

Experian Catalist List of Data Items

UK & ROI – 2018

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.

Name & Address

Field Name	Description
CAT No	Catalist's unique national reference number for every forecourt in the country (UK & ROI)
Site Status	Open / Under Development / Closed / Obsolete / Non-Retail
Share Brand	Major Group Brand / Minor Brand / Unbranded
Brand	Fuel Brand displayed on the pole sign
Site Name	Commonly recognised name of the petrol station
Building No	Building Number on the road
Street	Name of the main primary street serving traffic to the site
Secondary Street	Name of the secondary street serving traffic to the site
Suburb	Area of the city or town
Suburb 2	Further subdivision of the area
Town	City or Town in which the site is situated
County	County in which the site is situated
Postcode	Complete Postcode of the site (UK or ROI Post Code)
Local Authority Area	UK Local Authority Area (blank for ROI)
Region	UK Standard Region (blank for ROI)
Country	Country (UK or ROI)
Primary Rd No	Primary Road classification number
Secondary Rd No	Road classification number of secondary street

Location

Field Name	Description
Latitude Y	Latitude Y co-ordinate (WGS84) to 6dp
Longitude X	Longitude X co-ordinate (WGS84) to 6dp

Ownership

Field Name	Description
Ownership	Company / Dealer / Hypermarket
Company Name	Operating Company Name (Group / Company Name)
Telephone	Site telephone number including STD code (where known)

General Site Data

Field Name	Description
Location Type	Rural / Commercial / Residential/ Urban Transient / Motorway / Marina
Highly Transient Location	Is the primary road a highway location &/or a busy major commuter route? (Yes/No)
Site Type	Petrol Station / Service Area / Hypermarket / Kerbside / Kerbside Off-road
Development Year	Estimate of latest Site full development year
Fuel Type- Petrol	Types of fuel which the site sells - Petrol (Yes/No)
Fuel Type- Diesel	Types of fuel which the site sells - Diesel (Yes/No)
Fuel Type - LPG	Types of fuel which the site sells - LPG (Yes/No)
Fuel Type - Other	Types of fuel which the site sells - Other (Hydrogen/CNG/LNG/Red Diesel (Yes/No)
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)
24 Hours	Is the site open for fuel 24 Hours? (Yes/No)
Opening Time	Site weekday opening time (00:00)
Closing Time	Site weekday closing time (00:00)
Access	Overall Site access assessment from approach: Poor / Medium / Good / Very Good
Visibility	Overall Site visibility assessment from approach: Poor/Medium/Good/Very Good
Quality	Overall site quality assessment - first impression from approach: Poor / Medium / Good / Very Good
ATM	Does the site have an ATM (Yes/No)
ATM Brand	Main Brand name associated with the ATM
Car Sales	Name of Brand for new cars or 'Used' for second-hand cars sharing the site
Service Bays	Does the site have facilities for vehicle repairs? (Yes/No)
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 in sq. metres
Credit Cards	Does the site accept standard range of credit cards? (Yes/No)
Fuel Cards	Does the site accept fuel cards or oil company cards? (Yes/No)
Diesel Only Cards	Does the site accept diesel-only cards? (Yes/No)
Customer Toilets	Customer Accessible Toilets advertised (Yes/No)

Forecourt

Field Name	Description
Motor Fuel (MF) Volume	Estimated Motor Fuel volume in kilo-litres per annum – annualised rate (petrol + diesel)
Forecourt Layout	Starter Gate / Domino / Square / Linear / Other
MPDs	Multi-product dispensers (Yes/No)
Motor Fuel Pumps	Number of motor fuel pumps
Motor Fuel Positions	Number of motor fuelling positions
HGV (Heavy Goods Vehicles) Pumps	Number of HGV fuel pumps
HGV Positions	Number of HGV fuelling positions
LPG (Liquid Petroleum Gas) Pumps	Number of LPG pumps
LPG Positions	Number of LPG fuelling positions
LPG Brand	Brand of LPG supplier on pump
Red Diesel Pumps	Number of Red Diesel Pumps (rebated colour dyed diesel for non-road use)
AdBlue Pumps	Number of AdBlue specific pumps (usually on the HGV islands)
Hydrogen Pumps	Number of Hydrogen Pumps
CNG / LNG Pumps	Number of Natural Gas Pumps - Compressed (CNG) or Liquefied (LNG)
Electric Charging Spaces	Number of marked spaces for Electric charging of vehicles
Electric Charging Brand	Brand associated with Electric charging points - usually on the unit.
Canopy	Is there a canopy over the main pump islands? (Yes/No)

Shop

Field Name	Description
Shop	Is there some form of Forecourt Shop (Yes/No)
Shop Type	Standard / Convenience Store / Kiosk / None
Shop Brand	Fascia Brand specific to the shop
Shop Area	Estimate of shop sales area in square metres
Shop Sales	Estimate of annualized rate of shop sales in £ '000 (UK) /€000 (ROI) per annum including taxes (excluding Lottery & e-top-ups)
Shop Quality	Estimate of the quality of the shop. Considering the facilities, stock levels, merchandising and operations: Poor / Medium / Good / Very Good
Dedicated Parking Spaces	Number of marked parking spaces around the forecourt for the shop
Pedestrian Traffic	Do pedestrians walk past the site - shop serving passing ped traffic (Yes/No)
Alcohol	Does the shop sell alcohol (Licenced)? (Yes/No)
Lottery	Does the site have a National Lottery terminal? (Yes/No)
Tobacco	Does the shop sell tobacco products? (Yes/No)
Groceries	Does the shop sell groceries? (Yes/No)
Car Product Range	Does the shop sell car care products? (Yes/No)
Microwave	Does the shop have a self-service microwave? (Yes/No)
Hot Drinks	Hot Drinks available (Machine or Served) (Yes/No)
Take Away Food	Does the shop sell take away food? (Yes/No)
In Store Bakery	Does the shop have a bakery? (Yes/No)
Coffee Offer Brand	Brand of Coffee Offer advertised (particularly if shown on Pole Sign)
Shop Competition	Estimate of quantity of non-fuel based shop competition within 500m: 0 / 1 / 2-4 / 5+

Catering

Field Name	Description
Catering	Does the site have either separate or in-store catering facilities? (Yes/No)
In Store Catering Brand	Brand name of food offer inside the Shop (a separately branded area)
In Store Deli Brand	Brand name of delicatessen offer in the Shop (eg made sandwich offer)
Separate Catering Brand	Brand name of food offer in a separate building but on the same plot as the forecourt (eg. Burger/Pizza Restaurant)
Catering Quality	Estimate of quality of catering facilities: Poor / Medium / Good / Very Good
Catering Competition	Quantity of non-fuel based catering competition within 500m: 0 / 1 / 2-4 / 5+

Car Wash

Field Name	Description
Car Wash	Does the site have a Car Wash Offer? (excluding any Hand Wash Offer) (Yes/No)
Car Wash Brand	Name of car wash brand (excluding any Hand Wash Offer)
Jet Wash Units	Number of jet wash machines
Automatic Wash Units	Number of automatic wash machines
Conveyor Wash Units	Number of conveyor wash machines
Drive Thru Auto Car Wash	Auto Wash is Drive Thru? (Yes/No)
Wash Quality	Quality of wash facilities (excluding any Hand Wash Offer): Poor / Medium / Good / Very Good
Car Wash Competition	Quantity of non-fuel based Car Wash competition within 500m (excluding any Hand Wash Offer): 0 / 1 / 2-4 / 5+
Hand Car Wash on Site	Simple indicator of a Hand Car Wash offer on Site (Yes/No)

Traffic

Field Name	Description
Primary Traffic	Category of primary, 24 hour, two-way traffic flow past site: Poor / Medium / Good / Very Good
Secondary Traffic	Category 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
Traffic Speed	The speed of vehicles passing the site on the primary street: <40km h/40-60/61-80/81-100/>100