

# Understanding leisure ...

## Exploring specific activity groups with TNS' 6th dimension™ Activities Panel



A unique database that targets participants by specific leisure and outdoor recreation activities.

It has traditionally been extremely challenging for those interested in leisure to investigate beyond an overall population or site-based level and to target those undertaking specific, 'niche' activities. Difficulties such as achieving sufficient sample sizes, the wide geographical distribution of participants and the necessary costs, have often made such beneficial research inaccessible.

Until now. The TNS 6th dimension Activities Panel makes it easier to target previously 'unreachable' groups, both in the UK and throughout Europe. Our panellists have been profiled both on leisure participation as well as numerous other criteria such as age, gender, holiday behaviour and newspaper/magazine readership, so we can tailor our samples to a wide range of research needs.

We can target:

- people who have been involved in volunteer tourism or ethical holidays
- those who have taken holidays involving genealogy or visits to film and TV locations
- participants in a range of activities including boating, golf, kayaking and scuba diving

### Applications

TNS' 6th dimension Activities Panel can be used for a wide range of tourism, leisure, outdoor recreation, arts and heritage research applications including:

- Awareness and opinion-based research
- Participation behaviour and frequency studies
- Current/potential audience profiling and penetration across geographical markets
- Advertising awareness and testing
- Niche market studies
- Tracking studies – usage/behaviour/attitudes including diary-based research
- New product development

Example activities available:

#### Event attendees:

- leisure festivals (e.g. local food, music, other culture)
- live sports events

#### Lifestyle and wellbeing:

- spa treatments/pampering
- ethical/eco-holidays or involvement in volunteer tourism

#### Visiting attractions:

- scenic and historic railways
- historic sites e.g. castles, monuments
- theme parks
- film and television locations

#### Other activities:

- genealogy/researching ancestry

#### Leisure activities:

- hiking/hill walking/rambling
- boating on inland waterways
- boating in the sea/sailing/yachting
- mountain biking
- fishing (sea, coarse or game)
- hangliding/paragliding/ballooning/parachuting
- golf
- horse riding/pony trekking
- kayaking/canoeing
- mountaineering and rock climbing
- off-road driving or motorbiking
- scuba diving
- shooting, stalking and hunting
- skiing or snow boarding
- surfing, windsurfing or kitesurfing
- watching wildlife or birds

*If the activity group you are interested in is not listed above please contact us for further categories.*



## Who can benefit from TNS' 6th dimension Activities Panel?

- National Tourist Boards
- Regional and local tourist boards
- Outdoor recreation and leisure providers
- Specialist holiday providers
- Tour operators
- Visitor attractions
- Cultural tourism organisations
- Accommodation providers particularly those offering activity-based deals/facilities e.g. spa/golfing/fishing breaks
- Advertising and marketing agencies
- Event organisers and promoters

## What is the TNS 6th dimension Activities Panel?

The Activities Panel is a sub-panel within the TNS 6th dimension access panel, the world's leading network of fully managed online access panels. We currently have over 500,000 panellists across Europe, including around 180,000 in the UK.

The scale of the panel means we can obtain large sample sizes for your research needs and gives us access to harder to reach groups.

The benefits of online research include:

- Good response rates and speedy turnaround
- Ease and cost-efficiency in reaching specific/'niche' groups
- No geographical constraints
- Respondents are given greater flexibility and control over when they complete the survey (within the survey period) making the research less intrusive
- Multi-media capabilities – marketing materials, adverts (print and visual media) etc. can be shown
- Potential for large samples pre-screened on a range of topics
- Ideal for collecting multiple occasion diary data

## Panel recruitment

TNS 6th dimension operates a strict quality process to maintain the integrity of our panels. Panellists are recruited from a variety of online, mail and other data collection sources, which enable us to access difficult to reach groups and avoids systematic bias in recruitment. Respondents provide address details, which are necessary to claim rewards, increasing our confidence in their identities.

## Quality control

The 6th dimension European Access Panel is carefully managed to ensure accurate and quality data. We:

- Avoid overusing/biasing panellists by restricting the frequency of survey completion and occasions they are interviewed about a particular topic;
- Regularly 'purge' the panel to remove inactive panellists
- Regularly profile panellists
- Do not mention the survey topic when inviting panellists to participate to avoid biasing the likelihood to respond
- Adhere to market research quality guidelines in each country
- Completely control the survey process from start to finish

## About TNS

TNS, who recently merged with Research International, is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specialising in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

## About TNS Travel & Tourism

TNS Travel & Tourism is one of the leading providers of research and consultancy services to companies and organisations involved in tourism, travel, arts and leisure. Our client list is extensive and includes national and regional tourist boards, transport providers and tour operators, organisations involved in outdoor recreation, sports and leisure, arts and heritage, local authorities and Government departments. We have considerable experience in a wide range of methodologies and analysis tools so that we can tailor studies to meet our clients' research needs.

## Need more information?

For more information on the TNS 6th dimension Activities Panel, please contact:

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