'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	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

Consideration of activity in England

Very likely to consider	Definitely would consider
19%	18%

MARKET LEVEL CONSIDERATION
TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

Market	DEFINITELY / VERY LIKELY & INDEX		Rank
CH	59%	159	19
USA	42%	112	26
UK	41%	110	22
FR	38%	102	24
SP	38%	102	26
AUS	33%	90	26
IT	33%	88	31
DE	28%	76	27
NO	21%	58	32
NL	18%	49	35

MARKET LEVEL DEMOGRAPHIC SKEWS
CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

Age	Gender	Social grade	Lifestage
N/A	N/A	N/A	18-34s without kids (index 119)
Skew to 18-34 (118)	Male skew (index 109)	N/A	Mid family (index 128)
N/A	N/A	N/A	35-54s without kids (index 120)
Skew to 55+ (126)	N/A	C2DE skew (index 114)	55 Plus without kids (index 137)
Skew to 18-34 (114)	N/A	N/A	Young family (index 137)
Skew to 18-34 (114)	N/A	C2DE skew (index 113)	Young family (index 134)
Skew to 18-34 (109)	N/A	C2DE skew (index 117)	Young family (index 157)
Skew to 18-34 (126)	Female skew (index 109)	C2DE skew (index 119)	Mid family (index 118)
Skew to 18-34 (144)	Male skew (index 116)	C2DE skew (index 141)	18-34s without kids (index 144)
Skew to 35-54 (141)	Male skew (index 113)	C2DE skew (index 135)	Mid family (index 170)

CROSS-OVER WITH OTHER ACTIVITIES
CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Activity	DEFINITELY / VERY LIKELY
Seeing world famous or iconic places	89%
Visiting a historic monument	87%
Visiting a castle / palace / historic house	86%
Trying local food & drink specialities	84%
Visiting a National Park	84%
Visiting a park/garden	82%
Exploring villages / rural areas	81%
Long (> half day) country or coastal walk	81%
Short (< 2hrs) country or coastal walk	79%
Visiting a museum	78%