



**Concussion**

One of the first large scale regional studies on out-of-home consumption

Spatial variability with store and product preferences

Capturing assumptions that are goal-directed and situational

Flexible methods: Mean works with any pre-determined aggregation and different levels of product/strata aggregation

data natters!

Requires representative data, and large sample size



'Real' differences? individual preferences vs geographical preferences

o In particular, areas with very few panelist...

o Determining thresholds are difficult

What next?

o Local retail provisions and retail vibrancy...

basics (dis)similarity and identify shop pinning mis at trans action levels.

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# An ESRC Data Investment

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**KANTAR** WORLD PANEL





Consumer  
Data  
Research  
Centre

# Conclusion

- **One of the first large scale regional studies on out-of-home consumption**
  - Spatial variability with store and product preferences: beyond specific product or store groups
  - Capturing consumption preferences that are more goal-directed and situational
  - Flexible methods: We can work with any pre-determined aggregation and different levels of product/store categorisation
- **Data matters!**
  - Requires representative data, and large sample size
  - “Real” differences?! individual preferences vs geographical preferences
  - In particular, areas with very few panelist...
  - Determining thresholds are difficult
- **What next?**
  - Local retail provisions and retail vibrancy...
  - baskets (dis)similarity and identify shopping missions at transaction levels...

