

Experian Catalyst List of Data Items

United Kingdom 2014

This document provides an overview of the data currently available in the database. Data items are selected for their ability to reflect the most important aspects of the market and subsequently, definitions are updated or modified from time to time based on feedback from the field.

Address Data

Field Name	Description
CAT Number	Catalist's unique national reference number for every petrol station in the country
Brand	Fuel brand displayed on the pole sign
Site Name	Commonly recognised name of the petrol station
Building No	Number of building
Address	Name of the street used in the site's address
Street	Name of the main primary street serving traffic to the site
Secondary Street	Name of the secondary street serving traffic to the site (corner locations only)
Suburb	Area of the city or town
Suburb 2	Further explanation to the area i.e. Industrial Area
Town	City or town in which the site is situated
County	County in which the site is situated
Local Authority Area	Local Authority Area in which the site is situated
Region	UK standard region
Postcode	Complete postcode of each site
Country	Country where site is located
Primary Road Number	Road classification number
Secondary Road Number	Road classification number (corner locations only)

Contact Data

Field Name	Description
Company Name	Operating company name (where known)
Telephone	Site telephone number including STD code (where known)

Location Data

Field Name	Description
Position X (Longitude)	WGS84 X co-ordinate (taken from the surveyed GPS readings)
Position Y (Latitude)	WGS84 Y co-ordinate (taken from the surveyed GPS readings)

Site Overview Data

Field Name	Description
Site Status	Open/Under Development/Closed/Non Retail
Site Type	Petrol Station/Service Area/Hypermarket/Kerbside
Fuel Type	Which types of fuel does the site sell? Petrol/Diesel/LPG//Other
Ownership	Company/Dealer/Hypermarket
Location Type	Rural/Commercial/Residential/Urban Transient/Motorway/Marina
Shop Type	None/Kiosk/Standard/Convenience Store
Car Wash	Does the site have a Car Wash? (Yes/No)
Catering	Does the site have either separate or in-store catering facilities? (Yes/No)
Car Sales	Name of manufacturer for new cars / Used for second-hand cars
Service Bays	Does the site have facilities for vehicle repairs? (Yes/No)
ATM	Does the site have an ATM (Yes/No)
ATM Name	Main bank name associated with the ATM
24 Hours	Is the site open 24 Hours? (Yes/No)
Manned hours	Site weekday opening and closing times
Opening Time	Site weekday opening time
Closing Time	Site weekday closing time
Plot Size Front	Plot front estimate in metres
Plot Size Depth	Plot depth estimate in metres
Plot Size Area	Plot front multiplied by plot depth
Regular Shape	Is the site a rectangular or square shaped plot? (Yes/No)
Development Space	Is there space to extend/redevelop the site? (Yes/No)
Development Year	Estimate of latest site development year
Quality	Overall site quality assessment: Poor/Medium/Good/Very Good
Access	Overall site access assessment: Poor/Medium/Good/Very Good
Visibility	Overall site visibility assessment: Poor/Medium/Good/Very Good
Share Brand	Major Group Brand/Minor Brand/Unbranded

Traffic Data

Field Name	Description
Primary Traffic	Estimate of primary, 24 hour, two-way traffic flow Poor/Medium/Good/Very good
Secondary Traffic	Estimate of secondary, 24 hour, two-way traffic flow Poor/Medium/Good/Very good
Carriageway Barrier	Is there anything to prevent traffic from crossing to the site from the other side of the primary road? (None/Full/Solid Painted Line)
Highly Transient Location	Is the primary road predominantly a highway location? (Yes/No)
Traffic Speed	The speed of vehicles passing the site on the primary street: <40km h/40-60/61-80/81-100/>100

Forecourt Data

Field Name	Description
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Field Name	Description
Canopy	Is there a canopy over the pumps? (Yes/No)
Forecourt Layout	Starter Gate/Domino/Square/Linear/Other
Motor Fuel Pumps	Number of motor fuel pumps
Motor Fuel Positions	Number of motor fuelling positions
Motor Fuel Effective Positions	Effective number of motor fuelling positions
HGV (Heavy Goods Vehicles) Pumps	Number of HGV fuel pumps
HGV Positions	Number of HGV fuelling positions
HGV Effective Positions	Effective number of HGV fuelling positions
LPG (Liquid Petroleum Gas) Pumps	Number of LPG pumps
LPG Positions	Number of LPG fuelling positions
LPG Effective Positions	Effective number of LPG fuelling positions
LPG Brand	Brand of LPG supplier
MPDs	Multi-product dispensers (Yes/No)
Motor Fuel (MF) Volume	Estimated motor fuel volume in kilo-litres per annum
Attendant Service	Does the site offer attended service? (Yes/No)
Self Service	Does the site offer self service? (Yes/No)
Automat Service	Is there a facility to pay at the pump? (Yes/No)
Forced Exit Kiosk	Do you pay for fuel at a forced exit kiosk? (Yes/No)
Credit Cards	Does the site accept credit cards? (Yes/No)
Fuel Cards	Does the site accept fuel or oil company cards? (Yes/No)
Diesel Only Cards	Does the site accept diesel-only cards? (Yes/No)
Kerb Cuts	Number of entrances/exits into forecourt (primary and sec st)

Shop Data

Field Name	Description
Shop Brand	Brand specific to the shop
Shop Area	Estimate of shop sales area in square metres
Shop Sales	Estimate of shop sales in £ '000 per annum including taxes
Shop Quality	Estimate of the quality of the shop. Considers facility, stock levels, standard of merchandising and operations: Poor/Medium/Good/Very Good
Dedicated Spaces	Number of marked parking spaces for shop
Unmarked Spaces	Number of unmarked parking spaces for shop
Pedestrian Traffic	Do pedestrians walk past the site (Yes/No)
Shop Competition	Estimate of quantity of non-fuel based shop competition within 500m: 0 / 1 / 2-4 / 5+
Alcohol	Does the shop sell alcohol? (Yes/No)
Tobacco	Does the shop sell tobacco? (Yes/No)
Groceries	Does the shop sell groceries? (Yes/No)
Take Away Food	Does the shop sell take away food? (Yes/No)
Household Goods	Does the shop sell household goods? (Yes/No)
Leisure	Does the shop sell leisure goods? (Yes/No)
Car Product Range	Does the shop sell car products? (Yes/No)
Hot Drinks	Does the shop sell self-service hot drinks? (Yes/No)
Lottery	Does the site have a lottery terminal? (Yes/No)
Microwave	Does the shop have a self-service microwave? (Yes/No)
In Store Bakery	Does the shop have a bakery? (Yes/No)

Catering Data

Field Name	Description
In Store Catering Brand	Brand name of catering inside the shop
Separate Catering Brand	Brand name of catering in a separate building but on the same plot as the site
Catering Quality	Estimate of quality of catering facilities: Poor/Medium/Good/Very Good
Catering No of Inside Seats	Estimate of number of places inside the Catering facility (0/<5/5-20/21-50/>50)
Catering Competition	Quantity of non-fuel based catering competition within 500m: 0 / 1 / 2-4 / 5+

Car Wash Data

Field Name	Description
Car Wash Brand	Name of car wash brand
Jet Wash Units	Number of jet wash machines
Automatic Wash Units	Number of automatic wash machines
Conveyor Wash Units	Number of conveyor wash machines
Wash Quality	Quality of wash facilities: Poor/Medium/Good/Very Good
Car Wash Competition	Quantity of non-fuel based car wash competition within 500m: 0 / 1 / 2-4 / 5+
Drive-Thru	Is the automatic wash a drive through? (Yes/No)