

Highlights Survey of British Heritage Subscribers

Overview

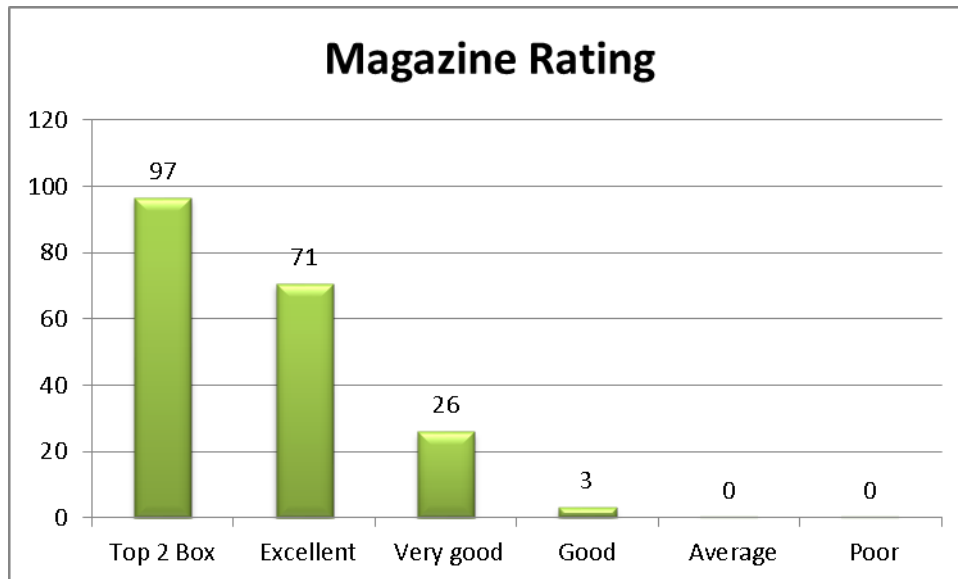
Subscribers are especially enthusiastic about British Heritage. They rate it highly and have an exceptionally high intent to renew. Their defining characteristic is an interest in British history. Subscribers are actively engaged with the magazine, using it to plan travel and select destinations.

Subscribers are twice as likely to be female as male. They are affluent and highly-educated. Two-thirds are over 65 and most are retired. They travel frequently, and have both the time and the means to take long trips on which they spend significant amounts of money. Interestingly, those over 65 take longer trips and spend more than those who are younger.

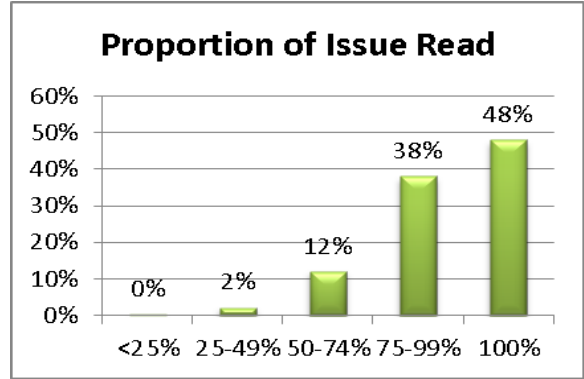
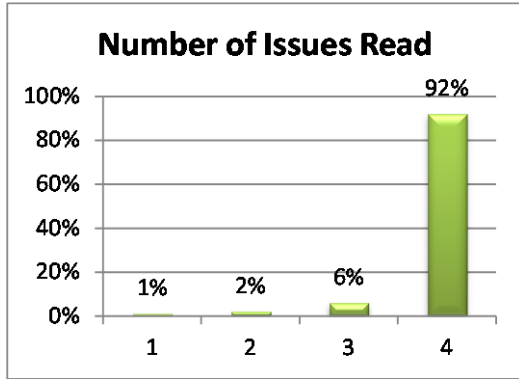
They are digitally savvy. Most are connected to the internet by a variety of devices and actively use the resources of the web to plan their trips.

Highlights - Subscribers Engagement

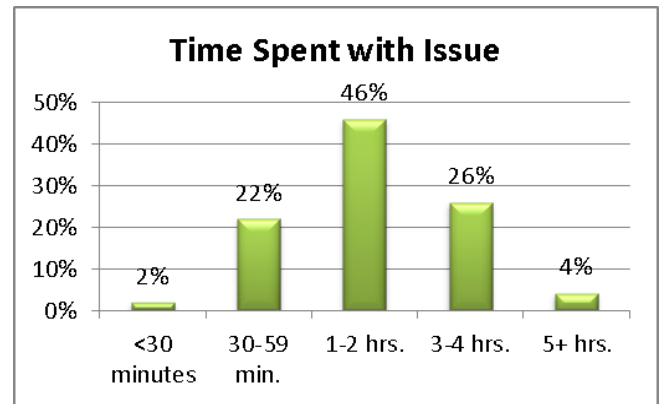
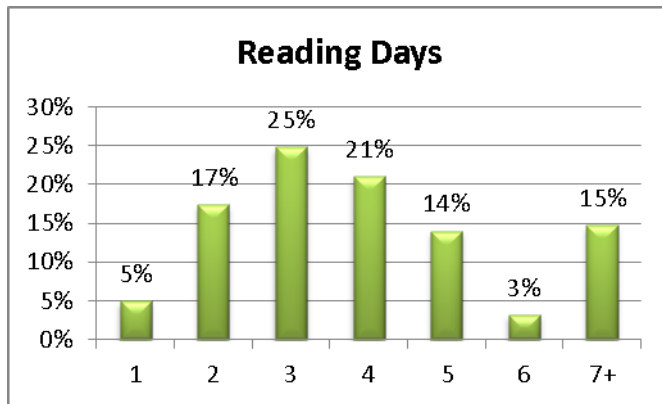
Engagement with the magazine is exceptionally high. Almost all (97%) say the magazine is excellent (71%) or very good (26%).



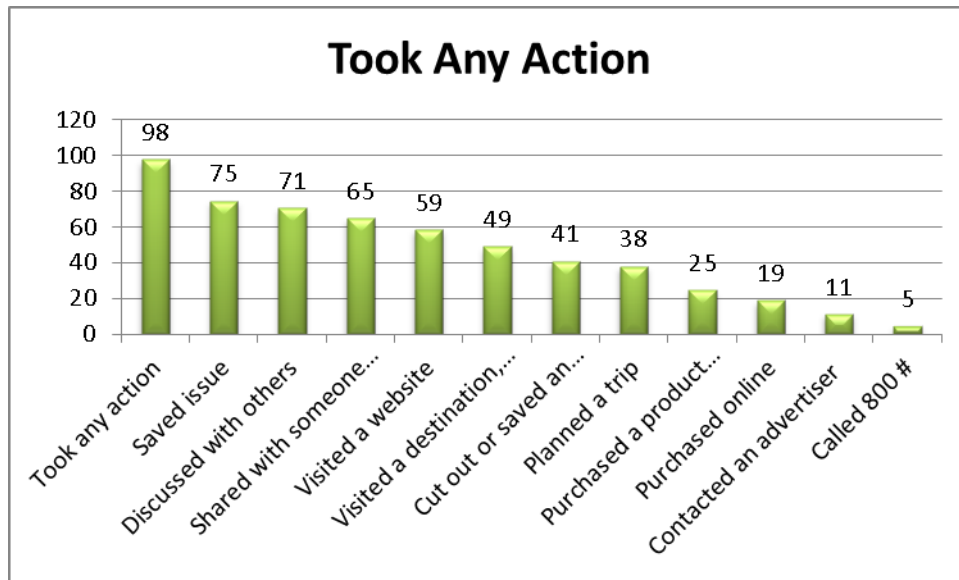
Readers typically read every issue (92% read 4 of 4) and about half (48%) say they read 100% of each issue. The average proportion read is reported at 89%.



Each issue is read on an average of 4.2 different days and **the average time spent with the issue is two hours!**

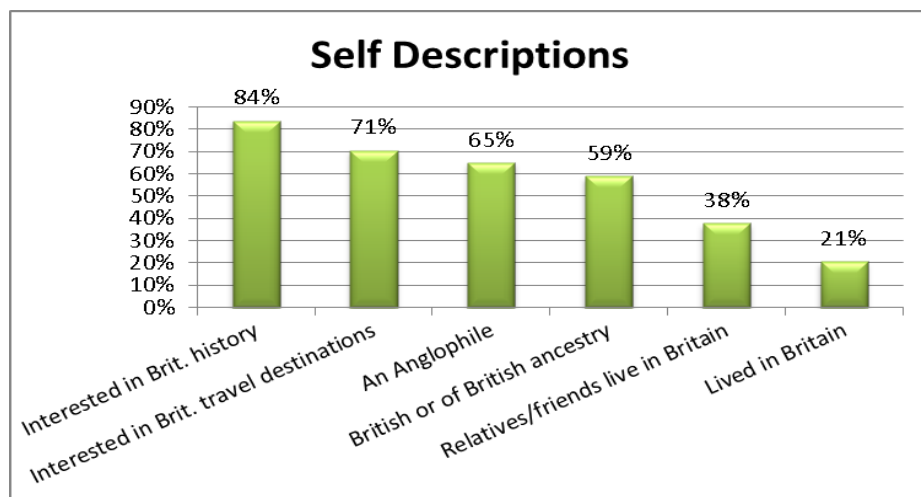


Almost all subscribers (98%) have taken action as a result of reading the magazine. It is saved, shared, and used to select destinations and plan travel.



Subscribers report an average of 2.3 readers-per-copy, including themselves. The pass-along readership is almost evenly divided between in-home (.7 readers) and out of home (.6 readers).

Their interest in British history (84%) is a defining characteristic. A large majority (71%) are interested in British travel destinations, 65% consider themselves Anglophiles, and 59% are of British heritage. One in five has actually lived in Britain.

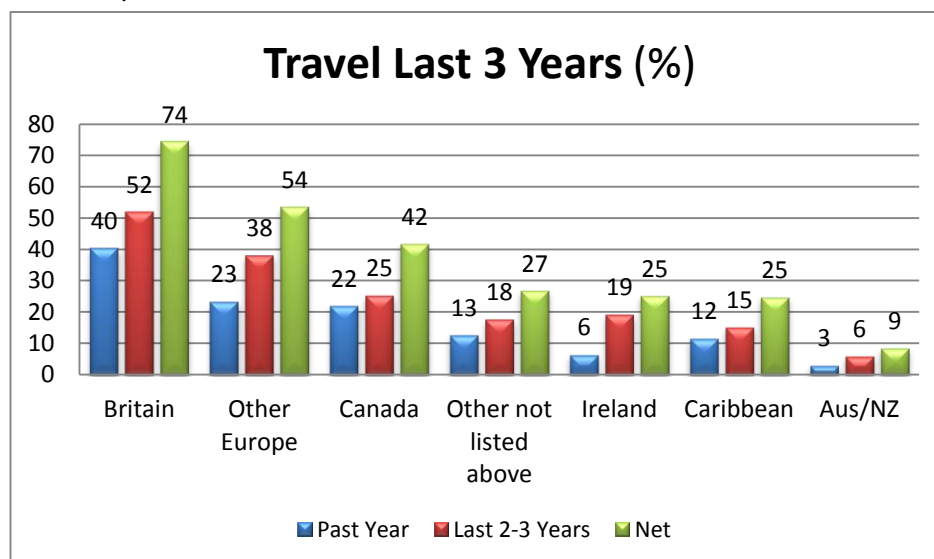


When asked what other reasons they had for being an Anglophile, they talked of their love of British history, travel, literature – and British TV! Additionally, many reported that they are or have been teachers of English literature or British history. A few cited their Episcopalian faith.

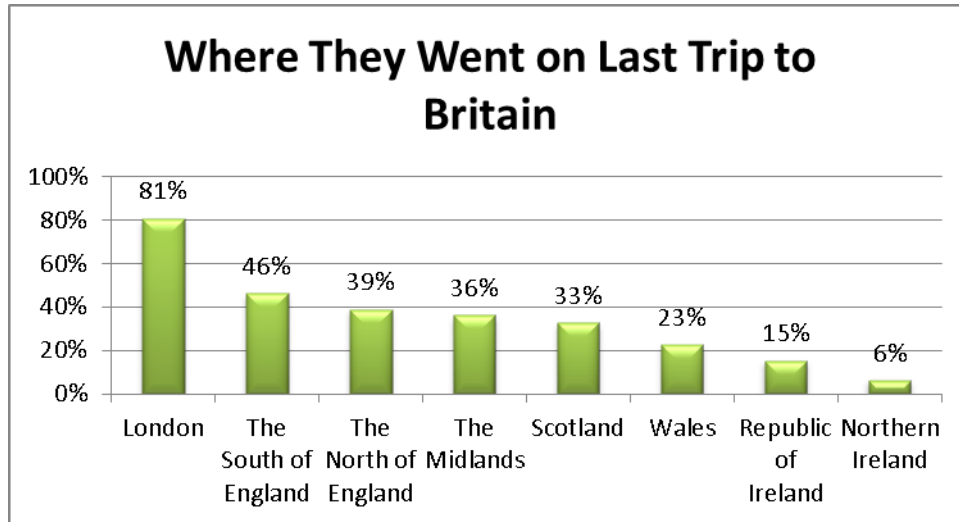
Travel

They are frequent travelers and they travel primarily for pleasure.

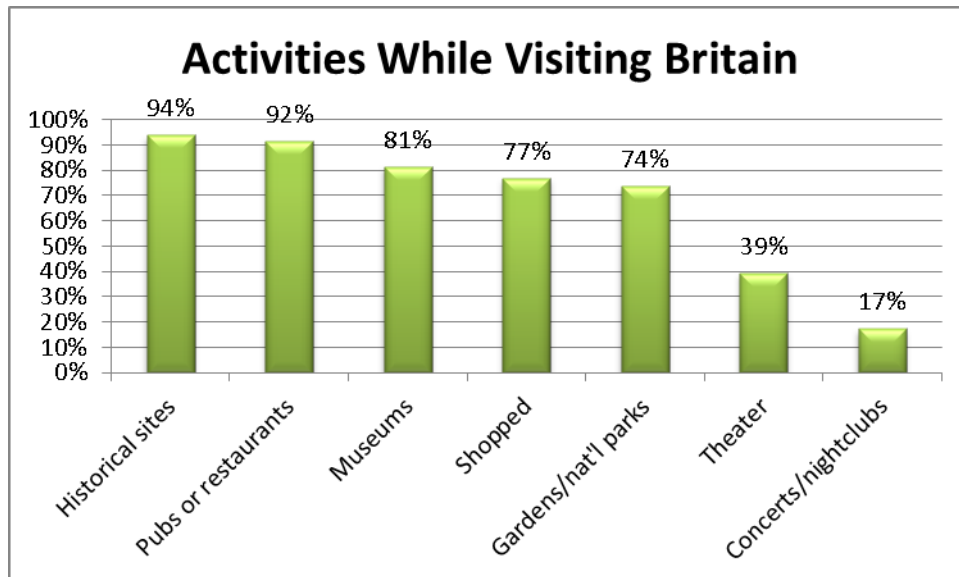
- 88% have a valid passport
- They have visited Britain an average of 10 times
- 69% have traveled outside the US in the last three years. Among this group:
 - They made an average of 3.5 trips – or more than one a year
 - About three-quarters (74%) visited Britain, while over half (54%) visited other European countries.



- On their last trip to Britain they typically were traveling with one (43%) or two (17%) others and 12% traveled with five or more. They stayed an average of 15 days and they and other members of their household spent an average of \$6,100. Those who are older stayed longer (+1.6 days more than their younger counterparts) and spent \$500 more.



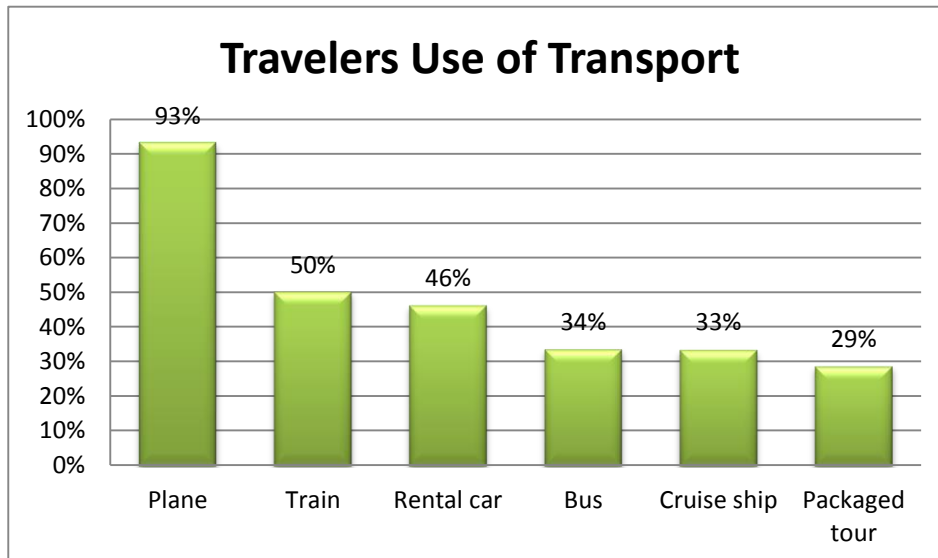
They participated in a wide array of activities, but were less likely to go to concerts or nightclubs than they were to engage in other pursuits.



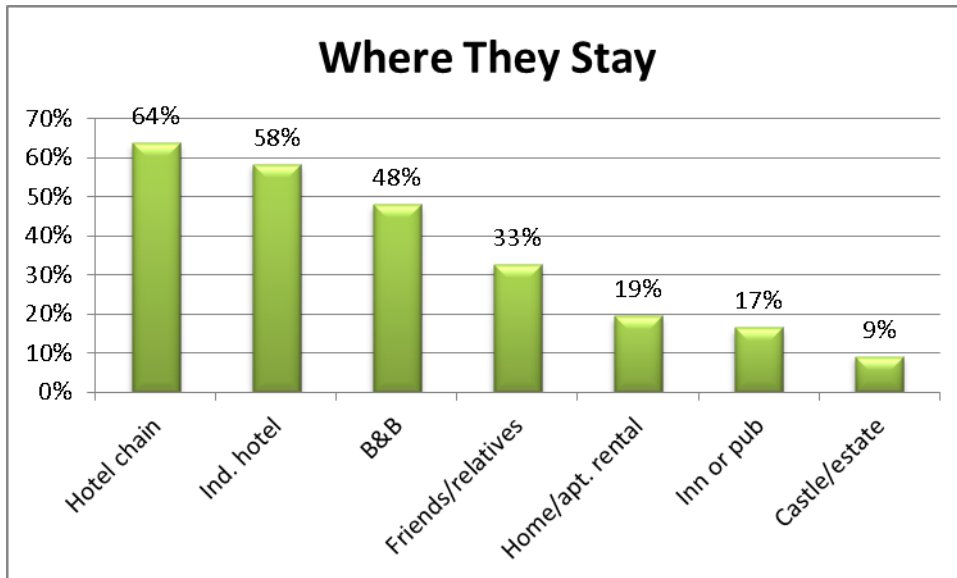
- Vacation (90%) was the most common motivation behind travel in the last 3 years.



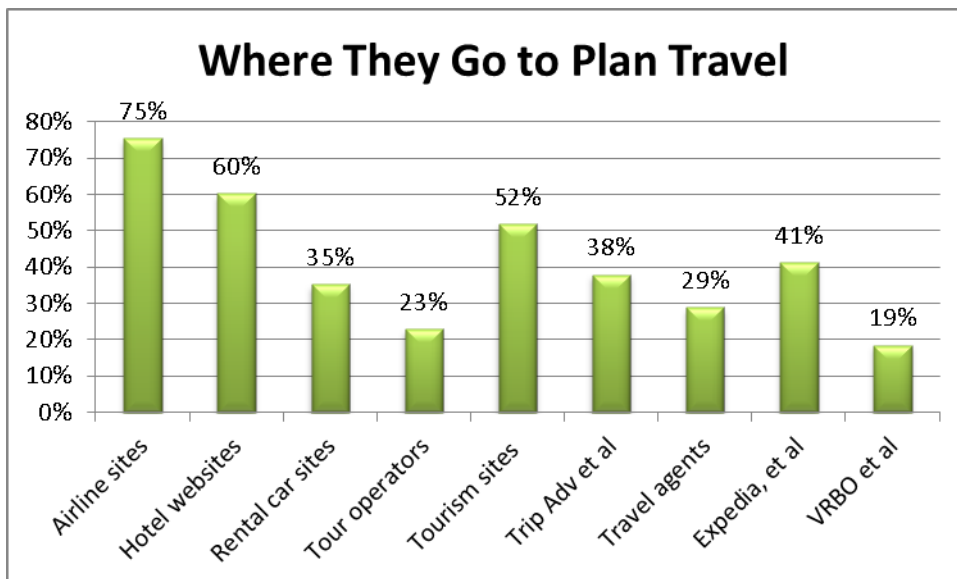
- When traveling abroad, they travel by plane (93%), train (50%), rental car (46%), bus (34%), cruise ship (33%), and packaged tour (29%).



- Most stay at hotel chains (64%), with independent hotels (58%), B&Bs (48%) and staying with friends or relatives (33%) the next most popular choices. Almost 1 in 5 (19%) choose an apartment or home rental.



- They are more likely to use airline (75%), hotel (60%) and tourism (52%) websites, than websites like Expedia or Travelocity (41%). Travel agents are consulted by 29% and tour operators by 23%.



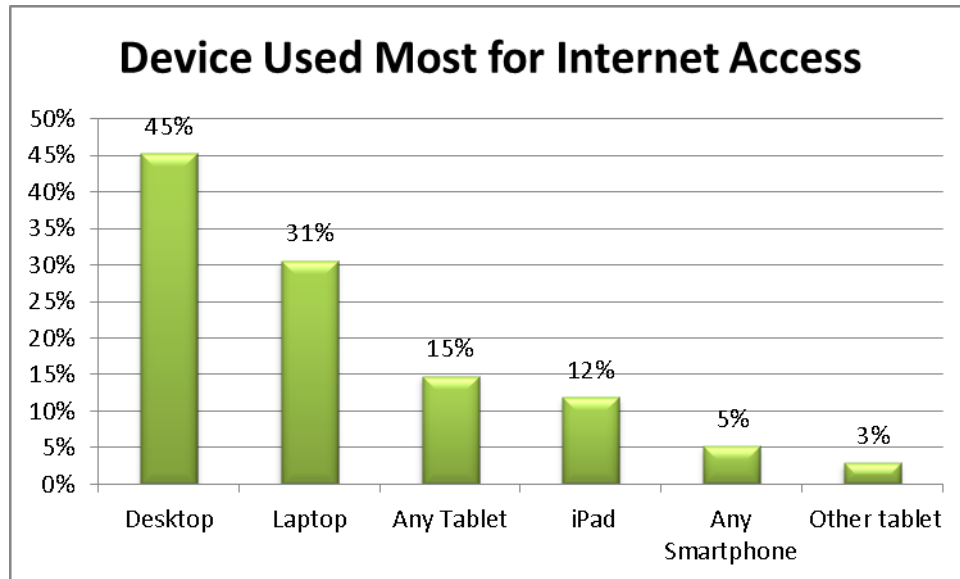
Intent to renew is exceptionally high – with 96% saying they are very or somewhat likely to renew. Those saying they were very likely to renew outnumbered those who were somewhat likely by 8 to 1.

Who They Are

Subscribers are twice as likely to be female (66%) as male (34%). About two-thirds are 65 or over (65%) and only 6% are under 50. The median age is 66. They are highly educated with 93% having attended college or better. Almost three-quarters (73%) graduated from college and 44% have advanced degrees.

Despite being mostly retired (63%), they have a median household income of \$90,800. A third is employed and a quarter is employed full-time. About 90% own their own home – which has an average value of \$461,000. Over a quarter (28%) own other real estate, with 11% owning a vacation home and 10% having a timeshare. Seven percent own real estate outside of the US – most commonly a vacation home (4%). Most subscribers are married (65%), and they live in two-person households (58%). Very few have children living at home.

They report using an average of 2.2 computers or devices (tablet/smartphone). More than half use tablets (51%) and smartphones (51%). Most of the tablets preferred for accessing online content are iPads.



Survey Methodology

The online survey was fielded in January 2015. British Heritage is fortunate to have email addresses on more than a quarter of its subscribers. Invitations to participate were sent to all subscribers for whom email addresses were available. The outbound sample, net of non-deliverables, was 5777 and 998 usable responses were received for an exceptionally high overall response rate of 17%.