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Royal Air Force Museum Cosford

Visitor Survey, Final Report, April 2022

Introduction

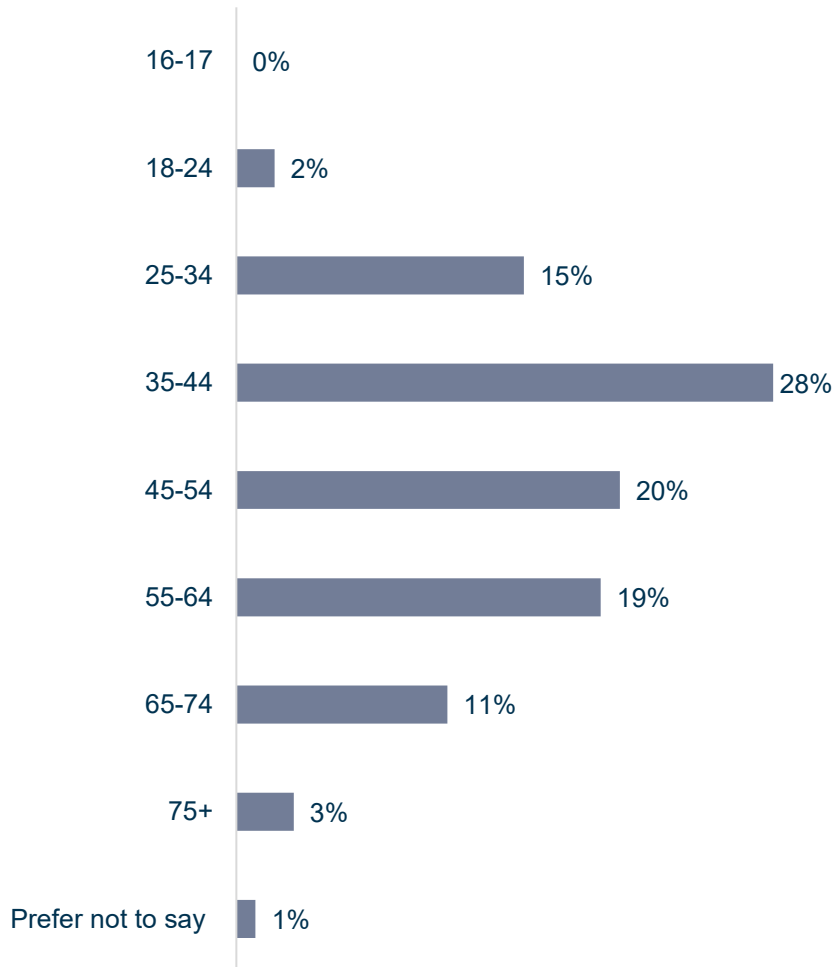
- Royal Air Force Museum Cosford, based in Shropshire, aims *‘to share the story of the Royal Air Force, past, present and future – using the stories of its people and our collections in order to engage, inspire and encourage learning’*.
 - In order to inform its future development, and support an application to the National Lottery Heritage Fund, RAF Museum Cosford has commissioned independent research to capture detailed profile information on visitors, obtain feedback from visitors, identify strengths of the visit experience and highlight possible areas for development.
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Methodology and Reporting

- Working with Jura Consultants, Scotinform Ltd prepared a survey for distribution by the client to museum visitors. A total of 1,451 attendees have completed the survey, during February-March 2022, and their submissions have been analysed by Scotinform to prepare this report.
 - The base for all charts is all respondents (1,451) unless otherwise stated.
 - Where percentages do not total 100% this may be due to non-responses and/or rounding.
 - Where percentages exceed 100% this is due to multiple responses.
 - Qualitative feedback in response to open-ended questions is presented in *italics*.
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Profile of Respondents

Gender and age



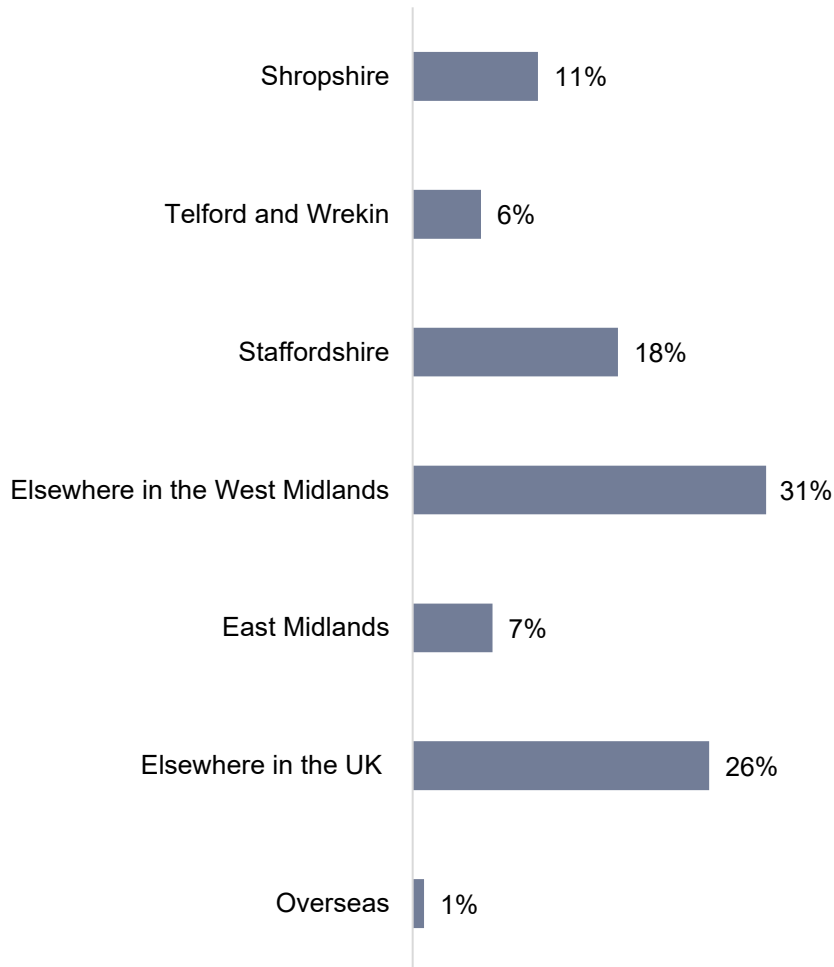
- 50% of respondents identified as male and 48% as female.
- Respondents tended to be in the 35-44, 45-54 and 55-64 age ranges with 28%, 20% and 19% in those age categories.
- 14% of respondents were of retirement age (65+) and just 2% were aged 18-24.

Ethnicity

95% of respondents were from a white background with 1% of respondents classified as Chinese and 1% as Indian.

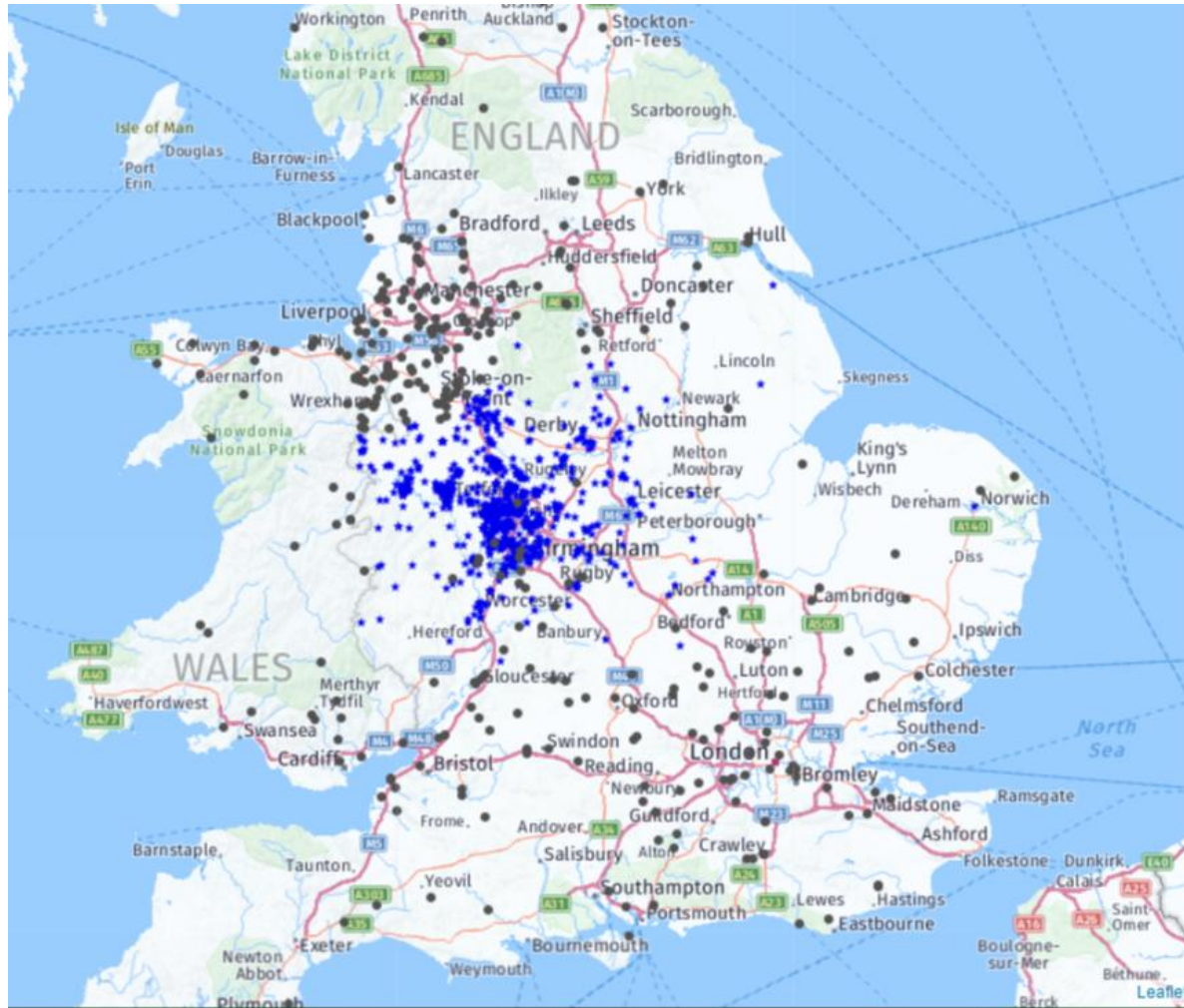
	Number of respondents	%
English / Welsh / Scottish / Northern Irish / British	1,332	92
Any other white background	42	3
Chinese	11	1
Indian	12	1
Irish	5	0
White and Asian	4	0
Caribbean	3	0
White and Black Caribbean	2	0
Any other Mixed / Multiple ethnic background	2	0
Bangladeshi	2	0
Any other Asian background	2	0
African	1	0
Pakistani	1	0
White and Black African	1	0
Any other ethnic group	3	0
Prefer not to say	21	1
No response	7	0

Place of residence (1)



- A third of respondents lived locally to the museum with 11% based in Shropshire.
- The largest tranche (31%) lived elsewhere in the West Midlands and 26% resided elsewhere in the UK.
- The following slide show a map with the locations of respondents who provided their post code details.

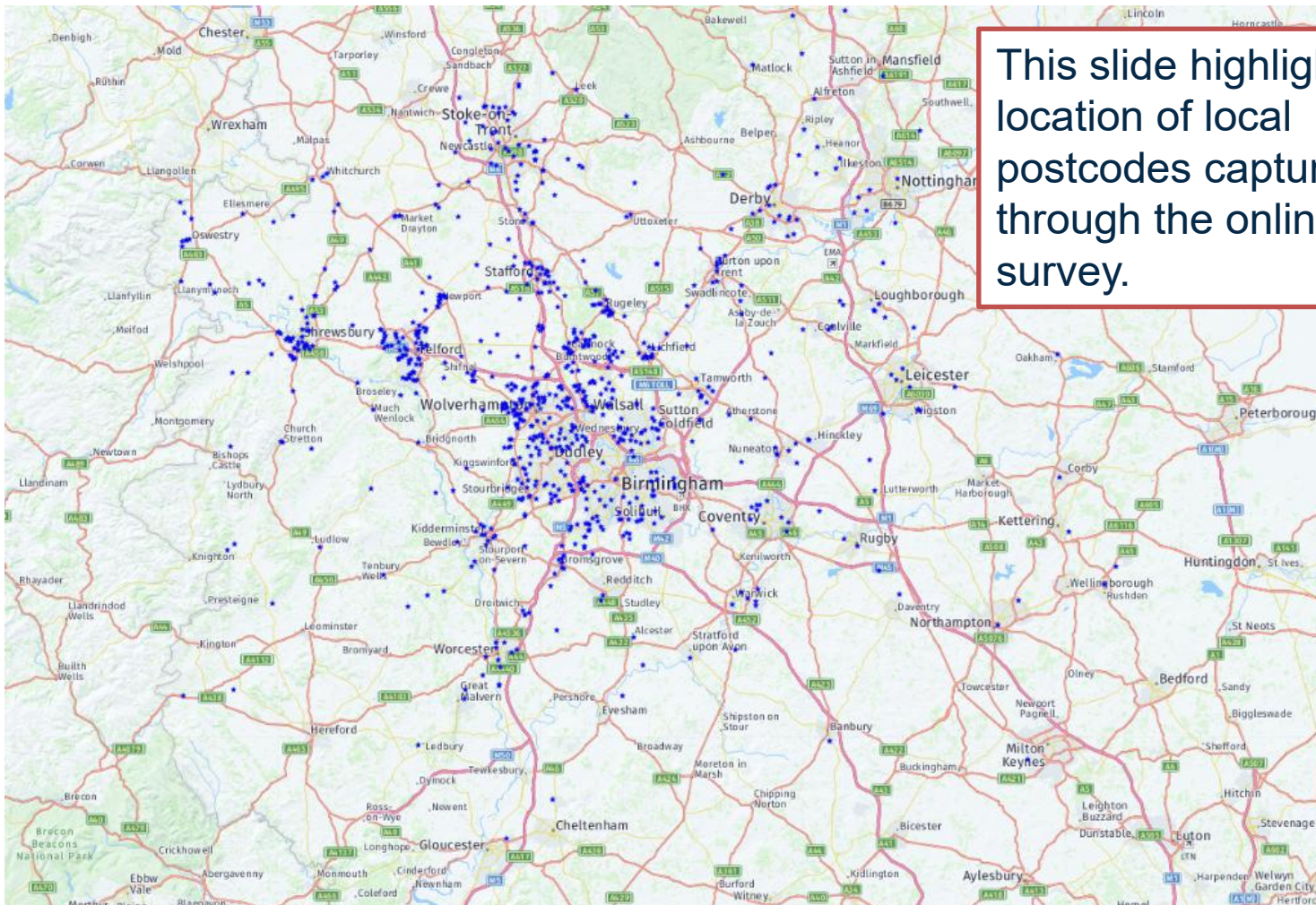
Place of residence (2)



We have plotted the postcodes provided by respondents and presented them in this map.

The blue dots represent those living more locally to the museum (ie Shropshire, Telford and Wrekin, Staffordshire, residents of elsewhere in the West Midlands and East Midlands). The black dots represent those living elsewhere in the UK.

Place of residence (3)



Mosaic profiling of postcodes

- Using the postcodes of respondents living nearest the museum (ie the blue dots from the previous slide) we can identify the top three Mosaic groups they represent.
 - Of particular note here is the third Mosaic group 'Family Basics' who are not always prevalent at visitor attractions/cultural settings due to the associated costs, i.e. ticket prices.
 - Family Basics represent families with limited resources who make up 7% of UK households. This group have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options. The fact that they are reported at RAF Museum Cosford is of interest and provides the museum with the opportunity to build on its appeal to this group to ensure the audience profile is as economically diverse as possible.
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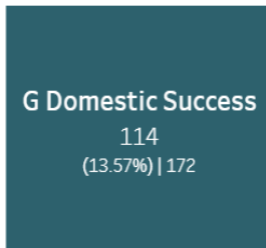
Mosaic profiling of postcodes

Mosaic Groups | 1st



Families with young children
3 bedrooms
High outstanding mortgages
Internet via smartphone
Texts and photos on smartphone
Order from takeaways

2nd



Families with children
Mid to high household income
Monthly discretionary income under £1000
Very high mortgage debt
Internet via smartphone
Online shoppers

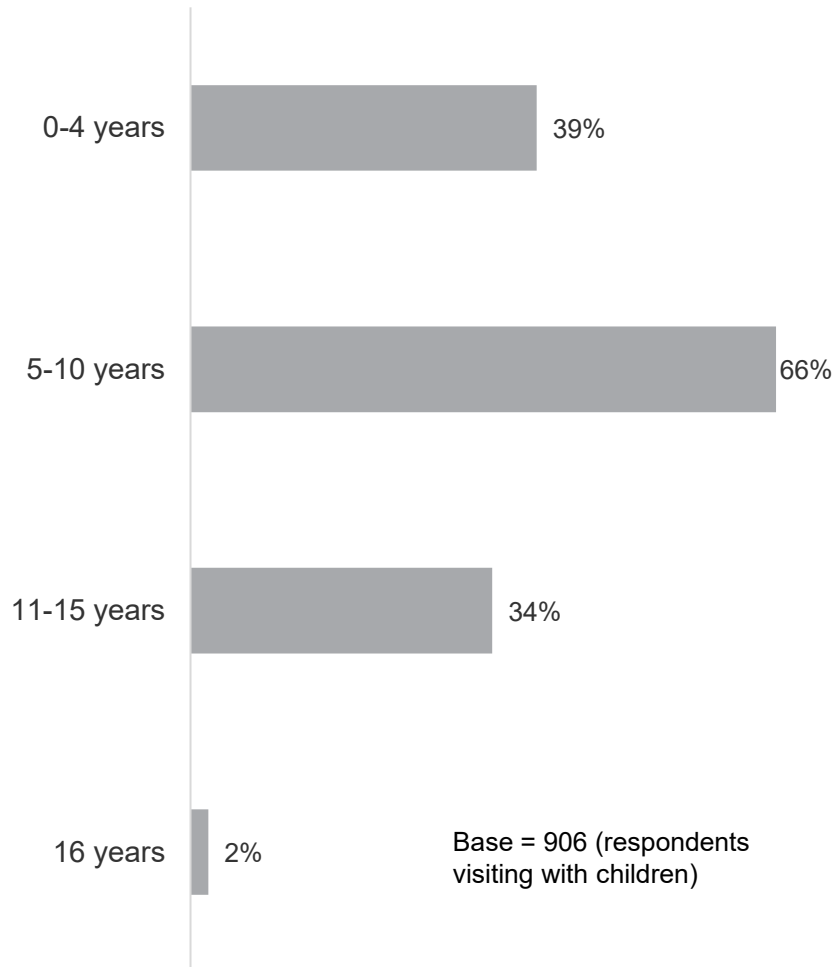
3rd



Families with children
Council/HA tenants
Low discretionary income
Low affluence
Internet via smartphone
Games consoles

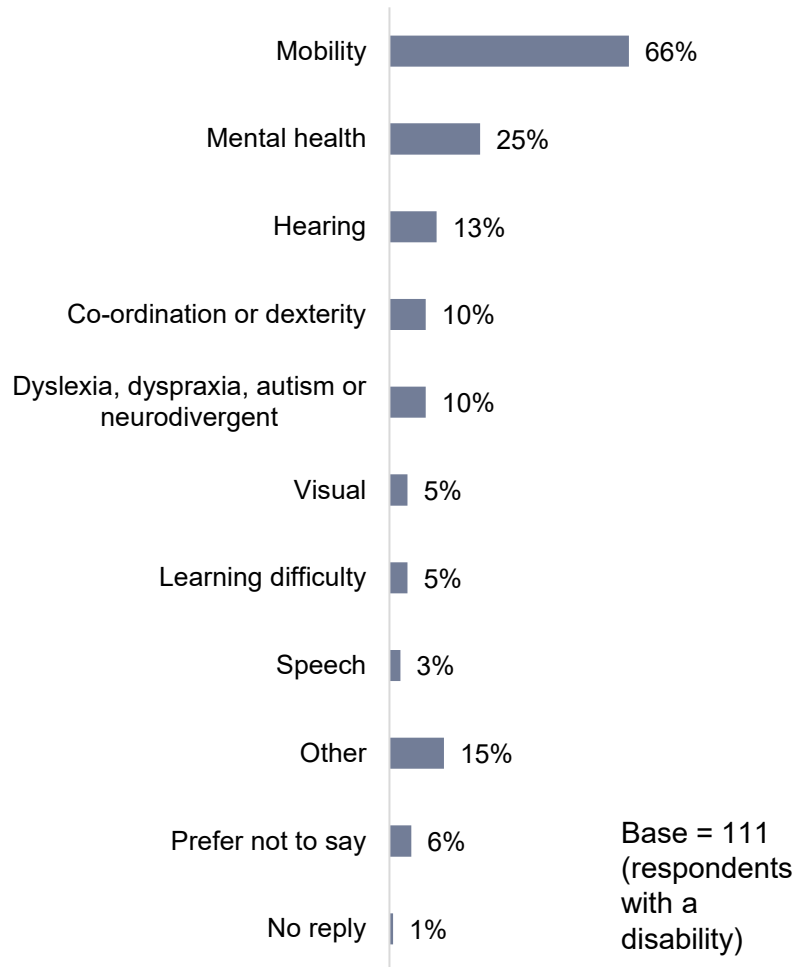
		Target	Base	
A	City Prosperity	0	32,375	0.00%
B	Prestige Positions	75	637,087	8.93%
C	Country Living	72	846,838	8.57%
D	Rural Reality	40	651,541	4.76%
E	Senior Security	71	851,324	8.45%
F	Suburban Stability	73	643,039	8.69%
G	Domestic Success	114	855,515	13.57%
H	Aspiring Homemakers	154	1,435,645	18.33%
I	Family Basics	92	1,268,824	10.95%
J	Transient Renters	38	885,768	4.52%
K	Municipal Tenants	17	419,938	2.02%
L	Vintage Value	28	581,745	3.33%
M	Modest Traditions	41	573,497	4.88%
N	Urban Cohesion	11	546,999	1.31%
O	Rental Hubs	14	631,726	1.67%
U	Unclassified	0	52	0.00%

Visiting with others



- 93% of respondents were visiting the site with other people.
- 6% of respondents visited the site on their own, 30% with other adults and 62% with children.
- Family groups most likely included children aged 5-10 (66%) with almost equal percentages of those visiting with pre-school age children and children aged 11-15 (39% and 34% respectively). Of note is that survey distribution including the half-term school holidays.
- The average adult group size was 2.8.

Disability

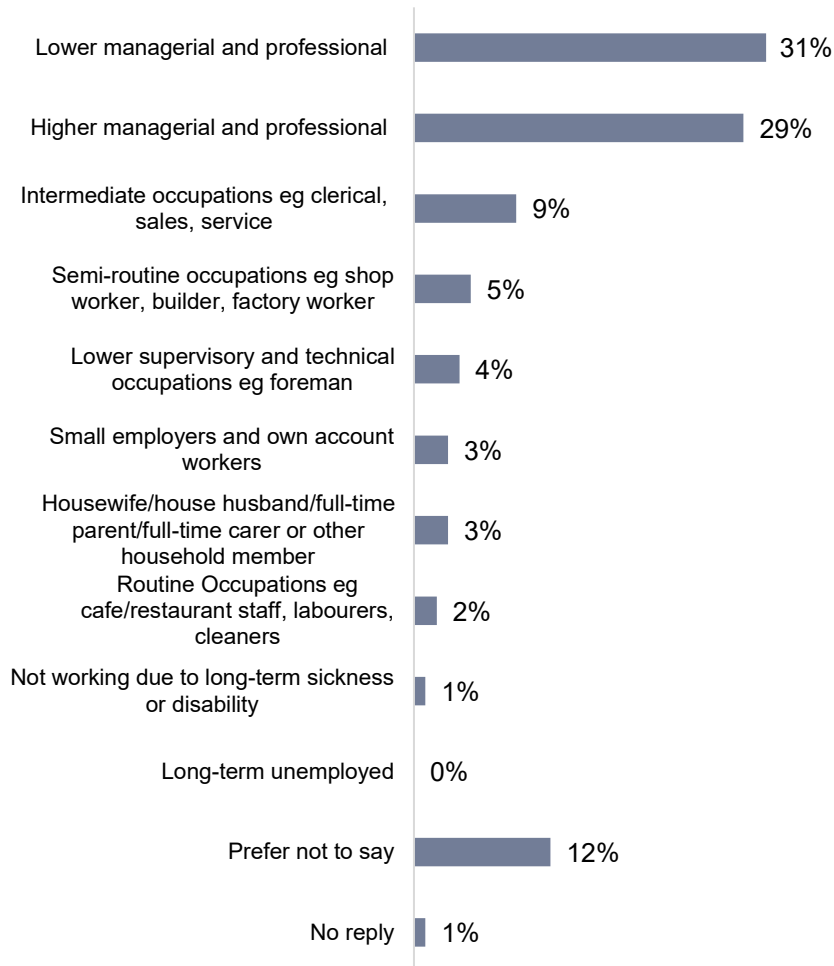


- 8% of respondents (111 attendees) reported that their day to day activities were limited because of a health problem or disability. Respondents aged 55+ were more likely than younger visitors to report a health problem and/or disability.
- Of these, two thirds had a mobility disability and a quarter of respondents (25%) selected the mental health option.

First-time/repeat visitors

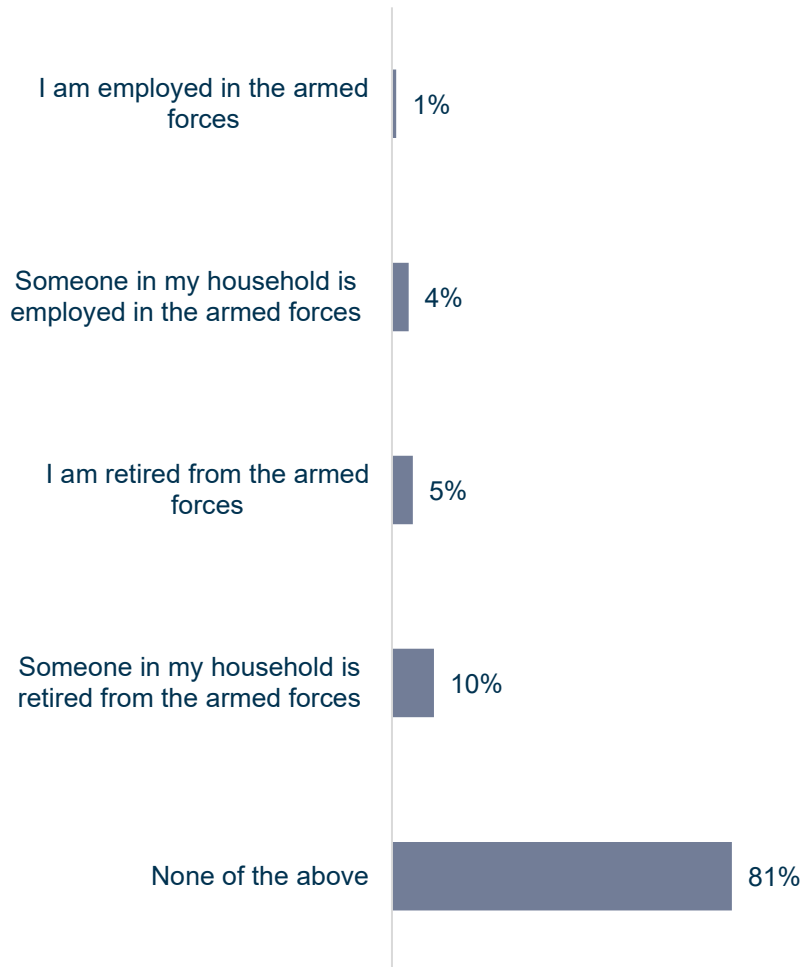
- 38% of respondents were first-time visitors to the museum and 62% were repeat visitors.
 - Of the 899 repeat visitors:
 - 23% had visited within the last year
 - 37% had visited in the past 1-3 years
 - 37% had visited over 3 years ago and
 - 2% could not recall when they had last visited
 - 29% of Shropshire residents were first-time visitors to the museum but 71% were repeat attendees. Of note is that 53% of those living elsewhere in the UK were visiting for the first time and 47% were repeat visitors to the site.
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Socio economic grouping



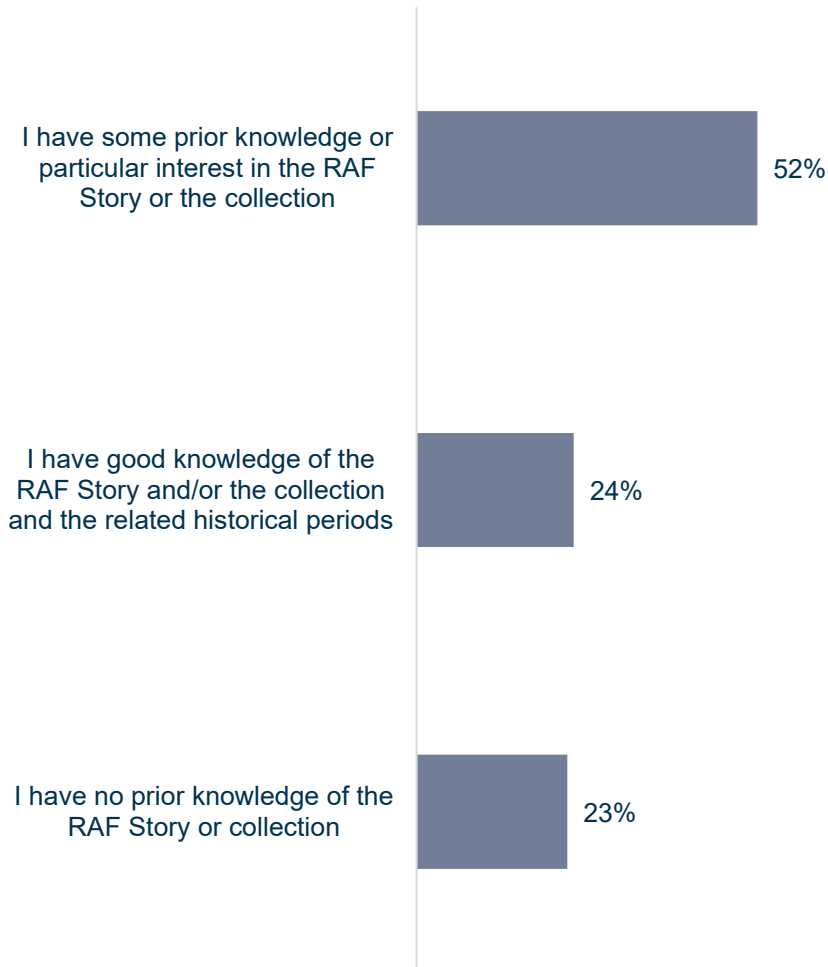
- 12% of respondents did not provide a response to this question regarding their socio economic grouping.
- Of those who did respond, 31% were in lower managerial and professional posts and 29% were in higher managerial and professional positions.

Links to Armed Forces



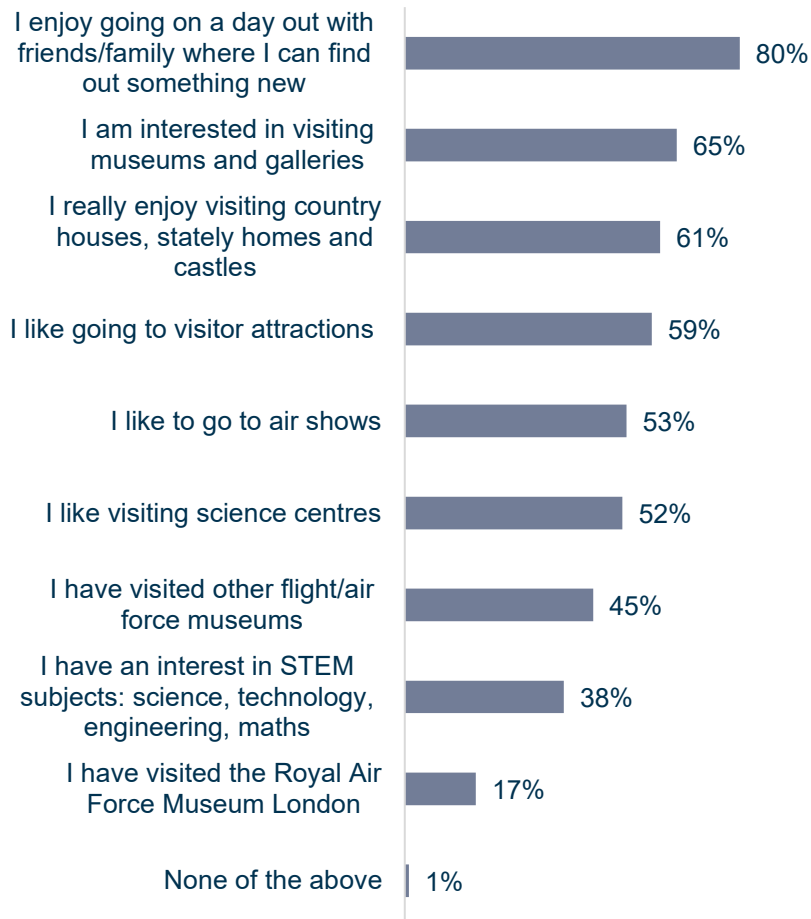
- 5% of respondents were either currently employed in the armed forces or retired.
- 10% had someone in their household currently employed in, or retired from, the armed forces.
- The majority of respondents (81%), however, had no connection to the armed forces.

Knowledge of the RAF story



- 24% of respondents considered themselves to have a good knowledge of the story, and/or the collection and the related historical periods. These respondents were most likely male (39%) and aged 55+ (35%). 30% of repeat visitors had a good knowledge in comparison with 16% of first-time visitors. 66% of those employed in the armed forces or retired from the forces considered themselves to have a good knowledge.
- Over half the respondents (52%) had some prior knowledge or particular interest in the RAF story or the collection. This included 55% of repeat visitors and 48% of first-timers.
- 23% had no prior knowledge and this was most likely respondents with no links to the armed forces and aged under 55 (30%). 36% of first-time visitors to the site had no prior knowledge in comparison with 15% of repeat visitors.

Other visit experiences



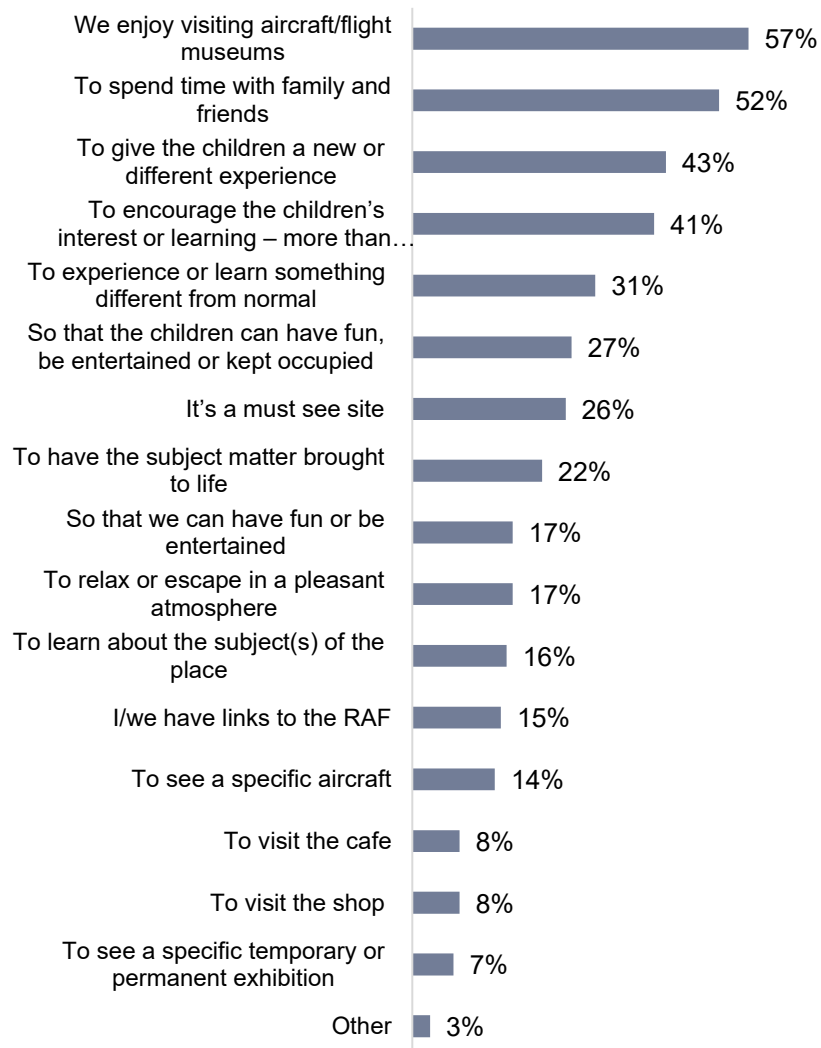
- Respondents enjoyed days out with family/friends (80%), visiting museums/galleries (65%), stately homes and castles (61%) and visitor attractions (59%).
- Flight related experiences were also enjoyed by respondents with 53% attending air shows and 45% visiting other flight/air force museums.
- Over half the respondents (52%) liked visiting science centres and 38% had an interest in STEM subjects.

Other visit experiences (2)

- Respondents visiting RAF Museum Cosford unaccompanied by children (i.e. with other adults or alone) were more likely than those accompanied by children to have visited RAF Museum London (30%), visited other flight/air force museums (65%) and attended air shows (59%).
 - Respondents accompanied by children to RAF Museum Cosford were more likely than those unaccompanied to visit science centres (54%), have an interest in STEM (40%), going on a day out with friends/family (87%) and going to visitor attractions (66%).
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Visit experience at RAF Museum Cosford

Visit motivation: all respondents



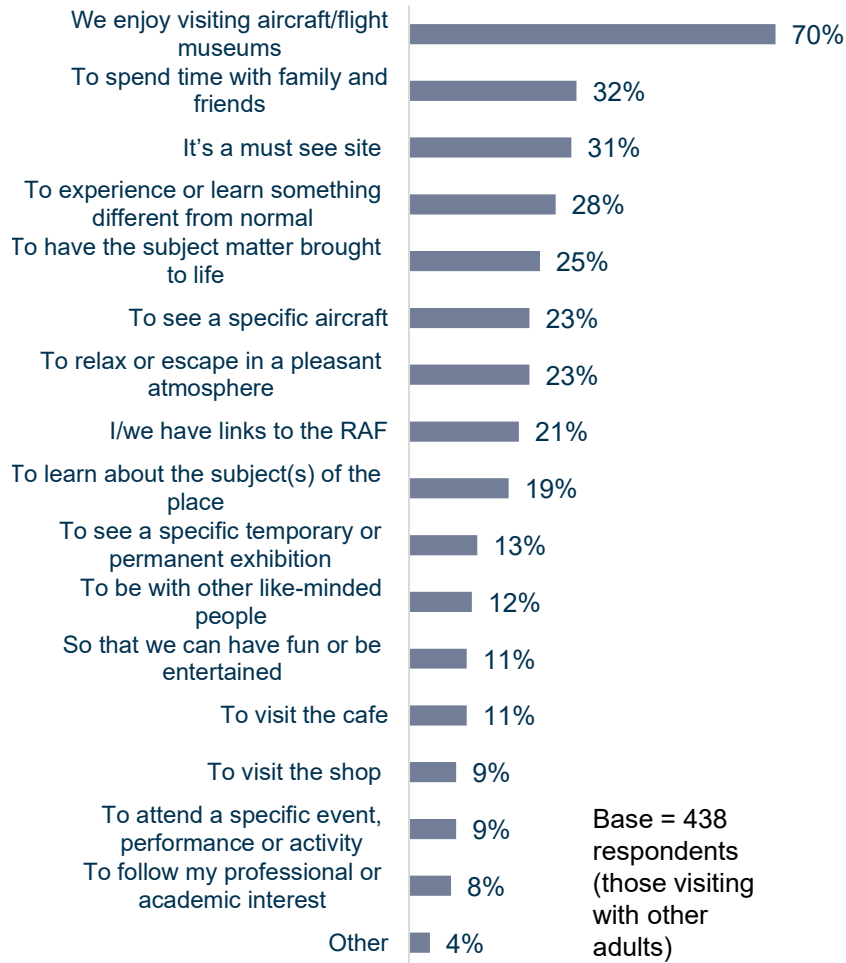
- The questionnaire featured a series of 20 pre-codes asking respondents which best described their reason/s for their visit to RAF Museum Cosford. The chart features the pre-codes selected by 7% and more of respondents.
- Respondents most likely selected '*we enjoy visiting aircraft museums*' (57%) and '*to spend time with family and friends*' (52%).

Visit motivation: families



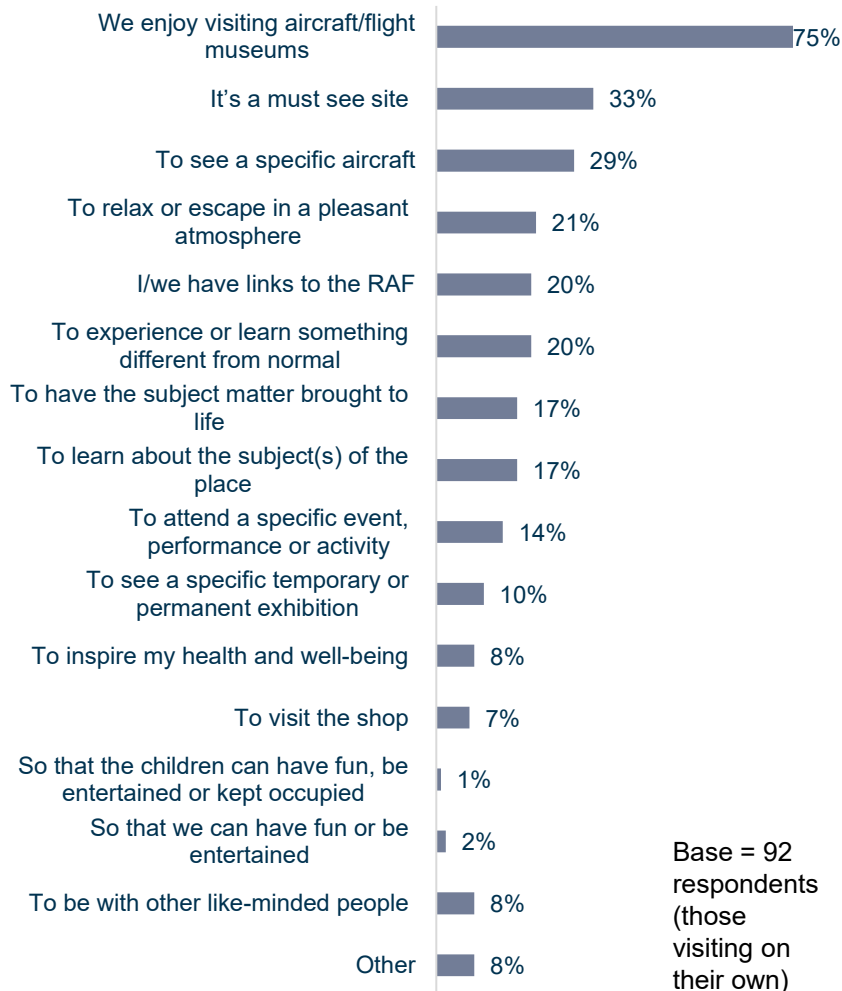
- This chart features the top ten reason/s for families visiting RAF Museum Cosford.
- Over two thirds of respondents (67%) with children selected '*to spend time with family and friends*'.
- The findings indicate that respondents were seeking a new experience for their children but also one which provided learning and social outcomes.

Visit motivation: adult groups



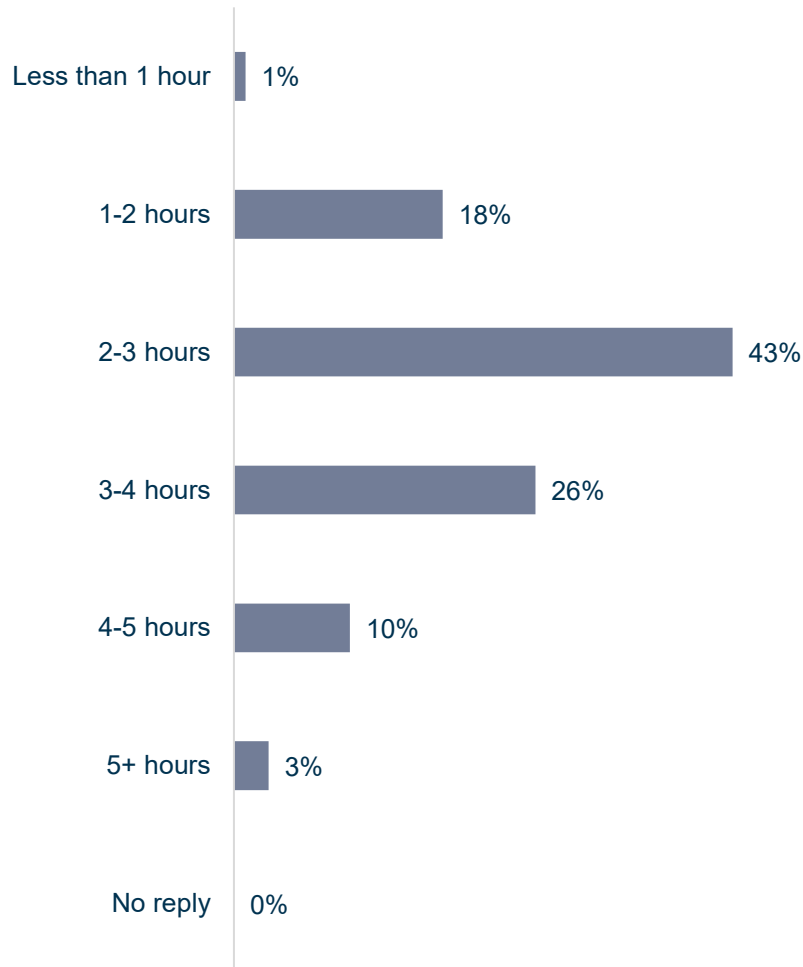
- Respondents visiting with other adults were most likely to select their enjoyment of visiting aircraft/flight museums as a reason for visiting RAF Museum Cosford.
- These respondents were more likely than families to be visiting to see a specific aircraft (23%) and to have links to the RAF (21%).

Visit motivation: solo attendees



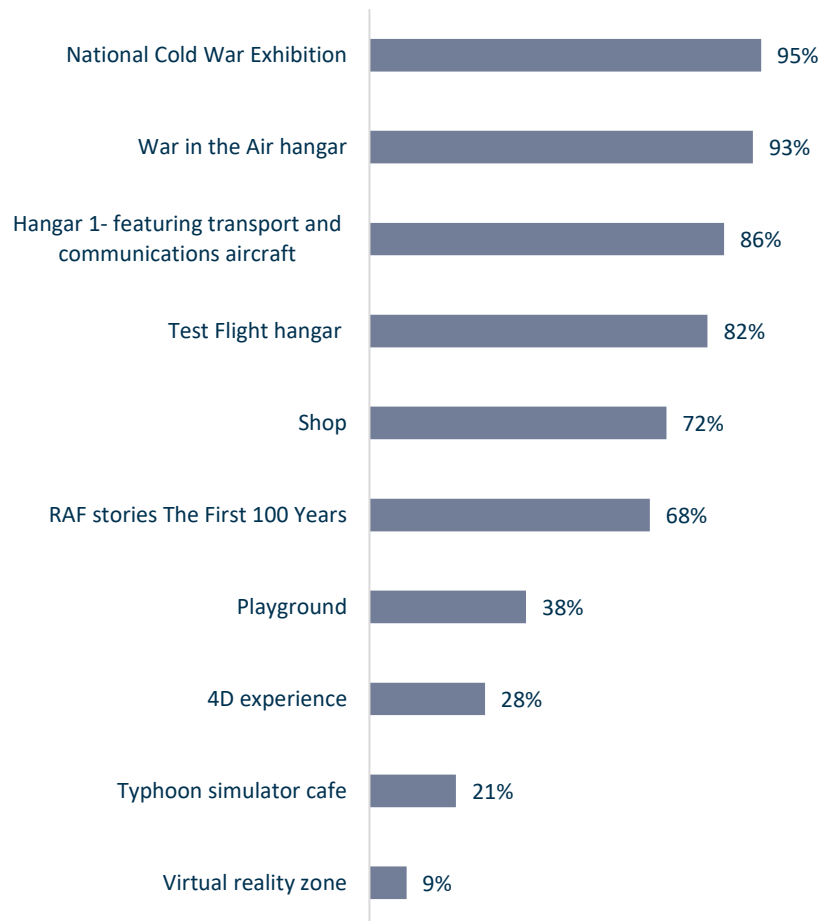
- 92 respondents were visiting the site on their own.
- Three quarters of solo attendees (75%) enjoyed visiting aircraft/flight museums and this was the reason for their visit to RAF Museum Cosford.
- These respondents also cited the museum as a must-see site (33%).

Dwell time



- Respondents had most likely spent 2+ hours at RAF Museum Cosford with 43% spending 2-3 hours.
- The site clearly offers something for all visitors. 38% of respondents visiting with other adults spent 3+ hours on site along with 35% of respondents visiting with children and 30% of those visiting alone.
- 43% of respondents visiting for the first-time spent 3+ hours on site along with 35% of repeat visitors.

Areas visited during visit



- The three most popular areas of the site were the National Cold War Exhibition (visited by 95% of respondents), the War in the Air hangar (93%) and Hangar 1 (86%).
- Those visiting with children were more likely than those visiting alone or with other adults to have visited the playground (59%), the café (23%) and the shop (75%). Family groups were also more likely than others to have visited the 4D experience (36%) in comparison with adult groups (16%) and solo visitors (7%).

What respondents enjoyed most about their visit

874 respondents provided feedback to an open-ended question asking what they most enjoyed about their visit. Key themes to emerge were:

- Access and proximity to a variety of planes and exhibits, including viewing platforms (27% of the 874 respondents)
- Everything/all that the museum offers (15%)
- The Cold War exhibition (15%)
- The interpretation providing information about content (13%)
- Engaging with staff and volunteers who share their knowledge/provide tours (9%)
- A family day out/suitable for all the family (7%)
- The 4D experience (7%)
- The playground/play area (7%)
- The layout and presentation of exhibits and spaces (5%)
- Seeing WWII planes/learning about WWII (4%)

What respondents enjoyed most about their visit

‘Seeing aircraft that I hadn’t previously seen, eg Avro York, some of the development/ trial aircraft; plus aircraft that I had last seen 55+ years ago such as the Belfast & Argosy, both of which I saw on the apron at RAF Khomaksar.’

‘The atmosphere of being in close proximity to such wonderful machines.’

‘It was laid out very well and you get close to the exhibits, also the staff were very friendly and helpful.’

‘Love the variety and range of incredible air crafts.’

‘Seeing such a great collection of aircraft up close, and such a breadth of exhibits too.’

What respondents enjoyed most about their visit

'Absolutely everything we really had a fantastic day and enjoyed the whole experience all 7 of us loved it . And will be returning very soon to do things we missed . Even brought a superb Bomber T shirt and cup and model planes.'

'All of it the children really enjoyed the experience and were interested in all elements of history. Seeing aircraft real time was inspirational to them just on the sheer scale and size of them. It made thing more real to them.'

Everything about our great history and to see the many aircraft and information about our past conflicts. The museum is a wonderful experience.

'Everything, brilliant place no matter how many times you visit you'll learn something new.'

'The whole experience was very entertaining. My 2 autistic grandsons found everything amazing because they could see real life sized aircraft and read stories of the wars.'

'The 4D was super fun for the grandchildren but the whole site was a great experience.'

What respondents enjoyed most about their visit

'The spacious relaxed atmosphere, space to move around exhibits, the closeness of exhibits so they can be seen clearly. The videos are very good and the children loved the 4D, VR, Typhoon simulator and playground. These are excellent distractions to intersperse with the exhibits the parents like, but are not as interesting for the children. Liked all the WW2 POW info.'

'All the exhibits were well maintained, there were friendly staff who were happy to give an insight to the exhibits for those who wanted extra details to what is given on the signage throughout the museum. There were lots of different aircraft to view.'

'Entry fee was free. If this was paid entry like £40 for a family I would be very happy to pay that for entry my family enjoyed the visit.'

What respondents enjoyed most about their visit

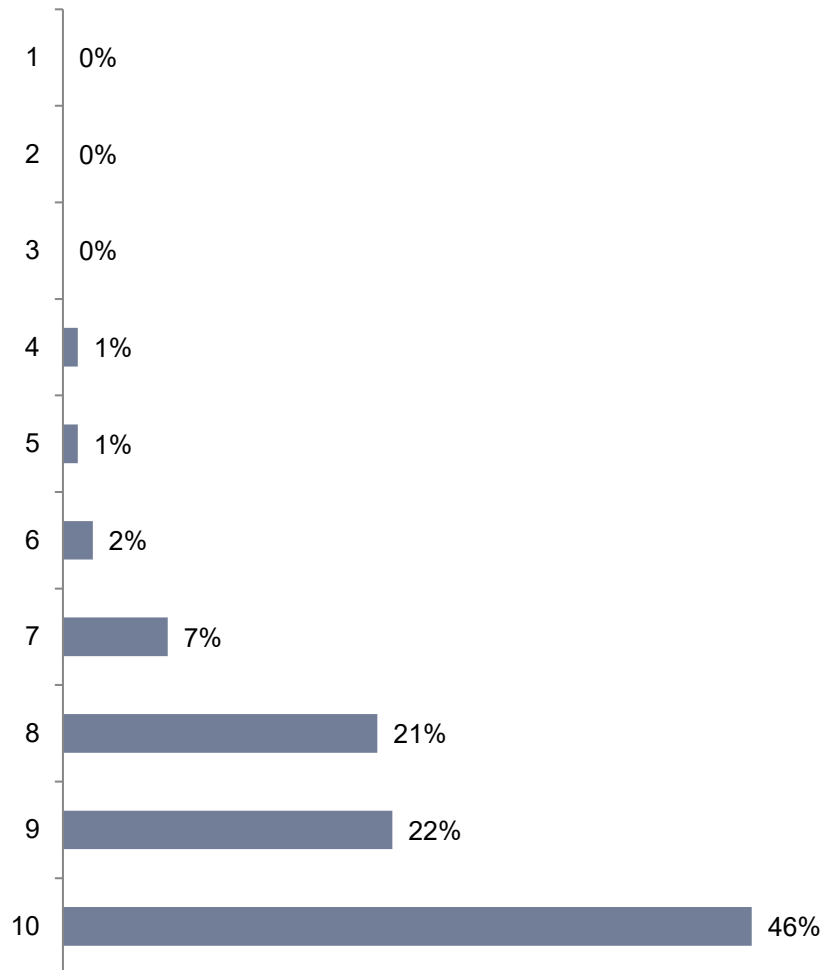
‘Enjoyed the whole experience, amazing to see the aircraft and vehicles. It was very humbling reading personal stories of pilots from the past.’

‘It was a very good experience. Lovely staff very clean everywhere with great facilities. Was hard to read all the information with small children but we already know we’ll be back again soon. The kids play area was also very good.’

‘Very well kept and supervised, great that it is free for families who are hard pressed financially. Making it free benefits those that are on a tight budget and if you do have money to spend the cafe and shop are good places to do so.’

‘The range of displays, the welcoming attitude of staff and the balanced views in the various displays eg really appreciated the anti-war display with Vietnam protests and Greenham Common protests.’

Overall enjoyment



- The majority of respondents (89%) rated their overall enjoyment between 8-10 out of 10. This equates to a mean score of 9.0 out of 10.
- Mean scores were high across all visitors (families 8.9, adults 9.1 and solo visitors 8.8).
- First-time and repeat visitors enjoyment was equal at 9.0 out of 10.
- The mean scores for overall enjoyment increased with amount of time spent on site from 6.3 for those who had spent less than an hour at the museum to 9.2 for those whose visit lasted 3-4 hours and 5+ hours.

Improving visit experience

773 respondents provided feedback on how their visit experience could have been improved with 13% of these respondents using the opportunity to provide positive feedback on their experience.

‘Everything about the place is perfect, it’s clean and tidy, enough to do and see and the staff are friendly and knowledgeable.’

‘Put simply it couldn’t. My son is autistic and was worried about the 4D experience although he wanted to try it and your staff there were reassuring and amazing. It was clean, well organised, fun and knowledgeable staff which makes a difference.’

‘Really well run with a brilliant range of planes and relevant items.’

Improving visit experience

The key themes to emerge from analysis of the open-ended feedback to this question were:

- Greater access to planes ie seeing inside planes, access to cockpits, platforms providing a view to see inside planes, and access around planes (18% of respondents)
- Disappointment that some elements of the visit/site were closed. Some respondents cited Covid restrictions and bad weather as potential reasons for this (11%)
- A request for more interactive opportunities for children (11%) and interaction more generally (4%)
- 9% respondents expressed disappointment with the café (service, not enough for children and menu)
- More interpretation surrounding content (5%)
- More content/planes (5%)
- A need for better signage/orientation (2%)
- ~~Activities including trails/quiz sheets for children (2%)~~

Improving visit experience

'To be able to go inside some of the aircraft to comprehend how the airmen might feel.'

'Being able to see around some of the larger aircraft like the Vulcan, Victor or Lincoln, but I suppose Covid puts a stop to that, but more walkways so you can look down the aircraft would have, no pun intended, elevated the experience.'

'More access into planes and cockpits, the small few that had steps up to them were all closed off. More examples like the bomber with the steps up to the glass screen so you could see inside.'

'More attractions where you can sit in something. We sat in the jet and children loved it but there was only 1 thing they could go in.'

Improving visit experience

'I would have liked to see more interactive presentations for younger children as reading about pilots and all of that stuff is fine for adults but can be a bit boring for children. Some of it was very dated and could be brought a bit more up to date. Have a more tactile experience would have been nice for early aircraft with really thin wing skins having examples to touch would provide better explanations to younger children and make them understand better. A lot of the exhibits were geared towards adults and I spent a lot of time explaining to my children and it would have been nice to have explanations more child friendly.'

'Some more interactive activities for the children would be amazing. A trail or something to follow to make sure they really engage with each part of the museum.'

'Need more interactive things for kids to do. So many aircraft and couldn't go in a single one! The bigger transport planes you could open up the back, have people walk through and exit via steps up front.'

'I am so disappointed that there used to be a section where children can learn about aerodynamics and physics through interactive activities and it is no more. My children used to enjoy that and my friend's little daughter felt so bored as a result.'

Improving visit experience

'It was very busy in the restaurant and very limited sandwich choices/soup choices.'

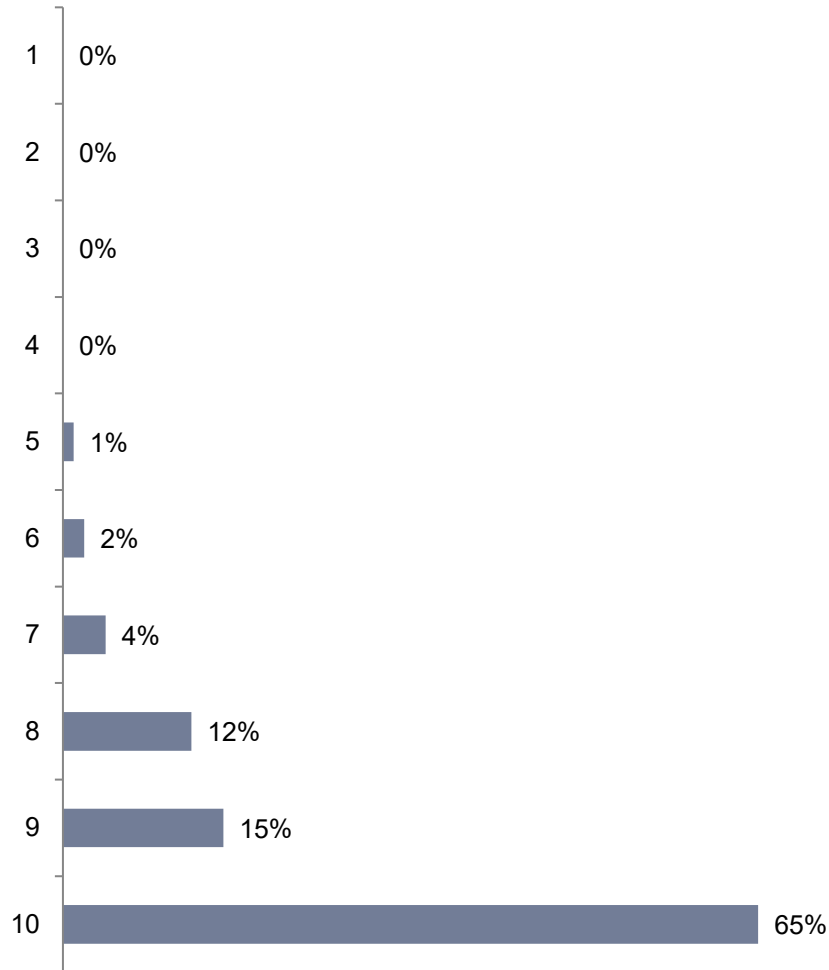
'Cafe was disappointing in some respects. Cakes were stale, scones expensive when compared with other outlets.'

'Fresher food in the cafe, we all had different cakes and they were all dry and stale. It was a shame.'

'Think the food selection in the cafe is poor, particularly for those with dairy intolerance.'

'The only downside was that we waited half an hour for lunch. Quite a long time with young children getting restless.'

Value for money



- Value for money was rated very highly by respondents with 65% awarding it a 10 which was categorised as excellent.
- When analysed as mean scores, the overall mean score is 9.2 out of 10 for value for money.
 - First-time visitors rated vfm as 9.3 out of 10 and repeat visitors 9.2
 - Family visitors rated vfm as 9.2 out of 10, adult groups 9.5 and solo visitors 9.0

Improved knowledge (1)

71% of respondents said that their knowledge of the RAF had improved as a result of their visit to the museum.

- 73% of respondents visiting with children had improved their knowledge, 71% of respondents visiting with other adults and 58% of those visiting alone.
 - 76% of first-time visitors had improved their knowledge and 68% of repeat visitors.
 - Knowledge increased with dwell time. 22% of those who spent less than an hour on site had improved their knowledge in comparison with 76% who had spent 4-5 hours at the museum.
 - 70% of respondents who had no prior knowledge of the RAF story or collection had increased knowledge as a result of their visit.
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Improved knowledge (2)

An open-ended question asked respondents who stated that their knowledge had increased what they had found out during their time at the museum. 561 respondents provided an answer and analysis of their responses identified the following themes:

- Information relating to the Cold War (mentioned by 14% respondents)
 - Specifics about an airplane or aircraft in general (14%)
 - The role of the RAF including when founded, where they have been involved in active service, where located, etc (13%)
 - Engines/plane development/prototypes (13%)
 - A general knowledge (with no specific fact mentioned) was mentioned by 12% of respondents
 - The individual stories of pilots, airmen and women's role in the RAF/WRAF (9%)
 - The range of planes used by the RAF (9%)
-

Improved knowledge (3)

‘After speaking with one of your volunteers, we gained a lot more information about some of the planes in the test flight area. It was also very interesting to experience the history of RAF Cosford and its origins.’

‘I didn't have a clue about the number of different planes etc used in previous conflicts and given the current situation in Ukraine it makes you stop and think about previous conflicts and the cold war history.’

‘Being able to get up close to look at the engineering and construction of the aircrafts had helped me understand the skills involved and appreciate the design of the crafts in detail.’

‘Found the East vs West info walls very interesting and learning about some of the conflicts since WW2, such as Vietnam, Sri-Lanka, etc in the Cold War exhibition.’

Improved knowledge (4)

'I had no idea the varied types of aircraft involved around the world in wars but also humanitarian missions. The size of the aircraft is unreal! I didn't know how the First World War started, I do now! Rotary engines are amazing! I now understand why the very early aircraft that were mounted with machine guns don't shred the prop when firing. Missiles can be huge! And not every aircraft built was a success!!!'

'The limitations and risks pilots took in WW1. The history of the RAF during WW2. How close we came to nuclear war and the role the RAF would play in it. The scale of the size of the V bombers.'

'I learned lots of interesting facts about planes and read a lot about the Cold War. I also loved the sections about different pilots and reading their personal stories.'

Improved knowledge (5)

'Although I come from a RAF family background, spanning 80 yrs, there was lots to learn that I didn't know.'

'It was interesting to see how big or small the aircraft were More about the Cuban Missile Crisis in detail as opposed to being told "the world held its breath..." and also the Cold War why Warsaw was specifically chosen as the location for the Warsaw Pact Interesting snippets about spies.'

'I have a very good knowledge of the aircraft but my knowledge of the ins and outs of the RAF's involvement in the cold war was poor. I know have a basic knowledge and will be seeking to improve that through some research.'

Conclusions

Conclusions

- This report presents the findings from data captured from visitors who attended RAF Museum Cosford during February-March 2022. The methodology adopted worked well and we are very grateful to the client for their efficiency in distributing the survey as soon as visitors had attended the museum.
 - The profile of respondents highlights that the museum offers something for all group types – families, adult groups and solo visitors. The high level of repeat visitors also indicates that the museum has appeal extending across more than one visit.
 - Open-ended feedback from respondents highlights that the museum has multigenerational appeal, offering something different for children at different age stages which grandparents and grandchildren can enjoy together.
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Conclusions (2)

- The profile of respondents indicates a lack of different ethnicities in an area, ie West Midlands, where diversity is significant. Our research on behalf of other clients has indicated that some ethnicities may not feel that history relating to the armed forces is relevant to them. The opportunity exists, therefore, for RAF Museum Cosford to include people of colour in its stories and marketing.
 - Of note, however, is that analysis of the postcodes identifies that the RAF Museum Cosford has appeal to family groups who are less well-off and there is an opportunity for the museum to build on this to ensure its visitor profile is as economically diverse as possible.
 - Whilst respondents clearly learned something new whilst at the museum, parents were keen that there were more interactive opportunities and activities for children. This both keeps them engaged but presents opportunities to find out something new in a fun, hands-on way.
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Conclusions (3)

- The staff and volunteers were mentioned repeatedly by respondents for their friendliness and helpfulness as well as their knowledge which they were keen to share. They are clearly an asset to the museum in terms of providing a welcome and a means of interpreting the site for visitors.
 - Overall satisfaction ratings are very high across all visitor types and this is also the case with value for money. In terms of facilities, respondents were most likely to provide negative feedback about the café than any other aspect of their visit experience. Respondents were also really keen to see inside/get into cockpits to gain greater understanding of what it was like to fly the planes displayed at RAF Museum Cosford.
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Conclusions (4)

- The West Midlands boasts a number of free admission attractions. However, those which attract most visitors are situated in urban areas. Birmingham has the top 3 free attractions in the West Midlands with MAC Birmingham (993,000), Birmingham Museum and Art Galleries (644,000) and IKON GALLERY (175,000). RAF Cosford is the most visited free attraction in a rural area. The next most visited free attraction in a rural area is the National Memorial Arboretum (310,000) in Lichfield Staffordshire.
 - There are two other free attractions in Shropshire but these are much smaller scale, e.g. Much Wenlock Museum and Visitor Centre (19,000) and the other 2 are religious sites.
 - Birmingham demonstrates the potential market for free admission visitor attractions and Cosford has the potential to access a greater proportion of that market.
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Appendix

Mosaic Segment Information

Aspiring Homemakers (1)

- Aspiring Homemakers are typically younger families, couples who are yet to have children, and singles in their 20s and 30s. A good number are setting up homes for the first time. Couples can be married or more likely co-habiting, and where there are children they are usually of nursery or primary school age.
 - Homes are likely to be semi-detached and terraced properties, modest in size but with three bedrooms and mostly owned; three-quarters of Aspiring Homemakers are in the process of buying their house with a mortgage.
 - Most Aspiring Homemakers are driven by affordability when it comes to choosing where to live. They select either modest priced housing on newer estates, larger homes in better value suburbs that give them more space, or the least expensive homes in popular suburbs.
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Aspiring Homemakers (2)

- The majority of Aspiring Homemakers are in full-time employment with a few part-time workers. The starter salaries they earn mean that most can manage their household budgets, but outgoings can be high so they appreciate the benefits of buying and selling on auction sites. Unsecured loans can help with larger purchases.
 - They own smartphones, are keen social networkers, manage their bank accounts online and download a large number of apps.
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Domestic Success (1)

- Families in Domestic Success are headed by couples typically aged in their late 30s and 40s, many of whom have school age children. Parents in this group are the most likely to have a degree and may have delayed having children until their careers were established.
 - They now live in good-sized three or four bedroom detached properties, owned with a considerable mortgage outstanding. Their lives are now settled and they have very comfortable standards of living. These are homes they can expect to stay in while their children grow up.
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Domestic Success (2)

- Company car ownership is high, a benefit of working for well-known organisations or professional firms in sectors such as finance, property, information technology and professional services.
 - Domestic Success are frequent internet users. As well as being constantly connected for work, they enjoy the time-saving convenience of banking, shopping and managing bills online. They love owning the latest technology and, in addition to smartphones, they are the most likely group to own tablets.
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Family Basics (1)

- Typically aged in their 30s and 40s, Family Basics consists of families with school age children, whose finances can be overstretched due to limited opportunities, low incomes and the costs of raising their children. In addition to younger children, some families also continue to support their adult offspring. While many households are headed by a couple providing two incomes, a small proportion are lone parent households.
 - Homes are typically low value and may be located on estates or in pockets of low cost housing in the suburbs of large cities and towns. They are usually three bedroom terraced or semi-detached houses, often dating from between the wars or from the 1950s and 1960s. Most people have lived in the area for many years.
 - A proportion of the working families have pushed themselves to buy their low cost homes, but more than half rent their home from social landlords.
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Family Basics (2)

- Limited qualifications mean that people can struggle to compete in the jobs market, and rates of unemployment are above average. Employment is often in low wage routine and semi-routine jobs. As a result many families have the support of tax credits, but significant levels of financial stress still exist.
 - Families will take budget holidays to give the children an opportunity of getting away. Red top newspapers are popular sources of information.
 - They send a large number of texts every day and are keen social networkers.
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