

Retailer	Fascia	Definition	Number of Stores
Aldi	Aldi		621
Asda	Asda		319
Asda	Asda Supermarket		199
Asda	Asda Supercentre		46
Asda	Asda Living		33
Asda	Asda PFS	Petrol Filling Station	17
Booths	Booths		29
Budgens	Budgens		160
Costco	Costco		26
Dansk Supermarked	Netto		13
Farmfoods	Farmfoods		328
Fulton Foods	Fulton Foods		86
Heron	Cooltrader		11
Heron	Heron		195
Iceland	Iceland		791
Lidl	Lidl		673
Makro	Makro		30
Marks and Spencer	Marks and Spencer		327
Marks and Spencer	Marks and Spencer BP	BP Garage	226
Marks and Spencer	Marks and Spencer Food Hall		8
Marks and Spencer	Marks and Spencer Home		1
Marks and Spencer	Marks and Spencer MSA	Motorway Service Area	36
Marks and Spencer	Marks and Spencer Outlet		40
Marks and Spencer	Marks and Spencer Simply Food		232
Marks and Spencer	Marks and Spencer Travel SF	Travel Simply Food	50
Mike Greene	My Local		151
Morrisons	Morrisons		494
Sainsburys	Sainsburys		605
Sainsburys	Sainsburys Local		760
Tesco	Tesco		488
Tesco	Tesco Express		1,524
Tesco	Tesco Express Esso	Esso Garage	196
Tesco	Tesco Extra		252
Tesco	Tesco Metro		171
The Co-operative Group	The Co-operative Food		3,763
The Co-operative Group	The Co-operative Food PFS	Petrol Filling Station	193
Waitrose	Little Waitrose		44
Waitrose	Little Waitrose Shell	Shell Garage	13
Waitrose	Waitrose		294
Waitrose	Waitrose MSA	Motorway Service Area	24
Whole Foods Market	Whole Foods Market		9

**TOTAL****13,478**

Column	Description
gluid	10 digit GeoLytx Unique Identifier prefixed with 101
retailer	Name of the retailer
fascia	Name 'above the door'
store_name	Name of the store as shown on the retailer website
address_one	Address line one
address_two	Address line two
town	GeoLytx town the store is located within
locality	GeoLytx locality the store is located within
postcode	Full postcode of the store (stripped - no spaces)
long_wgs	Longitude projection of the store in WGS84
lat_wgs	Latitude projection of the store in WGS84
bng_e	Easting projection in British National Grid
bng_n	Northing projection in British National Grid
pqi	Postcode Quality Indicator: PQI 1 – Rooftop geocoded by GeoLytx PQI 2 – Rooftop geocoded by third party PQI 3 – Postcode geocoded
open_date	The date the store opened where known (YYYYMMDD, 99 if unknown day or month)
size_band	Four way classification for size band of store: <b>A</b> – Less than 3,013 ft <sup>2</sup> (280 m <sup>2</sup> ) C-Store with unlimited Sunday hours in England and Wales. <b>B</b> – 3,013 to 15,069 ft <sup>2</sup> (280 m <sup>2</sup> to 1,400 m <sup>2</sup> ) Mid-sized grocer as defined by the CMA. Restricted Sunday hours, typically the large majority is food. <b>C</b> – 15,069 to 30,138 ft <sup>2</sup> (1,400 to 2,800 m <sup>2</sup> ) Large supermarkets as defined by the CMA. Typical 'large' supermarket with GM and fashion offer. <b>D</b> – 30,138+ ft <sup>2</sup> (2,800+ m <sup>2</sup> ) Also large as classified by the CMA. This is a GeoLytx arbitrary banding to equate roughly to a hypermarket, typically with significant clothing and GM departments and large free car park.