

# '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*

# 'At a glance' summaries

Activities

August 2017

Very likely  
to consider

Definitely  
would consider

Consideration of  
activity in England

29%

26%

## MARKET LEVEL CONSIDERATION

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

## MARKET LEVEL DEMOGRAPHIC SKEWS

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

## CROSS-OVER WITH OTHER ACTIVITIES

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

Market	DEFINITELY / VERY LIKELY & INDEX		Rank	Demographic Skews				Activity	DEFINITELY / VERY LIKELY
	68%	123		Age	Gender	Social Grade	Lifestage		
CH	68%	123	10	N/A	N/A	C2DE skew (index 109)	18-34s without kids (index 110)	Seeing world famous or iconic places	92%
USA	63%	114	8	N/A	N/A	N/A	N/A	Visiting a castle / palace / historic house	90%
FR	60%	108	8	N/A	N/A	N/A	55 Plus without kids (index 122)	Visiting a historic monument	88%
IT	59%	107	10	N/A	Female skew (index 110)	N/A	Young family (index 114)	Trying local food & drink specialities	85%
SP	54%	99	14	N/A	N/A	AB skew (index 109)	Young family (index 115)	Exploring villages / rural areas	80%
DE	52%	94	10	N/A	N/A	AB skew (index 111)	Young family (index 120)	Visiting a museum	79%
AUS	50%	91	15	N/A	N/A	C2DE skew (index 115)	Mid family (index 120)	Visiting a park/garden	78%
UK	45%	81	14	Skew to 35-54 (122)	N/A	N/A	Mid family (index 130)	Short (< 2hrs) country or coastal walk	77%
NO	41%	74	17	Skew to 35-54 (114)	N/A	AB skew (index 119)	Mid family (index 118)	Visiting a National Park	76%
NL	40%	72	17	Skew to 55+ (123)	N/A	N/A	55 Plus without kids (index 159)	Shopping for locally made products/craft	75%