'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

31% Consideration of activity | **Tier 4** Consideration tier (activity) | **Rank 33** Activity cluster ranking

Consideration of activity in England

Very likely to consider **15%** | **16%** Definitely would consider

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				
CH	44%	142	34	Skew to 18-34 (110)	Female skew (index 110)	N/A	Young family (index 122)
USA	40%	129	29	Skew to 18-34 (126)	N/A	C2DE skew (index 129)	Young family (index 147)
UK	37%	119	27	Skew to 18-34 (147)	Female skew (index 118)	C2DE skew (index 116)	Young family (index 159)
IT	33%	107	30	Skew to 18-34 (120)	Male skew (index 111)	C2DE skew (index 125)	Young family (index 185)
FR	30%	96	30	Skew to 18-34 (128)	Male skew (index 109)	C2DE skew (index 129)	Mid family (index 155)
AUS	27%	87	31	Skew to 18-34 (133)	Female skew (index 118)	N/A	Young family (index 158)
SP	26%	85	36	Skew to 18-34 (132)	Male skew (index 110)	C2DE skew (index 119)	Young family (index 133)
NO	25%	80	30	Skew to 18-34 (176)	Female skew (index 112)	C2DE skew (index 118)	18-34s without kids (index 165)
DE	16%	51	37	Skew to 18-34 (155)	Female skew (index 119)	C2DE skew (index 125)	Mid family (index 166)
NL	16%	50	36	Skew to 18-34 (137)	Female skew (index 115)	C2DE skew (index 114)	Mid family (index 148)

Activity	DEFINITELY / VERY LIKELY
Seeing world famous or iconic places	85%
Visiting a castle / palace / historic house	85%
Trying local food & drink specialities	82%
Visiting a park/garden	79%
Having a gourmet meal	79%
Food & drink tour or attraction	79%
Visiting a historic monument	78%
Visiting a National Park	78%
Exploring villages / rural areas	76%
Short (< 2hrs) country or coastal walk	76%