‘At a glance’ summaries

How to interpret the results
August 2017
### MARKET LEVEL

**CONSIDERATION**

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

<table>
<thead>
<tr>
<th>Market</th>
<th>Definitely / Very Likely &amp; Index</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUS</td>
<td>85% 106 1</td>
<td></td>
</tr>
</tbody>
</table>

### MARKET LEVEL

**DEMOGRAPHIC SKEWS**

- **CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definitely / Very Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting a castle / palace / historic house</td>
<td>88%</td>
</tr>
</tbody>
</table>

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

% 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

### CROSS-OVER WITH OTHER ACTIVITIES

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

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
### MARKET LEVEL CONSIDERATION

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

<table>
<thead>
<tr>
<th>Market</th>
<th>DEFINITELY / VERY LIKELY &amp; INDEX</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>CH</td>
<td>72%</td>
<td>127</td>
</tr>
<tr>
<td>NO</td>
<td>64%</td>
<td>113</td>
</tr>
<tr>
<td>USA</td>
<td>64%</td>
<td>112</td>
</tr>
<tr>
<td>NL</td>
<td>60%</td>
<td>106</td>
</tr>
<tr>
<td>AUS</td>
<td>60%</td>
<td>106</td>
</tr>
<tr>
<td>UK</td>
<td>58%</td>
<td>101</td>
</tr>
<tr>
<td>IT</td>
<td>49%</td>
<td>86</td>
</tr>
<tr>
<td>FR</td>
<td>46%</td>
<td>80</td>
</tr>
<tr>
<td>SP</td>
<td>43%</td>
<td>75</td>
</tr>
<tr>
<td>DE</td>
<td>41%</td>
<td>71</td>
</tr>
</tbody>
</table>

### MARKET LEVEL DEMOGRAPHIC SKEWS

**CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE**

**Activity**

- Seeing world famous or iconic places (89%)
- Trying local food & drink specialities (89%)
- Visiting a castle / palace / historic house (85%)
- Visiting a historic monument (84%)
- Visiting a park / garden (75%)
- Visiting a museum (75%)
- Food & drink tour or attraction (72%)
- Shopping for locally made products / craft (71%)
- Exploring villages / rural areas (70%)
- Event associated with local traditions (69%)

**Activity Cluster ranking**

- Rank 57%
- Tier 2
- Consideration tier (activity)
- Activity cluster ranking

**Market Consideration of activity**

- CH: 26%
- NO: 31%
- USA: 27%
- NL: 25%
- AUS: 26%
- UK: 25%
- IT: 27%
- FR: 27%
- SP: 25%
- DE: 27%

**Skew to 18-34s (111)**

- CH: 127
- NO: 113
- USA: 112
- NL: 106
- AUS: 106
- UK: 101
- IT: 86
- FR: 80
- SP: 75
- DE: 71

**Skew to 18-34s (114)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**Skew to 18-34s (110)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**Skew to 55+ (116)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**Food & drink tour or attraction (110)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**18-34s without kids (115)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**Young family (111)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**Mature / empty nest (117)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**18-34s without kids (119)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**Mid family (Index 124)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**Mid family (Index 120)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**Mid family (Index 128)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A

**Mid family (Index 129)**

- CH: N/A
- NO: N/A
- USA: N/A
- NL: N/A
- AUS: N/A
- UK: N/A
- IT: N/A
- FR: N/A
- SP: N/A
- DE: N/A