'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

VisitEngland — Exploring villages / rural areas

61% Consideration of activity	Tier 2 Consideration tier (activity)	Rank 8 Activity cluster ranking

Consideration of activity in England

Very likely to consider	Definitely would consider
30%	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	Age	Gender	Social grade	Lifestage
UK	68% / 113	3	Skew to 35-54 (113)	N/A	AB skew (index 110)	35-54s without kids (index 117)
CH	65% / 107	13	N/A	N/A	AB skew (index 110)	35-54s without kids (index 114)
AUS	63% / 104	7	Skew to 55+ (122)	N/A	N/A	55 Plus without kids (index 131)
NL	63% / 103	6	Skew to 35-54 (117)	N/A	Slight AB skew (index 116)	35-54s without kids (index 128)
USA	60% / 99	11	N/A	N/A	N/A	Mature / empty nest (index 112)
FR	59% / 97	9	N/A	N/A	N/A	55 Plus without kids (index 117)
SP	57% / 93	10	N/A	N/A	N/A	N/A
DE	54% / 88	8	N/A	N/A	AB skew (index 118)	Young family (index 119)
IT	53% / 88	13	Skew to 35-54 (114)	N/A	N/A	Mid family (index 121)
NO	53% / 87	11	N/A	N/A	N/A	Mid family (index 115)

Activity	DEFINITELY / VERY LIKELY
Seeing world famous or iconic places	91%
Visiting a castle / palace / historic house	89%
Visiting a historic monument	86%
Trying local food & drink specialities	84%
Visiting a park/garden	81%
Short (< 2hrs) country or coastal walk	80%
Visiting a museum	78%
Visiting a National Park	74%
Long (> half day) country or coastal walk	73%
Event associated with local traditions	72%