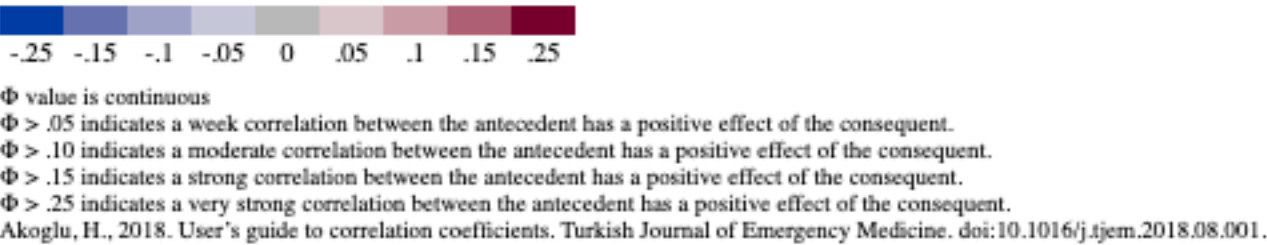


Results-Geometric Groups

Rules	Cosmopolitan student neighbourhoods	Countryside living	Ethnically diverse professionals	Hard-pressed communities	Industrious communities	Inner city cosmopolitan	Multicultural living	Suburban living
{British}=>{Pub/Bar}	<div><div></div>7 %</div>	<div><div></div>12 %</div>	<div><div></div>7 %</div>	<div><div></div>8 %</div>	<div><div></div>10 %</div>	<div><div></div>7 %</div>	<div><div></div>4 %</div>	<div><div></div>12 %</div>
{British}=>{Work_Place/Education}	<div><div></div>25 %</div>	<div><div></div>8 %</div>	<div><div></div>18 %</div>	<div><div></div>14 %</div>	<div><div></div>15 %</div>	<div><div></div>12 %</div>	<div><div></div>18 %</div>	<div><div></div>16 %</div>
{Cakes & Pastries}=>{Baker-Retail}	<div><div></div>15 %</div>	<div><div></div>20 %</div>	<div><div></div>20 %</div>	<div><div></div>36 %</div>	<div><div></div>27 %</div>	<div><div></div>24 %</div>	<div><div></div>26 %</div>	<div><div></div>28 %</div>
{Crisps}=>{Convenience}	<div><div></div>37 %</div>	<div><div></div>26 %</div>	<div><div></div>38 %</div>	<div><div></div>27 %</div>	<div><div></div>23 %</div>	<div><div></div>45 %</div>	<div><div></div>36 %</div>	<div><div></div>30 %</div>
{Hot Beverages}=>{Baker-Retail}	<div><div></div>3 %</div>	<div><div></div>7 %</div>	<div><div></div>6 %</div>	<div><div></div>13 %</div>	<div><div></div>7 %</div>	<div><div></div>8 %</div>	<div><div></div>6 %</div>	<div><div></div>8 %</div>
{Hot Beverages}=>{Fast_Food}	<div><div></div>13 %</div>	<div><div></div>6 %</div>	<div><div></div>4 %</div>	<div><div></div>7 %</div>	<div><div></div>7 %</div>	<div><div></div>4 %</div>	<div><div></div>5 %</div>	<div><div></div>4 %</div>
{International}=>{Pub/Bar}	<div><div></div>10 %</div>	<div><div></div>16 %</div>	<div><div></div>9 %</div>	<div><div></div>8 %</div>	<div><div></div>14 %</div>	<div><div></div>4 %</div>	<div><div></div>5 %</div>	<div><div></div>14 %</div>
{Produce}=>{Convenience}	<div><div></div>46 %</div>	<div><div></div>14 %</div>	<div><div></div>18 %</div>	<div><div></div>12 %</div>	<div><div></div>20 %</div>	<div><div></div>23 %</div>	<div><div></div>24 %</div>	<div><div></div>8 %</div>
{Produce}=>{Supermarket}	<div><div></div>39 %</div>	<div><div></div>24 %</div>	<div><div></div>31 %</div>	<div><div></div>25 %</div>	<div><div></div>36 %</div>	<div><div></div>38 %</div>	<div><div></div>18 %</div>	<div><div></div>35 %</div>
{Produce}=>{Work_Place/Education}	<div><div></div>0 %</div>	<div><div></div>18 %</div>	<div><div></div>17 %</div>	<div><div></div>26 %</div>	<div><div></div>16 %</div>	<div><div></div>1 %</div>	<div><div></div>26 %</div>	<div><div></div>38 %</div>
{Sandwiches}=>{Café/Coffee_Shop}	<div><div></div>9 %</div>	<div><div></div>15 %</div>	<div><div></div>11 %</div>	<div><div></div>9 %</div>	<div><div></div>11 %</div>	<div><div></div>26 %</div>	<div><div></div>11 %</div>	<div><div></div>11 %</div>
{Sandwiches}=>{Convenience}	<div><div></div>18 %</div>	<div><div></div>10 %</div>	<div><div></div>19 %</div>	<div><div></div>7 %</div>	<div><div></div>9 %</div>	<div><div></div>19 %</div>	<div><div></div>14 %</div>	<div><div></div>9 %</div>
{Sandwiches}=>{Work_Place/Education}	<div><div></div>7 %</div>	<div><div></div>7 %</div>	<div><div></div>7 %</div>	<div><div></div>12 %</div>	<div><div></div>10 %</div>	<div><div></div>4 %</div>	<div><div></div>10 %</div>	<div><div></div>12 %</div>
{Savoury Snacks}=>{Convenience}	<div><div></div>56 %</div>	<div><div></div>30 %</div>	<div><div></div>42 %</div>	<div><div></div>39 %</div>	<div><div></div>35 %</div>	<div><div></div>59 %</div>	<div><div></div>41 %</div>	<div><div></div>31 %</div>
{Soft Drinks}=>{Convenience}	<div><div></div>17 %</div>	<div><div></div>12 %</div>	<div><div></div>19 %</div>	<div><div></div>14 %</div>	<div><div></div>13 %</div>	<div><div></div>28 %</div>	<div><div></div>18 %</div>	<div><div></div>12 %</div>
{Soft Drinks}=>{Pub/Bar}	<div><div></div>6 %</div>	<div><div></div>10 %</div>	<div><div></div>5 %</div>	<div><div></div>6 %</div>	<div><div></div>9 %</div>	<div><div></div>5 %</div>	<div><div></div>4 %</div>	<div><div></div>9 %</div>
{[0.0-3.65),Sandwiches}=>{Supermarket}	<div><div></div>32 %</div>	<div><div></div>28 %</div>	<div><div></div>20 %</div>	<div><div></div>13 %</div>	<div><div></div>22 %</div>	<div><div></div>20 %</div>	<div><div></div>17 %</div>	<div><div></div>22 %</div>
{[3.65-8.75),Hot Beverages}=>{Work_Place/Education}	<div><div></div>9 %</div>	<div><div></div>3 %</div>	<div><div></div>4 %</div>	<div><div></div>7 %</div>	<div><div></div>7 %</div>	<div><div></div>4 %</div>	<div><div></div>18 %</div>	<div><div></div>10 %</div>
{[3.65-8.75)}=>{Baker-Retail}	<div><div></div>4 %</div>	<div><div></div>10 %</div>	<div><div></div>8 %</div>	<div><div></div>15 %</div>	<div><div></div>8 %</div>	<div><div></div>9 %</div>	<div><div></div>8 %</div>	<div><div></div>9 %</div>
{[3.65-8.75)}=>{Convenience}	<div><div></div>5 %</div>	<div><div></div>5 %</div>	<div><div></div>6 %</div>	<div><div></div>3 %</div>	<div><div></div>4 %</div>	<div><div></div>8 %</div>	<div><div></div>6 %</div>	<div><div></div>4 %</div>



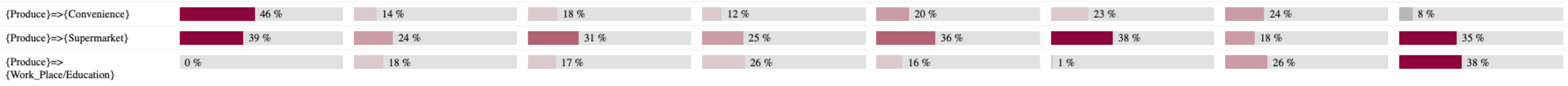
An ESRC Data Investment

KANTAR WORLD PANEL



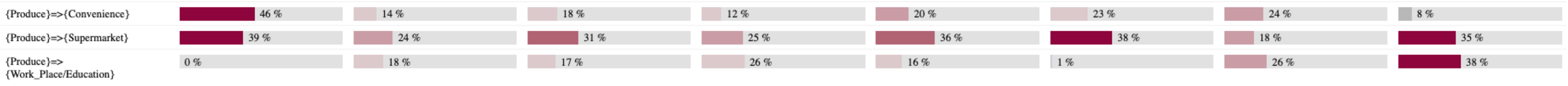
Consumer
Data
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Centre

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

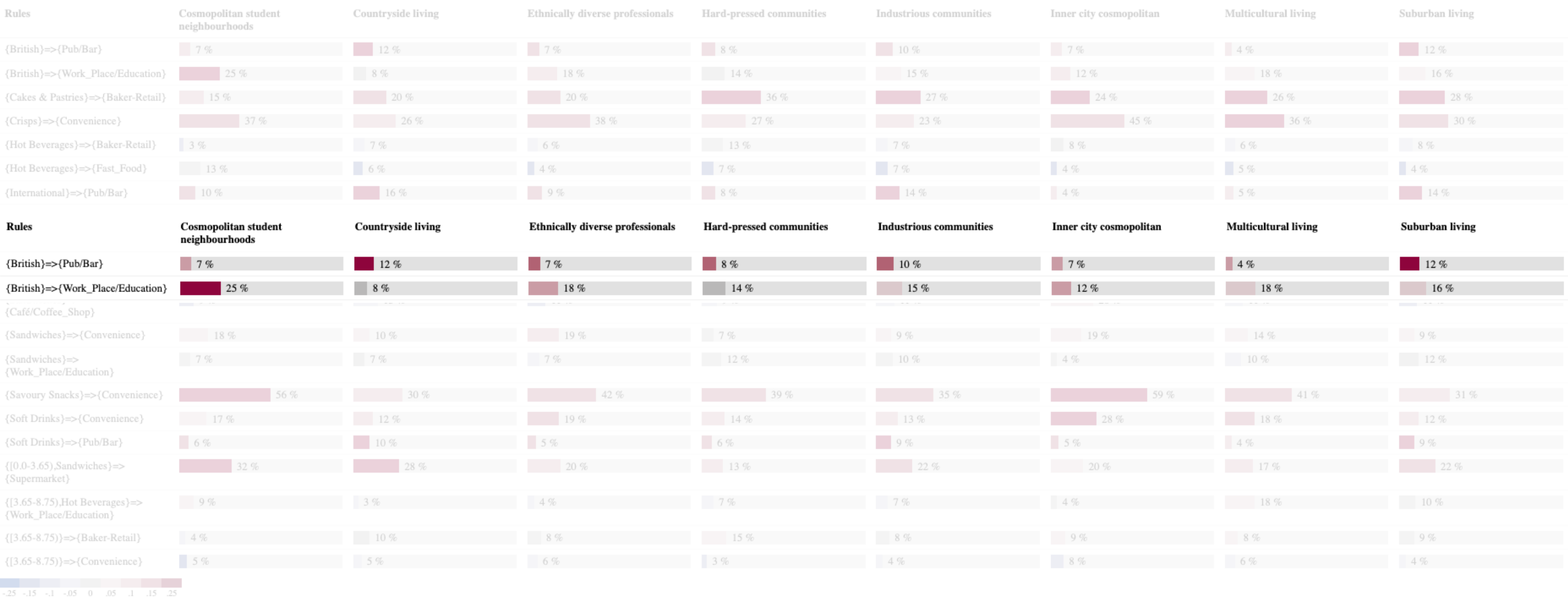




Rules	Cosmopolitan student neighbourhoods	Countryside living	Ethnically diverse professionals	Hard-pressed communities	Industrious communities	Inner city cosmopolitan	Multicultural living	Suburban living
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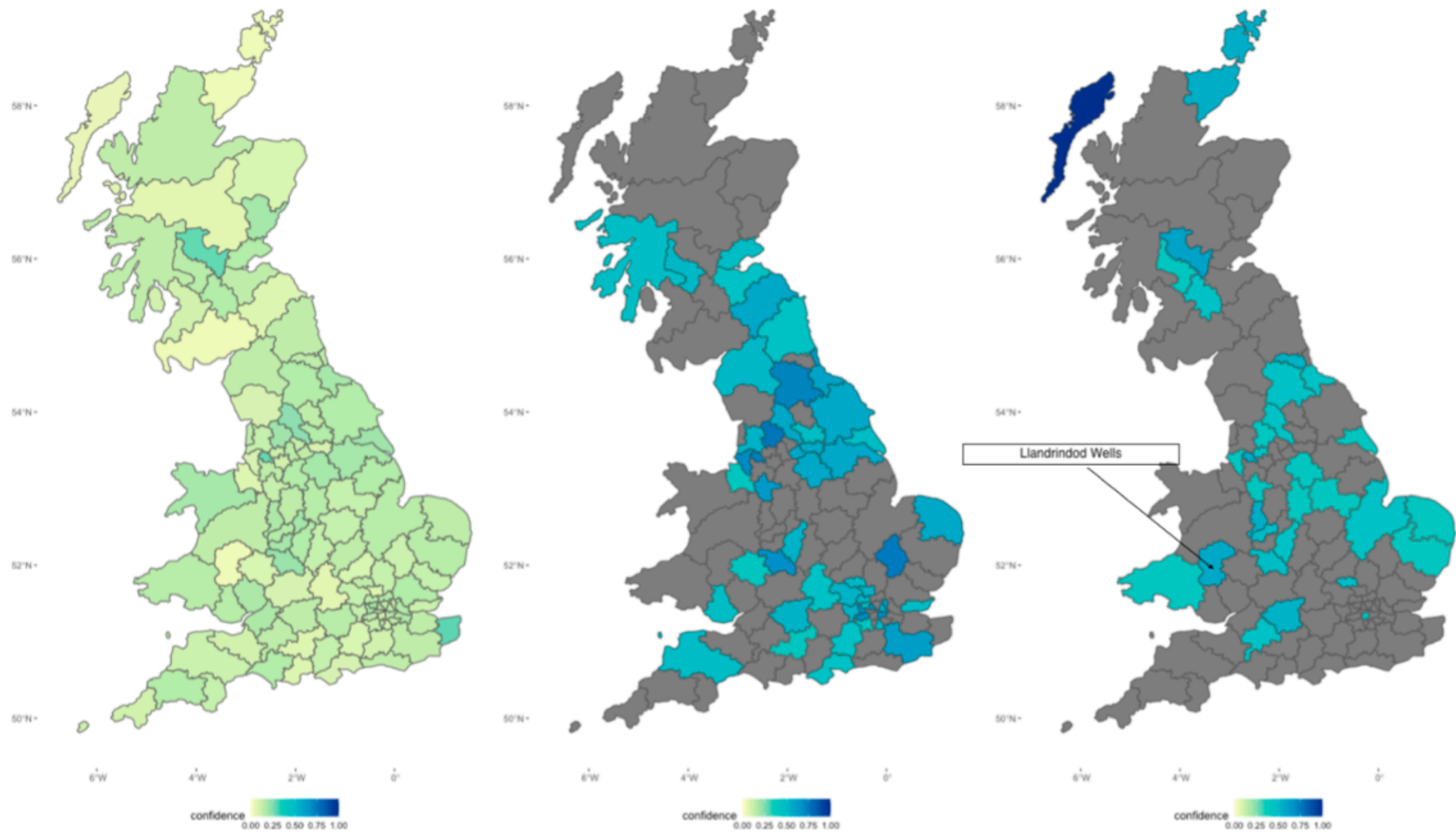


Results - Geodemographic Groups



Φ value is continuous
Φ > .05 indicates a weak 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.

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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