

'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

11%

10%

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	40%	190	36	N/A	Male skew (index 111)	AB skew (index 120)	18-34s without kids (index 122)	Trying local food & drink specialities	84%
USA	27%	126	39	Skew to 18-34 (139)	Male skew (index 125)	C2DE skew (index 144)	Mid family (index 164)	Seeing world famous or iconic places	82%
FR	21%	98	37	Skew to 18-34 (145)	Male skew (index 122)	C1 skew (index 114)	Mid family (index 165)	Visiting a historic monument	82%
IT	20%	96	39	Skew to 18-34 (142)	Male skew (index 116)	C2DE skew (index 129)	Young family (index 189)	Visiting contemporary culture attraction	82%
SP	20%	95	38	Skew to 18-34 (151)	Male skew (index 122)	N/A	Young family (index 152)	Long (> half day) country or coastal walk	81%
UK	17%	80	38	Skew to 18-34 (205)	Male skew (index 133)	C2DE skew (index 141)	Mid family (index 184)	Attending a live sporting event/match	79%
AUS	16%	76	39	Skew to 18-34 (151)	Male skew (index 134)	N/A	Mid family (index 167)	Short (< 2hrs) country or coastal walk	78%
NL	14%	69	38	Skew to 35-54 (143)	Male skew (index 142)	AB skew (index 146)	Mid family (index 177)	Visiting a museum	78%
DE	13%	62	38	Skew to 18-34 (230)	Male skew (index 114)	C2DE skew (index 139)	18-34s without kids (index 228)	Visiting a castle / palace / historic house	78%
NO	11%	52	38	Skew to 18-34 (154)	Male skew (index 145)	C2DE skew (index 162)	Mid family (index 151)	Experiencing local nightlife	77%

Very likely
to consider

Consideration of
activity in England

9%

10%

Definitely
would consider

MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

Market	DEFINITELY / VERY LIKELY & INDEX	Rank
CH	35% 181	39
USA	31% 157	38
IT	22% 112	38
AUS	17% 87	37
UK	17% 86	38
FR	16% 81	40
SP	13% 66	40
DE	12% 62	39
NL	11% 57	40
NO	6% 29	40

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	Young family (index 120)
Skew to 18-34 (121)	Male skew (index 124)	C2DE skew (index 115)	Mid family (index 151)
Skew to 18-34 (140)	N/A	C2DE skew (index 122)	Mid family (index 147)
Skew to 18-34 (151)	Male skew (index 124)	C2DE skew (index 126)	Young family (index 193)
Skew to 18-34 (160)	Male skew (index 143)	C2DE skew (index 119)	Mid family (index 156)
Skew to 18-34 (151)	Male skew (index 125)	C2DE skew (index 166)	Mid family (index 126)
Skew to 18-34 (134)	Male skew (index 113)	AB skew (index 144)	Young / Mid family (index 166)
Skew to 18-34 (175)	Male skew (index 128)	C2DE skew (index 146)	Young family (index 293)
Skew to 35-54 (143)	Male skew (index 146)	AB skew (index 163)	Mid family (index 215)
Skew to 18-34 (182)	Male skew (index 144)	C2DE skew (index 137)	Young family (index 311)

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Activity	DEFINITELY / VERY LIKELY
Food & drink tour or attraction	85%
Seeing world famous or iconic places	85%
Trying local food & drink specialities	84%
Having a gourmet meal	84%
Visiting a historic monument	83%
Visiting a National Park	82%
Visiting a castle / palace / historic house	82%
Exploring villages / rural areas	81%
Visiting contemporary culture attraction	81%
Visiting a park/garden	81%