

# '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*

# 'At a glance' summaries

Activities

August 2017

Very likely  
to consider

Definitely  
would consider

Consideration of  
activity in England

24%

20%

## 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					Activity	DEFINITELY / VERY LIKELY
CH	57% <b>132</b>	21	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	88%
USA	50% <b>114</b>	22	N/A	N/A	N/A	Mid family (index 123)	Visiting a historic monument	87%
FR	44% 100	20	N/A	N/A	N/A	Young family (index 134)	Visiting a castle / palace / historic house	87%
UK	42% 96	18	N/A	N/A	C2DE skew (index 111)	Mid family (index 115)	Trying local food & drink specialities	85%
SP	41% 94	25	Skew to 18-34 (109)	N/A	C2DE skew (index 121)	Young family (index 130)	Visiting a park/garden	84%
NO	41% 93	17	Skew to 35-54 (122)	N/A	C2DE skew (index 110)	Mid family (index 144)	Visiting a National Park	80%
NL	40% 91	16	Skew to 35-54 (112)	N/A	AB skew (index 112)	Young / Mid family (index 136)	Exploring villages / rural areas	79%
AUS	38% <b>88</b>	23	Skew to 55+ (121)	N/A	C2DE skew (index 114)	55 Plus without kids (index 138)	Short (< 2hrs) country or coastal walk	78%
IT	37% <b>85</b>	27	Skew to 18-34 (114)	Female skew (index 114)	N/A	Young family (index 129)	Visiting a museum	78%
DE	31% <b>71</b>	24	Skew to 18-34 (119)	N/A	N/A	Young family (index 187)	Food & drink tour or attraction	76%