



Gay Business Forum Report

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Supported by Tourism South East



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1. Introduction

This report outlines the findings by region of the Pride survey carried out at Pride in Brighton and Hove August 7th 2005. The survey sought to evaluate Pride in Brighton and Hove and was supported by The Community University partnership at the University of Brighton and Brighton and Hove City Council. The data drawn on here utilises the responses from 7,210 people. The full report can be found on the Pride in Brighton and Hove website (www.brightonpride.org).

Most of the figures include heterosexuals, however as can be seen from figure 2, heterosexual attendees from Brighton and Hove and the surrounding Sussex area. Due to this most of the figures that focus on visitors are not significantly different when heterosexuals are excluded. Where significant differences do occur, these are noted in the text. The focus of the report on economic factors rather than demographic or lifestyle analysis, removing heterosexual visitors appeared to be counter to the aim of this short report.

Except for figure 1, all the figures use the codes established for the postcode based analysis of the data. These are:

- Region 1: Sussex postcodes (BN postcodes in and outside Brighton)
- Region 2: London postcodes
- Region 3: Home Counties postcodes
- Region 4: Rest of the United Kingdom

The postcode analysis was based on postcode 'sectors' which are the first 3 or 4 elements of an individual postcode (e.g. BN12 or SE22). Thus the regions listed above differ slightly from standard administrative boundaries.

Region 1 described as Sussex postcodes is based on BN postcodes. These do not cover some of the northern parts of the two counties but include all the coastal areas of the counties.

The London postcodes were those postcode sectors whose centre was in the Greater London area. Consequently the London postcodes include small parts of Kent and Hertfordshire and miss out a small area of outer south east London.

Despite these caveats the postcode data still provide a very valuable geographical analysis of the residential origins of pride attendees.

In the analysis that follows some data is presented for visitors only. Visitors are attendees who do not come from Brighton and Hove. 69% of those attending Pride were visitors to Brighton and Hove of whom 80% were LGBT (lesbian, gay, bisexual and trans).

2. Regional breakdown

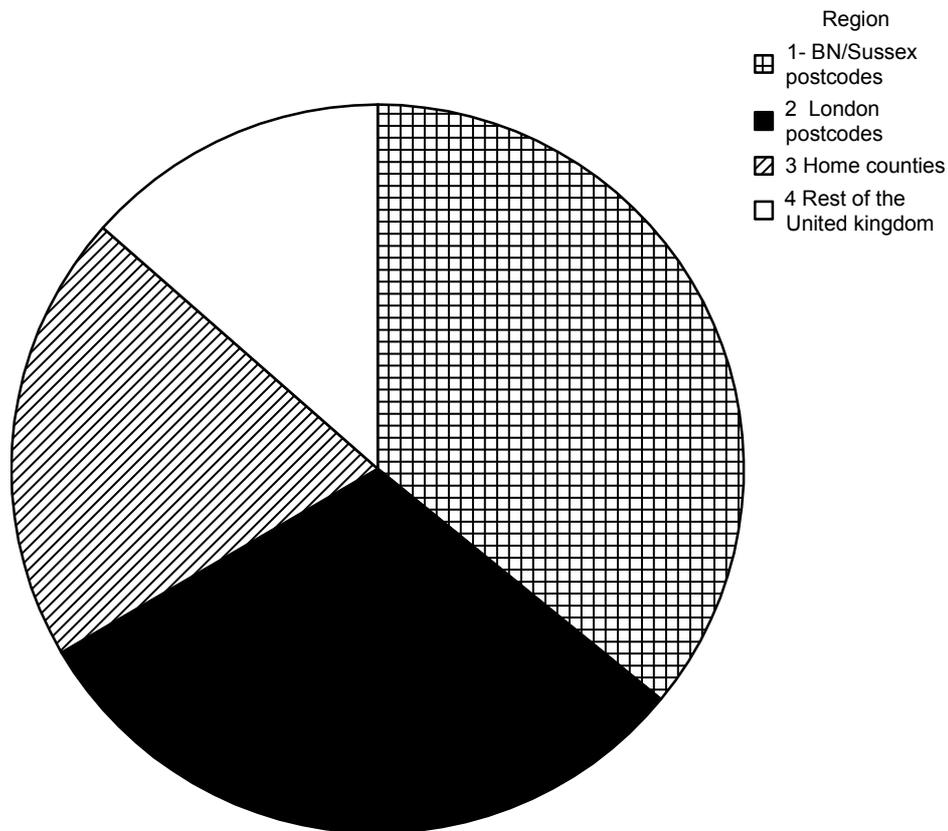


Figure 1: Regional breakdown of Pride attendees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2278	31.7	35.9	35.9
	2	1945	27.0	30.7	66.6
	3	1264	17.6	19.9	86.5
	4	856	11.9	13.5	100.0
	Total	6343	88.2	100.0	
Missing	System	850	11.8		
Total		7193	100.0		

Table 1: Breakdown of Pride attendees by region

Almost a third (31%) of those in this sample are from Sussex postcodes. London is the second largest grouping.

3. Region by sexuality

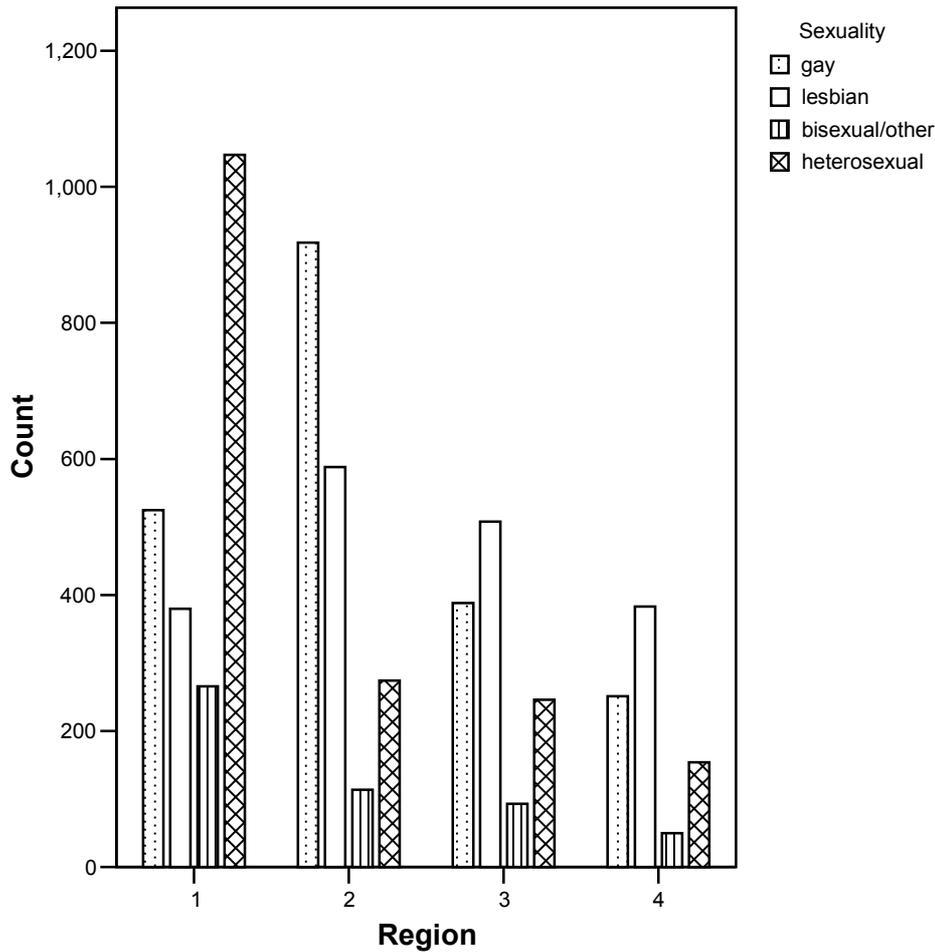


Figure 2: Regional breakdown by sexuality

As the original Pride data suggested most heterosexuals are resident in Brighton and Hove. However this breakdown suggests that lesbians' residential locations are different from those for gay men.

44% of gay men come from London compared to 32% of lesbians
In contrast 27% of lesbians travel from the Home Counties, compared to 19% of gay men and 18% of the bisexual/other category.

The data also suggest lesbians in the UK have travelled further to attend Pride. 21% of lesbians travel from the rest of the UK outside the south east compared to 12% of gay men.

This would suggest that marketing outside the London and Sussex areas could be appealing to a lesbian audience.

4. Length of stay

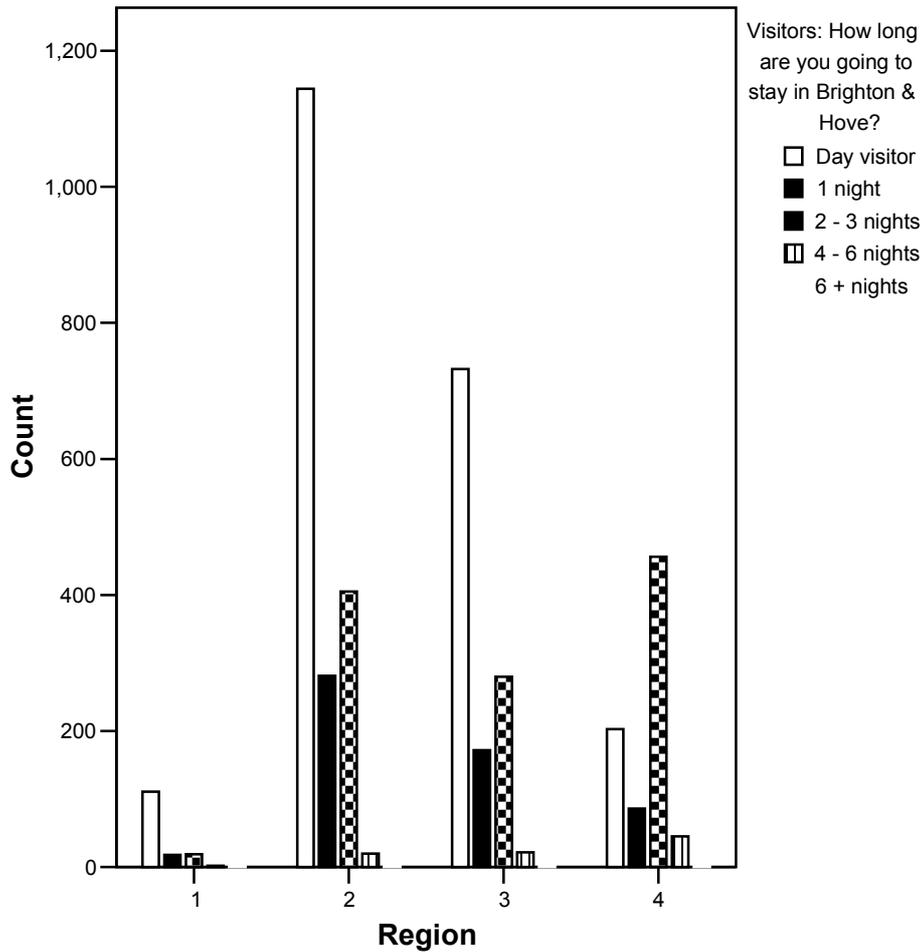


Figure 3: Length of stay

The data above is only for visitors and excludes Brighton and Hove residents. Attendees from London (61%) and Sussex (68%) are above average in the day visitor category (the average is 54%).

23% of those who live in the Home Counties will stay for 2-3 nights but a large proportion (60%) are day visitors.

The main staying visitors come from the rest of the UK and 64% stay 2 nights or more. The majority of visitors (56%, 59% LGBT) from the rest of the UK stay for 2-3 nights.

5. Type of accommodation

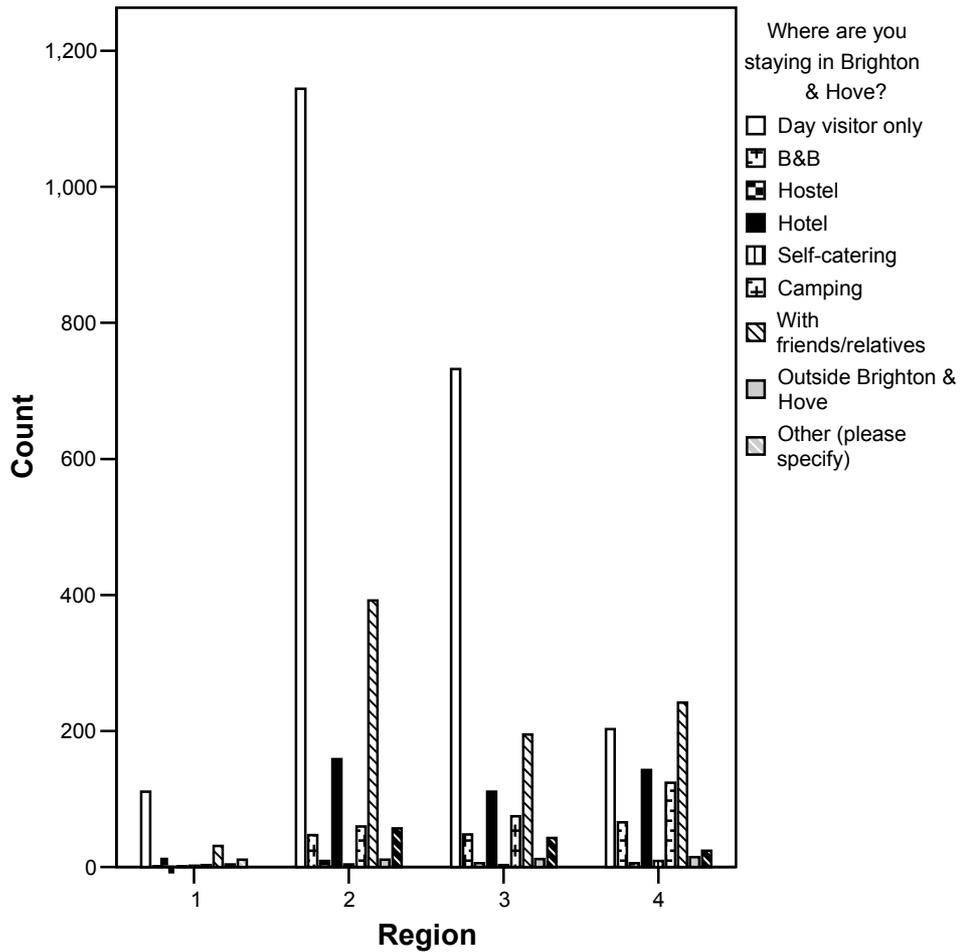


Figure 4: Accommodation type used by visitors

21% of those who come to Pride from outside Brighton and Hove stay with Friends

10% stay in hotels. However 17% of those from the rest of the UK stayed in a hotel. 19% stayed in a B&B compared to a figure of 4% for all visitors.

6. Return visitation outside of the Pride weekend

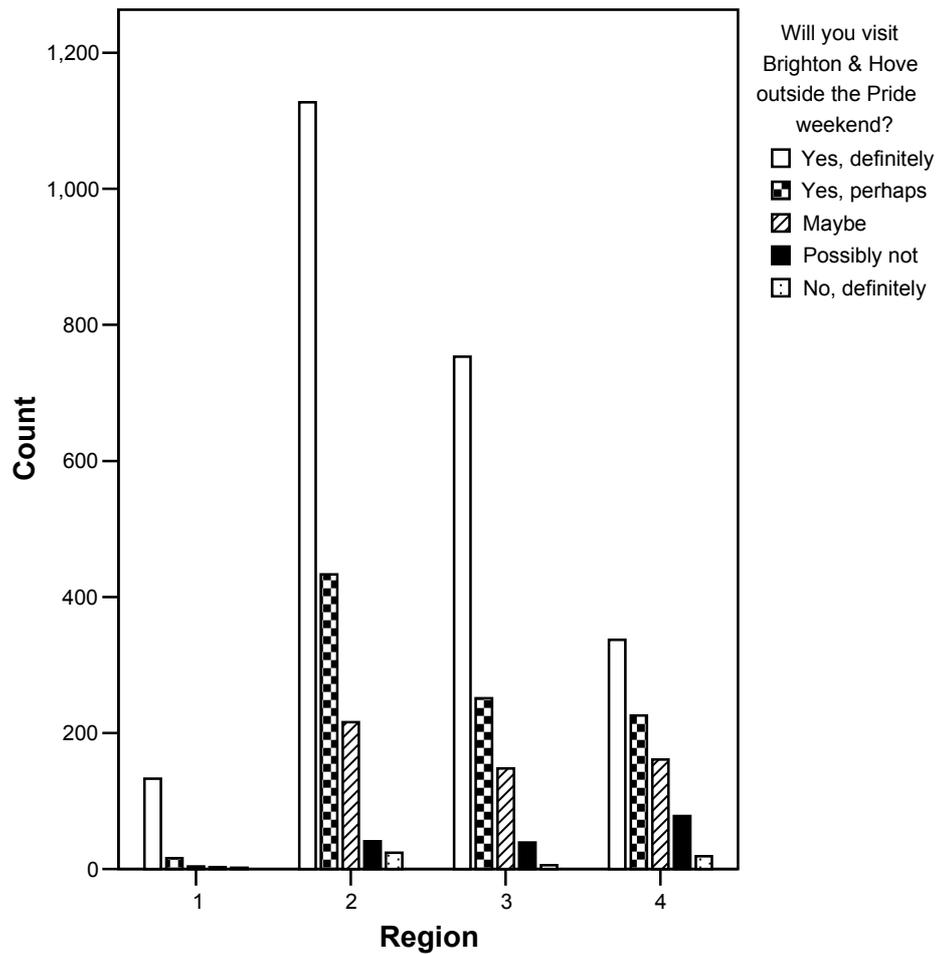


Figure 5: Return visits outside the Pride weekend

Those who come from the rest of England are the least likely to visit Brighton outside the Pride weekend. A high proportion (69%) indicated that they definitely will or they may. However many attendees from the Home Counties (63%) and London (61%) regions indicated that they would definitely return.

7. Motivations for this visit

Those who travelled from the outside the South East of England were the least likely to say that Pride was the main reason for this visit (84% compared to London and the home counties 91% each). However the vast majority indicated that Pride was their main motivation for this visit.

There was a difference between heterosexual and LGBT motivations for visitors from the rest of England. Specifically 91% of LGBT visitors from outside London, the Home Counties and Sussex attended because it was the Pride weekend, compared to 84% of all visitors.

8. Repeat attendances at Pride in Brighton and Hove

A large percentage (58%) of those who travelled from outside the South East region were first time attendees at Pride in Brighton and Hove.

Half (50%) of those who came from London and the Home Counties have been to Pride in Brighton and Hove between 2-5 times.

9. Age and income breakdown

Age

Those who came from the rest of the UK were clustered into the lower age categories 30% between 16-25 and 39% between 26-35. The age raises slightly when heterosexuals are removed from the data, such that for region 4 only 26% of those from the rest of England are below the age of 25. This suggests an older LGBT population attending Pride from outside the South-East of England.

Those from London were underrepresented in the 16-25 age category (19%) and 46% of this grouping were aged between 26 and 35. The London grouping also had the highest percentage in the 36-45 year old category (27%).

Income

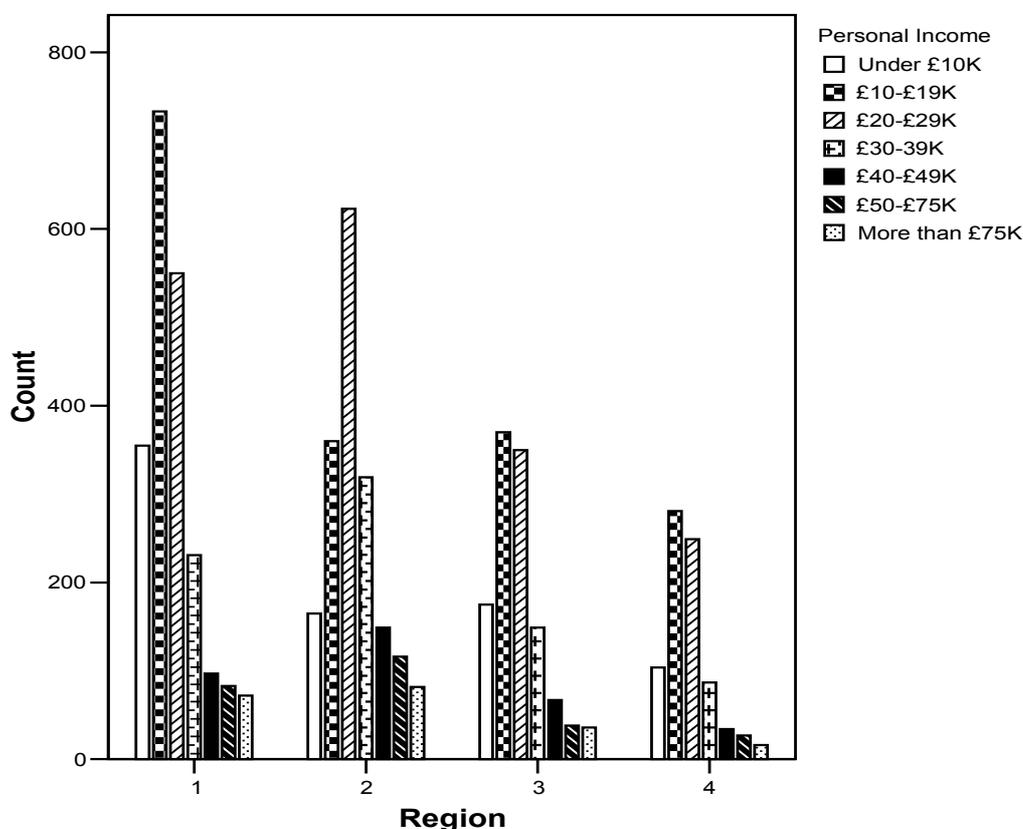


Figure 6: Income by region

Unsurprisingly those from London were the highest earners in the sample with only 9% earning under £10k (compared to an average of 14%). Residents in the Sussex region had the highest proportion in this category at 17% including heterosexuals and 14% without heterosexuals included.

Those from the rest of the UK had an above average percentage in the £10-19k category (35% compared to 30%) and were below average in every category above £40k. This is in line with national figures that highlight the geographical variations in income levels and the higher wages paid in the South East.

10. Holiday/weekend breaks overseas

Those who are from outside the South East region (11%) and the Home Counties (12%) are slightly more likely to have no holidays overseas (average 9%), or one holiday (26% for both areas). This could suggest either national/local tourism and/or Pride in Brighton and Hove being taken as a holiday.

Those with London postcodes are slightly more likely to go for 3-5 holidays (19% compared to an average of 14%) and 5+ holidays (12%, average is 9%)