'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
24%	28%

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	67%	127	11	N/A	N/A	N/A	18-34s without kids (index 110)
UK	58%	109	9	Skew to 35-54 (114)	N/A	AB skew (index 116)	35-54s without kids (index 131)
FR	57%	107	10	N/A	N/A	AB skew (index 112)	Young family (index 114)
SP	56%	105	11	Skew to 55+ (111)	N/A	N/A	Mature / empty nest (index 115)
IT	53%	101	13	Skew to 35-54 (113)	N/A	C2DE skew (index 110)	Mid family (Index 130)
USA	51%	96	19	Skew to 18-34 (110)	N/A	N/A	Mid family (Index 120)
NL	49%	93	11	N/A	Female skew (index 109)	AB skew (index 118)	Mid family (Index 111)
DE	46%	87	11	Skew to 35-54 (118)	Female skew (index 116)	AB skew (index 115)	Mid family (Index 131)
AUS	40%	76	22	Skew to 35-54 (122)	Female skew (index 114)	N/A	Young family (index 138)
NO	36%	69	23	N/A	Male skew (index 113)	C2DE skew (index 118)	N/A

Activity	DEFINITELY / VERY LIKELY
Short (< 2hrs) country or coastal walk	88%
Seeing world famous or iconic places	88%
Visiting a castle / palace / historic house	88%
Visiting a historic monument	86%
Trying local food & drink specialities	82%
Visiting a park/garden	81%
Exploring villages / rural areas	80%
Visiting a museum	75%
Visiting a National Park	75%
Event associated with local traditions	72%