



## Southampton City Statistics & Research

July  
2007

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

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

### Statistics

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- **House Building:** 1,267 new residential properties were completed in Southampton during 2006/07, the highest number for at least 15 years. 94% of these properties were flats.
- **Unemployment:** 3,407 people or 2.3% of the population were claiming Job Seekers Allowance in May, a fall of 139 on the previous month. For details see page 2
- **Population:** Latest population forecasts from Hampshire County Council suggest the City's population will increase by 4,200 (approx. 2%) between 2006 and 2013. With high increases amongst the 65-74 age group and the 85+ age group. See page 2 for details.

### Research Projects

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

- **Anti-bullying Survey:** 2,272 pupils completed an online survey, of which 42% of pupils had been bullied in the last year
- **Tourist Information Centre -- Customer Satisfaction Survey:** Satisfaction with customer service was high, but many visitors had to ask directions to find the TIC
- **Neighbourhood Involvement Survey** – Those who had previously expressed an interest in becoming more involved in their local area were more hesitant when presented options on how to get involved. Most people simply wanted to know how to get involved when an issue affected their immediate locality.

## Statistics

		March 2007	April 2007	May 2007	Change March to May
<b>Claimant Rate</b> (% claiming Job Seekers Allowance)	Southampton	2.4	2.4	<b>2.3</b>	<b>0.1</b>
	South East	1.6	1.6	<b>1.5</b>	<b>-0.1</b>
	England	2.5	2.5	<b>2.4</b>	<b>-0.1</b>

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

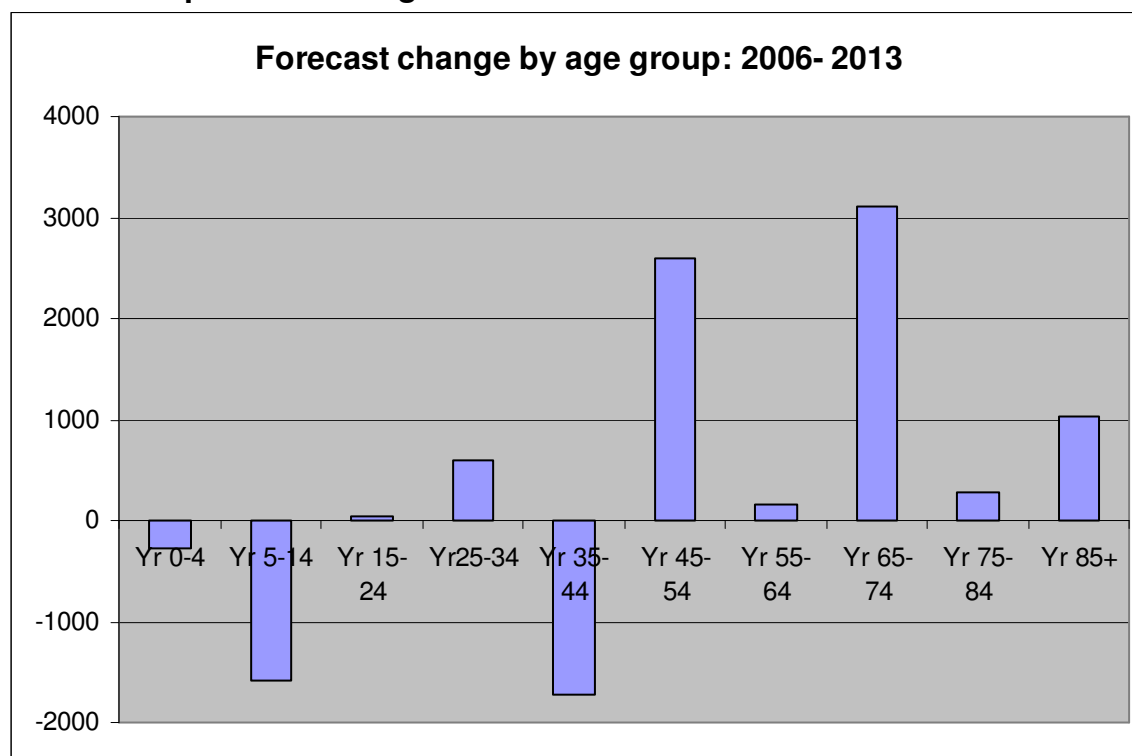
		2003-04	2004-05	2005-06	2006-07
<b>New Residential Buildings</b>	Flats	902	917	969	<b>1195</b>
	Houses	93	92	61	<b>72</b>
	Total	995	1008	1030	<b>1267</b>

Source: Southampton City Council

		March 2007	April 2007	May 2007	Change April-May
<b>Average House Prices</b>	Southampton	155,786	157,828	159,325	0.9%
	South East	219,032	220,925	220,872	-0.2%
	England	178,801	179,330	180,594	0.7%

Source: HM Land Registry

## Forecast Population Change



Source: Hampshire County Council's 2006 based on Small Area Population Forecasts

## Research Projects

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

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

Consultation results can be found in the past consultation section:

<http://www.southampton.gov.uk/haveyoursay/pastconsultation/default.asp>

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](mailto:karen.tews@southampton.gov.uk)

## Recently Completed Research

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### Lifestyle/Health Survey

Contact: David Shields, [dave.shields@southampton.gov.uk](mailto:dave.shields@southampton.gov.uk)

A Portsmouth PCT led survey of residents to measure and explores attitudes and behaviour regarding healthy lifestyles. Southampton PCT and Health and Social Care jointly funded a Southampton sample. A number of public health issues were identified:

- Smoking prevalence in Southampton was high -- 30% of respondents were found to be regular smokers, which is higher than the estimate for England as a whole.
- Of those who had had alcohol in the last seven days, 44% had drunk more than the recommended weekly guidelines
- One in seven respondents reported not taking enough exercise and lack of time was the most frequently cited reason for this.
- Respondents from BME groups had lower levels of social support, were less likely to have a healthy diet and were less likely to have paid a recent visit to the dentist.
- The survey found that those living in the most disadvantaged areas of the City (priority neighbourhoods) were less likely to eat fruit and vegetables

The final report is available on our consultation web site

<http://www.southampton.gov.uk/haveyoursay/pastconsultation/HLS2006.asp#0>

### Anti-bullying survey

Contact: Anne Beavill, [anne.beavill@southampton.gov.uk](mailto:anne.beavill@southampton.gov.uk)

Results of the pupils, schools and parents surveys have been presented to the Anti Bullying team. Results are used by the new anti bullying co-ordinators to direct changes and communication.

- 2,272 pupils completed an online survey
- 42% of pupils had been bullied in the last year
- Junior age pupils were most likely to have been bullied
- Overall verbal bullying is the most common; although among boys physical bullying is almost as common.

- Among junior and senior pupils almost a third told no one about being bullied, although 'Telling someone' was seen as the most useful action taken among those who did something about being bullied.

### **Childcare Needs of Hard to Reach Groups**

Contact: Sarah Davey, [sarah.davey@southampton.gov.uk](mailto:sarah.davey@southampton.gov.uk)

These focus groups explored the specific needs of three identified hard to reach groups: gay, lesbian and transgender parents.

- Efforts to recruit respondents for this research included contact with all the known relevant agencies in the city; an appeal at the Gay and lesbian conference held in Southampton and adverts in relevant magazines.
- Despite the above efforts, only very low numbers of gay, lesbian or transgender parents volunteered to be interviewed.
- The research itself discovered that these groups face enormous problems in terms of coming out and judging the right time to tell their children. The majority were in a heterosexual relationship when their children were of childcare age and so they felt their childcare needs were actually no different from those of other parents.
- Although some would appreciate leaflets etc making it clear that gay, lesbian and transgender parents would be welcome few would want to single themselves out as they did not want other parents to know while the children were young.

### **Neighbourhood Agenda**

Contact: Jane Richards [jane.richards@southampton.gov.uk](mailto:jane.richards@southampton.gov.uk)

This qualitative research explored 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.

- Even among respondents who had previously expressed an interest in increasing their participation levels, many were less sure about it when prompted about the ways of getting involved.
- For many it is simply about communication. Respondents want to know what is going on, they want to receive information in the right format for them and be told how they can get involved so they can choose whether to do so.
- Among the younger respondents there was high interest in receiving council information via email.
- When individuals did want to get very involved it tended to be in situations that very strongly affected them personally, e.g. things that effect their own environment, the value of their home etc.

### **Tourist Information Centre (TIC) Customer Satisfaction Survey**

Contact: David Wood, [david.wood@southampton.gov.uk](mailto:david.wood@southampton.gov.uk)

Customers were interviewed during the last week of May.

- The ratio of residents to visitors to Southampton using the TIC was 50:50
- Satisfaction with customer service was high – on a par with that found at Gateway One Stop Shop.

- Residents are more likely than visitors to be buying souvenirs
- Many residents had to ask directions to find the TIC, so awareness still needs a boost.

### **Home to School Transport**

Contact: Lee Tillyer, [lee.tillyer@southampton.gov.uk](mailto:lee.tillyer@southampton.gov.uk)

Schools across the city made parents and carers aware of 4 online surveys they could participate in. The surveys were hosted on Southampton Online and so other interested parties could also give their views. Respondents could choose which type of schools they wanted to give their opinions on: primary faith schools, secondary faith schools, primary non faith schools and secondary non faith schools.

- The vast majority of respondents filled in a questionnaire only for the type of school that they had a child at
- There were more responses to the faith school surveys than the non faith ones – not surprising as it is these parents who would be most affected by the proposed changes

### **School Council Focus Groups**

To feed into the Learning Futures Education review, focus groups were carried out with school councils. School councils discussed what makes a good school, positives and negatives of school, school rules, school times and their perceptions of a learning campus.

- Friends, fun, active lessons and good teachers are some of the positives of school
- Negatives can include: no friends, 'bad' teachers and the toilets
- Sports facilities and computers were seen as essential for a good school
- Pupils were keen for school rules to specifically spell out 'no bullying'
- Views on start and finish times were mixed, mainly depending on their current experience, although an 8.30am start seemed the best compromise
- Awareness of a Learning Campus concept was low. Once discussed most saw the benefits

## **Current and Future Research**

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### **Childcare Parents survey**

Contact: Pat Hoyes, [pat.hoyes@southampton.gov.uk](mailto:pat.hoyes@southampton.gov.uk)

The Childcare and parents survey interviews 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. This survey is currently being analysed and will be reported on in July.

### **Private Sector Stock Condition Survey**

Advertisements are being prepared for contractors to carry out a private sector stock condition survey later this year.

**Staff Survey**

A market research brief has been written for a corporate wide staff survey to take place later in 2007. The brief will be sent to 3 market research agencies to tender, once it has been finalised.

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