

# '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

15%

12%

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	38% <b>142</b>	37	Skew to 18-34 (113)	N/A	AB skew (index 110)	Mid family (index 115)	Exploring villages / rural areas	87%
USA	32% <b>120</b>	37	Skew to 18-34 (130)	Male skew (index 113)	C2DE skew (index 120)	Young family (index 148)	Visiting a castle / palace / historic house	85%
IT	32% <b>119</b>	32	Skew to 18-34 (123)	Male skew (index 110)	C2DE skew (index 118)	Mid family (index 135)	Seeing world famous or iconic places	85%
SP	30% <b>112</b>	31	Skew to 18-34 (116)	N/A	C2DE skew (index 118)	Young family (index 136)	Visiting a historic monument	84%
NL	28% <b>105</b>	26	Skew to 18-34 (130)	Male skew (index 118)	C2DE skew (index 135)	Mid family (index 129)	Visiting a park/garden	84%
FR	27% <b>99</b>	33	Skew to 18-34 (136)	Male skew (index 110)	C2DE skew (index 181)	Young family (index 145)	Trying local food & drink specialties	82%
UK	24% <b>90</b>	33	Skew to 18-34 (160)	Male skew (index 123)	C2DE skew (index 137)	Young family (index 154)	Short (< 2hrs) country or coastal walk	82%
DE	17% <b>64</b>	33	Skew to 18-34 (148)	N/A	C2DE skew (index 118)	Young family (index 217)	Event associated with local traditions	82%
AUS	16% <b>61</b>	38	Skew to 18-34 (169)	Female skew (index 110)	C1 skew (index 129)	Mid family (index 175)	Long (> half day) country or coastal walk	82%
NO	12% <b>45</b>	36	Skew to 18-34 (179)	Male skew (index 135)	C2DE skew (index 140)	Young family (index 198)	Food & drink tour or attraction	80%