

'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

24%

26%

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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
NO	71%	141	4	Skew to 18-34 (110)	N/A	N/A	35-54s without kids (index 113)	Seeing world famous or iconic places	87%
CH	56%	113	25	N/A	N/A	N/A	Young family (index 113)	Trying local food & drink specialities	85%
FR	52%	104	14	Skew to 18-34 (130)	N/A	C2DE skew (index 117)	18-34s without kids (index 128)	Visiting a castle / palace / historic house	82%
IT	50%	99	16	Skew to 18-34 (127)	N/A	C2DE skew (index 111)	18-34s without kids (index 136)	Visiting a historic monument	82%
USA	48%	95	23	Skew to 18-34 (121)	Male skew (index 112)	N/A	18-34s without kids (index 115)	Visiting a museum	76%
DE	46%	91	12	Skew to 18-34 (131)	N/A	AB skew (index 117)	Young family (index 151)	Visiting a park/garden	74%
SP	45%	91	19	Skew to 18-34 (114)	N/A	AB skew (index 113)	Mid family (index 113)	Short (< 2hrs) country or coastal walk	71%
NL	45%	89	13	Skew to 18-34 (129)	Male skew (index 116)	C2DE skew (index 113)	18-34s without kids (index 142)	Having a gourmet meal	71%
AUS	41%	82	21	Skew to 18-34 (115)	N/A	N/A	18-34s without kids (index 117)	Shopping for clothes	69%
UK	40%	80	23	Skew to 18-54 (121)	Male skew (index 115)	C2DE skew (index 128)	Mid family (index 142)	Food & drink tour or attraction	69%