

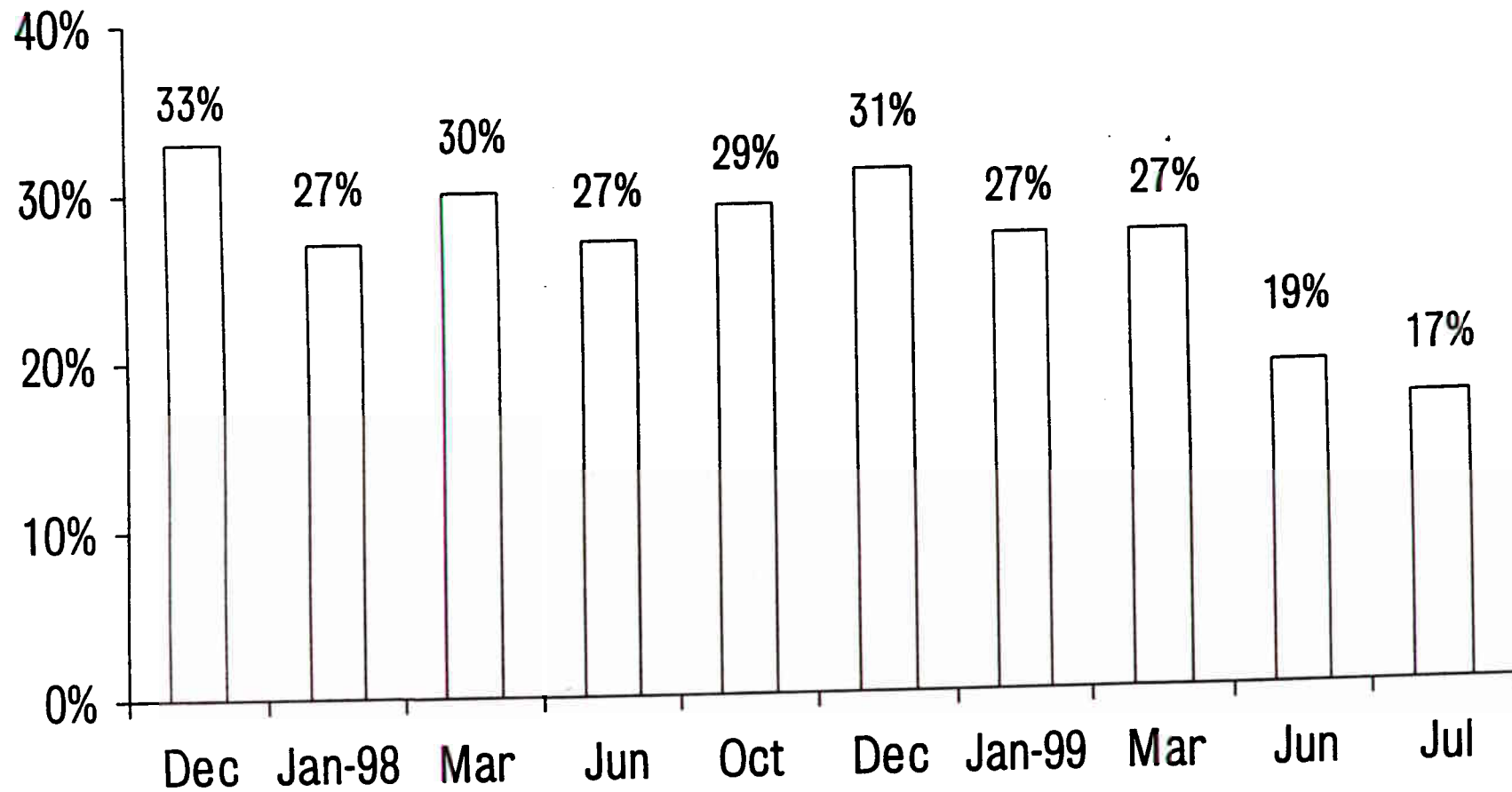


NOP TRACKING
17 - 22 June 1999

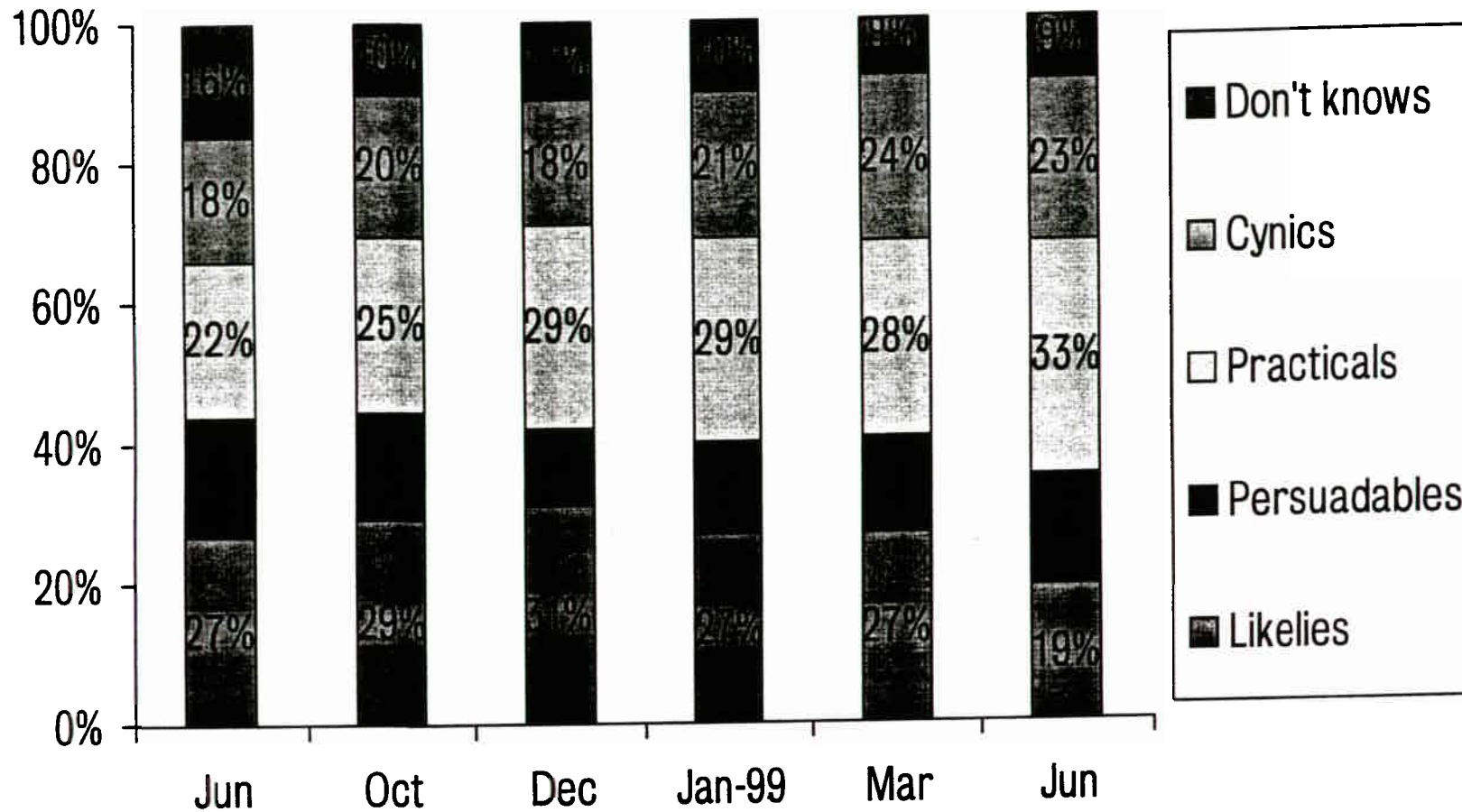
22 July 1999
M&CSAATCHI

ATTITUDES TOWARDS THE DOME

LIKELIHOOD TO VISIT THE DOME

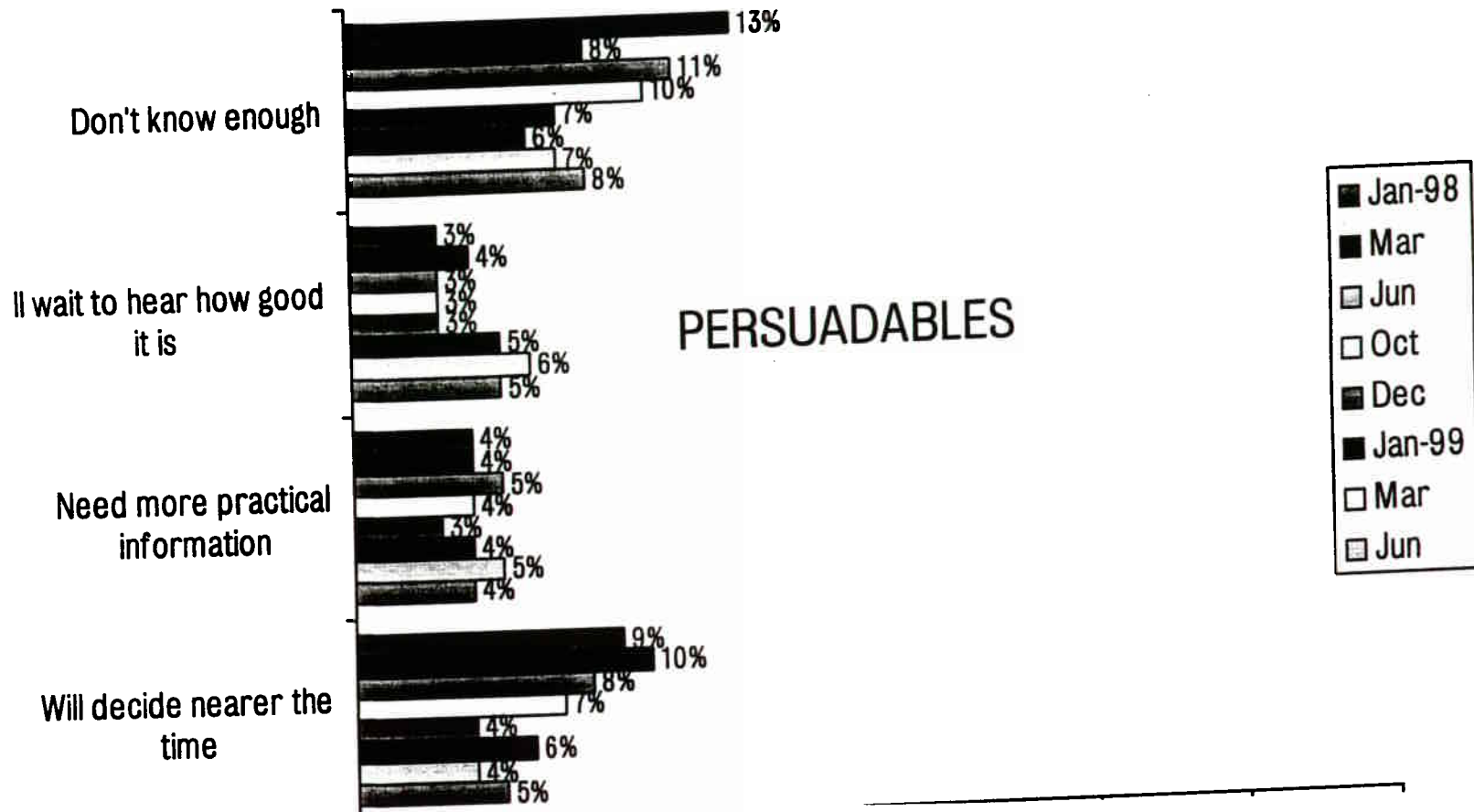


LIKELIHOOD TO VISIT THE DOME



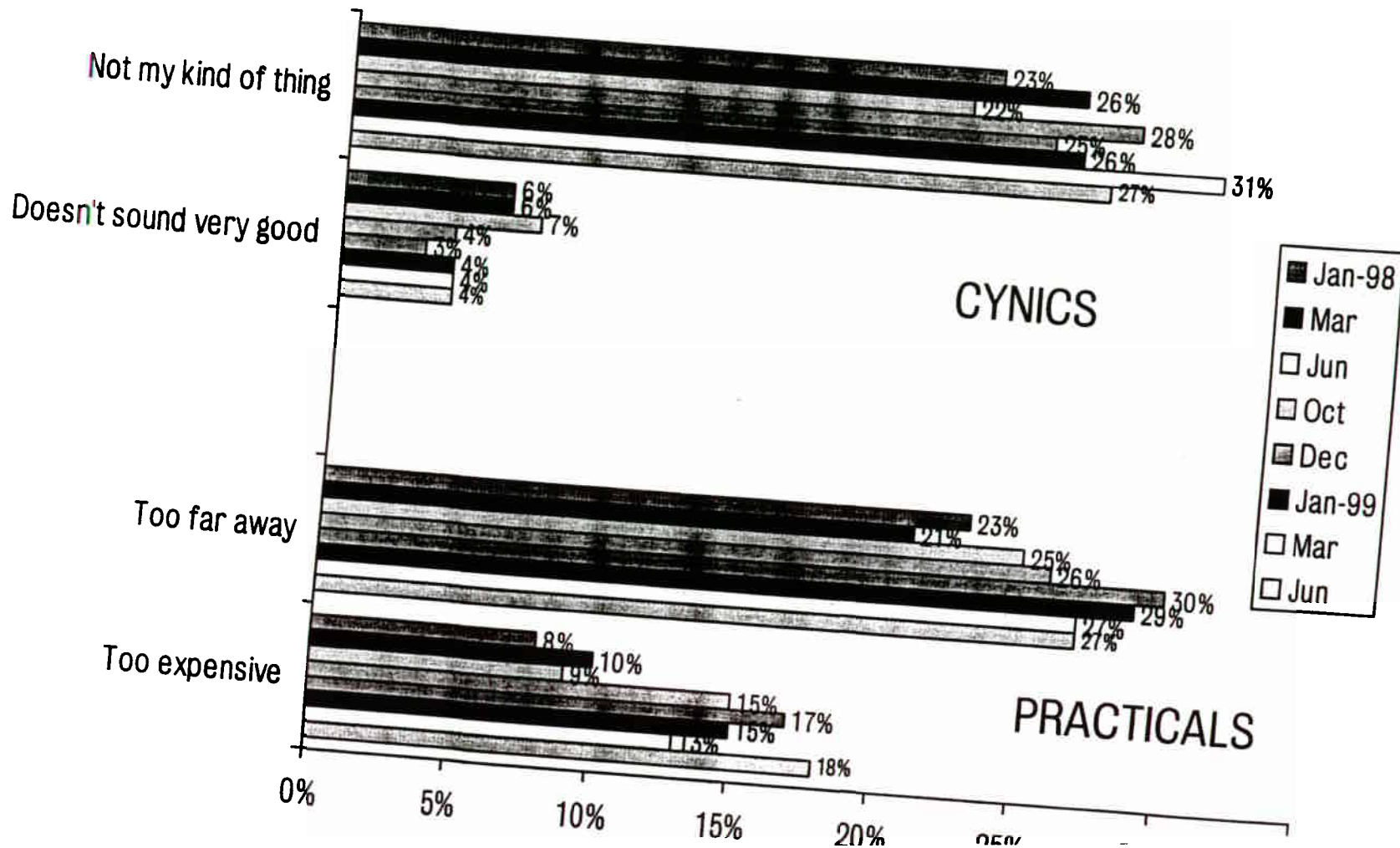
UNLIKELIES

REASONS FOR NOT GOING



UNLIKELYES

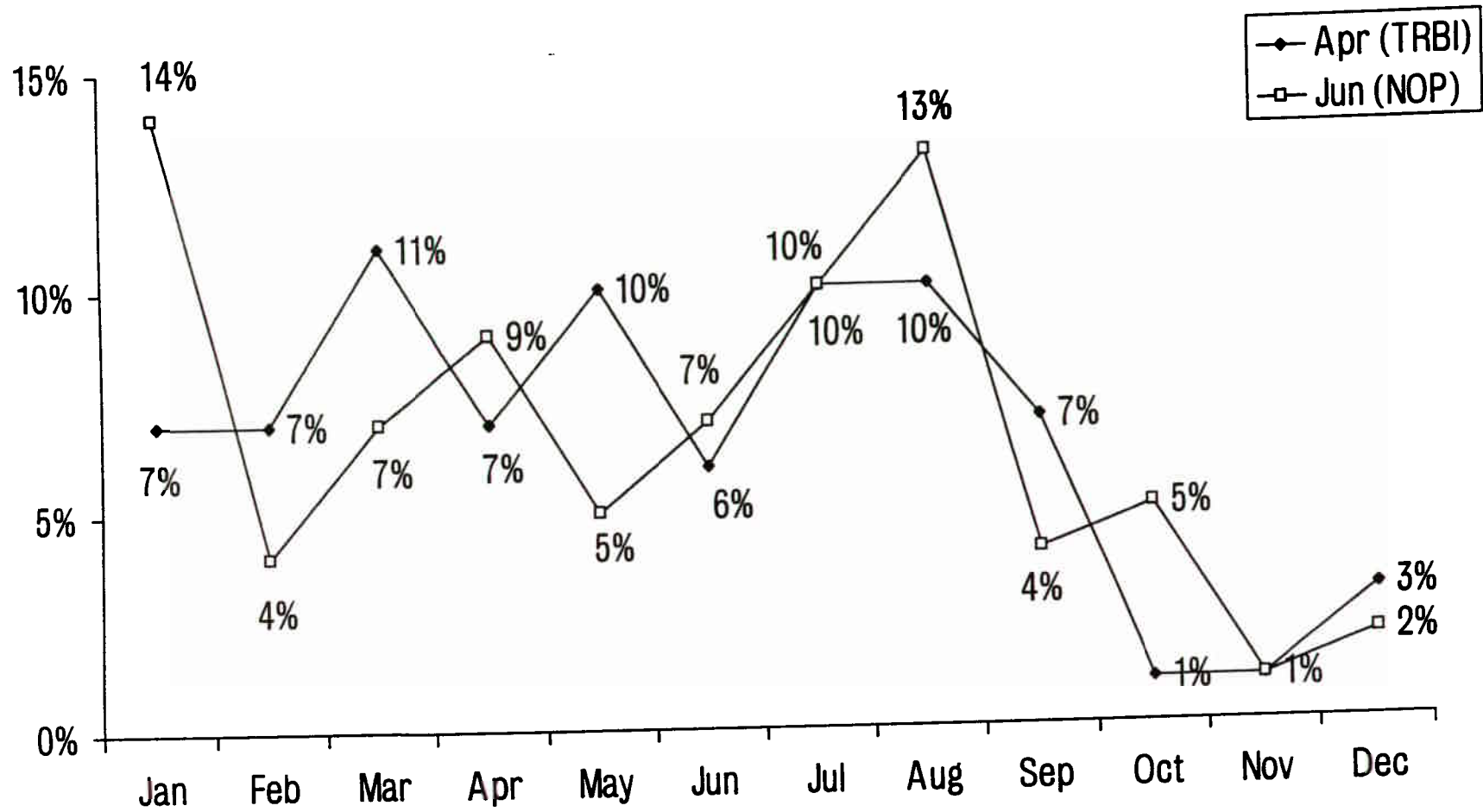
REASONS FOR NOT GOING



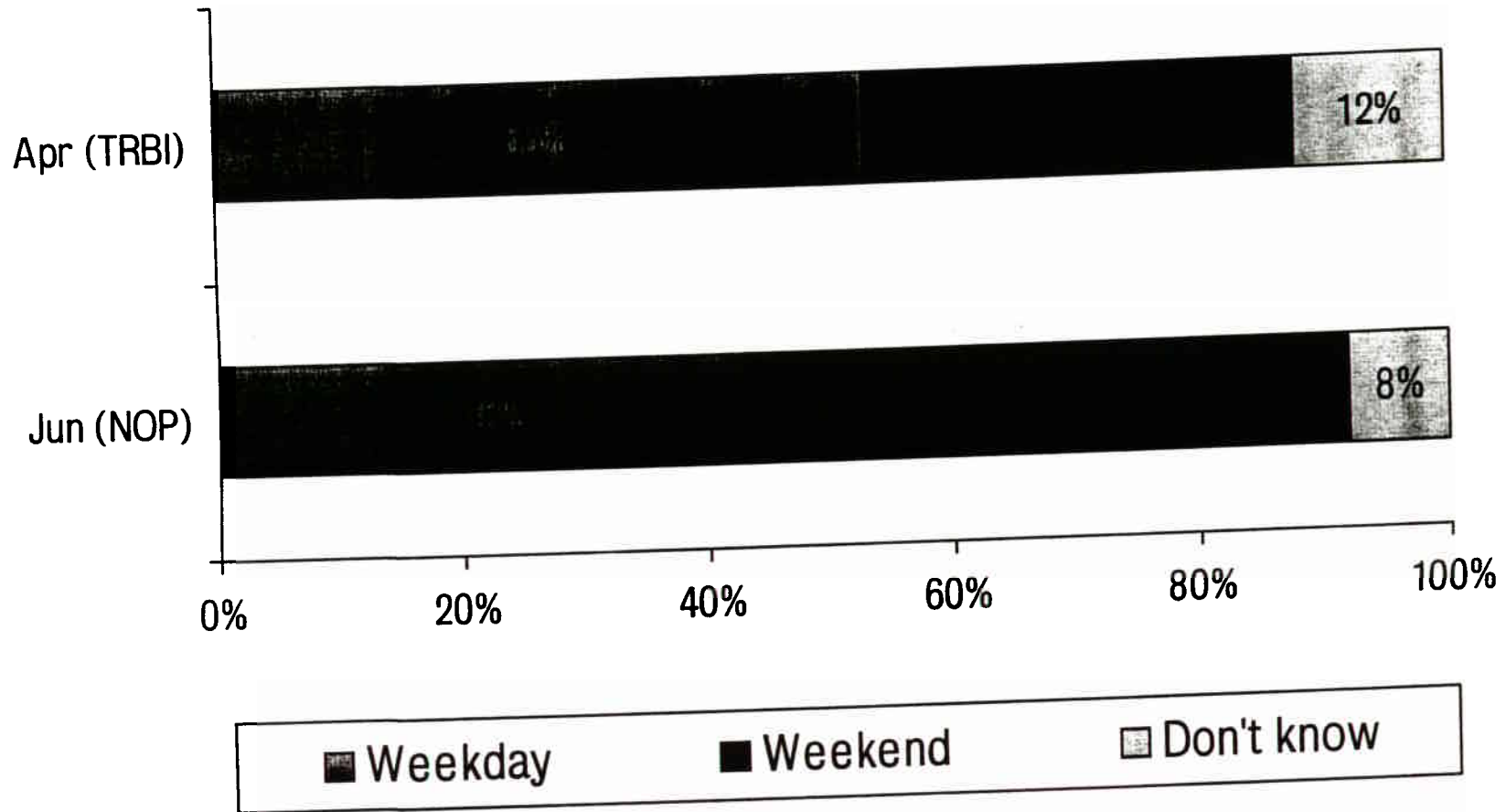
ATTITUDES TOWARDS THE DOME

- Likelihood to visit the Dome has decreased substantially over the last 4 months.
- Demographically, there have been losses from all groups.
- Attitudinally, the greatest loss of people appears to be to the group saying it's "too expensive" (increase from 13% to 18%), following the price announcement in March.

MONTH OF VISIT



WEEKDAY / WEEKEND



**ATTITUDES TOWARDS
THE DOME**

LIKELIHOOD TO VISIT THE DOME

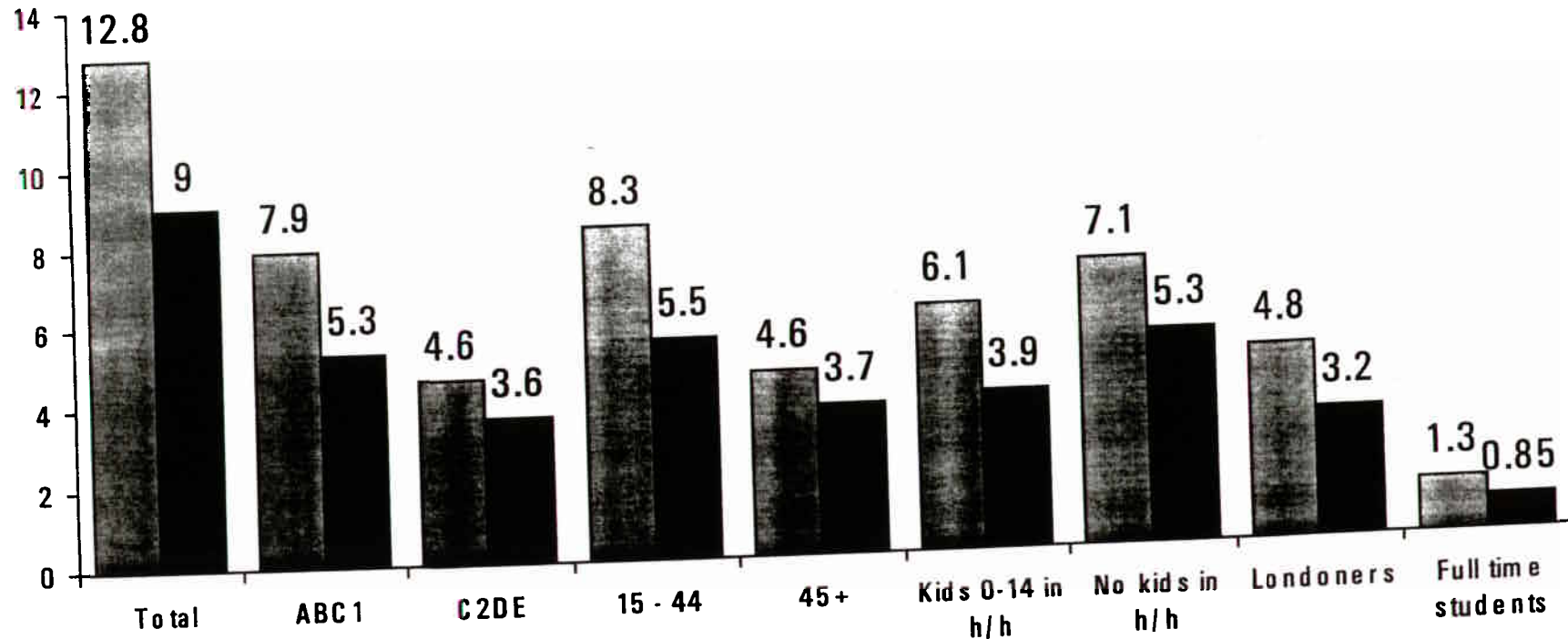
The UK population (15+) has been categorised into 5 sample sizes of those that are likely/unlikely to visit the Dome

- **Likelies** 19% (-8%)
'Likely to visit the Dome'
- **Persuadables** 16% (+2%)
'Will decide nearer time' 'Wait to hear how good it is' 'Need more information' 'Don't know enough about it'
- **Practicals** 33% (+5%)
'Too expensive' 'Too far away'
- **Cynics** 23% (-1%)
'Not my kind of thing' 'Doesn't sound very good'
- **Don't knows** 9% (+1%)
(Apathetic, unaware)

Millions of UK Adults 'Likely' to Visit the Dome

Millions of people
(approximate)

■ Mar ■ Jun



REASONS FOR NOT GOING 'Unlikelies'

• PERSUADABLES

Don't know enough

8% (+1%)

Will wait to hear how good it is

5% (-1%)

Need more practical information

4% (-1%)

• CYNICS

Not my kind of thing

27% (-4%)

Doesn't sound very good

4% (no change)

• PRACTICALS

Too far away

27% (no change)

Too expensive

18% (+5%)

ATTITUDES TOWARDS THE DOME

- Likelihood to visit the Dome has decreased substantially over the last 4 months (-14%).
- Demographically, there have been losses from all groups.
- Attitudinally, the greatest loss of people appears to be to the group saying it's "too expensive" (increase from 13% to 18%), following the price announcement in March.