'At a glance' summaries

How to interpret the results

August 2017

80% Consideration of activity

Tier 1 Consideration tier (activity)

Rank 1 Activity cluster ranking

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

'At a glance' summaries

Activities

August 2017

Consideration of activity in England

Very likely to consider	Definitely would consider
25%	21%

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	Age	Gender	Social grade	Lifestage
CH	57%	125	21	Skew to 18-34 (110)	N/A	AB skew (index 110)	18-34s without kids (index 121)
SP	54%	118	15	N/A	N/A	C2DE skew (index 126)	Young family (index 123)
USA	51%	111	19	Skew to 18-34 (116)	N/A	N/A	Young family (index 128)
IT	47%	102	19	Skew to 18-34 (118)	N/A	C2DE skew (index 110)	Young family (index 143)
AUS	43%	94	19	Skew to 18-34 (131)	N/A	C1 skew (index 114)	18-34s without kids (index 129)
UK	42%	91	19	Skew to 18-54 (125)	N/A	C2DE skew (index 118)	35-54s without kids (index 125)
FR	40%	88	22	Skew to 18-34 (156)	Female skew (index 109)	C2DE skew (index 125)	18-34s without kids (index 165)
DE	39%	84	18	Skew to 35-54 (121)	N/A	C2DE skew (index 115)	Mid family (index 122)
NO	37%	80	21	Skew to 18-34 (158)	N/A	C2DE skew (index 132)	18-34s without kids (index 161)
NL	31%	67	22	Skew to 18-34 (153)	N/A	AB skew (index 118)	Young family (index 157)

Activity	DEFINITELY / VERY LIKELY
Seeing world famous or iconic places	91%
Visiting a castle / palace / historic house	87%
Visiting a historic monument	85%
Visiting a museum	83%
Trying local food & drink specialities	82%
Visiting a park/garden	82%
Event associated with local traditions	77%
Visiting a National Park	76%
Exploring villages / rural areas	75%
Short (< 2hrs) country or coastal walk	75%