



# Brighton and Hove

# Contents

Report Parameters .....	1
Economy Overview .....	2
Demographics .....	3
Historic & Projected Trends .....	4
Population Characteristics .....	6
Industry Characteristics .....	7
Workforce Characteristics .....	14
In-Demand Skills .....	18

## Report Parameters

### 1 County/Unitary Authority

---

UKJ21 Brighton and Hove

---

### Class of Worker

Employees

The information in this report pertains to the chosen geographical area.

## Economy Overview

**291,841**

**Population (2018)**

Population grew by **13,729** over the last 5 years and is projected to grow by **7,623** over the next 5 years.

**137,372**

**Total Regional Employment**

Jobs grew by **10,407** over the last 5 years and are projected to grow by **3,265** over the next 5 years.

**£28.2k**

**Avg. Wages Per Job (2018)**

Regional average wages per job are **£1.1k below** the national average wages of £29.3k per job.

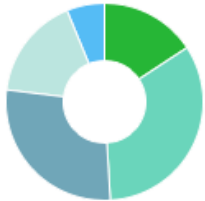
## Takeaways

- As of 2018 the region's population **increased by 4.9%** since 2013, growing by 13,729. Population is expected to **increase by 2.6%** between 2018 and 2023, adding 7,623.
- From 2013 to 2018, jobs **increased by 8.2%** in Brighton and Hove from 126,966 to **137,372**. This change **fell short of the national growth rate of 10.1% by 1.9%**.
- The top three industries in 2018 are Hospital activities, Restaurants and mobile food service activities, and Tertiary education.

	Population (2018)	Jobs (2018)	GVA	Imports	Exports
Region	291,841	137,372	£5.34b	£10.41b	£6.48b
South East	9,152,665	4,092,619	£185.22b	£296.87b	£188.12b

## Demographics

### 2018 Age Cohort Demographics



Age Cohort	2018 Population	2018 Percent
● Under 16 years	46,002	15.8%
● 16 to 34 years	97,192	33.3%
● 35 to 54 years	81,356	27.9%
● 55 to 74 years	49,155	16.8%
● 75 years and over	18,137	6.2%

### 2018 Ethnicity Demographics

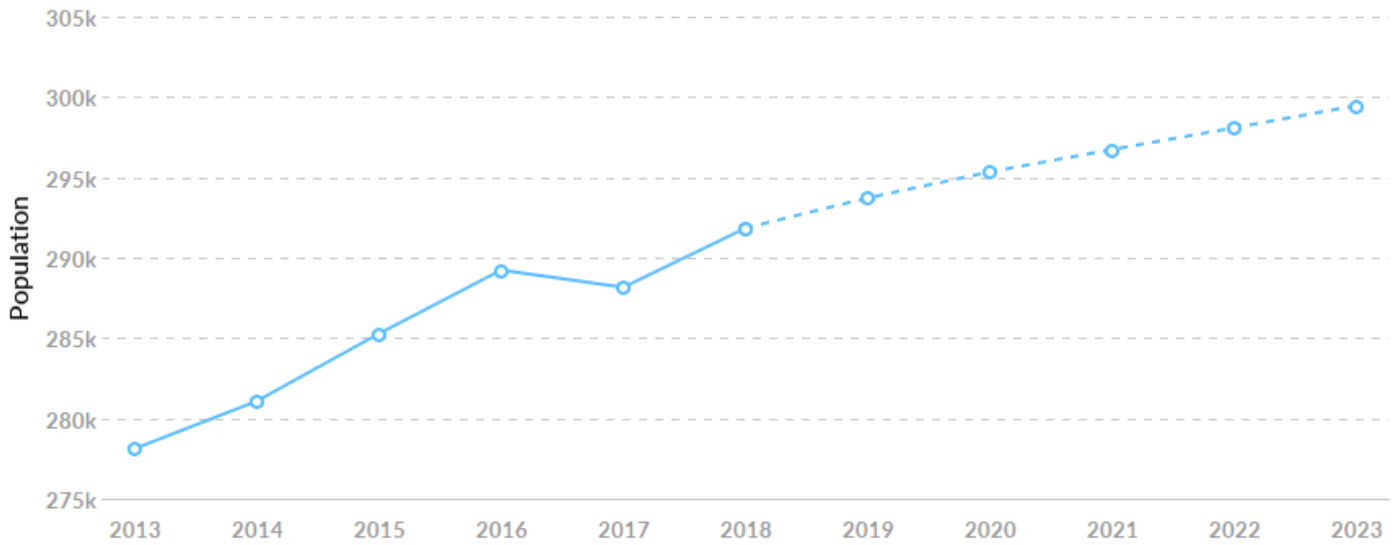


Ethnicity	2018 Population	2018 Percent
● All Other Ethnicities	21,819	7.5%
● Chinese or Other Ethnic Group: Other	4,723	1.6%
● Mixed: All Mixed	11,989	4.1%
● White: Other White	22,604	7.7%
● White: British	230,706	79.1%

# Historic & Projected Trends

## Population Trends

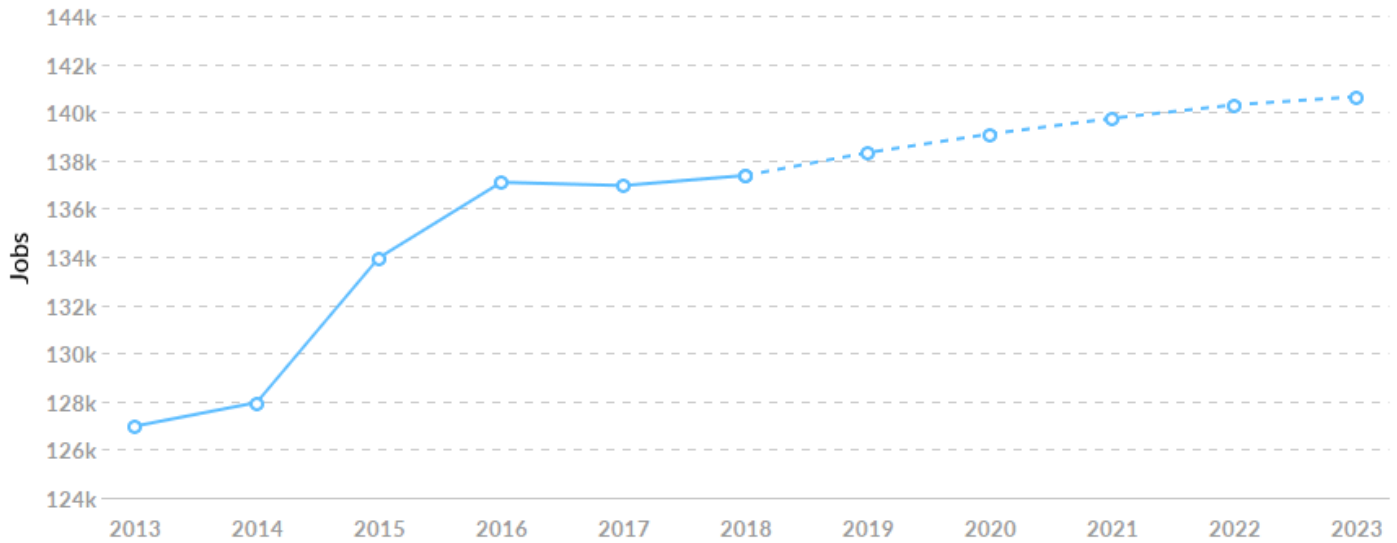
As of 2018 the region's population increased by 4.9% since 2013, growing by 13,729. Population is expected to increase by 2.6% between 2018 and 2023, adding 7,623.



Timeframe	Population
2013	278,112
2014	281,076
2015	285,276
2016	289,229
2017	288,155
2018	291,841
2019	293,719
2020	295,337
2021	296,730
2022	298,089
2023	299,464

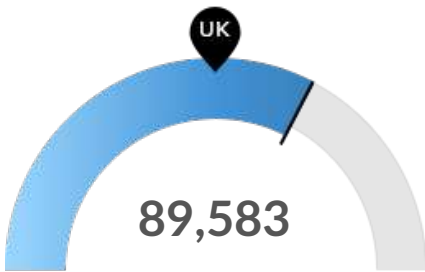
## Job Trends

From 2013 to 2018, jobs increased by 8.2% in Brighton and Hove from 126,966 to 137,372. This change fell short of the national growth rate of 10.1% by 1.9%.



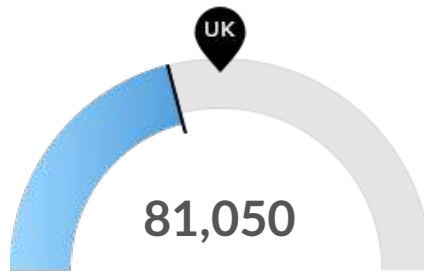
Timeframe	Jobs
2013	126,966
2014	127,951
2015	133,958
2016	137,087
2017	136,950
2018	137,372
2019	138,318
2020	139,090
2021	139,740
2022	140,301
2023	140,638

## Population Characteristics



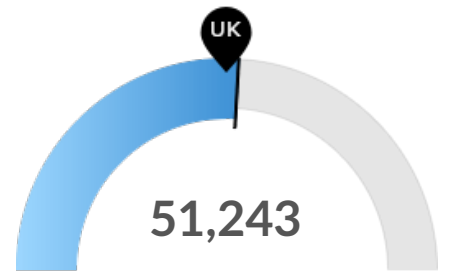
**Millennials**

Brighton and Hove has 89,583 millennials (ages 25-39). The national average for an area this size is 58,670.



**Retiring Soon**

Retirement risk is low in Brighton and Hove. The national average for an area this size is 103,483 people 55 or older, while there are 81,050 here.



**Racial Diversity**

Racial diversity is about average in Brighton and Hove. The national average for an area this size is 48,605 racially diverse people, while there are 51,243 here.

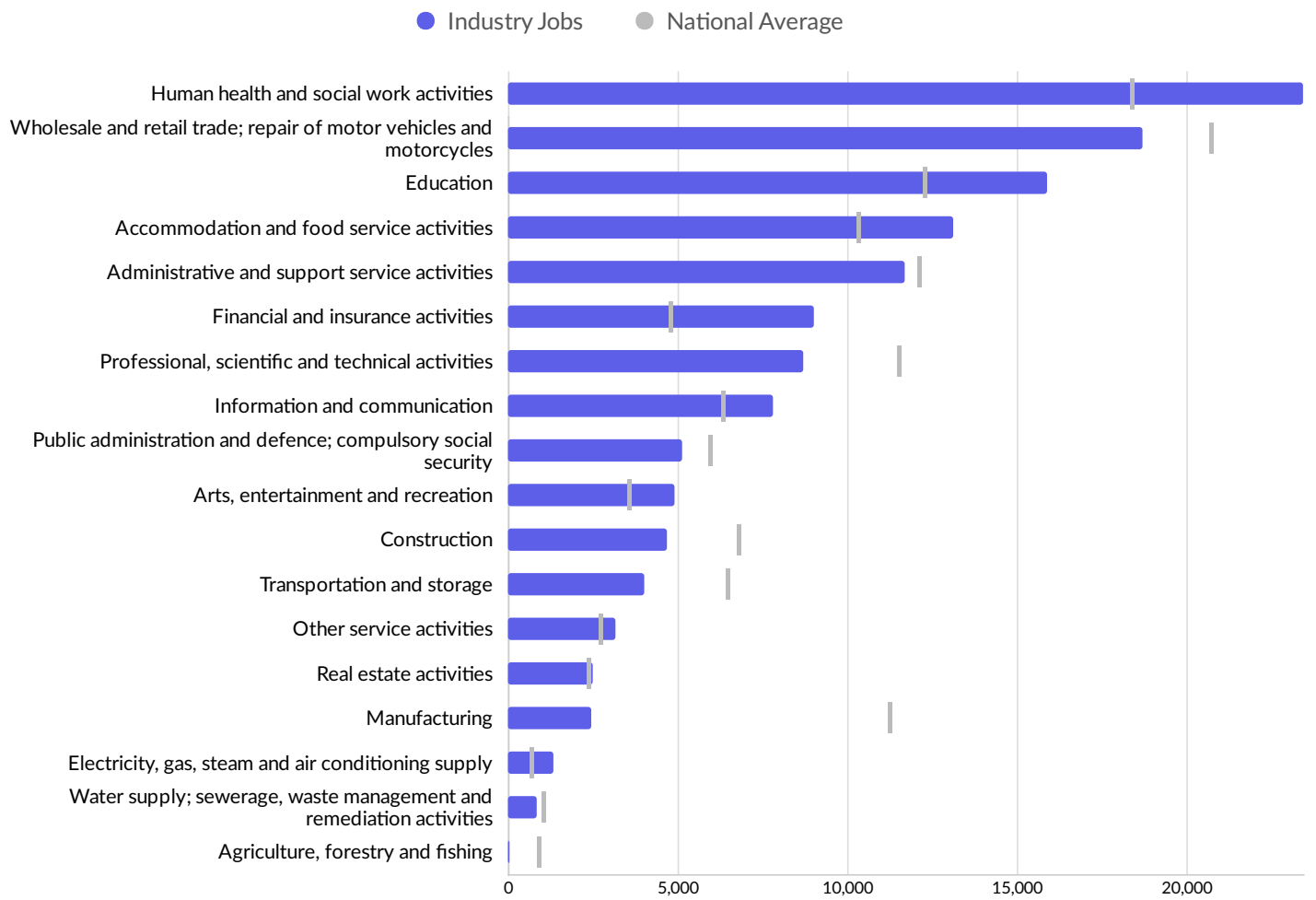


# Industry Characteristics

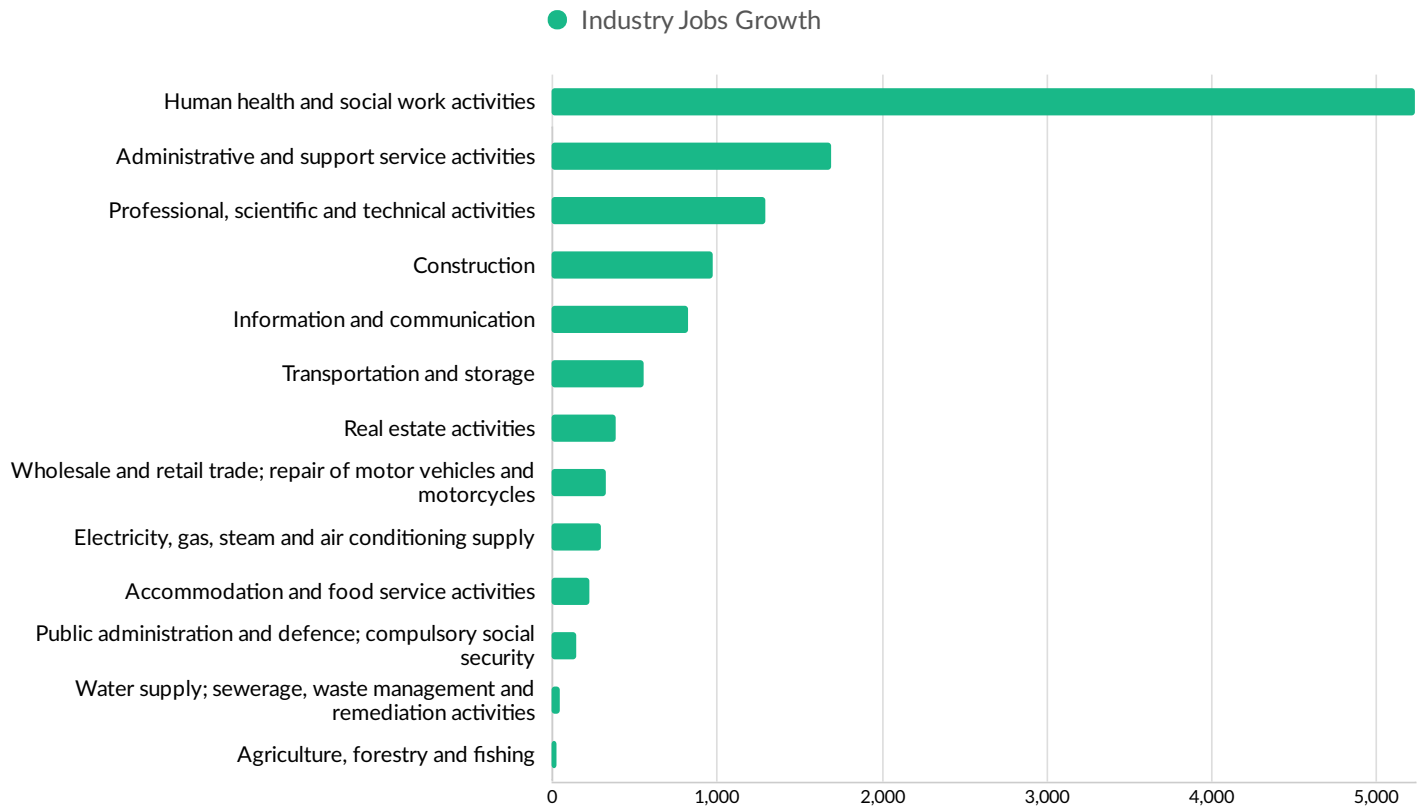
## Industry Overview

Industry	Total Jobs	Avg. Wages Per Job (2018)	Industry LQ	% Job Change (2013 - 2018)	GVA (2015)	% of Total GVA
Sale of other motor vehicles	244	£33,266	3.97	106.31%	£16,317,952	0.31%
Retail sale of automotive fuel in specialised stores	159	£23,715	0.83	54.43%	£4,732,140	0.09%
Electrical installation	729	£33,305	0.80	6.46%	£34,769,435	0.65%
Sale of cars and light motor vehicles	509	£35,470	0.64	30.95%	£34,326,426	0.64%
Retail trade of motor vehicle parts and accessories	93	£28,262	0.56	-25.06%	£7,281,017	0.14%
Wholesale trade of motor vehicle parts and accessories	138	£30,345	0.48	-1.25%	£10,650,680	0.20%
Maintenance and repair of motor vehicles	288	£27,614	0.28	-52.40%	£31,700,717	0.59%
Manufacture of other builders' carpentry and joinery	37	£27,489	0.18	24.43%	£360,918	0.01%
Site preparation	<10	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data
Sale, maintenance and repair of motorcycles and related parts and accessories	<10	Insf. Data	Insf. Data	Insf. Data	Insf. Data	Insf. Data

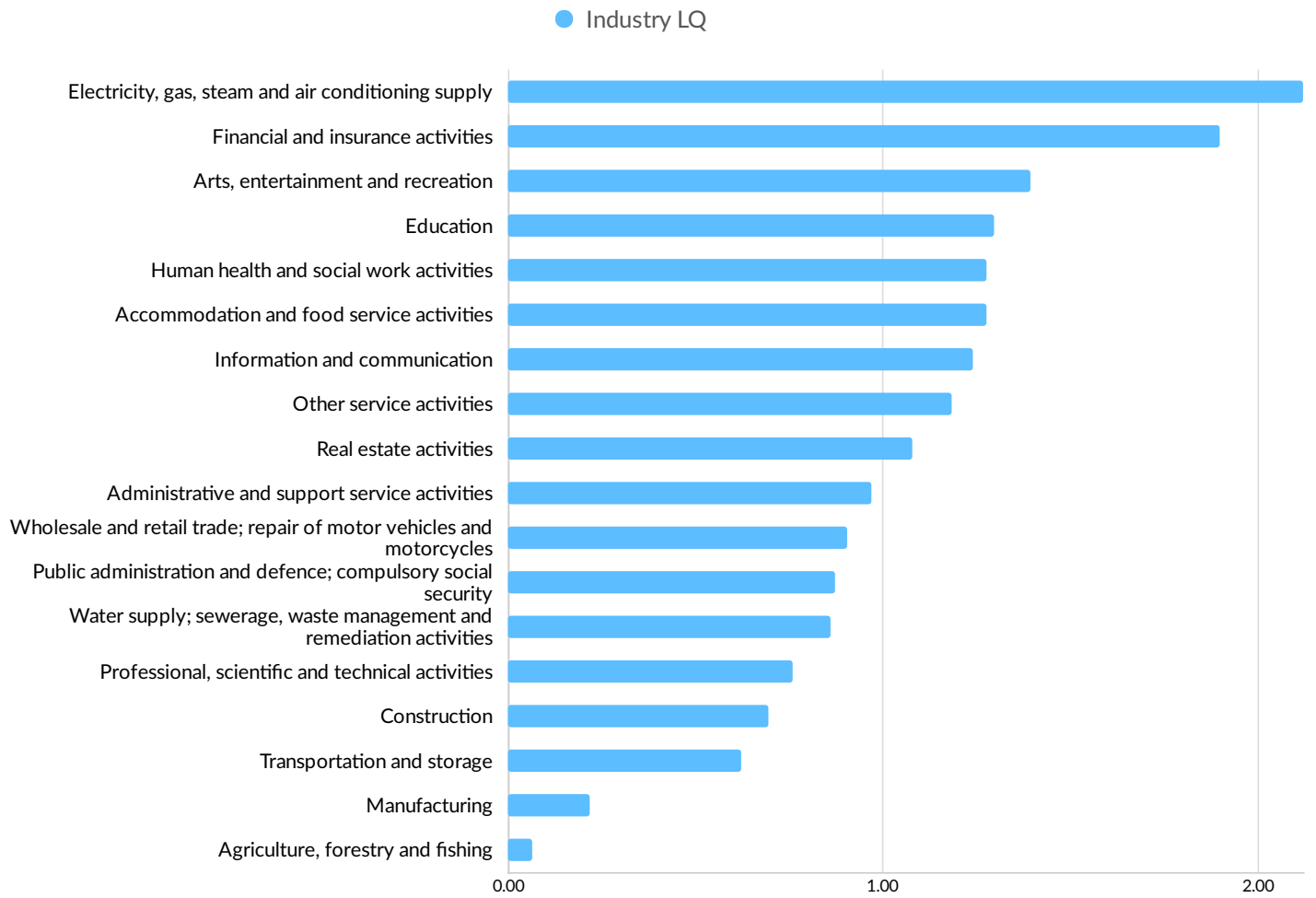
## Largest Industries



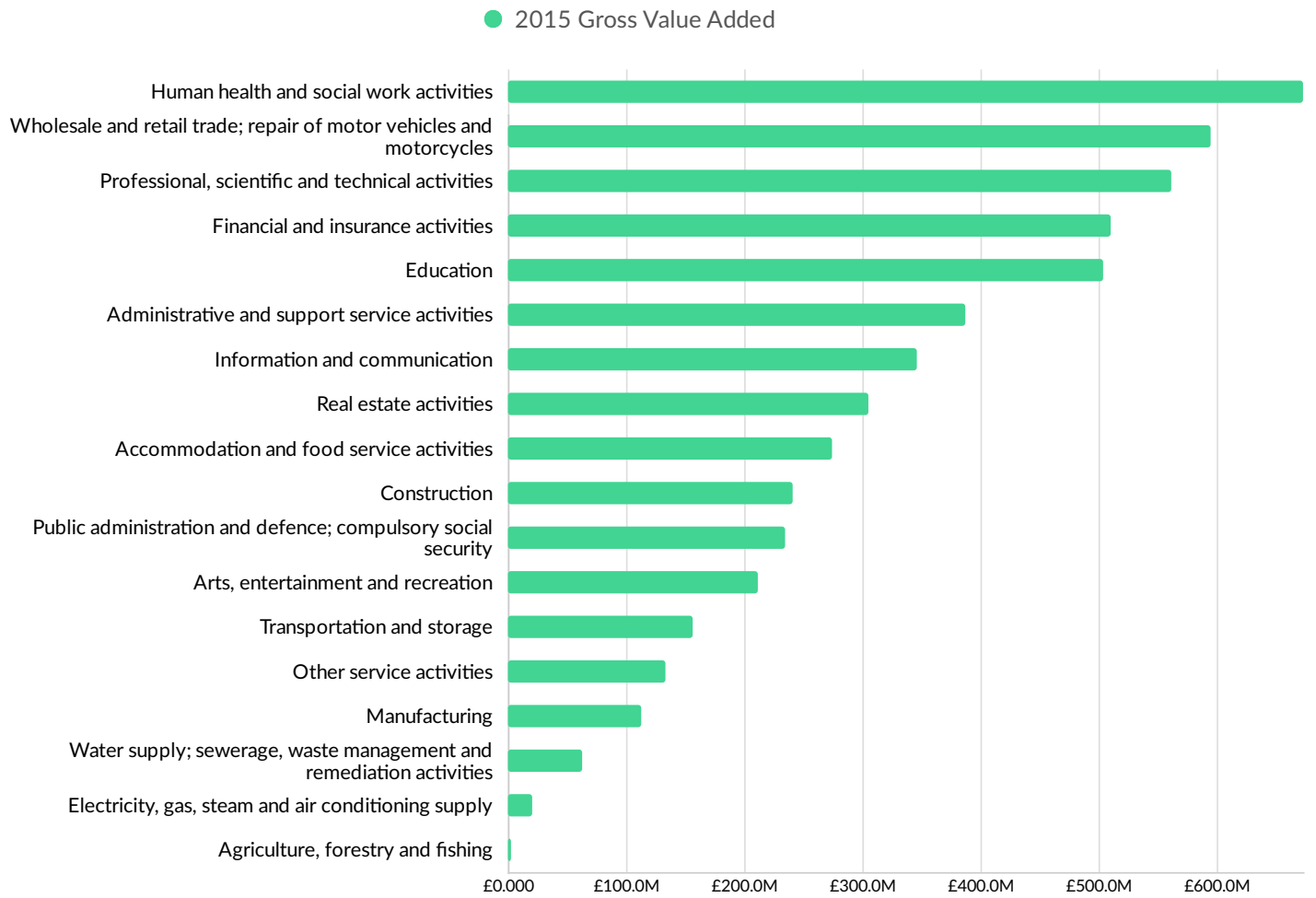
## Top Growing Industries



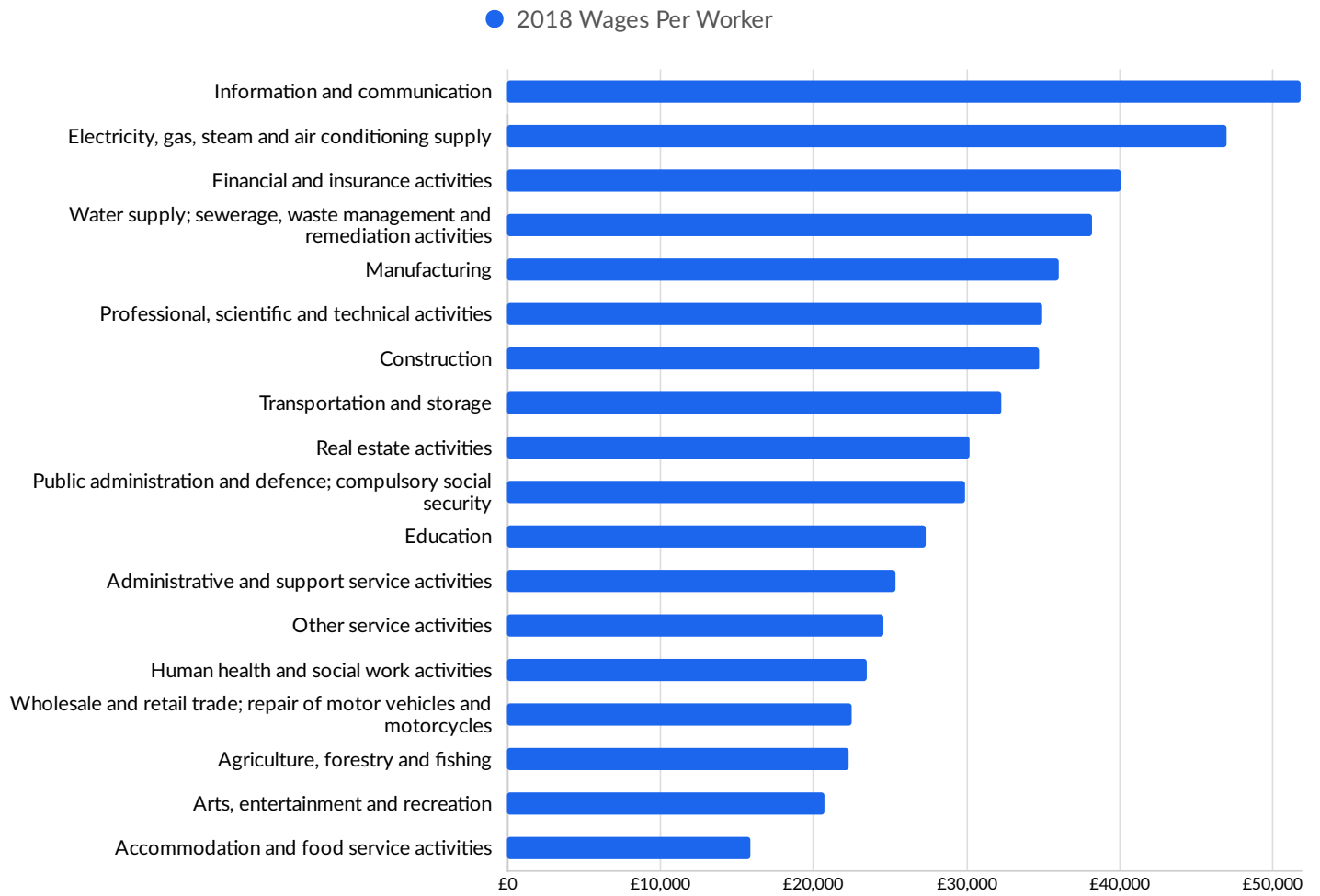
## Top Industry LQ



## Top Industry GVA



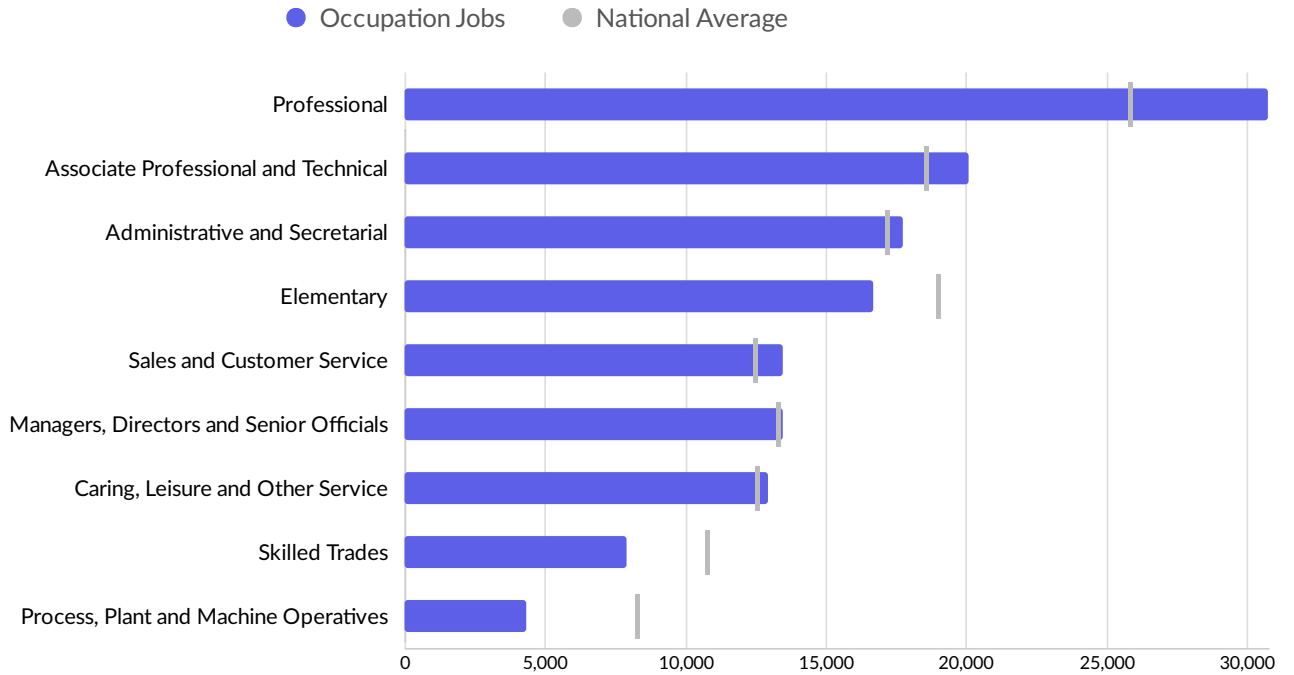
## Top Industry Wages



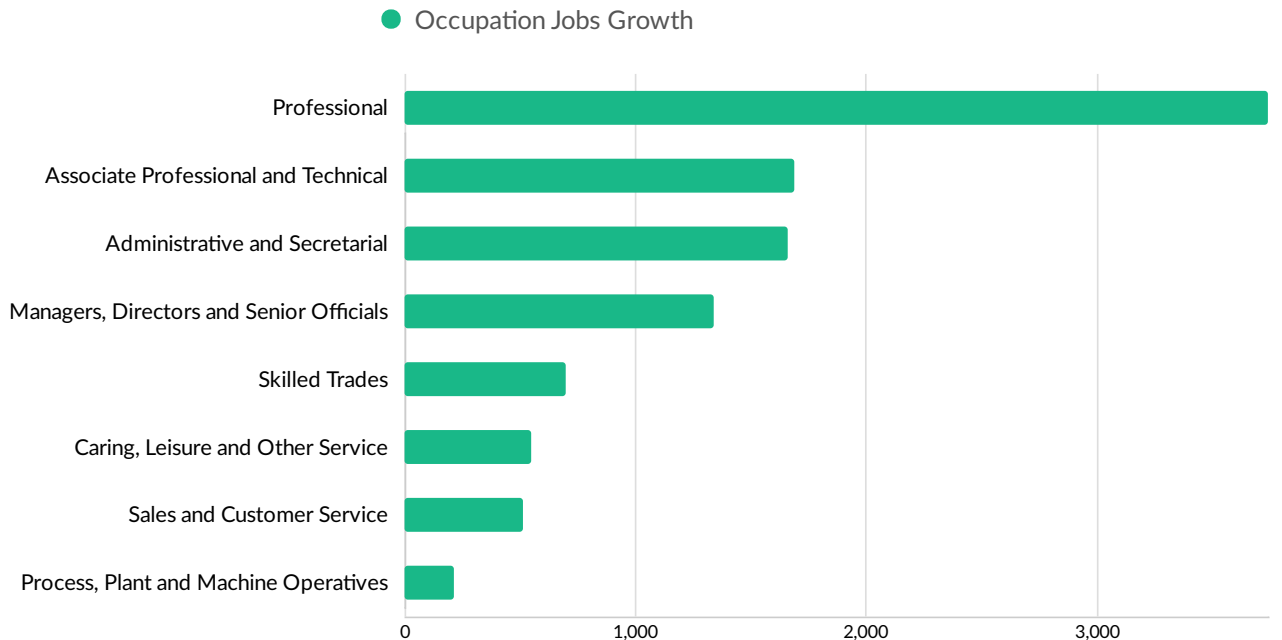
Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Wages Per Worker	2015 GVA
Human health and social work activities	18,177	23,413	5,236	+29%	1.28	£23,561	£673.29m
Wholesale and retail trade; repair of motor vehicles and motorcycles	18,345	18,676	331	+2%	0.90	£22,488	£595.27m
Education	15,928	15,869	-59	0%	1.30	£27,394	£503.49m
Accommodation and food service activities	12,904	13,129	225	+2%	1.28	£15,939	£274.06m
Administrative and support service activities	9,992	11,686	1,694	+17%	0.97	£25,396	£386.82m
Financial and insurance activities	9,819	8,991	-828	-8%	1.90	£40,137	£510.75m
Professional, scientific and technical activities	7,412	8,707	1,295	+17%	0.76	£35,031	£561.26m
Information and communication	6,955	7,783	828	+12%	1.24	£51,893	£346.35m
Public administration and defence; compulsory social security	4,977	5,129	152	+3%	0.87	£29,943	£235.10m
Arts, entertainment and recreation	5,400	4,909	-491	-9%	1.39	£20,786	£211.29m
Construction	3,716	4,691	975	+26%	0.70	£34,806	£241.04m
Transportation and storage	3,444	4,004	560	+16%	0.62	£32,314	£156.73m
Other service activities	3,455	3,181	-274	-8%	1.19	£24,659	£132.82m
Real estate activities	2,105	2,498	393	+19%	1.08	£30,269	£305.22m
Manufacturing	2,471	2,464	-7	0%	0.22	£36,038	£113.10m
Electricity, gas, steam and air conditioning supply	1,047	1,350	303	+29%	2.12	£47,014	£21.13m
Water supply; sewerage, waste management and remediation activities	782	829	47	+6%	0.86	£38,299	£62.78m
Agriculture, forestry and fishing	25	56	31	+124%	0.06	£22,362	£2.94m

# Workforce Characteristics

## Largest Occupations

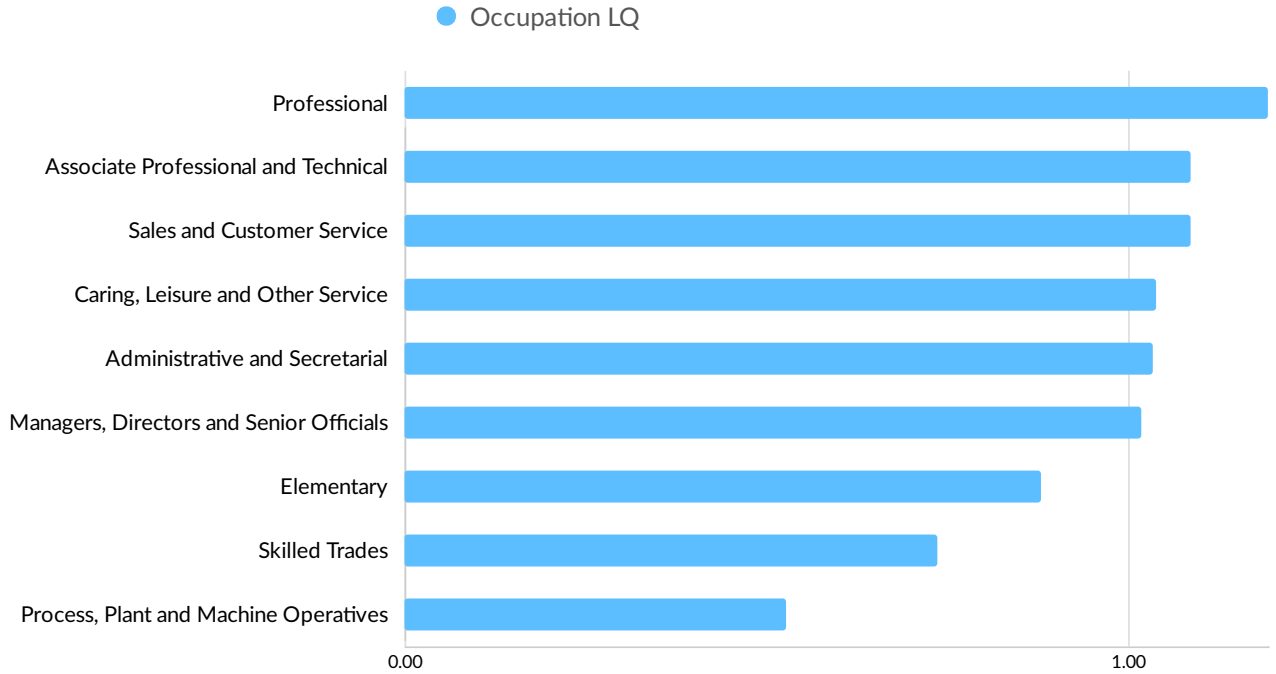


## Top Growing Occupations

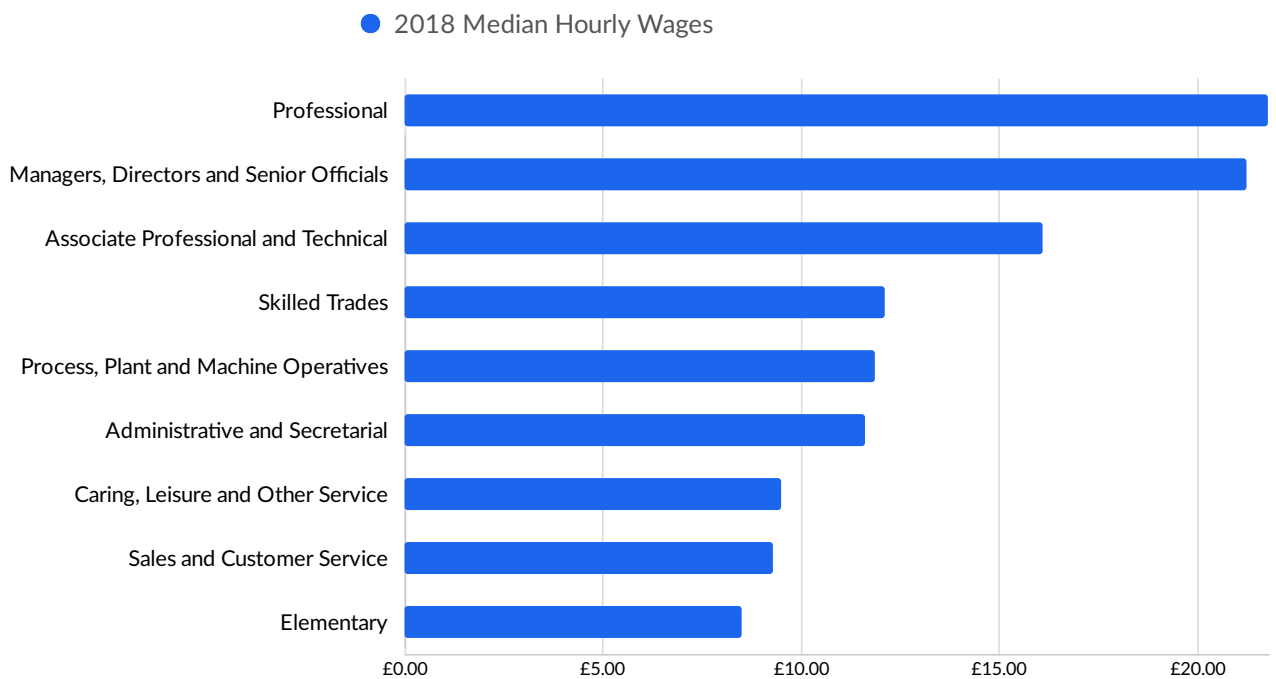




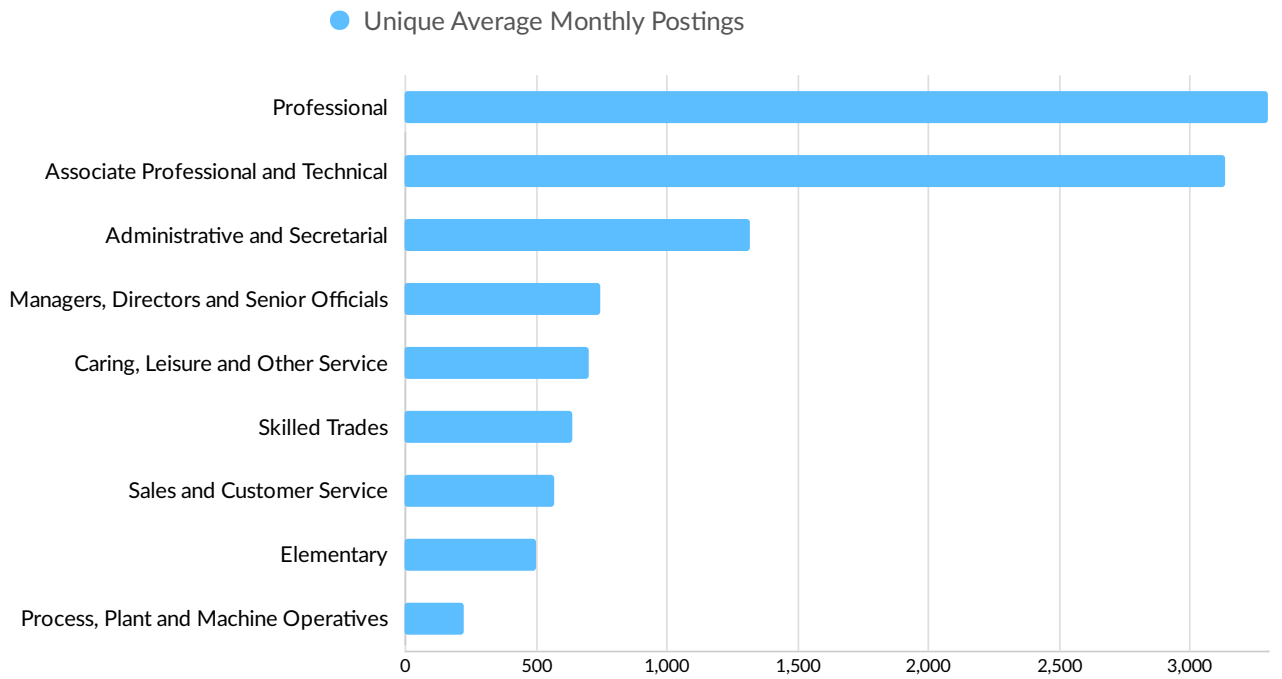
## Top Occupation LQ



## Top Occupation Wages



## Top Posted Occupations



Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Wages	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Professional	27,004	30,748	3,744	+14%	1.19	£21.80	3,302
Associate Professional and Technical	18,412	20,105	1,693	+9%	1.09	£16.10	3,141
Administrative and Secretarial	16,064	17,723	1,659	+10%	1.03	£11.65	1,319
Elementary	16,681	16,672	-9	0%	0.88	£8.53	503
Sales and Customer Service	12,951	13,468	517	+4%	1.09	£9.30	570
Managers, Directors and Senior Officials	12,105	13,448	1,343	+11%	1.02	£21.28	747
Caring, Leisure and Other Service	12,420	12,970	550	+4%	1.04	£9.50	704
Skilled Trades	7,204	7,902	698	+10%	0.74	£12.14	638
Process, Plant and Machine Operatives	4,123	4,336	213	+5%	0.53	£11.87	224

# In-Demand Skills

