



**Do it with Pride in Brighton and Hove:
Lesbian, Gay, Bisexual and Trans
Lives & Opinions
Survey Report**



University of Brighton

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Disclaimer

The views expressed in this report are those of the researchers and are not necessarily those of Pride in Brighton and Hove or Brighton and Hove City Council.

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Executive Summary

This report outlines the key findings from research undertaken at the Pride Party in the Park in Brighton and Hove 2004. The Sussex Police official estimate indicates that the 2004 Pride in Brighton and Hove Parade & Carnival attracted more than 100,000 visitors. The aims of the research were to investigate who attends Brighton and Hove Pride and to assess the economic, social and cultural impacts of Pride in Brighton and Hove. A large scale questionnaire survey was undertaken at Pride in Brighton and Hove on 8th of August 2004 in Preston Park. The questionnaire asked for opinions on Pride, spending patterns and information regarding LGBT (lesbian, gay, bisexual and trans) populations. A total of 7,210 questionnaires were completed.

The findings of the survey clearly indicate that Pride is an event of considerable economic and cultural value to the city of Brighton and Hove. The results point to the significance of Pride as an expression of lesbian, gay, bisexual and trans identity. The event plays an important role in promoting social inclusion and the celebration of diverse cultural identities. Conclusions regarding the gay 'pink pound' suggest that a 'lesbian blue' pound also exists but that there is a level of poverty in LGBT collectives that is masked by discussions of high disposable incomes.

Summary of main findings

People at Pride

- Amongst the attendees at Pride 33% were gay men, 30% lesbians, 29% heterosexual, almost 5% bisexual, 1% other, 1% heteromale and nearly 2% heterofemale.
- 69% of those attending pride were visitors to Brighton and Hove of whom 80% were LGBT.

- Brighton and Hove residents accounted for 31% of attendees and of these 49% were heterosexual. Over half of the heterosexuals that attended Pride were Brighton and Hove residents.
- The majority (65%) of those who attended Pride were aged between 16 and 45.
- 9% of attendees were from a non-white ethnic background and 7% considered themselves to be disabled or received disability allowance
- Gay men had the highest incomes of those who attend Pride.

Satisfaction with Pride

- 98% of attendees enjoyed Pride and 94% were likely to return.
- For 40% of those at Pride 2004 this was the first time they had participated in a Pride event in Brighton and Hove.
- 80% of those who have been to other Prides said that Pride in Brighton and Hove is better than other Prides.
- 77% of non-heterosexual attendees agreed that Pride is a celebration of gay, lesbian, bisexual, trans and queer identities.
- 77% of all respondents agreed that Pride in Brighton and Hove offers opportunities for LGBTQ individuals to express their sexuality.
- Two thirds of all respondents disagreed with the statement that Pride in Brighton and Hove should charge a fee.
- If Pride in Brighton and Hove charged a fee, half of the respondents said that they would be willing to pay up to £5.
- A third of respondents indicated they would not be willing to pay anything to attend Pride.
- Almost three quarters of gay men and lesbians have bought from a company because it is gay friendly.

Pride's economic contribution to Brighton and Hove

- Almost half (49%) of the attendees at Pride who were visitors to Brighton and Hove stayed one or more nights.

- For 87% of attendees, Pride was the main reason for their trip to Brighton and Hove.
- Over 80% of visitors said they were likely to return to Brighton and Hove again during the next 12 months.
- Pride was the main motivation for 33,100 day visits and 27,200 staying visits to Brighton and Hove over the 2004 Pride weekend.
- A large proportion of staying visitors stayed with friends (44%) but 30% paid for their accommodation.
- Pride was the main motivation for 19,900 paying bed nights in Brighton and Hove over the Pride week.
- Estimates from the survey results suggest that attendees who were visitors to Brighton and Hove and for whom Pride was the main motivation for their trip spent £3.13 million in the city.
- Amongst attendees who were residents of Brighton and Hove, 65% of LGBT and 59% of heterosexuals had people to stay over the Pride weekend.
- A minority of local residents attending Pride spent more during the Pride weekend, however, the majority spent only slightly more or the same as a normal weekend.

Lifestyles

- The majority of gay men (58%) and lesbians (72%) attending Pride were in relationships. Most lived with their partners. One quarter of gay men lived alone.
- Overall lesbians, but not to the same extent as gay men, have above average incomes suggesting the existence of a 'blue pound' alongside a 'pink pound'. However one third of gay men do not fit the 'pink pound' profile and 20% of lesbians with incomes under £10k have dependant children.
- 12% of those who attended Pride have dependant children. Amongst the LGBT grouping lesbians are more likely to have dependant children.

- The majority of heterosexuals that come to Pride do not have dependant children
- Three quarters of the lesbian and gay Brighton and Hove residents attending Pride indicated they lived in the city because of its gay status. 30% of heterosexual attendees also indicated that Brighton's status as the 'gay capital of the UK' had positively influenced their decision to live in the city.

Section 1 Introduction

1.1 Introduction and Background

The history of Pride is often traced back to the stonewall 'riots' in New York in 1969 where drag queens 'rioted' in the streets for five days. Brighton Pride began with the '*Sussex Gay Liberation Front*' in 1971 but the next Brighton Pride took place in 1991 with the '*Brighton Area Action Against Section 28*' which brought hundreds to the streets. The first contemporary Pride took place in 1992 and from 1995 with the support of sponsors, pubs, clubs and drag artists Brighton Pride began to increase significantly in size (see www.brightonourstory.co.uk). In 2004 Pride in Brighton and Hove became a charity developing both its summer events and its ability as a charity organisation to advance public education, raise awareness of issues affecting Lesbian, Gay, Bisexual and trans (LGBT) people, and to make grants and donations to other charitable and voluntary organisations in the area. As an organisation, Pride in Brighton and Hove sees itself as more than a one-day 'party in the park'. It has office space and 2 part-time and one full-time member of staff. Brighton and Hove City Council provides funding to support the operation of Pride in Brighton and Hove and this report is written in collaboration with these partners.

The research in this report is based on the findings of a major questionnaire survey conducted on 8th August at the 2004 Pride in Brighton and Hove Parade and Carnival. The event commences with the Parade and Carnival through the city centre at 11.00am and then continues with the 'party' in Preston Park, a large city centre park. At the park a whole series of entertainment events and activities take place up until the early evening. This event is the culmination of a whole week of many other cultural and entertainment events linked to Pride in Brighton and Hove. On the weekend of Pride, alongside the Saturday's parade and party in the park there are street festivals, special night club events and other community activities such as workshops and church services. Consequently, the event in Preston Park is

part of a week long set of activities and many visitors attracted to the city by Pride in Brighton and Hove events chose to stay for a number of days. The Preston Park event, however, as the culmination of the week's events and the largest single gathering was considered the best location to conduct the survey. Using this single event also reduced the potential of double counting if people went to multiple events.

The official Sussex police estimate of 100,000 attendees at the event in Preston Park (validated by the major events team of Brighton and Hove City Council) is used, in conjunction with the survey data, to calculate some of the impacts on the city of Pride in Brighton and Hove events.

This research used Pride's Preston Park event not only to survey who attends Pride in Brighton and Hove and to gather information about their views of the event, but also as an opportunity to collect data about the economic and cultural significance of Pride to the city. Prior to this research, such data was limited. Similarly there is very limited information on LGBT household composition and lifestyles in Brighton and Hove. Despite some local health surveys and psychological investigations, which often focus on particular gender or age groups, analysis of the composition of the Brighton & Hove (and wider) LGBT populations remains elusive. This study aims to be part of a much wider process involving the University and many partners who are seeking to improve the understanding of the characteristics of LGBT populations. It must be acknowledged, however, that LGBT individuals who attend Pride are not necessarily representative of the whole LGBT population in Brighton and Hove. Nevertheless, this study undertook research with a sample of 7,210 individuals who participated in Pride in Brighton and Hove 2004 of whom 1127 were LGBT residents of the city. The findings for this sub-group of the total sample provide some useful insights into LGBT lifestyles.

1.2 Research Aim

The survey was supported by funds from the University of Brighton Community University Partnership Programme, Brighton and Hove City Council Visitor and Convention Bureau and Brighton and Hove City Council Chief Executive's Policy Team. The aims of the project were to:

- explore social and cultural perceptions of Pride in Brighton and Hove,
- examine the economic value to the city of Pride in Brighton and Hove,
- profile the characteristics of the Lesbian, Gay, Bisexual and trans attendees at Pride in Brighton and Hove.

1.3 Development and Structure of the Report

This is a joint report from the University of Brighton, Pride in Brighton and Hove and Brighton and Hove City Council. The research team at the University of Brighton consulted all parties on the drafting, implementation and analysis of the survey ensuring that at all stages the research was undertaken, where possible collaboratively. The report was written with assistance from Dr Gwendolyn Brandon, Brighton and Hove City Council and launched to coincide with the start of Winter Pride, 2005, on 7th February.

Format of Report

- Section 2 is a brief discussion of the survey methods and fieldwork.
- Sections 3, 4 and 5 present the results of the research using graphs and highlighted text boxes to illustrate the main findings.
- Section 6 summarises the main findings and conclusions and discusses recommendations and areas in need of further research.

Section 2 Methods

2.1 Methods Rationale

Knowledge of the lifestyles and attitudes of LGBT populations is often very limited due to the hidden nature of this marginalised sector of society. Celebrations such as LGBT Pride events can be crucial in reinforcing individual identities and acceptance of LGBT communities in addition to enabling the formation of collective identities. Accessing LGBT communities is difficult because some LGBT people may keep their sexual identity private due to fears of retribution from employers, family and friends. This factor means that random sampling amongst the general population is not always reliable in terms of examining LGBT issues as sub samples may be skewed because of people's reluctance to reveal 'personal' identities and details to anonymous researchers.

Pride, by its very definition, provides 'safe' spaces for the expression of LGBT identities. It, therefore, involves a self-selecting LGBT identifying 'population' and provided a good opportunity for the researchers to more easily access these otherwise difficult to reach populations.

Little is known about the social characteristics of those who attend Pride in Brighton and Hove. This meant it was not possible to gather information from a small but representative sample since the details of the overall population of attendees are not known. In order to be confident in any results the research produced, a large sample of people would be crucial. The researchers aimed, therefore, to survey between 5-10% (4,000–10,000 people based on the expected attendance of approximately 80,000 – 100,000) of those attending the event in Preston Park. Such a sample would enable statistically reliable analysis and mean that any conclusions or recommendations were based on robust research. This large sample would also mean that reliable analysis of sub-groups in the sample, for example people with disabilities or people from BME (black and minority ethnic) communities, could also be undertaken to enrich understanding of the event and its attendees. However, a main

consideration in terms of the fieldwork was to keep the survey as brief as possible because respondents were attending an outdoor entertainment event presumably to enjoy themselves. It was agreed that the questionnaire should be:

- reasonably short and take no more than 5-7 minutes to complete,
- on one sheet of A4 to facilitate administration and completion,
- machine readable to facilitate data entry and analysis and should
- exhibit an awareness of the sensitivities respondents may have concerning some of the data being collected.

In addition, meeting the target sample would require a large team of properly trained researchers administering the questionnaire.

2.2 Developing the Questionnaire.

Reflecting the interests of all the partners the final questionnaire had three main sections spanning 36 questions:

- Pride Questions: examining perceptions and levels of enjoyment of Pride in Brighton and Hove.
- Economic impact questions, how much visitors and resident attendees spent, where people stayed and for how long.
- Social background and lifestyle questions: age profiles, household formations and income levels.

2.3 Pilot Survey

A similar survey was piloted at a smaller Pride event in Dublin. A total of 190 pilot questionnaires were completed and these identified some important adjustments to be made to the range of questions and categories, for example to do with sexual identities, used for the Brighton survey. In particular, it was felt by the researchers that it was important to allow as much self-definition as

possible rather than forcing people into limited categories that they did not identify with.

In order to devise an inclusive yet understandable questionnaire that reflected the expected social diversity of the respondents it was decided to have a series of three questions to examine the following topics:

- Gender – respondents picked from 7 categories.
- Sexuality – respondents picked from 5 categories.
- Relationships sought in terms of sexuality – respondents picked from 5 categories.

These categories proved very effective during the survey (only one complaint was received concerning the omission of a queer sexuality option). Using this data it was then possible to devise, for analytical purposes, the following seven categories relating to sexuality taking account of gender and relationships:

- Gay
- Lesbian
- Bisexual
- Other
- Heteromale
- Heterofemale
- Heterosexual

The 'other' category mainly included people who defined themselves as transvestite, intersex and transpeople and defined their sexuality as 'other'. Heteromales and heterofemales were people who defined themselves as heterosexual but mainly sought relationships with people of the same sex. Despite the huge potential for diverse responses these categories were too small for statistical purposes and therefore were combined with bisexuals in order to obtain significant statistical figures. The bisexual/other category, therefore, is made up of these diverse respondents.

2.4 In the Field

It was vital that as many people as possible were interviewed on the day, therefore, a team of 40 interviewers/fieldworkers were recruited through adverts in the University of Brighton, the University of Sussex and local LGBT groups email lists. All the interviewers were trained in interview techniques and were given training in diversity awareness. This training sought to ensure they were aware of ethical sensitivities around undertaking the research at such a major LGBT public event.

On the day of Pride in Brighton and Hove Parade and Preston Park event, 8th of August 2004, the interviewers worked from 12pm to 5pm in Preston Park. Each researcher was assigned a particular area of the park and spot checks were regularly carried out on the researchers to ensure they were completing the questionnaires to the required quality standards. The questionnaire was co-ordinated from a designated tent which also provided a point of contact for any respondents who wished to speak to those involved in organising the survey. Once respondents had completed a questionnaire they were given an 'I did it with Pride' sticker to wear to let other interviewers know they had already taken part.

A total of 7,210 questionnaires were completed. The maximum target of 10,000 was not achieved because of the late arrival of the parade at Preston Park which limited the time the interviewers had available to carry out the surveys. The researchers reported low refusal rates and a general willingness among respondents to take part in the survey. There was also considerable interest in why the survey was being undertaken and how the results were going to be used.

2.5 Reliability Checks and Analysis

All completed questionnaires were 'cleaned' before and after data entry, that is they were checked initially for any spoilt or unclear questionnaires, which were eliminated. Once the questionnaires had been entered into the database a series of checks were carried out to assess their reliability and accuracy. Only 17 completed questionnaires were rejected. The researchers were pleased with the standard of returns, especially given the 'party' context in which the data was collected and have interpreted this as an indication of people's willingness to assist with enhancing knowledge around LGBT communities and events such as Pride.

Section 3: Who Came to Pride in Brighton & Hove 2004?

3.1 Sexuality

As would be expected Pride attracted many LGBT people but it was also a popular event for heterosexual people. Attendees were roughly equally **Gay men (33%), Lesbians (30%) and heterosexuals (29%)**. This indicates that Pride is not an exclusively gay male event. Respondents defining themselves as bisexual/other accounted for 9% of the sample (5% bisexual, 1% other, almost 1% heteromale and 2% heterofemale).

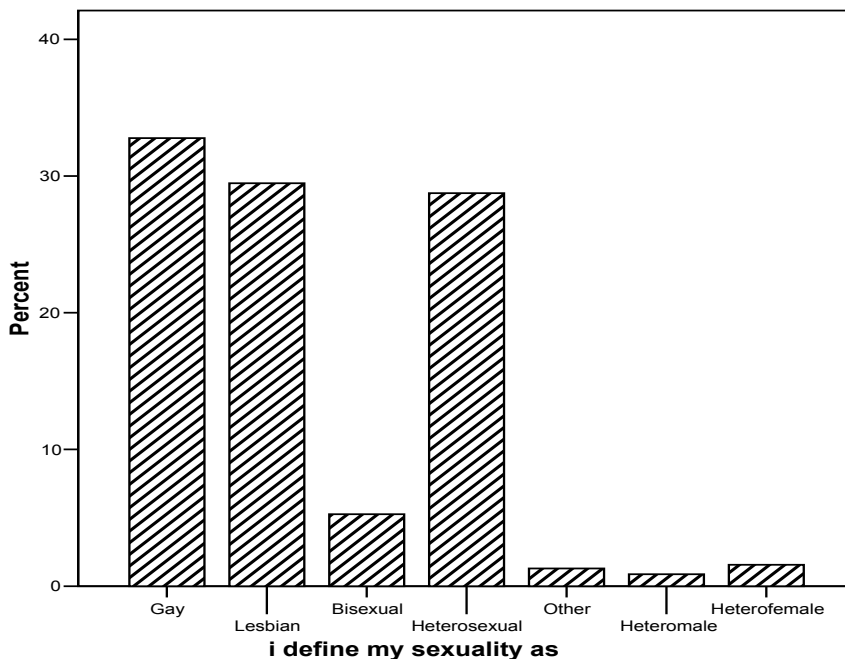


Figure 3.1: Sexuality composition of the sample

3.2 Gender

Equal numbers of LGBT men and women attended Pride (with 2% locating themselves in the trans/other categories). However:

- of the 29% of heterosexuals attending Pride, the majority (65%) were women.

This finding goes some way to support other more qualitative research projects in the UK which suggests that heterosexual women are increasingly using LGBT spaces.

3.3 Residents and Visitors

- **69% of all respondents to the Pride survey were visitors to Brighton and Hove and 78% of LGBT respondents were visitors.**

Clearly, Pride in Brighton and Hove is a major attraction to visitors but the findings also show that it is an important event for many residents, both LGBT and heterosexual.

- **Just over half (52%) of the heterosexuals that attend Pride were resident in Brighton and Hove (heterosexuals accounted for 49% of the residents that went to Pride).**

3.4 Age Profile

It was not surprising given the nature of the Pride event at Preston Park that attendees, according to the respondent profile, were concentrated into younger age groups.

- **The vast majority (90%) of attendees were in the 16 to 45 year old age group.**
- **The largest age category was 26-35 (41%).**
- **A quarter (25%) were 16-25, 24% were aged 36-45.**

However, age profiles of attendees were not the same across groups. There was a greater proportion (38%) of younger attendees (under 26) who identified as 'bisexual/other' than for the other groups. The heterosexual attendees were also proportionately (34%) younger than gay or lesbian respondents. Gay men however showed a slightly older than average age profile with a third of gay men (32%) being in the 36-45 age group.

3.5 Ethnicity

The ethnic profile of Pride attendees mirrored the national picture, as measured by the 2001 census, with majority of Pride attendees being from a

white British ethnic background (78%) or white Irish/other white (13%) and 9% from a non-white/mixed ethnic background.

This is a slightly more diverse picture than for the city of Brighton and Hove as a whole which has a smaller Black and mixed population at just under 6%.

3.6 Disability

- **Seven percent of respondents considered themselves disabled or were in receipt of disability allowance.**
- **Of those defining themselves as disabled 36% are gay men, 28% are lesbians, 20% are heterosexuals and 16% are bisexual/other.**
- **Almost half of those (46%) within the sexuality category 'other' defined as disabled, 6% of the total disabled sample.**

3.7 The Pink/Blue Pound: Fact or Fiction?

The survey results go some way to supporting the existence not only of the 'pink' gay male pound but also point to the lesbian 'blue' pound. Importantly,, the data showed a far more complex income picture than is often reported in discussions of LGBT spending power:

- **Almost a quarter (22%) of bisexuals had a net annual income below £10k (very likely to be linked to the younger age profile of this group).**
- **9% of gay men and 12% of lesbians were also in this lowest income category.**
- **Amongst gay male respondents 63% had a net annual income below £29k compared to 76% of lesbians.**
- **Five percent of gay men, 2% of lesbians, 6% of bisexuals and 2% of heterosexuals had a net annual income above £75k.**

In general, lesbians in the sample had lower incomes than gay men and of all people earning in the highest brackets proportionally more were likely to be gay men or bisexual/other.

Comparisons between the survey data and any national income figures are difficult due to the very particular age and household characteristics of the Pride sample. Nevertheless, the findings indicate that 31% of single gay men aged 26-45 without dependent children and 32% of lesbians in the same social grouping have net incomes less than £19K. This compares very roughly with nationally generated figures that indicate that 50% of single people living in the South East and London with no dependants have net incomes around this level.

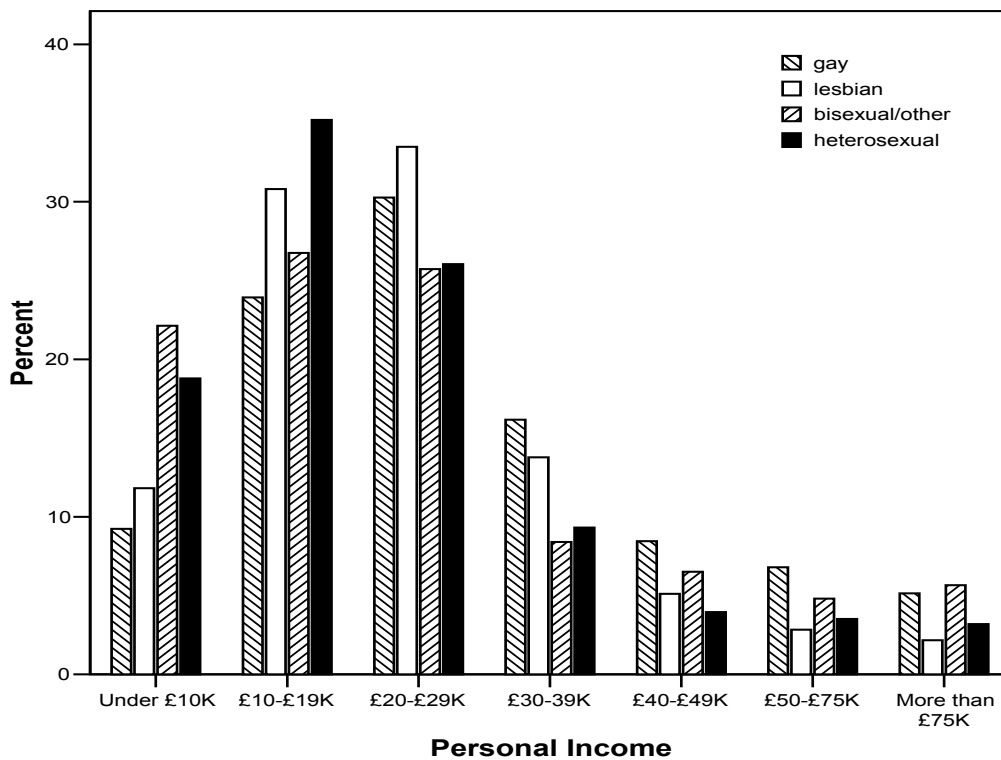


Figure 3.2: Breakdown of personal income by sexuality

Overall, however, the Pride survey findings do suggest that the ‘pink and blue pound’ may be a reality as gay and lesbian attendees seem to have relatively high incomes but this is not universal throughout the LGBT population. The researchers are keen to explore the pink/blue pound further and also the potential disenfranchisement of those who do not have these high incomes.

Section 4 Satisfaction with Pride

Happily for the organisers of Brighton and Hove Pride the event at Preston Park was overwhelming enjoyed by people attending.

- **98% of respondents said at the time of their interview that they were enjoying the event.**
- **Only 0.3% said that they were not enjoying the event.**
- **Just under 2% of respondents said that they did not know as they had not been at the event long enough to judge.**

4.1. How does Pride in Brighton and Hove Compare to other Prides?

Another reason for the organisers of Brighton and Hove Pride to be happy is that amongst those people who have been to other Prides **80% rated the Brighton and Hove event as better than all other Prides**. This result was not just a reflection of local loyalty as the figure only rose slightly to 82% amongst local residents. The results also showed that attendance of other Prides is related to sexuality:

- **Amongst lesbians, 85% have been to another Pride.**
- **88% of gay men respondents have been to another Pride.**
- **Only a third (34%) of heterosexuals had been to another Pride (heterosexuals make up the majority of respondents who have never been to other Prides).**

Clearly, many Brighton and Hove heterosexual residents attend the city's Pride because it is a local event but they do not attend such events elsewhere. This reinforces earlier results that show the event is an important community event generally, as well as a major draw for both heterosexual and LGBT visitors. Perhaps unsurprisingly, however, further findings show that people's income is related to their attendance at other Prides in cities across the UK and Europe: Only 20% of those earning £30k or above had not attended other Prides compared to almost half (48%) of those who earn less than £10K and 37% of those who earn between £10-£19k.

4.2. First Time and Return Visitors

Another endorsement of how much people enjoyed the Brighton and Hove Pride comes from how willing people are to return to future Prides in the city. An overwhelming majority (94%) of respondents said they would return and this figure includes the many first timers who attended:

- **In 2004 40% of all attendees were first timers including (53%) of heterosexuals.**
- **Two thirds (67%) of gay men and lesbians were return attendees.**
- **Over half of respondents had been to Brighton and Hove Pride between 2 and 5 times previously (55% gay men, 54% lesbians).**
- **Amongst bisexuals/other 45% of respondents were first timers.**

There were no marked differences between the attendance patterns and desire to return to future events between disabled and non-disabled LGBT respondents which indicates that Pride in Brighton and Hove is enjoyed by diverse groups of attendees.

4.3. What did People do at Pride in Brighton & Hove 2005?

In terms of the attractions that respondents visited, figure 4.1 shows that the market place and the funfair were the most popular. Amongst specific 'tent' based entertainment the Wild Fruit and Cabaret tents were most popular. Most people who were interviewed (59%) had also attended or taken part in the parade through the city prior to coming to the park.

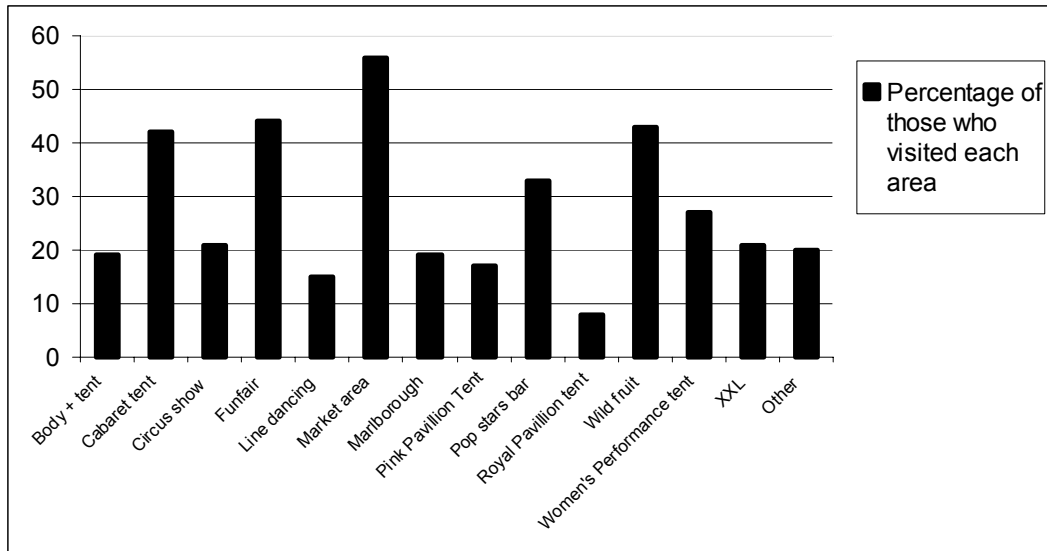


Figure 4.1: Attractions visited in the park visited

4.4 Should Pride in Brighton and Hove have a Main Stage?

In the past Pride has had a main stage presenting well known acts, however the provision of this attraction has considerable cost implications for the organisers. Brighton & Hove Pride wanted to know if this attraction was something attendees wanted at future events and furthermore and if it something they were willing to pay for.

- **70% of LGBT respondents agreed (40% strongly) that there should be a main stage.**
- **Only 10% said that Pride should not have a main stage.**

Paying for the main stage

However, of those who wanted a main stage, a quarter said they would not be willing to pay to attend Pride events in Preston Park. Further analysis of the remainder of people who wanted a main stage showed that the majority were only prepared to pay up to £10 for such entertainment.

4.5 Charging an entry fee for Pride in Brighton and Hove

The question of whether people were prepared to pay to attend the Pride event was designed to explore issues associated with charging a one off attendance fee similar to that applied at other Prides (for example London Pride).

- **Over two thirds (68%) of respondents disagreed or strongly disagreed with the statement that Pride in Brighton and Hove should charge an entry fee.**
- **Those willing to pay £10 or more constitute less than 10% of all respondents.**

When probed further on this issue the results showed however that nearly half (49%) of LGBT respondents would be willing to pay a small entry fee of up to £5. **There were still a sizeable minority who insisted that they would not be prepared to pay for the event at all - 28% of all respondents (25% LGBT).** If this is extrapolated to attendance on the day this figure could amount to 28,000 people who would, presumably, not attend if they had to pay.

Further evidence of how Brighton and Hove Pride is perceived as a local community event is indicated by the difference between resident and visitor views on this subject. This is particularly marked in the case of LGBT residents:

- **Residents were more likely to oppose charging for entry, with 72% strongly disagreeing/disagreeing that Pride in Brighton and Hove should charge an entry fee compared to 64% of visitors.**
- **86% of LGBT residents strongly disagreed/disagreed with Pride charging an entry fee.**

The results also revealed that a quarter of visitors said they would not pay to attend Pride. Again, these findings indicate that attendance and indeed local support (noticeably local LGBT support), for the Pride event at Preston Park may be affected if people have to pay an entrance fee.

Furthermore, the introduction of an attendance fee may have repercussions on the wider diversity of the event. The findings showed that **disabled respondents were more likely than others (36% compared to 28%) to say they would not be willing to pay to attend.**

Despite the relatively high incomes of many attending Pride figure 4.2 shows the general reluctance to pay much for the all day event at Preston Park. Indeed analysis of willingness to pay in relation to income showed:

- **The highest earners (£75K+) had the highest percentage (38%) of people that stated they would not pay to come to Pride.**

The issue appears to be one of principle as much as ability to pay.

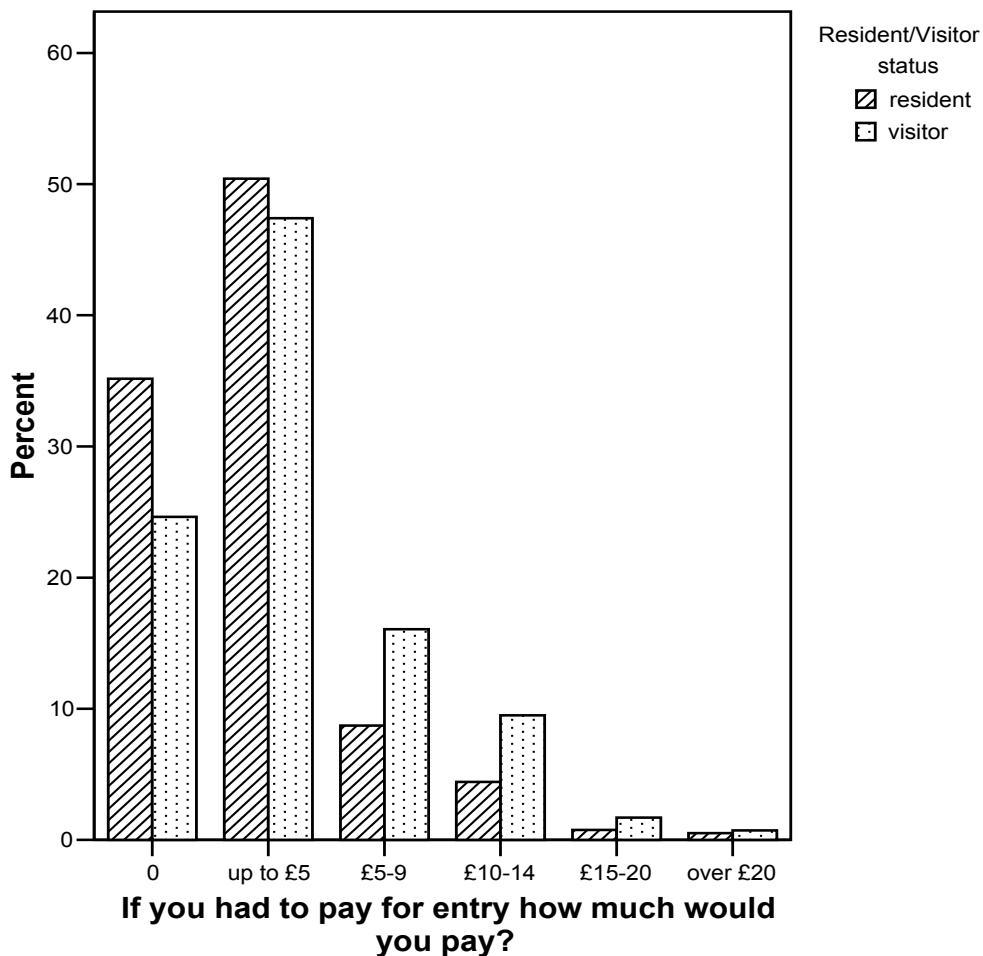


Figure 4.2: Amount Visitors/residents would pay to attend Pride

4.6 Donations to Pride

Because of the charitable status of Brighton and Hove Price, the organisers were keen to explore not only the subject of entrance fees but how this related to people's donating behaviour and whether one would impact on the other.

- **Of all respondents 83% stated they planned to donate to Pride.**
- **Over a third (38%) of all attendees planned to donate £5 or more.**

Interestingly, donation intentions varied by sexuality, with **over twice as many heterosexual respondents (30%) than gay men (11%) and lesbians (12%) indicating they would not donate.**

On the possible relationship between donations and entrance fees the findings revealed that:

- **Of those planning to donate 76% planned to give less than £5.**
- **Of those willing to pay for entry 66% would only be willing to pay up to £5.**
- **71% of those who would not pay to attend Pride, donate £1 or more to Pride.**

This suggests that donation levels may be negatively influenced by the introduction of an entrance fee.

4.7 Celebrating LGBT identities

All the partners in the research were keen to know if LGBT Pride attendees felt that the event had particular 'cultural' or indeed political significance to them as a time where they could celebrate their identities in addition to having a great day out. The results showed that:

- **77% of LGBT respondents strongly agreed/agreed that Pride was a celebration of LGBT identities.**

Further analysis between gay men and lesbians on this issue showed that:

- **Lesbians were more likely to agree than gay men, (85% and 76% respectively).**
- **Bisexuals/others are more likely to have no opinion on the subject (27%) or were more likely to disagree/strongly disagree with this statement (59%).**

In addition, there were differences on this subject between LGBT visitors and residents with visitors more than residents agreeing that Pride provided them with an opportunity to celebrate and express their sexuality more so than in their daily lives (81% and 67% respectively). This may reflect the freedom that comes with attending such an event away from their normal place of residence.

4.8 Gay Friendly Consumption

The organisers of Pride wanted to examine whether LGBT people attending had supported gay friendly companies by giving them their business as this could influence future sponsorship decisions:

- **Most gay men (73%) and 71% of lesbians said they had bought from a company because it is gay friendly.**
- **Older respondents were more likely to have purchased in this way with between 77% and 88% of LGBT respondents aged over 36 having done so.**
- **Those in lower income categories are less likely to have bought from a company that is gay friendly with only 60% of those with incomes below £10K having done so.**

Section 5 Pride's Contribution to the Economy of Brighton and Hove

The official estimates for Pride 2004 suggest that the event attracted 100,000 attendees. The survey results indicate that:

- **69% Pride attendees were visitors to Brighton and Hove. Of these just under half (49%) stayed for one night or more with the remainder (51%) being day visitors.**
- **Nearly three quarters (72%) of staying visitors spent at least 2 nights in Brighton and Hove and of these 83% spent 2-3 nights with the rest staying 4 nights or more.**

The majority of (95%) day visitors said that Pride was the main reason for their trip to the city. For those staying overnight, however, the figure falls to 74% which reflects other motives for visiting Brighton and Hove, especially amongst those staying 4 nights or more.

Calculations based on these figures suggest that Pride was the main reason for 33,100 day visits and 27,200 staying visits to Brighton and Hove over the 2004 Pride weekend.

5.1 Where do Visitors Stay?

- **Slightly under half of staying visitors (44%) stayed with friends and relatives.**
- **Just under a third stayed in some form of paying accommodation in Brighton and Hove with 19% in hotels, 8% in bed and breakfast, 2% in hostels and 1% in self catering.**

A further 13% of staying visitors said they were camping but not all of these overnights would be at paying camp sites.

Using the data on visitors, the type and motivation for overnight stays, it is estimated that throughout the week Pride events were directly responsible for 19,900 paying bed nights in Brighton and Hove.

5.2 Residents and House Guests

The survey data shows that the local community played a significant role in providing accommodation over the Pride weekend.

- **Two thirds (65%) of LGBT resident attendees had people to stay over the weekend of Pride.**
- **Of these 69% had between 1 and 3 people staying but 12% had 6 or more people staying.**
- **Heterosexual resident respondents were slightly less likely to have people to stay but over half (59%) still had staying visitors that weekend.**

Clearly, a small proportion of reported 'house-guests' might be people who live elsewhere in the city and also 35% of visitors to Brighton and Hove who were staying with friends indicated that Pride was not the main motivation for their visit. Nevertheless, these figures do indicate that alongside Pride's commercial accommodation impacts, the event also draws on non-commercial informal accommodation, again underlying the community aspect of the festival but also indicating the important role local residents can play in Brighton and Hove's tourism economy.

5.3. Visitor and Resident Spending

The research aimed to examine how visitors and resident attendees at Pride spent their money over the weekend. Respondents were asked to estimate what they had spent or were likely to spend under a number of different categories such as accommodation, shopping and food. This data for visitors to Brighton and Hove was compared to other information collected by the City Council on the expenditure patterns of tourists. By combining these two

sources of data it was possible to produce the following visitor expenditure estimates:

Day visitors, average spend per visit	£18.00
Staying visitors, average spend per visit	£93.39

These indicate the amount of money each visitor will spend in Brighton and Hove during the length of their stay. The estimates for staying visitors reflect the fact that a high proportion of Pride attendees stay with friends and do not pay for accommodation. The estimates for day visitors do not include expenditure made during the day outside Brighton and Hove

These estimates were then combined with attendance figures and the data on visitors for whom Pride was the main motivation for their trip to Brighton and Hove to produce a total expenditure impact on the city.

- **Pride is responsible for an additional £3.13 million visitor expenditure in the Brighton and Hove economy.**

5.4 Residents spending patterns over the Pride weekend

Figure 5.1 illustrates the impact of Brighton and Hove Pride on resident attendees spending patterns. Clearly residents spend more over this weekend than they would on a non-Pride weekend and this was found to be particularly so for LGBT residents.

36% of LGBT resident respondents said they would spend substantially more over Pride weekend than compared to a normal weekend. Furthermore, a similar proportion also said the impact on their spending would be only slight. The figures for heterosexual respondents varied and showed the majority were expecting to spend only 'the same' or 'slightly more' than over a usual weekend.

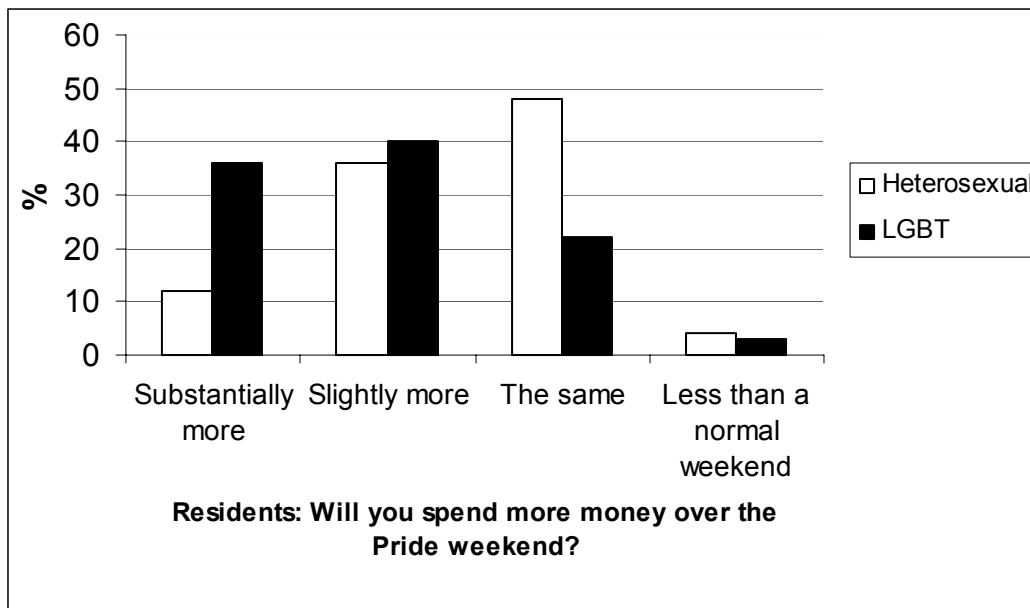


Figure 5.1: Resident spending patterns over the Pride weekend

5.5 Pride: a Showcase for the city?

Results discussed earlier (see section 4) indicated that most respondents to the survey intended to return to Brighton and Hove Pride next year. However, other findings indicate that the Preston Park Pride event and attendees visit to the city may serve to encourage future visits outside of Pride week.

- **Amongst the LGBT visitors to Pride over half (58%) indicated that they would 'definitely' return to the city during the next year.**
- **A further 23% said that they would 'perhaps' come back. Only 6% said they would either 'definitely not' or 'perhaps not' return.**

Section 6 Lifestyles and Living: Social Characteristics of Pride Attendees

The Pride survey offered a good opportunity for the researchers to collect data on the lifestyle and living arrangements of LGBT attendees due to the difficulties of accessing this group. Questions were therefore included in the survey about people's relationships and their households in addition to questions about income levels (see also section 3).

The results found that:

- **Over half (58%) of gay men were in relationships with members of the same sex.**
- **Of these almost 57% had been in relationships for up to three years, 28% for between 4 and 9 years and 16% for 10 years or more.**
- **The majority of gay men in relationships (61%) lived with their partner (71% if those who live with their partner and others are included).**
- **90% of gay male respondents who had been in a relationship for more than four years lived with their partner.**
- **Nearly three quarters (72%) of lesbians were in relationships with members of the same sex, the highest for any of the sexuality groupings.**

Less lesbians (36%) than gay men (44%) had been in relationships for four years or more. So although more lesbians were in relationships nearly, two-thirds of these relationships were less than four years long. Patterns of co-habiting were similar amongst lesbians and gay men in relationships with 90% of both groups co-habiting when they had been together for with partners more than four years.

Figure 6.1 shows that 41% of bisexuals/others were not in relationships, which was the highest proportion for any sexuality grouping amongst the

LGBT respondents. It is suggested that this relates to the younger age profile of this group. Further analysis of this group showed:

- of those within the bisexual/other grouping 35% were in relationships with members of the same sex and 19% were in relationships with opposite/different sexes.
- of those in a relationship, 61% had been together for up to three years and 13% for 10 years or more. This latter figure varies from 7%, for bisexuals who had been in a relationship with someone of the same sex, to 21%, for bisexuals/others had been in a relationship with a member of the opposite sex for more than 10 years.
- sixty percent of those in a relationship lived with their partners.

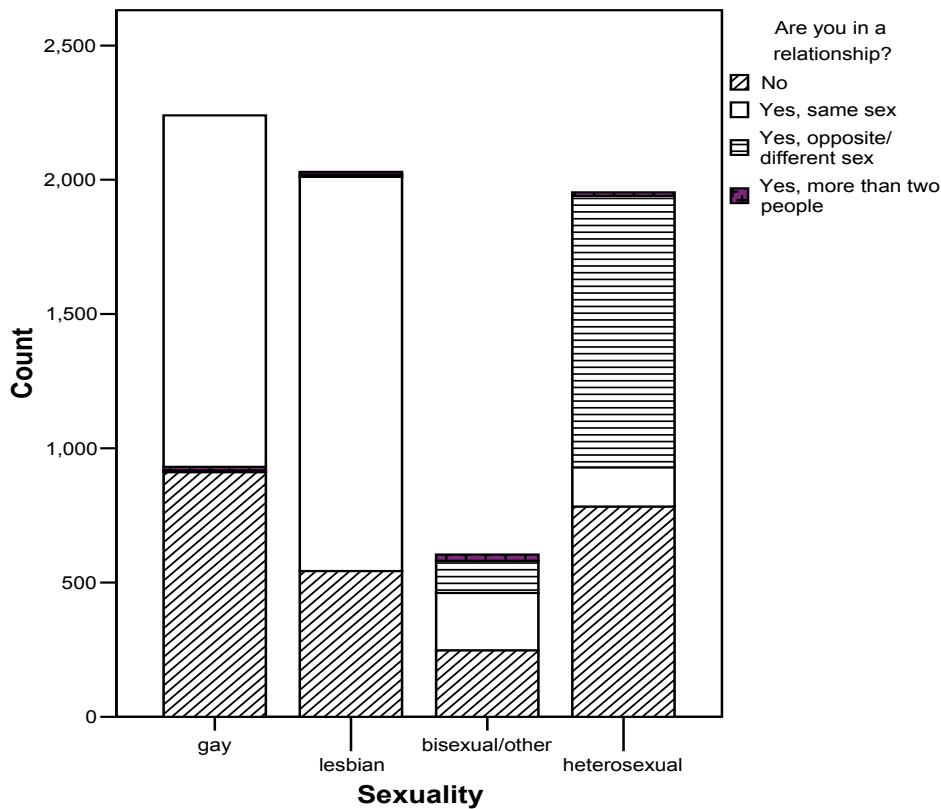


Figure 6.1: Sexuality and relationship status

6.1 LGBT Household Composition: Parenting and Living Arrangements

The majority (88%) of all respondents attending Brighton and Hove Pride did not have dependant children. Of the remaining 12% that did, half had children in the 0-11 age range and half had children in the 11-18 age grouping.

- **Nineteen percent of bisexual/other respondents had dependent children, the highest level amongst all the main sexuality groupings attending Pride.**
- **18% of heterosexual attendees had dependent children.**
- **Only 2% of gay male respondents had dependant children.**
- **14% of lesbian respondents had dependent children and of these 61% had children aged 11-18 and 39% in the 0-10 category.**

Numerically, heterosexual respondents accounted for most of the 'parents' at Pride, followed by lesbian parents. Further analysis of living arrangements and household composition showed that:

- **A significant proportion of gay male respondents live in shared accommodation (19%), with partners and others (6%) and with families or relatives (9%).**
- **A slightly higher proportion of lesbians live with their partners and others (13%) or with their families/relatives (12%), than in the gay male category.**
- **Lesbians are less likely to live in shared accommodation with those who are not partners or relatives (13%) than gay men.**
- **Almost 39% of lesbians lived with their partners and 20% lived alone, figures that are similar to those for gay men.**
- **Bisexuals/others are more likely, compared to lesbians and gay men, to be living with their families and relatives (17%) and to be living in shared accommodation (19%). This may be due to the younger age profile of this group.**

The data for attendees at Pride found that over one third of gay men do not fit the profile of single/coupled household composition. Age profile will have a

bearing on this and further analysis confirmed that such shared household set-ups were more common among younger age groups and the lower income categories. Only 10% of those in the £50-75k category lived in shared homes (with people other than their partner).

The data is important as it shows that the ‘pink pound’ and the increased spending power of high earning gay couples without dependants is by no means ubiquitous amongst gay men. The picture for lesbians also seems to confirm the earlier suggestion (see section 3) of an equivalent ‘blue pound’. Almost half (47%-49%) of lesbians with net incomes above £30k live with their partner, the majority without dependant children.

There are great differences though in the accessibility of the ‘blue pound’. 19% of lesbians with net incomes under £10k have dependant children. This suggests that there may be considerable economic hardship amongst the LGBT groups as well as relative affluence.

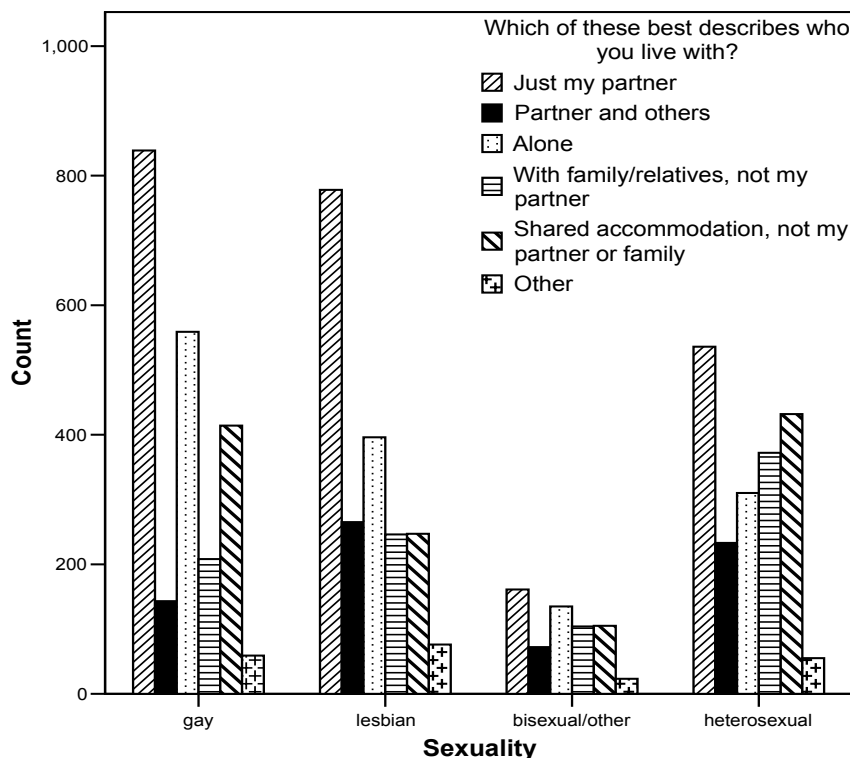


Figure 6.2: Household composition by sexuality

6.2. Brighton and Hove: The 'Gay Capital of the UK'?

Amongst the respondents who were resident in Brighton and Hove, three quarters of gay male (75%) and lesbian (74%) respondents strongly agreed/agreed that Brighton's reputation as 'gay' capital had positively influenced their decision to live here. The level of agreement for bisexuals/others was considerably lower at 50%. Interestingly, 30% of heterosexual respondents strongly agreed/agreed that Brighton and Hove's 'gay' reputation positively influenced their decision to live here confirming the city's reputation for tolerance and perhaps explaining the high levels of resident heterosexual support that Brighton and Hove Pride received..

6.3. Holiday/Weekend Breaks Overseas

Given the earlier findings on income levels and lack of dependants it is perhaps unsurprising that 50% of LGBT individuals take 1-2 overseas holidays/weekend breaks a year (although this is less than has been suggested by other studies). A further 16% take 3 holidays, 15% take 3-5 holidays and 10% take 5+ holidays overseas, however, 9% take no holidays. A reflection of the differences in the earnings profile found amongst respondents is the finding that 29% of gay men have three or more holidays a year overseas compared to 19% of lesbians.

Section 7 Summary and Conclusions

7.1 Methodology

Using the Pride festival to conduct a large scale survey enabled access to LGBT individuals in a way that would have been impossible by traditional sampling and contact techniques. By engaging with an event that is attended by LGBT individuals, working with Pride's committee and having a visible presence in the park (both through researchers and a designated tent), the intentions of the survey were perhaps more readily accepted and supported by those LGBT respondents taking part (indicated by the significant number of surveys that were correctly completed). The support of the Pride committee and mention of the survey in Pride publicity enabled the researchers to gain trust and legitimacy which may have contributed to the large size of the sample and the small number of refusals on the day of the survey.

7.2 People at Pride

Pride in Brighton and Hove attracts a large number of LGBT individuals but also a significant number of heterosexuals. A large volume of the attendees at Pride are visitors to Brighton and Hove with heterosexuals accounting for half of those who are residents. The majority of those who attend are aged between 16 and 45. The ethnic diversity of the sample was similar to the national profile. Gay men had the highest incomes of those attending Pride.

Recommendations and further research

- In order to create a broader understanding of the demographics of the LGBT community further large scale surveys are required in locations other than Brighton and Hove which may have certain distinct features.
- Further research needs to be undertaken with LGBT residents of Brighton and Hove to examine population demographics along with experiences of this presumed 'gay mecca'.

7.3 Satisfaction with Pride

Pride in Brighton and Hove was enjoyed by the vast majority of attendees. Plans for return visitation and the proportion of first time attendees suggest that this festival may grow in size. The majority of those who attended Pride in Brighton and Hove said that it is better than other Prides and there is an overwhelming view that Pride is a celebration of LGBT identities. In addition, Pride offers opportunities for people to express their sexuality that are not available in everyday life.

People were not, however, generally in favour of paying to attend the event or paying for certain parts of the event. A third of respondents said they would not be willing to pay to attend Pride and half of the participants were willing only to pay up to £5. From this we can conclude that Pride, as a growing festival, is a significant celebration of LGBT identities. If Pride chose to charge for entry it could lose attendees and reduce the diversity of participants.

Recommendations for further research

- Further research is needed to explore the place of Pride alongside everyday expressions of LGBT sexual identities and lifestyles.
- In order to further explore the effects of 'commercialisation' in Pride events, future research needs to consider Prides that charge entry fees and the composition of these festivals.

7.4 Pride's Economic Contribution

Pride makes a significant economic contribution to Brighton and Hove and during the weekend of the event in Preston Park is directly responsible for a £5 million injection into the local economy.

Almost half of those visitors to Brighton and Hove who went to Pride stayed for one night or more. The majority of visitors cited Pride as the main reason for their attendance and most are likely to return to Brighton and Hove outside the Pride weekend. Pride in Brighton and Hove attracts a significant number of staying visitors and the informal economy where visitors stay with friends is

an important factor in accommodating the large number of staying visitors. Those who visit Pride in Brighton and Hove are likely to return and although residents spend more during Pride they rarely spend substantially more indicating that Pride does not drain their resources to the detriment of other weekends.

7.5 Lifestyles

The majority of gay men and lesbians that attend Pride are in relationships, over two thirds of those who are in relationships live with their partners. Income data combined with household composition points to *double income no kids* households amongst lesbians as well as gay men, but these households are not universal. Lesbians are more likely to have children than gay men. Alongside the gay male pink pound there thus exists a lesbian 'blue pound' but the scale of affluence amongst LGBT communities should not be exaggerated. The majority of lesbian and gay male residents indicated that they lived in Brighton and Hove because of its status as the 'gay capital' of the UK.

Recommendations for further research

- There is a clear need to more fully and critically explore household incomes and work patterns in LGBT households and the real nature of the gay 'pink pound' and the lesbian 'blue pound'.
- Recognising that the 'pink/blue pounds' are not universal, marginalisation within the gay community needs critical exploration.