# '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

**62%** Consideration of activity

**Tier 2** Consideration tier (activity)

**Rank 7** Activity cluster ranking

Very likely to consider — Definitely would consider

**Consideration of activity in England** — **28%** — **34%**

## 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 | 71% | 114 | 6 | N/A | N/A | N/A | N/A |
| DE | 69% | 110 | 6 | N/A | N/A | N/A | Young family (index 116) |
| UK | 68% | 109 | 4 | Skew to 35-54s (112) | N/A | N/A | 35-54s without kids (index 114) |
| NL | 65% | 105 | 5 | Skew to 35-54s (115) | Female skew (index 109) | N/A | 55 Plus without kids (index 122) |
| USA | 62% | 100 | 9 | N/A | N/A | N/A | N/A |
| FR | 60% | 96 | 7 | Skew to 55+ (112) | N/A | N/A | Young family (index 125) |
| SP | 60% | 96 | 7 | N/A | Female skew (index 109) | N/A | Young family (index 113) |
| AUS | 53% | 85 | 11 | Skew to 35-54s (110) | N/A | N/A | 35-54s without kids (index 116) |
| NO | 52% | 83 | 12 | Skew to 55+ (110) | N/A | N/A | Mature / empty nest (index 114) |
| IT | 50% | 80 | 15 | Skew to 35-54s (119) | N/A | Slight AB skew (index 111) | Mid family (index 125) |

| Activity | DEFINITELY / VERY LIKELY |
|----------|------|
| Seeing world famous or iconic places | 88% |
| Visiting a castle / palace / historic house | 87% |
| Visiting a historic monument | 85% |
| Trying local food & drink specialities | 82% |
| Visiting a park/garden | 78% |
| Exploring villages / rural areas | 75% |
| Visiting a museum | 75% |
| Visiting a National Park | 73% |
| Long (> half day) country or coastal walk | 71% |
| Event associated with local traditions | 69% |