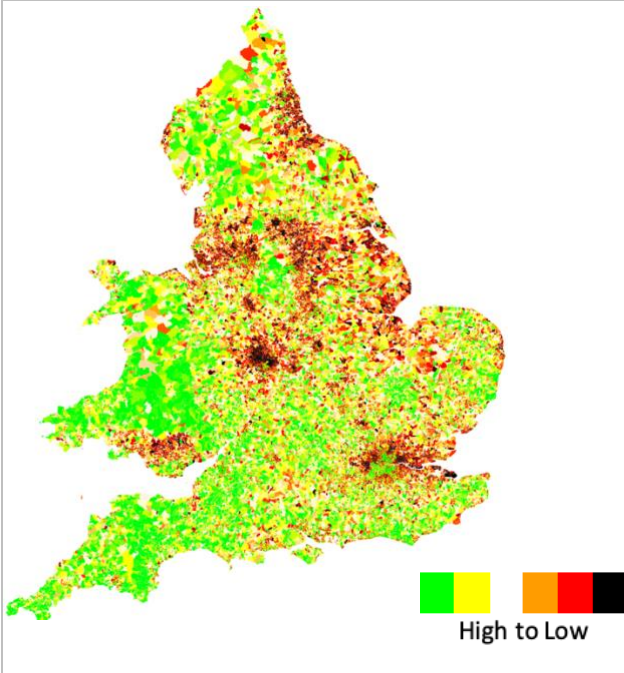
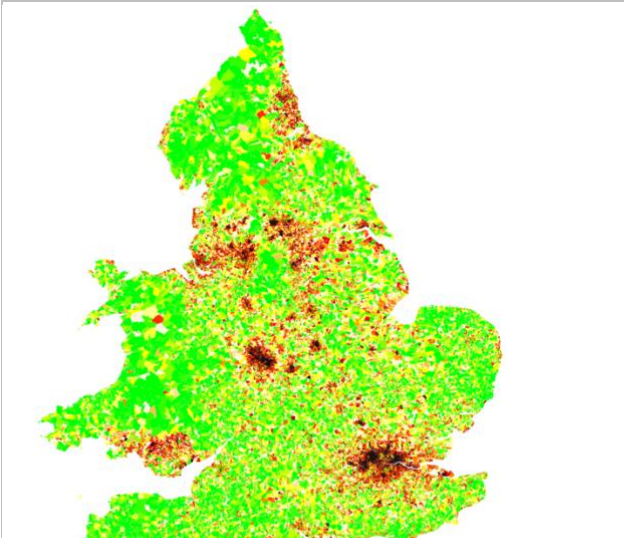
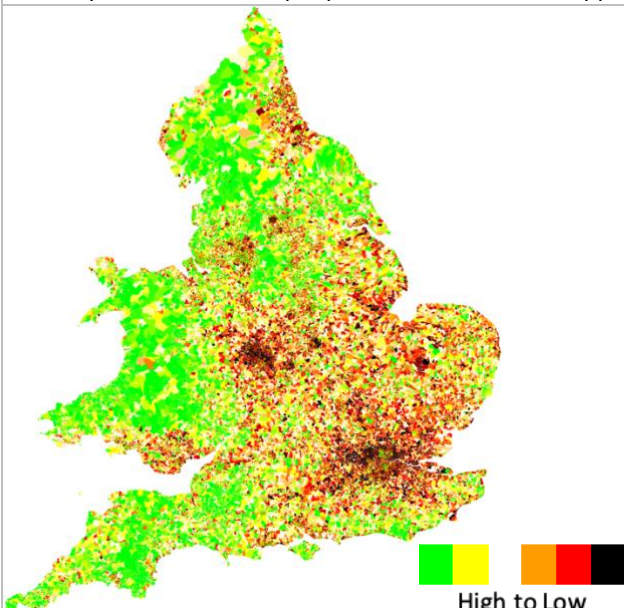


Data Set	GeoSociety: Environment			
MM Code	80000 series	Methodology	MM SAE	Latest version 15/02/2020
Description	A set of models that show which locations are interested in Environmental issues, broken down into specific topics.			
Geography	UK (England, Wales, Scotland, Northern Ireland)			
Uses	Marketing, 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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<p>I001</p>	<p>Eco Warrior</p>
<p>Identify locations where people are actively involved in preventing damage to the environment.</p>	
 <ul style="list-style-type: none"> • Introduce a 5p charge on single-use plastic straws. • Ban energy-wasting open fridges and freezers in all retail outlets • Help fund the cost of redistributing more edible surplus food to charity. 	<p>Petitions used</p> <ul style="list-style-type: none"> • Make ECOCIDE a UK criminal offence • Convert fossil fuel subsidies into subsidies for renewable energy • Declare a Climate Emergency end fossil fuel use and build community resilience. • Restore nature on a massive scale to help stop climate breakdown • Reduce and end unnecessary single-use plastics • Install microplastic filters on new washing machines as standard • Stop the increase to 20% VAT for the installation of renewable energy sources • Demand the EU & UN sanction Brazil to halt increased deforestation of the Amazon • Ban the use of all non-recyclable and unsustainable food packaging • Require supermarkets to offer a plastic-free option for all their fruit & veg. • Consult with focus groups of young people when creating climate change policy • Ban the sale of products containing unsustainably sourced palm oil in the UK • The UK Government to introduce a ban on all non-recyclable packaging from 2022.

<p>I002</p>	<p>Plant and Land Protection</p>
<p>Identify locations where people are interested in protecting plants and the land.</p>	
	<p>Petitions used</p> <ul style="list-style-type: none"> • Ban peat compost. • Repeal the archaic Weeds Act 1959 to benefit pollinators and wider biodiversity. • Increase the penalty for developers and landowners who remove trees illegally. • Outlaw planning applications that include removal of mature trees or hedgerows. • Ban balloon and sky lantern releases. • Ban balloon and sky / chinese lantern releases. • Cease all new developments on Greenbelt and Greenfield sites across the country. • Amend the 1967 Forestry Act to protect endangered wildlife habitat across the UK

1003	Stop Fracking
Identify locations where people are interested in stopping fracking.	
	Petitions used <ul style="list-style-type: none">• Stop Fracking in the UK• Make Hydraulic Fracturing (Fracking) illegal in the UK