‘At a glance’ summaries

How to interpret the results
August 2017
**MARKET LEVEL CONSIDERATION**

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

- **Market**
  - AUS 85% 106 1

- **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

% within markets who definitely would or be very likely to consider the activity in England

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**

- **Activity**
  - 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

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

Indexing of that score against the score across all markets, highlights whether a given market is above or below the cross-market average
‘At a glance’ summaries

Activities
August 2017
**Watching a play / musical**

**Consideration of activity in England**

- Very likely to consider: 23%
- Definitely would consider: 22%

### 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>NO</td>
<td>58% 130</td>
<td>10</td>
</tr>
<tr>
<td>USA</td>
<td>52% 117</td>
<td>17</td>
</tr>
<tr>
<td>CH</td>
<td>51% 114</td>
<td>28</td>
</tr>
<tr>
<td>IT</td>
<td>45% 102</td>
<td>20</td>
</tr>
<tr>
<td>SP</td>
<td>45% 102</td>
<td>20</td>
</tr>
<tr>
<td>AUS</td>
<td>42% 94</td>
<td>20</td>
</tr>
<tr>
<td>UK</td>
<td>41% 93</td>
<td>21</td>
</tr>
<tr>
<td>DE</td>
<td>37% 83</td>
<td>19</td>
</tr>
<tr>
<td>FR</td>
<td>31% 69</td>
<td>28</td>
</tr>
<tr>
<td>NL</td>
<td>29% 64</td>
<td>24</td>
</tr>
</tbody>
</table>

### MARKET LEVEL DEMOGRAPHIC SKEWS

**CALLING OUT 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>Seeing world famous or iconic places</td>
<td>91%</td>
</tr>
<tr>
<td>Visiting a historic monument</td>
<td>86%</td>
</tr>
<tr>
<td>Visiting a museum</td>
<td>86%</td>
</tr>
<tr>
<td>Visiting a castle / palace / historic house</td>
<td>84%</td>
</tr>
<tr>
<td>Visiting a park/garden</td>
<td>81%</td>
</tr>
<tr>
<td>Trying local food &amp; drink specialities</td>
<td>80%</td>
</tr>
<tr>
<td>Event associated with local traditions</td>
<td>74%</td>
</tr>
<tr>
<td>Exploring villages / rural areas</td>
<td>73%</td>
</tr>
<tr>
<td>Visiting an art gallery</td>
<td>73%</td>
</tr>
<tr>
<td>Having a gourmet meal</td>
<td>72%</td>
</tr>
</tbody>
</table>

### CROSS-OVER WITH OTHER ACTIVITIES

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

- Skew to 18-34 (110)
- Female skew (index 123)
- AB skew (index 112)
- Young family (index 122)
- N/A
- Skew to 18-34 (110)
- Female skew (index 112)
- AB skew (index 110)
- Mid family (index 113)
- N/A
- Skew to 18-34 (114)
- AB skew (index 114)
- Mid family (index 118)
- Mid family (index 117)
- N/A
- Skew to 18-34 (113)
- Female skew (index 113)
- AB skew (index 114)
- 18-34s without kids (index 133)
- 18-34s without kids (index 133)
- Skew to 18-34 (118)
- N/A
- C2DE skew (index 117)
- Mid family (index 123)
- N/A
- Skew to 18-34 (128)
- Female skew (index 111)
- C2DE skew (index 117)
- Mid family (index 141)
- N/A
- Skew to 18-34 (126)
- ABC1 skew (index 126)
- Mid family (index 141)

**Discover England Fund – Activities & Themes Research 2017**