

# '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



## 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
NO	59% <b>120</b>	9
CH	57% <b>116</b>	24
SP	51% 105	16
FR	49% 100	16
AUS	48% 97	16
NL	46% 94	12
IT	45% 93	21
USA	44% 90	24
UK	43% <b>89</b>	16
DE	39% <b>79</b>	16

			
Skew to 18-34 (144)	Female skew (index 128)	N/A	18-34s without kids (index 151)
N/A	Female skew (index 110)	N/A	N/A
N/A	N/A	N/A	Mid family (index 119)
Skew to 18-34 (118)	N/A	AB skew (index 116)	18-34s without kids (index 123)
Skew to 18-34 (120)	Female skew (index 112)	N/A	Mid family (index 119)
Skew to 18-34 (135)	Female skew (index 112)	C2DE skew (index 113)	18-34s without kids (index 134)
Skew to 18-34 (128)	Female skew (index 109)	AB skew (index 117)	Young family (Index 135)
Skew to 18-34 (116)	N/A	N/A	Young family (Index 140)
Skew to 18-34 (143)	Female skew (index 114)	C2DE skew (index 116)	18-34s without kids (index 142)
Skew to 18-34 (140)	Female skew (index 120)	C2DE skew (index 121)	18-34s without kids (index 172)

Activity	DEFINITELY / VERY LIKELY
Seeing world famous or iconic places	86%
Visiting a historic monument	84%
Trying local food & drink specialities	83%
Visiting a castle / palace / historic house	83%
Visiting a museum	80%
Visiting a park/garden	76%
Experiencing local nightlife	72%
Shopping for locally made products/craft	72%
Having a gourmet meal	71%
Short (< 2hrs) country or coastal walk	70%