



Bristol BIDs

Consumer Spend Analysis

Q3 2024

Visa Loyalty Insights (VLI)



- **Visa Loyalty Insights (VLI) – analyses spend behaviour in every postal sector across the UK by origin and destination of spend along with spend at store location**
- **NB – for reasons of confidentiality, category spend is not included where:**
 - **There are less than five stores in a category in the merchant location’s postal sector**
 - **A single retailer accounts for 50% or more of spend or transactions in a category within the postal sector**
- **VLI is collated on a quarterly basis up to September 2024**

NB – VLI data does not include cash transactions which in certain areas can be significant

Overview of spend behaviour in BS1, BS2 and BS8 postal sectors Q3 2023 to Q3 2024



	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q3 2023 vs Q3 2024	Q2 2024 vs Q3 2024
No of cards identified	1,206,427	1,303,986	1,199,189	1,796,179	1,769,879	+47%	-1%
Average Transaction Value (ATV)	£16.17	£15.40	£13.83	£15.52	£14.66	-9%	-6%
Total Transactions	5,272,305	7,041,933	6,435,953	8,368,177	5,983,626	+13%	-28%
No of postal sectors identified	960	932	905	946	488	-49%	-48%
Total spend	£85m	£108.4m	£89m	£129m	£88m	+3%	-32%

International Spend Q2 and Q3 2024 in BS1, BS2 and BS8



	Q2 2024	Q3 2024	Q2 2024 vs Q3 2024
No of cards identified	219,517	260,475	+19%
Average Transaction Value (ATV)	£25.67	£27.57	+7%
Total Transactions	702,933	880,077	+25%
No of countries identified	83	97	+17%
Total spend	18,045,341	24,266,037	+34%

Top 5 countries by spend Q3 2024
United States of America
China Mainland
Republic of Ireland
France
Spain

Categories with highest spend among top 10 highest spending postal districts

Face to face spend vs online Q3 2024



Category	Face to face	Online	% Spend face to face	% spend online	Total spend
GROCERY STORES/SUPERMARKETS	£189,171,789	£19,239,872	91%	9%	£208,411,661
RESTAURANTS	£50,682,212	£17,848,120	74%	26%	£68,530,332
FAST FOOD RESTAURANTS	£19,515,364	£4,109,013	83%	17%	£23,624,377
MISC FOOD STORES	£14,335,514	£4,192,414	77%	23%	£18,527,928
HOTELS & ACCOMMODATION	£6,174,359	£11,082,092	36%	64%	£17,256,451
MENS/WOMENS CLOTHING STORES	£5,442,382	£3,525,938	61%	39%	£8,968,320
AUTO SERVICE SHOPS/NON DEALER	£7,221,883	£1,188,067	86%	14%	£8,409,950
BEAUTY/BARBER SHOPS	£6,280,540	£674,078	90%	10%	£6,954,617
LUMBER/BUILD. SUPPLY STORES	£4,627,440	£0	100%	0%	£4,627,440
PARKING LOTS,METERS,GARAGES	£2,453,031	£1,989,278	55%	45%	£4,442,309
SHOE STORES	£1,847,536	£1,519,505	55%	45%	£3,367,041
JEWELLERY STORES	£1,994,353	£1,234,706	62%	38%	£3,229,059
BAKERIES	£2,096,642	£20,579	99%	1%	£2,117,220

Summary of spend behaviour in postal sectors versus competitor locations

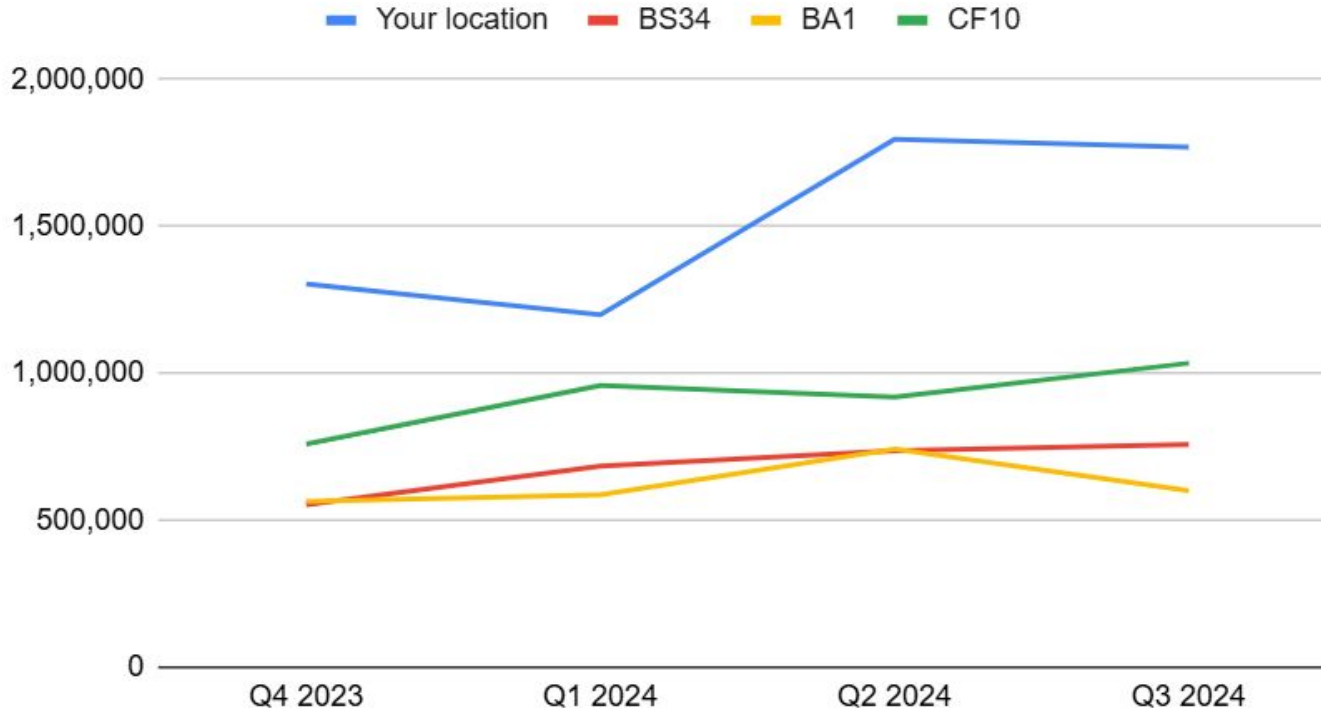


	Q3 2024			
	Your location	BS34	BA1	CF10
No of cards identified	1,769,879	758,538	600,559	1,034,685
Average Transaction Value (ATV)	£14.66	£25.57	£18.84	£17.46
Total Transactions	5,983,626	2,372,825	4,080,176	4,214,178
No of postal sectors identified	488	252	366	351
Total spend	£88m	£61m	£58m	£74m

Summary of spend behaviour in postal sectors versus competitor locations

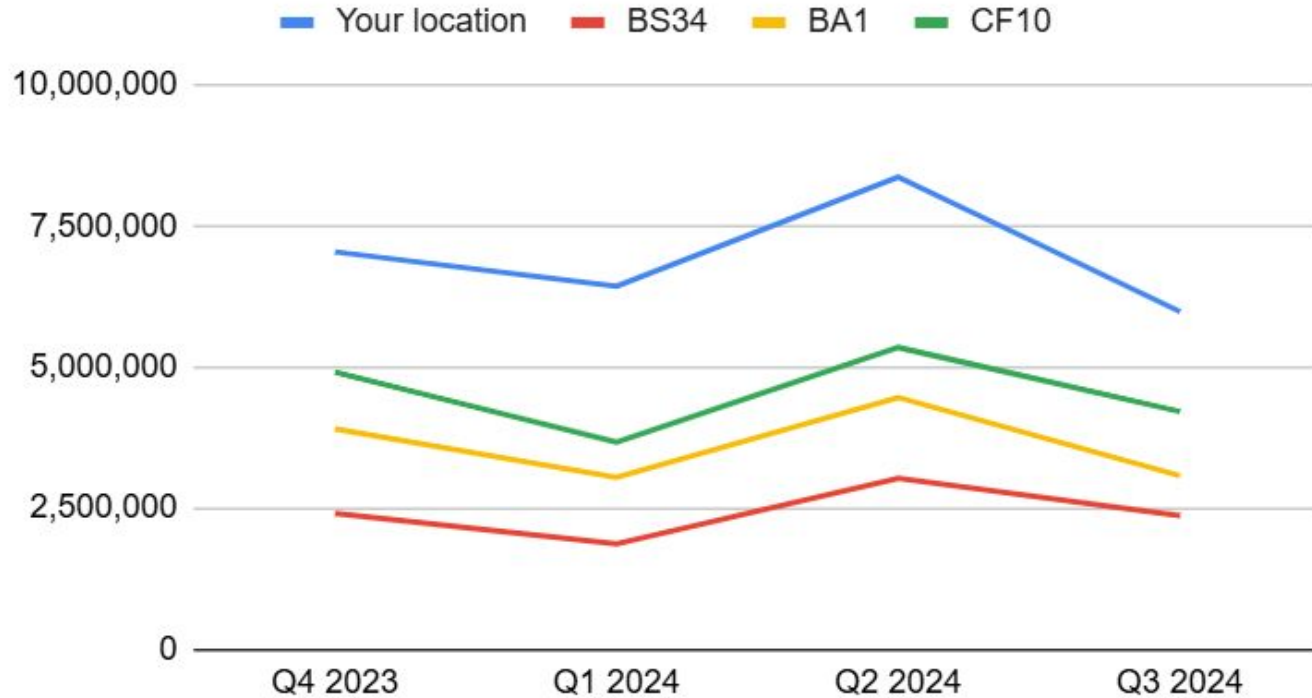


Number of cards identified



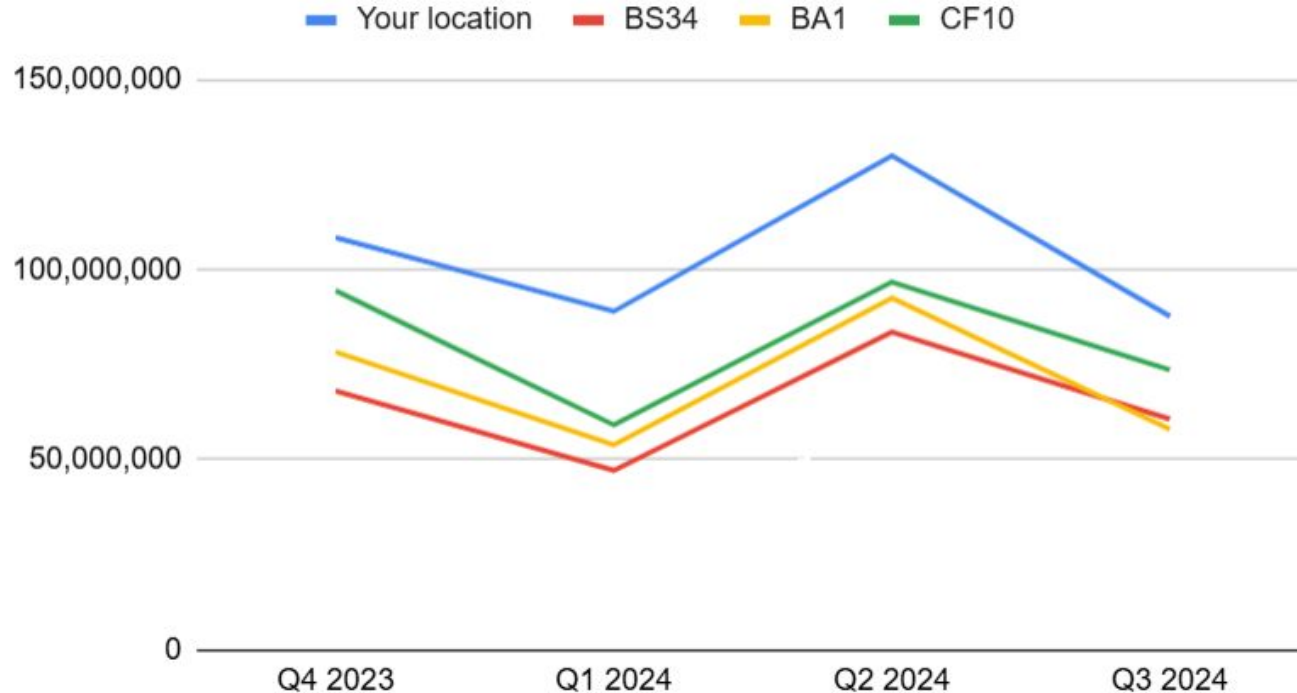
Summary of spend behaviour in postal sectors versus competitor locations

Total transactions



Summary of spend behaviour in postal sectors versus competitor locations

Total spend



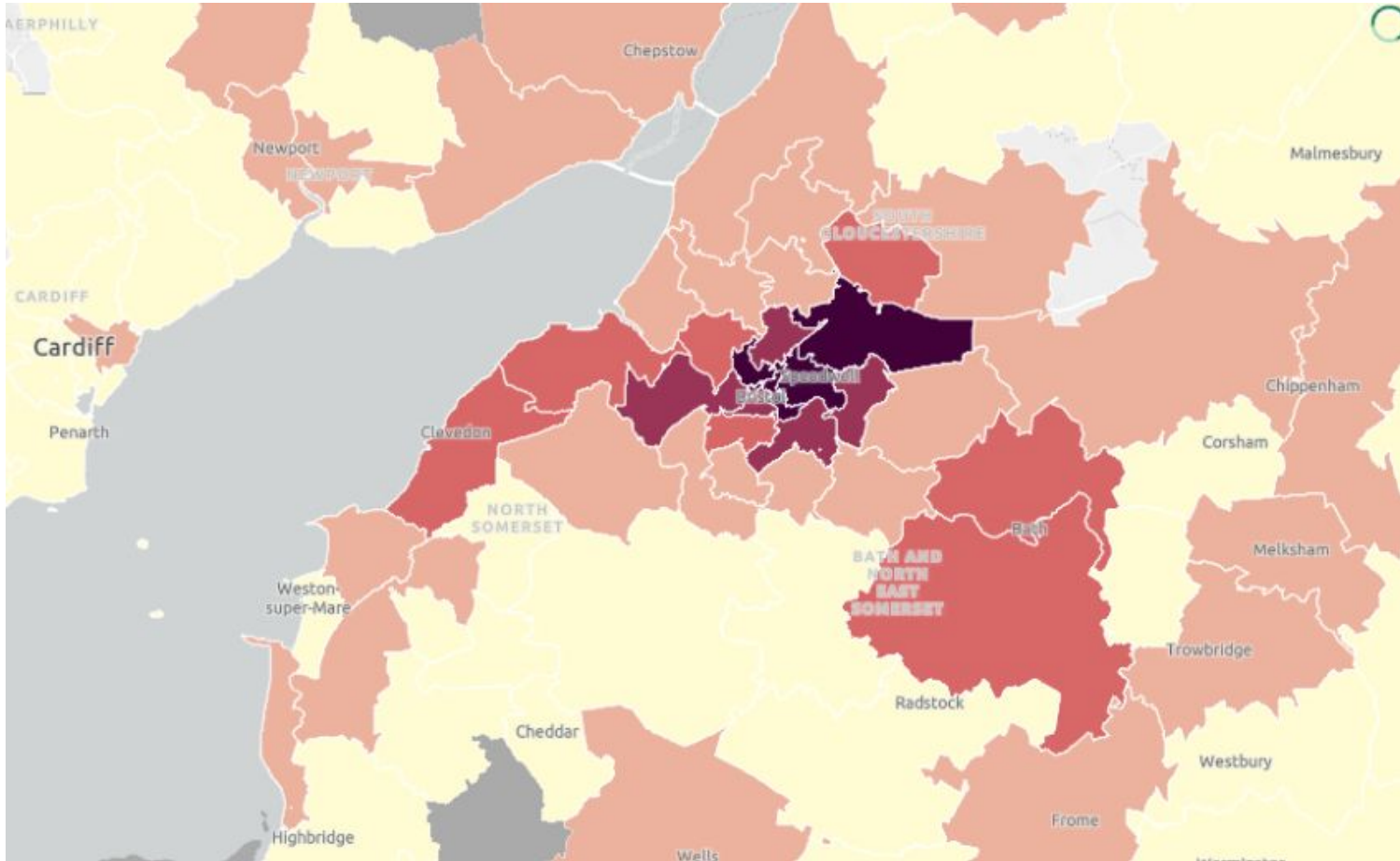
Consumer origins with highest spend in BS1, BS2 and BS8 postal sectors Q3 2024



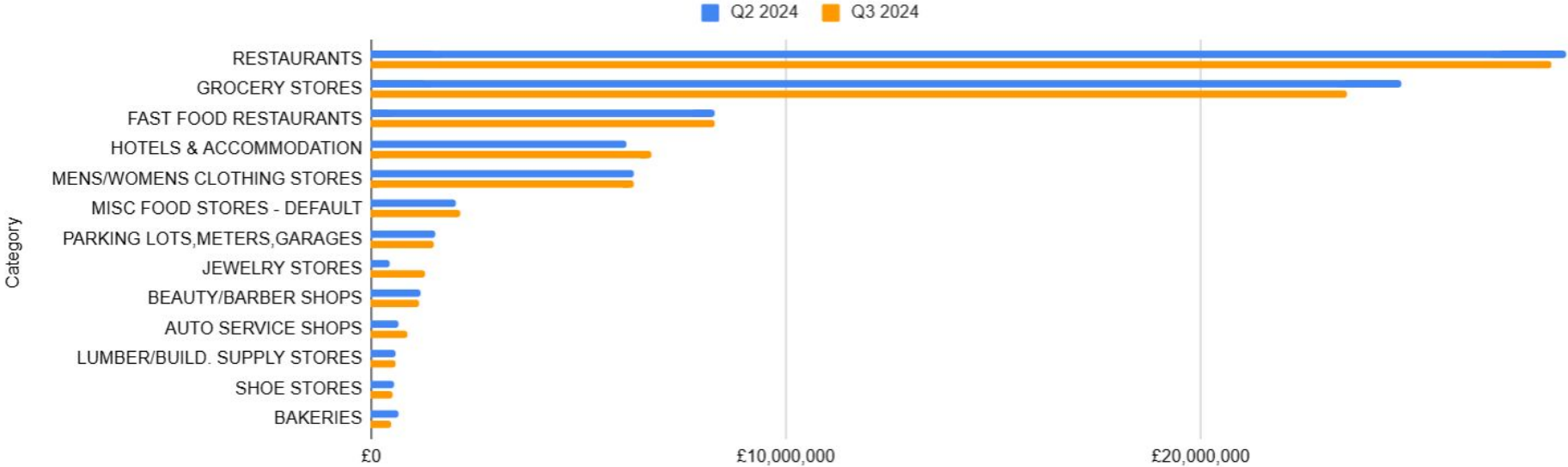
Area	Postcode	Number of Cards	Number of Transactions	Total Spend
Cotham, Redland, Montpelier, Westbury Park, St. Andrew's	BS6	78,249	895,732	£10,888,625
Kingsdown, St Paul's, St Phillips, St Agnes	BS2	66,370	712,294	£8,307,840
Easton, St George, Redfield, Whitehall, Eastville, Speedwell, Greenbank, Barton Hill	BS5	81,620	550,795	£7,816,782
Downend, Emersons Green, Fishponds, Frenchay, Pucklechurch, Mangotsfield, Staple Hill	BS16	82,905	348,086	£5,792,616
Clifton, Failand, Hotwells, Leigh Woods	BS8	32,756	388,084	£4,787,876
Bristol city centre, Redcliffe	BS1	34,910	356,512	£4,305,061
Brislington, Knowle, Knowle West, St Anne's, part of Totterdown	BS4	47,545	239,729	£3,937,077
Bishopston, Horfield, part of Filton, Lockleaze, Ashley Down	BS7	50,453	261,805	£3,934,009
Hanham, Kingswood	BS15	37,813	150,065	£2,628,879
Bedminster, Southville, Bower Ashton, part of Totterdown, Windmill Hill	BS3	28,625	188,659	£2,555,114

Cardholder Locations – Q3 2024

Darker colour = more cardholders



Category Spend in BS1, BS2 and BS8 Q2 and Q3 2024



Category Spend in BS1, BS2 and BS8 Q2 and Q3 2024

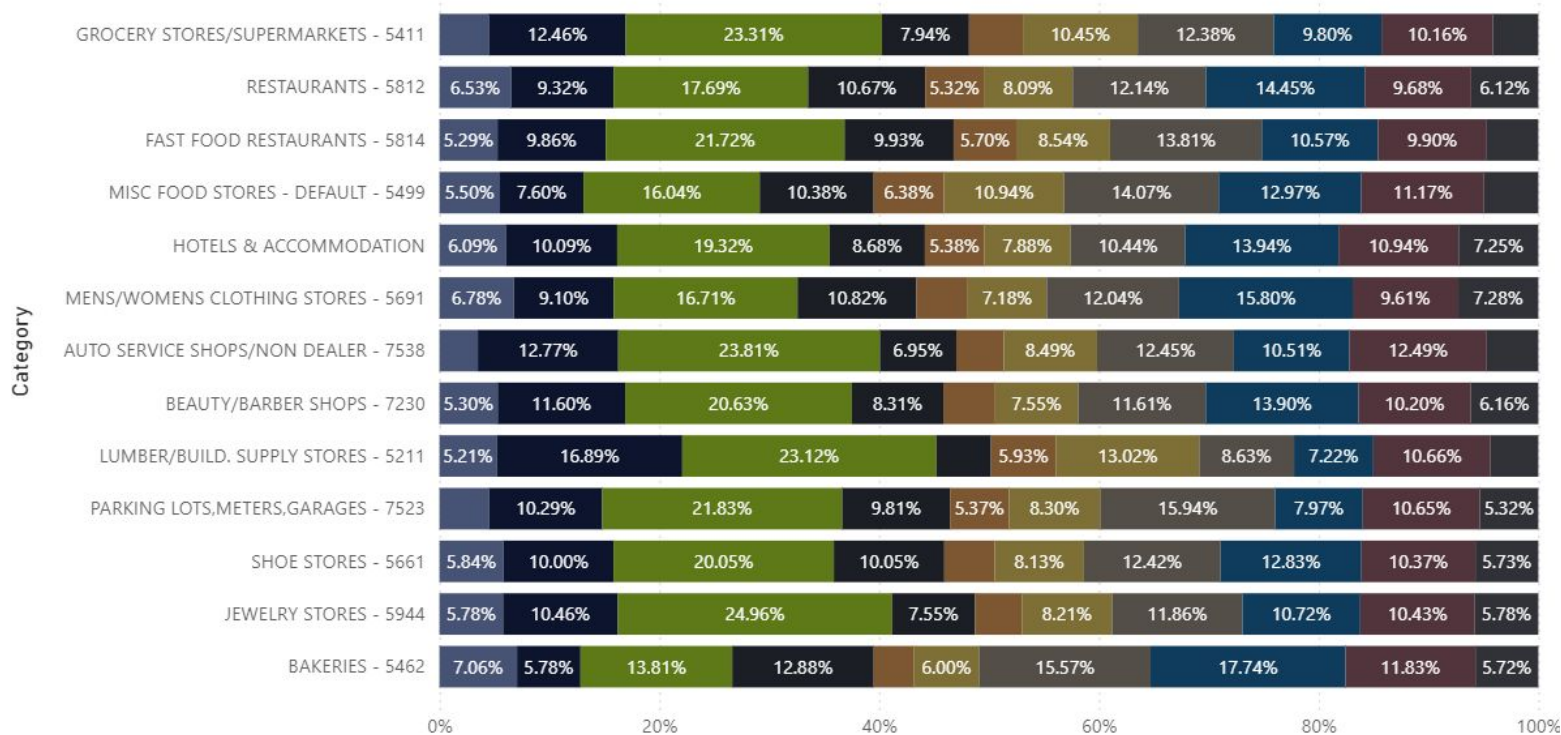


Category	Q2 2024	Q3 2024
RESTAURANTS	£28,814,349	£28,459,010
GROCERY STORES/SUPERMARKETS	£24,825,262	£23,538,902
FAST FOOD RESTAURANTS - 5814	£8,294,110	£8,279,799
HOTELS & ACCOMMODATION	£6,161,315	£6,751,691
MENS/WOMENS CLOTHING STORES - 5691	£6,339,854	£6,314,587
MISC FOOD STORES - DEFAULT - 5499	£2,048,478	£2,131,530
PARKING LOTS,METERS,GARAGES - 7523	£1,560,940	£1,511,429
JEWELRY STORES - 5944	£434,392	£1,302,416
BEAUTY/BARBER SHOPS - 7230	£1,178,178	£1,143,326
AUTO SERVICE SHOPS/NON DEALER - 7538	£659,680	£878,592
LUMBER/BUILD. SUPPLY STORES - 5211	£570,421	£579,322
SHOE STORES - 5661	£539,001	£524,689
BAKERIES - 5462	£640,871	£491,058

Total category spend* (online and face-to-face) among top 10 highest spending postal districts in BS1, BS2 and BS8 postal sectors Q3 2024

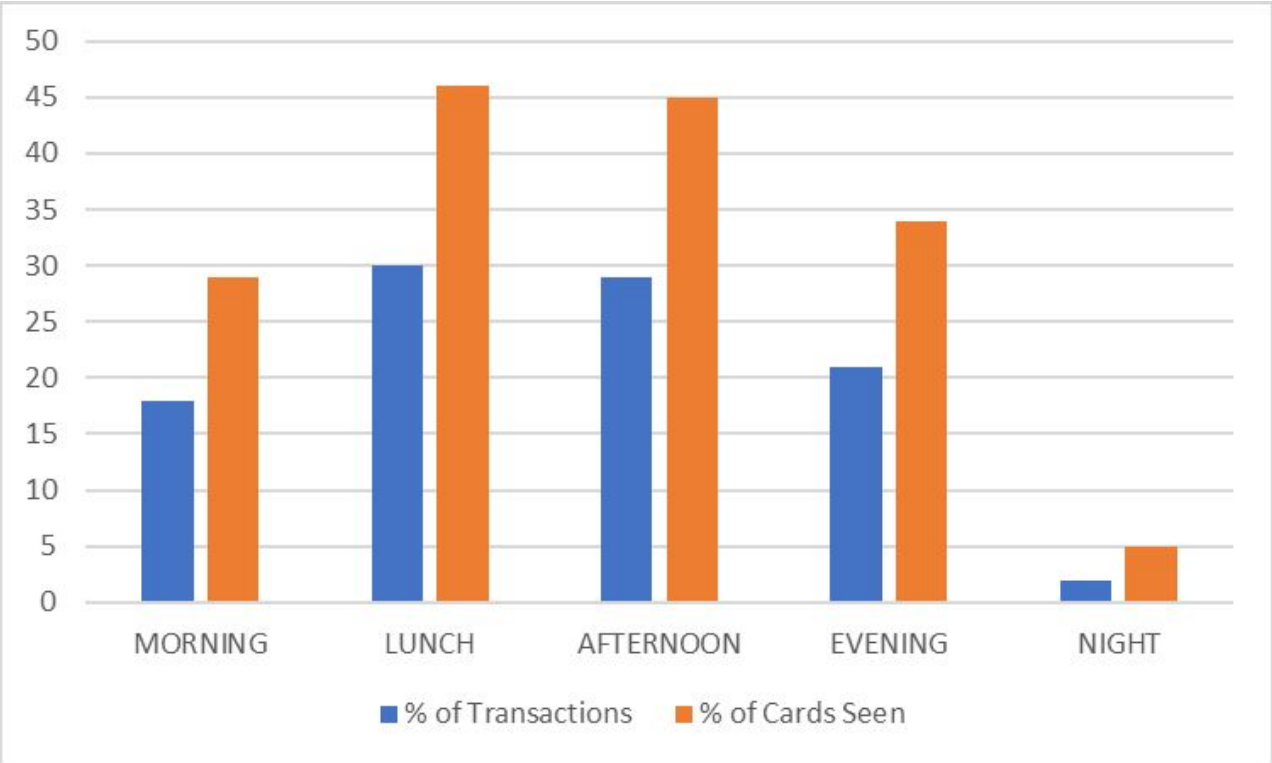


cardholder_location ● BS1 ● BS15 ● BS16 ● BS2 ● BS3 ● BS4 ● BS5 ● BS6 ● BS7 ● BS8



*NB – Spend is not limited to BS1, BS2 and BS8

% of Transactions and Cards Seen* in BS1, BS2 and BS8 by Time of Day Q3 2024



* % of cards seen adds up to more than 100% as transactions can occur on the same card across multiple time periods in a day



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