

'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

Definitely
would consider

Consideration of
activity in England

21%

19%

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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	55% 134	26	N/A	N/A	N/A	Mid family (index 110)	Seeing world famous or iconic places	87%
USA	50% 122	21	Skew to 18-34 (116)	N/A	N/A	Young family (index 126)	Visiting a castle / palace / historic house	85%
SP	44% 107	22	Skew to 18-34 (112)	Male skew (index 109)	N/A	Mid family (index 116)	Visiting a historic monument	85%
IT	43% 105	23	Skew to 18-34 (122)	N/A	C2DE skew (index 110)	Young family (index 145)	Trying local food & drink specialities	82%
FR	42% 102	21	Skew to 35-54 (119)	N/A	N/A	Mid family (index 132)	Visiting a park/garden	80%
UK	38% 93	26	Skew to 18-34 (149)	N/A	C2DE skew (index 113)	18-34s without kids (index 152)	Visiting a museum	79%
NO	33% 81	27	Skew to 18-34 (147)	N/A	C2DE skew (index 136)	18-34s without kids (index 152)	Visiting contemporary culture attraction	76%
AUS	30% 74	28	Skew to 18-34 (138)	N/A	C2DE skew (index 113)	Young family (index 174)	Event associated with local traditions	76%
DE	30% 74	25	Skew to 18-34 (117)	Female skew (index 110)	AB skew (index 126)	Mid family (index 120)	Exploring villages / rural areas	75%
NL	25% 62	27	Skew to 18-34 (142)	N/A	AB / C2DE skew (index 125 / 122)	Mid family (index 142)	Short (< 2hrs) country or coastal walk	74%