



Digital Heritage

Toplines

January 2021

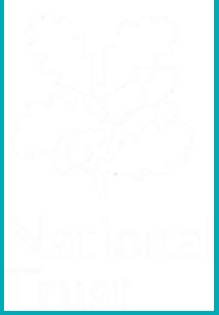
ResearchBods[®]
presents





Initial thoughts

- There is broad interest in history/heritage, particularly when it relates to their local area – to profile those who are more interested in history/heritage for the full report.
- Online is already a key tool people use to research history/heritage or to find out about things going on in their local area.
- There is a preference for digital maps over physical maps. Digital maps are currently primarily used for planning and searching for places of interest, typically by searching for specific places.
- People enjoy the option for different views on digital maps (satellite particularly). Practical tools and information are most important for users, but 40% are using them to find out historical information.
- Awareness/usage of map functions on heritage/ history websites is relatively low, but enjoyment amongst users is high. Over half would be interested in an online map interface that allowed you to search for places and then find out information about them from heritage organisations.
- The key barriers to usage to overcome for something like this would be awareness, having a clear point of difference from other online sources of information, and making it clear what it can be used to achieve so that people have a clear sense of its purpose when using it.

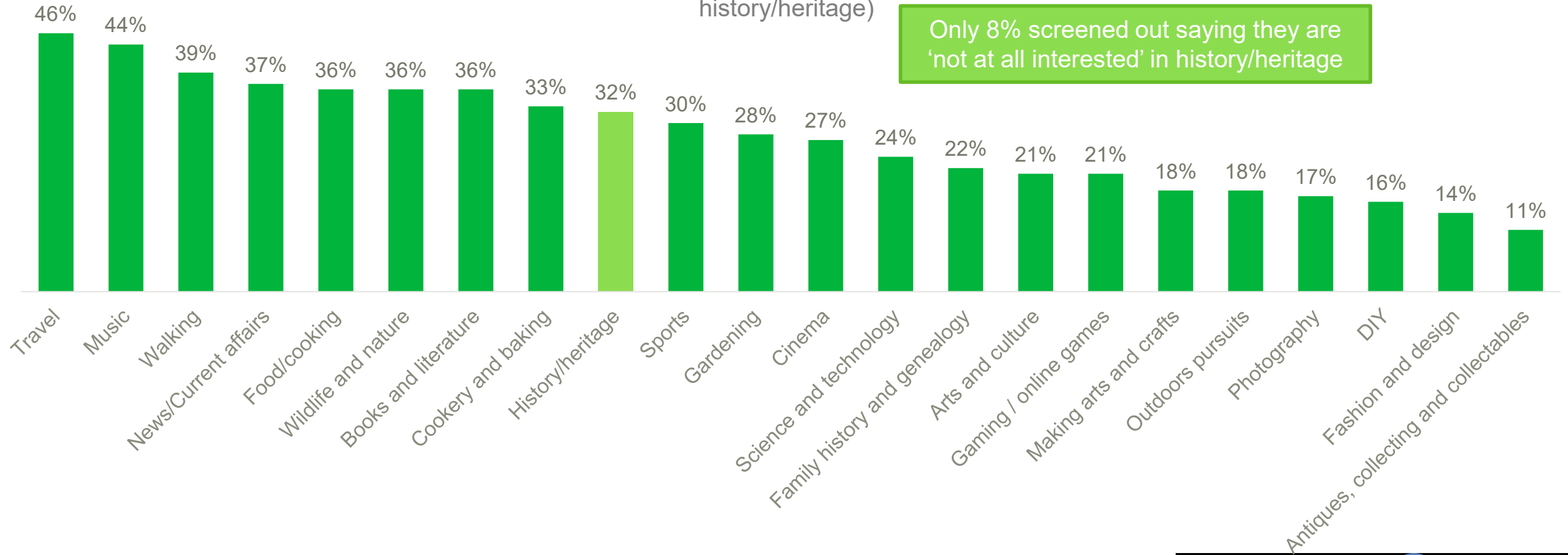


History/Heritage and Local Area Interest



History/heritage has broad appeal with 9 in 10 having some interest. Amongst those with an interest, 1 in 3 are 'very interested'.

How interested would you say you are in each of the following...
(% 'Very Interested' amongst sample all of whom had some interest in history/heritage)



S5. How interested would you say you are in each of the following
Base: Total n= 992



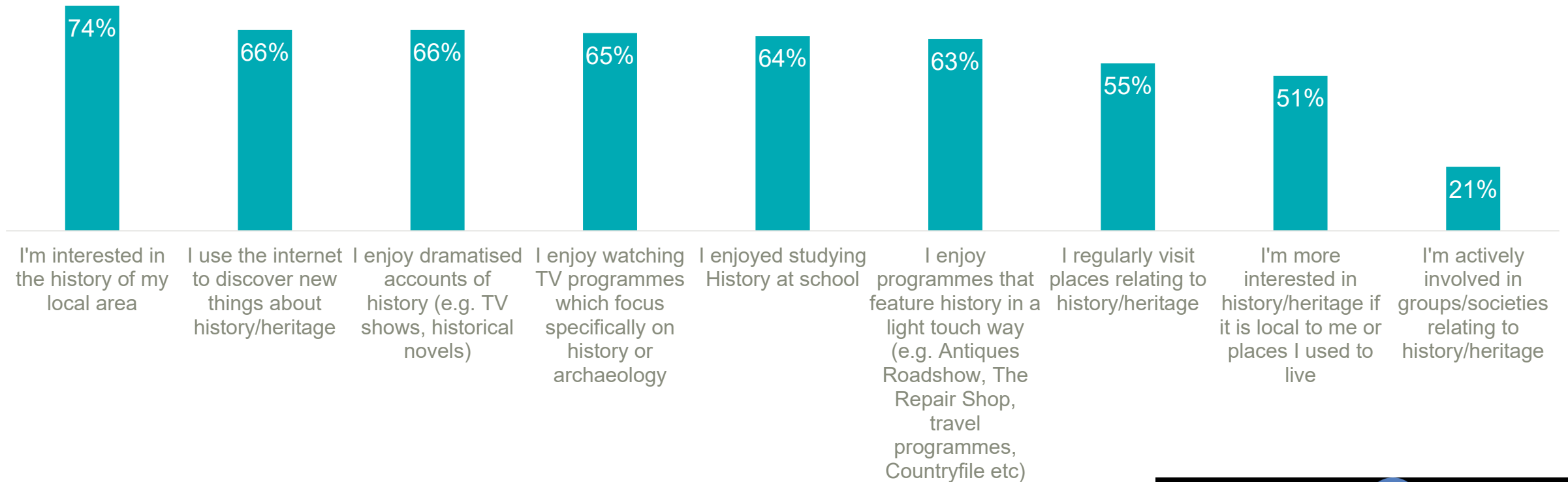
Interest in local history/heritage is strong, and online is a primary tool that people use to learn about it.

To what extent do you agree with each of the following statements?

(% 'Strongly' or 'Slightly Agree')

61% - More interested in history (agree with 5 or more of the statements)

39% - Less interested in history (agree with 4 or fewer of the statements)



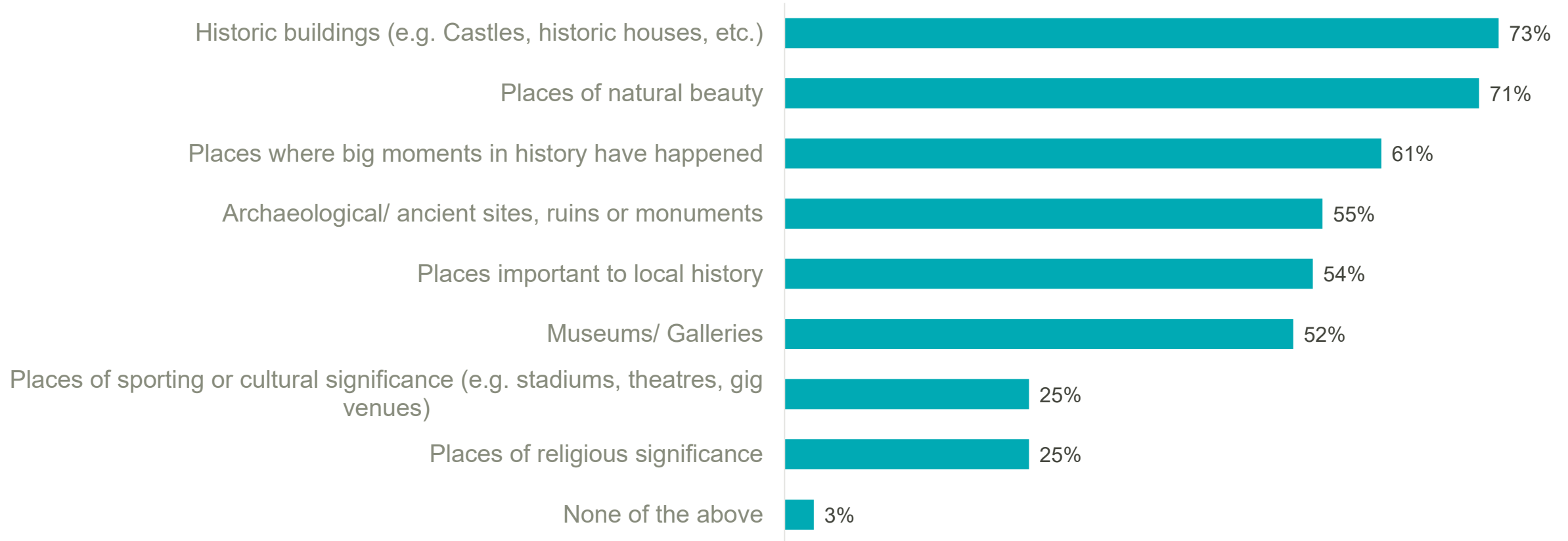
C3. To what extent do you agree with each of the following statements?

Base: Total n= 992



Historic buildings and places of natural beauty are the primary places of interest.

Which of the following types of place are you most interested in?

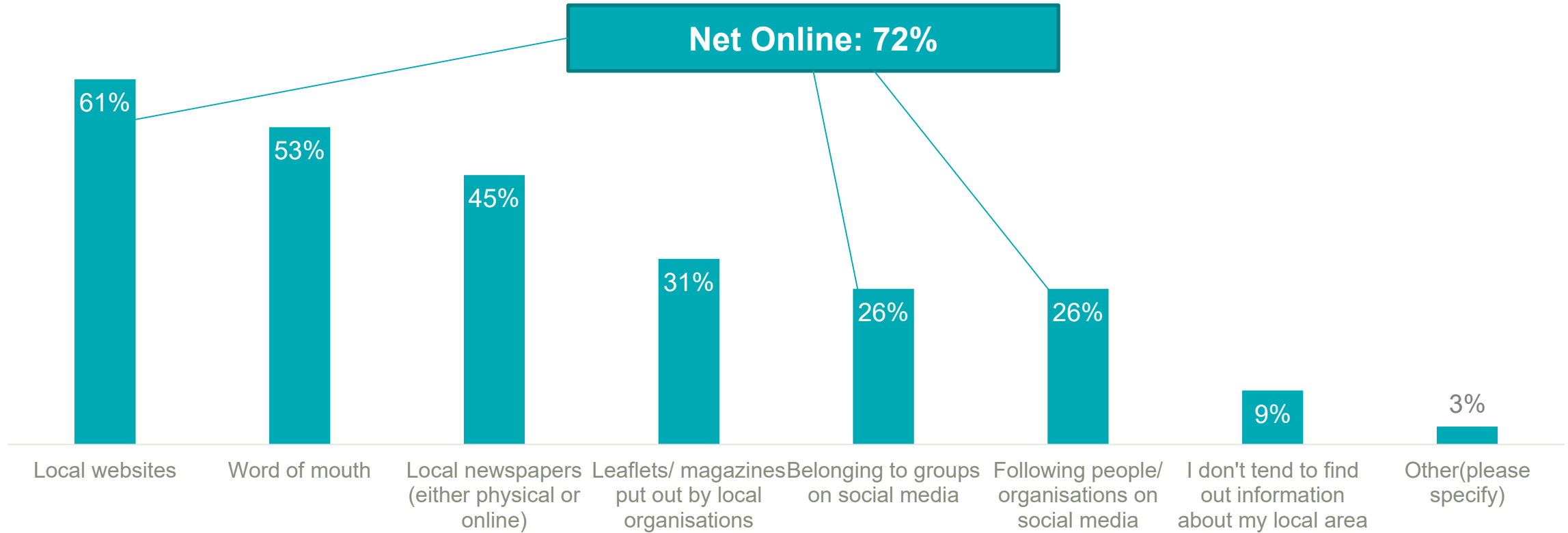


C2a. Which of the following types of place are you most interested in?
Base: Total n= 992



When it comes to information about their local area, online is a key resource.

How do you tend to find out about information relating to your local area?

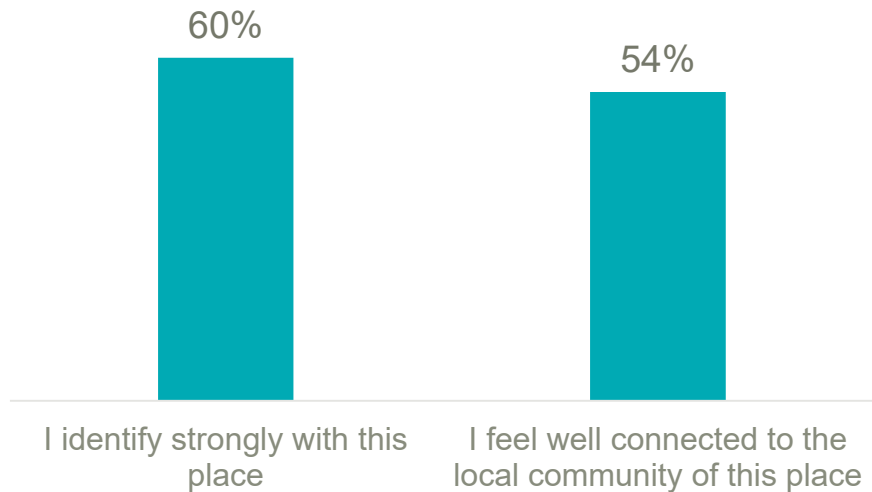


C5. How do you tend to find out about information relating to your local area?
Base: Total n= 992

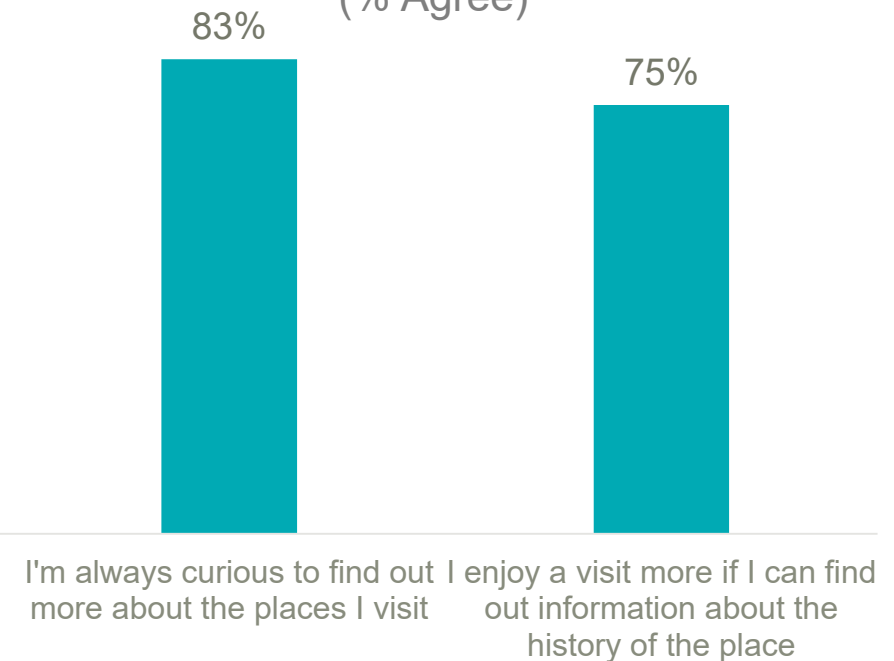


Just over half feel well connected to their local area. When travelling there is a desire to find out more about the history of places visited.

Please say how much you agree or disagree with each statement when thinking about the place and local area that you now consider to be your home
(% Agree)



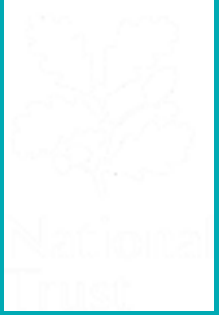
Thinking about travelling to different places, please say how much you agree or disagree with each of the following statements
(% Agree)



C4. Here are some statements that refer to the place and local area that you now consider to be your home (e.g. County, city, suburb, town or village). Please say how much you agree or disagree with each statement when thinking about this place:

C6. And now we're going to ask you about visiting other parts of the UK. In thinking about travelling to different places, please say how much you agree or disagree with each of the following statements:

Base: Total n= 992

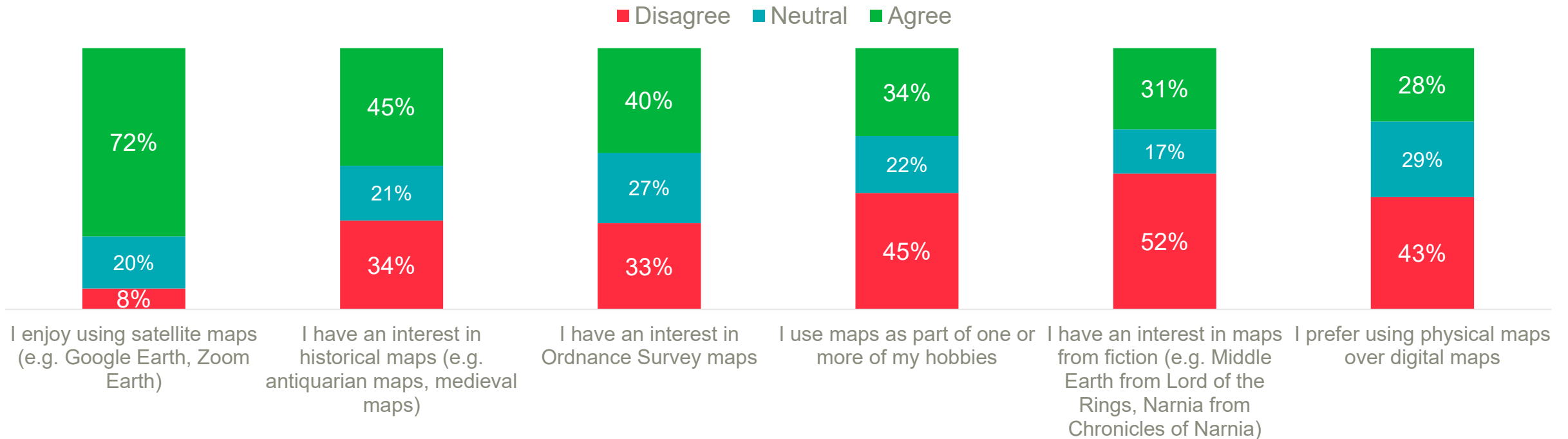


Online Map Interfaces



Satellite maps are widely enjoyed, and nearly half have an interest in historical maps. Digital maps are preferred to physical maps.

To what extent do you agree or disagree with the following statements about using maps/location services?

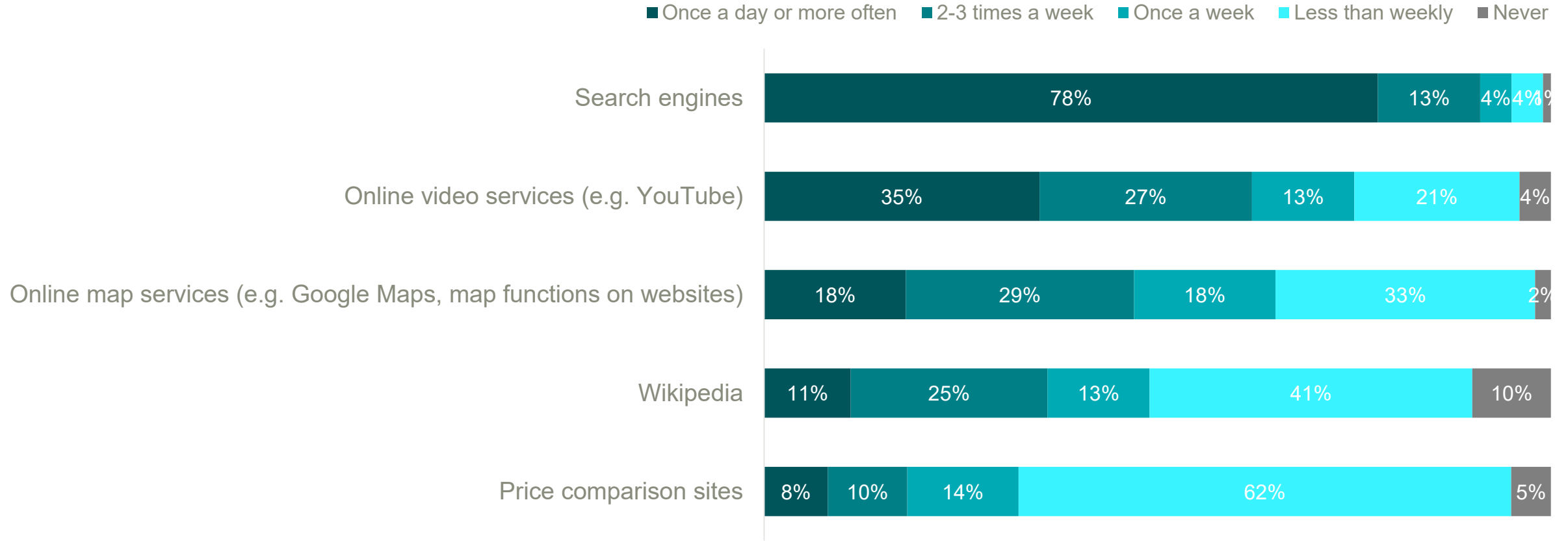


B1. To what extent do you agree or disagree with the following statements about using maps/location services?
Base: Total n= 992



Nearly all (98%) have some familiarity with online map interfaces, with 65% using them at least once a week.

Roughly how often do you use the following online tools?



S6. Roughly how often do you use the following online tools?
Base: Total n= 992



Online map interfaces are typically used to navigate to a destination, to locate places, discover local places of interest and explore unfamiliar areas.

Which of the following do you use online map interfaces for?



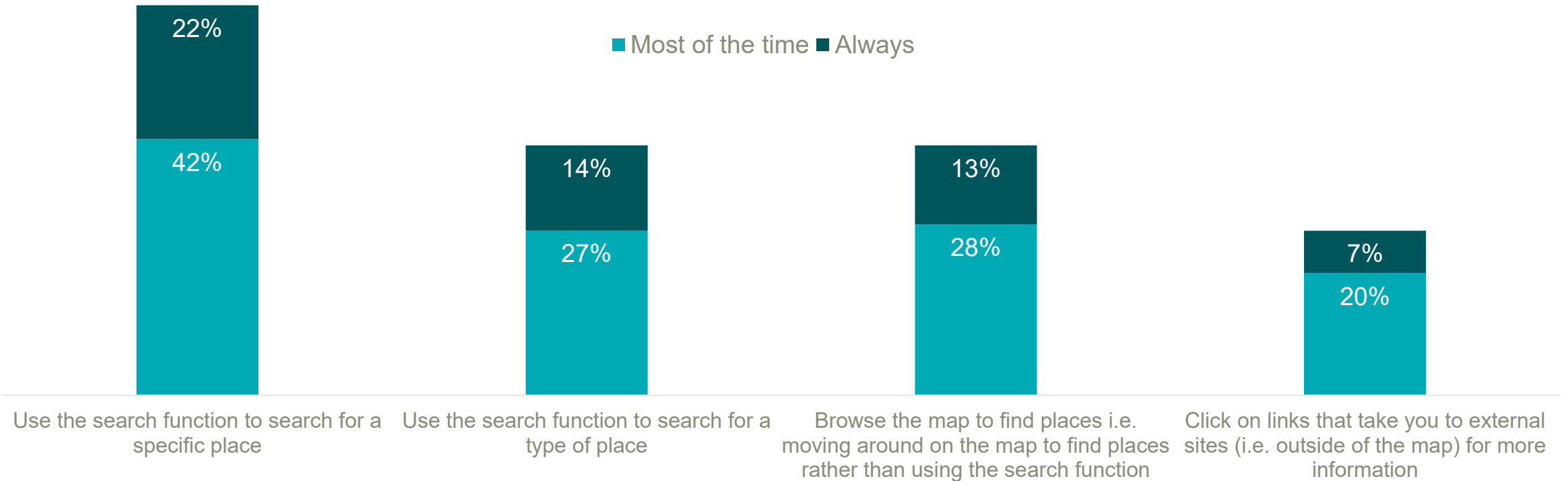
B4. Which of the following do you use online map interfaces for?

Base: Total n= 992



The user journey is typically to search for a specific place, as opposed to searching for types of places or general browsing.

Thinking about when you use an online map interface, how often would you say you typically do the following?

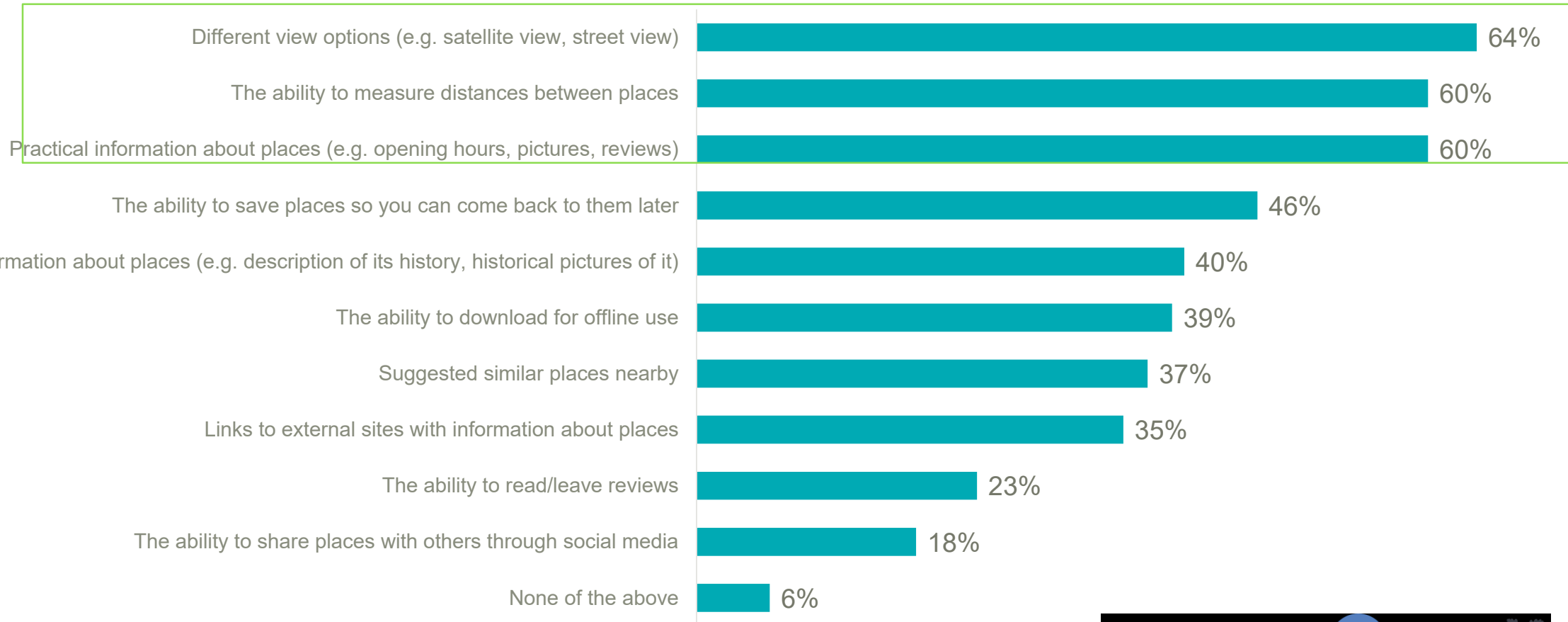


B6. Thinking about when you use an online map interface, how often would you say you typically do the following?
Base: Total n= 992



Having different view options, being able to measure distances between places, and finding practical information about places are the most desired features from a map interface.

What features do you like to have available when using online map interfaces?



B5. What features do you like to have available when using online map interfaces?

Base: Total n= 992



Awareness of map functions on heritage/history websites is relatively low, though these are one of the most enjoyed types of maps amongst users.

	Aware	Used	Enjoyment
Map services such as Google Maps, Apple Maps, Waze, etc.	90%	86%	80%
Satellite imagery (e.g. Google Earth)	71%	62%	86%
Map functions on property/ accommodation sites (e.g. Rightmove, Air BnB, etc.)	62%	52%	66%
Map functions on weather/ meteorology websites (e.g. Met Office, BBC Weather)	60%	48%	69%
Map functions on things to do sites (e.g. TripAdvisor)	59%	47%	72%
Map functions on news sites/ articles (e.g. maps with infection levels in an article about COVID-19, election maps)	48%	40%	64%
Map functions on heritage/ history websites (e.g. Historic England map of listed buildings, History Pin)	38%	27%	85%
None of the above	2%	3%	-

B2a. Which of the following types of online map interfaces for searching and finding places are you aware of?

B2b. And which of these types of online map interfaces have you used before?

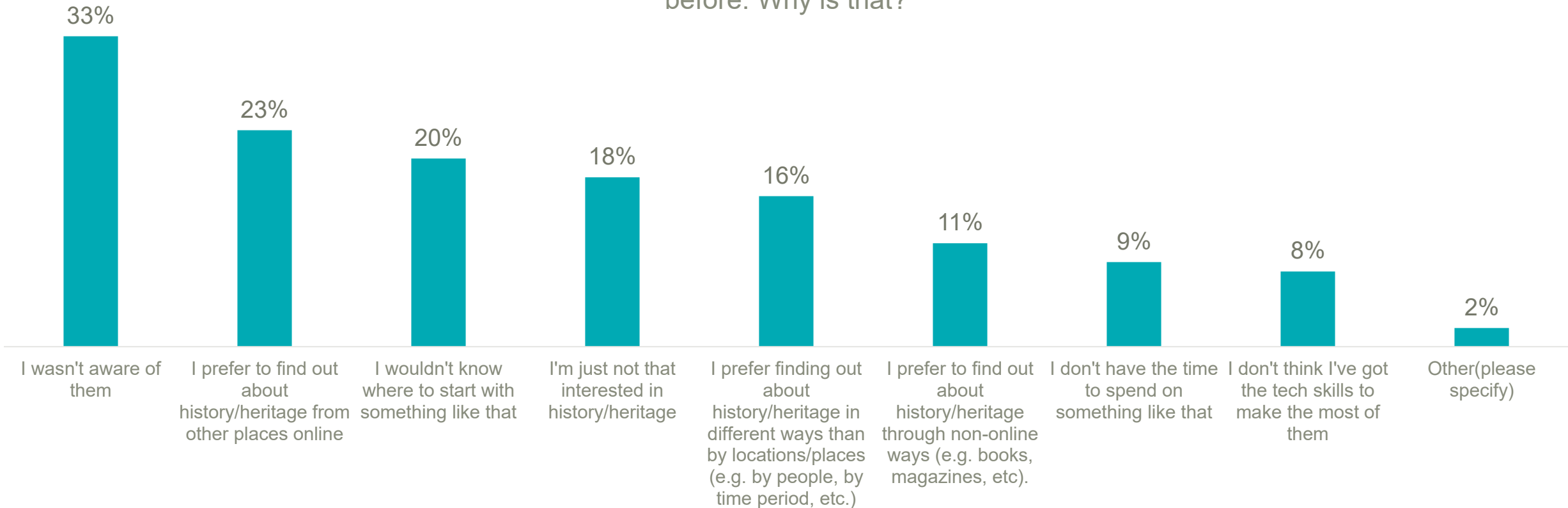
B3. To what extent do you enjoy using the online map interfaces that you have used before?

Base: Total n= 992



Lack of awareness and a preference for other online sources are key reasons why people have not used online map interfaces to explore cultural heritage places before.

You mention that you haven't used online map interfaces to explore cultural heritage places before. Why is that?



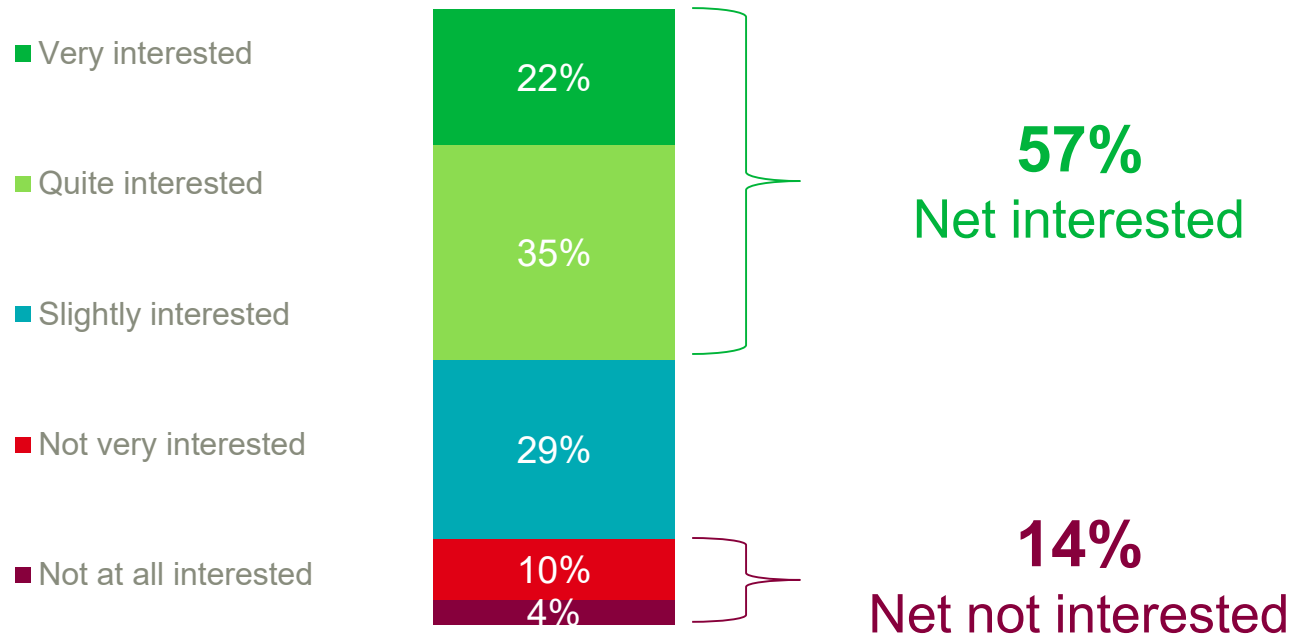
B7. You mention that you haven't used online map interfaces to explore cultural heritage places before. Why is that?

Base: Total n= 992



More than half are interested in using an online map/location interface to search / explore information on places from various historical/heritage organisations

Level of interest in using an online map/location interface – Historical or heritage organisations



- Is an interesting concept
- More detailed information could help planning a visit easier
- Helpful to have all the necessary information in one place

- Not interested in history
- Don't have the time
- Would only use map for navigation and direction

B8. Imagine that an online map/location interface had been created that allowed you to search for a place/location and then explore information online about that place from various historical or heritage organisations (e.g. the British Library, the National Trust, English Heritage, etc.). How interested would you be in using something like this?

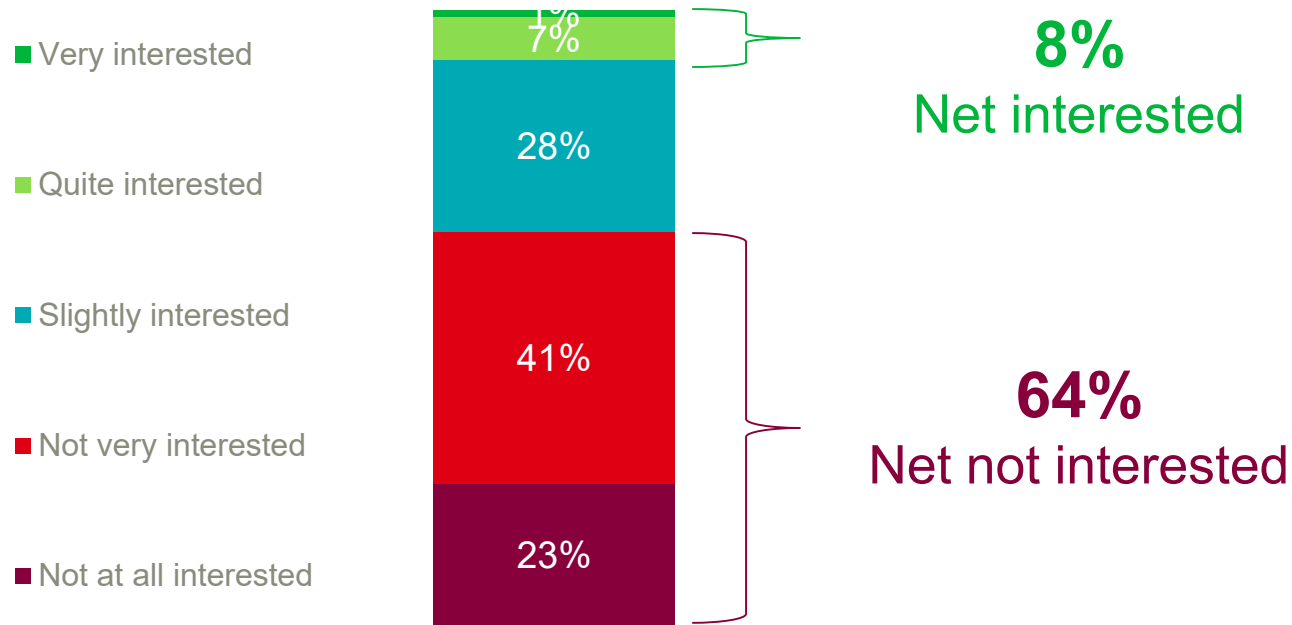
B9. You said you would be [PIPE IN ANSWER FROM B8] in something like that. Why do you say that?

Base: Total n= 992



For those not interested in the history/heritage proposition, there is little interest in other subject areas, suggesting it is the map format as opposed to the subject matter that is the barrier.

Level of interest in using an online map/location interface for other interests



- Restaurants
- Hotels
- Sports
- Things to do
- Film sets and locations
- Usual locations

B10. You said that you wouldn't be that interested in an online map/location interface for searching for information about historical or heritage places. What if there was something similar but rather than for historical or heritage places, for something of interest to you. For example, it might be to search for places of sporting significance, or locations that have been used in films or TV shows if you were interested in that. How interested would you be in using something like that?

B11. You say that you would be interested in something like that. What kinds of subjects/topics would you be interested in an online map interface for searching for information on?

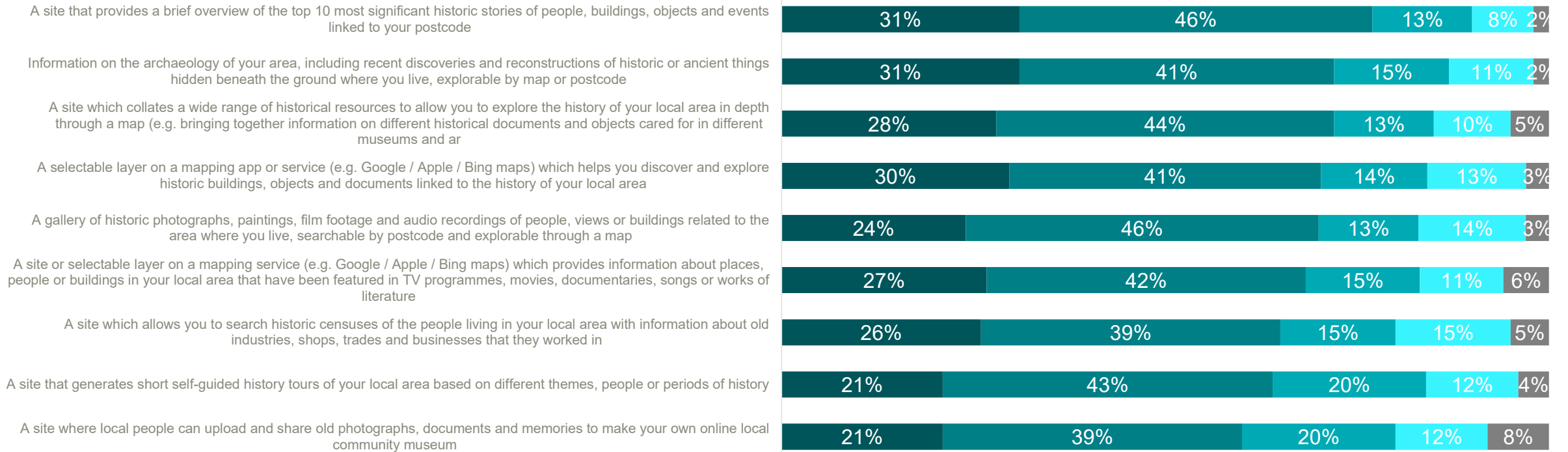
Base: Total n= 992



All ideas show potential with the audience. Slightly less popular ideas have a more contributory/participatory element.

Please let us know how appealing you find each of these ideas.

■ Good idea which I / my family would use ■ Good idea which I / my family might use ■ Good idea but I / my family wouldn't use it ■ I have no preference either way ■ I'm not keen on the idea



C2b. Please let us know how appealing you find each of these ideas.

Base: Average n= 331 per idea

