



Southampton City Statistics & Research

April
2007

This is a summary of the key statistics on Southampton, and recently completed research by Southampton City Council, further information is available at

Telephone: 023 8083 3406

E-Mail: statistics@southampton.gov.uk

Website: <http://www.southampton.gov.uk/thecouncil/thecity/research/default.asp#0>

Statistics

- **Unemployment:** 3,570 people were claiming Job Seekers Allowance in March, a rise of 16 on the previous month. For details see page 2
- **Property Prices:** Average house price is £167,776. An increase of 6% on the same month 1 year previously. See page 2 for details
- **Employees:** the number of jobs in Southampton is now 120,305 an increase of 3,534 since 2004.

Research Projects

Outline of recently completed projects.... for more information please see page 3

Action Line Survey

- There has been a increase in the number of peoples calling Action Line to make a complaint
- The age profile of those people calling Action Line is older the City's population as a whole

Waste Collection and Recycling

- Three types of people emerged: Those who think recycling is vital; Those who think it is important but don't do it; Those who do not see the point.
- Recycling information needs to be highly visual reference material

Property Agents

- This survey is a repeat of the 2005 telephone survey of 300 key contacts for inward investment, primarily property agents.
- Docks/ports/close to docks/ports remains the most mentioned strength of the city
- Lack of available sites/properties/office space is seen as the city's biggest weakness.

Key Statistics

		January 2007	February 2007	March 2007	Change Jan - March
Claimant Rate (% claiming JSA)	Southampton	2.3	2.4	2.4	0.1
	South East	1.6	1.7	1.6	0.0
	England	2.6	2.6	2.5	-0.1

Source: % of working age population who are claiming jobs seekers allowance, ONS, April 2007

		December 2005	March 2006	June 2006	Change Dec 05 – June 06
Economic Activity Rate	Southampton	74.7	74.5	74.7	0
	South East	82.2	82.3	82.1	-0.1
	England	78.4	78.7	78.5	0.1

Source: % of working age population economically active, Annual Population Survey, ONS

		December 2006	January 2007	February 2007	Change Jan-Feb
Average House Prices	Southampton	152,781	153,180	167,776	0.5%
	South East	213,773	215,968	236,915	-0.2%
	England	173,385	175,405	199,184	-0.3%

Source: HM Land Registry, April 2007

House Prices by type- February 2007	Detached	Semi-Detached	Terraced	Flat/Maisonette	Overall
Southampton	249,005	177,317	157,702	136,681	167,776
South East	382,696	222,085	184,071	155,727	236,915
England and Wales	300,349	180,170	158,493	185,703	199,184

Source: HM Land Registry, April 2007

	SIC*	Industry	Percent of total employees			
			2002	2003	2004	2005
Annual Business Inquiry	ABC	Agriculture, Fishing & Mining	0.1	0	0	0.1
	DE	Manufacturing & Utilities	8	6.7	6.6	5.9
	F	Construction	4.1	3.9	4	4.7
	G	Wholesale & Retail	18.1	18.5	16.7	16.2
	H	Hotels and Restaurants	5.9	5.5	6.3	5.6
	I	Transport & Communications	8.1	6.5	7.1	7
	J	Finance & Insurance	6.6	6.8	6	5.7
	K	Property & Other Business	16.9	17.2	18.2	19
	LO	Public Admin & Community	8.7	8.9	8.1	8.6
	MN	Education & Health	23.5	25.9	27.1	27.2
		Total number of employees	117,374	111,324	116,769	120,305

Source: Annual Business Inquiry 2005, ONS *SIC = Standard Industrial Classification 2003

Research Projects

Research results referred to below can be found on our website:

<http://www.southampton.gov.uk/thecouncil/thecity/research/mrresults.asp#0> .

Some summaries and reports may not be available externally. For more general information on market research, or survey methodology please contact Karen Tews, karen.tews@southampton.gov.uk

Recently Completed Research

Lifestyle/Health Survey *Contact David Shields, dave.shields@southampton.gov.uk*

A Portsmouth PCT led survey of residents to measure and explore attitudes and behaviour regarding healthy lifestyles. Southampton PCT and Health and Social Care jointly funded a Southampton sample. A draft report, written by external authors, is currently being considered by the PCT.

Staff Travel survey *Contact Jon Huggett, Jon.Huggett@southampton.gov.uk*

An online and paper staff questionnaire, measuring methods of transport to work, awareness and perceptions of the various travel initiatives and how these have affected method of travel. 1,701 replies were received. A summary of the results is now available.

Anti-bullying survey *Contact Anne Beavill, anne.beavill@southampton.gov.uk*

An online survey was carried out among pupils, parents, and schools during Anti-bullying week in November. 2,149 pupil replies were received across all schools. For 13 of the city's schools the sample was large enough to enable analysis by school, compared to the total. Go ahead has just been given to carry out this analysis.

Gateway customer survey *Contact: Mandy Worner mandy.worner@southampton.gov.uk*

Market Research interviewers surveyed Gateway users on site w/c 15th and 22nd January. This was a repeat of the 2006 and 2005 surveys, to measure changes in satisfaction among Gateway users.

- Satisfaction ratings for every attribute either stayed static or else improved since 2006, with 4 attributes achieving higher ratings even than in October 2004, shortly after opening.

Action Line survey *Contact: Mandy Worner, mandy.worner@southampton.gov.uk*

During February MSS Research carried out telephone interviews with Action Line callers who had previously agreed to take part in the market research. This was a repeat of the 2006 user satisfaction survey – to measure changes.

- The proportion of respondents giving their main reason for calling Action Line as 'To make a complaint' has risen

- There has been a small decline in the rating of level of service from Action Line and also in level of service from the relevant department concerned.
- The age profile of people phoning Action Line remains much older than the city's overall population.

Volunteering and Citizen Participation survey/ Neighbourhood Agenda

Contact: Vanessa Shahani, Vanessa.shahani@southampton.gov.uk

Telephone interviews took place with Southampton citizens from 9th to 25th January. This was a repeat of the 2006 survey, measuring levels of volunteering and civil participation across the city. The survey was used to set benchmarks and measure performance on several indicators. This year it is also incorporating some questions on local democracy, enabling a follow up stage of research to help inform the Neighbourhood Agenda.

- The level of formal volunteering in the city remained static. This was quite encouraging as 2006 was the year of the volunteer.
- The overall level of 'civic participation' (e.g. signing a petition, attending a demonstration etc) rose since 2006

Property Agents

Contact: Jeff Walters, jeff.walters@southampton.gov.uk

This survey is a repeat of the 2005 telephone survey of 300 key contacts for inward investment, primarily property agents. The February survey measured changes in their perceptions of Southampton as a location for business investment.

- Docks/ports/close to docks/ports remains the most mentioned strength of the city
- Lack of available sites/properties/office space is seen as the city's biggest weakness
- For each of the positive image statements ratings were either slightly higher or equal to mean scores in 2005 - suggesting a perceived improved image of Southampton.

Waste Collection and Recycling

Gale Williams gale.williams@southampton.gov.uk

In February five focus groups were held with Southampton citizens responsible for sorting out their household's waste and recycling. The groups discussed their opinions of the waste collection and recycling service, awareness and thoughts on communication and views on various schemes in use elsewhere, e.g. fines, chips in bins etc.

- 3 customer segments were identified: those who see it as VITAL to recycle, those who saw it as important – but in reality did not always do it and those who did not see the point in recycling.
- To encourage recycling it has to be made as easy as possible – any problems or confusion tends to put people off. Niggles included: residents not getting their own bin back, the door on the bottle bank not being very user-friendly, confusion over which items can go in recycling bin (e.g. yogurt pots)
- The calendar was well liked and the most used piece of communication. Respondents shied away from literature with too much writing. Pictures of what can be recycled and of what they are turned into were popular.

Childcare Needs of Hard to Reach Groups

Contact: Sarah Davey, sarah.davey@southampton.gov.uk

This research continues on from a general parent survey investigating childcare needs carried out in 2006 and then followed by focus groups with BME parents and those with children with special needs. These focus groups were to explore the specific needs of 3 more identified hard to reach groups: gay, lesbian and transgender parents. The findings are currently being analysed and will be presented by the end of April.

Current and Future Research

Mandatory Best Value surveys.

Contact: Karen Tews karen.tews@southampton.gov.uk

Results of the Benefits survey - the final statutory Best Value survey to be completed – are currently being analysed by BMG Research, with a presentation of results planned for early May. The final report for the Best Value General survey is now available.

Childcare Parents survey Contact: Pat Hoyes, pat.hoyes@southampton.gov.uk

Tenders are currently being considered for carrying out a survey of parents, to measure the demand for and satisfaction with childcare in the city. The survey is to meet our duty to assess the sufficiency of childcare provision in our area as defined in Section 11 of the Childcare Act 2006.

Fear of Crime Contact: Roger Honey, roger.honey@southampton.gov.uk

Discussions are underway with the Crime Disorder Reduction Partnership regarding possible contributions to a 2007 Fear of Crime survey and development of a questionnaire in keeping with the Local Area Agreement. The last survey was carried out in 2004.

Neighbourhood Agenda Contact: Jane Richards jane.richards@southampton.gov.uk

From 23rd April to mid-May telephone depth interviews will be carried out with respondents who have indicated a desire to be more involved in civic participation or a desire for more communication from the council. The qualitative research will explore exactly what level and type of involvement people are looking for and what their preferred forms of communication are in order to inform the Neighbourhood agenda.

TIC survey Contact: David Wood, david.wood@southampton.gov.uk

At the end of May students and staff will be carrying out customer satisfaction surveys with visitors to the TIC. The questionnaire is currently being finalised.

The majority of past market research findings are on Southampton Online.