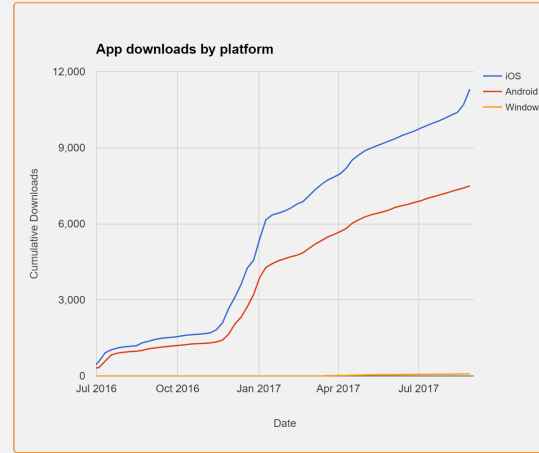
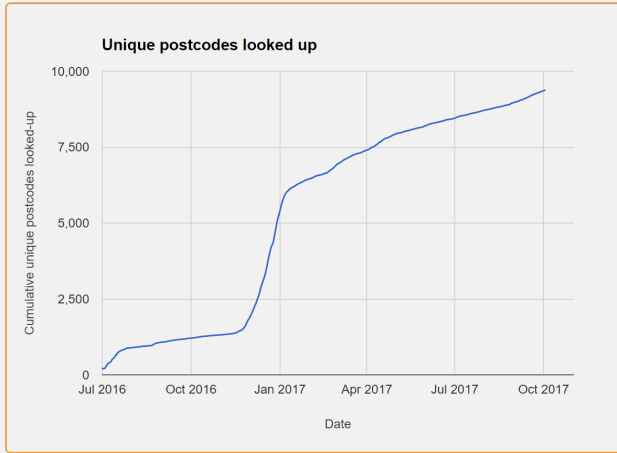




LEEDS BINS

October 2017 usage report

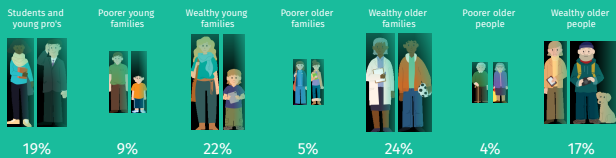


Since launching in July 2016 we have seen constant growth in installs (now 20,000) and postcodes (now nearly half of Leeds' 22,000).

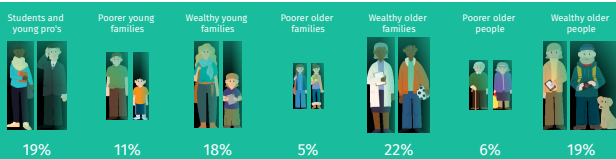
Promotion and schedule changes around Christmas led to a big increase in users.

WHO IS USING LEEDS BINS

LEEDS BINS



COMPOSITION OF LEEDS

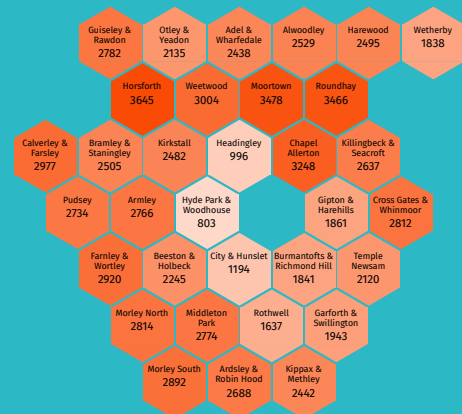


18 months after launching, we are reaching all types of households in Leeds.

Significantly fewer households use the app in student areas (Headingley, Hyde Park & Woodhouse).

We see slightly lower use in poorer inner-city areas (Harehills, Hunslet, etc...) but this gap has shrunk since launch.

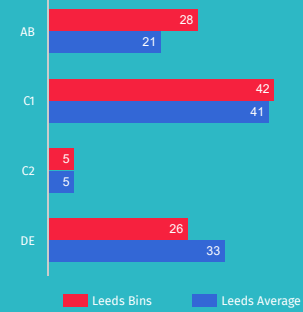
WHERE ARE PEOPLE USING LEEDS BINS



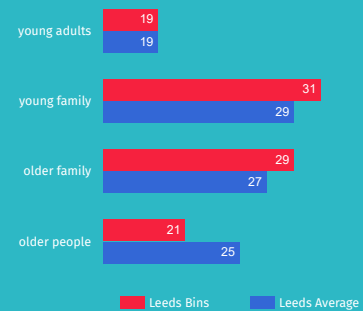
SUMMARY STATISTICS

| | Property | Leeds Bins | Leeds Average | UK Average |
|------------------|--------------------|------------|---------------|------------|
| | Disposable Income | £457.41 | £441.08 | £461.68 |
| | Ethnicity (% BAME) | 13% | 14% | 13% |
| Ages | 0-12 | 16% | 16% | 15% |
| | 13-18 | 7% | 7% | 7% |
| | 19-30 | 16% | 18% | 15% |
| | 31-59 | 39% | 38% | 39% |
| | 60+ | 22% | 22% | 24% |
| Job Types | AB | 25% | 22% | 23% |
| | C1 | 32% | 32% | 31% |
| | C2 | 19% | 20% | 21% |
| | DE | 23% | 26% | 25% |

JOB TYPE (%)

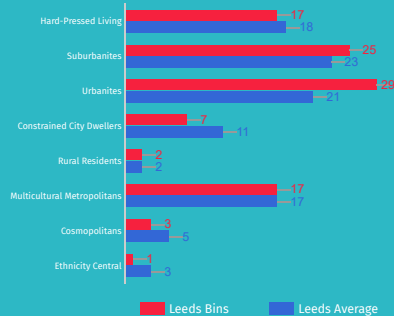


AGE PROFILES (%)

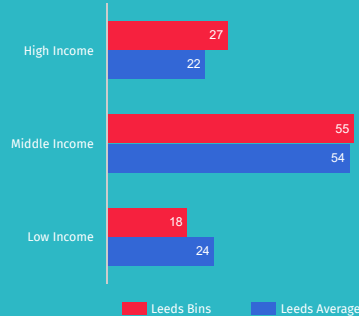


Current users of the app are representative of Leeds. They are slightly richer, but only slightly.

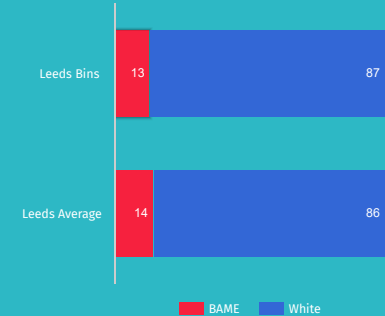
PEN PORTRAITS (%)



WEALTH (%)



ETHNICITY (%)



This PDF contains the data that you can see in the graphs and graphics above.

To access this data, open the PDF in Firefox, Adobe Reader, or any other PDF reader that supports the PDF attachment standard.

For more information, see tomforth.co.uk/pdfattacher