

Labour Market INFORMATION

Dorset Data



Average yearly pay for full-time jobs (2025)

- Bournemouth, Christchurch & Poole area: £37,500
- Dorset area: £37,500
- England (overall): £39,300



Jobs in the area

- About 350,000 people have a job
- That's 77.5% of people who are old enough to work



People without jobs in the area

- Currently 14,700 people are unemployed – that's 4 out of every 100 people who are old enough to work
- A further 86,700 people aren't working and aren't looking for a job for various reasons - that's about 19 out of every 100 people



Population changes over 10 years

- Overall population: up by 5.3% (England: up by 7.8%)
- Ages 16–24: down by 1.5% (England: up by 1.2%)
- Ages 65 and over: up by 14% (England: up by 15.5%)



Types of jobs

- 14 out of every 100 people work for themselves (self-employed)
- 86 out of every 100 people work for someone else (employees)



Biggest job areas in Dorset (2024)

- Health and Social Care: 55,000 jobs
- Shops and Retail: 49,000 jobs
- Hospitality (hotels, restaurants): 38,000 jobs
- Manufacturing (making things): 28,000 jobs
- Education (schools, colleges): 27,000 jobs



What Dorset is good at (compared to the UK)

- Maritime (things related to the sea)
- Metalworking technology
- Visitor economy (tourism)
- Building services
- Precision technology



Jobs that need higher skills

- Programmers and software developers: 2,400 jobs
- Teachers: 3,500 jobs
- Nurses: 4,700 jobs
- Solicitors and lawyers: 1,500 jobs



Job adverts

- 84,000 jobs advertised in the last year
- 9,000 jobs advertised last month
- Peak was around 11,500 jobs per month in 2022
- About 7,000 employers advertised jobs, including NHS, JPMorgan Chase, BAE Systems, Barchester Healthcare



Top skills employers want

- Communication
- Paying attention to detail
- AI (Artificial Intelligence)
- Problem solving
- Customer service



Most advertised jobs in the last year

- Care workers and home carers: 10,600 jobs
- Sales: 5,400 jobs
- Cleaners: 4,900 jobs
- Teaching assistants: 4,900 jobs

Sources: ONS (Nomis) and Lightcast.

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