

## Year of Literary Heroes – Survey Results Summary

### Approach and Sample

VisitEngland commissions online omnibus surveys periodically in order to collect data on the number of GB consumers who plan to take an overnight trip at key times throughout the year. Additional questions can be added to this survey on topics of interest.

In the Christmas & New Year edition 2016, additional questions were added about literature, reading and their relation to holidays and day trips in England, to guide VisitEngland's Year of Literary Heroes. The questions asked are in the appendix of this document.

The survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1,246 adults aged 16 and over in Great Britain. The fieldwork for the survey took place between the 8th and 12th December 2016.

### Key points

- Just over half (55%) of Brits say they would be interested in visiting a location associated with literature on a holiday or break in England, and nearly a quarter (24%) had done so on a day trip or holiday / break in the past 12 months
- London (21%), Yorkshire / Humberside (20%) and the North West (18%) are the regions where a majority of these trips were taken
- Interest in visiting a location associated with literature on a holiday / break in England is particularly high among parents (70%), and higher among women (59%) and younger people (under 44 61%).
- Interest in visiting a location associated with literature in England is not necessarily highest among the same groups who enjoy reading in general. Although both skew female, those in older age groups are more likely to enjoy reading than younger Brits, and parents are no more likely to enjoy reading than those without kids
- A wide variety of English authors are mentioned as favourites and drive interest in visiting English destinations, with JK Rowling / Harry Potter most popular, and locations associated with Dickens, Shakespeare, Roald Dahl and JK Rowling / Harry Potter being the most likely to generate interest in visiting (among the authors / books / characters tested)

### Results

#### **Literary trip taking behaviour**

In the past 12 months, nearly a quarter (24%) of Brits had visited a location associated with literature (e.g. a well-known author or a book / character) on a trip in England. 12% of Brits had visited a location associated with literature on a holiday / break in England, while 15% had done so on a day trip.

Three-fifths of these trips were taken in London (21%), Yorkshire (20%) or the North West (18%).

Region of England where trip taken (n=299)	%
Greater London	21%
Yorkshire / Humberside	20%
North West	18%
West Midlands	13%
South West	13%
East Midlands	12%
South East	11%
East of England	9%
North East	7%

Younger people were more likely to have taken a trip where they visited a location associated with literature, with 41% of 16-24yos, 36% of 25-34yos and 29% of 35-44yos having done so. For younger travellers, London was a more popular destination for these trips, whereas Yorkshire / North West was visited more often among those aged 45 and over.

Parents were also more likely to have done so than those without kids (35%). Parents were most likely to have taken this trip in London (29%), and those without kids in the North West (20%).

Around a quarter (24%) of adults in Britain had read any literature relating to a place they visited on a holiday, break or day trip in England in the past year. 12% did this before the trip, 10% while on the trip and 6% after the trip. Those aged under 44 were more likely to have read literature relating to a place they visited on a trip in England (34%) than those aged 45+ (16%).

### Interest in literary trips

Over half of those surveyed (55%) said they would be 'very' or 'quite' interested in visiting a location associated with literature, for example a well-known author, book or character, as part of a holiday or short break in England. Interest is particularly high among parents (70%), and was higher among women (59%) and younger people under 44 (61%).

Interest in visiting a location associated with literature as part of a holiday / break in England	%
Interested	55%
Very	15%
Quite	40%
Not interested	45%
Not very	30%
Not at all	15%

When prompted with a number of English authors, interest was highest in visiting locations associated with Dickens (50%), Shakespeare (50%), Roald Dahl (49%), JK Rowling / Harry Potter (48%), Beatrix Potter (45%), Tolkien / Hobbit / LOR (45%), and Arthur Conan Doyle / Sherlock (43%).

Author / book / character	% interested in visiting a place associated with
Charles Dickens	50%
William Shakespeare	50%
Roald Dahl	49%
JK Rowling / Harry Potter	48%
Beatrix Potter	45%
JRR Tolkien / The Hobbit / The Lord of the Rings	45%
Sir Arthur Conan Doyle / Sherlock Holmes	43%
Agatha Christie / Hercule Poirot, Miss Marple	41%
Bram Stoker / Dracula	41%
The Bronte sisters	40%
A. A. Milne / Winnie the Pooh	39%
Jane Austen / Pride and Prejudice	39%
Enid Blyton	36%
Thomas Hardy	35%
William Wordsworth	34%
Michael Bond / Paddington Bear	32%
DH Lawrence	31%
Daphne Du Maurier	28%
Arthur Ransome / Swallows and Amazons	25%
Laurie Lee / Cider with Rosie	22%
John Milton	21%

As with general interest in visiting a location associated with literature, most authors / books / characters saw greater interest among parents, those aged under 44, and women. However, women were particularly interested in locations associated with Beatrix Potter (56% of women interested vs. 33% of men), A.A. Milne (50% vs. 28%), Jane Austen (48% vs. 28%), Enid Blyton (45% vs. 27%) and the Brontes (48% vs. 32%), while a minority saw men slightly more interested than women: JRR Tolkien / the Hobbit, / Lord of the Rings (46% of men interested vs. 45%), Arthur Conan Doyle / Sherlock Holmes (43% vs. 42%) and Bram Stoker / Dracula (41% vs. 40%).

Perhaps unsurprisingly, parents showed high interest compared to non-parents in JK Rowling / Harry Potter (67% vs. 42% for non-parents), Roald Dahl (68% vs. 43%), A.A. Milne (53% vs. 35%) and Michael Bond / Paddington (46%

vs. 27%). Interest regarding other children’s authors Beatrix Potter (51%) and Enid Blyton (46%) was high among parents, but there was less of a difference to those without children compared to the average, suggesting these authors may have wider appeal.

Authors, books and characters that appeal to parents also unsurprisingly appealed to those below the age of 44 who are more likely to have young children, although this was particularly the case for JK Rowling / Harry Potter (64% interested under the age of 44 compared to 33% over). Tolkien is also of particular interest to those below the age of 44 (57% vs. 36% interest 45+). A third (33%) of those aged 55+ are interested in visiting locations associated with Daphne Du Maurier, compared with 25% under that age.

### Interest in literature in general

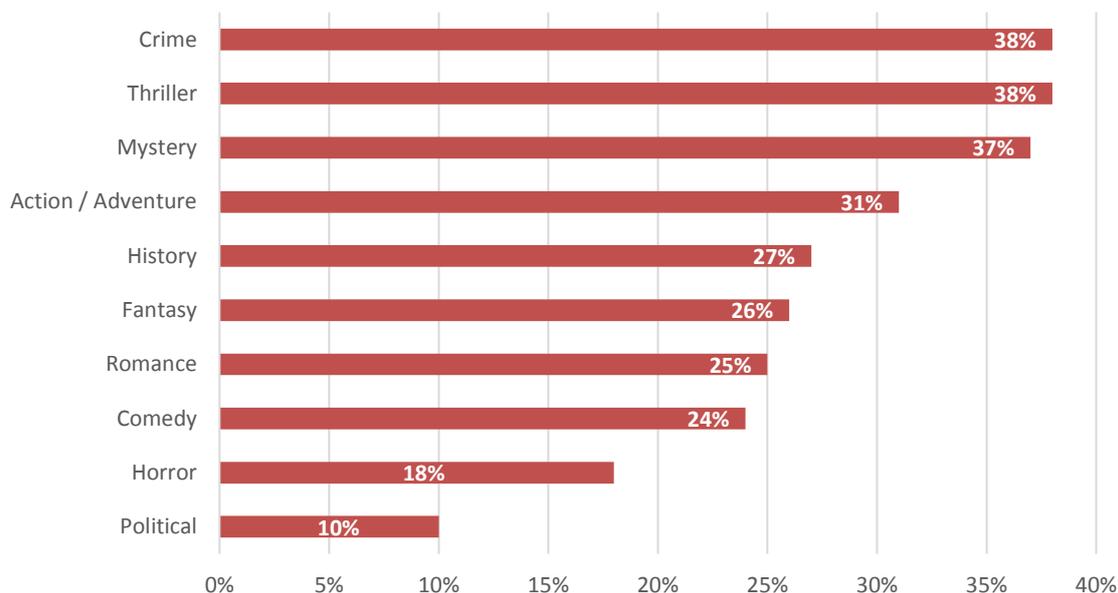
63% of respondents said they liked reading fiction, with almost two in five (38%) saying they like it a lot, and 25% ‘like it a little’. More women enjoy reading fiction than men (75% vs. 51%), however unlike interest in visiting a location associated with literature, those in older age groups are more likely to say they like reading (67% 45+), especially those aged 65+ (72%), perhaps as they are more likely to be retired and have time for reading. There are no major differences between parents and those without kids (62% parents, 64% non-parents), suggesting increased parental interest in visiting literary locations may be driven by having children rather than a personal interest.

When asked unprompted about favourite English authors and favourite characters from books written by English authors, no answers received above 10% of responses, though JK Rowling (9%) and Harry Potter (10%) were top. This was particularly the case among those aged below 44 (17% said JK Rowling was their favourite author, 16% Harry Potter favourite character).

Favourite Author*	N (total 1246) (%)	Favourite Character*	N (total 1246) (%)
JK Rowling	112 (9%)	Harry Potter	128 (10%)
Charles Dickens	50 (4%)	Sherlock Holmes	20 (2%)
William Shakespeare	34 (3%)	Scrooge	18 (1%)
Terry Pratchett	27 (2%)	Oliver Twist	18 (1%)
Jane Austen	26 (2%)	James Bond	18 (1%)
Roald Dahl	25 (2%)	Jane Eyre	17 (1%)
JRR Tolkien	23 (2%)	Jack Reacher	12 (1%)
Enid Blyton	20 (2%)	Winnie the Pooh	10 (1%)
Jeffrey Archer	20 (2%)	Don't have a favourite	65 (5%)
Agatha Christie	18 (1%)	Too many to list	13 (1%)
Martina Cole	16 (1%)		
George Orwell	14 (1%)		
Lee Child	10 (1%)		
Thomas Hardy	10 (1%)		
Don't have a favourite	76 (6%)		

\*Mentions 10 responses and above only

Crime (38%), Thrillers (38%) and Mysteries (37%) are the most popular genres to read.



*Mentions 10% and above only*

Men are more likely to be interested in Action / Adventure (39% compared to 24% of women), while women are more interested in Romance (42% vs. 6%) and Crime (42% vs. 34%). Action / adventure, fantasy, comedy and horror skew younger; while crime, thriller, mystery and history skew older.

## Appendix – Questionnaire

*Ask all*

**Q12** Over the past 12 months, have you taken any holidays, breaks or day trips in England which involved visiting a location associated with literature, for example a well-known author or a book / character from a book? (Multiple Response)

- Did this on a day trip in England
- Did this on a holiday / break in England
- Haven't done this in the past year on a holiday or day trip in England

*Ask those who answered 'did this on a day trip in England' or 'did this on a holiday / break in England' at Q1*

**Q13** In which region of England did you take this trip? *If multiple trips to different regions, please select all that apply*

- North East
- North West
- Yorks/Humber
- East Mids
- West Mids
- East of England
- Greater London
- South East
- South West

**Q14** And how interested would you be in visiting a location associated with literature, for example a well-known author, book or character, as part of a holiday or short break in England?

- Very interested
- Quite interested
- Not very interested
- Not at all interested

**Q15** Over the past 12 months have you read any literature, either fiction or non-fiction, relating to a place you visited on a holiday, break or day trip in England, not including travel guides? (Multiple Response)

- Did this before visiting somewhere for a holiday, break or day trip in England
- Did this while on a holiday, break or day trip in England
- Did this after visiting somewhere for a holiday, break or day trip in England
- Haven't done this in the past year

**Q16** How much do you enjoy reading different types of literature?

	Dislike it a lot	Dislike it a little	Neither like nor dislike	Like it a little	Like it a lot
Fiction books					
Non-fiction books					

**Q17** Who would you say is your favourite English author? *Please name one author*

**Q18** Who would you say is your favourite character in books written by an English author? *Please name one character*

*Ask those who said they 'liked' reading fiction or were neutral at Q5*

**Q19** Which are your favourite genres to read? (Randomise, Multi Response)

- Action/adventure
- Crime
- Comedy
- Fantasy
- History
- Horror
- Mystery
- Political
- Romance
- Thriller
- Any others (please specify) (fixed)
- None of the above (fixed)

Ask all

**Q20** How interested would you be in visiting a place associated with these authors or one of their books or characters? (Randomise, single response per row)

	Very interested in visiting	Quite interested in visiting	Not very interested in visiting	Not at all interested in visiting	Don't know / Can't say
A. A. Milne / Winnie the Pooh					
Agatha Christie / Hercule Poirot, Miss Marple					
Sir Arthur Conan Doyle / Sherlock Holmes					
Arthur Ransome / Swallows and Amazons					
Beatrix Potter					
Bram Stoker / Dracula					
The Bronte sisters					
Charles Dickens					
Daphne Du Maurier					
DH Lawrence					
Enid Blyton					
Jane Austen / Pride and Prejudice					
J K Rowling / Harry Potter					
John Milton					
JRR Tolkien / the Hobbit, Lord of the Rings					



Laurie Lee / Cider with Rosie					
Michael Bond / Paddington Bear					
Roald Dahl					
Thomas Hardy					
William Shakespeare					
William Wordsworth					