

 the audience agency

Literature Wales

Land of Legends

About this report

Background

This report gives responses to the Land of Legends e-survey, amongst Independent Explorers in London, South East, West Midlands and Yorkshire and the Humber, conducted between 7th - 16th February 2017.

Reading the report

The next section gives results to each question in numbers and percentages (of all respondents who answered that question, the percentage who chose that answer code).

Literal response questions such as dwell time, other and postcode are given at the end of this report in the Literals section.

Sample size and margins of error

402 questionnaires were completed over the period; this gives a margin of error of c. $\pm 5\%$ at the 95% confidence level. This means that we can be 95% sure that if we had asked any of the questions shown to the entire population, a proportion of between 5% higher and 5% lower than the one given in this report would have also picked that answer.

The margin of error is affected by the number of responses that you have in your sample. If you have less than 100 responses then the margin of error will be quite high so you should use the results in an indicative way only.

Land of Legends

We are carrying out a survey to understand the types of short breaks and trips you go on and what you look for in a UK based holiday. Your information will be held securely and will only be used for research purposes by Land of Legends and The Audience Agency, who are running this survey.

Which of the following regions do you live in?

0 (0%) East of England	0 (0%) Scotland
0 (0%) East Midlands	107 (27%) South East
98 (24%) London	0 (0%) South West
0 (0%) North East	0 (0%) Wales
0 (0%) North West	105 (26%) West Midlands
0 (0%) Northern Ireland	92 (23%) Yorkshire and the Humber

In the last 3 years, have you been on a short break/trip in the UK?

402 (100%) Yes	0 (0%) No
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Thinking about holidays you go on in the UK, which of the following best applies to you?

312 (78%) I tend to look for new experiences and places to visit
90 (22%) I tend to look for the same type of experiences in difference places
0 (0%) I tend to return to places I have been to before
0 (0%) Don't know / Not sure

Thinking about what you look for in a holiday in general, to what extent do you agree or disagree with the following?

	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>	<i>Don't know / Not applicable</i>
I am interested in learning about the culture and local way of life of the places I visit	229 (57%)	173 (43%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
I like to visit places that are still undiscovered by tourists	189 (47%)	213 (53%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
I prefer to be independent and do my own thing on holiday	232 (58%)	170 (42%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
I get a real sense of achievement and satisfaction in planning and organising my holiday	213 (53%)	189 (47%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
The cultural events/venues on offer are an important factor in choosing where to visit	168 (42%)	234 (58%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

What do you look for in a short break or trip?

If you were planning a literary short break or trip in Wales, which of the following themes, if any, would interest you?

109 (27%)	Blood, sweat and tears – industrial hardship	75 (19%)	Love Stories – tales of romance
90 (23%)	Childhood – stories of growing up in Wales	95 (24%)	Magicians – witches and wizards
127 (32%)	Outlaws – pirates, smugglers and highwaymen	192 (48%)	Folklore & Traditions – weird and wonderful myths
84 (21%)	A Living Language – Welsh language and nationalism	117 (29%)	Monsters – dragons and beasts
101 (25%)	Spiritualism – connecting with nature and landscape	102 (26%)	Songs – the land of song
105 (26%)	Rebels – Wales' rebellious heritage	101 (25%)	Ghosts – spooky haunts and supernatural tales
71 (18%)	Science Fiction and Fantasy – imaginary worlds	83 (21%)	Fairies – spirits of the otherworld
155 (39%)	Battles – princes, princesses, castles and bloodshed	60 (15%)	Superheroes – saints and miracle makers
202 (51%)	Wet Wales – waterfalls, wells, lakes and sea	164 (41%)	King Arthur's Wales – exploring his Welsh adventures
		48 (12%)	Sub Culture – sex, drugs and rock 'n' roll
		12 (3%)	Any other ideas?

Please add any other ideas:

10 (100%)

Please see Literal Responses section of report

And of these, which appeals to you the most?

29 (7%)	Blood, sweat and tears – industrial hardship	13 (3%)	Love Stories – tales of romance
22 (6%)	Childhood – stories of growing up in Wales	8 (2%)	Magicians – witches and wizards
19 (5%)	Outlaws – pirates, smugglers and highwaymen	44 (11%)	Folklore & Traditions – weird and wonderful myths
17 (4%)	A Living Language – Welsh language and nationalism	4 (1%)	Monsters – dragons and beasts
26 (7%)	Spiritualism – connecting with nature and landscape	11 (3%)	Songs – the land of song
11 (3%)	Rebels – Wales' rebellious heritage	18 (5%)	Ghosts – spooky haunts and supernatural tales
8 (2%)	Science Fiction and Fantasy – imaginary worlds	6 (2%)	Fairies – spirits of the otherworld
24 (6%)	Battles – princes, princesses, castles and bloodshed	4 (1%)	Superheroes – saints and miracle makers
86 (22%)	Wet Wales – waterfalls, wells, lakes and sea	28 (7%)	King Arthur's Wales – exploring his Welsh adventures
		14 (4%)	Sub Culture – sex, drugs and rock 'n' roll
		7 (2%)	Other

When choosing a short break/trip in the UK, how important are the following?

	<i>Very important</i>	<i>Quite important</i>	<i>Neither important nor unimportant</i>	<i>Not very important</i>	<i>Not at all important</i>	<i>Don't know / Not sure</i>
Attractions and things to do:						
Seeing famous and well known locations	155 (39%)	198 (50%)	39 (10%)	3 (1%)	3 (1%)	1 (0%)
A stately home/other historical setting	103 (26%)	219 (55%)	58 (15%)	11 (3%)	4 (1%)	1 (0%)
Theme parks, e.g. zoos and amusements	75 (19%)	116 (29%)	94 (24%)	55 (14%)	56 (14%)	2 (1%)
Craft centres	62 (16%)	153 (39%)	122 (31%)	44 (11%)	12 (3%)	1 (0%)
Museums and galleries	109 (27%)	208 (52%)	62 (16%)	17 (4%)	2 (1%)	0 (0%)
Activity and adventure, e.g. hiking	95 (24%)	172 (43%)	77 (19%)	32 (8%)	22 (6%)	0 (0%)
Hidden and off the beaten track places	142 (36%)	187 (47%)	58 (15%)	6 (2%)	2 (1%)	0 (0%)
	<i>Very important</i>	<i>Quite important</i>	<i>Neither important nor unimportant</i>	<i>Not very important</i>	<i>Not at all important</i>	<i>Don't know / Not sure</i>
Setting:						
Industrial landscapes	76 (19%)	147 (37%)	108 (27%)	50 (13%)	18 (5%)	0 (0%)
Mountains and hills	177 (44%)	175 (44%)	41 (10%)	4 (1%)	1 (0%)	0 (0%)
Castles, monuments and heritage	176 (44%)	187 (47%)	35 (9%)	2 (0%)	1 (0%)	0 (0%)
Areas of natural beauty, e.g. national parks	200 (50%)	167 (42%)	28 (7%)	4 (1%)	1 (0%)	0 (0%)
Cities	91 (23%)	186 (47%)	88 (22%)	22 (6%)	13 (3%)	0 (0%)
Coastline and beaches	179 (45%)	176 (44%)	38 (10%)	5 (1%)	0 (0%)	0 (0%)

Do you actively seek out *local* produce when you eat out on holiday?

314 (88%) Yes

42 (12%) No

Your typical short break or trip

How do you prefer to get around, whilst sightseeing on a short break/trip in the UK?

295 (73%) Car	33 (8%) Taxi
211 (52%) On foot	33 (8%) Coach
64 (16%) Bicycle	8 (2%) Motorcycle
107 (27%) Public transport	4 (1%) Other

Please specify how else you like to get around:

3 (100%)

Please see Literal Responses section of report

On a typical short break/trip in the UK, do you travel with other people?

343 (87%) Yes
51 (13%) No

What age(s) are those you typically travel with?

44 (13%) Under 5 years old
64 (19%) 5 to 12 years old
40 (12%) 13 to 18 years old
290 (85%) Over 18

If you were planning a short break/trip to Wales, which of the following regions would interest you?

119 (30%) North East Wales
170 (42%) North West Wales
167 (42%) Mid Wales
133 (33%) South East Wales
174 (43%) South West Wales
78 (19%) Don't know / Not sure
3 (1%) None of the above

About You

Some of the following questions are a little more personal. Anything you say will be held securely and will not be used to identify you, but if there are any questions you would rather not answer, please tick 'Prefer not to say'.

Are you...

195 (49%) Male 207 (51%) Female 0 (0%) Prefer not to say

Which of the following age groups do you belong to?

0 (0%) Under 16	105 (26%) 25 - 34	71 (18%) 45 - 54	43 (11%) 65 or older
16 (4%) 16 - 24	83 (21%) 35 - 44	80 (20%) 55 - 64	0 (0%) Prefer not to say

If you live in the UK, what is your **full** postcode? 384 (100%)

If you live overseas, what is your country of residence? 19 (100%)

Please see Literal Responses section of report

Thank you for your time.

Please click "Submit" to complete the survey.

Literal responses

This section of the report presents all the literal responses as follows:

If you were planning a literary short break or trip in Wales, which of the following themes, if any, would interest you?

How do you prefer to get around, whilst sightseeing on a short break/trip in the UK?

If you live in the UK, what is your full postcode?

If you live overseas, what is your country of residence?

If you were planning a literary short break or trip in Wales, which of the following themes, if any, would interest you?

Please add any other ideas

art

castles and history

Golf

I don't like the sound of a 'themed' holiday/break. Sounds too organised for me.

Local Historical places of interest

Railways - Holidays that focus on the mainline railway routes in Wales along with visits to preserved/narrow gauge lines.

Sporting Legends

Walking, countryside exploring

Wildlife main focus

Would never ever go to wales they hate the English

How do you prefer to get around, whilst sightseeing on a short break/trip in the UK?

Please specify how else you like to get around:

Motor home

Motorhome

Train

If you live in the UK, what is your full postcode?

b1 1tw

B10 0SW

B100AB

b11 9af

B17 8PB

b185ng

B187DD

B31 2ee	BN3 6HH	CV4 7AU
B31 3AG	Bn4 3gh	cv49lp
B34 6de	BR2 9RQ	CV49QQ
b44 0ls	Br3 1qd	cv6 2lb
b450dd	Br3 3pt	Cv6 2ld
b496ff	br5 1au	Da1 1nt
B62 9PG	CR0 4NE	DA1 2PJ
B64 7JH	CR06PF	DA17 6HY
B661bs	Cr4 1jq	DA2 6RE
B70 9HJ	Cr95bx	de14 3dz
B73 5LT	ct1 3jb	DN14 6BQ
B76 1XL	Ct11	Dn14 9hz
B77 2HR	CT12 6EJ	DN148TN
B77 3Hp	ct14	DN16 1QH
B78 3DF	ct14 6ey	Dn16 3nu
b798da	CT170TF	DN18 6AZ
B90 2JU	CT2*DU	dn312ns
B93 8DA	Ct20	dn32eg
b98 7bl	Ct203de	Dn4 0xe
BD17 5LT	ct5 2rh	DN5 0JZ
Bd17 6sq	CT5 4RR	dn69et
BD184JX	CT6 7SZ	Du2 7nh
BD19 3AD	CV11 4YD	dy10 1sq
BD19 6JN	Cv22 7ab	dy101aa
BD20 0NE	Cv23 8bj	Dy2 7sa
BD21 7ED	Cv3 3fj	dy3 2dg
bd3 8ad	CV3 5HX	dy5 2sj
Bd3 8as	CV3 6EH	DY8 4XH
BD6 1JB	CV31 2QQ	dy82au
bn1 3lg	Cv312nl	dy99sy
BN1 6JQ	CV34 6PN	E1 6BF
BN10 8AQ	CV35 7QL	E1 6lt
bn114as	CV35 7TE	E10 5PW
Bn2 6rt	cv37 6sn	e16 2fr

e17 4sj	HU17 7QW	Mk139ad
E17 9NU	hu7 4ln	Mk46gf
E6 3DW	HU8 8SE	N1 1XR
E8 1NA	HX14PY	n1 4jp
Ec2A 3EY	Hx4 9ea	N12 8RQ
EN1 2EE	KT12 3RH	N13 4PS
EN2 8LB	kt19 7dj	N13 4QX
En55ue	Kt190rp	N16 8EL
EQT5	KT21 1BL	N16 8HX
GU14 9FQ	kt5 8qw	N2 9ES
GU15 2EL	KT7 0JX	N20 9ps
GU26 6QT	KT7 0JX	n5 2st
ha0 4sw	KT8 1QS	n8 0as
HA11RY	LS10 3QF	N8 9nn
HA2 8NR	LS11 0JJ	No
HA4 7XR	ls11 7nq	NW11 7HF
ha5 4hg	ls124ub	Nw43et
HD5 0LA	ls13 2hf	NW6 2BS
HD5 8HN	ls14 1jf	NW7 1RN
hd5 8ld	Ls15 7hd	OL14 8DQ
hd5 8xx	Ls16 5nd	OX11 7UJ
HD9 5NQ	LS16 6AG	OX27 0BL
HG3 2HB	LS17 9DQ	ox3 9er
hg3 2nj	LS18 5LN	OX4 1UE
HG4 1LU	Ls20 8qs	OX49 5RF
HP13 5GQ	LS21 3EA	Ox5 1hb
HP22 5AS	LS25 2JG	PO12 3NT
HP5 3HQ	LS25 7PA	Po12 3sn
Hr2 7nl	ls297lf	PO14 1AS
HR2 9QF	LS7 2RF	Po2 8hj
Hr28ug	Ls8 4dn	PO21 2BX
HR5 3LJ	ME139BB	Po21 2lt
HR9 5TD	ME17 3QB	Po22 6rh
Hu129pz	ME7 4EQ	PO30 5UR

po5 1ea	S6 6TF	St2 7ba
po5 1es	S63 7AD	ST5 0PB
po8 9ph	S637RX	st65rd
Po80tr	S728pu	ST68QP
RG12 7SB	S74 8bh	ST7 4QY
rg120xh	s93qs	SW11 7FN
Rg122nx	SE15 1AH	SW13 8HL
RG14 2RR	SE16 7LA	sw15 4ph
RG14 6TN	Se2	sw16 1bt
RG22 4UB	Se255bj	SW164PJ
rg26 4ht	Se288qw	Sw178bh
Rg304ly	Se6 2hy	SW19 3SQ
RG40 1XB	SE7 8LD	Sw19 8ns
RG54HL	se9 4au	SW6 4PH
RG6 3AY	SL1 1UT	SW6 6PR
RG9 1PZ	SL2 5GF	SW6 6RA
RH10 4RB	sl3 7ge	Sw74et
RH10 5BU	SL7 3SY	SY12 9EU
rh10 5dj	Sm2 5ry	Sy12ur
RH16 4TN	SO15 2NG	sy5 0dq
RM11 2QU	SO15 3DE	SY94RB
rm13 8pl	So152PA	Tf2 7js
RM138NH	SO22 5EF	TF2 9SH
Rm3 7af	so23 0qw	TF42PL
RM83SJ	SO23 7LX	Tf5 0ed
s/o410NE	SO23 7QY	Tn129ej
S10 4ln	So30 2ul	TN13 3DH
s10 5dt	SO50 5QN	tn132nh
S11 7JZ	ST10 1SP	TN16 3QA
S12 3HH	St102ae	TN22 3ER
S12 3XJ	ST16 1NW	TN25 6QE
S12 4NW	St16 3jd	tn25 6rw
s35 3uh	St179tp	tn26 3nd
S5 7QG	ST18 9AR	TN37 7DT

Tn395he
TN4 8RG
TN40 1PE
TW119PF
Tw13 4px
TW13 7PQ
TW15 2HL
TW16 6NH
TW16 7LE
ub10 0ad
ub2 5pl
ub6 8nj
Ub78ls
W14 9jx
W1f0dp
W1W 6LS
w2 6dp
W3 0HT
W5 5db
W5 5NA
W7 3JJ
WC1E 6BT
WC1H
Wf1 2jq

wf10 2rg
wf10 4bb
WF13 4AL
WF15TQ
Wf176dz
Wf2 0en
WF3 1UX
wf4 3du
WF62LS
WF9 3NH
Wr11 7td
wr144aa
WR2 4BS
WS1 2dl
WS11 0DU
WS13
ws149st
Ws14js
WS15 1DU
WS4 2ES
WS5 3JN
WS6 6DE
WS6 6PE
WS6 7LF

WS6 7PQ
WS7 0EE
ws87je
Ws90ls
WV1 3EJ
WV11 3AU
Wv13 3DA
Wv3 9ry
Wv4 4af
wv4 4lr
WV6 7TG
WV9 5DS
Y08 9xe
YO10 5SG
YO12 7DQ
YO14 0LX
YO16 7LD
YO232SU
yo25 9tx
Yo624bg
Yo72dj
YO8 9LJ

If you live overseas, what is your country of residence?

BELGIUM
coventry
dewsbu
england
England

ireland
jk
LONDON
London
NA
RGE
Spain

Uk
uk
uk
Uk
Uk
United Kingdom



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