

'At a glance' summaries

How to interpret the results
August 2017

Consideration – % who definitely would or be very likely to consider the activity in England across all markets
Tier – the tier or quartile the activity belongs to based on consideration score (1/2/3/4) across all markets
Rank – the ranking of the consideration score (1-40) across all markets

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

Market	DEFINITELY / VERY LIKELY & INDEX		Rank
AUS	85%	106	1

% within markets who definitely would or be very likely to consider the activity in England

Indexing of that score against the score across all markets, highlights whether a given market is above or below the cross-market average

The rank column indicates the rank out of 40 within each market

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

			
N/A	N/A	N/A	Mature / empty nest (index 110)

Positive demographic skews of 110 or more called out at a market level, i.e. over-indexing of consideration within different age, gender, social grade and life-stage subgroups relative to the total consideration score at a market level (consideration here continues to be definitely would or very likely to).

In the case of over-indexing within more than one sub-group, the sub-group with the strongest over-indexing is called out

N/A indicates no such positive skews based on the subgroup in question

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Activity	DEFINITELY / VERY LIKELY
Visiting a castle / palace / historic house	88%

The ten most considered other activities among those who definitely would or are very likely to consider the activity in England

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Activities

August 2017

Very likely
to consider

Definitely
would consider

Consideration of
activity in England

20%

19%

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MARKET LEVEL DEMOGRAPHIC SKEWS

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CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Market	DEFINITELY / VERY LIKELY & INDEX	Rank					Activity	DEFINITELY / VERY LIKELY
CH	64% 165	14	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	87%
IT	45% 116	22	Skew to 18-34 (111)	N/A	C1 skew (index 113)	Young family (index 126)	Visiting a historic monument	86%
SP	42% 108	24	Skew to 18-34 (114)	N/A	C2DE skew (index 117)	Young family (index 139)	Visiting a castle / palace / historic house	86%
UK	37% 96	28	Skew to 18-34 (163)	N/A	C2DE skew (index 136)	Young family (index 187)	Trying local food & drink specialities	85%
USA	37% 95	33	Skew to 18-34 (135)	N/A	C2DE skew (index 116)	Young family (index 147)	Visiting a National Park	82%
AUS	33% 87	25	Skew to 18-34 (130)	N/A	C2DE skew (index 127)	Mid family (index 154)	Visiting a museum	81%
FR	31% 81	27	Skew to 18-34 (140)	Male skew (index 117)	C2DE skew (index 147)	Young family (index 154)	Visiting a park/garden	79%
NO	31% 81	28	Skew to 18-34 (167)	N/A	C2DE skew (index 131)	Young family (index 174)	Exploring villages / rural areas	76%
DE	28% 72	28	Skew to 18-34 (169)	N/A	C2DE skew (index 120)	Young family (index 172)	Food & drink tour or attraction	76%
NL	23% 59	29	Skew to 18-34 (155)	Male skew (index 121)	C2DE skew (index 121)	Mid family (index 168)	Long (> half day) country or coastal walk	76%