'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

VisitEngland — Visiting an art gallery

Consideration of activity in England

Very likely to consider	Definitely would consider
23%	26%

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

Market	DEFINITELY / VERY LIKELY & INDEX		Rank	Age	Gender	Social Grade	Lifestage
IT	65%	134	6	N/A	Female skew (index 110)	AB skew (index 124)	Young family (index 120)
CH	59%	122	17	N/A	N/A	AB skew (index 112)	Young family (index 113)
SP	55%	113	13	N/A	N/A	AB skew (index 115)	55 Plus without kids (index 132)
USA	53%	110	14	N/A	N/A	N/A	Young family (index 116)
AUS	52%	107	14	Skew to 35-54 (111)	N/A	AB skew (index 113)	35-54s without kids (index 120)
FR	47%	96	18	Skew to 55+ (109)	N/A	AB skew (index 122)	Mature / empty nest (index 117)
UK	42%	86	19	N/A	N/A	AB skew (index 122)	Young family (index 117)
NO	36%	75	25	Skew to 55+ (123)	Female skew (index 116)	c1 skew (index 110)	55 Plus without kids (index 137)
DE	33%	67	23	N/A	Female skew (index 113)	AB skew (index 132)	Mid family (index 118)
NL	23%	47	30	Skew to 18-34 (115)	N/A	AB skew (index 171)	N/A

CROSS-OVER WITH OTHER ACTIVITIES
CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Activity	DEFINITELY / VERY LIKELY
Seeing world famous or iconic places	92%
Visiting a museum	90%
Visiting a historic monument	89%
Visiting a castle / palace / historic house	88%
Trying local food & drink specialities	82%
Visiting a park/garden	80%
Visiting a National Park	74%
Visiting contemporary culture attraction	74%
Exploring villages / rural areas	73%
Event associated with local traditions	73%