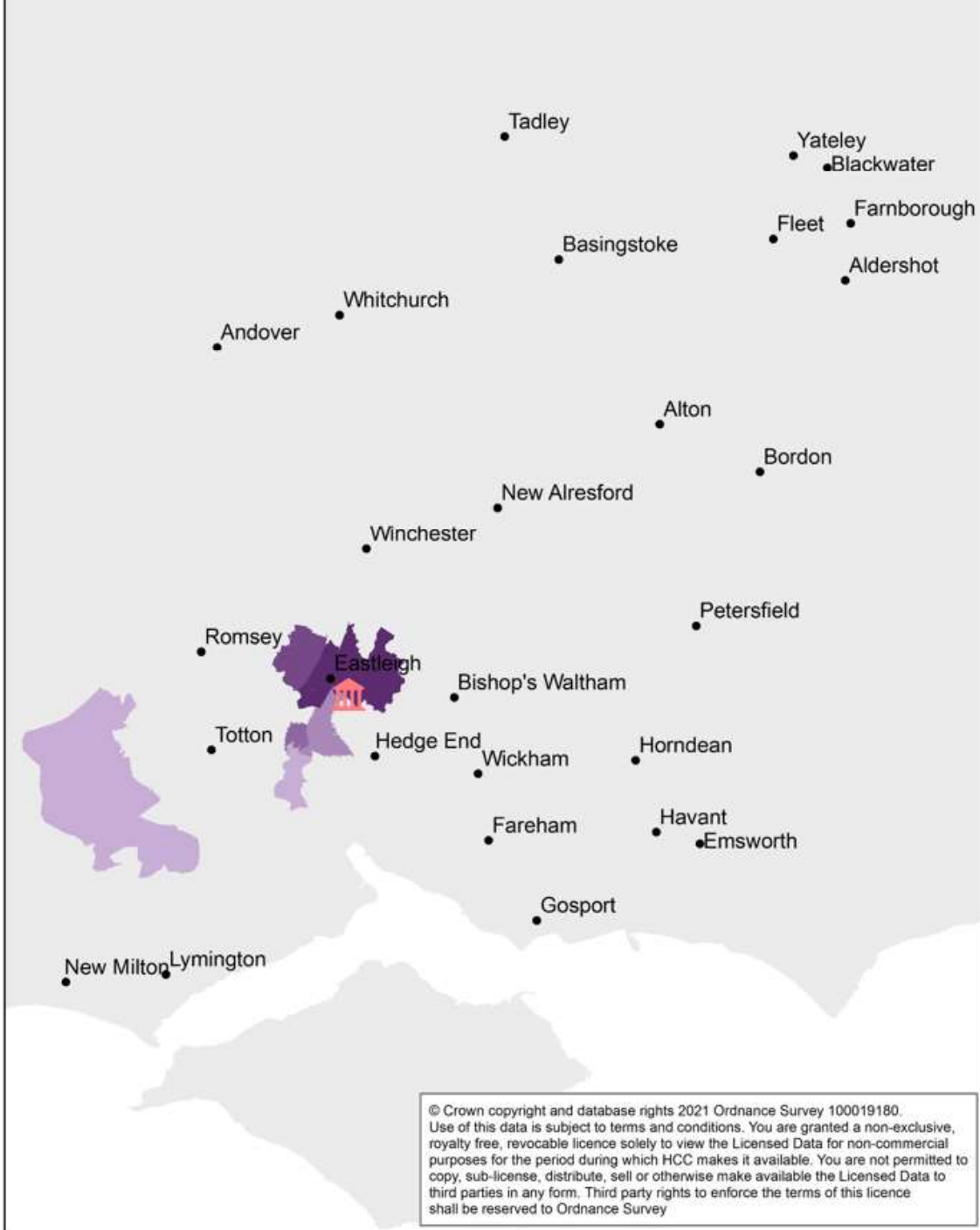


Geographical distribution of visitors to Eastleigh Museum



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Geographical distribution of visitors to Eastleigh Museum



Key differences between the attributes of postcodes of visitors to Eastleigh Museum, and all the postcodes of surveyed visitors to HCT attractions, are as follows:

- They were more likely to be aged 46-55
- They have a lower household income
- They were more likely to be living in families
- They were less likely to live in detached or semi-detached homes, and more likely to live in flats
- They were less likely to own their homes, and more likely to rent

Group	Category	All surveyed visitors to HCT attractions	Eastleigh Museum
Age	18-25	10%	10%
	26-35	18%	19%
	36-45	21%	21%
	46-55	18%	15%
	56-65	12%	14%
	66+	22%	24%
Household Income	Median Household Income	£43,682	£40,498
Social Grade	A	8%	7%
	B	26%	24%
	C1	28%	31%
	C2	16%	16%
	D	10%	10%
	E	12%	13%
Employment	Employed full-time / other	48%	47%
	Part-time / housewife	19%	17%
	Student / unemployed	9%	9%
	Retired	25%	28%
Benefit claimants	Child Benefit	29%	28%
	State Pension	25%	24%
	Tax Credits	18%	18%
	Pension Credit	4%	4%
	Employment and Support Allowance	3%	3%
	Jobseeker's Allowance	2%	2%
	Income Support Allowance	1%	2%
Children in household	Households with Children	33%	34%
Household composition	Single	34%	32%
	Family	28%	31%
	Family + other adults	21%	20%
	Pseudo family ¹¹	10%	9%

¹¹ A pseudo family is a group that behaves as a family, despite not having a traditional formal family relationship, for example groups with fostered children or where one or more adults assume the role of a biological parent to an unrelated child

Group	Category	All surveyed visitors to HCT attractions	Eastleigh Museum
	Homesharers + others	8%	9%
Property type	Detached	30%	26%
	Semi-detached	25%	22%
	Terraced	20%	23%
	Flat	13%	18%
	Bungalow	11%	11%
	Purpose built flats	10%	14%
	Named building	5%	3%
	Converted flats	2%	4%
	Farm	1%	0%
Property tenure	Owned	76%	72%
	Rented	14%	20%
	Council / Housing Association	10%	7%
Online activity	Total web pages viewed per week	474	473
Preference for offers and promotion contact	Email	65%	66%
	Post	17%	17%
	SMS	2%	2%
	Landline	1%	1%
	Mobile call	1%	1%
	Prefer not to be contacted	12%	12%
	No preference	2%	1%
Membership of organisations	Households which are members of charity organisations	7%	7%
Charity donations in the last year	Under £10	43%	43%
	£200 or more	11%	10%
Motivations for donating to charities	Someone collecting in street / calling at home	24%	24%
	Fundraising by friends / colleagues / self	22%	21%
	Appeals on TV	12%	11%
	Direct mail to home	9%	9%
	News / current affairs report	6%	6%