

# '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

26%

41%

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### 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				
IT	77% 116	4	N/A	N/A	N/A	Young family (index 109)
SP	72% 107	5	Skew to 55+ (index 114)	N/A	N/A	Mature / empty nest (index 120)
CH	68% 102	9	N/A	N/A	N/A	N/A
FR	68% 102	4	N/A	N/A	AB skew (index 113)	55 Plus without kids (index 118)
NO	68% 102	6	N/A	N/A	AB skew (index 115)	Mid family (index 110)
AUS	67% 101	5	N/A	N/A	N/A	55 Plus without kids (Index 112)
USA	64% 97	5	N/A	N/A	N/A	N/A
UK	57% 86	11	N/A	N/A	AB skew (index 115)	Mid family (index 114)
DE	56% 84	7	N/A	N/A	AB skew (index 123)	55 Plus without kids (index 113)
NL	55% 83	9	Skew to 55+ (index 118)	N/A	AB skew (index 144)	Mature / empty nest (index 126)

Activity	DEFINITELY / VERY LIKELY
Seeing world famous or iconic places	92%
Visiting a castle / palace / historic house	89%
Visiting a historic monument	88%
Trying local food & drink specialties	82%
Visiting a park/garden	76%
Visiting a National Park	70%
Exploring villages / rural areas	69%
Short (< 2hrs) country or coastal walk	69%
Visiting an art gallery	68%
Shopping for locally made products/craft	67%