'At a glance' summaries

How to interpret the results

August 2017

80% Consideration of activity

Tier 1 Consideration tier (activity)

Rank 1 Activity cluster ranking

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 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
AUS	85%	106	1

N/A	N/A	N/A	Mature / empty nest (index 110)

Activity	DEFINITELY / VERY LIKELY
Visiting a castle / palace / historic house	88%

% 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

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

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

Consideration of activity in England

Very likely to consider	Definitely would consider
26%	25%

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	Age	Gender	Social grade	Lifestage
CH	63%	124	15	N/A	N/A	N/A	N/A
IT	57%	114	11	Skew to 18-34 (114)	Female skew (index 109)	C2DE skew (index 110)	Young family (index 116)
SP	56%	110	11	N/A	N/A	N/A	N/A
USA	53%	106	14	Skew to 18-34 (112)	N/A	N/A	Mid family (index 116)
FR	49%	96	17	Skew to 18-34 (114)	N/A	AB skew (index 119)	18-34s without kids (index 117)
AUS	47%	93	17	Skew to 18-34 (118)	N/A	N/A	18-34s without kids (index 117)
NO	47%	92	14	Skew to 18-34 (120)	N/A	AB skew (index 135)	18-34s without kids (index 112)
UK	42%	83	17	Skew to 18-34 (136)	N/A	C2DE skew (index 120)	Young family (index 143)
NL	37%	73	19	Skew to 35-54 (114)	N/A	AB skew (index 131)	Mid family (index 126)
DE	36%	72	20	Skew to 18-34 (137)	N/A	AB skew (index 115)	Young family (index 145)

Activity	DEFINITELY / VERY LIKELY
Seeing world famous or iconic places	90%
Visiting a castle / palace / historic house	87%
Visiting a historic monument	86%
Trying local food & drink specialities	82%
Visiting a museum	80%
Visiting a park/garden	78%
Food & drink tour or attraction	74%
Short (< 2hrs) country or coastal walk	73%
Having a gourmet meal	73%
Event associated with local traditions	73%