'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 **9%** **10%** Definitely would consider

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				
CH	35%	181	39	N/A	N/A	N/A	Young family (index 120)
USA	31%	157	38	Skew to 18-34 (121)	Male skew (index 124)	C2DE skew (index 115)	Mid family (index 151)
IT	22%	112	38	Skew to 18-34 (140)	N/A	C2DE skew (index 122)	Mid family (index 147)
AUS	17%	87	37	Skew to 18-34 (151)	Male skew (index 124)	C2DE skew (index 126)	Young family (index 193)
UK	17%	86	38	Skew to 18-34 (160)	Male skew (index 143)	C2DE skew (index 119)	Mid family (index 156)
FR	16%	81	40	Skew to 18-34 (151)	Male skew (index 125)	C2DE skew (index 166)	Mid family (index 126)
SP	13%	66	40	Skew to 18-34 (134)	Male skew (index 113)	AB skew (index 144)	Young / Mid family (index 166)
DE	12%	62	39	Skew to 18-34 (175)	Male skew (index 128)	C2DE skew (index 146)	Young family (index 293)
NL	11%	57	40	Skew to 35-54 (143)	Male skew (index 146)	AB skew (index 163)	Mid family (index 215)
NO	6%	29	40	Skew to 18-34 (182)	Male skew (index 144)	C2DE skew (index 137)	Young family (index 311)

Activity	DEFINITELY / VERY LIKELY
Food & drink tour or attraction	85%
Seeing world famous or iconic places	85%
Trying local food & drink specialities	84%
Having a gourmet meal	84%
Visiting a historic monument	83%
Visiting a National Park	82%
Visiting a castle / palace / historic house	82%
Exploring villages / rural areas	81%
Visiting contemporary culture attraction	81%
Visiting a park/garden	81%