

'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

17%

18%

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MARKET LEVEL DEMOGRAPHIC SKEWS

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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	47% 133	32	N/A	Male skew (index 110)	N/A	18-34s without kids (index 130)	Seeing world famous or iconic places	89%
USA	39% 109	32	Skew to 18-34 (127)	Male skew (index 119)	N/A	Young / Mid family (index 139)	Visiting a historic monument	85%
NO	36% 102	23	Skew to 18-34 (146)	Male skew (index 138)	C2DE skew (index 127)	Young family (index 150)	Visiting a castle / palace / historic house	82%
IT	36% 102	29	Skew to 18-34 (131)	Male skew (index 117)	C2DE skew (index 113)	Young family (index 197)	Trying local food & drink specialities	81%
FR	35% 99	25	Skew to 18-34 (130)	Male skew (index 125)	AB skew (index 121)	Mid family (index 144)	Visiting a museum	78%
AUS	35% 97	24	Skew to 18-34 (126)	Male skew (index 116)	AB skew (index 113)	Young family (index 158)	Short (< 2hrs) country or coastal walk	77%
UK	33% 92	29	Skew to 35-54 (127)	Male skew (index 119)	C2DE skew (index 123)	35-54s without kids (index 141)	Visiting a park/garden	76%
SP	30% 84	32	Skew to 18-34 (137)	Male skew (index 125)	N/A	Young family (index 150)	Experiencing local nightlife	76%
DE	27% 76	29	Skew to 18-34 (144)	Male skew (index 125)	C1 skew (index 115)	Mid family (index 143)	Visiting a National Park	75%
NL	25% 70	28	Skew to 18-34 (140)	Male skew (index 126)	C1 skew (index 114)	Young family (index 143)	Food & drink tour or attraction	74%