

# Catchment Summary - George Hotel

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

\*WT= Walktime  
\*\*DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

## Population

7,278	37,152	719,223
-------	--------	---------

138	192	172
-----	-----	-----

## Adults 18+

7,150	34,078	569,820
-------	--------	---------

Pop. & Adl. 18+ index based on all pubs

87	87	97
----	----	----

## Competition Pubs

40	175	658
----	-----	-----

77	77	94
----	----	----

## Adults 18+ per Competition Pub

179	195	866
-----	-----	-----

143	143	121
-----	-----	-----

## % Adults Likely to Drink

79,6%	76,8%	74,0%
-------	-------	-------

30	30	60
----	----	----

Affluence	Low	4,3%	15,3%	40,1%
	Medium	80,6%	62,5%	38,8%
	High	5,4%	20,2%	20,0%

4,3%	15,3%	40,1%
80,6%	62,5%	38,8%
5,4%	20,2%	20,0%

13	46	121
211	164	102
20	74	73

\*Affluence does not include Not Private Households

## Mean Net Disposable income (£pa)

£11,677	£11,581	£18,428
---------	---------	---------

55	54	86
----	----	----

Age Profile	18-24	5,418	18,792	97,904
	25-34	1,260	8,523	114,636
	35-44	257	3,401	99,472
	45-64	160	2,397	155,500
	65+	55	965	102,308

5,418	18,792	97,904
1,260	8,523	114,636
257	3,401	99,472
160	2,397	155,500
55	965	102,308

880	598	161
128	170	118
26	68	103
9	25	85
4	14	74



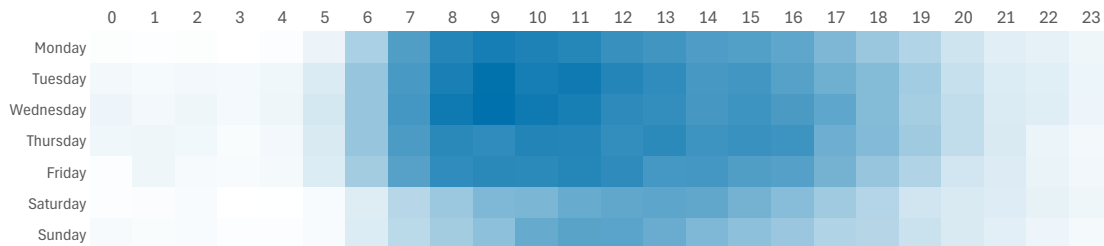
Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

## Polaris Plus Segments



## Mobile Data Summary

## Time of Day/Day of Week



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	6,459	33,018	249,976	325	348	158
Midlife - Young Kid	0	51	53,765	0	1	86
Midlife - Carefree	0	0	61,113	0	0	68
Mature	0	311	198,889	0	2	79
Not Private Households	691	698	6,077	79.877	16.929	8.815
<b>Total</b>	<b>7,150</b>	<b>34,078</b>	<b>569,820</b>			



# Per Pub - George Hotel

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

WT= Walktime, DT= Drivetime

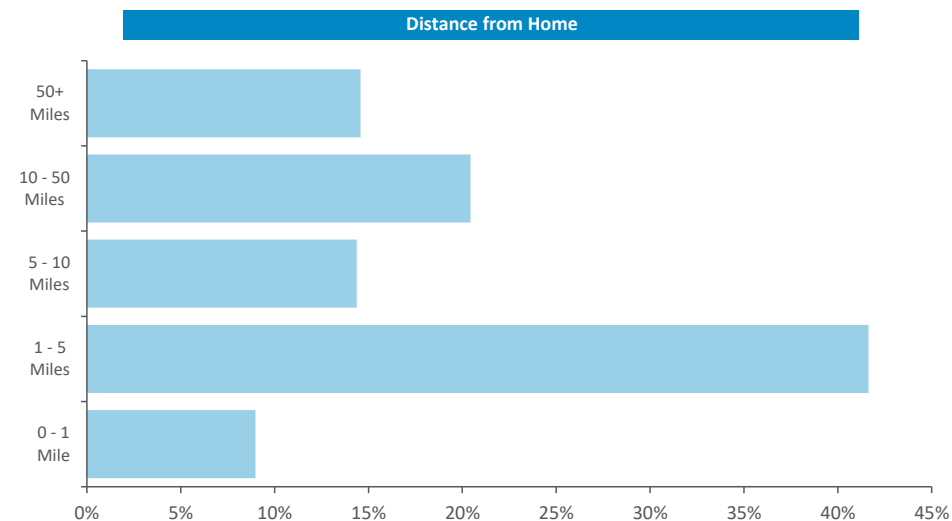
Adults 18+	7.150	34.078	569.820
Number of Competition Pubs	40	175	658
Adults 18+ per Competition Pub	179	195	866

Over GB Average  
Around GB Average  
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	28	161	2,2%	27
Circuit Bar	2	0	0,0%	0
Community Pub	0	0	0,0%	0
Craft Led	0	64	0,9%	25
Great Pub Great Food	1	161	2,2%	12
High Street Pub	8	0	0,0%	0
Premium Local	1	0	0,0%	0

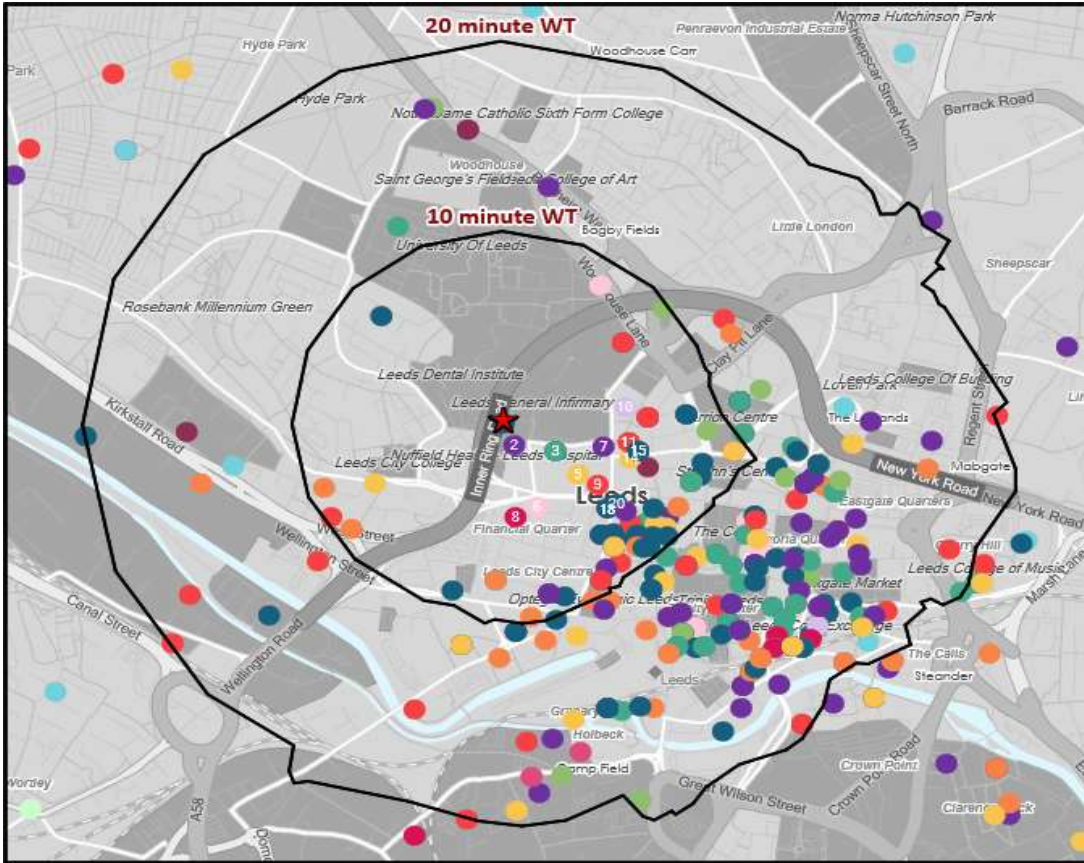
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	98	2.869	8,4%	101
Circuit Bar	19	23	0,1%	2
Community Pub	0	187	0,5%	3
Craft Led	0	1.148	3,4%	94
Great Pub Great Food	13	2.869	8,4%	46
High Street Pub	36	145	0,4%	2
Premium Local	5	8	0,0%	0

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	114	24.431	4,3%	52
Circuit Bar	40	5.503	1,0%	23
Community Pub	90	75.062	13,2%	67
Craft Led	0	7.378	1,3%	36
Great Pub Great Food	20	67.803	11,9%	65
High Street Pub	107	66.147	11,6%	62
Premium Local	63	54.191	9,5%	56



© 2026 CACI Limited and all other applicable third party notices (Population Estimates and Projections, CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

# Competition - George Hotel



Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
11	Cuthbert Brodrick	LS 2 3AD	Wetherspoons GB	Circuit Bar	27,3%	0,23
3	Almost Famous	LS 1 3BB	Beautiful Drinks Limited	Casual Dining	13,9%	0,11
18	Iberica	LS 1 2BH	Iberica Food and Culture Ltd	Restaurants	13,7%	0,25
14	Pixel Bar	LS 1 3AL	Pixel Bars Ltd	High Street Pub	11,1%	0,24
8	Warehouse Night Club	LS 1 2RG	TEG MJR Group	Night Club	9,2%	0,19
11	Be At One	LS 2 3AD	Stonegate Pub Company	ABOS	8,0%	0,23
7	Thai Edge	LS 1 3DB	Thai Edge	Restaurants	5,9%	0,18
6	Town Hall Tavern	LS 1 2RA	Timothy Taylor	GPGF	5,7%	0,17
15	Tavernaki	LS 1 3DW	Independent Free	Restaurants	3,1%	0,25
3	Union Coffee House	LS 1 3BB	Independent Free	ABOS	1,5%	0,11
20	Foleys Tap House	LS 1 5RG	Independent Free	ABOS	0,6%	0,26
0	Taag	LS 1 3DL	Independent Free	ABOS	0,0%	0,00
0	George Hotel	LS 1 3DL	Star Pubs & Bars	ABOS	0,0%	0,00
2	Fettle	LS 1 3BR	Independent Free	Restaurants	0,0%	0,05
5	Oxford Place	LS 1 3AX	Independent Free	High Street Pub	0,0%	0,17
9	Leeds Town Hall	LS 1 3AD	Independent Free	Large Venue	0,0%	0,21
10	Civic Hall	LS 1 1UR	Independent Free	Sports Clubs	0,0%	0,22
11	Carriage Works Theatre	LS 2 3AD	Independent Free	Large Venue	0,0%	0,23
15	Red Chilli	LS 1 3DW	Red Chilli	Restaurants	0,0%	0,25
15	Playhouse	LS 1 3DW	*Other Small Retail Groups	ABOS	0,0%	0,25
18	East Parade Social	LS 1 2BH	Independent Free	ABOS	0,0%	0,25

\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

# Catchment Summary - George Hotel

© 2025 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf  
 Data source © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

CGA ID	Name	Postcode	Operator	Segment	Sparsity
73157	George Hotel	LS 1 3DL	Star Pubs & Bars	ABOS	4



- ★ Pub Sites
- ⌘ Catchments

**Polaris Plus Segments**

**Young**

- Low
- Medium
- High

**Midlife - Young Kids**

- Low
- Medium
- High

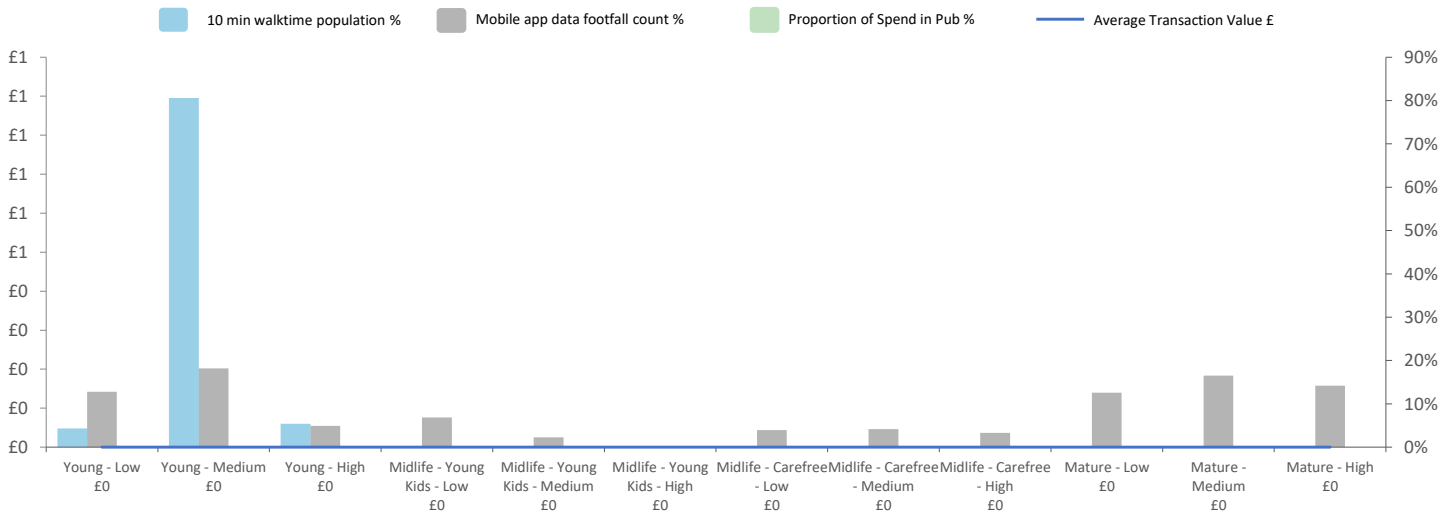
**Midlife - Carefree**

- Low
- Medium
- High

**Mature**

- Low
- Medium
- High

### Polaris Plus Profile



See the Glossary page for further information on the above variables

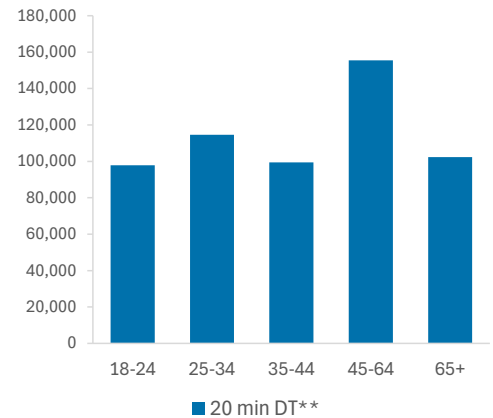
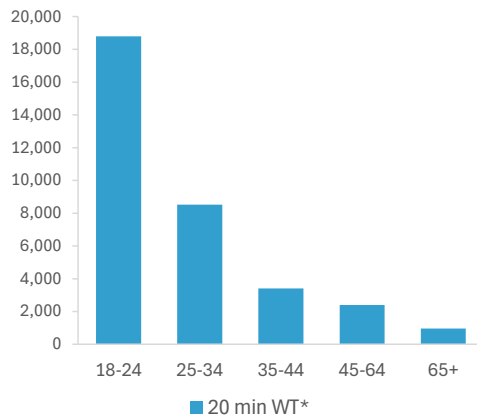
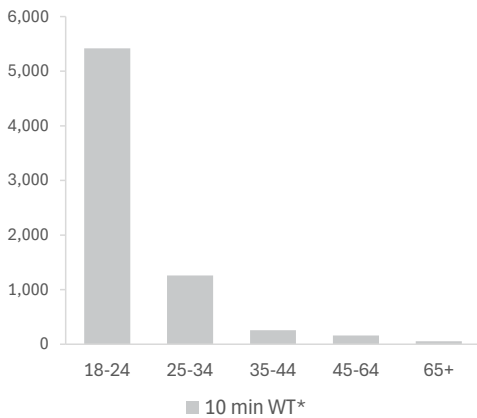
# Catchment Summary - George Hotel

© 2025 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

- 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**	
<b>Population</b>	7,278	37,152	719,223	138	192	172	
<b>Adults 18+</b>	7,150	34,078	569,820	87	87	97	
<b>Competition Pubs</b>	40	175	658	77	77	94	
<b>Adults 18+ per Competition Pub</b>	179	195	866	143	143	121	
<b>% Adults Likely to Drink</b>	79,6%	76,8%	74,0%	30	30	60	
<b>Affluence</b>	<b>Low</b>	4,3%	15,3%	40,1%	13	46	121
	<b>Medium</b>	80,6%	62,5%	38,8%	211	164	102
	<b>High</b>	5,4%	20,2%	20,0%	20	74	73
Affluence does not include Not Private Households							
<b>Mean Net Disposable income (£pa)</b>	£11,677	£11,581	£18,428	55	54	86	
<b>Age Profile</b>	<b>18-24</b>	5,418	18,792	97,904	880	598	161
	<b>25-34</b>	1,260	8,523	114,636	128	170	118
	<b>35-44</b>	257	3,401	99,472	26	68	103
	<b>45-64</b>	160	2,397	155,500	9	25	85
	<b>65+</b>	55	965	102,308	4	14	74



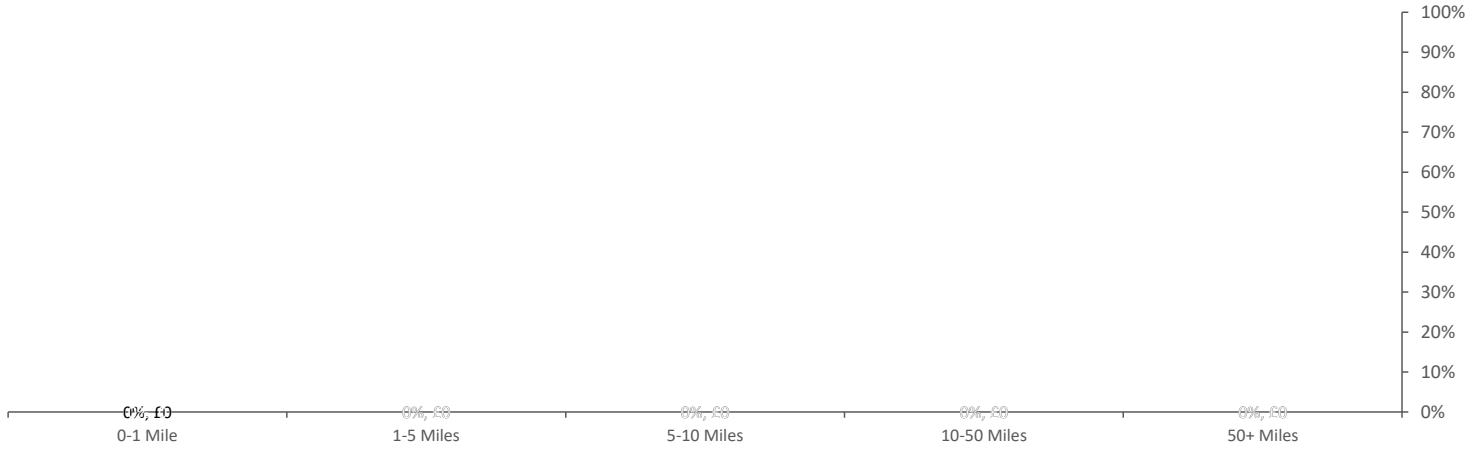
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
<b>Gender</b>	<b>Male</b>	3,246 (45%)	18,286 (49%)	353,197 (49%)	91	100	100
	<b>Female</b>	4,032 (55%)	18,866 (51%)	366,026 (51%)	109	100	100
<b>Economic Status (16+)</b>	<b>Employed: Full-time</b>	1,047 (15%)	8,266 (24%)	208,248 (36%)	43	70	104
	<b>Employed: Part-time</b>	139 (2%)	1,502 (4%)	68,182 (12%)	16	36	96
	<b>Self employed</b>	113 (2%)	1,056 (3%)	42,549 (7%)	17	33	79
	<b>Unemployed</b>	91 (1%)	735 (2%)	17,072 (3%)	50	84	114
	<b>Full-time student</b>	1,111 (15%)	4,661 (14%)	23,153 (4%)	654	572	167
	<b>Retired</b>	74 (1%)	917 (3%)	99,793 (17%)	5	12	78
	<b>Other</b>	4,599 (64%)	17,271 (50%)	126,747 (22%)	366	287	124
<b>Total Worker Count</b>	11,797	38,073	324,879				

See the Glossary page for further information on the above variables

# Transactional Data Summary - George Hotel

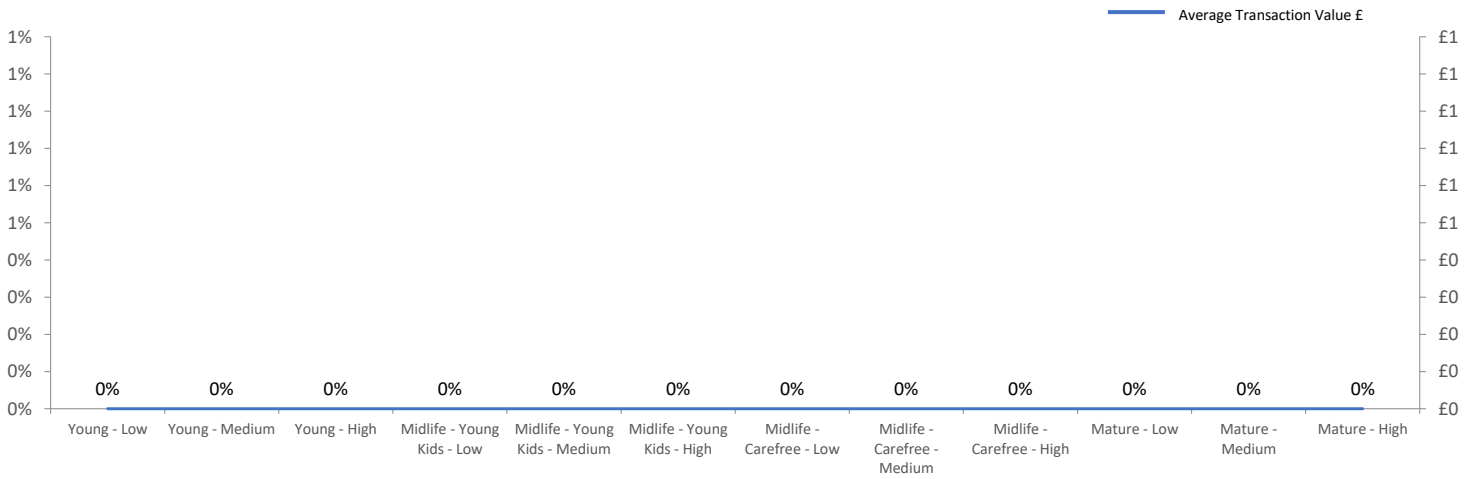
© 2025 CACI Limited and all other applicable third party notices can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

## Spend by Polaris and Distance from Home



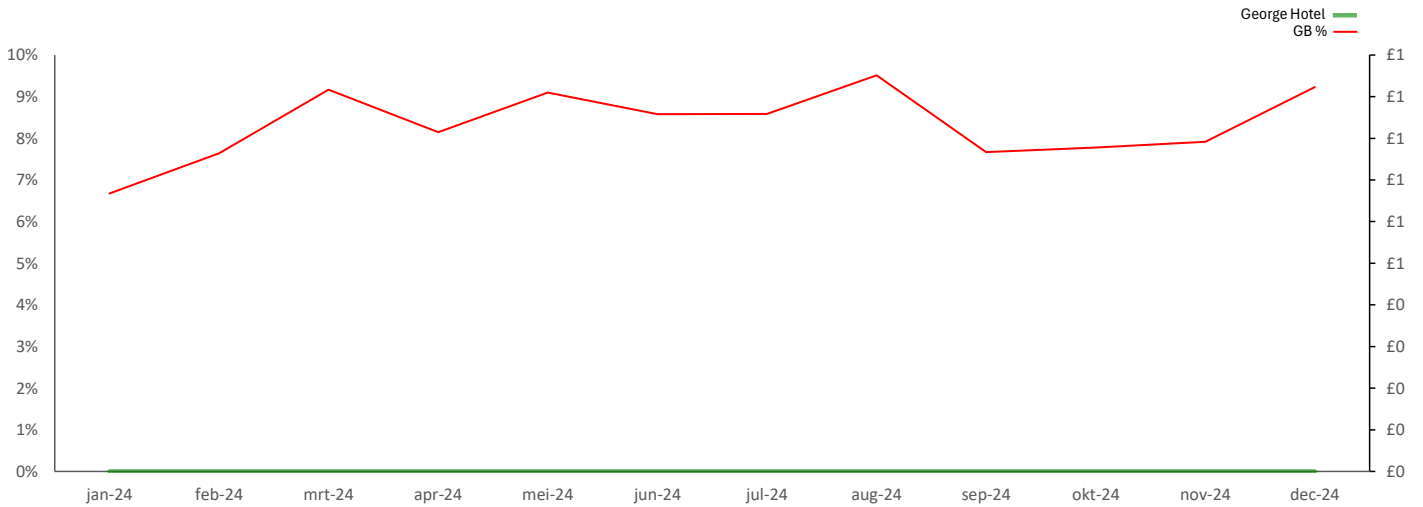
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



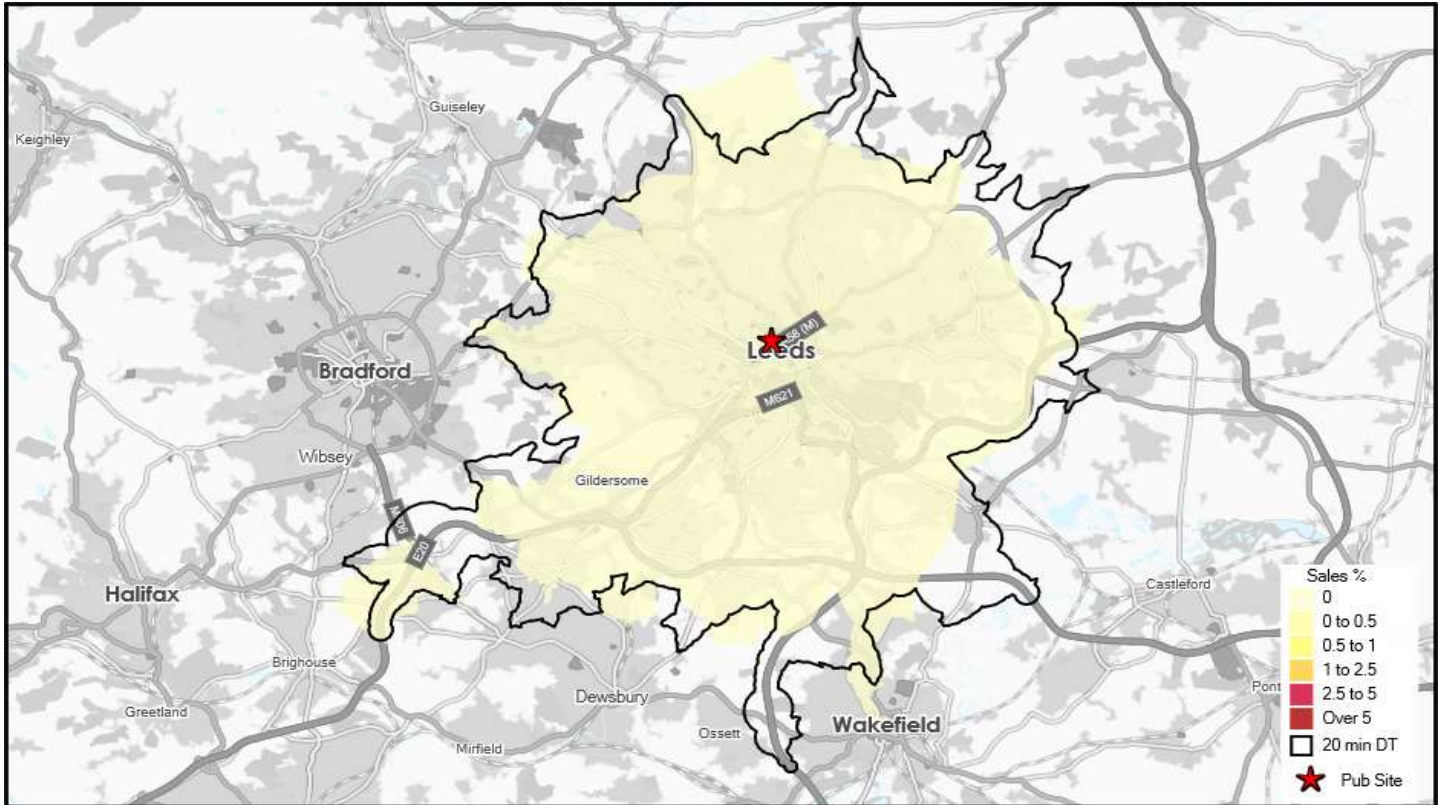
Average transaction value of sales (£) within the pub split by Polaris Plus

## Spend by Month and Polaris



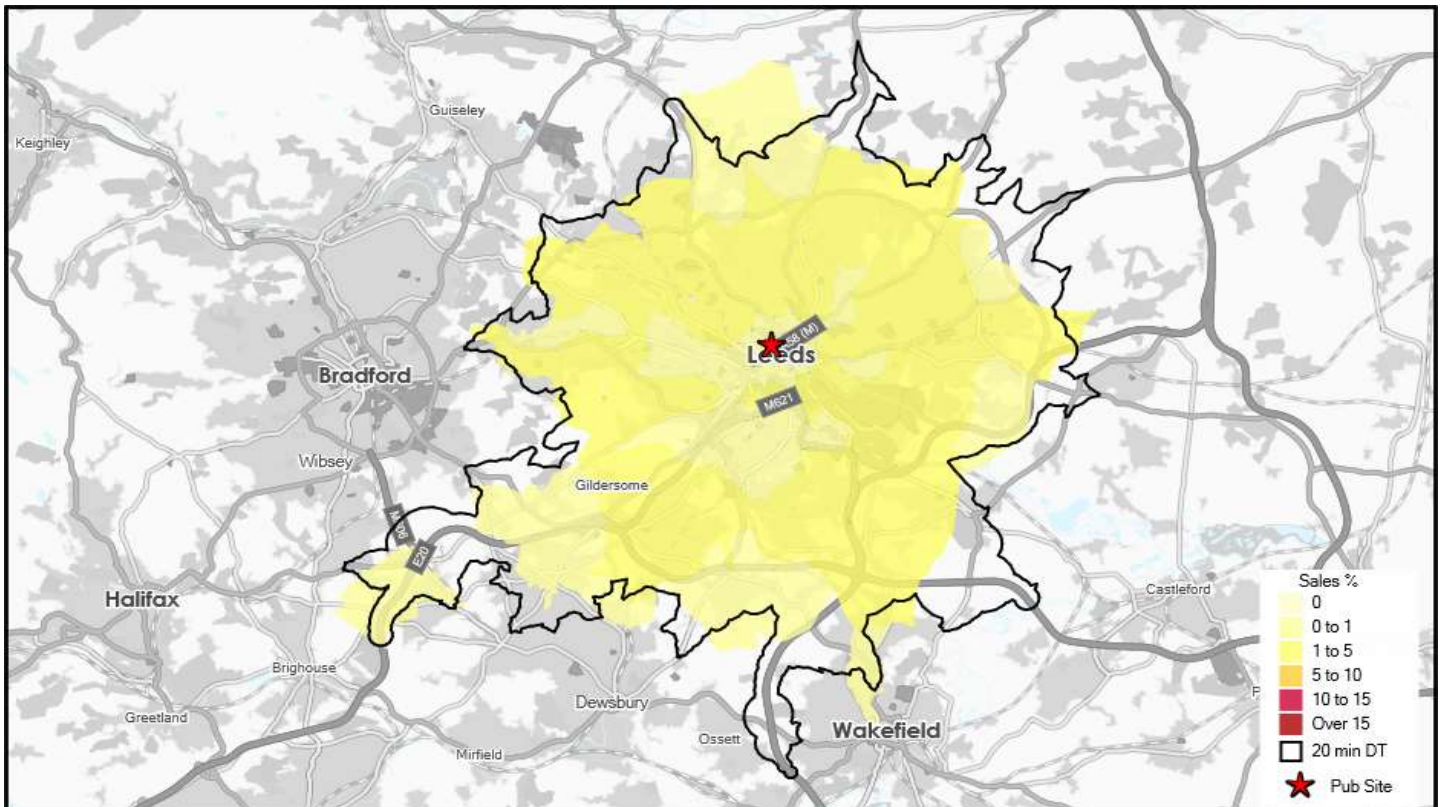
Seasonality of the spend split by month

George Hotel Share of Spend from Postcode Sectors within 20 minute Drive



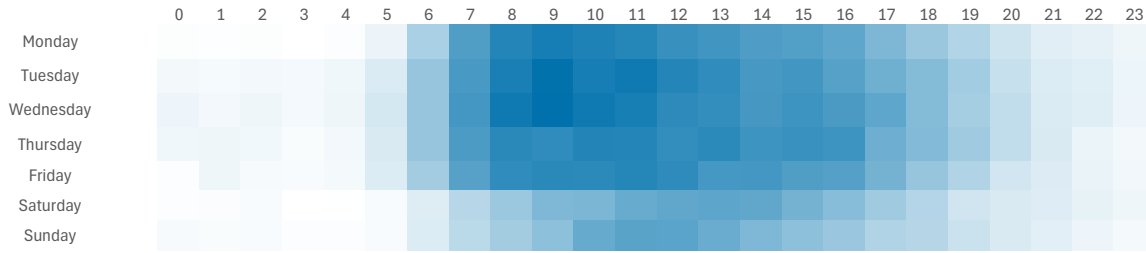
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of George Hotel



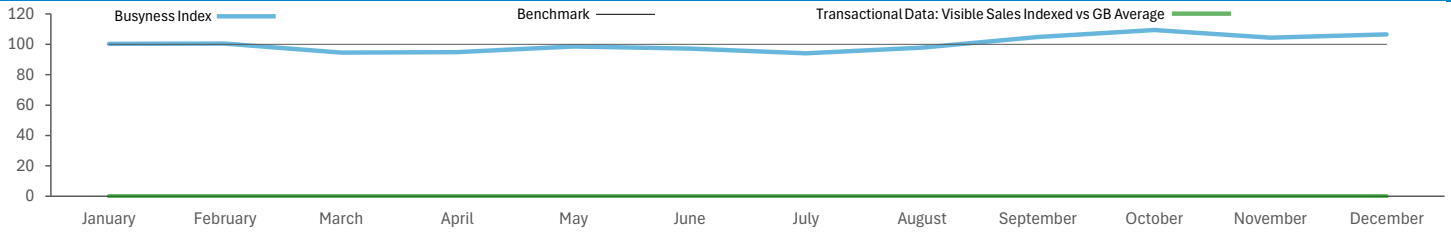
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



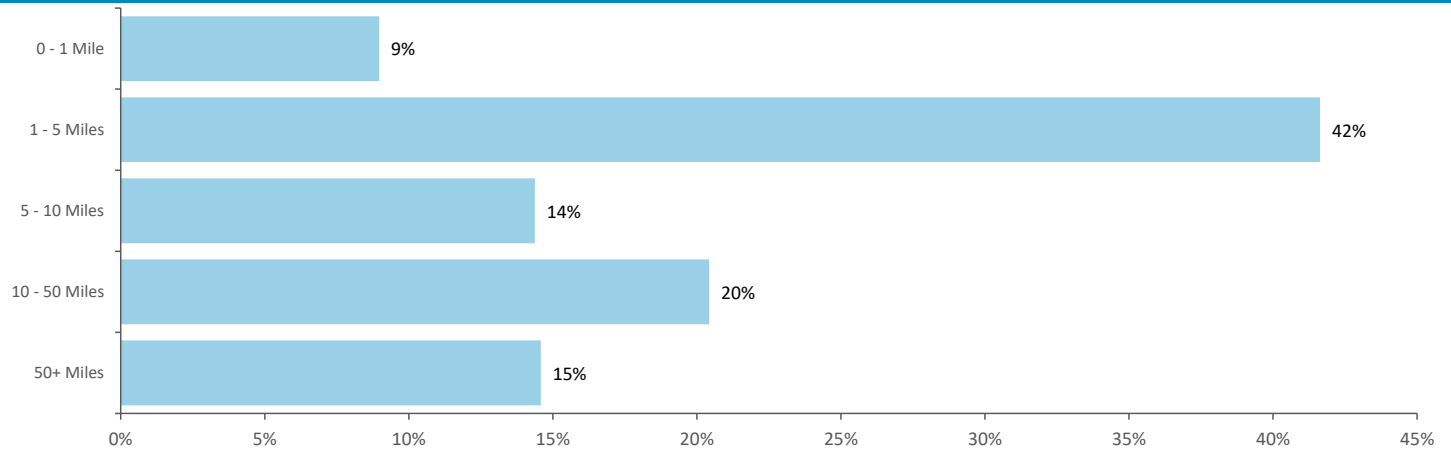
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

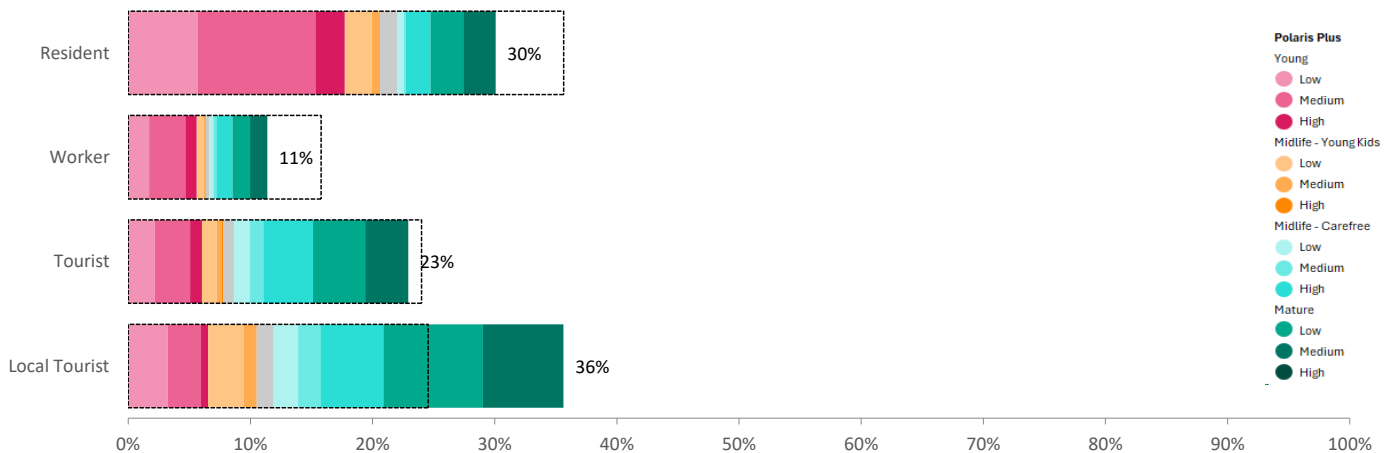
Distance from Home



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

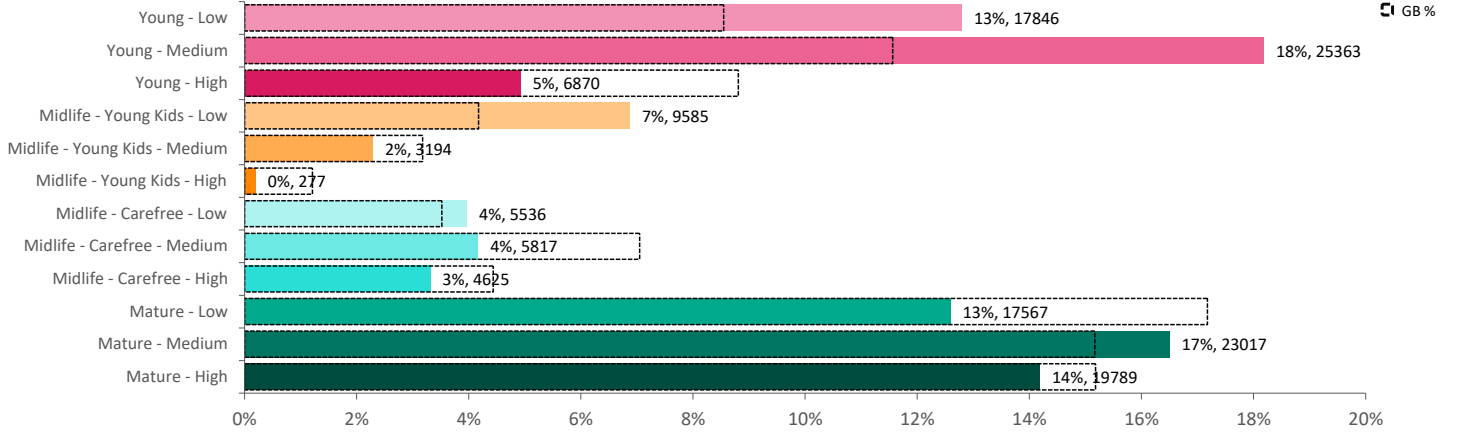
Audience Classification by Polaris Plus

Base: GB



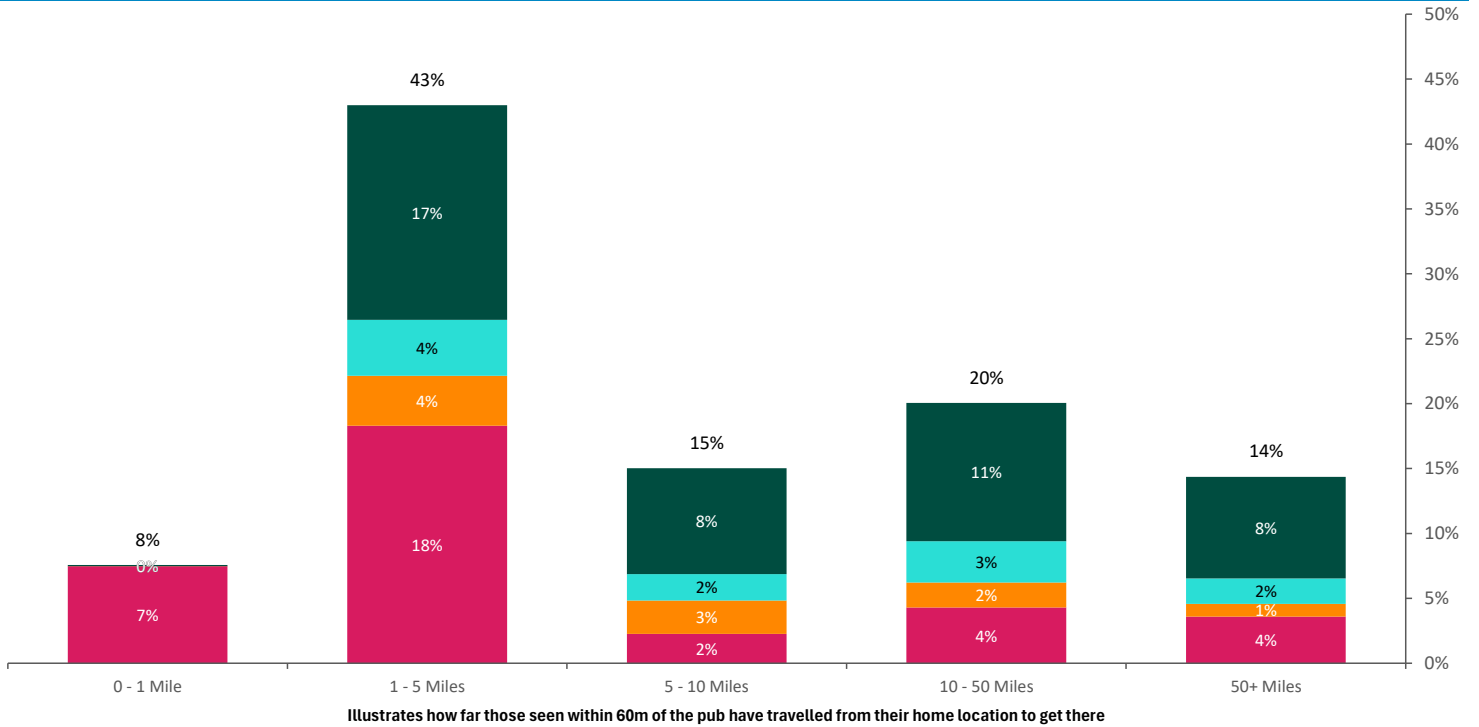
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile



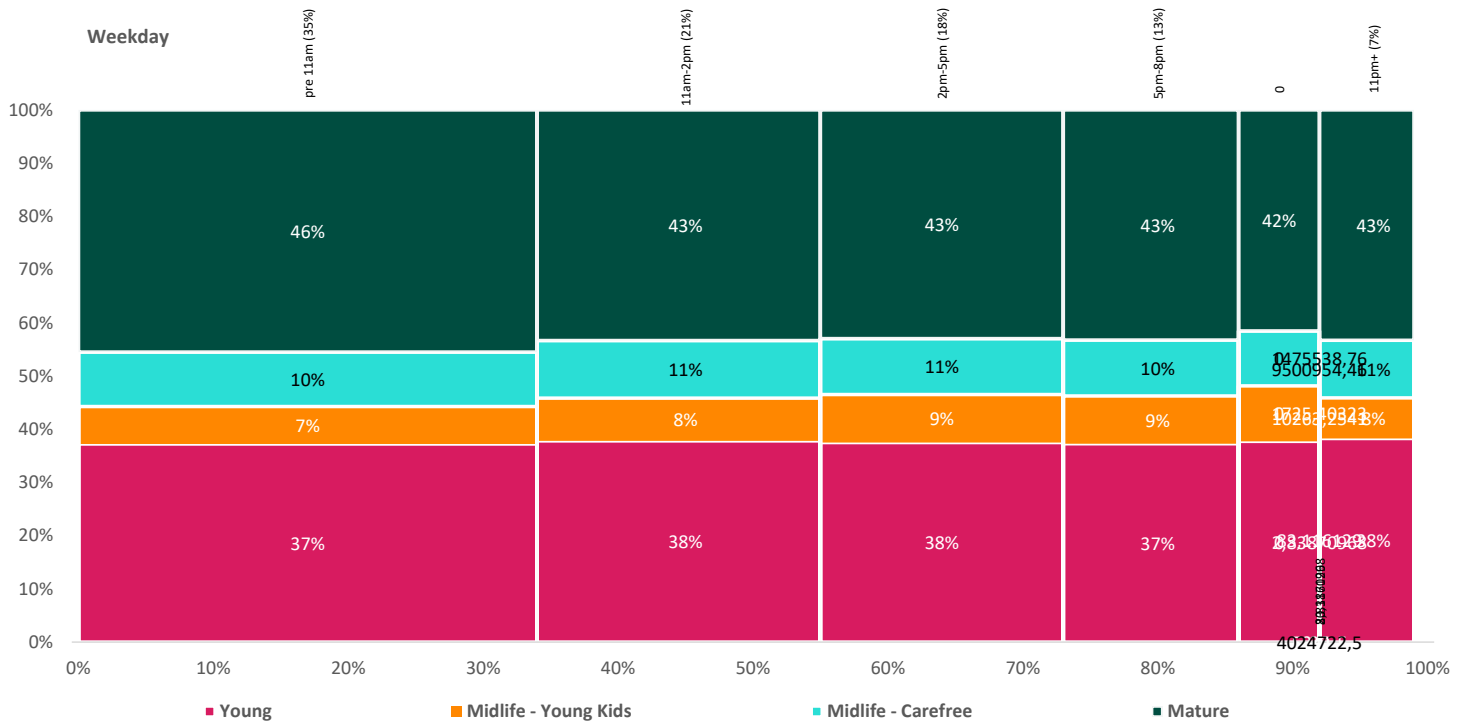
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



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

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



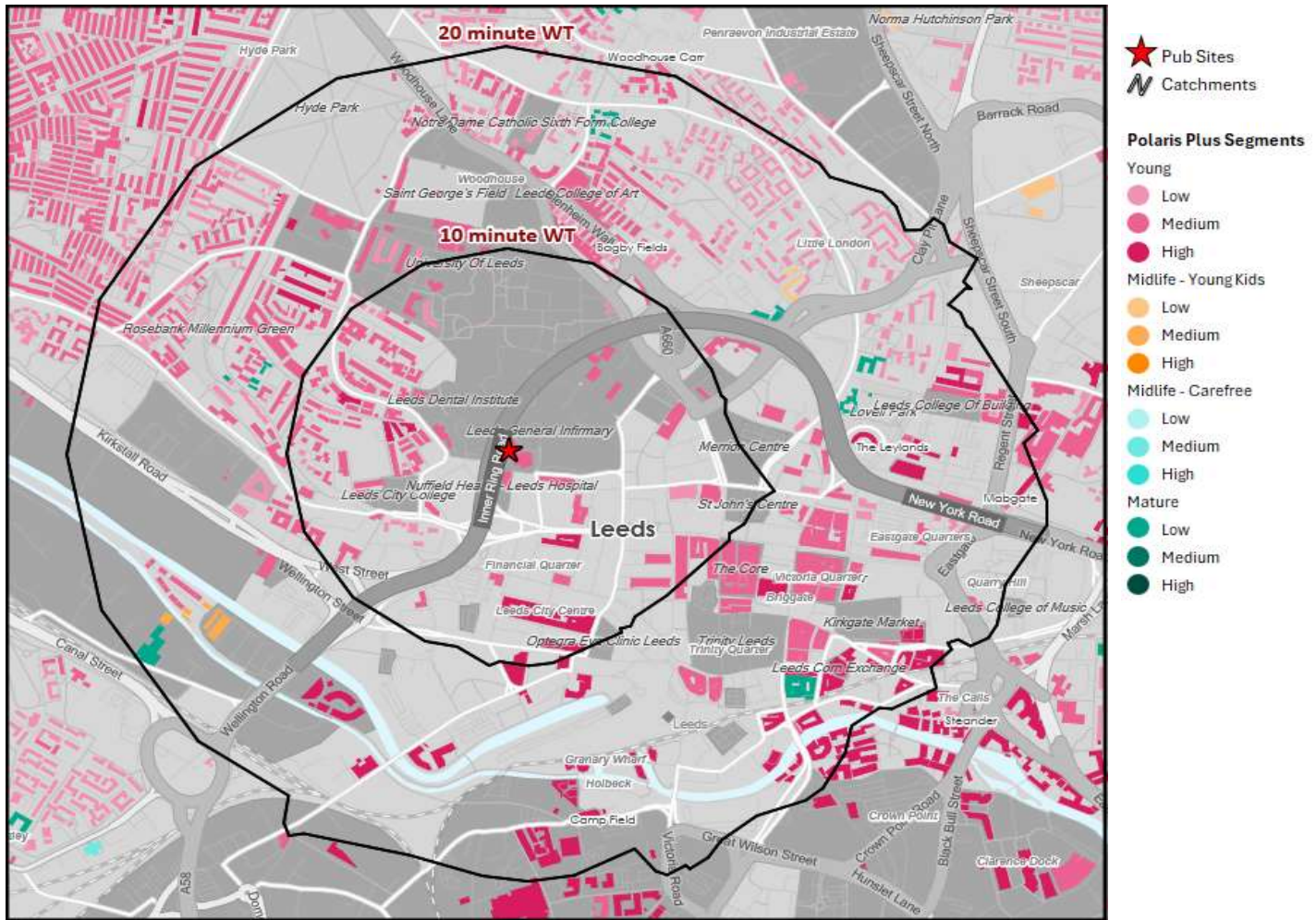
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		28.791	16.162	14.121	9.964	4.877	5.514	79.428
Midlife - Carefree		6.468	4.025	3.461	2.419	1.210	1.381	18.964
Midlife - Young Kids		4.462	3.000	2.954	2.072	1.224	973	14.684
Young		23.540	14.103	12.328	8.588	4.427	4.875	67.861
All		63.260	37.290	32.863	23.043	11.738	12.743	180.937

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		5.964	4.943	3.927	2.633	1.500	1.561	20.530
Midlife - Young Kids		1.675	1.367	1.133	707	491	527	5.900
Midlife - Carefree		1.245	956	900	595	370	372	4.437
Mature		5.952	4.462	3.834	2.618	1.783	2.114	20.762
All		14.836	11.728	9.794	6.553	4.144	4.575	51.629

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

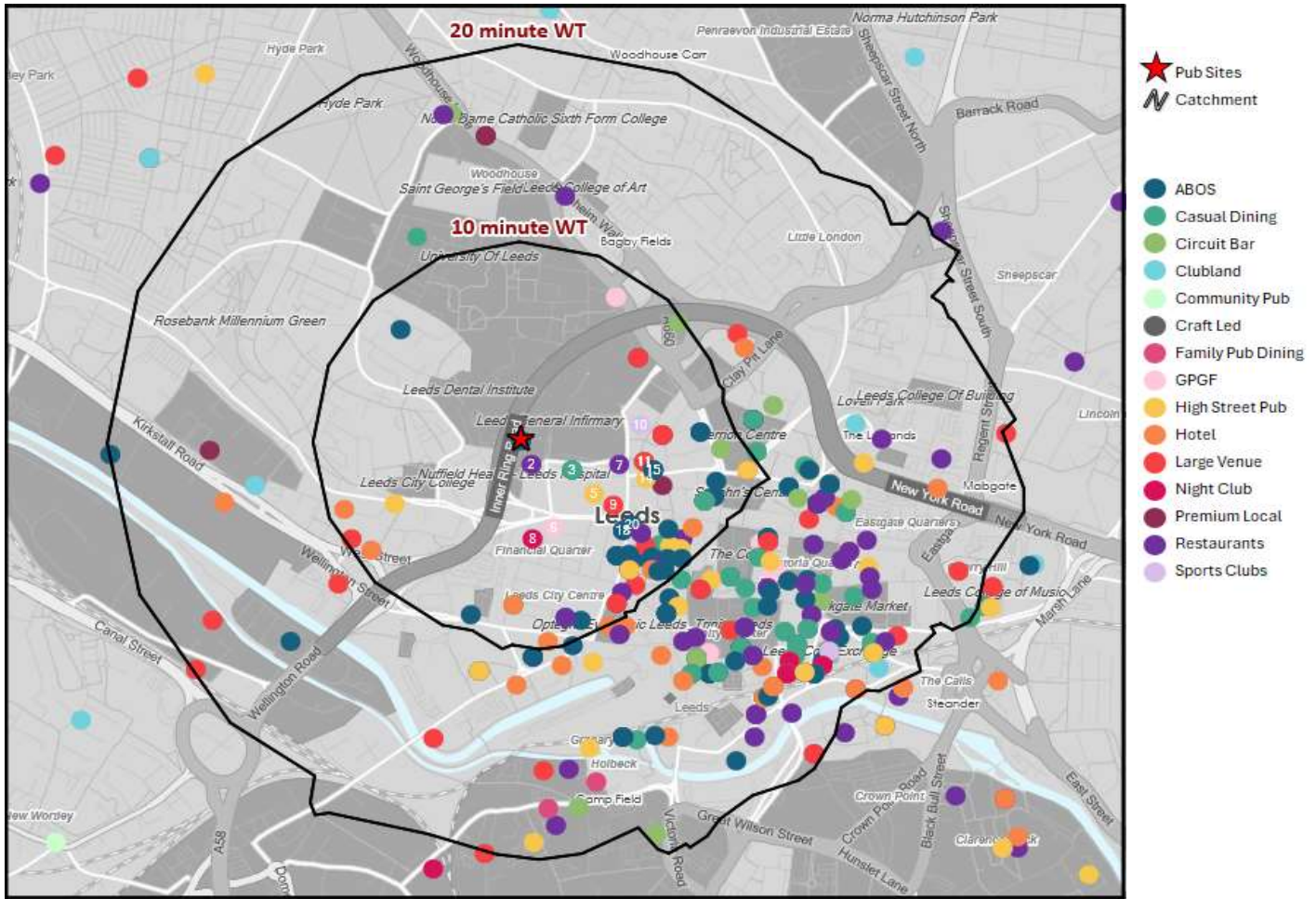


Polaris Plus Profile by Catchment

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**
<b>Young</b>						
Low						
Medium						
High	386	6,885	40,774	80	298	105
<b>Midlife - Young Kids</b>						
Low	0	51	42,792	0	3	137
Medium	0	0	10,098	0	0	41
High	0	0	875	0	0	14
<b>Midlife - Carefree</b>						
Low	0	0	33,058	0	0	139
Medium	0	0	20,966	0	0	52
High	0	0	7,089	0	0	28
<b>Mature</b>						
Low	0	311	56,634	0	7	73
Medium	0	0	76,941	0	0	87
High	0	0	65,314	0	0	76
<b>Not Private Households</b>	691	698	6,077	799	169	88
<b>Total</b>	7,150	34,078	569,820			

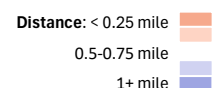
\*WT= Walktime, \*\*DT= Drivetime

Over GB Average  
 Around GB Average  
 Under GB Average



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Taag	LS 13DL	Independent Free	ABOS	0,0%	0,0%	0,00
0	George Hotel	LS 13DL	Star Pubs & Bars	ABOS	0,0%	0,0%	0,00
2	Fettle	LS 13BR	Independent Free	Restaurants	0,0%	0,0%	0,05
3	Union Coffee House	LS 13BB	Independent Free	ABOS	1,5%	39,1%	0,11
3	Almost Famous	LS 13BB	Beautiful Drinks Limited	Casual Dining	13,9%	26,3%	0,11
5	Oxford Place	LS 13AX	Independent Free	High Street Pub	0,0%	0,0%	0,17
6	Town Hall Tavern	LS 12RA	Timothy Taylor	GPGF	5,7%	42,0%	0,17
7	Thai Edge	LS 13DB	Thai Edge	Restaurants	5,9%	41,0%	0,18
8	Warehouse Night Club	LS 12RG	TEG MJR Group	Night Club	9,2%	25,2%	0,19
9	Leeds Town Hall	LS 13AD	Independent Free	Large Venue	0,0%	0,0%	0,21
10	Civic Hall	LS 11UR	Independent Free	Sports Clubs	0,0%	0,0%	0,22
11	Be At One	LS 23AD	Stonegate Pub Company	ABOS	8,0%	29,9%	0,23
11	Cuthbert Brodrick	LS 23AD	Wetherspoons GB	Circuit Bar	27,3%	40,9%	0,23
11	Carriage Works Theatre	LS 23AD	Independent Free	Large Venue	0,0%	0,0%	0,23
14	Pixel Bar	LS 13AL	Pixel Bars Ltd	High Street Pub	11,1%	31,4%	0,24
15	Tavernaki	LS 13DW	Independent Free	Restaurants	3,1%	30,6%	0,25
15	Red Chilli	LS 13DW	Red Chilli	Restaurants	0,0%	0,0%	0,25
15	Playhouse	LS 13DW	*Other Small Retail Groups	ABOS	0,0%	0,0%	0,25
18	Iberica	LS 12BH	Iberica Food and Culture Ltd	Restaurants	13,7%	30,7%	0,25
18	East Parade Social	LS 12BH	Independent Free	ABOS	0,0%	0,0%	0,25
20	Foleys Tap House	LS 15RG	Independent Free	ABOS	0,6%	45,1%	0,26



\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

\*\* Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	7.150	34.078	569.820
Number of Competition Pubs	40	175	658
Adults 18+ per Competition Pub	179	195	866

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	28	161	2,2%	27
Circuit Bar	2	0	0,0%	0
Community Pub	0	0	0,0%	0
Craft Led	0	64	0,9%	25
Great Pub Great Food	1	161	2,2%	12
High Street Pub	8	0	0,0%	0
Premium Local	1	0	0,0%	0

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	98	2.869	8,4%	101
Circuit Bar	19	23	0,1%	2
Community Pub	0	187	0,5%	3
Craft Led	0	1.148	3,4%	94
Great Pub Great Food	13	2.869	8,4%	46
High Street Pub	36	145	0,4%	2
Premium Local	5	8	0,0%	0

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	114	24.431	4,3%	52
Circuit Bar	40	5.503	1,0%	23
Community Pub	90	75.062	13,2%	67
Craft Led	0	7.378	1,3%	36
Great Pub Great Food	20	67.803	11,9%	65
High Street Pub	107	66.147	11,6%	62
Premium Local	63	54.191	9,5%	56

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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. <b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1 <b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2 <b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ <b>Full-time:</b> In full-time employment <b>Part-time:</b> In part-time employment <b>Self employed:</b> In full-time or part-time employment, with or without employees <b>Unemployed:</b> Unemployed, not currently working but are actively seeking <b>Retired:</b> a person who has retired from a working or professional career <b>Other:</b> Includes long term sick, disabled, looking after home/family
Index vs GB Average	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
Over GB Average	Index value is >= 120
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
Under GB Average	Index value is < 80

**Polaris Segmentation**

Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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"	"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."	"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"
Product needs	<ul style="list-style-type: none"> <li>Aids being part of the group</li> <li>Helps me look good by standing out and making the right impression</li> <li>Energising</li> <li>Discovering new things</li> <li>Avoids bloating</li> <li>Physical benefit</li> </ul>	<ul style="list-style-type: none"> <li>Helps me look good, and be on trend</li> <li>Discovering new things</li> <li>Supports moderate calorie &amp; alcohol intake</li> <li>Energising</li> <li>Being romantic</li> </ul>	<ul style="list-style-type: none"> <li>Tastes good and looks good</li> <li>Discovering new things</li> <li>Supports connecting with friends and family</li> <li>Enjoyable for longer</li> </ul>	<ul style="list-style-type: none"> <li>Tastes great</li> <li>Good quality</li> <li>Helps me feel good</li> <li>Enjoyable for longer</li> </ul>

**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.

**Mobile Data - Audience Classification**

**Resident:** Lives in the area. **Worker:** Works in the area but doesn't live there.

**Local Tourist:** Doesn't live or work in the area, comes from up to 6km-25km away. **Tourist:** Doesn't live or work there, comes from 25km+ away.

**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 a pub level. The data shows who from a Polaris segmentation is spending in the pub.

**Sparsity**

Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

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							