

# '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%

31%

### 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
CH	72% 127	5	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	89%
NO	64% 113	7	Skew to 18-34s (114)	N/A	C2DE skew (index 111)	18-34s without kids (index 115)	Trying local food & drink specialities	89%
USA	64% 112	6	Skew to 18-34s (110)	N/A	N/A	Young family (index 111)	Visiting a castle / palace / historic house	85%
NL	60% 106	7	Skew to 55+ (116)	N/A	AB skew (index 110)	Mature / empty nest (index 117)	Visiting a historic monument	84%
AUS	60% 106	8	Skew to 18-34s (111)	N/A	N/A	Young family (index 139)	Visiting a park/garden	75%
UK	58% 101	9	Skew to 18-34s (118)	N/A	AB skew (index 110)	18-34s without kids (index 118)	Visiting a museum	75%
IT	49% 86	18	N/A	N/A	N/A	Mid family (Index 124)	Food & drink tour or attraction	72%
FR	46% 80	19	Skew to 18-34s (118)	N/A	AB skew (index 111)	Mid family (index 120)	Shopping for locally made products/craft	71%
SP	43% 75	23	Skew to 35-54 (116)	N/A	N/A	Mid family (index 128)	Exploring villages / rural areas	70%
DE	41% 71	15	Skew to 18-34s (110)	N/A	C1 skew (index 110))	Young family (index 129)	Event associated with local traditions	69%