

Catchment Summary - Peacock Newcastle



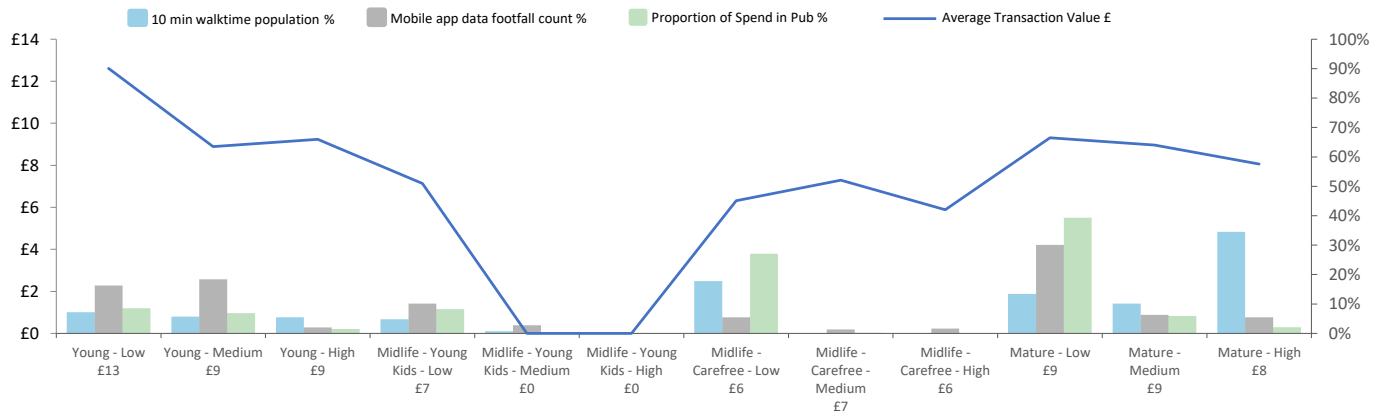
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| Ship To | Name | Postcode | Operator | Segment | Sparsity |
|---------|-------------------|----------|------------------|----------------------|----------|
| 75277 | Peacock Newcastle | NE 3 4TS | Star Pubs & Bars | Family Pub Dining | 6 |



- ★ Pub Sites
- 📍 Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Peacock Newcastle

| | |
|--|-------------------|
| | Over GB Average |
| | Around GB Average |
| | Under GB Average |

*WT= Walktime, **DT= Drivetime

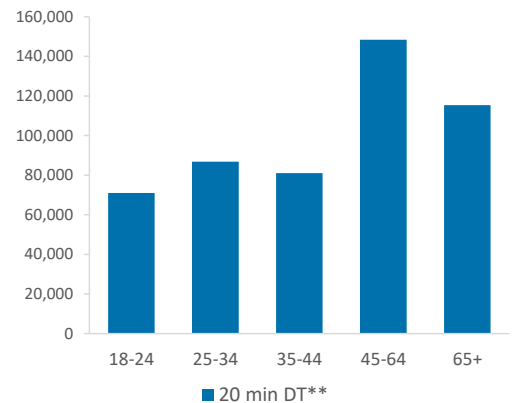
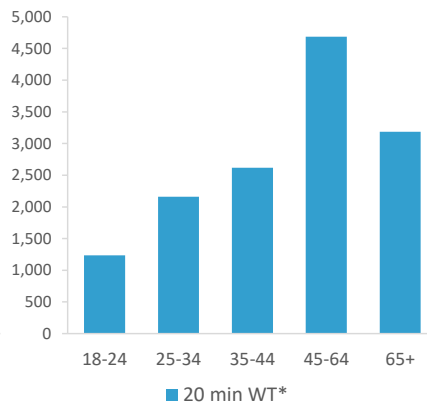
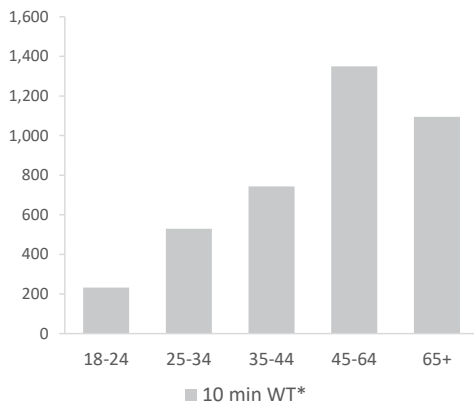
| | Catchment Size (Counts) | | | Index vs GB Average | | |
|--------------------------------|-------------------------|------------|-------------|---------------------|------------|-------------|
| | 10 min WT* | 20 min WT* | 20 min DT** | 10 min WT* | 20 min WT* | 20 min DT** |
| Population | 5,146 | 18,186 | 623,304 | 96 | 98 | 142 |
| Adults 18+ | 3,950 | 13,886 | 502,642 | 88 | 91 | 144 |
| Competition Pubs | 1 | 5 | 609 | 6 | 14 | 146 |
| Adults 18+ per Competition Pub | 3,950 | 2,777 | 825 | 460 | 323 | 96 |
| % Adults Likely to Drink | 78.1% | 76.2% | 76.4% | 102 | 100 | 100 |

Population & Adults 18+ index is based on all pubs

| Affluence | Low | 43.3% | 45.6% | 43.3% | 130 | 137 | 130 |
|-----------|--------|-------|-------|-------|-----|-----|-----|
| | Medium | 16.6% | 17.9% | 36.9% | 43 | 47 | 97 |
| | High | 40.2% | 34.6% | 18.7% | 147 | 127 | 69 |

*Affluence does not include Not Private Households

| Age Profile | 18-24 | 232 | 1,235 | 71,011 | 55 | 83 | 140 |
|-------------|-------|-------|-------|---------|-----|-----|-----|
| | 25-34 | 530 | 2,160 | 86,871 | 77 | 89 | 104 |
| | 35-44 | 743 | 2,619 | 81,002 | 109 | 109 | 98 |
| | 45-64 | 1,350 | 4,686 | 148,396 | 102 | 100 | 93 |
| | 65+ | 1,095 | 3,186 | 115,362 | 111 | 91 | 96 |



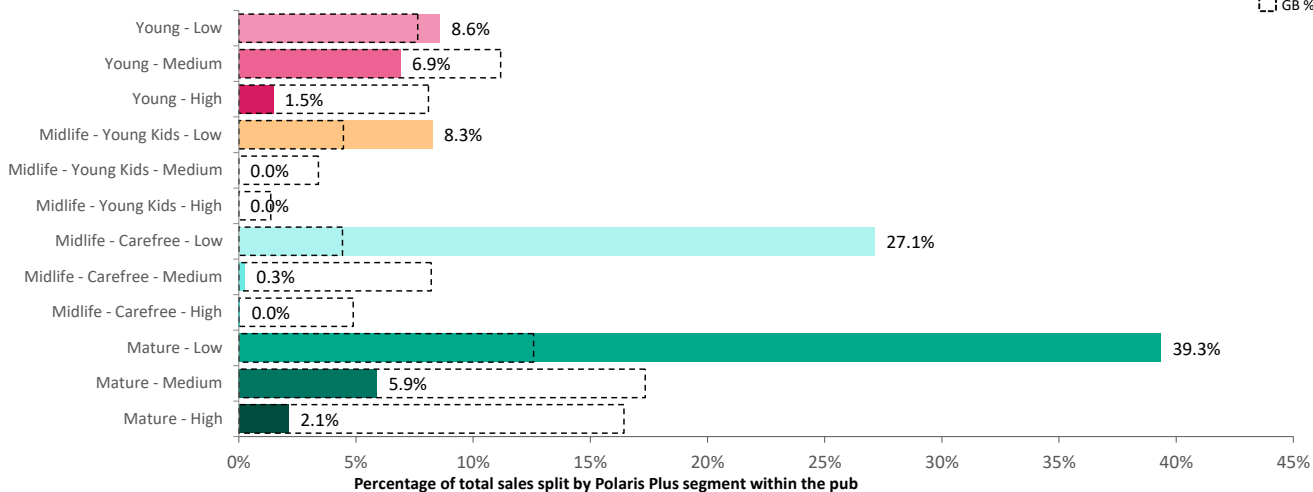
| | | Catchment Size (Counts) | | | Index vs GB Average | | |
|-----------------------|---------------------|-------------------------|-------------|---------------|---------------------|------------|-------------|
| | | 10 min WT* | 20 min WT* | 20 min DT** | 10 min WT* | 20 min WT* | 20 min DT** |
| Gender | Male | 2,457 (48%) | 8,852 (49%) | 306,306 (49%) | 97 | 99 | 100 |
| | Female | 2,689 (52%) | 9,334 (51%) | 316,998 (51%) | 102 | 101 | 100 |
| Economic Status (16+) | Employed: Full-time | 1,389 (34%) | 4,624 (32%) | 170,333 (33%) | 99 | 94 | 96 |
| | Employed: Part-time | 457 (11%) | 1,755 (12%) | 60,839 (12%) | 94 | 103 | 99 |
| | Self employed | 318 (8%) | 1,115 (8%) | 32,400 (6%) | 85 | 84 | 68 |
| | Unemployed | 79 (2%) | 461 (3%) | 15,718 (3%) | 70 | 116 | 110 |
| | Full-time student | 63 (2%) | 310 (2%) | 19,001 (4%) | 65 | 91 | 155 |
| | Retired | 1,040 (26%) | 2,879 (20%) | 107,866 (21%) | 117 | 92 | 95 |
| | Other | 727 (18%) | 3,190 (22%) | 110,301 (21%) | 102 | 128 | 123 |
| Total Worker Count | | 718 | 3,661 | 339,906 | | | |

See the Glossary page for further information on the above variables

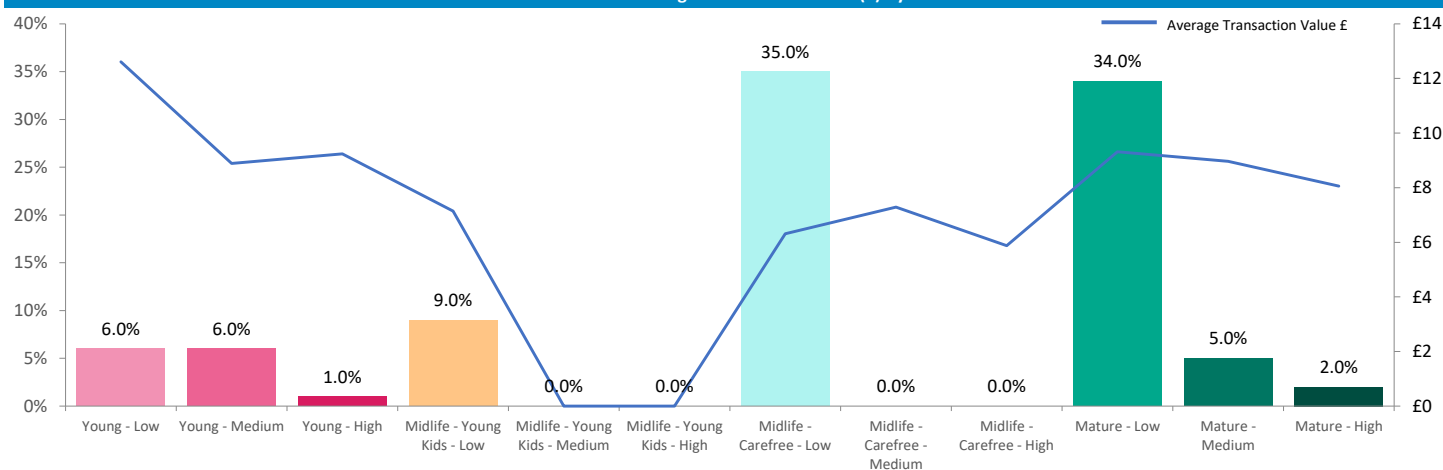
Transactional Data Summary - Peacock Newcastle

Spend by Polaris Plus

GB %

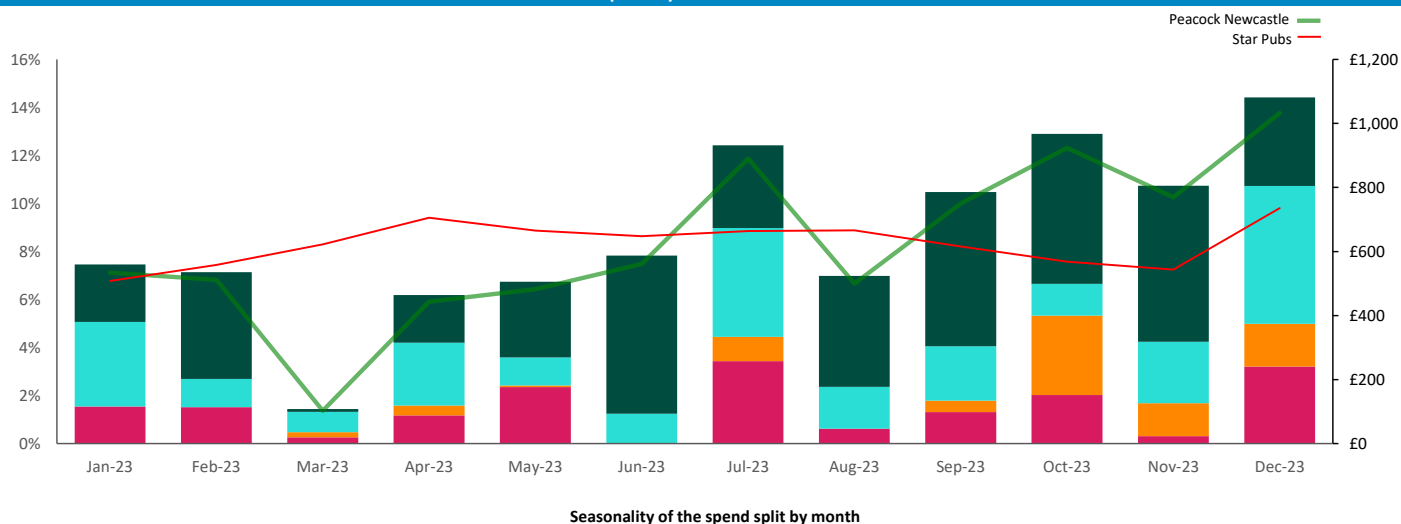


% of Transactions and Average Transaction Values (£) by Polaris Plus



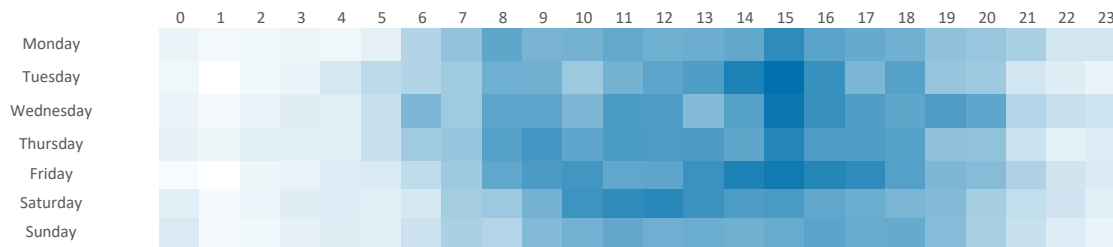
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



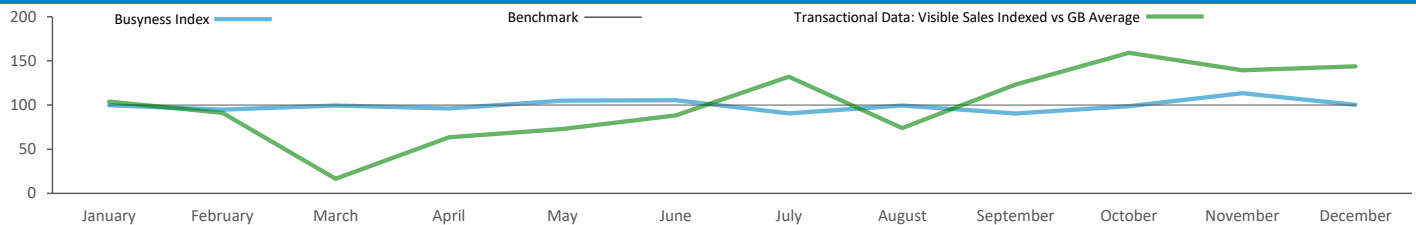
Mobile Data Summary - Peacock Newcastle

Time of Day/Day of Week



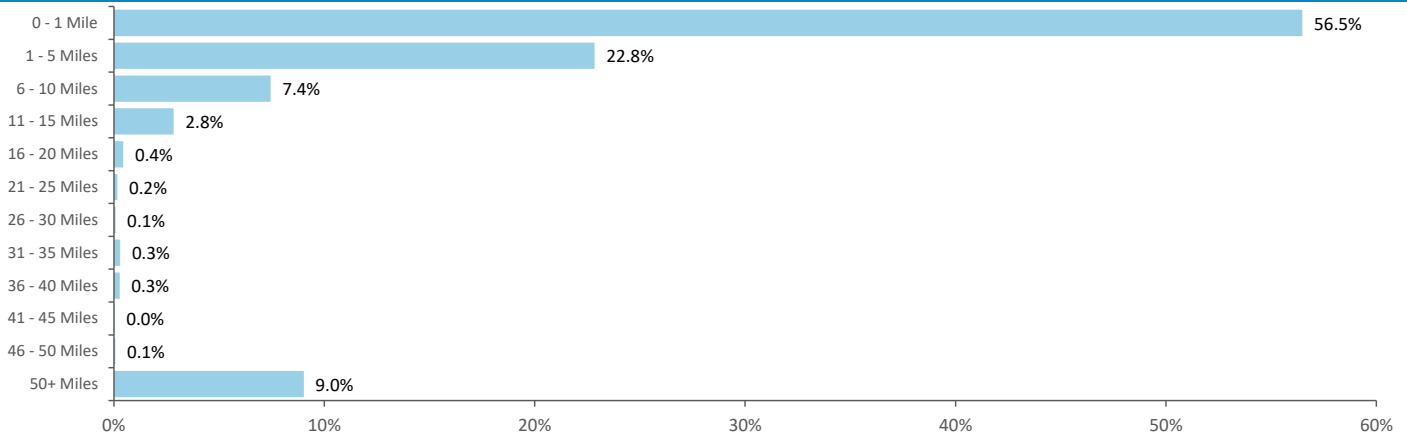
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

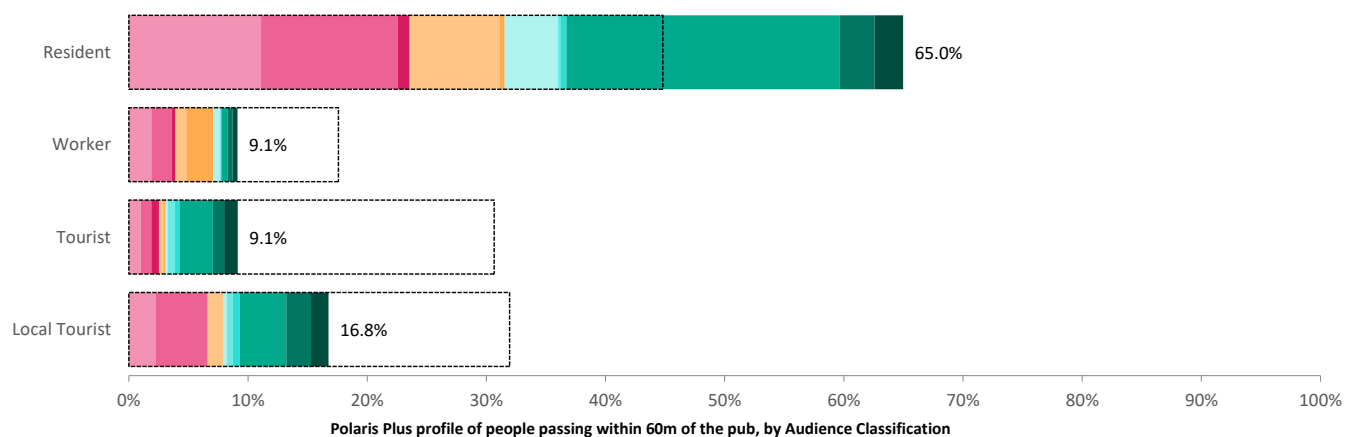
Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

Base: GB

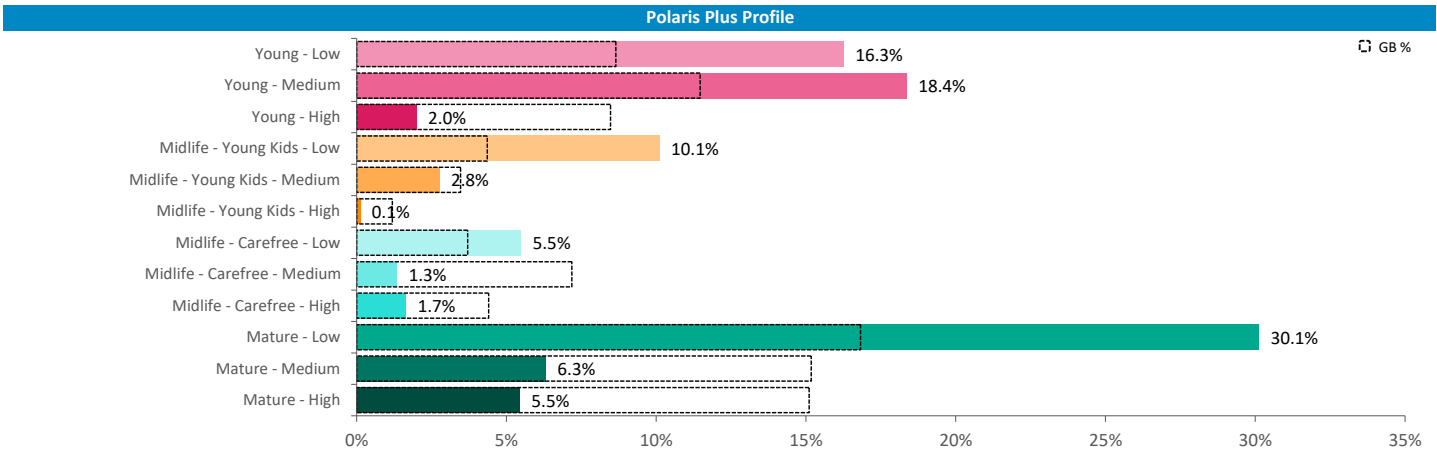


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

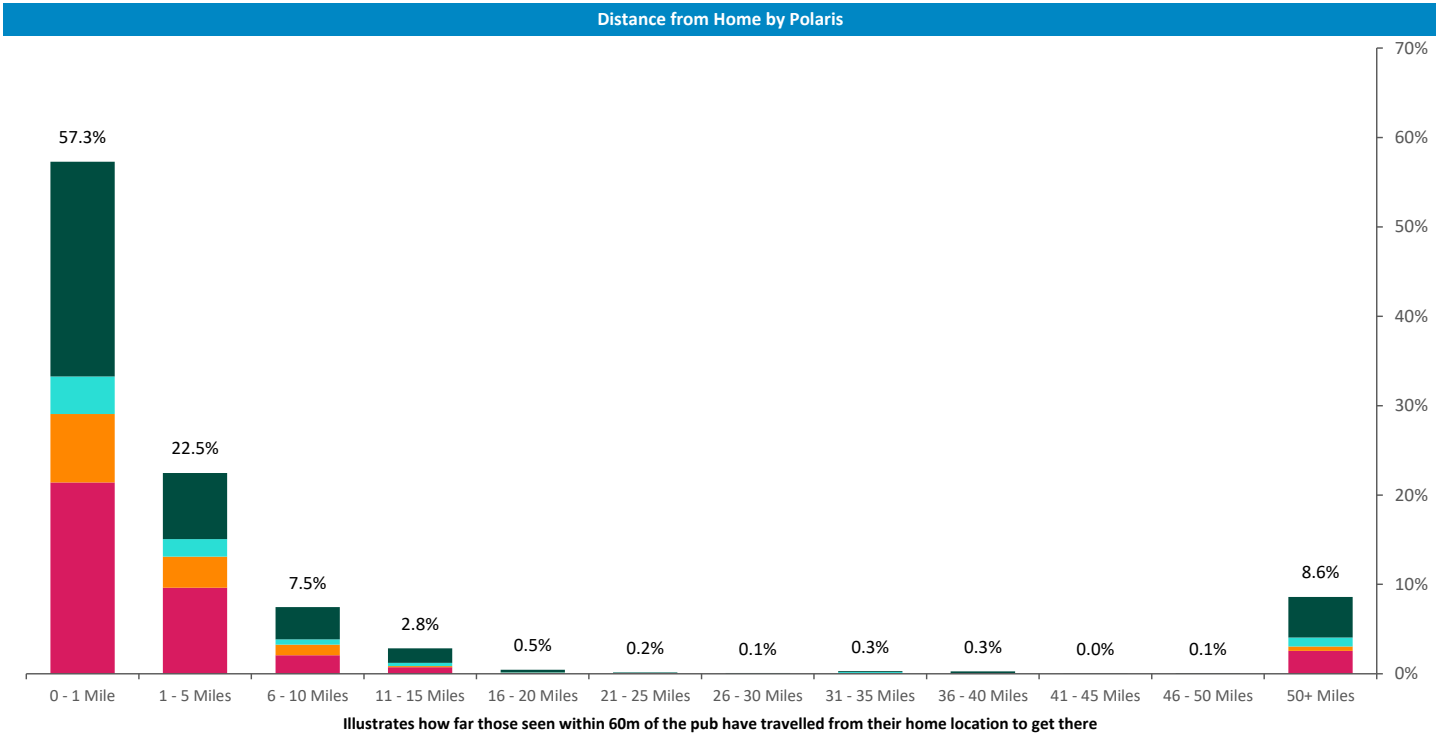
Mobile Data Summary - Peacock Newcastle



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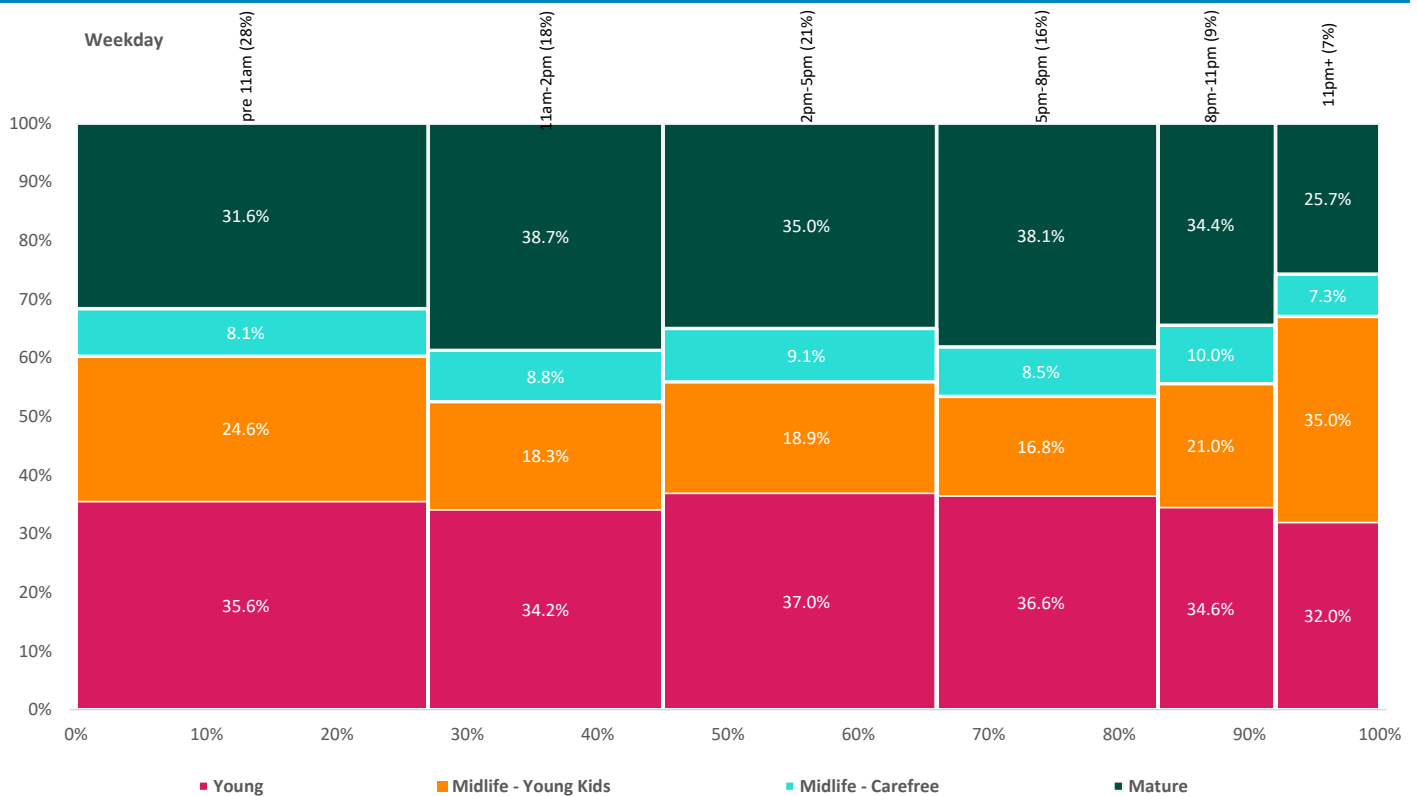


Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

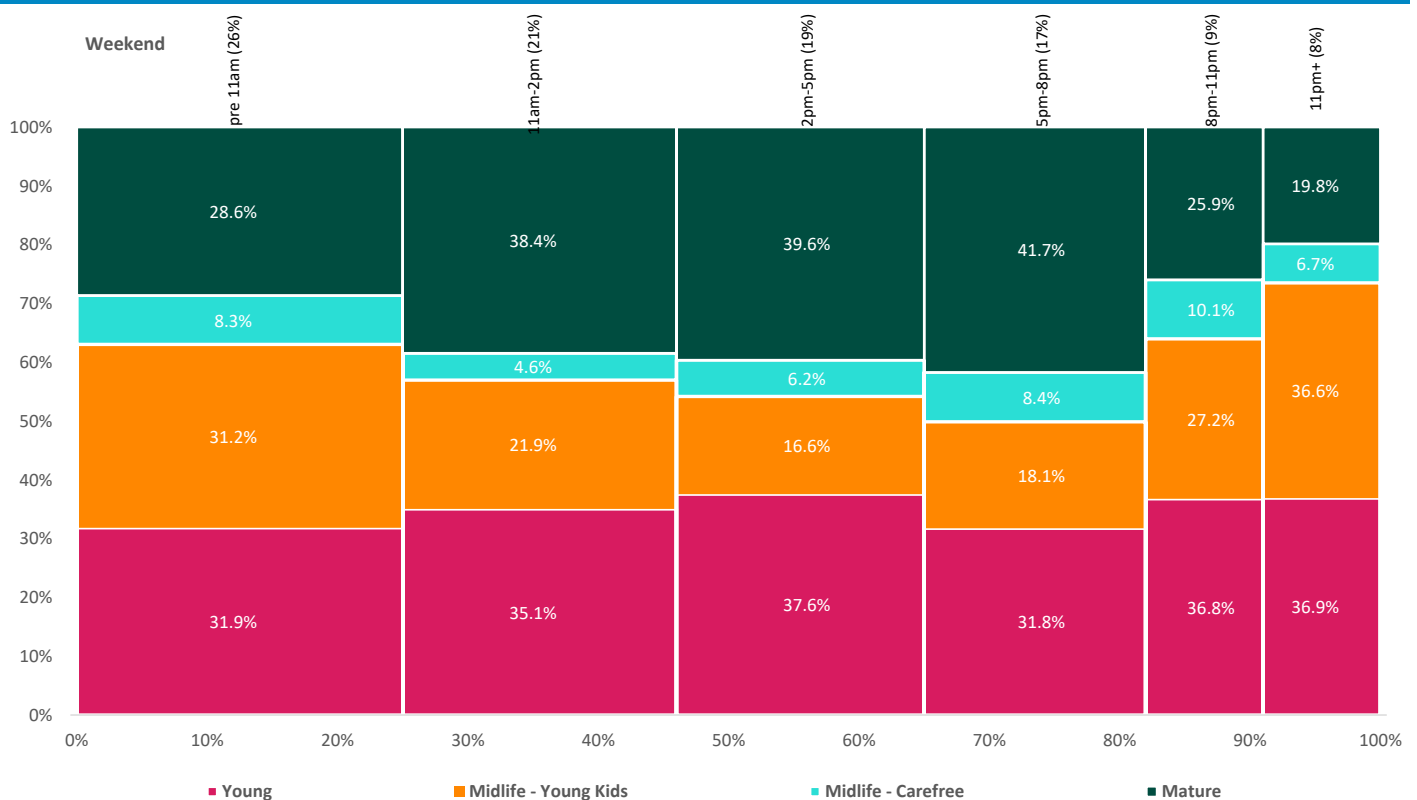


Mobile Data Summary - Peacock Newcastle

Time of Day by Polaris: Weekday (Monday to Friday)









Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Peacock Newcastle



-  Pub Sites
-  Catchment
- Polaris Segments**
 -  Young
 -  Midlife - Young Kids
 -  Midlife - Carefree
 -  Mature

Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

| Polaris Segment | Population Count | | | Index vs GB average | | |
|------------------------|------------------|------------|-------------|---------------------|------------|-------------|
| | 10 min WT* | 20 min WT* | 20 min DT** | 10 min WT* | 20 min WT* | 20 min DT** |
| Young | 726 | 5,169 | 192,896 | 67 | 135 | 139 |
| Midlife - Young Kids | 220 | 684 | 49,571 | 51 | 45 | 90 |
| Midlife - Carefree | 708 | 990 | 47,257 | 113 | 45 | 59 |
| Mature | 2,296 | 6,782 | 207,285 | 131 | 110 | 93 |
| Not Private Households | 0 | 261 | 5,633 | 0 | 143 | 85 |
| Total | 3,950 | 13,886 | 502,642 | | | |

Polaris Plus Summary - Peacock Newcastle



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

| Polaris Plus Segment | Population Count | | | Index vs GB average | | |
|-------------------------------|------------------|------------|-------------|---------------------|------------|-------------|
| | 10 min WT* | 20 min WT* | 20 min DT** | 10 min WT* | 20 min WT* | 20 min DT** |
| Young | | | | | | |
| Low | 286 | 2,839 | 78,384 | 74 | 208 | 159 |
| Medium | 224 | 1,449 | 88,917 | 52 | 95 | 161 |
| High | 216 | 881 | 25,595 | 81 | 94 | 76 |
| Midlife - Young Kids | | | | | | |
| Low | 189 | 641 | 41,809 | 87 | 84 | 152 |
| Medium | 31 | 43 | 5,992 | 18 | 7 | 28 |
| High | 0 | 0 | 1,770 | 0 | 0 | 31 |
| Midlife - Carefree | | | | | | |
| Low | 703 | 843 | 24,666 | 422 | 144 | 116 |
| Medium | 0 | 142 | 14,877 | 0 | 14 | 41 |
| High | 5 | 5 | 7,714 | 3 | 1 | 34 |
| Mature | | | | | | |
| Low | 531 | 2,013 | 72,850 | 98 | 106 | 106 |
| Medium | 400 | 851 | 75,510 | 65 | 39 | 96 |
| High | 1,365 | 3,918 | 58,925 | 230 | 188 | 78 |
| Not Private Households | 0 | 261 | 5,633 | 0 | 143 | 85 |
| Total | 3,950 | 13,886 | 502,642 | | | |

CGA Summary - Peacock Newcastle



Nearest 20 Pubs

| Ref. | Name | Postcode | Operator | Segment | Distance (miles) |
|------|-----------------------------------|----------|---------------------|-------------------|------------------|
| 0 | Peacock | NE 3 4TS | Star Pubs & Bars | Family Pub Dining | 0.0 |
| 1 | Duke Of Wellington | NE 3 3BQ | Greene King | Family Pub Dining | 0.4 |
| 2 | Newcastle United Golf Club | NE 5 3JW | Independent Free | Clubland | 0.7 |
| 3 | Gosforth Squash Club | NE 3 4YD | Independent Free | Clubland | 0.7 |
| 4 | Cowgate Sports Club | NE 5 3AB | Independent Free | Clubland | 0.7 |
| 5 | Gosforth Traders | NE 3 4HJ | Independent Free | High Street Pub | 0.8 |
| 6 | Coxlodge Social Club | NE 3 3UR | Independent Free | Clubland | 0.8 |
| 7 | Kenton & District Social Club | NE 3 3TU | Independent Free | Clubland | 0.9 |
| 8 | Jubilee | NE 3 3PN | Greene King | Community Pub | 0.9 |
| 9 | Gosforth Empire Sclub & Institute | NE 3 1DX | Independent Free | Clubland | 0.9 |
| 10 | Barluga | NE 3 4ES | Vaulkhard Group Ltd | Restaurants | 0.9 |
| 10 | Gosforth Bowling Club | NE 3 4ES | Independent Free | Clubland | 0.9 |
| 12 | Basilico Restaurant | NE 3 4AA | Independent Free | Restaurants | 1.0 |
| 13 | Gosforth Civic Hall | NE 3 3HD | Independent Free | Clubland | 1.0 |
| 14 | Osters By Lovage | NE 3 1HA | Independent Free | Restaurants | 1.0 |
| 14 | San Lorenzo | NE 3 1HA | Unknown | Restaurants | 1.0 |
| 16 | Shahe | NE 3 3HQ | Independent Free | Restaurants | 1.0 |
| 17 | Ahad Tandoori Restaurant | NE 3 1HB | Independent Free | Restaurants | 1.0 |
| 17 | Adrianos | NE 3 1HB | Independent Free | Restaurants | 1.0 |
| 17 | County | NE 3 1HB | Greene King | Premium Local | 1.0 |
| 20 | South Northumberland Cricket Club | NE 3 1NQ | Independent Free | Clubland | 1.0 |

Per Pub Analysis - Peacock Newcastle



*WT= Walktime, **DT= Drivetime

| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|--------------------------------|------------------------|------------------------|------------------------|
| Adults 18+ | 3,950 | 13,886 | 502,642 |
| Number of Competition Pubs | 1 | 5 | 609 |
| Adults 18+ per Competition Pub | 3,950 | 2,777 | 825 |

| 10 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index |
|------------------------------|------|------------------|--------------|-------|
| Bit of Style | 0 | 259 | 6.6% | 81 |
| Circuit Bar | 0 | 104 | 2.6% | 65 |
| Community Pub | 0 | 591 | 15.0% | 78 |
| Craft Led | 0 | 85 | 2.1% | 62 |
| Great Pub Great Food | 0 | 889 | 22.5% | 127 |
| High Street Pub | 0 | 545 | 13.8% | 75 |
| Premium Local | 0 | 775 | 19.6% | 119 |

| 20 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index |
|------------------------------|------|------------------|--------------|-------|
| Bit of Style | 0 | 1,174 | 8.5% | 105 |
| Circuit Bar | 0 | 672 | 4.8% | 119 |
| Community Pub | 0 | 2,583 | 18.6% | 97 |
| Craft Led | 0 | 502 | 3.6% | 105 |
| Great Pub Great Food | 0 | 2,766 | 19.9% | 113 |
| High Street Pub | 1 | 2,492 | 17.9% | 97 |
| Premium Local | 0 | 2,453 | 17.7% | 107 |

| 20 Minute Drivetime Catchment | Pubs | Target Customers | % Population | Index |
|-------------------------------|------|------------------|--------------|-------|
| Bit of Style | 83 | 39,176 | 7.8% | 97 |
| Circuit Bar | 36 | 25,974 | 5.2% | 127 |
| Community Pub | 89 | 112,821 | 22.4% | 117 |
| Craft Led | 0 | 21,438 | 4.3% | 123 |
| Great Pub Great Food | 22 | 72,970 | 14.5% | 82 |
| High Street Pub | 89 | 110,984 | 22.1% | 120 |
| Premium Local | 33 | 74,104 | 14.7% | 89 |

Glossary

| Category | Explanation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|---|--|--------------------|--------|--|--|---|----------------------|--|---|--|--|--|---|---|---|----|----|----|----|--------------|--|--|-------------|--|--|--|--|--|--|--|--|-------------|--|--|--|-------|--|--|--|
| Population | The population count within the specified catchment | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gender | Counts of Males and Females within the specified catchment | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Affluence | <p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Age Profile | Counts of residents by Age band | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Economic Status (16+) | <p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Index vs GB Average | <p>The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Polaris Segmentation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | <table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p></td><td><p>"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"</p></td><td><p>"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."</p></td><td><p>"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"</p></td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table> | Young | Midlife 'Parents' | Midlife 'Carefree' | Mature | <p>18-34 year olds Wanting to look good in the group</p> | <p>35-54 year olds Children under 12 at home</p> | <p>35-54 year olds No children under 12 at home</p> | <p>55+ year olds</p> | <p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p> | <p>"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"</p> | <p>"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."</p> | <p>"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"</p> | <ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit | <ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic | <ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer | <ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer | | | | | | | | | | | | | | | | | | | | | | | | |
| Young | Midlife 'Parents' | Midlife 'Carefree' | Mature | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>18-34 year olds Wanting to look good in the group</p> | <p>35-54 year olds Children under 12 at home</p> | <p>35-54 year olds No children under 12 at home</p> | <p>55+ year olds</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Consumer Insight | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Product needs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Licensed Premises | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Competition Pubs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mobile data | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Acorn | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Transactional data | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sparsity | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="3">Metropolitan</td><td colspan="9">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table> | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | Metropolitan | | | Large Urban | | | | | | | | | Small Urban | | | | Rural | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | | | | | | | | | | | | | | | | | | | | | | |
| Metropolitan | | | Large Urban | | | | | | | | | Small Urban | | | | Rural | | | | | | | | | | | | | | | | | | | | | | | | | |