

'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

Consideration of
activity in England

17%

16%

Definitely
would consider

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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	58% 177	20	N/A	N/A	AB skew (index 109)	Mid family (index 109)	Trying local food & drink specialities	86%
USA	39% 119	31	Skew to 18-34 (119)	Male skew (index 112)	N/A	Mid family (index 142)	Visiting a castle / palace / historic house	85%
AUS	33% 101	27	Skew to 18-34 (147)	N/A	C2DE skew (index 120)	Mid family (index 141)	Seeing world famous or iconic places	84%
NO	30% 91	29	Skew to 18-34 (162)	Female skew (index 120)	C2DE skew (index 138)	18-34s without kids (index 161)	Visiting a historic monument	83%
NL	30% 90	23	Skew to 18-34 (131)	N/A	AB skew (index 138)	Mid family (index 129)	Having a gourmet meal	83%
SP	29% 88	33	Skew to 35-54 (115)	N/A	AB skew (index 118)	Mid family (index 152)	Shopping for clothes	83%
IT	27% 83	35	Skew to 18-34 (119)	N/A	AB skew (index 116)	Mid family (index 151)	Visiting a park/garden	79%
UK	27% 82	32	Skew to 18-34 (155)	N/A	AB skew (index 112)	Young family (index 183)	Visiting a museum	79%
FR	24% 73	34	Skew to 18-34 (144)	Male skew (index 115)	C2DE skew (index 174)	Young family (index 156)	Shopping for locally made products/craft	78%
DE	17% 51	34	Skew to 18-34 (172)	N/A	C1C2DE skew (index 115)	Young family (index 193)	Food & drink tour or attraction	77%