'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

33% Consideration of activity   **Tier 4** Consideration tier (activity)   **Rank 30** Activity cluster ranking

Consideration of activity in England

Very likely to consider **16%** | **17%** 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	Age	Gender	Social grade	Lifestage
CH	57%	174	21	N/A	N/A	N/A	N/A
USA	40%	121	29	Skew to 18-34 (125)	N/A	N/A	Young family (index 157)
NL	34%	102	20	Skew to 18-34 (110)	Male skew (index 110)	N/A	Young family (index 143)
UK	33%	99	29	Skew to 18-34 (122)	N/A	C2DE skew (index 128)	Mid family (index 161)
DE	29%	88	26	Skew to 18-34 (136)	N/A	C2DE skew (index 117)	Mid family (index 165)
IT	29%	87	34	Skew to 18-34 (123)	Female skew (index 109)	C2DE skew (index 133)	Young family (index 167)
AUS	27%	82	32	Skew to 18-34 (125)	N/A	C2DE skew (index 116)	Young family (index 172)
SP	27%	81	35	Skew to 18-34 (121)	N/A	C2DE skew (index 148)	Young family (index 146)
NO	22%	65	31	Skew to 18-34 (113)	N/A	C1 skew (index 110)	Young family (index 185)
FR	22%	65	36	Skew to 18-34 (138)	Male skew (index 122)	C2DE skew (index 143)	Young family (index 151)

Activity	DEFINITELY / VERY LIKELY
Trying local food & drink specialities	86%
Seeing world famous or iconic places	83%
Visiting a castle / palace / historic house	82%
Visiting a historic monument	81%
Visiting a park/garden	80%
Short (< 2hrs) country or coastal walk	79%
Visiting a National Park	78%
Having a gourmet meal	77%
Food & drink tour or attraction	76%
Shopping for locally made products/craft	75%