

'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

Definitely
would consider

Consideration of
activity in England

31%

35%

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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	Icons representing demographic categories: Age, Gender, Social Grade, and Lifestyle				Activity	DEFINITELY / VERY LIKELY
	74%	112		Age	Gender	Social Grade	Lifestyle		
DE	74%	112	4	N/A	N/A	N/A	35-54s without kids (index 117)	Seeing world famous or iconic places	92%
IT	68%	103	5	N/A	Female skew (index 113)	N/A	Young family (index 111)	Visiting a castle / palace / historic house	89%
UK	65%	99	8	N/A	N/A	N/A	Young family (index 118)	Visiting a historic monument	88%
AUS	65%	99	6	N/A	Female skew (index 111)	AB skew (index 119)	Young family (index 117)	Trying local food & drink specialities	80%
SP	65%	98	6	N/A	N/A	N/A	N/A	Exploring villages / rural areas	76%
FR	64%	97	6	Skew to 55+ (index 111)	N/A	AB skew (index 116)	Mature / empty nest (index 113)	Visiting a museum	76%
USA	63%	96	7	N/A	N/A	N/A	Young family / Mature / empty nest (110)	Visiting a National Park	74%
CH	62%	94	16	N/A	N/A	N/A	Mid family (index 110)	Short (< 2hrs) country or coastal walk	72%
NO	62%	94	8	Skew to 18-34 (index 110)	Female skew (index 118)	AB skew (index 110)	18-34s without kids (index 113)	Having a gourmet meal	68%
NL	56%	85	8	Skew to 55+ (index 116)	Female skew (index 113)	AB skew (index 120)	Mature / empty nest (index 132)	Shopping for locally made products/craft	67%