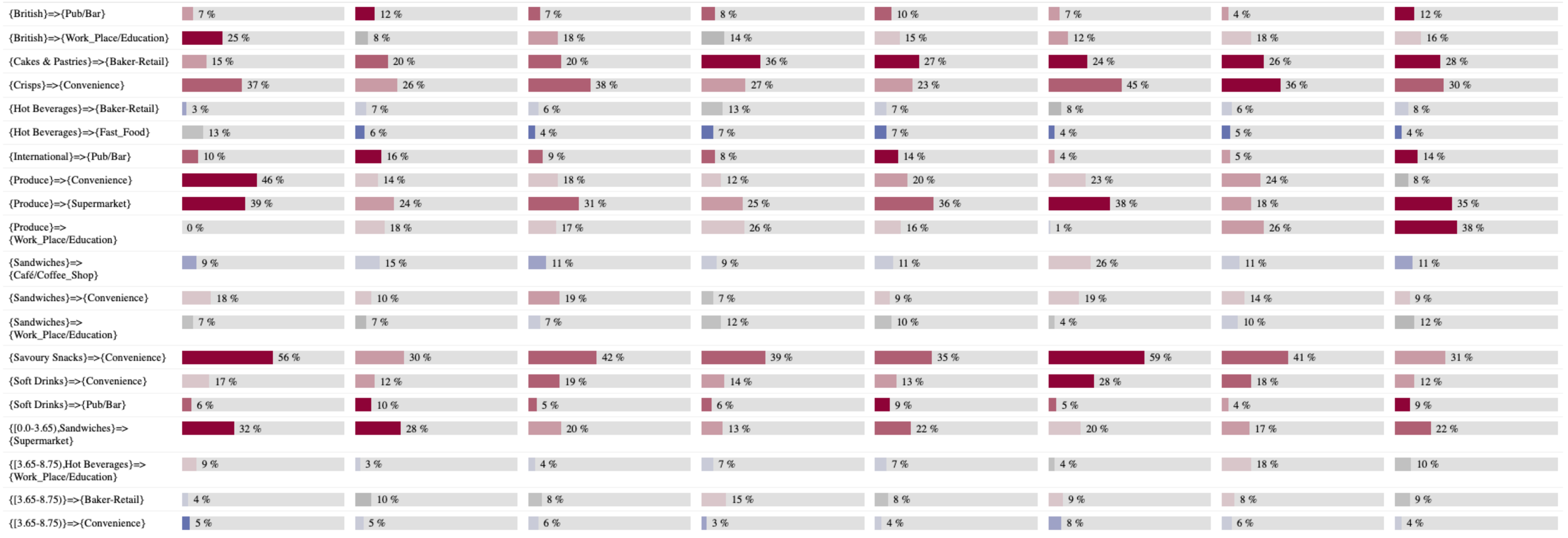
Results - Geodemographics Groups



Φ value is continuous
Φ > .05 indicates a week correlation between the antecedent has a positive effect of the consequent.
Φ > .10 indicates a moderate correlation between the antecedent has a positive effect of the consequent.
Φ > .15 indicates a strong correlation between the antecedent has a positive effect of the consequent.
Φ > .25 indicates a very strong correlation between the antecedent has a positive effect of the consequent.
Akoglu, H., 2018. User's guide to correlation coefficients. Turkish Journal of Emergency Medicine. doi:10.1016/j.tjem.2018.08.001.

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{British}=>{Pub/Bar}
7 %
12 %
7 %
8 %
10 %
7 %
4 %
12 %
{British}=>{Work_Place/Education}
25 %
8 %
18 %
14 %
15 %
12 %
18 %
16 %

{Produce}=>{Convenience}
46 %
14 %
18 %
12 %
20 %
23 %
24 %
8 %
{Produce}=>{Supermarket}
39 %
24 %
31 %
25 %
36 %
38 %
18 %
35 %
{Produce}=>
{Work_Place/Education}
0 %
18 %
17 %
26 %
16 %
1 %
26 %
38 %

{Soft Drinks}=>{Convenience}
17 %
12 %
19 %
14 %
13 %
28 %
18 %
12 %
{Soft Drinks}=>{Pub/Bar}
6 %
10 %
5 %
6 %
9 %
5 %
4 %
9 %

Rules	Cosmopolitan student neighbourhoods	Countryside living	Ethnically diverse professionals	Hard-pressed communities	Industrious communities	Inner city cosmopolitan	Multicultural living	Suburban living

{Produce}=>{Convenience}
46 %
14 %
18 %
12 %
20 %
23 %
24 %
8 %
{Produce}=>{Supermarket}
39 %
24 %
31 %
25 %
36 %
38 %
18 %
35 %
{Produce}=>
{Work_Place/Education}
0 %
18 %
17 %
26 %
16 %
1 %
26 %
38 %

Results - Geodemographics Groups

Rules	Cosmopolitan student neighbourhoods	Countryside living	Ethnically diverse professionals	Hard-pressed communities	Industrious communities	Inner city cosmopolitan	Multicultural living	Suburban living
{British}=>{Pub/Bar}	7 %	12 %	7 %	8 %	10 %	7 %	4 %	12 %
{British}=>{Work_Place/Education}	25 %	8 %	18 %	14 %	15 %	12 %	18 %	16 %
{Cakes & Pastries}=>{Baker-Retail}	15 %	20 %	20 %	36 %	27 %	24 %	26 %	28 %
{Crisps}=>{Convenience}	37 %	26 %	38 %	27 %	23 %	45 %	36 %	30 %
{Hot Beverages}=>{Baker-Retail}	3 %	7 %	6 %	13 %	7 %	8 %	6 %	8 %
{Hot Beverages}=>{Fast_Food}	13 %	6 %	4 %	7 %	7 %	4 %	5 %	4 %
{International}=>{Pub/Bar}	10 %	16 %	9 %	8 %	14 %	4 %	5 %	14 %

Rules	Cosmopolitan student neighbourhoods	Countryside living	Ethnically diverse professionals	Hard-pressed communities	Industrious communities	Inner city cosmopolitan	Multicultural living	Suburban living
{British}=>{Pub/Bar}	7 %	12 %	7 %	8 %	10 %	7 %	4 %	12 %
{British}=>{Work_Place/Education}	25 %	8 %	18 %	14 %	15 %	12 %	18 %	16 %
{Café/Coffee_Shop}								
{Sandwiches}=>{Convenience}	18 %	10 %	19 %	7 %	9 %	19 %	14 %	9 %
{Sandwiches}=> {Work_Place/Education}	7 %	7 %	7 %	12 %	10 %	4 %	10 %	12 %
{Savoury Snacks}=>{Convenience}	56 %	30 %	42 %	39 %	35 %	59 %	41 %	31 %
{Soft Drinks}=>{Convenience}	17 %	12 %	19 %	14 %	13 %	28 %	18 %	12 %
{Soft Drinks}=>{Pub/Bar}	6 %	10 %	5 %	6 %	9 %	5 %	4 %	9 %
{[0.0-3.65),Sandwiches}=> {Supermarket}	32 %	28 %	20 %	13 %	22 %	20 %	17 %	22 %
{[3.65-8.75),Hot Beverages}=> {Work_Place/Education}	9 %	3 %	4 %	7 %	7 %	4 %	18 %	10 %
{[3.65-8.75)}=>{Baker-Retail}	4 %	10 %	8 %	15 %	8 %	9 %	8 %	9 %
{[3.65-8.75)}=>{Convenience}	5 %	5 %	6 %	3 %	4 %	8 %	6 %	4 %

-.25 -.15 -.1 -.05 0 .05 .1 .15 .25

Φ value is continuous
Φ > .05 indicates a week correlation between the antecedent has a positive effect of the consequent.
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Φ > .15 indicates a strong correlation between the antecedent has a positive effect of the consequent.
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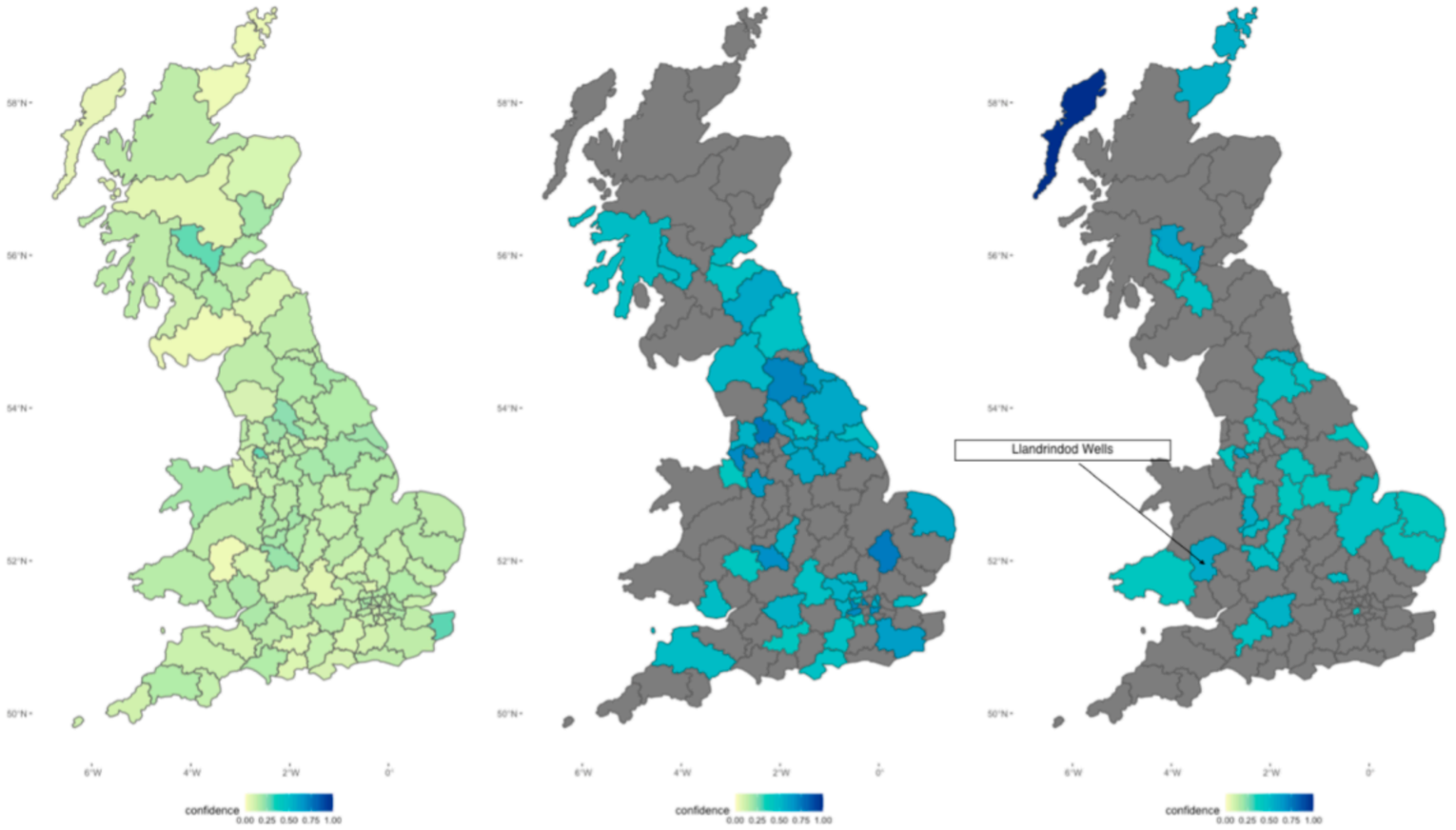
Results - Regions



(Left Panel) observed confidence level for the rule "{} → {Fast-food}"; (Central Panel) confidence estimates for the rule "{Italian} → {Fast-food}"; (Right Panel) confidence value estimates for the rule "{British} → {Fast-food}" Note: Rules with phi value less than 0.25 were marketed as NA.

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