



Department
for Culture
Media & Sport

Creative Industries: Focus on Employment

June 2014

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These estimates are Official Statistics and have been produced to the standards set out in the Code of Practice for Official Statistics

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Chapter 1: Introduction

These estimates are Official Statistics and build on the [Creative Industries Economic Estimates](#), published in January 2014, which provided headline estimates of the direct economic contribution of the Creative Industries at the UK level (GVA, employment and exports of services).

The focus of this report is on employment only and provides more detailed information by region and Devolved Administration, level of qualification, gender, and ethnicity. The estimates have been produced using the ONS Annual Population Survey.

The Creative Industries were defined in the Government's [2001 Creative Industries Mapping Document](#) as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”.

This release retains that definition, but uses the new methodology set out the January 2014 release for determining which occupation and industry codes (in Annex A and Annex B) are classified as “creative”. This methodology makes use of a robust finding from research that having high levels of “creative intensity” – that is, the proportion of the workforce in creative occupations – separates the Creative Industries from other industries¹.

The methodology comprises three steps. First, a set of occupations are identified as creative². Second, creative intensity is calculated for all industries in the economy. Third, all industries with a creative intensity above a certain “threshold” are classified as Creative Industries.

Unless stated results refer to 2013, and changes to the difference between 2011 and 2013.

¹ Bakhshi, H., Freeman, A., and Higgs, P. (2013) ‘A Dynamic Mapping of the UK’s Creative Industries’, Nesta: London

² Bakhshi et al (2013) propose criteria which can be used to assess which occupation codes should be considered creative for measurement purposes

Employment in the Creative Economy is measured on the “Creative Trident”³ basis using data from the Annual Population Survey (APS). The Trident basis looks at:

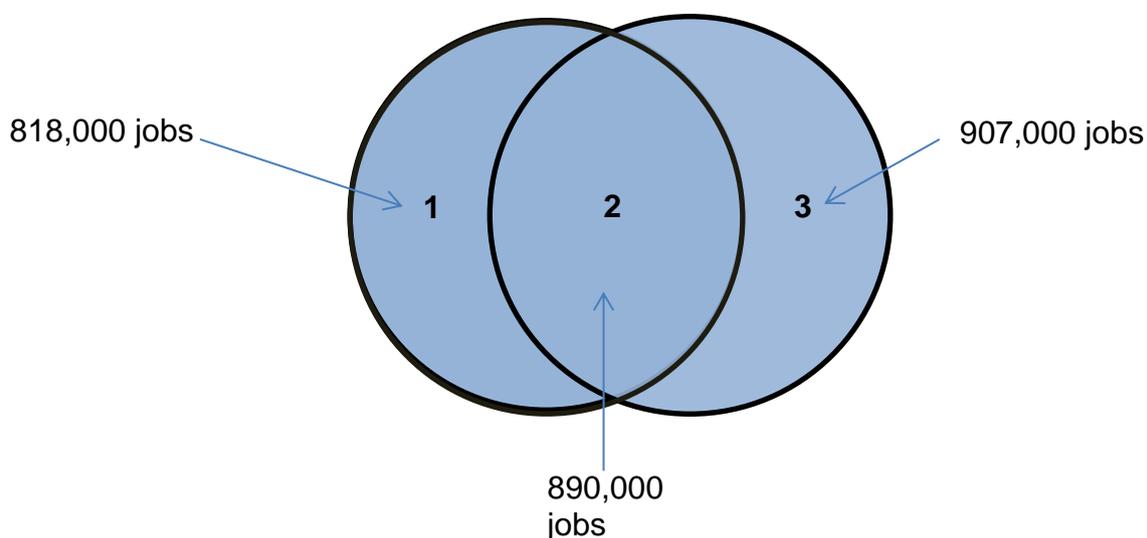
1. Jobs in the Creative Industries not classified as creative
2. Creative Jobs in the Creative Industries
3. Creative Jobs outside the Creative Industries (“embedded” jobs)

Creative Economy = 1+2+3

Creative Industries = 1+2

Creative Occupations = 2+3

The Creative Economy, 2013



Source: ONS APS 2013

³ Higgs, Cunningham and Bahkshi (2008), “Beyond the Creative Industries: Mapping the Creative Economy in the UK”, Nesta, London

Data sources

This release has been based on ONS employment data which uses the latest occupational classification (SOC 2010) and the latest industrial classification (SIC 2007). Employment data for this release were taken from the Annual Population Survey (APS) for 2011, 2012 and 2013, as the updated occupational coding standard (SOC 2010) was introduced in 2011.

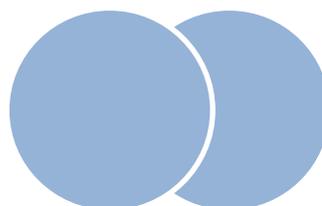
This release uses the same APS dataset for 2011 and 2012 that the employment estimates in the January 2014 release were based on as well as presenting new APS 2013 data which have now become available.

Terminology

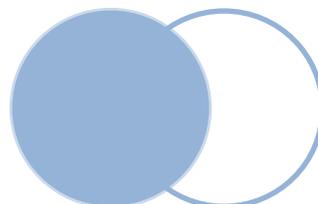
Throughout the report symbols have been used to indicate whether the analysis refers to:

1. The Creative Economy, which includes the contribution of those who are in creative occupations outside the creative industries as well as all those employed in the Creative Industries.
2. The Creative Industries, a subset of the Creative Economy which includes only those working in the Creative Industries themselves (and who may either be in creative occupations or in other roles e.g. finance).
3. Creative Occupations, a subset of the Creative Economy which includes all those working in creative occupations, irrespective of the industry that they work in.

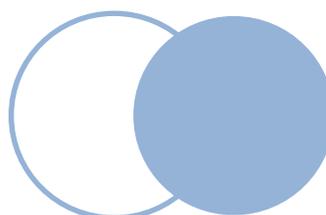
Creative Economy:



Creative Industries:



Creative Occupations:



Groups

To provide more detail, this release breaks down the creative sector into groups. Three groupings are used – by industries (SIC 2007), by occupations (SOC 2010), and by industry and occupations.

Advertising and marketing has been used as an example.

1. Creative Industries groups (Annex A) attempt to consider related industries, insofar as this is permitted by the industrial classification.

Creative Industries Group	SIC 2007	Description
Advertising and marketing	70.21	Public relations and communication activities
	73.11	Advertising agencies
	73.12	Media representation

2. Creative Occupations groups (Annex B) attempt to consider related occupations, insofar as this is permitted by the occupational classification.

Creative Occupations Group	SOC 2010	Description
Advertising and marketing	1132	Marketing and sales directors
	1134	Advertising and public relations directors
	2472	Public relations professionals
	2473	Advertising accounts managers and creative directors
	3543	Marketing associate professionals

3. Creative Economy groups combine both of the above classifications under the same headings so that the contribution of a creative sector across the whole economy can be measured (i.e. across all elements of the “Creative Trident”).

Creative Economy group	Creative Industries group	Creative Occupations group
Advertising and marketing	SIC 2007	SOC 2010
	70.21	1132
	73.11	1134
	73.12	2472
		2473
		3543

Chapter 2: Key Findings

To note: the three definitions used throughout the release, the wider Creative Economy, the Creative Industries and Creative Occupations have been defined above in the introduction.

UK Context

- Total Creative Economy employment across the UK has increased from 2.4 million in 2011, to 2.6 million jobs in 2013, an 8.8 per cent increase.
- There were 1.71 million jobs in the Creative industries in 2013, an increase of 10.1 per cent since 2011.
- In 2013 there were 1.80 million jobs for people in Creative Occupations, a 7.3 per cent increase since 2011.
- These increases compare with a 2.4 per cent increase in the total number of jobs in the wider UK economy over the same period.

Geographic distribution by Region and Devolved Administration

- The proportion of Creative Economy jobs varies by region and devolved administration.
- In 2013, across the whole of the UK, around 1 in 12 jobs (8.5%) were in the Creative Economy and ranged from 1 in 20 jobs (5.1%) in the North East to 1 in 6 jobs (16.2%) in London.
- The Creative Industries accounted for 1 in 18 jobs, (5.6%) of all jobs in the UK in 2013, and ranged from 1 in 32 jobs (3.1%) in Northern Ireland to 1 in 9 jobs (11.4%) in London.
- Almost a third (30.3%) of Creative Industries jobs were based in London.
- Between 2011 and 2013, within the Creative Industries, there were increases in jobs of greater than 20 per cent in: the East of England (27.1%); the East Midlands (25.0%); the West Midlands (20.6%); and Yorkshire and The Humber (20.1%).

Educational qualifications in the Creative Economy

- More than half (57.7%) of jobs in the Creative Economy were filled by people who have a degree or higher qualification in 2013 compared to 31.1 per cent of all jobs in the UK.
- One in every six jobs held by graduates in the UK was in the Creative Economy.
- One in every ten jobs held by graduates in the UK was in the Creative Industries.
- Between 2011 and 2013, there was an increase of 188,000 degree-level jobs in the Creative Economy to 1.5m.
- The picture for the Creative Industries is similar to that of the Creative Economy, with the majority of jobs filled by people with at least a degree (58.5% in 2013).
- Of the 1.71 million jobs in the Creative Industries, almost 1 million were filled by people whose highest qualification was a degree.
- There were 1.8m jobs in Creative Occupations across all industries, in 2013 and had a higher proportion of degree level workers (61.1%) than across the wider Creative Economy (57.7%).

Gender in the Creative Economy

- The Creative Economy and Creative Industries employ a lower proportion of women than the wider UK economy.
 - 35.8 per cent of jobs in the Creative Economy were filled by women in 2013,
 - 37.1 percent of jobs in the Creative Industries filled by women.
 - This compares with 46.9 per cent in the UK as a whole.
- The largest proportion of jobs for women in any Creative Industries group was in 'Music, visual and performing arts', with almost a fifth (19.6%) of women in the Creative Industries working in this group.

Ethnicity in the Creative Economy

- In total, 10.2 per cent of jobs in the Creative Economy were filled by BAME workers in 2013, a similar level to the UK economy.
- Between 2011 and 2013 there was an increase of 11.9 per cent in the number of jobs for the BAME group compared with an increase of 8.5 per cent in the number of jobs for the White group in the Creative Economy
- 10.6 per cent of Creative Industries jobs were filled by BAME workers. This is similar to both 2011 (10%), and 2012 (10.8%).

Chapter 3: UK Context

The focus of this release is on the labour market characteristics of the workforce in the Creative Economy by region, level of qualification, gender, and ethnicity for 2011, 2012 and 2013.

This chapter presents UK employment estimates at a headline level as context for the analysis of more detailed regional and employment characteristics which follows in this release.

This release uses the same APS dataset for 2011 and 2012 employment estimates that the UK headline estimates published in January 2014 were based on, as well as presenting new 2013 data which are now available.

3.1 Creative Employment in the UK

The Creative Economy includes all jobs in the Creative Industries, and all those working in Creative Occupations in other industries. Total creative employment across the UK has increased from 2.4 million in 2011, to 2.6 million jobs in 2013. This is an 8.8 per cent increase, compared to a 2.4 per cent increase in the total number of jobs in the wider UK economy over the same period.

The proportion of jobs in the UK which are a part of the Creative Economy has also increased across the period. The Creative Economy accounted for 8.0 per cent of total jobs in 2011, and 8.5 per cent of total jobs in 2012 and 2013.

3.2 Creative Industries in the UK

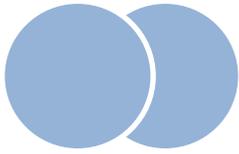
The number of jobs in the Creative Industries is the total number of jobs in industries classified as creative (listed in Annex B), whether they are jobs in a creative occupation or not. There were 1.71 million jobs in the Creative industries in 2013, an increase of 10.1 per cent since 2011. The number of jobs in 'Design: product, graphic and fashion design' increased by 22.0 per cent between 2011 and 2013 to 122,000 jobs.

3.3 Creative Occupations in the UK

This measure estimates the number of jobs by people working in Creative Occupations, whether they are working within the Creative Industries or outside. In 2013 there were 1.80 million jobs for people in Creative Occupations, a 7.3 per cent increase since 2011. Within this, the number of jobs in 'Architecture' increased by 24.4 per cent between 2011 and 2013 to 107,000.

Table 1: *Jobs in the Creative Economy, Creative Industries and Creative Occupations as a share of UK total jobs.*

	2011	2012	2013	2011-2013 growth
Creative Economy	2,404,000	2,550,000	2,616,000	8.8%
Share of UK total jobs	8.0%	8.5%	8.5%	0.5 percentage points
Creative Industries	1,550,000	1,684,000	1,708,000	10.2%
Share of UK total jobs	5.2%	5.6%	5.6%	0.4 percentage points
Creative Occupations	1,675,000	1,754,000	1,798,000	7.3%
Share of UK total jobs	5.6%	5.8%	5.9%	0.3 percentage points



Chapter 4: Employment by Region and Devolved Administration

This section provides estimates for the number of jobs in the Creative Economy in each of the nine English regions and three Devolved Administrations (Scotland, Wales and Northern Ireland).

The focus of this report is on where Creative Industries jobs are located, so the employment analysis presented here is on a workplace basis i.e. the number of jobs in the region where people work. For this publication, we have *not* presented the alternative residence based analysis which looks at the jobs people hold based on where they live.

4.1 Summary

Creative Economy

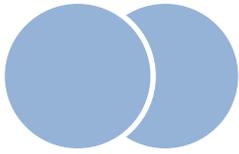
The proportion of Creative Economy jobs varies by region and Devolved Administration. Across the whole of the UK, around 1 in 12 jobs (8.5%) were in the Creative Economy, but this ranged from 1 in 20 jobs (5.1%) in the North East to 1 in 6 jobs (16.2%) jobs in London.

There are also differences in the individual Creative Economies of different regions. In 2013, 'IT, software and computer services' accounted for 39 per cent of the Creative Economy in the South East compared with 27 per cent of the Creative Economy in London. 'Music, performing and visual arts' made up 16.6 per cent of the Creative Economy in Wales, but 7.4 percent in Northern Ireland.

Creative Industries

The Creative Industries accounted for 1 in 18 (5.6%) of all jobs in the UK in 2013 and ranged from 1 in 32 jobs (3.1%) in Northern Ireland to 1 in 9 jobs (11.4%) in London. Almost a third (30.3%) of Creative Industries jobs were based in London.

Between 2011 and 2013, within the Creative Industries, there were increases in jobs of greater than 20 per cent in: the East of England (27.1%); the East Midlands (25.0%); the West Midlands (20.6%); and Yorkshire and The Humber (20.1%).



4.2 Regional Employment in the Creative Economy

In 2013, the Creative Economy, as a proportion of total jobs, was largest in London. One in every 6 jobs (16.2%) in London was in the Creative Economy. The Creative Economy was smallest in the North East, where it accounted for 1 in 20 jobs (5.1%).

Table 2: Jobs in the Creative Economy in 2013, by region

Region	Jobs in the Creative Economy	As a proportion of Total Jobs in each region	Change in proportion since 2011 (percentage points)
North East	58,000	5.1%	0.5
North West	206,000	6.3%	0.3
Yorkshire & The Humber	157,000	6.2%	0.4
East Midlands	136,000	6.5%	0.6
West Midlands	163,000	6.6%	0.7
East of England	231,000	8.3%	1.2
London	735,000	16.2%	0.5
South East	425,000	10.1%	0.3
South West	203,000	7.6%	0.4
Wales	78,000	5.8%	0.1
Scotland	163,000	6.3%	-0.1
Northern Ireland	43,000	5.5%	0.2
UK Total	2,616,000	8.5%	0.5

The proportion of Creative Economy jobs has increased in most regions since 2011. The proportion of Creative Economy jobs in the East of England increased by 1.2 percentage points between 2011 and 2013, from 7.1 per cent to 8.3 per cent. Between 2011 and 2013, the proportion of jobs which are in the Creative Economy in the UK increased from 8.0 to 8.5 per cent.

While 'IT, software and computer services' accounted for 31.6 per cent of the Creative Economy in the UK, it accounted for 39.0 per cent of the Creative Economy in the South East. 11.0 per cent of Creative Economy jobs in the East Midlands were in 'Design: product, graphic and fashion design', compared to 6.8 per cent of jobs in the wider UK Creative Economy. Tables of each region and Devolved Administration's Creative Economy can be found at Annex C.

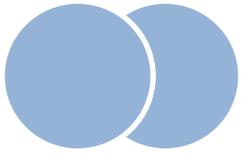
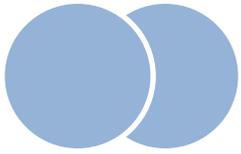
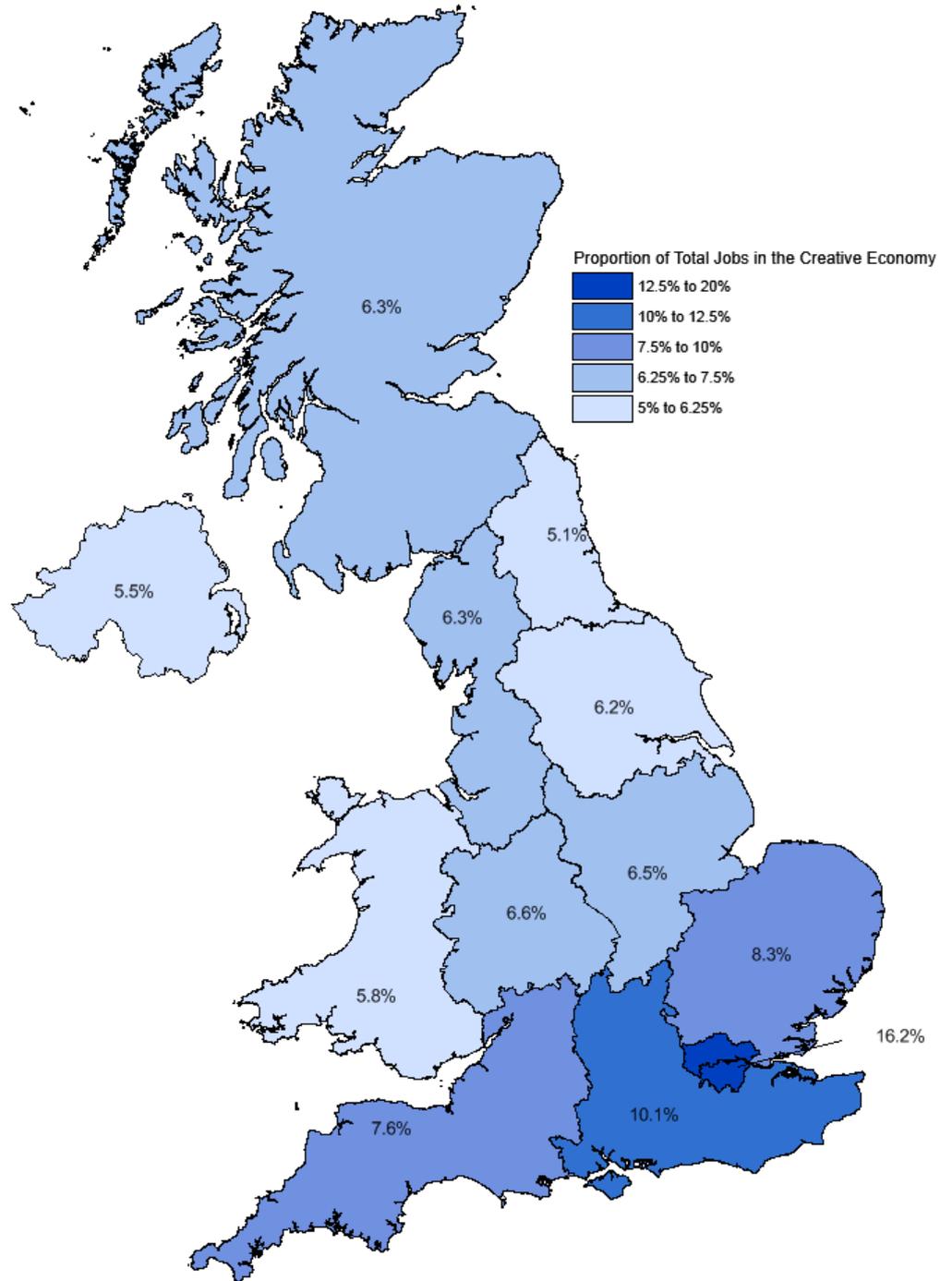


Table 3: Proportion of total Creative Economy jobs in each region

	Number of Jobs	Proportion of Total Creative Economy Jobs	Change in proportion 2011 – 2013 percentage pts
North East	58,000	2.2%	0.1%
North West	206,000	7.9%	-0.3%
Yorkshire & The Humber	157,000	6.0%	0.1%
East Midlands	136,000	5.2%	0.1%
West Midlands	163,000	6.2%	0.3%
East of England	231,000	8.8%	0.8%
London	735,000	28.1%	0.0%
South East	425,000	16.2%	-0.5%
South West	203,000	7.8%	0.0%
Wales	78,000	3.0%	-0.1%
Scotland	163,000	6.2%	-0.6%
Northern Ireland	43,000	1.6%	-0.1%
Total	2,616,000	100%	-



Map 1: Proportion of jobs which are in the Creative Economy, by region and Devolved Administration



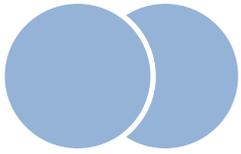
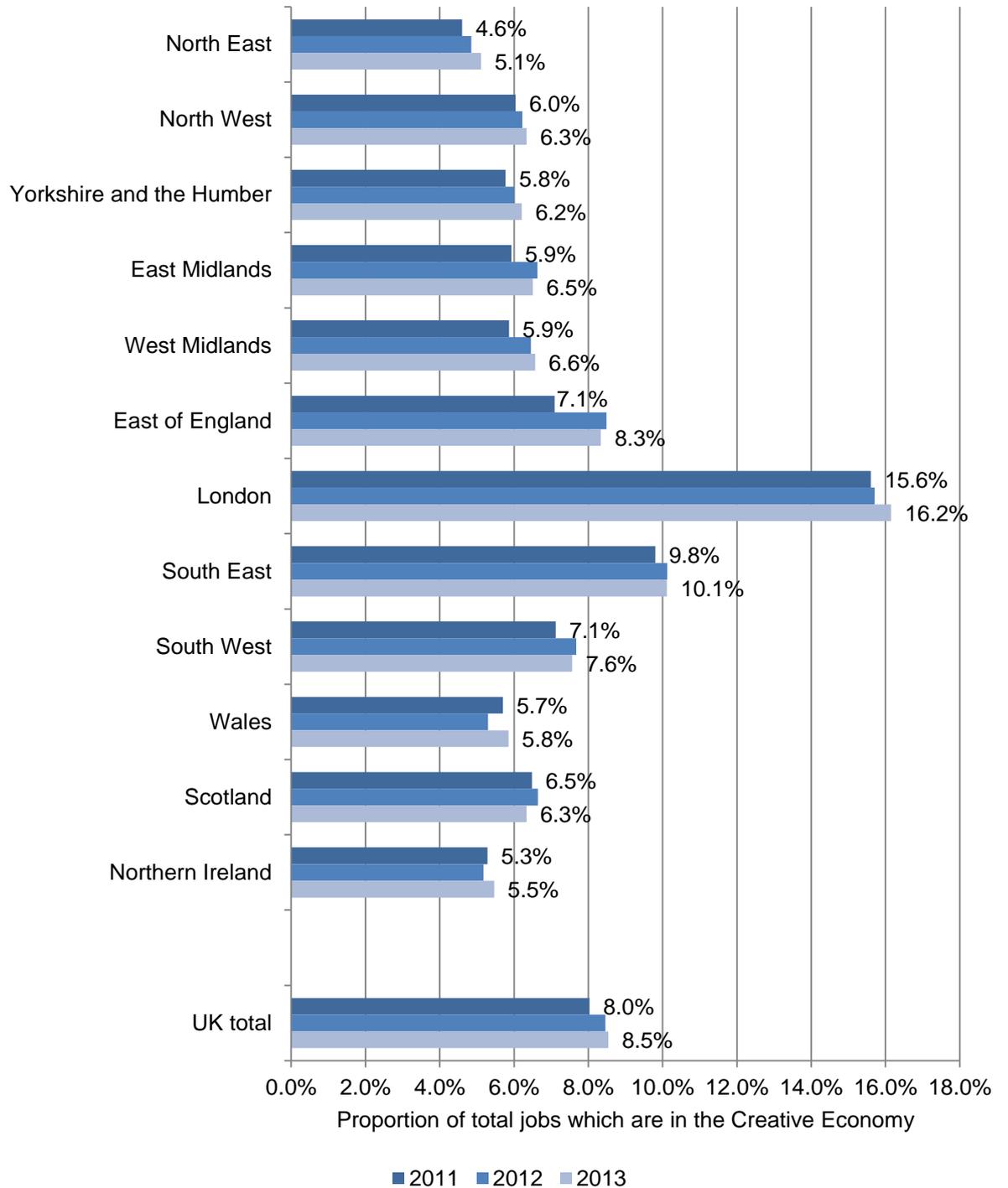
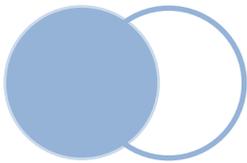


Figure 1: proportion of jobs which are in the Creative Economy, by region and year





4.3 Regional Employment in the Creative Industries

The number of jobs in the Creative Industries, (including both creative and support jobs) increased by more than 10 per cent between 2011 and 2013 to 1.71 million jobs. There were increases of greater than 20 per cent in: the East of England (27.1%); the East Midlands (25.0%); the West Midlands (20.6%); and Yorkshire and the Humber (20.1%). Although our estimates show a percentage decrease for Northern Ireland and Scotland, these changes are not statistically significant.

Table 4: Jobs in the Creative Industries, by region

Region	Jobs in the Creative Industries	As a proportion of Total Jobs in each region	Change in proportion 2011 – 2013 (percentage points)
North East	38,000	3.3%	0.5
North West	129,000	4.0%	0.2
Yorkshire & The Humber	101,000	4.0%	0.6
East Midlands	84,000	4.0%	0.8
West Midlands	94,000	3.8%	0.6
East of England	151,000	5.5%	1.1
London	518,000	11.4%	0.2
South East	275,000	6.5%	0.3
South West	129,000	4.8%	0.3
Wales	52,000	3.9%	0.4
Scotland	102,000	4.0%	-0.1
Northern Ireland	24,000	3.1%	-0.6
UK Total	1,708,000	5.6%	0.4

The increase of 10.2 per cent in the number of jobs in the Creative Industries is much higher than the UK as a whole, where the total number of jobs has increased by 2.4 per cent between 2011 and 2013. The Creative Industries accounted for 5.6 per cent of all jobs in 2013, the same proportion as in 2012 and higher than in 2011 (when they accounted for 5.2% of jobs).

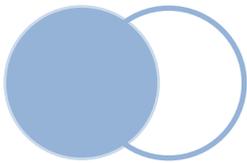
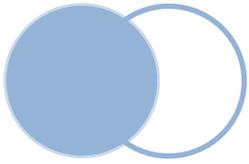
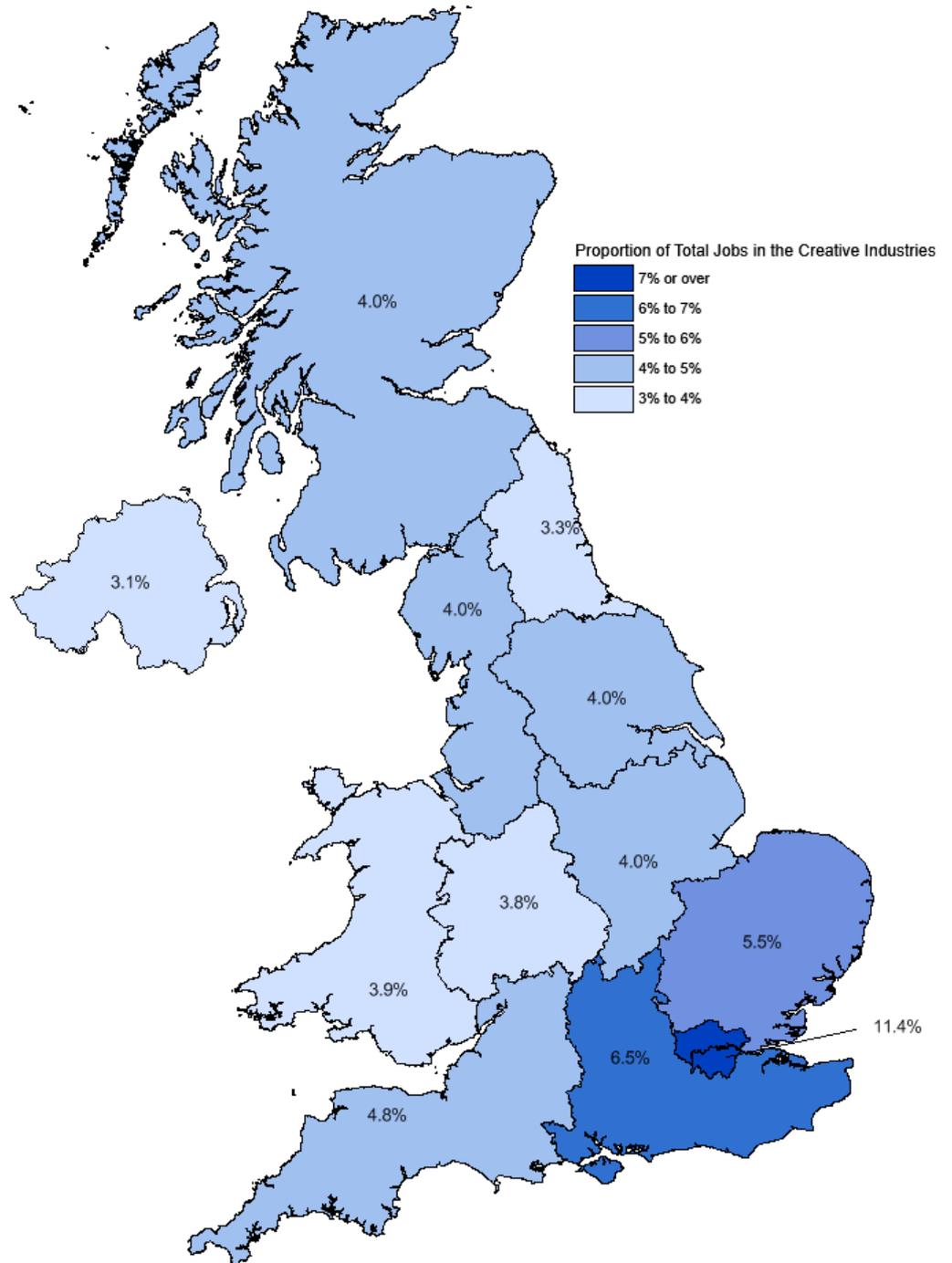


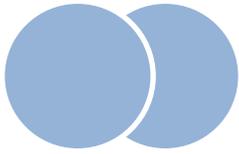
Table 5: Proportion of total Creative Industries jobs in each region

	Number of Jobs	Proportion of Total Creative Industries Jobs	Change in proportion since 2011
North East	38,000	2.2%	0.2%
North West	129,000	7.6%	-0.3%
Yorkshire & The Humber	101,000	5.9%	0.6%
East Midlands	94,000	5.5%	0.7%
West Midlands	84,000	4.9%	0.6%
East of England	151,000	8.8%	1.3%
London	518,000	30.3%	-0.6%
South East	275,000	16.1%	-0.3%
South West	129,000	7.6%	0.0%
Wales	52,000	3.0%	0.2%
Scotland	102,000	6.0%	-0.6%
Northern Ireland	24,000	1.4%	-0.5%
Total	7,000	0.4%	-



Map 2: Proportion of jobs which are in the Creative Industries, by region and Devolved Administration





Chapter 5: Employment by Highest Level of Qualification

5.1 Context

The Creative Economy employs people with a range of skills and qualifications, both formal and informal. However, the list of creative occupations used to define the Creative Industries contains many jobs which require a degree or higher education qualification. Therefore, the estimates in this chapter would be expected to contain a higher proportion of people who have got a degree or higher education qualification than for the UK economy as a whole.

5.2 Jobs in the Creative Economy, by Level of Qualification

More than half (57.7%) of jobs in the Creative Economy were filled by people who have at least a degree or equivalent qualification in 2013, compared to 31.1 per cent of all jobs in the UK. One in every six jobs held by graduates in the UK was in the Creative Economy.

Table 6: *Jobs in the Creative Economy, by level of highest qualification and year.*

Level of Qualification	Creative Economy Employment			% of Total (2013)
	2011	2012	2013	
Degree or equivalent	1,322,000	1,433,000	1,510,000	57.7%
Higher Education	216,000	244,000	250,000	9.5%
A Level or equivalent	406,000	417,000	408,000	15.6%
GCSE A* - C or equivalent	297,000	299,000	290,000	11.1%
Other	82,000	73,000	74,000	2.8%
No Qualification	57,000	62,000	58,000	2.2%
Creative Economy Total	2,407,000	2,550,000	2,616,000	100%

Between 2011 and 2013, there was an increase of 188,000 degree-level jobs in the Creative Economy. There was also an increase in the number of jobs for people whose highest level of qualification came from Higher Education. There were no significant decreases in the number of people employed in the Creative Economy, for any level of qualification.

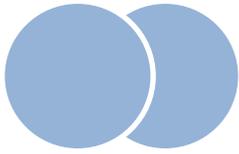


Figure 2(a) shows the relative changes in Creative Economy jobs by level of qualification using 2011 as a baseline to compare change with. The number of jobs at each level of qualification has been indexed to 100 in 2011.

Figure 2(a): Change in Creative Economy employment since 2011, by highest level of qualification

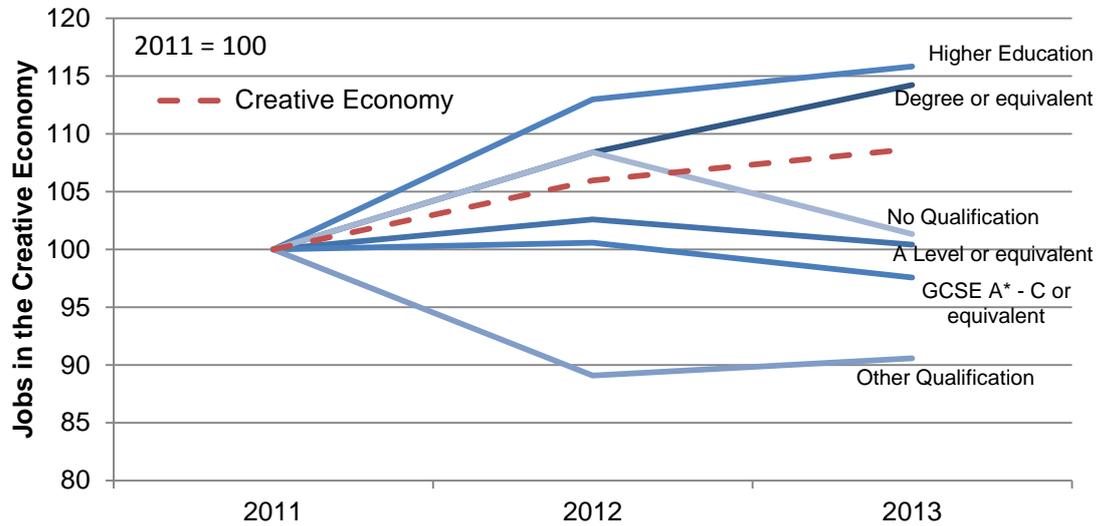
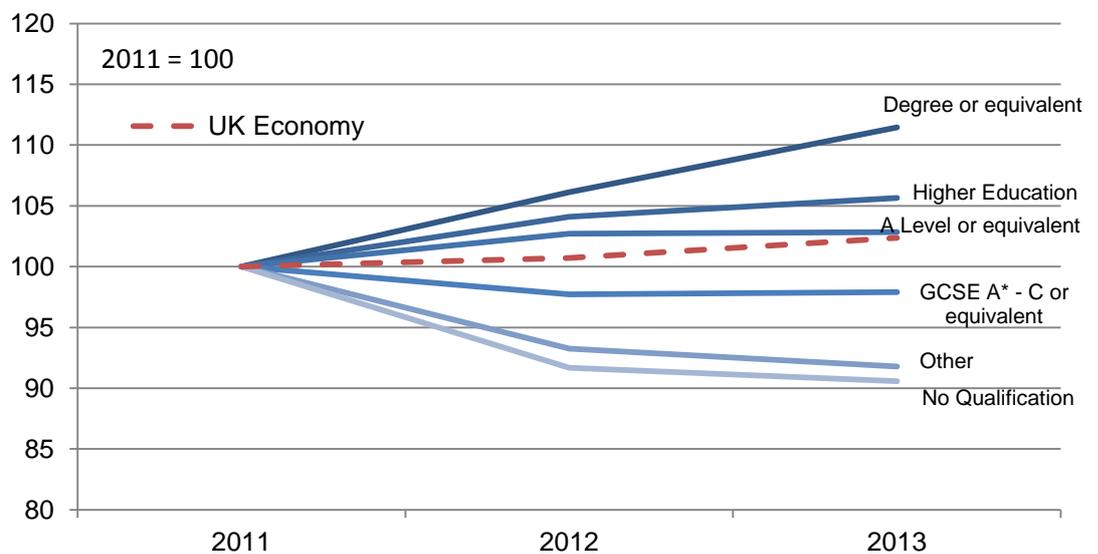
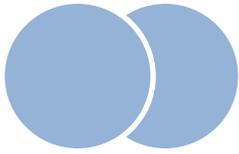


Figure 2(a) shows that the balance of jobs in the Creative Economy is moving to a more highly skilled workforce in the short time-span shown. This is a broadly similar pattern for the UK economy shown in Figure 2(b) below. There have been faster than average increases in the number of jobs in the Creative Economy for those with either Higher Education or Degree (or equivalent) qualifications between 2011 and 2013. This has led in a shift in the proportion of jobs filled by those with a qualification from Higher Education or a Degree in the Creative Economy, from 63.9 per cent in 2011 to 67.3 per cent of jobs in 2013.

Figure 2(b): Change in wider UK economy employment since 2011, by highest level of qualification



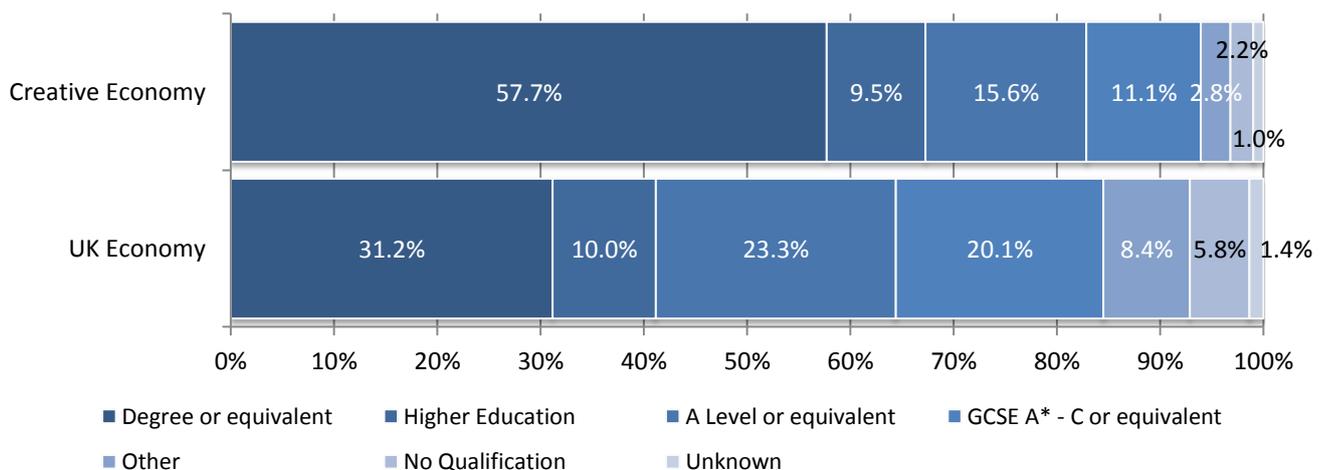


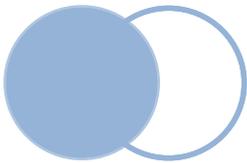
At 69.3 per cent in 2013, Advertising and Marketing was the Creative Economy group with the highest proportion of jobs at degree level or above. The lowest proportion, at 17.1 per cent, was in Crafts although this should be treated with caution due to the difficulties in measuring Crafts in the current occupational and industry codes.

Table 7: Proportion of jobs by highest level of qualification in the Creative Economy in 2013, by Creative Economy group

	Degree or equivalent	Higher Education	A Level or equivalent	GCSE A* - C or equivalent	Other	No Qualification
Advertising and marketing	58.5%	7.9%	14.6%	13.5%	2.3%	2.5%
Architecture	69.3%	11.8%	9.5%	5.1%	1.9%	1.2%
Crafts	17.1%	5.4%	35.0%	21.1%	8.7%	9.9%
Design: product, graphic and fashion design	45.8%	14.8%	18.3%	11.3%	4.5%	3.9%
Film, TV, video, radio and photography	56.5%	10.7%	16.9%	11.1%	1.6%	2.2%
IT, software and computer services	63.9%	9.3%	14.6%	9.0%	1.6%	0.9%
Museums, galleries and libraries	53.9%	7.3%	17.7%	14.5%	4.4%	1.6%
Music, performing and visual arts	53.3%	11.9%	15.8%	10.2%	5.1%	2.5%
Publishing	62.0%	7.1%	12.0%	12.2%	2.9%	2.5%
Creative Economy Average	57.7%	9.5%	15.6%	11.1%	2.8%	2.2%
UK Economy Average	31.2%	10.0%	23.3%	20.1%	8.4%	5.8%

Figure 3: Creative Economy employment in 2013, by highest level of qualification

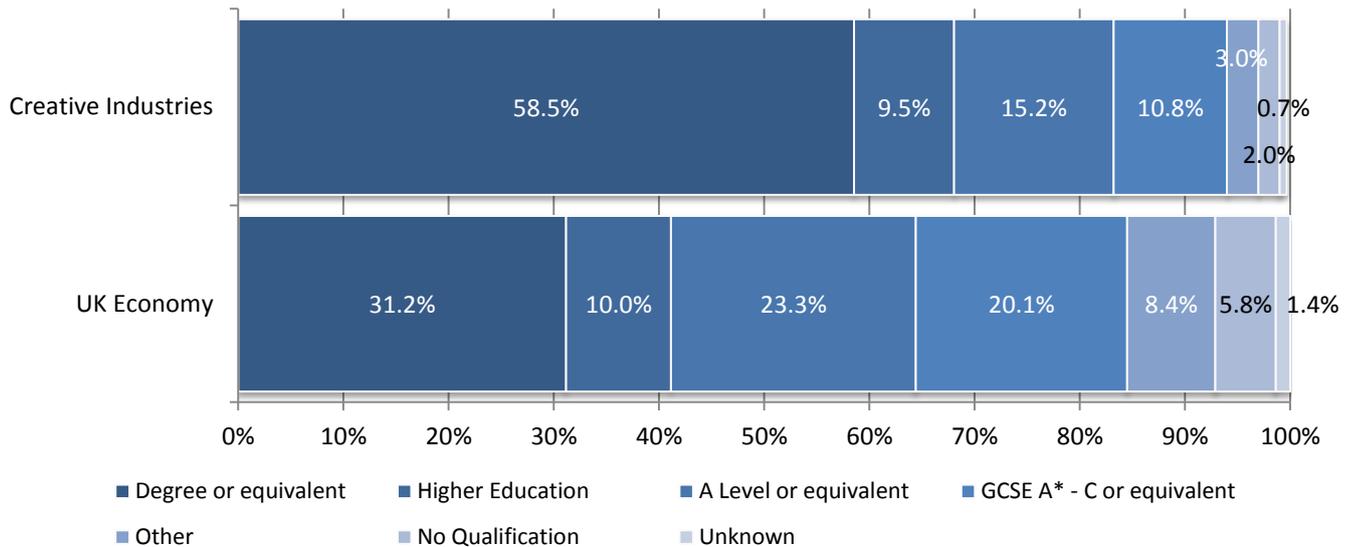




5.3 Jobs in the Creative Industries, by Level of Qualification

The picture for the Creative Industries is similar to that for the Creative Economy, with the majority of jobs filled by people with at least a degree (58.5% in 2013). This meant that of the 1.71 million jobs in the Creative Industries, almost 1 million were filled by people whose highest qualification was at least degree.

Figure 4: Proportion of jobs by highest level of qualification in the Creative Industries, 2013



This is markedly different to the UK economy as a whole, where around a third (31.2%) of jobs were filled by those with a degree and around a fifth (20.1%) by those with their highest qualification being a GCSE A* to C in 2013. This shows that the Creative Industries are relatively high skilled when compared to the wider UK workforce.

Table 8: Proportion of jobs in the Creative Industries, by highest level of qualification, 2013

Group	Degree or equivalent	Higher Education	A Level or equivalent	GCSE A* - C or equivalent	Other	No Qualification
Advertising and marketing	59.6%	6.2%	15.1%	14.4%	2.3%	2.0%
Architecture	65.7%	13.3%	10.3%	5.4%	2.7%	0.9%
Crafts	28.0%	8.6%	16.7%	16.8%	11.9%	10.8%
Design: product, graphic and fashion design	42.9%	15.2%	18.5%	11.5%	5.7%	4.9%
Film, TV, video, radio and photography	58.2%	9.9%	15.8%	11.2%	1.7%	1.8%
IT, software and computer services	63.6%	8.7%	14.6%	9.4%	1.9%	1.1%
Museums, galleries and libraries	48.7%	6.9%	21.2%	15.6%	4.8%	2.0%
Music, performing and visual arts	54.7%	11.9%	15.9%	8.9%	4.9%	2.5%
Publishing	59.5%	6.8%	12.7%	13.5%	3.3%	2.8%

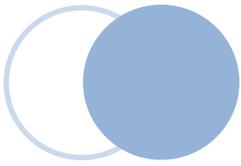
Employer Skills Survey 2013

The Employer Skills Survey 2013 is a business survey and complements data in this release which is from the perspective of the individual. The survey showed that 30.9 per cent of employers in the Creative Industries had recruited someone who had recently left education, compared to 27.1 per cent of those outside the Creative Industries.

'IT, software and computer services', and 'Advertising and marketing' were the Creative Industries groups most likely to have taken employees on in their first jobs since leaving education (41.3% and 40.3% respectively had done so in the past 3 years).

Businesses in the Creative Industries were also less likely to report a skills gap⁴, with 12.0 per cent reporting a skills gap compared to 15.6 per cent of businesses outside of the Creative Industries. However, businesses in the Creative Industries were less likely to have provided or paid for any training for employees in the past 12 months, compared with organisations outside the Creative Industries (63.4% compared with 65.9%). This varied across the different Creative Industries groups, with 84.9 per cent of museums, galleries and libraries organisations providing some training in the past 12 months, compared with 23.6 per cent of Crafts businesses providing training in the same period.

⁴ A skills gap is defined as where an organisation has at least one person on their site who is not regarded as fully proficient



5.4 Creative Occupations by Highest Level of Qualification

This section looks at the level of qualification of those working only in Creative Occupations, whether they are working within the Creative Industries or outside “embedded” in other industries. As a workforce they are much more similar in characteristics and qualifications as they do not include “support jobs” which are included in the Creative Industries or Creative Economy definitions.

Table 9: Proportion of Jobs in Creative Occupations 2013, by highest level of qualification

Group	Degree or equivalent	Higher Education	A Level or equivalent	GCSE A* - C or equivalent	Other	Qualification No
Advertising and marketing	60.8%	8.5%	13.6%	12.2%	2.0%	2.2%
Architecture	76.9%	10.9%	6.3%	2.6%	0.9%	0.9%
Crafts	18.0%	5.5%	36.6%	20.2%	8.0%	9.2%
Design: product, graphic and fashion design	57.5%	14.6%	13.9%	9.2%	1.8%	1.3%
Film, TV, video, radio and photography	57.4%	11.5%	16.9%	9.3%	1.3%	2.9%
IT, software and computer services	67.4%	9.2%	13.3%	7.5%	1.2%	0.5%
Museums, galleries and libraries	70.3%	7.6%	7.9%	10.3%	2.2%	0.2%
Music, performing and visual arts	50.9%	12.1%	16.9%	11.4%	5.3%	1.8%
Publishing	75.7%	7.4%	8.4%	4.0%	2.8%	1.2%

There were 1.80 million jobs in Creative Occupations in 2013, 7.3 per cent higher than in 2011. More than 7 in every 10 or more were filled by people with a degree for 3 of the Creative Occupation Groups: ‘Publishing’, ‘Museums, galleries and libraries’, and ‘Architecture’.

Table 10: Jobs in Creative Occupations, by Highest level of Qualification

	Jobs in Creative Occupations, 2013	Proportion
Degree or equivalent	1,099,000	61.1%
Higher Education	173,000	9.6%
A Level or equivalent	259,000	14.4%
GCSE A* - C or equivalent	170,000	9.5%
Other	43,000	2.4%
No Qualification	34,000	1.9%
Unknown	13,000	0.7%
Creative Occupations Total	1,798,000	100%

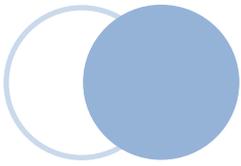
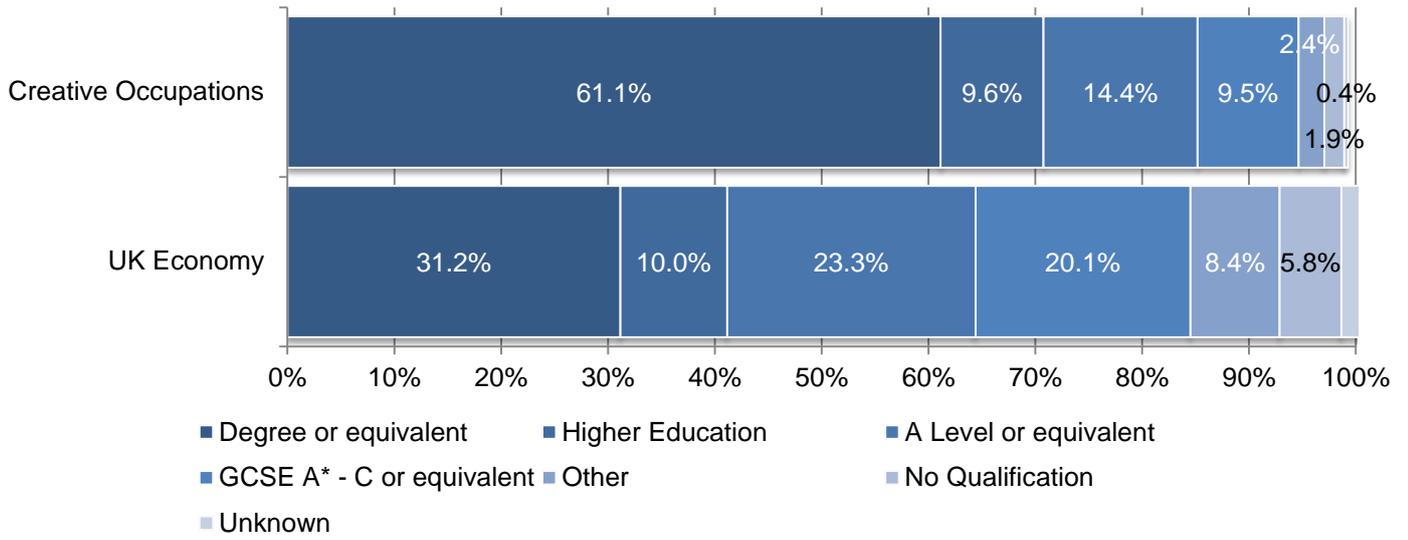
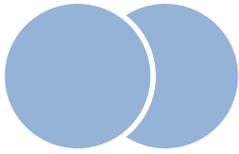


Figure 5: Proportion of jobs in Creative Occupations by Highest Level of Qualification





Chapter 6: Employment by Gender

6.1 Context

In 2013, men accounted for 53.1 per cent of all jobs in the UK workforce. This was similar to 2011, when the proportion of jobs filled by men was 53.3 per cent.

6.2 Jobs in the Creative Economy, by Gender

The Creative Economy employs a lower proportion of women than the wider UK economy, with 35.8 per cent of jobs in the Creative Economy being filled by women compared to 46.9 per cent in the UK as a whole.

'IT, software and computer services' accounted for around a third (31.5%) of all jobs in the Creative Economy. However, this group also had the lowest proportion of women working in it at 18.4 per cent. The group with the highest proportion of jobs for women was 'Museums, galleries and libraries', at 69.5 per cent.

Table 11: *Jobs in the Creative Economy in 2013, by gender*

	Male	Female	% Female
Advertising and marketing	271,000	212,000	43.9%
Architecture	99,000	37,000	27.4%
Crafts	75,000	21,000	21.9%
Design: product, graphic and fashion design	95,000	82,000	46.4%
Film, TV, video, radio and photography	166,000	93,000	36.1%
IT, software and computer services	673,000	152,000	18.4%
Museums, galleries and libraries	33,000	76,000	69.5%
Music, performing and visual arts	151,000	148,000	49.5%
Publishing	116,000	115,000	49.8%
Creative Economy Total	1,678,000	937,000	35.8%

The largest employer of women in the Creative Economy was 'Advertising and marketing', with 212,000 jobs.

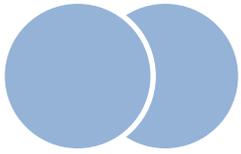
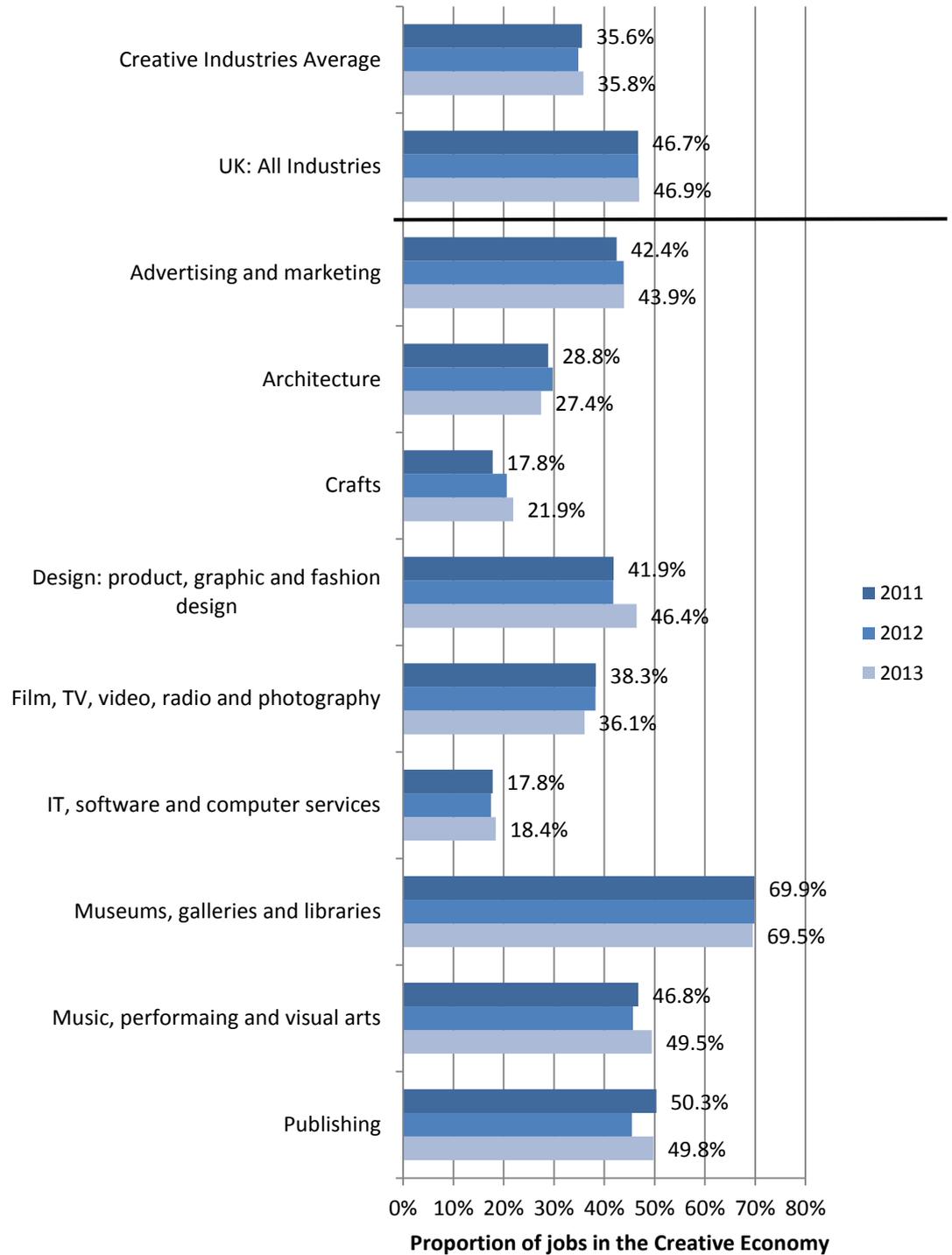
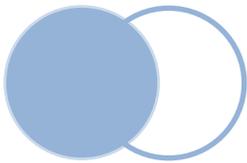


Figure 6: Proportion of women working in each Creative Economy group, by year



Between 2011 and 2013, there were no significant changes (increases or decreases) in the estimates of the proportion of women working in each Creative Economy group.



6.3 Jobs in the Creative Industries, by Gender

Jobs in the Creative Industries followed a similar pattern to jobs in the wider Creative Economy. The Creative Industries employ a lower proportion of women than the wider UK economy, with 37.1 per cent of jobs in the Creative Industries filled by women compared to 46.9 per cent in the UK as a whole.

In 2013, 'IT, software and computer services' accounted for 43.2 per cent of all jobs for men in the Creative Industries. The largest number of jobs for women in any Creative Industries group was in 'Music, visual and performing arts', with almost a fifth (19.6%) of women working in the Creative Industries working in this group.

Table 12: Jobs in the Creative Industries in 2013, by gender

	Male	Female	% Female
Advertising and marketing	86,000	67,000	43.8%
Architecture	68,000	26,000	27.8%
Crafts	-	-	-
Design: product, graphic and fashion design	63,000	59,000	48.6%
Film, TV, video, radio and photography	144,000	87,000	37.5%
IT, software and computer services	464,000	111,000	19.4%
Museums, galleries and libraries	27,000	58,000	68.4%
Music, performing and visual arts	119,000	124,000	51.2%
Publishing	102,000	96,000	48.5%
Creative Industries Total	1,075,000	633,000	37.1%

Table 13: Proportion of jobs filled by men and women in each Creative Industries group

Group	Proportion of Jobs in the Creative Industries		
	Male	Female	Total
Advertising and marketing	8.0%	10.6%	9.0%
Architecture	6.3%	4.1%	5.5%
Crafts	0.3%	0.7%	0.4%
Design: product, graphic and fashion design	5.8%	9.4%	7.1%
Film, TV, video, radio and photography	13.4%	13.7%	13.5%
IT, software and computer services	43.2%	17.6%	33.7%
Museums, galleries and libraries	2.5%	9.2%	5.0%
Music, performing and visual arts	11.0%	19.6%	14.2%
Publishing	9.5%	15.1%	11.6%
Creative Industries Total	100%	100%	100%

Between 2011 and 2013, the largest increase in jobs for women was in the 'Design: product, graphic and fashion design' group (35.9 per cent increase). For men, the largest increase was in the 'IT, software and computer services' group, where the number of jobs rose by 19.8 per cent.

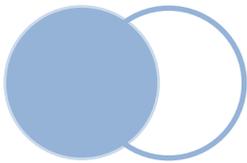
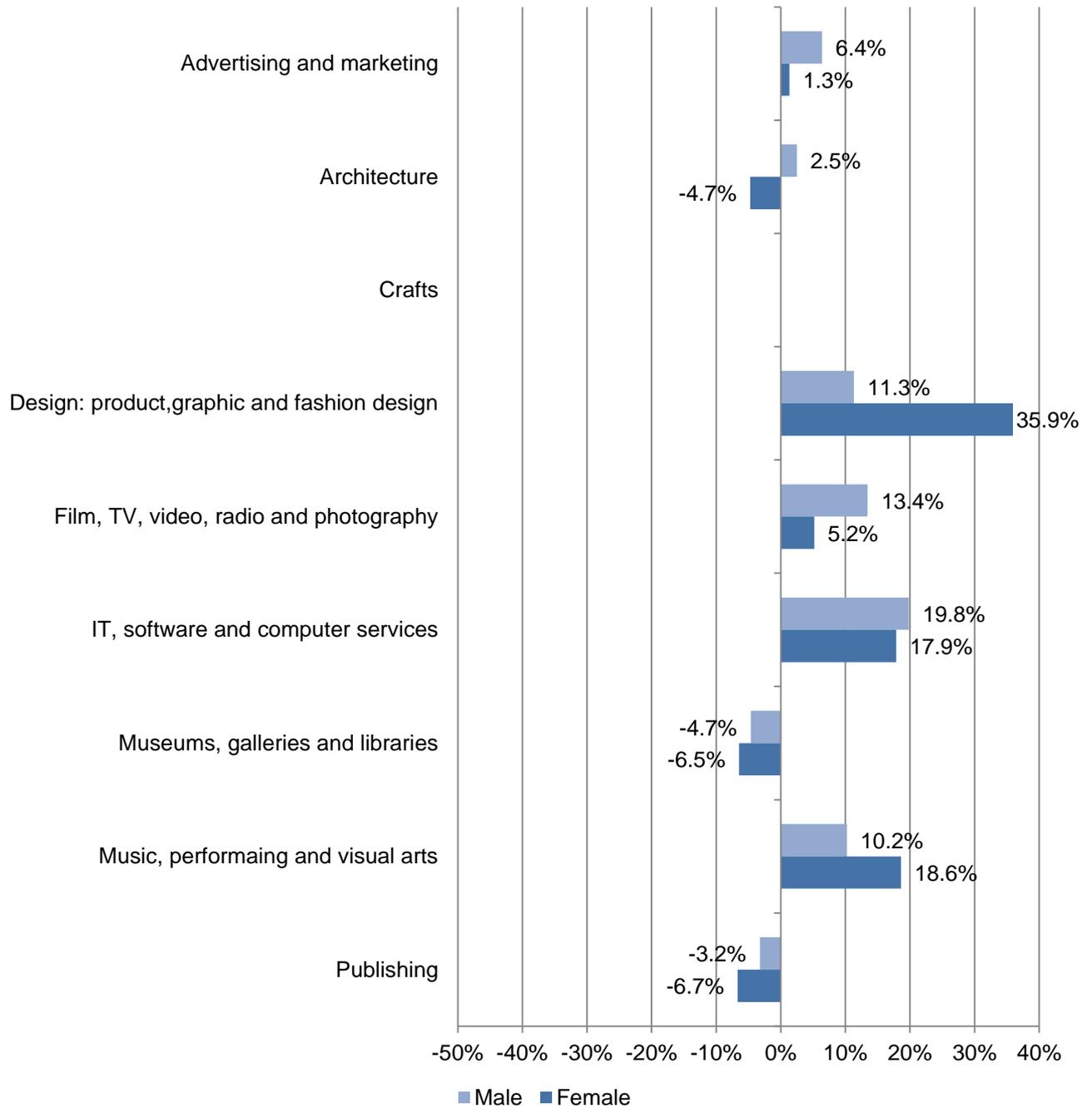
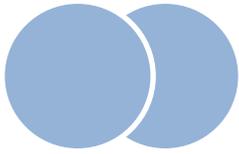


Figure 7: Change in the number of jobs in each Creative Industries Group between 2011 and 2013, by Gender



Note: Change for Crafts has not been shown as the change is not reliable due to small sample size.



Chapter 7: Employment by Ethnicity

7.1 Context

In the UK, across all industries, 10.1 per cent of jobs were filled by people from Black, Asian and Minority Ethnic (BAME) groups in 2013. This is a slight increase from 9.9 per cent in 2011.

7.2 Jobs in the Creative Economy, by Ethnicity

In 2013, the Creative Economy had 2.62 million jobs, 2.35 million of which were filled by those from the White group. 5.8 per cent of jobs were filled by those from Asian / Asian British groups. In total, 10.2 per cent of jobs in the Creative Economy were filled by BAME workers in 2013, a similar level to the UK economy.

Table 14: Jobs in the Creative Economy in 2013, by ethnicity

Ethnicity	Jobs	Proportion
White	2,348,000	89.8%
Asian / Asian British	152,000	1.1%
Black / African / Caribbean / Black British	45,000	5.8%
Mixed	30,000	1.7%
Other	39,000	1.5%
Total Creative Economy	2,616,000	100%

Between 2011 and 2013, the number of jobs for both the White and BAME groups increased in most Creative Economy groups. For the whole Creative Economy there was an increase of 8.5 per cent in the number of jobs for the White group, and an increase of 11.9 per cent for the BAME group.

15.1 per cent of jobs in 'IT, software or computer services' were filled by people from the BAME group in 2013, compared to 4.5 per cent of jobs in the 'Crafts' sector. Across all Creative Economy groups, the average proportion of jobs filled by those with in the BAME group was 10.2 per cent in 2013.

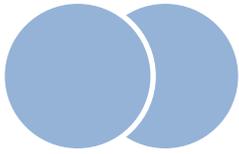
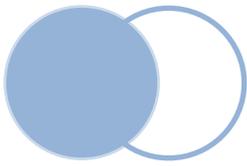


Table 15: Jobs in the Creative Economy, by ethnicity

Group	2011		2013		Change 2011 – 2013	
	White	BAME	White	BAME	White	BAME
Advertising and marketing	423,000	44,000	443,000	39,000	20,000	-
Architecture	111,000	10,000	125,000	11,000	15,000	-
Crafts	101,000	-	91,000	-	-10,000	-
Design: product, graphic and fashion design	142,000	9,000	166,000	12,000	24,000	-
Film, TV, video, radio and photography	211,000	20,000	237,000	22,000	26,000	-
IT, software and computer services	604,000	104,000	700,000	125,000	96,000	21,000
Museums, galleries and libraries	104,000	9,000	103,000	7,000	-	-
Music, performing and visual arts	256,000	17,000	280,000	20,000	24,000	-
Publishing	215,000	21,000	204,000	26,000	-10,000	-
Creative Economy Total	2,166,000	238,000	2,350,000	266,000	184,000	28,000

Table 16: Proportion of jobs in the Creative Economy, by ethnicity

Group	2011		2013		Change in BAME proportion (percentage points)
	White	BAME	White	BAME	
Advertising and marketing	90.6%	9.4%	91.8%	8.2%	-1.3
Architecture	91.3%	8.7%	92.2%	7.8%	-0.9
Crafts	96.9%	3.1%	95.5%	4.5%	1.4
Design: product, graphic and fashion design	94.1%	5.9%	93.3%	6.7%	0.8
Film, TV, video, radio and photography	91.2%	8.8%	91.4%	8.6%	-0.2
IT, software and computer services	85.3%	14.7%	84.9%	15.1%	0.5
Museums, galleries and libraries	92.0%	8.0%	93.8%	6.2%	-1.7
Music, performing and visual arts	93.6%	6.4%	93.3%	6.7%	0.3
Publishing	91.1%	8.9%	88.6%	11.4%	2.6
Creative Economy Total	90.1%	9.9%	89.8%	10.2%	0.3



7.3 Jobs in the Creative Industries, by Ethnicity

The Creative Industries accounted for 1.71 million jobs in 2013, 10.6 per cent of which were filled by BAME workers. This is similar to both 2011 (10%), and 2012 (10.8%).

Figure 8: Change in the number of jobs in the Creative Industries between 2011 and 2013, by ethnicity

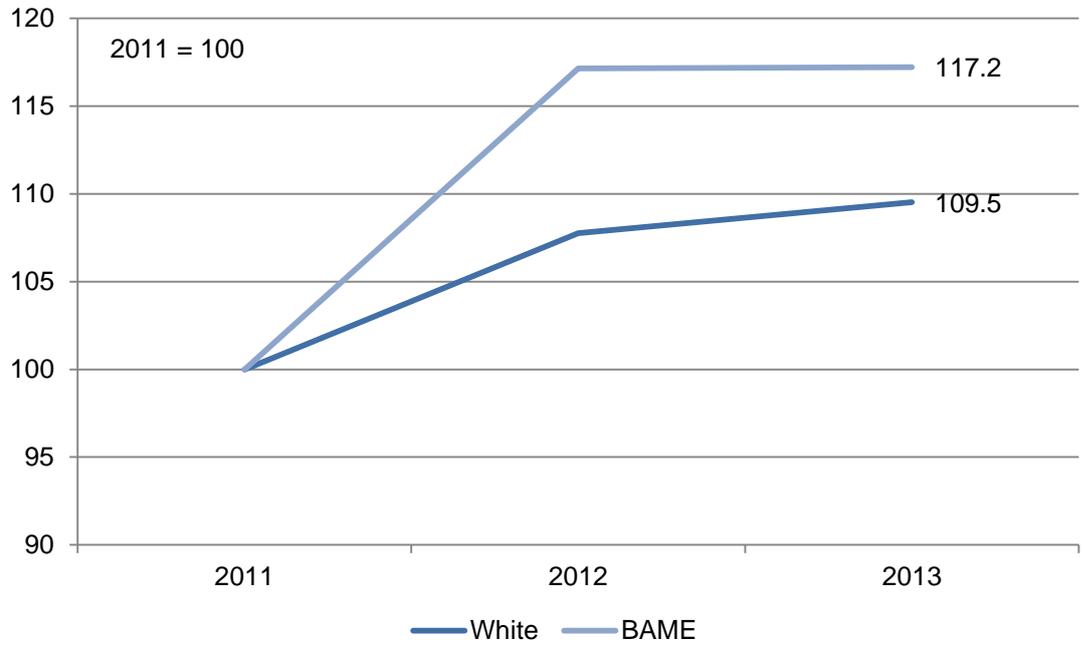


Table 17: Jobs in the Creative Industries, by ethnicity

Group	2011		2013		Change 2011 – 2013	
	White	BAME	White	BAME	White	BAME
Advertising and marketing	134,000	13,000	137,000	16,000	-	-
Architecture	85,000	9,000	87,000	7,000	-	-
Crafts	9,000	-	7,000	-	-	-
Design: product, graphic and fashion design	93,000	7,000	115,000	7,000	22,000	-
Film, TV, video, radio and photography	191,000	18,000	210,000	21,000	19,000	-
IT, software and computer services	411,000	70,000	489,000	86,000	78,000	16,000
Museums, galleries and libraries	82,000	8,000	79,000	6,000	-	-
Music, performing and visual arts	199,000	13,000	227,000	16,000	27,000	-
Publishing	191,000	17,000	176,000	21,000	-14,000	-
Creative Industries Total	1,394,000	155,000	1,527,000	181,000	133,000	27,000

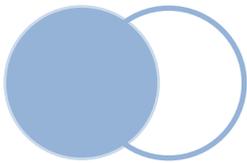
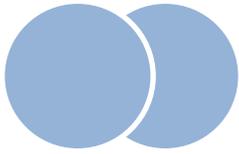


Table 18: Proportion of jobs in the Creative Industries, by ethnicity

Group	2011		2013		Change in BAME proportion (percentage points)
	White	BAME	White	BAME	
Advertising and marketing	91.0%	9.0%	89.5%	10.5%	1.5
Architecture	90.7%	9.3%	92.7%	7.3%	-2.0
Crafts	-	-	-	-	-
Design: product, graphic and fashion design	93.1%	6.9%	94.0%	6.0%	-0.9
Film, TV, video, radio and photography	91.3%	8.7%	90.9%	9.1%	0.4
IT, software and computer services	85.5%	14.5%	85.0%	15.0%	0.5
Museums, galleries and libraries	90.7%	9.3%	93.4%	6.6%	-2.7
Music, performing and visual arts	94.1%	5.9%	93.3%	6.7%	0.8
Publishing	91.9%	8.1%	89.4%	10.6%	2.5
Creative Industries Total	90.0%	10.0%	89.4%	10.6%	0.6



Chapter 8: Advertising and Marketing

The tables below relate to ‘Advertising and marketing jobs’ in the Creative Economy (i.e. they include people who work in ‘Advertising and marketing’ jobs outside of the Creative Industries).

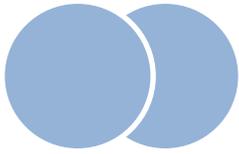
8.1 By region

London has a higher degree of specialisation in ‘Advertising and marketing’ with more than a third of jobs in this group in London in 2013, compared with the average for the whole Creative Economy in London (28.1%).

Between 2011 and 2013 there was a 20 per cent increase in the number of jobs in Advertising and marketing in the West Midlands.

Table 19: Jobs in Advertising and marketing in 2013 (data for the North East, Wales, & Northern Ireland represent 2011-2013 averages due to data limitations), by region

Region	Advertising & Marketing Jobs in the Creative Economy	Advertising & Marketing as a regional proportion	Creative Economy as a regional proportion
North East	9,000	1.7%	2.2%
North West	36,000	7.6%	7.9%
Yorkshire and the Humber	25,000	5.3%	6.0%
East Midlands	26,000	5.4%	5.2%
West Midlands	34,000	7.0%	6.2%
East of England	36,000	7.6%	8.8%
London	162,000	33.5%	28.1%
South East	76,000	15.7%	16.2%
South West	34,000	7.1%	7.8%
Wales	12,000	2.3%	3.0%
Scotland	26,000	5.3%	6.2%
Northern Ireland	6,000	1.1%	1.6%
UK Total	482,000	100%	100%



8.2 By highest level of qualification

Advertising and marketing also employs mainly people with a degree or equivalent qualification; 58.5 per cent of all jobs in this group. 2.5% of jobs in this group were filled by people with no qualification.

Table 20: Jobs in the Advertising and marketing in 2013, by highest level of qualification

Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	282,000	58.5%
Higher Education	38,000	7.9%
A Level or equivalent	71,000	14.6%
GCSE A* - C or equivalent	65,000	13.5%
Other	11,000	2.3%
No Qualification	12,000	2.5%
Creative Economy Total	482,000	100%

8.3 By gender

Women held 43.9 per cent of Advertising and marketing jobs in the Creative Economy. The average proportion for the Creative Economy was 35.8 per cent.

Table 21: Jobs in the Creative Economy in 2013, by gender

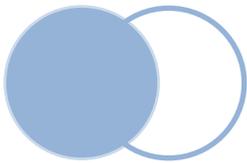
	Female	Male
Jobs	212,000	271,000
% of Jobs	43.9%	56.1%

8.4 By ethnicity

The Advertising and marketing group was mainly worked in by those of a White ethnicity. 91.8 per cent of all jobs in advertising and marketing were filled by the White group, compared to 89.2 per cent of jobs in the Creative Economy.

Table 22: Jobs in the Creative Economy in 2013, by ethnicity

	White	BAME
Jobs	443,000	39,000
% of Jobs	91.8%	8.2%



8.1 Advertising & Marketing in the Creative Industries

Table 23: Jobs in Advertising in the Creative Industries in 2013, by region

Region	Advertising jobs in the Creative Industries	Advertising as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.1%
North West	12,000	8.5%	8.0%
Yorkshire and the Humber	6,000	3.8%	5.4%
East Midlands	6,000	3.0%	5.0%
West Midlands	7,000	2.2%	4.3%
East of England	11,000	7.8%	7.7%
London	71,000	46.2%	31.4%
South East	17,000	12.0%	16.7%
South West	11,000	6.2%	7.6%
Wales	4,000	1.2%	2.9%
Scotland	6,000	4.6%	6.6%
Northern Ireland	-	-	1.9%
UK Total	153,000	100%	100%

Table 24: Jobs in Advertising in the Creative Industries in 2013, by highest level of qualification

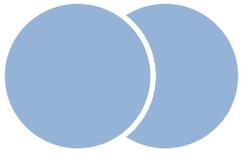
Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	91,000	59.6%
Higher Education	10,000	6.2%
A Level or equivalent	23,000	15.1%
GCSE A* - C or equivalent	22,000	14.4%
Other	-	-
No Qualification	-	-
Creative Economy Total	153,000	100%

Table 25: Jobs in Advertising in the Creative Industries in 2013, by gender

	Female	Male
Jobs	67,000	86,000
% of Jobs	43.8%	56.2%

Table 26: Jobs in Advertising in the Creative Industries in 2013, by ethnicity

	White	BAME
Jobs	137,000	16,000
% of Jobs	89.5%	10.5%



Chapter 9: Architecture

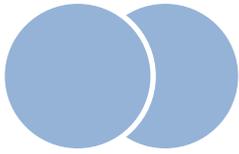
The tables below relate to 'Architecture' jobs in the Creative Economy (i.e. they include people who work in 'Architecture' jobs outside of the Creative Industries).

9.1 By region

11.2 per cent of jobs in Architecture in the Creative Economy were in the East of England, higher than the average for all Creative Economy jobs in this region (8.8%).

Table 27: *Jobs in Architecture in 2013 (data for the North East, Wales, & Northern Ireland represent 2011-2013 averages due to data limitations), by region*

Region	Architecture jobs in the Creative Economy	Architecture as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.2%
North West	12,000	8.5%	7.9%
Yorkshire and the Humber	6,000	4.7%	6.0%
East Midlands	-	-	5.2%
West Midlands	8,000	5.8%	6.2%
East of England	15,000	11.2%	8.8%
London	37,000	27.2%	28.1%
South East	17,000	12.3%	16.2%
South West	10,000	7.7%	7.8%
Wales	-	-	3.0%
Scotland	13,000	9.4%	6.2%
Northern Ireland	-	-	1.6%
UK Total	136,000	100%	100%



9.2 By highest level of qualification

Architecture employs mainly people with a degree or equivalent qualification; 69.3 per cent of all jobs in this group were held by graduates and 1.2% of jobs in Architecture were held by people with no qualification.

Table 28: Jobs in Architecture in 2013, by highest level of qualification

Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	94,000	69.3%
Higher Education	16,000	11.8%
A Level or equivalent	13,000	9.5%
GCSE A* - C or equivalent	7,000	5.1%
Other	-	-
No Qualification	-	-
Creative Economy Total	136,000	100%

9.3 By gender

Three quarters of jobs in Architecture were filled by men in 2013.

Table 29: Jobs in the Architecture in 2013, by gender

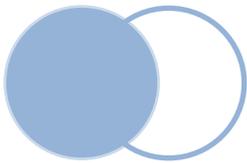
	Female	Male
Jobs	37,000	99,000
% of Jobs	27.4%	72.6%

9.4 By ethnicity

Jobs in the Architecture group were predominately filled by people from the White group (92.2%).

Table 30: Jobs in the Architecture in 2013, by ethnicity

	White	BAME
Jobs	125,000	11,000
% of Jobs	92.2%	7.8%



9.5 Architecture in the Creative Industries

Table 31: Jobs in Architecture in the Creative Industries in 2013, by region

Region	Architecture jobs in the Creative Industries	Architecture as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.1%
North West	10,000	10.6%	8.0%
Yorkshire and the Humber	8,000	8.8%	5.4%
East Midlands	8,000	8.1%	5.0%
West Midlands	12,000	12.6%	4.3%
East of England	9,000	9.6%	7.7%
London	9,000	9.5%	31.4%
South East	9,000	9.3%	16.7%
South West	13,000	13.8%	7.6%
Wales	-	-	2.9%
Scotland	9,000	8.9%	6.6%
Northern Ireland	-	-	1.9%
UK Total	94,000	100%	100%

Table 32: Jobs in Architecture in the Creative Industries in 2013, by highest level of qualification

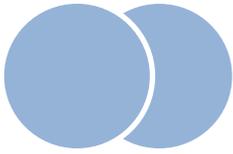
Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	62,000	65.7%
Higher Education	12,000	13.3%
A Level or equivalent	10,000	10.3%
GCSE A* - C or equivalent	-	-
Other	-	-
No Qualification	-	-
Creative Economy Total	94,000	100%

Table 33: Jobs in Architecture in the Creative Industries in 2013, by gender

	Female	Male
Jobs	26,000	68,000
% of Jobs	27.8%	72.2%

Table 34: Jobs in Architecture in the Creative Industries in 2013, by ethnicity

	White	BAME
Jobs	87,000	7,000
% of Jobs	92.7%	7.3%



Chapter 10: Crafts

The tables below relate to ‘Crafts’ jobs in the Creative Economy (i.e. they include people who work in ‘Crafts’ jobs outside of the Creative Industries).

10.1 By region

There were a higher proportion of Crafts jobs across the regions outside of London and the South East than the pattern for all Creative Economy jobs.

Table 35: *Jobs in Crafts in 2013 (data for the North East, Wales, & Northern Ireland represent 2011-2013 averages due to data limitations), by region*

Region	Crafts jobs in the Creative Economy	Crafts as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.2%
North West	10,000	10.6%	7.9%
Yorkshire and the Humber	8,000	8.8%	6.0%
East Midlands	8,000	8.1%	5.2%
West Midlands	12,000	12.6%	6.2%
East of England	9,000	9.6%	8.8%
London	9,000	9.5%	28.1%
South East	9,000	9.3%	16.2%
South West	13,000	13.8%	7.8%
Wales	-	-	3.0%
Scotland	9,000	8.9%	6.2%
Northern Ireland	-	-	1.6%
UK Total	96,000	100%	100%

10.2 By highest level of qualification

The crafts group also employs mainly people with A level or an equivalent qualification; 35.0 per cent of all jobs in this group. 17.1% of jobs in Crafts were held by people with a degree.

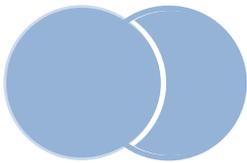


Table 36: Jobs in Crafts in 2013, by highest level of qualification

Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	16,000	17.1%
Higher Education	-	-
A Level or equivalent	33,000	35.0%
GCSE A* - C or equivalent	20,000	21.1%
Other	8,000	8.7%
No Qualification	9,000	9.9%
Creative Economy Total	96,000	100%

10.3 By gender

Three quarters of Crafts jobs were filled by men in 2013.

Table 37: Jobs in the Crafts in 2013, by gender

	Female	Male
Jobs	21,000	75,000
% of Jobs	21.9%	78.1%

10.4 By ethnicity

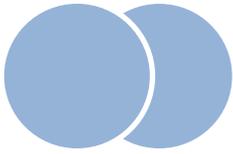
Jobs in the Crafts group were predominately filled by people from the White group (95.5%).

Table 38: Jobs in Crafts in 2013, by ethnicity

	White	BAME
Jobs	91,000	-
% of Jobs	95.5%	4.5%

10.5 Crafts in the Creative Industries

There are substantial difficulties in adequately representing the Crafts sector, especially on the Creative Industries basis, due to the weaknesses in the underlying classifications that official data are based on. The DCMS is working closely with the Crafts Council, who have commissioned [further research](#) to address the problem. SIC code 32.12 “Manufacture of jewellery and related articles” (Annex B) has been included to represent the Crafts industry, although this is a significant under-estimate of the scale of the true Crafts industry.



Chapter 11: Design - Product, graphic and fashion design

The tables below relate to ‘Design: product, graphic and fashion design’ jobs in the Creative Economy (i.e. they include people who work in ‘Design: product, graphic and fashion design’ jobs outside of the Creative Industries).

11.1 By region

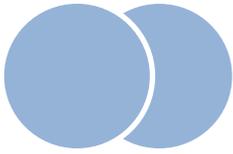
There were a higher proportion of Design jobs across the regions outside of London, the South East and Scotland than the pattern for all Creative Economy jobs.

Table 39: Jobs in Design in 2013 (data for the North East, Wales, & Northern Ireland represent 2011-2013 averages due to data limitations), by region

Region	Design jobs in the Creative Economy	Design as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.2%
North West	15,000	8.5%	7.9%
Yorkshire and the Humber	14,000	7.8%	6.0%
East Midlands	15,000	8.4%	5.2%
West Midlands	11,000	6.4%	6.2%
East of England	17,000	9.9%	8.8%
London	46,000	25.8%	28.1%
South East	23,000	13.2%	16.2%
South West	15,000	8.5%	7.8%
Wales	-	-	3.0%
Scotland	8,000	4.8%	6.2%
Northern Ireland	-	-	1.6%
UK Total	177,000	100%	100%

11.2 By highest level of qualification

The design group had a lower proportion of people with a degree or equivalent qualification than the Creative Economy average; 45.8 per cent of all jobs in this group. 14.8 per cent of jobs in this group were filled by



people with a higher education qualification as their highest level of qualification.

Table 40: Jobs in Design in 2013, by highest level of qualification

Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	81,000	45.8%
Higher Education	26,000	14.8%
A Level or equivalent	32,000	18.3%
GCSE A* - C or equivalent	20,000	11.3%
Other	8,000	4.5%
No Qualification	7,000	3.9%
Creative Economy Total	177,000	100%

11.3 By gender

Design jobs were split fairly evenly between men and women, with 53.6% of jobs filled by men compared to a Creative Economy average of 64.2%.

Table 41: Jobs in the Design in 2013, by gender

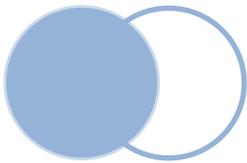
	Female	Male
Jobs	82,000	95,000
% of Jobs	46.4%	53.6%

11.4 By ethnicity

Jobs in the Design group were predominately filled by people from the White group (93.3%).

Table 42: Jobs in Design in 2013, by ethnicity

	White	BAME
Jobs	165,000	12,000
% of Jobs	93.3%	6.7%



11.5 Design in the Creative Industries

Table 43: Jobs in Design in the Creative Industries in 2013, by region

Region	Design jobs in the Creative Industries	Design as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.1%
North West	11,000	9.0%	8.0%
Yorkshire and the Humber	9,000	5.4%	5.4%
East Midlands	7,000	5.6%	5.0%
West Midlands	8,000	7.1%	4.3%
East of England	12,000	7.8%	7.7%
London	37,000	30.5%	31.4%
South East	15,000	14.4%	16.7%
South West	10,000	7.3%	7.6%
Wales	-	-	2.9%
Scotland	6,000	6.2%	6.6%
Northern Ireland	-	-	1.9%
UK Total	122,000	100%	100%

Table 44: Jobs in Design in the Creative Industries in 2013, by highest level of qualification

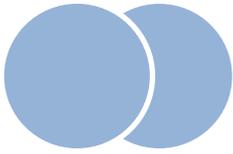
Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	52,000	42.9%
Higher Education	18,000	15.2%
A Level or equivalent	23,000	18.5%
GCSE A* - C or equivalent	14,000	11.5%
Other	7,000	5.7%
No Qualification	6,000	4.9%
Creative Economy Total	122,000	100%

Table 45: Jobs in Design in the Creative Industries in 2013, by gender

	Female	Male
Jobs	59,000	63,000
% of Jobs	48.6%	51.4%

Table 46: Jobs in Design in the Creative Industries in 2013, by ethnicity

	White	BAME
Jobs	115,000	7,000
% of Jobs	94.0%	6.0%



Chapter 12: Film, TV, video, radio and photography

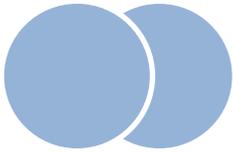
The tables below relate to ‘Film, TV, Video, radio and photography’ jobs in the Creative Economy (i.e. they include people who work in ‘Film, TV, Video, radio and photography’ jobs outside of the Creative Industries).

12.1 By region

London has a higher degree of specialisation in ‘Film, TV, video radio and photography’ than other regions, with 41 per cent in this group in London in 2013, compared with the average for the whole Creative Economy in London (28.1%).

Table 47: Jobs in Film / TV in 2013 (data for the North East, Wales, & Northern Ireland represent 2011-2013 averages due to data limitations), by region

Region	Film / TV jobs in the Creative Economy	Film / TV as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.2%
North West	19,000	7.5%	7.9%
Yorkshire and the Humber	12,000	4.6%	6.0%
East Midlands	11,000	4.2%	5.2%
West Midlands	10,000	4.0%	6.2%
East of England	21,000	8.2%	8.8%
London	105,000	40.6%	28.1%
South East	29,000	11.3%	16.2%
South West	14,000	5.3%	7.8%
Wales	9,000	3.4%	3.0%
Scotland	15,000	5.9%	6.2%
Northern Ireland	-	-	1.6%
UK Total	259,000	100%	100%



12.2 By highest level of qualification

The Film and TV group had a high proportion of people with a degree or equivalent qualification; 56.5 per cent of all jobs in this group. More than two thirds of jobs in this group were filled by people either with a degree or higher education qualification.

Table 48: Jobs in Film / TV in 2013, by highest level of qualification

Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	146,000	56.5%
Higher Education	28,000	10.7%
A Level or equivalent	44,000	16.9%
GCSE A* - C or equivalent	29,000	11.1%
Other	-	-
No Qualification	6,000	2.2%
Creative Economy Total	259,000	100%

12.3 By gender

63.9 per cent of 'Film, TV, video, radio and photography' jobs were filled by men compared to a Creative Economy average of 64.2%.

Table 49: Jobs in the Film / TV in 2013, by gender

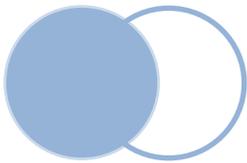
	Female	Male
Jobs	93,000	166,000
% of Jobs	36.1%	63.9%

12.4 By ethnicity

A lower proportion of jobs in Film / TV were filled by people in the BAME group (8.6%) than both in the Creative Economy (10.2%) and UK economy (10.1%) averages.

Table 50: Jobs in Film / TV in 2013, by ethnicity

	White	BAME
Jobs	237,000	22,000
% of Jobs	91.4%	8.6%



12.5 Film, TV, video, radio and photography in the Creative Industries

Table 51: Jobs in Film/TV in the Creative Industries in 2013, by region

Region	Film / TV jobs in the Creative Industries	Film / TV as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.1%
North West	17,000	7.9%	8.0%
Yorkshire and the Humber	11,000	4.5%	5.4%
East Midlands	9,000	3.1%	5.0%
West Midlands	10,000	3.0%	4.3%
East of England	17,000	8.2%	7.7%
London	96,000	39.4%	31.4%
South East	26,000	12.4%	16.7%
South West	12,000	5.9%	7.6%
Wales	8,000	3.5%	2.9%
Scotland	13,000	7.6%	6.6%
Northern Ireland	6,000	2.0%	1.9%
UK Total	231,000	100%	100%

Table 52: Jobs in Film/TV in the Creative Industries in 2013, by highest level of qualification

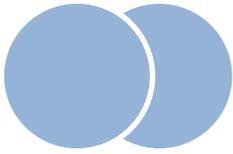
Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	134,000	58.2%
Higher Education	23,000	9.9%
A Level or equivalent	36,000	15.8%
GCSE A* - C or equivalent	26,000	11.2%
Other	-	-
No Qualification	-	-
Creative Economy Total	231,000	100%

Table 53: Jobs in Film/TV in the Creative Industries in 2013, by gender

	Female	Male
Jobs	87,000	144,000
% of Jobs	37.5%	62.5%

Table 54: Jobs in Film/TV in the Creative Industries in 2013, by ethnicity

	White	BAME
Jobs	210,000	21,000
% of Jobs	90.9%	9.1%



Chapter 13: IT, software and computer services

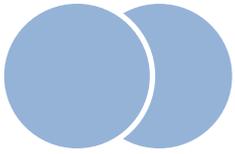
The tables below relate to 'IT, software and computer services' jobs in the Creative Economy (i.e. they include people who work in 'IT, software and computer services' jobs outside of the Creative Industries).

13.1 By region

The South East (20.1%), East of England (9.2%) and West Midlands (7.1%) have a higher degree of specialisation in Creative Economy related 'IT, software and computer services', compared with the whole Creative Economy for these regions.

Table 55: *Jobs in Creative Economy IT in 2013 (data for the North East, Wales, & Northern Ireland represent 2011-2013 averages due to data limitations), by region*

Region	IT jobs in the Creative Economy	IT as a regional proportion	Creative Economy as a regional proportion
North East	16,000	2.1%	2.2%
North West	66,000	8.0%	7.9%
Yorkshire and the Humber	49,000	5.9%	6.0%
East Midlands	43,000	5.2%	5.2%
West Midlands	58,000	7.1%	6.2%
East of England	76,000	9.2%	8.8%
London	196,000	23.7%	28.1%
South East	166,000	20.1%	16.2%
South West	64,000	7.8%	7.8%
Wales	19,000	2.6%	3.0%
Scotland	51,000	6.2%	6.2%
Northern Ireland	11,000	1.6%	1.6%
UK Total	825,000	100%	100%



13.2 By highest level of qualification

The Creative Economy IT group had a high proportion of people with a degree or equivalent qualification; 63.9 per cent of all jobs in this group. Less than 1 per cent of jobs in this group were estimated to be done by people with no qualification.

Table 56: Jobs in Creative Economy IT in 2013, by highest level of qualification

Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	527,000	63.9%
Higher Education	76,000	9.3%
A Level or equivalent	120,000	14.6%
GCSE A* - C or equivalent	75,000	9.0%
Other	13,000	1.6%
No Qualification	7,000	0.9%
Creative Economy Total	825,000	100%

13.3 By gender

Creative Economy IT was very male dominated, with 81.6% of jobs filled by men compared to a Creative Economy average of 64.2%.

Table 57: Jobs in the Creative IT in 2013, by gender

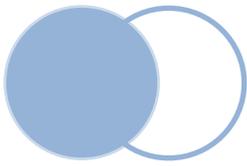
	Female	Male
Jobs	152,000	673,000
% of Jobs	18.4%	81.6%

13.4 By ethnicity

A higher proportion of jobs in Creative Economy IT were filled by people from the BAME group than both the Creative Economy (10.2%) and UK economy (10.1%) averages.

Table 58: Jobs in Creative IT in 2013, by ethnicity

	White	BAME
Jobs	700,000	125,000
% of Jobs	84.9%	15.1%



13.5 IT, software and computer services in the Creative Industries

Table 59: Jobs in Creative IT in the Creative Industries in 2013, by region

Region	IT jobs in the Creative Industries	IT as a regional proportion	Creative Economy as a regional proportion
North East	11,000	2.1%	2.1%
North West	44,000	9.9%	8.0%
Yorkshire and the Humber	33,000	4.9%	5.4%
East Midlands	43,000	6.0%	5.0%
West Midlands	31,000	4.4%	4.3%
East of England	54,000	8.0%	7.7%
London	138,000	22.8%	31.4%
South East	118,000	24.1%	16.7%
South West	45,000	7.8%	7.6%
Wales	13,000	2.5%	2.9%
Scotland	35,000	5.5%	6.6%
Northern Ireland	8,000	1.5%	1.9%
UK Total	576,000	100%	100%

Table 60: Jobs in Creative IT in the Creative Industries in 2013, by highest level of qualification

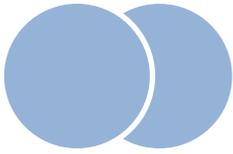
Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	367,000	63.6%
Higher Education	50,000	8.7%
A Level or equivalent	84,000	14.6%
GCSE A* - C or equivalent	54,000	9.4%
Other	11,000	1.9%
No Qualification	6,000	1.1%
Creative Economy Total	576,000	100%

Table 61: Jobs in Creative IT in the Creative Industries in 2013, by gender

	Female	Male
Jobs	111,000	464,000
% of Jobs	19.4%	80.6%

Table 62: Jobs in Creative IT in the Creative Industries in 2013, by ethnicity

	White	BAME
Jobs	489,000	86,000
% of Jobs	85.0%	15.0%



Chapter 14: Publishing

The tables below relate to ‘Publishing’ jobs in the Creative Economy (i.e. they include people who work in ‘Publishing’ jobs outside of the Creative Industries).

14.1 By region

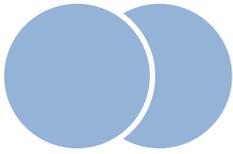
There were a higher proportion of Publishing jobs in London, the South East and East of England than the pattern for all Creative Economy jobs.

Table 63: Jobs in Publishing in 2013 (data for the North East, Wales, & Northern Ireland represent 2011-2013 averages due to data limitations), by region

Region	Publishing jobs in the Creative Economy	Publishing as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.2%
North West	14,000	6.1%	7.9%
Yorkshire and the Humber	13,000	5.7%	6.0%
East Midlands	8,000	3.6%	5.2%
West Midlands	9,000	3.8%	6.2%
East of England	22,000	9.7%	8.8%
London	82,000	35.6%	28.1%
South East	40,000	17.2%	16.2%
South West	15,000	6.4%	7.8%
Wales	-	-	3.0%
Scotland	13,000	5.5%	6.2%
Northern Ireland	-	-	1.6%
UK Total	231,000	100%	100%

14.2 By highest level of qualification

The publishing group had a high proportion of people with a degree or equivalent qualification; 62.0 per cent of all jobs in this group. Around 1 in



20 jobs in publishing were done by people who didn't hold any qualifications.

Table 64: *Jobs in Publishing in 2013, by highest level of qualification*

Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	143,000	62.0%
Higher Education	16,000	7.1%
A Level or equivalent	28,000	12.0%
GCSE A* - C or equivalent	28,000	12.2%
Other	7,000	2.9%
No Qualification	6,000	2.5%
Creative Economy Total	231,000	100%

14.3 By gender

49.8 per cent of jobs filled by women compared to a Creative Economy average of 35.8 per cent.

Table 65: *Jobs in the Publishing in 2013, by gender*

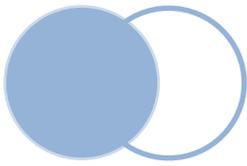
	Female	Male
Jobs	115,000	116,000
% of Jobs	49.8%	50.2%

14.4 By ethnicity

A higher proportion of jobs in publishing were filled by people from the BAME group than both the Creative Economy (10.2%) and UK economy (10.1%) averages.

Table 66: *Jobs in Publishing in 2013, by ethnicity*

	White	BAME
Jobs	204,000	26,000
% of Jobs	88.6%	11.4%



14.5 Publishing in the Creative Industries

Table 67: Jobs in Publishing in the Creative Industries in 2013, by region

Region	Publishing jobs in the Creative Industries	Publishing as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.1%
North West	11,000	5.3%	8.0%
Yorkshire and the Humber	11,000	5.2%	5.4%
East Midlands	8,000	5.3%	5.0%
West Midlands	7,000	2.7%	4.3%
East of England	20,000	8.0%	7.7%
London	71,000	34.4%	31.4%
South East	35,000	17.6%	16.7%
South West	13,000	9.2%	7.6%
Wales	-	-	2.9%
Scotland	9,000	6.1%	6.6%
Northern Ireland	-	-	1.9%
UK Total	197,000	100%	100%

Table 68: Jobs in Publishing in the Creative Industries in 2013, by highest level of qualification

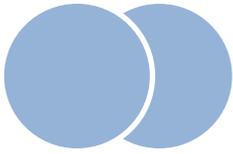
Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	117,000	59.5%
Higher Education	13,000	6.8%
A Level or equivalent	25,000	12.7%
GCSE A* - C or equivalent	27,000	13.5%
Other	6,000	3.3%
No Qualification	-	-
Creative Economy Total	197,000	100%

Table 69: Jobs in Publishing in the Creative Industries in 2013, by gender

	Female	Male
Jobs	96,000	102,000
% of Jobs	48.5%	51.5%

Table 70: Jobs in Publishing in the Creative Industries in 2013, by ethnicity

	White	BAME
Jobs	176,000	21,000
% of Jobs	89.4%	10.6%



Chapter 15: Museums, galleries and libraries

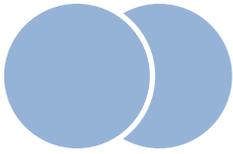
The tables below relate to ‘Museums, galleries and libraries’ jobs in the Creative Economy (i.e. they include people who work in ‘Museums, galleries and libraries’ jobs outside of the Creative Industries).

15.1 By region

There were a higher proportion of Design jobs across the regions outside of London, than the pattern for all Creative Economy jobs.

Table 71: Jobs in Museums & Galleries in 2013 (data for the North East, Wales, & Northern Ireland represent 2011-2013 averages due to data limitations), by region

Region	Museums jobs in the Creative Economy	Museums as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.2%
North West	11,000	10.0%	7.9%
Yorkshire and the Humber	8,000	7.3%	6.0%
East Midlands	7,000	6.1%	5.2%
West Midlands	6,000	5.1%	6.2%
East of England	9,000	7.8%	8.8%
London	21,000	19.6%	28.1%
South East	16,000	14.9%	16.2%
South West	10,000	9.0%	7.8%
Wales	-	-	3.0%
Scotland	9,000	8.1%	6.2%
Northern Ireland	-	-	1.6%
UK Total	110,000	100%	100%



15.2 By highest level of qualification

The museums and galleries group had a high proportion of people with a degree or equivalent qualification; 53.9 per cent of all jobs in this group.

Table 72 *Jobs in Museums & Galleries in 2013, by highest level of qualification*

Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	59,000	53.9%
Higher Education	8,000	7.3%
A Level or equivalent	19,000	17.7%
GCSE A* - C or equivalent	16,000	14.5%
Other	-	4.4%
No Qualification	-	-
Creative Economy Total	110,000	100%

15.3 By gender

Museums and galleries, as a group, had more jobs filled by women than men. This was the only Creative Economy group where this was the case.

Table 73: *Jobs in the Museums & Galleries in 2013, by gender*

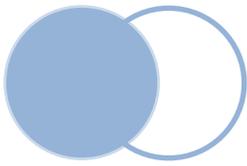
	Female	Male
Jobs	76,000	33,000
% of Jobs	69.5%	30.5%

15.4 By ethnicity

A lower proportion of jobs in museums and galleries were filled by people from the BAME group than both the Creative Economy (10.2%) and UK economy (10.1%) averages.

Table 74: *Jobs in Museums & Galleries in 2013, by ethnicity*

	White	BAME
Jobs	103,000	7,000
% of Jobs	93.8%	6.2%



15.5 Museums, galleries and libraries in the Creative Industries

Table 75: Jobs in Museums & Galleries in the Creative Industries in 2013

Region	Museums jobs in the Creative Industries	Museums as a regional proportion	Creative Economy as a regional proportion
North East	-	-	2.1%
North West	8,000	8.8%	8.0%
Yorkshire and the Humber	6,000	10.5%	5.4%
East Midlands	-	-	5.0%
West Midlands	-	-	4.3%
East of England	6,000	3.4%	7.7%
London	18,000	28.4%	31.4%
South East	12,000	8.3%	16.7%
South West	8,000	7.2%	7.6%
Wales	-	-	2.9%
Scotland	8,000	8.8%	6.6%
Northern Ireland	-	-	1.9%
UK Total	96,000	100%	100%

Table 76: Jobs in Museums & Galleries in the Creative Industries in 2013, by highest level of qualification

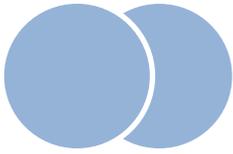
Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	41,000	48.7%
Higher Education	6,000	6.9%
A Level or equivalent	18,000	21.2%
GCSE A* - C or equivalent	13,000	15.6%
Other	-	-
No Qualification	-	-
Creative Economy Total	85,000	100%

Table 77: Jobs in Museums & Galleries in the Creative Industries in 2013, by gender

	Female	Male
Jobs	58,000	27,000
% of Jobs	68.4%	31.6%

Table 78: Jobs in Museums & Galleries in the Creative Industries in 2013, by ethnicity

	White	BAME
Jobs	79,000	6,000
% of Jobs	93.4%	6.6%



Chapter 16: Music, performing and visual arts

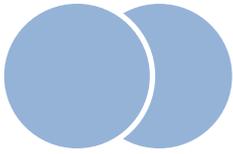
The tables below relate to ‘Museums, galleries and libraries’ jobs in the Creative Economy (i.e. they include people who work in ‘Museums, galleries and libraries’ jobs outside of the Creative Industries).

16.1 By region

The proportion of Jobs in ‘Music, performing and visual arts’ jobs followed a similar pattern across the regions as for all Creative Economy jobs.

Table 79: *Jobs in Music, Performing and Visual Arts in 2013 (data for the North East, Wales, & Northern Ireland represent 2011-2013 averages due to data limitations), by region*

Region	Music jobs in the Creative Economy	Music as a regional proportion	Creative Economy as a regional proportion
North East	7,000	2.7%	2.2%
North West	23,000	7.6%	7.9%
Yorkshire and the Humber	21,000	7.0%	6.0%
East Midlands	13,000	4.4%	5.2%
West Midlands	15,000	4.9%	6.2%
East of England	24,000	8.1%	8.8%
London	77,000	25.9%	28.1%
South East	50,000	16.6%	16.2%
South West	27,000	9.0%	7.8%
Wales	12,000	4.4%	3.0%
Scotland	20,000	6.7%	6.2%
Northern Ireland	-	-	1.6%
UK Total	300,000	100%	100%



16.2 By highest level of qualification

The 'Music, performing and visual arts' group had a high proportion of people with a degree or equivalent qualification; 53.3 per cent of all jobs in this group. This is, however, lower than the Creative Economy average of 57.7 per cent.

Table 80: Jobs in Music, Performing and visual arts in 2013, by highest level of qualification

Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	160,000	53.3%
Higher Education	36,000	11.9%
A Level or equivalent	47,000	15.8%
GCSE A* - C or equivalent	30,000	10.2%
Other	15,000	5.1%
No Qualification	7,000	2.5%
Creative Economy Total	300,000	100%

16.3 By gender

The 'Music, performing and visual arts' group was fairly evenly split in terms of gender, 49.5 per cent of jobs were filled by women and 50.5 per cent by men in 2013.

Table 81: Jobs in the Music, Performing and visual arts in 2013, by gender

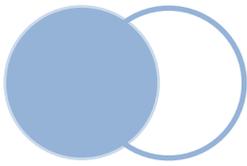
	Female	Male
Jobs	148,000	151,000
% of Jobs	49.5%	50.5%

16.4 By ethnicity

A lower proportion of jobs in 'Music, performing and visual arts' were done by people from the BAME group than both the Creative Economy (10.2%) and UK economy (10.1%) averages.

Table 82: Jobs in Music, Performing and visual arts in 2013, by ethnicity

	White	BAME
Jobs	280,000	20,000
% of Jobs	93.3%	6.7%



16.5 Music, performing and visual arts in the Creative Industries

Table 83: Jobs in Music and arts in the Creative Industries in 2013,

Region	Music jobs in the Creative Industries	Music as a regional proportion	Creative Economy as a regional proportion
North East	7,000	2.3%	2.1%
North West	18,000	5.4%	8.0%
Yorkshire and the Humber	18,000	6.4%	5.4%
East Midlands	12,000	4.6%	5.0%
West Midlands	11,000	4.5%	4.3%
East of England	20,000	6.9%	7.7%
London	60,000	31.8%	31.4%
South East	40,000	13.9%	16.7%
South West	23,000	8.2%	7.6%
Wales	11,000	5.0%	2.9%
Scotland	16,000	8.7%	6.6%
Northern Ireland	-	-	1.9%
UK Total	243,000	100%	100%

Table 84: Jobs in Music and arts in the Creative Industries in 2013, by highest level of qualification

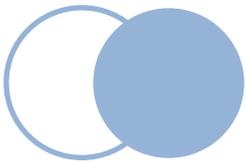
Highest Level of Qualification	Number of Jobs	Proportion of Total Jobs
Degree or equivalent	133,000	54.7%
Higher Education	29,000	11.9%
A Level or equivalent	39,000	15.9%
GCSE A* - C or equivalent	22,000	8.9%
Other	12,000	4.9%
No Qualification	6,000	2.5%
Creative Economy Total	243,000	100%

Table 85: Jobs in Music and arts in the Creative Industries in 2013, by gender

	Female	Male
Jobs	124,000	119,000
% of Jobs	51.2%	48.8%

Table 86: Jobs in Music and arts in the Creative Industries in 2013, by ethnicity

	White	BAME
Jobs	227,000	16,000
% of Jobs	93.3%	6.7%



Annex A: Creative Occupations

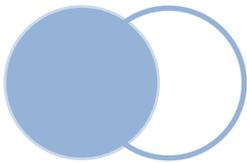
Occupations used in this report are 4 digit Standard Occupational Classification 2010 (SOC) codes. Table 9 below list of contains a list of Creative Occupations.

Table 87: Creative Occupations

Creative Occupations Group	SOC (2010)	Description
Advertising and marketing	1132	Marketing and sales directors
	1134	Advertising and public relations directors
	2472	Public relations professionals
	2473	Advertising accounts managers and creative directors
	3543	Marketing associate professionals
Architecture	2431	Architects
	2432	Town planning officers
	2435	Chartered architectural technologists
	3121	Architectural and town planning technicians
Crafts	5211	Smiths and forge workers
	5411	Weavers and knitters
	5441	Glass and ceramics makers, decorators and finishers
	5442	Furniture makers and other craft woodworkers
	5449	Other skilled trades not elsewhere classified
Design: product, graphic and fashion design	3421	Graphic designers
	3422	Product, clothing and related designers
Film, TV, video, radio and photography	3416	Arts officers, producers and directors
	3417	Photographers, audio-visual and broadcasting equipment operators
IT, software and computer services	1136	Information technology and telecommunications directors
	2135	IT business analysts, architects and systems designers
	2136	Programmers and software development professionals
	2137	Web design and development professionals
Publishing	2471	Journalists, newspaper and periodical editors
	3412	Authors, writers and translators
Museums, galleries and libraries	2451	Librarians
	2452	Archivists and curators
Music, performing and visual arts	3411	Artists
	3413	Actors, entertainers and presenters
	3414	Dancers and choreographers
	3415	Musicians

- a) Following consultation, five additional SOC codes have been included to represent occupations in the crafts sector.
- b) Further information on occupation codes proposed and the rationale for inclusion can be found in the consultation paper⁵ and in Bakhshi, Freeman and Higgs (2013)

⁵ <https://www.gov.uk/government/consultations/classifying-and-measuring-the-creative-industries-consultation-on-proposed-changes>

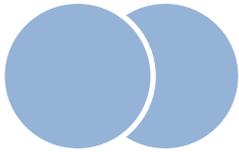


Annex B: Creative Industries

The “creative intensity” of each 4-digit Standard Industrial Classification 2007 (SIC) code was calculated and used to inform the identification of “creative” industries from other industries in the economy.

Table 88: Creative Industries

Creative Industries Group	SIC	Description
Advertising and marketing	70.21	Public relations and communication activities
	73.11	Advertising agencies
	73.12	Media representation
Architecture	71.11	Architectural activities
Crafts	32.12	Manufacture of jewellery and related articles
Design: product, graphic and fashion design		
	74.10	Specialised design activities
Film, TV, video, radio and photography	59.11	Motion picture, video and television programme production activities
	59.12	Motion picture, video and television programme post-production
	59.13	Motion picture, video and television programme distribution
	59.14	Motion picture projection activities
	60.10	Radio broadcasting
	60.20	Television programming and broadcasting activities
	74.20	Photographic activities
IT, software and computer services	58.21	Publishing of computer games
	58.29	Other software publishing
	62.01	Computer programming activities
	62.02	Computer consultancy activities
Publishing	58.11	Book publishing
	58.12	Publishing of directories and mailing lists
	58.13	Publishing of newspapers
	58.14	Publishing of journals and periodicals
	58.19	Other publishing activities
	74.30	Translation and interpretation activities
Museums, galleries and libraries	91.01	Library and archive activities
	91.02	Museum activities
Music, performing and visual arts	59.20	Sound recording and music publishing activities
	85.52	Cultural education
	90.01	Performing arts
	90.02	Support activities to performing arts
	90.03	Artistic creation
	90.04	Operation of arts facilities



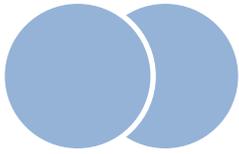
The “creative intensity”, calculated on 2011 and 2012 data, of each SIC code included in these estimates is shown in Table 11 below.

Table 89: Creative Intensities

SIC	Description	Creative Intensity (%)
90.03	Artistic creation	91.5
74.30	Translation and interpretation activities	82.2
90.01	Performing arts	78.8
74.20	Photographic activities	77.8
60.10	Radio broadcasting	62.7
74.10	Specialised design activities	62.1
71.11	Architectural activities	61.5
70.21	Public relations and communication activities	59.3
58.14	Publishing of journals and periodicals	58.3
90.02	Support activities to performing arts	56.8
59.1	Motion picture, video and television programme activities	56.4
32.12	Manufacture of jewellery and related articles	56.2
62.01	Computer programming activities	55.8
59.20	Sound recording and music publishing activities	54.1
60.20	Television programming and broadcasting activities	53.5
73.11	Advertising agencies	50.5
58.11	Book publishing	49.9
58.13	Publishing of newspapers	48.8
73.12	Media representation	48.3
58.21	Publishing of computer games	43.1
58.29	Other software publishing	40.8
90.04	Operation of arts facilities	38.4
58.19	Other publishing activities	37.8
85.52	Cultural education	34.6
62.02	Computer consultancy activities	32.8
58.12	Publishing of directories and mailing lists	31.0
91.01	Library and archive activities	23.8
91.02	Museum activities	22.5

Notes:

- a) Creative intensity for SIC 59.1 is calculated at 3-digit level in order to capture the whole industry as data at the 4-digit level are not statistically robust (due to low levels of employment of the 4-digit codes).
- b) SIC codes 91.01 and 91.02 have been included after consultation, despite having creative intensities below the 30 per cent threshold. One reason they may have a lower creative intensity is due to large numbers employed in facilities maintenance in Museums, galleries and libraries.
- c) SIC code 32.12 Manufacture of jewellery and related articles has been included after consultation to represent the Crafts industry, although due to limitations in the underlying SIC codes (which are agreed internationally) this clearly does not fully capture the crafts sector.
- d) Industry codes proposed and the rationale for inclusion can be found in the consultation <https://www.gov.uk/government/consultations/classifying-and-measuring-the-creative-industries-consultation-on-proposed-changes>



Annex C: Creative Economies in the Regions & Devolved Administrations

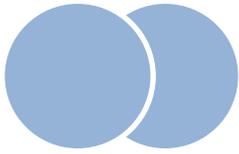
The North East

Estimates for the North East are based on small sample sizes and are subject to a relatively high degree of sampling variability. For this reason, it is not possible to disaggregate data by creative industry sectors for a single year. Three year averages have been calculated to allow analysis by sector however all figures should be treated with caution.

	Jobs in the Creative Economy			% of Creative Economy 2011-2013	Difference from 2013 UK (percentage points)
	2011-2013 average				
Advertising and marketing	9,000			15.6%	-2.8
Architecture	3,000			5.2%	0.0
Crafts	3,000			5.6%	2.0
Design: product, graphic and fashion design	4,000			6.4%	-0.4
Film, TV, video, radio and photography	4,000			7.6%	-2.3
IT, software and computer services	16,000			28.1%	-3.5
Museums, galleries and libraries	4,000			6.2%	2.0
Music, performing and visual arts	7,000			11.5%	0.1
Publishing	5,000			8.7%	-0.1
Year	2011	2012	2013		
Total Creative Economy	52,000	55,000	58,000	100%	0.0

The North West

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	41,000	38,000	36,000	17.7%	-0.8
Architecture	10,000	12,000	12,000	5.6%	0.4
Crafts	10,000	6,000	10,000	4.9%	1.2
Design: product, graphic and fashion design	12,000	15,000	15,000	7.3%	0.5
Film, TV, video, radio and photography	17,000	23,000	19,000	9.4%	-0.5
IT, software and computer services	65,000	68,000	66,000	31.9%	0.4
Museums, galleries and libraries	10,000	10,000	11,000	5.3%	1.1
Music, performing and visual arts	17,000	17,000	23,000	11.0%	-0.4
Publishing	13,000	13,000	14,000	6.9%	-2.0
Total Creative Economy	196,000	200,000	206,000	100%	0.0

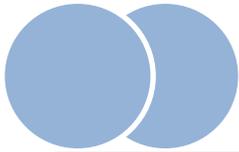


Yorkshire & The Humber

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	24,000	28,000	25,000	16.2%	-2.3
Architecture	7,000	5,000	6,000	4.0%	-1.2
Crafts	9,000	10,000	8,000	5.3%	1.7
Design: product, graphic and fashion design	9,000	11,000	14,000	8.8%	2.0
Film, TV, video, radio and photography	11,000	10,000	12,000	7.7%	-2.2
IT, software and computer services	41,000	46,000	49,000	31.1%	-0.5
Museums, galleries and libraries	12,000	8,000	8,000	5.1%	0.9
Music, performing and visual arts	16,000	20,000	21,000	13.5%	2.0
Publishing	12,000	12,000	13,000	8.3%	-0.5
Total Creative Economy	142,000	149,000	157,000	100%	0.0

East Midlands

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	26,000	27,000	26,000	19.1%	0.6
Architecture	7,000	6,000	5,000	3.8%	-1.4
Crafts	10,000	10,000	8,000	5.7%	2.0
Design: product, graphic and fashion design	11,000	11,000	15,000	11.0%	4.2
Film, TV, video, radio and photography	7,000	11,000	11,000	8.0%	-1.9
IT, software and computer services	32,000	41,000	43,000	31.9%	0.3
Museums, galleries and libraries	9,000	8,000	7,000	4.9%	0.7
Music, performing and visual arts	12,000	10,000	13,000	9.6%	-1.8
Publishing	8,000	15,000	8,000	6.1%	-2.7
Total Creative Economy	122,000	139,000	136,000	100%	0.0



West Midlands

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	28,000	32,000	34,000	20.8%	2.3
Architecture	6,000	8,000	8,000	4.8%	-0.4
Crafts	11,000	12,000	12,000	7.3%	3.7
Design: product, graphic and fashion design	9,000	11,000	11,000	7.0%	0.2
Film, TV, video, radio and photography	7,000	13,000	10,000	6.4%	-3.5
IT, software and computer services	47,000	47,000	58,000	35.8%	4.3
Museums, galleries and libraries	7,000	8,000	6,000	3.5%	-0.7
Music, performing and visual arts	14,000	16,000	15,000	9.1%	-2.4
Publishing	12,000	10,000	9,000	5.3%	-3.5
Total Creative Economy	142,000	157,000	163,000	100%	0.0

East of England

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	40,000	30,000	36,000	15.8%	-2.6
Architecture	10,000	10,000	15,000	6.6%	1.4
Crafts	10,000	11,000	9,000	4.0%	0.3
Design: product, graphic and fashion design	11,000	17,000	17,000	7.6%	0.8
Film, TV, video, radio and photography	19,000	18,000	21,000	9.2%	-0.7
IT, software and computer services	58,000	84,000	76,000	32.9%	1.3
Museums, galleries and libraries	5,000	9,000	9,000	3.7%	-0.5
Music, performing and visual arts	20,000	28,000	24,000	10.5%	-1.0
Publishing	18,000	22,000	22,000	9.7%	0.9
Total Creative Economy	192,000	229,000	231,000	100%	0.0

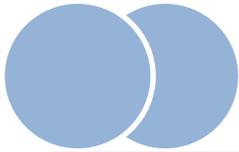


London

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	147,000	150,000	162,000	22.0%	3.5
Architecture	33,000	33,000	37,000	5.0%	-0.2
Crafts	10,000	8,000	9,000	1.2%	-2.4
Design: product, graphic and fashion design	41,000	41,000	46,000	6.2%	-0.5
Film, TV, video, radio and photography	91,000	108,000	105,000	14.3%	4.4
IT, software and computer services	161,000	173,000	196,000	26.6%	-4.9
Museums, galleries and libraries	29,000	24,000	21,000	2.9%	-1.3
Music, performing and visual arts	81,000	79,000	77,000	10.5%	-0.9
Publishing	84,000	80,000	82,000	11.2%	2.3
Total Creative Economy	676,000	697,000	735,000	100%	0.0

South East

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	74,000	70,000	76,000	17.8%	-0.7
Architecture	14,000	12,000	17,000	3.9%	-1.3
Crafts	11,000	13,000	9,000	2.1%	-1.6
Design: product, graphic and fashion design	25,000	27,000	23,000	5.5%	-1.3
Film, TV, video, radio and photography	30,000	29,000	29,000	6.9%	-3.0
IT, software and computer services	156,000	169,000	166,000	39.0%	7.4
Museums, galleries and libraries	11,000	12,000	16,000	3.8%	-0.3
Music, performing and visual arts	42,000	40,000	50,000	11.7%	0.2
Publishing	40,000	46,000	40,000	9.3%	0.5
Total Creative Economy	403,000	418,000	425,000	100%	0.0



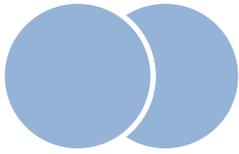
South West

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	30,000	33,000	34,000	17.0%	-1.5
Architecture	10,000	9,000	10,000	5.2%	0.0
Crafts	12,000	13,000	13,000	6.5%	2.9
Design: product, graphic and fashion design	12,000	11,000	15,000	7.4%	0.6
Film, TV, video, radio and photography	14,000	15,000	14,000	6.7%	-3.2
IT, software and computer services	57,000	65,000	64,000	31.8%	0.2
Museums, galleries and libraries	9,000	9,000	10,000	4.9%	0.7
Music, performing and visual arts	23,000	26,000	27,000	13.4%	1.9
Publishing	20,000	22,000	15,000	7.3%	-1.5
Total Creative Economy	188,000	202,000	203,000	100%	0.0

Wales

Estimates for Wales are based on small sample sizes and are subject to a relatively high degree of sampling variability. For this reason, it is not possible to disaggregate data by creative industry sectors for a single year. Three year averages have been calculated to allow analysis by sector however all figures should be treated with caution.

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011 – 2013 Average				
Advertising and marketing	12,000			14.8%	-3.6
Architecture	5,000			5.9%	0.7
Crafts	4,000			4.8%	1.2
Design: product, graphic and fashion design	4,000			5.6%	-1.2
Film, TV, video, radio and photography	9,000			10.9%	1.0
IT, software and computer services	19,000			23.7%	-7.9
Museums, galleries and libraries	5,000			6.7%	2.5
Music, performing and visual arts	12,000			15.5%	4.1
Publishing	5,000			6.8%	-2.0
Year	2011	2012	2013		
Total Creative Economy	75,000	69,000	78,000	100%	0.0



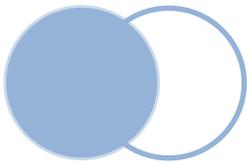
Scotland

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	28,000	25,000	26,000	15.6%	-2.8
Architecture	11,000	14,000	13,000	7.8%	2.6
Crafts	11,000	7,000	9,000	5.2%	1.6
Design: product, graphic and fashion design	10,000	12,000	8,000	5.2%	-1.6
Film, TV, video, radio and photography	17,000	17,000	15,000	9.3%	-0.6
IT, software and computer services	43,000	51,000	51,000	31.3%	-0.2
Museums, galleries and libraries	10,000	10,000	9,000	5.4%	1.2
Music, performing and visual arts	22,000	17,000	20,000	12.3%	0.8
Publishing	14,000	15,000	13,000	7.8%	-1.0
Total Creative Economy	166,000	170,000	163,000	100%	0.0

Northern Ireland

Northern Ireland estimates are based on small sample sizes and are subject to a relatively high degree of sampling variability. For this reason, it is not possible to disaggregate data by creative industry sectors for a single year. Three year averages have been calculated to allow analysis by sector however all figures should be treated with caution.

	Jobs in the Creative Economy			% of Creative Economy in 2013	Difference from UK (percentage points)
	2011 – 2013 Average				
Advertising and marketing	6,000			13.9%	-4.5
Architecture	4,000			8.6%	3.4
Crafts	3,000			6.6%	3.0
Design: product, graphic and fashion design	2,000			4.8%	-2.0
Film, TV, video, radio and photography	5,000			12.4%	2.5
IT, software and computer services	11,000			26.7%	-4.9
Museums, galleries and libraries	2,000			5.4%	1.2
Music, performing and visual arts	4,000			8.3%	-3.1
Publishing	4,000			10.4%	1.6
Year	2011	2012	2013		
Total Creative Economy	42,000	40,000	43,000	100%	0.0



Annex D: Creative Industries in the Regions & Devolved Administrations

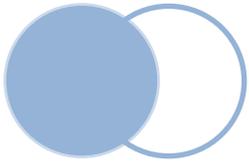
The North East

Estimates for the North East are based on small sample sizes and are subject to a relatively high degree of sampling variability. For this reason, it is not possible to disaggregate data by creative industry sectors for a single year. Three year averages have been calculated to allow analysis by sector however all figures should be treated with caution.

	Jobs in the Creative Industries			% of Creative Industries 2011-2013	Difference from 2013 UK (percentage points)
	2011-2013 average				
Advertising and marketing	2,000			6.6%	-2.4%
Architecture	2,000			6.7%	1.2%
Crafts	-			-	-
Design: product, graphic and fashion design	2,000			6.4%	-0.8%
Film, TV, video, radio and photography	4,000			11.1%	-2.4%
IT, software and computer services	11,000			31.5%	-2.3%
Museums, galleries and libraries	3,000			8.9%	3.9%
Music, performing and visual arts	5,000			15.9%	1.6%
Publishing	4,000			12.2%	0.7%
Year	2011	2012	2013		
Total Creative Industries	32,000	34,000	38,000	100%	0.0

The North West

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	13,000	11,000	12,000	9.2%	0.3
Architecture	6,000	9,000	8,000	6.5%	1.0
Crafts	-	-	-	-	-
Design: product, graphic and fashion design	9,000	11,000	11,000	8.3%	1.2
Film, TV, video, radio and photography	17,000	19,000	17,000	12.9%	-0.6
IT, software and computer services	48,000	48,000	44,000	34.4%	0.6
Museums, galleries and libraries	8,000	7,000	8,000	6.4%	1.4
Music, performing and visual arts	12,000	13,000	18,000	13.6%	-0.6
Publishing	11,000	11,000	11,000	8.5%	-3.0
Total Creative Industries	123,000	129,000	129,000	100%	0.0

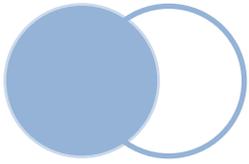


Yorkshire & The Humber

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	6,000	8,000	6,000	5.7%	-3.3
Architecture	-	-	-	-	-
Crafts	-	-	-	-	-
Design: product, graphic and fashion design	5,000	7,000	9,000	9.4%	2.2
Film, TV, video, radio and photography	9,000	8,000	11,000	11.0%	-2.5
IT, software and computer services	24,000	27,000	33,000	32.6%	-1.1
Museums, galleries and libraries	10,000	7,000	6,000	6.4%	1.4
Music, performing and visual arts	13,000	15,000	18,000	18.0%	3.8
Publishing	11,000	10,000	11,000	10.9%	-0.7
Total Creative Industries	84,000	85,000	101,000	100%	0.0

East Midlands

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	-	-	7,000	8.6%	-0.4
Architecture	7,000	-	-	-	-
Crafts	-	-	-	-	-
Design: product, graphic and fashion design	7,000	8,000	8,000	9.5%	2.4
Film, TV, video, radio and photography	6,000	10,000	10,000	11.5%	-2.0
IT, software and computer services	21,000	33,000	31,000	37.4%	3.7
Museums, galleries and libraries	7,000	6,000	-	-	-
Music, performing and visual arts	10,000	7,000	11,000	13.3%	-0.9
Publishing	6,000	13,000	7,000	8.9%	-2.6
Total Creative Industries	67,000	85,000	84,000	100%	0.0

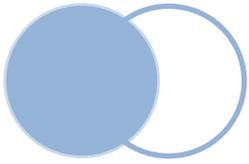


West Midlands

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	-	7,000	6,000	6.3%	-2.6
Architecture	-	6,000	-	-	-0.3
Crafts	-	-	-	-	0.2
Design: product, graphic and fashion design	6,000	8,000	7,000	7.3%	0.2
Film, TV, video, radio and photography	6,000	12,000	9,000	9.8%	-3.7
IT, software and computer services	29,000	31,000	43,000	46.4%	12.7
Museums, galleries and libraries	7,000	6,000	-	-	-1.9
Music, performing and visual arts	10,000	12,000	12,000	13.1%	-1.1
Publishing	11,000	9,000	8,000	8.2%	-3.4
Total Creative Industries	78,000	94,000	94,000	100%	0.0

East of England

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	11,000	8,000	11,000	7.0%	-1.9
Architecture	9,000	8,000	12,000	7.9%	2.4
Crafts	-	-	-	-	-0.4
Design: product, graphic and fashion design	8,000	11,000	12,000	7.7%	0.6
Film, TV, video, radio and photography	17,000	17,000	17,000	11.6%	-1.9
IT, software and computer services	39,000	61,000	54,000	35.5%	1.8
Museums, galleries and libraries	3,000	6,000	6,000	3.9%	-1.1
Music, performing and visual arts	15,000	23,000	20,000	13.0%	-1.2
Publishing	17,000	20,000	20,000	13.4%	1.8
Total Creative Industries	119,000	155,000	151,000	100%	0.0

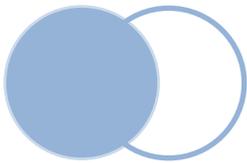


London

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	68,000	67,000	71,000	13.7%	4.7
Architecture	29,000	26,000	26,000	5.1%	-0.4
Crafts	-	-	-	-	-0.2
Design: product, graphic and fashion design	31,000	31,000	37,000	7.1%	0.0
Film, TV, video, radio and photography	83,000	99,000	96,000	18.5%	5.0
IT, software and computer services	110,000	123,000	138,000	26.7%	-7.0
Museums, galleries and libraries	26,000	19,000	18,000	3.4%	-1.6
Music, performing and visual arts	67,000	67,000	60,000	11.6%	-2.6
Publishing	71,000	69,000	71,000	13.7%	2.2
Total Creative Industries	486,000	502,000	518,000	100%	0.0

South East

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	18,000	16,000	17,000	6.1%	-2.9
Architecture	10,000	9,000	12,000	4.3%	-1.2
Crafts	-	-	-	-	-0.2
Design: product, graphic and fashion design	14,000	19,000	15,000	5.4%	-1.7
Film, TV, video, radio and photography	26,000	26,000	26,000	9.4%	-4.1
IT, software and computer services	116,000	124,000	118,000	42.9%	9.2
Museums, galleries and libraries	8,000	9,000	12,000	4.4%	-0.5
Music, performing and visual arts	29,000	33,000	40,000	14.7%	0.5
Publishing	36,000	41,000	35,000	12.6%	1.0
Total Creative Industries	259,000	279,000	275,000	100%	0.0



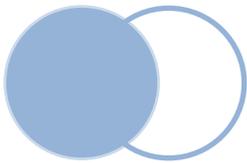
South West

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	9,000	8,000	11,000	8.2%	-0.8
Architecture	7,000	7,000	7,000	5.2%	-0.3
Crafts	-	-	-	-	-
Design: product, graphic and fashion design	7,000	7,000	10,000	7.4%	0.3
Film, TV, video, radio and photography	12,000	11,000	12,000	9.0%	-4.5
IT, software and computer services	38,000	45,000	45,000	34.8%	1.1
Museums, galleries and libraries	6,000	7,000	8,000	6.0%	1.1
Music, performing and visual arts	17,000	21,000	23,000	17.7%	3.4
Publishing	19,000	20,000	13,000	9.9%	-1.7
Total Creative Industries	118,000	128,000	129,000	100%	0.0

Wales

Estimates for Wales are based on small sample sizes and are subject to a relatively high degree of sampling variability. For this reason, it is not possible to disaggregate data by creative industry sectors for a single year. Three year averages have been calculated to allow analysis by sector however all figures should be treated with caution.

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011 – 2013 Average				
Advertising and marketing	3,000			5.6%	-3.4%
Architecture	3,000			7.2%	1.7%
Crafts	-			-	-
Design: product, graphic and fashion design	3,000			5.9%	-1.2%
Film, TV, video, radio and photography	8,000			16.7%	3.2%
IT, software and computer services	11,000			24.3%	-9.4%
Museums, galleries and libraries	4,000			9.4%	4.4%
Music, performing and visual arts	10,000			21.4%	7.2%
Publishing	4,000			9.2%	-2.3%
Year	2011	2012	2013		
Total Creative Industries	45,000	43,000	52,000	100%	0.0



Scotland

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011	2012	2013		
Advertising and marketing	7,000	7,000	6,000	5.6%	-3.4
Architecture	8,000	10,000	9,000	8.5%	3.1
Crafts	-	-	-	-	-
Design: product, graphic and fashion design	6,000	7,000	6,000	5.5%	-1.6
Film, TV, video, radio and photography	16,000	16,000	13,000	13.1%	-0.4
IT, software and computer services	27,000	35,000	35,000	34.0%	0.3
Museums, galleries and libraries	8,000	9,000	8,000	7.5%	2.6
Music, performing and visual arts	18,000	14,000	16,000	16.0%	1.8
Publishing	13,000	13,000	9,000	9.1%	-2.5
Total Creative Industries	103,000	111,000	102,000	100%	0.0

Northern Ireland

Northern Ireland estimates are based on small sample sizes and are subject to a relatively high degree of sampling variability. For this reason, it is not possible to disaggregate data by creative industry sectors for a single year. Three year averages have been calculated to allow analysis by sector however all figures should be treated with caution.

	Jobs in the Creative Industries			% of Creative Industries in 2013	Difference from UK (percentage points)
	2011 – 2013 Average				
Advertising and marketing	2,000			6.2%	-2.8%
Architecture	2,000			5.8%	0.3%
Crafts	-			-	-
Design: product, graphic and fashion design	2,000			6.9%	-0.2%
Film, TV, video, radio and photography	5,000			19.6%	6.1%
IT, software and computer services	7,000			27.0%	-6.7%
Museums, galleries and libraries	2,000			7.9%	3.0%
Music, performing and visual arts	3,000			11.1%	-3.1%
Publishing	4,000			14.9%	3.4%
Year	2011	2012	2013		
Total Creative Industries	29,000	25,000	24,000	100%	0.0

Background Information

Format of Statistical Release:

This release is available in word and pdf format.

Previous reports:

The data covered in this release has been calculated using a new methodology using the latest industry and occupational codes (SIC2007 and SOC2010). Therefore, these estimates are not comparable to earlier reports produced on the Creative Industries. Earlier reports are still available from the following area of the DCMS website:

<https://www.gov.uk/government/publications/creative-industries-economic-estimates>

Next release of data:

This is a one-off update to employment data. The Creative Industries Economic Estimate will be updated in the last quarter of 2014.

Sources:

Information presented in the Creative Industries: Focus on Employment has been derived from: the ONS Annual Population Survey (2011, 2012 and 2013); and the UK Commission for Employment and Skills 'Employer Skills Survey 2013'.

Methodology:

Details of the "creative intensities" methodology can be found in the consultation <https://www.gov.uk/government/consultations/classifying-and-measuring-the-creative-industries-consultation-on-proposed-changes>

Calculation of Creative Intensities

Data from the Annual Population Survey for 2 years (2011 and 2012) have been combined. The number of creative jobs in each industry has been divided by the total number of jobs in that industry. Industries (SIC07) which have more than 6,000 jobs and a "creative intensity" of more than 30 per cent were considered as candidates for inclusion. Industries on the threshold of either criterion have been carefully considered through consultation.

Employment

Employment data have been sourced from the Annual Population Survey (APS). The APS database contains a large number of variables, but only a few are used in this publication. Micro-data (record level data) have been analysed using syntax programmes. First, the data have been restricted to those who are employees or self-employed (main job - inecac05= 1 or 2; second job – secjmbr = 1, 2 or 3). Next, both main jobs (SOC10M) and second jobs (SOC10S) are counted, and weighted according to the person

weighting (pwta11). The number of jobs in each occupation, in each industry (main job - INDC07M; second job – INDC07S) is then counted. More information on the APS can be found here:
<http://www.ons.gov.uk/ons/guide-method/method-quality/specific/labour-market/labour-market-statistics/index.html>

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This release was produced by Douglas Cameron and Tom Knight (DCMS). We would like to thank all members of the Creative Industries Council Technical Working group for their invaluable advice.

The UK Statistics Authority

This release is published in accordance with the Code of Practice for Official Statistics (2009), as produced by the UK Statistics Authority. The Authority has the overall objective of promoting and safeguarding the production and publication of official statistics that serve the public good. It monitors and reports on all official statistics, and promotes good practice in this area. Details on the pre-release access arrangements for this dataset have been published alongside this release.

Glossary

Standard Occupational Classification SOC 2010

The Standard Occupational Classification, a means of classifying the occupation of a person according to the work they do and the skill level required. The latest version (SOC 2010) is available here:

<http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/index.html>

The Standard Industrial Classification SIC 2007

The Standard Industrial Classification, a means of classifying businesses according to the type of economic activity that they are engaged in. The latest version (SIC 2007) is available here:

<http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/standard-industrial-classification/index.html>

Creative Intensities methodology

This methodology makes use of a robust finding from research that having high levels of “creative intensity” – that is, the proportion of the workforce in creative occupations – separates the Creative Industries from other industries⁶.

The methodology comprises 3 steps. First, a set of occupations are identified as creative against criteria⁷. Second, creative intensity is computed for all industries in the economy. Third, all industries with a creative intensity above a certain “threshold” are classified as Creative Industries.

Further explanation can be found in the consultation document and underlying papers <https://www.gov.uk/government/consultations/classifying-and-measuring-the-creative-industries-consultation-on-proposed-changes>

Creative Economy

The Creative Economy, which includes the contribution of all those employed in the Creative Industries as well as the contribution of those who are in creative occupations outside the Creative Industries.

Creative Industries

The Creative Industries, a subset of the Creative Economy which includes only those working in the Creative Industries themselves (and who may be in creative occupations or in other roles e.g. finance).

⁶ Bakhshi, H., Freeman, A., and Higgs, P. (2013) ‘A dynamic Mapping of the UK’s Creative Industries’, Nesta: London

⁷ Bakhshi et al (2013) propose criteria which can be used to assess which occupation codes should be considered creative for measurement purposes



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