

Dome Target Clusters

Background

3 waves of NOP Tracking have been re-analysed collectively, giving a total sample of 4,004.

45 hypothetical demographic targets were analysed in order to rank them according to their likelihood to visit the Dome and thereby identify the key target groups for Dome tickets.

Previous Groups Identified by Research

- NOP Tracking, wave 5, June 1998

Following wave 5 of NOP tracking, the population was divided into 5 groups, according to their likelihood to visit the Dome:

The Likelies - agree that they are likely to visit the Dome (28% of adult population)
The Persuadables - will decide nearer the time based on more information (17%)
The Practicals - currently unlikely to go because it is too expensive or too far away (19%)
The Cynics - not likely to go because it doesn't sound good or not their kind of thing (18%)
The Don't Knows - apathetic or claim not to know about the Dome (18%)

- Millennium Dome Qualitative Research, One World Research, July 1998

This research very loosely identified 10 personality / lifestyle typologies (for full details, see One World research summary):

Most likely to visit

Trainspotters (Male sci-fi lovers)
Child Oriented Parents (tend to have children under 12)
Been there, done that (usually under 35, capital city types)
Hate to miss out (mainstream types - soap watchers)

Average Likelihood

We just want to have fun (typically under 25s)
Spiritual

Least likely to visit

Self-Oriented Parents (tend to have children over 12)
Passives / Wait and See (most often working class / middle class women)
Cynics (almost always men)
Cost Conscious (C1C2s)

- Travel Research, Audience Selection, June 1998

Four types of people were identified from the Travel Research according to their likelihood to visit The Dome and their particular travel and accommodation needs:

Day-Trippers - considering visiting The Dome and would do so in a day trip
London Holidayers - considering visiting The Dome and would make the visit part of a short break / holiday in London
Persuadables - not considering visiting The Dome but be persuaded for various reasons
Negatives - dead-set against the idea of visiting The Dome (and probably London too)

Our Findings From the Re-analysis

By combining results for the 45 hypothesis groups and the 5 groups above (Likelies, Practicals etc), *seven* clear demographic targets have been identified, one of which is more relevant to the National Programme than the Dome ('Young unemployed'). Some similarities can be seen between these seven groups and the loose attitude groups identified by the qualitative research in particular.

There is a very limited amount of lifestyle data available from NOP to give the target groups much colour and we have therefore used creative licence in naming the groups, to bring them to life a little more.

The intention is that these names will help when applying the theme of 'improving' to all groups in a relevant way.

As anticipated, the discriminating factors which define likely Dome visitors are:

age

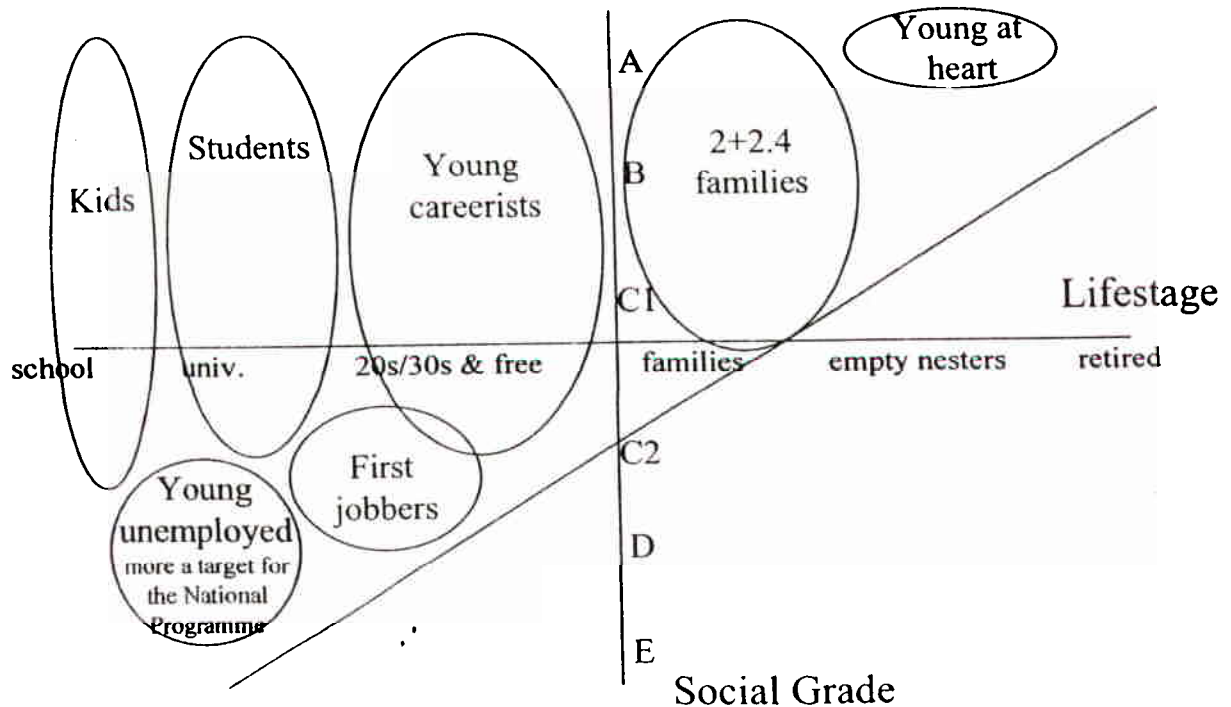
affluence (social grade and most probably terminal education age)

presence of kids in the household (& possibly the existence of grandchildren)

distance from Greenwich

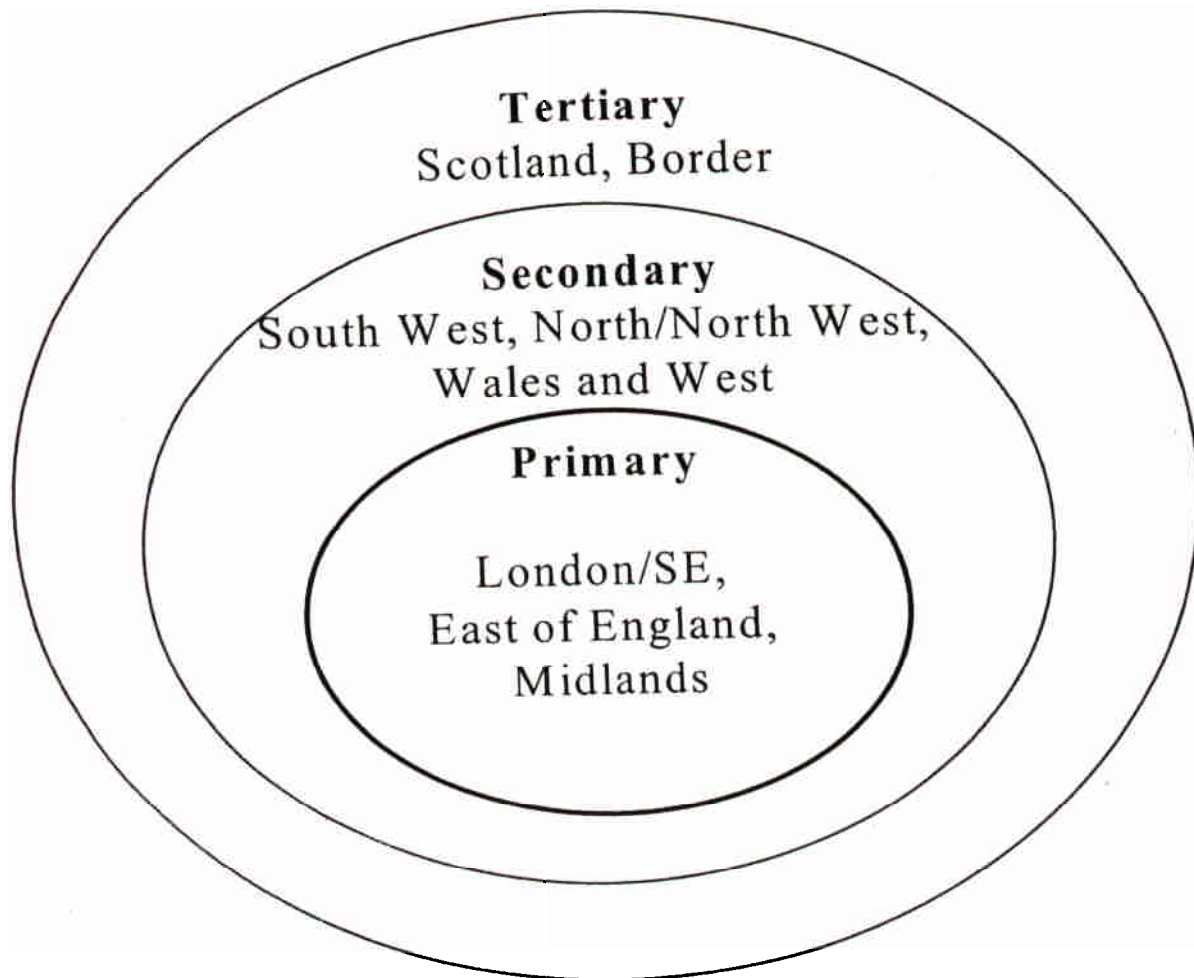
and almost certainly what can be described as a positive attitude to life in general.

Target Group Map



Geographically, likelihood to visit in any lifestage group decreases as you get further from Greenwich, following the pattern of 'Primary', 'Secondary' and 'Tertiary' regions identified previously for media purposes:

Primary	London, South East, East of England and Midlands
Secondary	South West, North/North West, Wales & West
Tertiary	Scotland, Border



Dome Targets

- 'Young careerists' (14% of population)

This group are aged 20-44, either couples or singles and none of them have kids, so their disposable incomes are relatively high. The males in this group are particularly likely to visit the Dome, perhaps related to the 'Trainspotters' identified by the qualitative Dome research. There is a strong bias towards London and the South East (as you would expect with such a group) and just over average likelihood of living in the Midlands. They are largely in full time work and living in fairly small households of 1-3. There is also likely to be an element of the 'Been there, done that' group identified by the qualitative research here.

They are extremely favourable towards the idea of marking the millennium and in favour of the plans known about so far. Descriptions of the millennium are largely related to its 'significance' (more than just a big party or a significant moment in time) and the fact that it is 'worthwhile' (good for the country or a lot of good things coming out of it). They are also more likely than average to describe it as 'involving' (almost everyone is involved or I feel involved).

They are more likely than average to get involved in activities for the millennium which 'make a difference' (decide to do something to make a difference to your life, decide to do something to help others, join in with programmes to improve community / country).

This group feel extremely familiar with the Dome, relative to the rest of the population and this fits with findings from the qualitative research on the Dome amongst this type of group, where many of them appeared fairly well read on the subject. As with most of the population, they are most likely to describe the Dome by using a 'comparative event' (huge exhibition, enormous trade fair, giant theme park or huge theatrical show) but they are also more likely than average to describe it as an 'involving experience' (high tec/state of the art experience, educational experience, opportunity to interact & experience things) or a 'fun day out'. They also have an average likelihood of describing it as a 'significant day out' (once in a lifetime occurrence, event of national importance, not to be missed experience).

This group is fairly optimistic about life in the 21st Century.

- 'Students' -sixth form or university (4%)

Aged 15-24 and studying full-time

As seen previously with the 20/30 somethings, interest in The Dome is biased slightly towards males in this group, more so with the school students than the University students. Geographically they are spread all over the country, with pockets around the main population centres, particularly London and the South East, North East, Lancashire and Yorkshire. Elements of the 'been there, done that', 'we just want to have fun' and 'hate to miss out' groups identified by the qualitative research are likely to exist here.

Students are particularly in favour of marking the millennium and of plans known about so far. They are likely to describe the millennium according to its 'significance' and also the fact that it is 'worthwhile'. They are amongst the most likely to describe the millennium as 'involving' and similarly much more likely than average to get involved with activities for the millennium to 'make a difference'.

They feel relatively familiar with the Dome. Whilst the most likely description of the Dome will use a 'comparative event' (as seen with the rest of the population) they are far more likely

than average to also give it a more thoughtful description, as an 'involving experience' a 'fun day out' and to some degree as 'significant day out'.
As you would expect, students are full of optimism about life in the 21st Century.

- 'First jobbers' (4%)

Those 15-24 year old, ABC1C2s starting work full or part-time.

There is some overlap between this group and the 20/30 somethings and therefore similarities between them, such as the bias towards males, suggesting the 'trainspotters' element again. Bases are rather low but suggest a geographical bias towards London and the South East. The majority of them are in full time work and again elements of both the 'we just want to have fun' and 'hate to miss out' groups identified by the qualitative research are likely to exist here.

They are relatively in favour of marking the millennium and in favour of plans known about so far. They are likely to describe the millennium according to its 'significance' and also the fact that it is 'worthwhile' and possibly the fact that it is 'involving'. They are fairly likely to get involved with activities for the millennium to 'make a difference'.

They feel relatively familiar with the Dome. Whilst the most likely description of the Dome will use a 'comparative event' (as seen with the rest of the population) they are more likely than average to also give it a more thoughtful description, as an 'involving experience' or a 'fun day out', but much less so as a 'significant day out'.

They are not strongly optimistic about life in the 21st Century.

- '2+2.4' - Families (18% of population)

This group are ABC1C2 couples with at least one kid 0-14. The females, the mothers, show a little more likelihood than the men in visiting the Dome. Geographically they are fairly well spread according to the overall population, with London and the South East being naturally the most popular areas but with some bias also towards the Midlands and Wales, Anglia and the South West. There are a lot of full time workers amongst them and also a reasonable level of part-time workers, as you would expect with the mothers. The majority of the households are 4+ (justifying the estimate of 2 kids per household used later). The 'child-oriented parents' identified by the qualitative research are likely to be present here.

This group are relatively in favour of marking the millennium and of the plans known about so far. They describe the millennium as 'significant' (more than just a big party or a significant moment in time) or 'worthwhile' (good for the country or a lot of good things coming out of it).

They are fairly likely to get involved in activities for the millennium designed to 'make a difference'.

The upscale families feel relatively familiar with the Dome and whilst, as with all other groups, they are most likely to describe it using a 'comparative event' (huge exhibition, enormous trade fair, giant theme park, huge theatrical show) they are also a lot more likely than average to describe it as an 'involving experience' (high-tec/state of the art experience, educational experience, opportunity to interact and experience things) or a 'significant day out' (once in a lifetime occurrence, event of national importance, not to be missed experience).

This group is fairly optimistic about life in the 21st Century.

- 'Kids'

With the importance of the families above in mind, targeting children 5-14s (assuming 0-4s are too young) and using pester power, is an option.

- 'Young at heart' (4% of population)

This is a small group but likely to include some significant opinion-formers.

This group includes ABs aged 45-64, both couples with no kids in the household (empty nesters and childless couples) and single people living alone (including the divorced, separated and widowed). Geographically they are spread according to the general population, with large numbers in London and the South East and a slight bias towards the Midlands, North East, Lancashire and Yorkshire. They are largely full-time workers living in small households of 1-3 people.

This group have just over average favourability towards marking the millennium and average favourability towards the plans known so far.

There is a reasonable level of likelihood of describing the millennium as 'significant' or 'worthwhile'. (There is also an above average level of 'cynics' (becoming too commercially exploited or sick & tired of hearing about it) in this overall demographic group.)

This group is fairly likely to get involved in activities for the millennium designed to 'make a difference' (decide to do something to make a difference to your life, decide to do something to help others, join in with programmes to improve your community/country).

As a group, they feel extremely familiar with the Dome and are very likely to describe it as an 'involving experience' or a 'significant day out' as well as the obvious description, using a 'comparative event'.

They have an average level of optimism about life in the 21st Century.

Although retired people do not stand out from the data as a major target group for the Dome, there is a group of retired people, no doubt of a similar profile to the 'Young at Hearts' described above who are very likely to visit the Dome and should not be discounted. The presence of grand-children and affluence are factors which could possibly affect this group's likelihood to visit.

- 'Young unemployed' (3%)

This group are likely to be more important to the National Programme (particularly the likes of Manpower) than as targets for Dome tickets. They are aged 15 to 34.

Men in this group are particularly likely to visit the Dome, suggesting a strong presence of the 'Trainspotters'. Geographically they are spread all over the country. Bases are again too small to be very reliable but figures suggest some bias towards the North East, Lancashire and Yorkshire. Elements of both the 'we just want to have fun' and 'hate to miss out' groups identified by the qualitative research are likely to exist here.

Their favourability towards marking the millennium and the plans known about so far are above average. When describing the millennium they are likely to be less strong in their views than average but have an above average likelihood of describing it as 'involving'.

They are fairly likely to get involved with activities for the millennium to 'make a difference'.

They don't feel that familiar with the Dome but whilst the most likely description of the Dome will use a 'comparative event' (as seen with the rest of the population) they are far more likely than average to also give it a more thoughtful description, as a 'fun day out' or a 'significant day out'.

They are not particularly optimistic about life in the 21st Century.

Target Numbers

	% of 15+ adult population	Number of people in demographic group	Number of 'Likelies'	Number of 'Persuadables'
Total	47,443,200			
Young careerists	14%	6.64m	2.99m (45%)	1.00m (15%)
Students	4%	1.90m	0.84m (44%)	0.27m (14%)
First jobbers	4%	1.90m	0.65m (34%)	0.46m (24%)
Young unemployed	3%	1.42m	0.57m (40%)	0.19m (13%)
2+2.4 families	18%	8.54m	2.99m (35%)	1.45m (17%)
Kids 5-14	n/a	7.59m	est. 2.9m	est. 1.4m
Young at heart	4%	1.9m	0.70m (37%)	0.28m (15%)
TOTAL		22.30 m (+ 7.6m kids)	8.74m (+ est. 2.9m kid)	3.65m (+ est. 1.4m kid)
			12.4 million 15+ adults (+ est. 4.3 million kids)	

In the 15+ adult population, there are a total number of 13.28 million 'Likelies'. This means that excluding the 'Likelies' in the seven specific target groups above, there are an additional 4.54 million 'Likelies'.

In the population there are also 8.07 million 'Persuadables', which means there are 4.41 million not included in the seven specific target groups above.

This means that other than the 12.4 million targets in the seven groups identified there are a further 8.95 million potential Dome visitors.

Giving an overall potential group of visitors of **21.35 million** UK adult visitors (+ at least 4.3 million kids)

The Total Population according to their likelihood to visit the Dome

Previously, the main demographic targets for the Dome have been identified but nothing has been said about the remainder of the population.

By describing the 5 groups identified using NOP data previously in a little more depth, the following gives a basic picture of how the whole population looks in regard to their likelihood to visit the Dome.

The Likelies - 28% of the population

Young, affluent (and in many cases therefore London) are the buzz words here.

Those in their 20s without kids, either single or in couples are the most likely to visit the Dome and this is closely followed by similar people in their 30s pre family. Amongst these groups affluence does not play much of a role.

School and University students are similarly important and to a lesser degree young 15-24 ABC1s starting work and the younger unemployed (15-34).

Also families with kids 0-14 but affluence plays an important part here, with ABs showing a much greater likelihood to visit.

Affluent (AB) middle aged (45-64) individuals or couples without children in the household show a reasonable likelihood to visit but again affluence is the key differentiator amongst this lifestage group.

The Persuadables - 17% of the population

"Will decide nearer the time"

"Will wait to hear how good it is"

"Don't know enough about it"

"Need more practical information"

The Persuadables are a less defined group.

They tend to be younger and C1C2DE (working class).

Either young (15-24) DEs starting work, working class families with kids or working class couples in their 30s pre family. Perhaps defined as followers rather than leaders.

The Practicals - 19% of the population

"Too expensive"

"Too far away"

Retired people (both couples and singles) are the main focus here. Similarly, but to a lesser degree, middle aged couples and singles. Perhaps those set in their ways more than anything else (as affluence does not have much effect on responses).

Single parents are a second specific sub-group here. This group perhaps signifies those with the most genuine practical constraints on them.

The Cynics - 18% of the population

"Not my kind of thing"

"Doesn't sound very good"

As one would expect from the responses chosen to define "Practicals" and "Cynics" there is cross-over between them. Age is the most important definer here with most cynics being over 40. Perhaps the best description of this group is again those set in their ways and they appear very similar to the majority of the Practical.

Retired people are again important here.

Also older (35-64) unemployed people.

And middle aged couples and singles with no kids in the household

The Don't Knows - 18% of the population

The Don't Knows are either apathetic or claim not to know about The Dome.

The Don't Knows are a less defined group.

The main group are retired and middle aged (45-64) single people, with a clear DE bias. Also but to a lesser degree young DE couples and DE families with young kids (0-9).

NOP Reanalysis Data

		Base	LIKELIES ..to visit Dome	PERSUADABLES	PRACTICALS	CYNICS	DON'T KNOWS
TOTAL		4,004	28%	17%	19%	18%	18%
			<i>Young and kid-free</i>				
Young couples (20-29) pre family	ABC1 C2DE	56*	66% 236	14% 82	9% 47		9% 50
Young couples (30-44) pre family	AB	44**	49% 175	8% 47	15% 79	5% 28	23% 128
	C1C2	118	35% 125	21% 124	16% 84	17% 94	11% 61
	DE	44**	49% 175	8% 47	15% 79	5% 28	23% 128
Single 20s (20-29) No kids	AB	47**	51% 182	16% 94	9% 47	4% 22	19% 106
	C1C2	173	36% 129	18% 106	11% 58	17% 94	18% 100
	DE	47**	51% 182	16% 94	9% 47	4% 22	19% 106
			<i>Students</i>				
School students (15-18)		90*	44% 157	15% 88	12% 63	14% 78	15% 83
Univ. students (19-24)		59*	41% 146	13% 76	14% 74	9% 50	23% 128
			<i>Families</i>				
Families with young kids 0-9 and none older	AB	101	49% 175	11% 65	12% 63	9% 50	19% 105
	C1C2	328	29% 104	22% 129	17% 89	13% 72	19% 106
	DE	158	31% 111	17% 100	17% 89	13% 72	22% 122
Families with 1+ kids 10-14	AB	86*	44% 157	16% 94	15% 79	16% 89	10% 56
	C1C2	214	35% 125	14% 82	24% 126	14% 78	13% 72
	DE	112	27% 96	22% 129	15% 79	19% 106	17% 94
					<i>Single parents</i>		
Single parent with kids 0-9 and none older	ABC1 C2DE	105	25% 89	18% 106	28% 147	11% 61	17% 94
Single parent with 1+ kids 10-14	ABC1 C2DE	84*	29% 104	18% 106	24% 126	14% 78	17% 94
			<i>Affluent middle-agers</i>		<i>Downscale middle-agers</i>		
Middle aged couples (45-64) no kids in h/h	AB	154	38% 136	17% 100	5% 26	19% 106	22% 122
	C1C2	406	18% 64	22% 129	21% 111	24% 133	16% 89
	DE	165	20% 71	18% 106	21% 111	24% 133	16% 89
Middle aged singles (45-64) living alone	ABC1 C2	84*	31% 111	8% 47	21% 111	21% 117	18% 100
	DE	80*	20% 71	15% 88	21% 111	19% 106	25% 139
			<i>Young 'others'</i>				
Young (15-24) & starting work	ABC1 C2	141	34% 121	24% 141	15% 79	13% 72	13% 72
	DE	51*	23% 82	34% 200	18% 95	10% 56	15% 83
Unemployed	15-34	105	42% 150	13% 76	16% 84	14% 78	17% 94
	35-64	101	28% 100	12% 71	18% 95	25% 139	16% 89

						Retired	
Retired couples both 65+. No kids	AB	66*	22% 79	20% 118	20% 105	32% 178	6% 33
	C1C2	172	12% 43	17% 100	28% 147	25% 139	17% 94
	DE	115	14% 50	11% 65	36% 189	21% 117	17% 94
Retired singles	AB	54*	17% 61	8% 47	31% 163	19% 106	25% 139
	C1C2	172	18% 64	17% 100	30% 158	17% 94	18% 100
	DE	224	17% 61	8% 47	24% 126	26% 144	26% 144

Responses to other questions

	% of population	In favour of marking millennium	In favour of plans known so far	Millennium description - Significance	Cynical	Worthwhile	Involving
Total		58%	40%	48%	45%	30%	12%
20 & 30s no kids	14%	75% 129	55% 138	57% 119	46% 102	37% 123	14% 117
school and univ students	4%	76% 131	57% 143	56% 117	34% 76	40% 133	30% 250
15-24 ABC1C2 starting work	4%	68% 117	43% 108	55% 115	38% 84	36% 120	13% 108
Young unemployed (15-34)	3%	61% 105	43% 108	46% 96	33% 73	30% 100	17% 142
Families ABC1C2	18%	66% 114	51% 128	59% 123	43% 96	34% 113	12% 100
AB Middle aged (45-64)	4%	62% 107	40% 100	61% 127	47% 104	36% 120	11% 92
Single parents	5%	56% 97	35% 88	44% 92	39% 87	30% 100	7% 58
Retired	20%	45% 78	31% 78	37% 77	51% 113	28% 93	8% 67

	Likely to "make a diff"	Very / quite familiar with Dome	Description of Dome Comparative event	Involving experience	Significant day out	Fun day out	Views of life in 21 st Century *small bases
Total	51%	36%	62%	38%	39%	21%	24%
20 & 30s no kids	55% 108	54% 150	69% 111	50% 132	37% 95	25% 119	27% 113
school and univ students	62% 122	42% 117	68% 110	43% 113	42% 108	26% 124	31% 129
15-24 ABC1C2 starting work	58% 114	40% 111	57% 92	48% 126	35% 89	24% 114	15% 63
Young unemployed (15-34)	64% 125	35% 97	56% 90	37% 97	45% 115	24% 114	18% 75
Families ABC1C2	59% 116	40% 111	64% 102	48% 126	44% 113	21% 100	28% 117
AB Middle aged (45-64)	57% 112	49% 136	69% 111	46% 121	45% 115	23% 110	24% 100
Single parents	56% 110	24% 67	54% 87	34% 89	32% 82	22% 105	16% 67
Retired	39% 76	24% 67	57% 92	31% 82	38% 97	18% 86	15% 63