

'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

24%

25%

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	59% 120	18	N/A	N/A	N/A	N/A	Seeing world famous or iconic places	93%
IT	55% 112	12	Skew to 35-54 (111)	Female skew (index 116)	N/A	Mid family (index 120)	Visiting a castle / palace / historic house	92%
FR	55% 112	12	Skew to 55+ (122)	N/A	N/A	Mature / empty nest (index 125)	Visiting a historic monument	91%
USA	52% 106	16	N/A	N/A	N/A	Young family (index 116)	Visiting a museum	84%
SP	46% 94	18	N/A	N/A	N/A	55 Plus without kids (index 124)	Trying local food & drink specialities	84%
NL	45% 90	14	Skew to 55+ (120)	N/A	AB skew (index 116)	Mature / empty nest (index 130)	Visiting a park/garden	80%
AUS	44% 89	18	N/A	N/A	N/A	55 Plus without kids (index 111)	Exploring villages / rural areas	77%
DE	43% 87	13	Skew to 55+ (113)	N/A	N/A	55 Plus without kids (index 121)	Short (< 2hrs) country or coastal walk	75%
NO	39% 79	19	N/A	Female skew (index 123)	AB skew (index 112)	55 Plus without kids (index 127)	Visiting a National Park	74%
UK	39% 79	25	Skew to 55+ (115)	N/A	N/A	55 Plus without kids (index 128)	Shopping for locally made products/craft	71%