

'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

18%

14%

Definitely would consider

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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	49%	153	31	N/A	N/A	N/A	N/A	Visiting a historic monument	86%
IT	42%	130	25	Skew to 18-34 (115)	N/A	N/A	Mid family (index 136)	Seeing world famous or iconic places	86%
USA	41%	126	27	Skew to 18-34 (122)	N/A	C2DE skew (index 118)	Mid family (index 135)	Trying local food & drink specialities	83%
SP	32%	100	29	Skew to 18-34 (116)	N/A	C2DE skew (index 118)	Mid family (index 127)	Short (< 2hrs) country or coastal walk	83%
FR	28%	86	32	Skew to 18-34 (121)	N/A	C2DE skew (index 111)	Mid family (index 124)	Visiting a castle / palace / historic house	82%
AUS	25%	79	33	Skew to 18-34 (139)	Female skew (index 112)	C1 skew (index 117)	Young family (index 152)	Visiting a park/garden	82%
UK	24%	74	35	Skew to 18-34 (146)	N/A	C2DE skew (index 147)	Young family (index 192)	Visiting a National Park	81%
DE	23%	72	31	Skew to 18-34 (171)	N/A	C2DE skew (index 127)	18-34s without kids (index 150)	Exploring villages / rural areas	79%
NL	22%	68	32	Skew to 18-34 (112)	Male skew (index 113)	C2DE skew (index 113)	Mid family (index 139)	Event associated with local traditions	78%
NO	21%	65	33	Skew to 18-34 (174)	Male skew (index 120)	C2DE skew (index 131)	Young family (index 185)	Visiting a museum	78%