

Brighton & Hove Living Wage Campaign 2020 Survey Results Summary



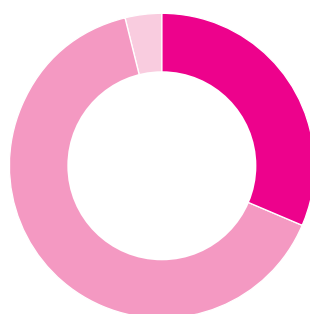
We asked employers currently signed up to the **Brighton & Hove Living Wage Campaign** about their experiences. 54 businesses completed the survey and it is the responses of these businesses which are shown in the results below.

The Brighton & Hove Living Wage Campaign encourages local businesses to pay all employees the Living Wage, currently. The campaign is led and managed by **Brighton Chamber**, with over 680 businesses, social enterprises, charities and public sector organisations signed up.

Living Wage employers by sector:

Agriculture/Viticulture	1	Financial (inc wealth management)	3	Real Estate	1
Building & Construction	2	Hospitality & Catering	4	Retail	4
Care	5	Landscaping	1	Security	2
Cleaning	4	Logistics	1	Sport, Health & Fitness	2
Digital	1	Media	2	Technology	6
Education	3	Manufacturing	1	Third Sector	6
Entertainment & Events	2	Marketing	3	TOTAL Responses	54

Joining the Brighton & Hove Living Wage Campaign directly led to an increase in employees' wages



- 31.5% of the businesses said joining the campaign directly led to an increase in employees' wages.
- 64.8% said joining the campaign did not directly lead to an increase.
- 3.7% didn't know.

Proportion of businesses choosing a supplier that would consider whether or not that business was a Living Wage employer



- 61.1% of the businesses said they would consider whether a business was a Living Wage employer when choosing a supplier.
- 14.8% said they would not consider a supplier's Living Wage status.
- 24.1 didn't know.

The impact of paying the Living Wage

POSITIVE FOR STAFF

74% of employers we surveyed told us that paying the Living Wage has had a positive impact on their staff.



IMPORTANT FOR BUSINESS

85% of employers we surveyed told us that paying the Living Wage is important for business.

When asked about the specific ways in which the Living Wage impacts business, respondents gave us the reasons below...



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