

# '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

19%

24%

## 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					Activity	DEFINITELY / VERY LIKELY
AUS	52%	121	13	N/A	Female skew (index 111)	N/A	Mature / empty nest (index 121)	Visiting a castle / palace / historic house	90%
UK	51%	120	13	Skew to 18-34 (118)	N/A	N/A	18-34s without kids (index 119)	Seeing world famous or iconic places	88%
USA	51%	119	18	Skew to 18-34 (113)	N/A	N/A	Young family (index 125)	Visiting a historic monument	85%
CH	50%	117	29	Skew to 55+ (112)	N/A	N/A	55 Plus without kids (index 132)	Trying local food & drink specialities	81%
NO	38%	89	20	Skew to 18-34 (134)	Female skew (index 112)	C2DE skew (index 119)	18-34s without kids (index 151)	Visiting a park/garden	79%
SP	37%	87	28	Skew to 18-34 (115)	N/A	C2DE skew (index 121)	Young family (index 116)	Exploring villages / rural areas	78%
IT	37%	86	27	Skew to 18-34 (111)	N/A	N/A	Young family (index 132)	Visiting a National Park	77%
DE	36%	84	21	Skew to 18-34 (143)	N/A	C2DE skew (index 125)	Young family (index 158)	Visiting a museum	76%
NL	33%	76	21	Skew to 18-34 (118)	Male skew (index 110)	C2DE skew (index 111)	Young family (index 161)	Short (< 2hrs) country or coastal walk	75%
FR	28%	65	31	Skew to 18-34 (131)	N/A	C2DE skew (index 112)	Mid family (index 131)	Shopping for locally made products/craft	74%