

'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

Consideration of
activity in England

12%

12%

Definitely
would consider

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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
CH	45%	183	33	N/A	N/A	N/A	Young family (index 113)	Seeing world famous or iconic places	87%
USA	33%	135	36	Skew to 18-34 (130)	N/A	C2DE skew (index 115)	Mid family (index 152)	Visiting a castle / palace / historic house	85%
SP	27%	111	34	Skew to 35-54 (112)	N/A	C2DE skew (index 122)	Young family (index 135)	Visiting a National Park	84%
IT	27%	110	36	Skew to 18-34 (121)	N/A	C2DE skew (index 142)	Young family (index 139)	Visiting a park/garden	82%
UK	23%	94	36	Skew to 35-54 (141)	Male skew (index 124)	C2DE skew (index 119)	35-54s without kids (index 164)	Visiting a historic monument	82%
FR	20%	81	38	Skew to 18-34 (157)	Male skew (index 111)	C2DE skew (index 178)	Young family (index 165)	Trying local food & drink specialties	80%
AUS	18%	72	36	Skew to 18-34 (147)	Male skew (index 109)	AB skew (index 124)	Young family (index 174)	Exploring villages / rural areas	80%
NL	12%	51	39	Skew to 18-34 (174)	Male skew (index 138)	AB skew (index 123)	Mid family (index 159)	Event associated with local traditions	79%
NO	12%	49	37	Skew to 18-34 (176)	Male skew (index 135)	C2DE skew (index 124)	Young family (index 243)	Food & drink tour or attraction	79%
DE	11%	43	40	Skew to 18-34 (176)	Female skew (index 110)	C2DE skew (index 157)	Mid family (index 204)	Visiting a museum	78%