

# '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

Consideration of  
activity in England

13%

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					Activity	DEFINITELY / VERY LIKELY
CH	42% <b>177</b>	35	Skew to 18-34 (114)	N/A	N/A	18-34s without kids (index 117)	Trying local food & drink specialities	85%
USA	36% <b>150</b>	34	Skew to 18-34 (137)	N/A	C2DE skew (index 118)	Young family (index 147)	Seeing world famous or iconic places	84%
UK	24% <b>103</b>	33	Skew to 18-34 (159)	Male skew (index 113)	C2DE skew (index 129)	Young family (index 183)	Visiting a castle / palace / historic house	83%
SP	20% <b>84</b>	38	Skew to 18-34 (152)	Male skew (index 130)	C2DE skew (index 124)	Young family (index 141)	Long (> half day) country or coastal walk	83%
AUS	19% <b>80</b>	35	Skew to 18-34 (183)	N/A	C1 skew (index 117)	18-34s without kids (index 174)	Visiting a National Park	81%
FR	18% <b>78</b>	39	Skew to 18-34 (158)	Male skew (index 109)	C2DE skew (index 139)	Young family (index 171)	Short (< 2hrs) country or coastal walk	81%
NL	18% <b>78</b>	34	Skew to 18-34 (152)	Male skew (index 121)	C2DE skew (index 159)	Mid family (index 206)	Having a gourmet meal	81%
IT	18% <b>77</b>	40	Skew to 18-34 (145)	Male skew (index 115)	C2DE skew (index 137)	18-34s without kids (index 139)	Shopping for locally made products/craft	79%
DE	17% <b>70</b>	35	Skew to 18-34 (159)	N/A	C2DE skew (index 124)	Young family (index 195)	Visiting contemporary culture attraction	79%
NO	10% <b>41</b>	39	Skew to 18-34 (231)	Male skew (index 120)	C2DE skew (index 172)	18-34s without kids (index 219)	Visiting a historic monument	79%