'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

			Mature / empty nest (index 110)
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

Consideration of activity in England

14% Very likely to consider   **11%** 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	38%	150	38	Skew to 18-34 (125)	N/A	N/A	18-34s without kids (index 119)
USA	35%	140	35	Skew to 18-34 (143)	N/A	C2DE skew (index 129)	Mid family (index 140)
SP	25%	99	37	Skew to 18-34 (152)	N/A	C2DE skew (index 147)	Young family (index 142)
FR	23%	92	35	Skew to 18-34 (182)	Male skew (index 117)	C2DE skew (index 134)	18-34s without kids (index 158)
IT	23%	90	37	Skew to 18-34 (145)	Male skew (index 110)	C2DE skew (index 125)	Young family (index 167)
NL	22%	87	31	Skew to 18-34 (170)	Male skew (index 124)	C2DE skew (index 118)	18-34s without kids (index 161)
UK	22%	86	37	Skew to 18-34 (197)	Male skew (index 121)	C2DE skew (index 127)	18-34s without kids (index 179)
AUS	21%	85	34	Skew to 18-34 (174)	Male skew (index 111)	ABC1 skew (index 114)	18-34s without kids (index 162)
DE	16%	65	36	Skew to 18-34 (232)	Male skew (index 121)	C2DE skew (index 149)	Young family (index 220)
NO	14%	55	34	Skew to 18-34 (220)	Male skew (index 142)	C2DE skew (index 172)	Young family (index 190)

Activity	DEFINITELY / VERY LIKELY
Trying local food & drink specialities	85%
Seeing world famous or iconic places	82%
Visiting a castle / palace / historic house	81%
Visiting a park/garden	81%
Visiting a historic monument	81%
Shopping for locally made products/craft	81%
Food & drink tour or attraction	79%
Long (> half day) country or coastal walk	78%
Short (< 2hrs) country or coastal walk	77%
Having a gourmet meal	77%