

# Great Britain Tourism Survey Quarterly Regional Summary Q3 2019



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# GB Domestic Tourism: Jul - Sep 2019 Volume & Value

## ALL TOURISM

Trips taken in: Jul-Sep 2019	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
<b>GB Total</b>	<b>35.693</b>	<b>37.320</b>	<b>+4.6%</b>	<b>130.379</b>	<b>126.302</b>	<b>-3.1%</b>	<b>£8,097</b>	<b>£8,276</b>	<b>+2.2%</b>
<b>England Total</b>	<b>28.675</b>	<b>29.321</b>	<b>+2.3%</b>	<b>100.519</b>	<b>96.217</b>	<b>-4.3%</b>	<b>£6,464</b>	<b>£6,381</b>	<b>-1.3%</b>
East	2.370	2.703	+4.1%	9.782	8.923	-8.8%	£570	£574	+0.7%
East Midlands	2.436	2.267	-6.9%	7.830	7.876	+0.6%	£400	£374	-6.5%
London	2.960	2.950	-0.3%	7.282	7.151	-1.8%	£725	£697	-3.9%
North East	1.154	1.291	+11.9%	3.841	4.935	+28.5%	£223	£287	+28.7%
North West	3.528	4.112	+16.6%	9.614	11.586	+20.5%	£755	£901	+19.3%
South East	4.675	4.638	-0.8%	14.964	12.671	-15.3%	£1,004	£902	-10.2%
South West	6.761	6.678	-1.2%	31.575	28.162	-10.8%	£1,848	£1,718	-7.0%
West Midlands	2.289	2.189	-4.4%	6.218	5.463	-12.1%	£380	£349	-8.2%
Yorks & Humb	2.974	2.979	+0.2%	9.150	9.255	+1.1%	£538	£573	+6.5%
<b>Scotland Total</b>	<b>3.741</b>	<b>4.530</b>	<b>+21.1%</b>	<b>14.258</b>	<b>16.629</b>	<b>+16.6%</b>	<b>£911</b>	<b>£1,116</b>	<b>+22.5%</b>
North	1.103	1.223	+10.9%	5.518	5.756	+4.3%	£246	£293	+19.1%
West	0.857	1.367	+59.5%	2.326	4.088	+75.8%	£153	£318	+107.8%
East	1.323	1.505	+13.8%	3.943	4.559	+15.6%	£357	£396	+10.9%
South	0.639	0.519	-18.8%	2.414	1.912	-20.8%	£148	£95	-35.8%
Edinburgh	0.806	0.830	+3.0%	2.156	2.254	+4.5%	£212	£244	+15.1%
Glasgow	0.400	0.619	+54.8%	1.024	1.297	+26.7%	£73	£138	+89.0%
<b>Wales Total</b>	<b>3.550</b>	<b>3.671</b>	<b>+3.4%</b>	<b>15.603</b>	<b>13.456</b>	<b>-13.8%</b>	<b>£722</b>	<b>£780</b>	<b>+8.0%</b>
North	1.405	1.424	+1.4%	6.204	5.679	-8.5%	£297	£321	+8.1%
Mid	0.809	0.687	-15.1%	3.722	2.395	-35.7%	£144	£170	+18.1%
South West	0.764	0.868	+13.6%	3.446	3.506	+1.7%	£167	£148	-11.4%
South East	0.577	0.693	+20.1%	2.118	1.707	-19.4%	£107	£130	+21.5%

\*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.  
\*All expenditure figures are in HISTORIC PRICES.

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Fieldwork: 10 Jul 2019 – 27 Oct 2019  
TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Jul - Sep 2019 Volume & Value

## ALL TOURISM

Trips taken in: Jul-Sep 2019	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
<b>Destination:</b>	<b>2018</b>	<b>2019</b>	<b>%ch</b>	<b>2018</b>	<b>2019</b>	<b>%ch</b>	<b>2018</b>	<b>2019</b>	<b>%ch</b>
<b>GB Total</b>	<b>3.65</b>	<b>3.38</b>	<b>-7.3%</b>	<b>£62</b>	<b>£66</b>	<b>+5.7%</b>	<b>£227</b>	<b>£222</b>	<b>-2.3%</b>
<b>England Total</b>	<b>3.51</b>	<b>3.28</b>	<b>-6.5%</b>	<b>£64</b>	<b>£66</b>	<b>+3.6%</b>	<b>£225</b>	<b>£218</b>	<b>-3.3%</b>
East	4.13	3.30	-20.1%	£58	£64	+10.9%	£241	£212	-11.9%
East Midlands	3.21	3.47	+8.2%	£51	£47	-6.9%	£164	£165	+0.6%
London	2.46	2.42	-1.5%	£100	£97	-2.5%	£245	£236	-3.6%
North East	3.33	3.82	+14.8%	£58	£58	+0.3%	£193	£222	+15.2%
North West	2.73	2.82	+3.2%	£79	£78	-1.6%	£214	£219	+2.4%
South East	3.20	2.73	-14.6%	£67	£71	+6.2%	£215	£194	-9.5%
South West	4.67	4.22	-9.7%	£59	£61	+3.4%	£273	£257	-5.8%
West Midlands	2.72	2.50	-8.2%	£61	£64	+4.7%	£166	£159	-4.0%
Yorks & Humb	3.08	3.11	+0.9%	£59	£62	+4.9%	£181	£192	+6.3%
<b>Scotland Total</b>	<b>3.81</b>	<b>3.67</b>	<b>-3.7%</b>	<b>£64</b>	<b>£67</b>	<b>+4.9%</b>	<b>£244</b>	<b>£246</b>	<b>+1.0%</b>
North	5.00	4.71	-5.9%	£45	£51	+13.1%	£223	£240	+7.4%
West	2.71	2.99	+10.4%	£66	£78	+17.9%	£179	£233	+30.0%
East	2.98	3.03	+1.7%	£91	£87	-4.5%	£270	£263	-2.5%
South	3.78	3.68	-2.5%	£61	£50	-18.5%	£232	£183	-21.1%
Edinburgh	2.67	2.72	+1.7%	£98	£108	+10.5%	£263	£294	+11.8%
Glasgow	2.56	2.10	-18.2%	£71	£106	+49.9%	£183	£223	+21.8%
<b>Wales Total</b>	<b>4.40</b>	<b>3.67</b>	<b>-16.7%</b>	<b>£46</b>	<b>£58</b>	<b>+26.0%</b>	<b>£203</b>	<b>£212</b>	<b>+4.7%</b>
North	4.42	3.99	-9.8%	£48	£57	+17.8%	£211	£225	+6.8%
Mid	4.60	3.49	-24.2%	£39	£71	+82.0%	£178	£247	+39.0%
South West	4.51	4.04	-10.4%	£48	£42	-12.1%	£219	£171	-22.1%
South East	3.67	2.46	-32.9%	£51	£76	+49.3%	£185	£188	+1.4%

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Fieldwork: 10 Jul 2019 – 27 Oct 2019  
TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: YTD: Sep 2019 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Sep 2019	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
<b>Destination:</b>	<b>2018</b>	<b>2019</b>	<b>%ch</b>	<b>2018</b>	<b>2019</b>	<b>%ch</b>	<b>2018</b>	<b>2019</b>	<b>%ch</b>
<b>GB Total</b>	<b>90.964</b>	<b>93.736</b>	<b>+3.0%</b>	<b>292.598</b>	<b>287.796</b>	<b>-1.6%</b>	<b>£18,907</b>	<b>£19,370</b>	<b>+2.4%</b>
<b>England Total</b>	<b>74.038</b>	<b>75.159</b>	<b>+1.5%</b>	<b>230.047</b>	<b>222.521</b>	<b>-3.3%</b>	<b>£15,131</b>	<b>£15,197</b>	<b>+0.4%</b>
East	6.476	7.196	+11.1%	21.465	23.373	+8.9%	£1,241	£1,341	+8.1%
East Midlands	5.977	5.666	-5.2%	17.058	16.107	-5.6%	£943	£915	-3.0%
London	8.945	9.035	+1.0%	20.378	20.592	+1.1%	£2,183	£2,246	+2.9%
North East	2.939	3.217	+9.5%	9.603	9.905	+3.1%	£588	£638	+8.5%
North West	9.902	10.681	+7.9%	25.904	28.920	+11.6%	£1,997	£2,240	+12.2%
South East	11.977	11.917	-0.5%	34.268	31.028	-9.5%	£2,112	£2,015	-4.6%
South West	15.651	15.228	-2.7%	62.574	55.714	-11.0%	£3,685	£3,401	-7.7%
West Midlands	5.881	6.543	+11.3%	15.467	15.225	-1.6%	£1,092	£1,081	-1.0%
Yorks & Humb	7.621	7.224	-5.2%	22.503	20.962	-6.8%	£1,255	£1,293	+3.0%
<b>Scotland Total</b>	<b>9.338</b>	<b>10.730</b>	<b>+14.9%</b>	<b>32.468</b>	<b>36.321</b>	<b>+11.9%</b>	<b>£2,236</b>	<b>£2,513</b>	<b>+12.4%</b>
North	2.533	3.018	+19.1%	11.223	11.991	+6.8%	£603	£727	+20.6%
West	2.335	3.117	+33.5%	6.786	9.297	+37.0%	£487	£680	+39.6%
East	3.300	3.598	+9.0%	9.097	9.709	+6.7%	£833	£862	+3.5%
South	1.477	1.305	-11.6%	5.133	4.774	-7.0%	£300	£222	-26.0%
Edinburgh	1.946	2.062	+6.0%	4.931	5.225	+6.0%	£520	£512	-1.5%
Glasgow	1.076	1.370	+27.3%	2.606	3.137	+20.4%	£237	£310	+30.8%
<b>Wales Total</b>	<b>8.110</b>	<b>8.503</b>	<b>+4.8%</b>	<b>30.083</b>	<b>28.954</b>	<b>-3.8%</b>	<b>£1,539</b>	<b>£1,660</b>	<b>+7.9%</b>
North	2.899	3.390	+16.9%	11.284	12.136	+7.6%	£586	£662	+13.0%
Mid	1.771	1.492	-15.8%	6.590	5.023	-23.8%	£296	£297	+0.3%
South West	1.709	1.736	+1.6%	6.922	6.677	-3.5%	£337	£322	-4.5%
South East	1.704	1.837	+7.8%	4.896	4.610	-5.8%	£299	£350	+17.1%

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TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: YTD: Sep 2019 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Sep 2019	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
<b>GB Total</b>	<b>3.22</b>	<b>3.07</b>	<b>-4.6%</b>	<b>£65</b>	<b>£67</b>	<b>+3.5%</b>	<b>£208</b>	<b>£207</b>	<b>-0.7%</b>
<b>England Total</b>	<b>3.11</b>	<b>2.96</b>	<b>-4.8%</b>	<b>£66</b>	<b>£68</b>	<b>+3.5%</b>	<b>£204</b>	<b>£202</b>	<b>-0.9%</b>
East	3.31	3.25	-1.9%	£58	£57	-1.1%	£192	£186	-2.9%
East Midlands	2.85	2.84	-0.3%	£55	£57	+3.3%	£158	£161	+2.2%
London	2.28	2.28	0.0%	£107	£109	+1.9%	£244	£249	+1.9%
North East	3.27	3.08	-5.8%	£61	£64	+5.6%	£200	£198	-0.8%
North West	2.62	2.71	+3.3%	£77	£77	+0.6%	£202	£210	+3.8%
South East	2.86	2.60	-9.0%	£62	£65	+4.7%	£176	£169	-3.9%
South West	4.00	3.66	-8.5%	£59	£61	+3.5%	£235	£223	-5.0%
West Midlands	2.63	2.33	-11.5%	£71	£71	0.0%	£186	£165	-11.2%
Yorks & Humb	2.95	2.90	-1.6%	£56	£62	+10.1%	£165	£179	+8.5%
<b>Scotland Total</b>	<b>3.48</b>	<b>3.38</b>	<b>-2.7%</b>	<b>£69</b>	<b>£69</b>	<b>+0.3%</b>	<b>£239</b>	<b>£234</b>	<b>-2.0%</b>
North	4.43	3.97	-10.3%	£54	£61	+12.3%	£238	£241	+1.2%
West	2.91	2.98	+2.5%	£72	£73	+1.6%	£209	£218	+4.4%
East	2.76	2.70	-2.2%	£92	£89	-3.5%	£252	£240	-4.9%
South	3.48	3.66	+5.1%	£58	£47	-19.8%	£203	£170	-16.2%
Edinburgh	2.53	2.53	+0.2%	£105	£98	-6.7%	£267	£248	-7.0%
Glasgow	2.42	2.29	-5.4%	£91	£99	+8.6%	£220	£226	+2.9%
<b>Wales Total</b>	<b>3.71</b>	<b>3.41</b>	<b>-8.2%</b>	<b>£51</b>	<b>£57</b>	<b>+12.4%</b>	<b>£190</b>	<b>£195</b>	<b>+2.8%</b>
North	3.89	3.58	-8.0%	£52	£55	+4.9%	£202	£195	-3.3%
Mid	3.72	3.37	-9.5%	£45	£59	+31.4%	£167	£199	+19.2%
South West	4.05	3.85	-5.0%	£49	£48	-1.6%	£197	£185	-5.8%
South East	2.87	2.51	-12.6%	£61	£76	+24.5%	£175	£191	+8.9%

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Fieldwork: 9 Jan 2019 – 27 Oct 2019  
TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: 12-month comparison: Year ending Sep 2019 Volume & Value ALL TOURISM Oct 2018 – Sep 2019

Trips taken in: Oct 2018-Sep 2019	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
<b>GB Total</b>	<b>121.142</b>	<b>121.327</b>	<b>+0.2%</b>	<b>377.949</b>	<b>366.945</b>	<b>-2.9%</b>	<b>£24,235</b>	<b>£24,424</b>	<b>+0.8%</b>
<b>England Total</b>	<b>99.351</b>	<b>98.525</b>	<b>-0.8%</b>	<b>299.393</b>	<b>288.252</b>	<b>-3.7%</b>	<b>£19,379</b>	<b>£19,411</b>	<b>+0.2%</b>
East	8.700	9.466	+8.8%	28.831	29.961	+3.9%	£1,579	£1,670	+5.8%
East Midlands	7.771	7.434	-4.3%	22.920	20.686	-9.7%	£1,173	£1,163	-0.9%
London	12.201	11.947	-2.1%	27.365	28.098	+2.7%	£2,833	£3,047	+7.6%
North East	3.859	4.268	+10.6%	12.311	13.115	+6.5%	£729	£810	+11.1%
North West	13.502	14.056	+4.1%	35.309	37.132	+5.2%	£2,673	£2,921	+9.3%
South East	16.104	16.113	+0.1%	46.498	42.780	-8.0%	£2,734	£2,608	-4.6%
South West	19.876	18.644	-6.2%	73.842	67.005	-9.3%	£4,491	£4,054	-9.7%
West Midlands	8.275	8.411	+1.6%	21.137	20.354	-3.7%	£1,438	£1,315	-8.6%
Yorks & Humb	10.689	10.083	-5.7%	29.947	28.322	-5.4%	£1,677	£1,783	+6.3%
<b>Scotland Total</b>	<b>12.709</b>	<b>13.195</b>	<b>+3.8%</b>	<b>43.453</b>	<b>44.184</b>	<b>+1.7%</b>	<b>£3,049</b>	<b>£3,040</b>	<b>-0.3%</b>
North	3.248	3.563	+9.7%	14.557	14.261	-2.0%	£785	£831	+5.9%
West	3.194	3.797	+18.9%	8.946	10.973	+22.7%	£655	£809	+23.5%
East	4.581	4.565	-0.3%	12.911	12.308	-4.7%	£1,194	£1,093	-8.5%
South	2.014	1.667	-17.2%	7.293	6.093	-16.5%	£392	£285	-27.3%
Edinburgh	2.668	2.630	-1.4%	6.875	6.619	-3.7%	£775	£673	-13.2%
Glasgow	1.521	1.725	+13.4%	3.638	3.881	+6.7%	£335	£383	+14.3%
<b>Wales Total</b>	<b>9.798</b>	<b>10.415</b>	<b>+6.3%</b>	<b>35.103</b>	<b>34.509</b>	<b>-1.7%</b>	<b>£1,807</b>	<b>£1,973</b>	<b>+9.2%</b>
North	3.426	3.956	+15.5%	12.797	13.814	+7.9%	£680	£773	+13.7%
Mid	2.166	1.898	-12.4%	7.725	6.254	-19.0%	£348	£356	+2.3%
South West	1.936	2.061	+6.5%	7.822	7.662	-2.0%	£368	£373	+1.4%
South East	2.243	2.421	+7.9%	6.368	6.013	-5.6%	£389	£432	+11.1%

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Fieldwork: 10 Oct 2018 – 27 Oct 2019  
TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: 12-month comparison: Year ending Sep 2019 Volume & Value ALL TOURISM Oct 2018 – Sep 2019

Trips taken in: Oct 2018-Sep 2019	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
<b>GB Total</b>	<b>3.12</b>	<b>3.02</b>	<b>-3.1%</b>	<b>£64</b>	<b>£67</b>	<b>+4.0%</b>	<b>£200</b>	<b>£201</b>	<b>+0.7%</b>
<b>England Total</b>	<b>3.01</b>	<b>2.93</b>	<b>-2.8%</b>	<b>£65</b>	<b>£67</b>	<b>+3.6%</b>	<b>£195</b>	<b>£197</b>	<b>+1.0%</b>
East	3.31	3.17	-4.4%	£55	£56	+1.3%	£181	£176	-2.5%
East Midlands	2.95	2.78	-5.7%	£51	£56	+10.2%	£151	£156	+3.6%
London	2.24	2.35	+5.0%	£104	£108	+4.3%	£232	£255	+9.9%
North East	3.19	3.07	-3.7%	£59	£62	+4.7%	£189	£190	+0.4%
North West	2.62	2.64	+0.8%	£76	£79	+3.5%	£198	£208	+5.0%
South East	2.89	2.65	-8.1%	£59	£61	+3.3%	£170	£162	-4.8%
South West	3.72	3.59	-3.4%	£61	£61	-0.8%	£226	£217	-3.8%
West Midlands	2.55	2.42	-5.1%	£68	£65	-5.0%	£174	£156	-10.1%
Yorks & Humb	2.80	2.81	+0.3%	£56	£63	+12.4%	£157	£177	+12.6%
<b>Scotland Total</b>	<b>3.42</b>	<b>3.35</b>	<b>-2.1%</b>	<b>£70</b>	<b>£69</b>	<b>-1.7%</b>	<b>£240</b>	<b>£230</b>	<b>-4.0%</b>
North	4.48	4.00	-10.7%	£54	£58	+7.9%	£242	£233	-3.6%
West	2.80	2.89	+3.2%	£73	£74	+1.0%	£205	£213	+3.9%
East	2.82	2.70	-4.4%	£92	£89	-3.5%	£261	£239	-8.3%
South	3.62	3.66	+1.0%	£54	£47	-13.4%	£195	£171	-12.3%
Edinburgh	2.58	2.52	-2.5%	£113	£102	-10.0%	£290	£256	-11.8%
Glasgow	2.39	2.25	-5.9%	£92	£99	+7.3%	£220	£222	+0.9%
<b>Wales Total</b>	<b>3.58</b>	<b>3.31</b>	<b>-7.4%</b>	<b>£51</b>	<b>£57</b>	<b>+12.1%</b>	<b>£184</b>	<b>£189</b>	<b>+3.0%</b>
North	3.74	3.49	-6.6%	£53	£56	+5.6%	£198	£195	-1.3%
Mid	3.57	3.30	-7.7%	£45	£57	+26.5%	£161	£188	+16.5%
South West	4.04	3.72	-8.0%	£47	£49	+3.6%	£190	£181	-4.7%
South East	2.84	2.48	-12.5%	£61	£72	+17.8%	£173	£178	+3.1%

\*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.  
\*All expenditure figures are in HISTORIC PRICES.

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Fieldwork: 10 Oct 2018 – 27 Oct 2019  
TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Confidence Limits at the 95% level

	TRIPS (millions)		BEDNIGHTS (millions)		EXPENDITURE (£ millions)	
Destination:	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
<b>GB Total</b>	<b>4.6%</b>	<b>2.6%</b>	<b>5.2%</b>	<b>3.1%</b>	<b>5.9%</b>	<b>3.5%</b>
<b>England Total</b>	<b>4.9%</b>	<b>2.8%</b>	<b>5.6%</b>	<b>3.3%</b>	<b>6.5%</b>	<b>3.8%</b>
East	13.2%	7.8%	16.5%	9.7%	20.8%	11.2%
East Midlands	14.2%	8.3%	16.3%	10.3%	18.8%	11.2%
London	14.0%	7.5%	18.9%	11.6%	21.0%	11.4%
North East	18.9%	11.3%	23.5%	13.6%	27.0%	17.6%
North West	10.9%	6.2%	13.2%	7.5%	15.3%	8.4%
South East	9.8%	6.0%	12.3%	7.7%	14.8%	8.4%
South West	8.8%	5.5%	10.5%	6.4%	11.8%	7.9%
West Midlands	14.1%	8.1%	17.0%	10.4%	21.2%	11.8%
Yorks & Humb	12.4%	7.2%	15.0%	9.4%	16.6%	10.5%
<b>Scotland Total</b>	<b>11.3%</b>	<b>6.5%</b>	<b>12.8%</b>	<b>7.8%</b>	<b>14.6%</b>	<b>8.7%</b>
North	20.6%	12.3%	23.4%	14.8%	26.9%	16.7%
West	20.6%	11.5%	25.7%	14.7%	27.2%	15.6%
East	18.4%	10.7%	22.4%	12.9%	26.6%	15.4%
South	26.6%	16.2%	30.0%	22.5%	35.2%	22.3%
Edinburgh	24.9%	14.2%	29.9%	16.4%	36.2%	20.3%
Glasgow	32.7%	17.1%	38.6%	21.5%	38.4%	22.4%
<b>Wales Total</b>	<b>9.8%</b>	<b>5.9%</b>	<b>13.9%</b>	<b>9.9%</b>	<b>15.7%</b>	<b>9.5%</b>
North	22.5%	12.9%	25.0%	21.3%	29.7%	17.2%
Mid	28.6%	17.4%	34.6%	21.4%	42.8%	24.9%
South West	25.4%	16.4%	28.9%	18.8%	31.7%	20.4%
South East	27.2%	15.8%	34.6%	18.1%	36.0%	21.1%

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 3 2011, 2012, 2013 and 2015 base sizes

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