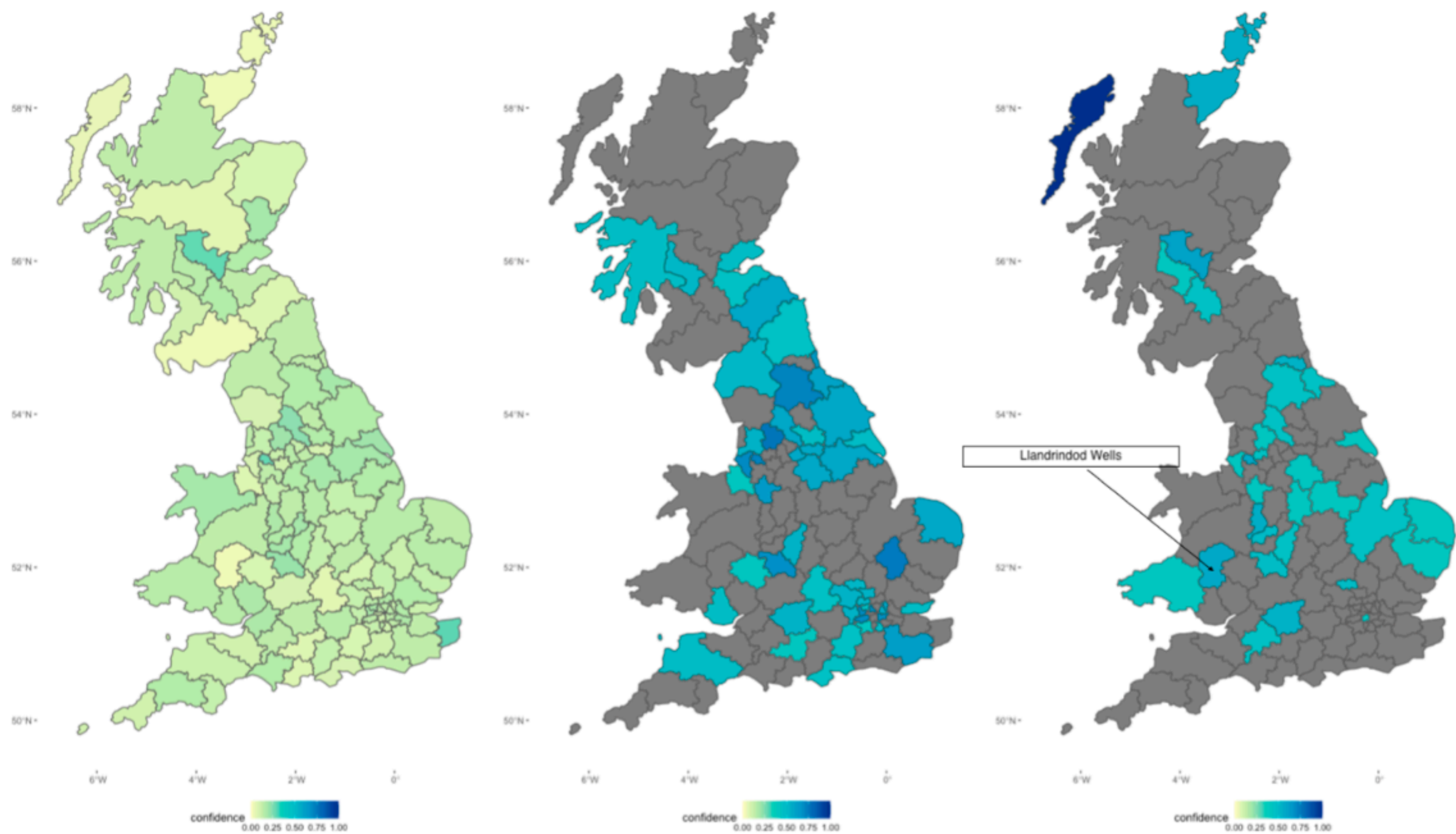


Results - Regions



(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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Conclusion