Data Set	GeoSociety: Transport				
MM Code	80000 series	Methodology	MM SAE	Latest version	15/02/2020
Description	A set of models that show which locations are interested in Transport 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.				
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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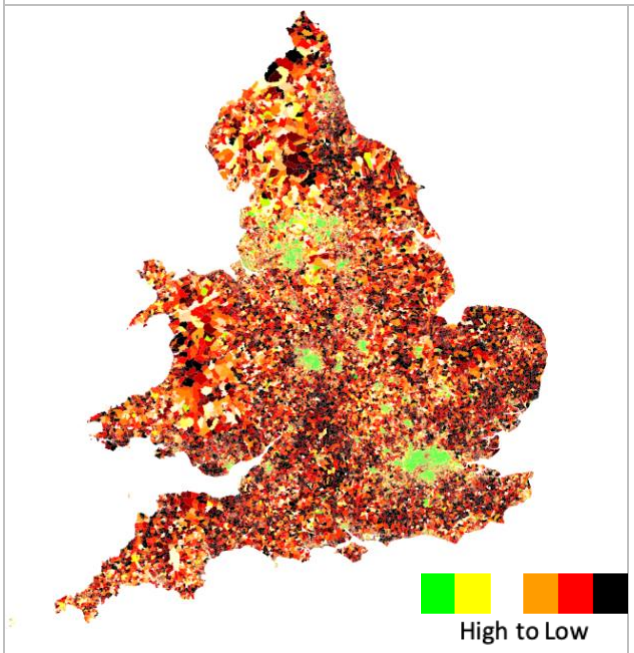
Q002	Transport and Safety Issues

Identify locations where people are interested in transport and safety issues.



Petitions used

- Insurance should be on the car itself instead of the individuals who drive it
- We want a law to ban tyres over 10 years old being used on buses and coaches.
- To create a law for road side safety when recovering vehicles.
- Make it a legal requirement to have a second safety critical person on trains

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