

'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

14%

14%

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
IT	42% 153	24	Skew to 18-34 (117)	N/A	N/A	Mid family (index 141)	Visiting a historic monument	91%
CH	35% 125	40	Skew to 18-34 (126)	N/A	N/A	18-34s without kids (index 136)	Seeing world famous or iconic places	86%
SP	31% 111	30	Skew to 18-34 (139)	N/A	C2DE skew (index 119)	18-34s without kids (index 149)	Visiting a castle / palace / historic house	83%
FR	30% 109	29	Skew to 18-34 (137)	N/A	C2DE skew (index 140)	Young family (index 141)	Visiting a museum	81%
DE	19% 67	32	Skew to 18-34 (151)	N/A	C2DE skew (index 138)	Young family (index 209)	Event associated with local traditions	81%
NL	15% 53	37	Skew to 18-34 (146)	Male skew (index 119)	C1C2DE skew (index 110)	Mid family (index 170)	Trying local food & drink specialties	78%
NO	12% 44	35	Skew to 18-34 (208)	Male skew (index 121)	C1 skew (index 152)	Young family (index 317)	Visiting a park/garden	78%
							Shopping for locally made products/craft	78%
							Exploring villages / rural areas	78%
							Visiting a National Park	76%