



Department
for Culture
Media & Sport

Creative Industries: Focus on Employment

June 2016

This publication has been updated on 20 June 2016 and 4 July 2016 to correct data in the statistical release *Creative Industries: Focus on Employment* published on 9 June 2016.

Amendments on 20 June: The percentage of BAME within the UK Economy was incorrectly reported on page 21. This has now been corrected in the PDF document to 11.3 per cent. There are no changes to any other figures in this report or other documents on this page.

Amendments on 4 July: The 2011 total in Table 1 and Table 2 was incorrectly reported and should be 1,562,000. This has been corrected in the accompanying tables. The chart in Figure 8 was showing data for the Creative Economy rather than the Creative Industries. This has now been corrected.

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Chapter 1 - Introduction

Released: 9 June 2016

Geographic Coverage: United Kingdom

These Creative Industries Economic Estimates are Official Statistics used to measure employment in the Creative Industries and Creative Economy in the UK up to 2015. The most recent estimates for GVA (2014) were [published in January 2016](#) with further [ad hoc analysis](#) available throughout the year.

DCMS aims to continuously improve the quality of estimates and better meet user needs. The DCMS response from the recent consultation is available [here](#). For the first time we have published a breakdown of the number of jobs inside and outside of the Creative Industries, by employed and self-employed status for each of the Creative Industries groups. Feedback on this publication are welcomed via email to evidence@culture.gov.uk.

What are the Creative Industries?

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".

Based on this definition DCMS worked closely with stakeholders to determine which occupations and industries should be considered creative. These were determined on the basis of creative intensity:

1. Through consultation a list of Creative Occupations were identified¹.
2. The proportion of creative jobs for each industry was calculated (creative intensity).
3. Industries with creative intensity above a specified threshold are considered Creative Industries.

The Creative Economy includes the contribution of all those who are in Creative Occupations outside the Creative Industries as well as all those employed in the Creative Industries.

The industries and occupations defined as creative are set out in Annex A and Annex B respectively.

Methodology

Estimates in this release have been produced using the Annual Population Survey (APS). The methodology used to produce these estimates, along with limitations and assumptions, can be found [here](#). Estimates are calculated based on the relevant standard industrial classification (SIC) codes and standard occupational classification (SOC) codes (Annex A and B).

Revisions to historic data reflect any revisions to the APS. A minor change to the total UK population of jobs for previous years has also been made due to a previous error. This error varied from a 0.04 to 0.11 percentage difference compared to the revised totals for 2011 to 2014. All figures in this publication are based on the latest published estimates from these sources.

¹ Bakhshi et al (2013) propose criteria which can be used to assess which occupation codes should be considered creative for measurement purposes.

Terminology

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

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



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).



The Creative Occupations, a subset of the Creative Economy which includes all those working in Creative Occupations, irrespective of the industry that they work in.



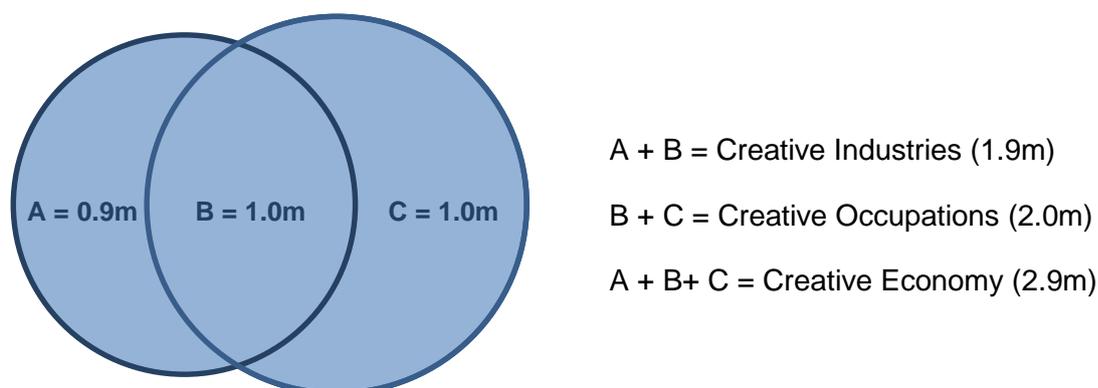
Chapter 2 - Key Findings

The Creative Industries, the Creative Economy and Creative Occupations, have been defined in the introduction.

Summary

- The number of jobs in the Creative Industries (including both creative and support jobs), increased by 3.2 per cent between 2014 and 2015 to 1.9 million jobs. This was an increase of 19.5 per cent since 2011.
- Total jobs in the Creative Economy across the UK has increased by 5.1 per cent between 2014 and 2015 (2.8 million to 2.9 million jobs) and by 19.6 per cent since 2011.
- In 2015 there were 2.0 million jobs in Creative Occupations, a 4.9 per cent increase since 2014 and 19.2 per cent higher than 2011.
- These increases compare with a 2.0 per cent increase in the total number of jobs in the wider UK economy between 2014 and 2015, and 6.3 per cent increase since 2011.

Figure 1: Jobs in the Creative Economy: 2015



Geographic distribution by region and devolved administration

- The Creative Industries accounted for 1 in 17 (5.8 per cent) of all jobs in the UK in 2015. It ranged from 1 in 30 jobs (3.2 per cent) in North East to 1 in 8 jobs (11.5 per cent) in London. Almost a third (30.8 per cent) of Creative Industries jobs were based in London.
- In 2015, across the whole of the UK, around 1 in 11 jobs (9.0 per cent) were in the Creative Economy. This ranged from 1 in 18 jobs (5.5 per cent) in Northern Ireland to 1 in 6 jobs (16.4 per cent) in London.
- These were all similar to last year.

Qualifications

- More than half (59.9 per cent) of jobs in the Creative Industry in 2015 were filled by people with at least a degree or equivalent, compared to 32.7 per cent of all jobs in the UK.

- In 2015, 1 in 11 jobs in the UK held by graduates was in the Creative Industries.
- Between 2014 and 2015, there was an increase of 24,000 (2.2 per cent) in the number of jobs in the Creative Industries held by individuals with at least a degree or equivalent.
- Across all industries in 2015, 62.5 per cent of jobs in Creative Occupations were filled by someone who had at least a degree or equivalent.

Gender

- The Creative Economy and Creative Industries employ a lower proportion of women than the wider UK economy. In 2015:
 - 37.2 per cent of jobs in the Creative Industries were filled by women.
 - 36.1 per cent of jobs in the Creative Economy were filled by women.
 - 47.1 per cent of jobs in the UK as a whole were filled by women.

Ethnicity

- In Creative Industries in 2015, 11.4 per cent of jobs were filled by BAME (Black and Minority Ethnic) workers.
- The number of BAME workers in the Creative Industries increase by 7.0 per cent between 2014 and 2015 (43.9 per cent since 2011), compared with a 2.8 per cent (17.9 per cent since 2011) increase for White workers in the Creative Industries.
- Of all jobs in the Creative Economy in 2015, 10.9 per cent were filled by BAME workers, a similar level to the UK economy (11.3 per cent).
- Since 2011, there was a 38.2 per cent increase in the number of BAME group jobs in the Creative Economy. The increase for the White group was 18.5 per cent.

Socio-Economic Class

- In 2015, 91.8 per cent of jobs in the Creative Economy were done by people in more advantaged socio-economic groups (NS-SEC 1-4), compared to 66.0 per cent of jobs in the wider UK economy.
- More advantaged groups made up 91.9 per cent of jobs in the Creative Industries.

Chapter 3 - UK headlines

This chapter presents UK employment estimates for the Creative Industries at a headline level and provides context for the more detailed analysis which follows.

1.1 Creative Industries

The number of jobs in the Creative Industries is the total number of jobs in SIC 2007 codes classified as creative (listed in Annex B), whether they are jobs in a creative occupation or not.

There were 1.9 million jobs in the Creative Industries in 2015, an increase of 3.2 per cent since 2014 and 19.5 per cent since 2011. This varied amongst Creative Industries groups, with 'Music, performing and visual arts', 'IT, software and computer services' and 'Design: product, graphic and fashion design' all seeing approximately 30 per cent increases in the number of jobs since 2011, whilst 'Museums, galleries and libraries' and 'Advertising and marketing' had 14.6 and 9.6 per cent increases respectively since 2014.

Table 1: Jobs in the Creative Industries, by Creative Industries group: 2011-2015

Group	2011	2012	2013	2014	2015	Change	
						2011-15	2014-15
Advertising and marketing	148,000	144,000	155,000	167,000	182,000	23.0%	9.6%
Architecture	94,000	89,000	94,000	101,000	90,000	-4.5%	-11.2%
Crafts	9,000	7,000	8,000	8,000	7,000	-26.1%	-15.5%
Design: product, graphic and fashion design	102,000	117,000	124,000	136,000	132,000	29.6%	-2.9%
Film, TV, video, radio and photography	211,000	240,000	232,000	228,000	231,000	9.9%	1.6%
IT, software and computer services	483,000	558,000	574,000	607,000	640,000	32.6%	5.5%
Museums, galleries and libraries	91,000	86,000	85,000	84,000	97,000	6.4%	14.6%
Music, performing and visual arts	213,000	227,000	244,000	284,000	286,000	34.7%	0.7%
Publishing	211,000	223,000	198,000	193,000	200,000	-4.9%	3.7%
Creative Industries	1,562,000	1,691,000	1,713,000	1,808,000	1,866,000	19.5%	3.2%

1.2 Creative Economy

The Creative Economy includes all jobs in the Creative Industries, and all those working in Creative Occupations across all industries. Creative Economy jobs across the UK have increased from 2.8 million in 2014 to 2.9 million in 2015, a 5.1 per cent increase, compared to a 2.0 per cent increase in the total number of jobs in the wider UK economy over the same period.

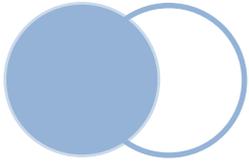
The proportion of jobs in the UK which are part of the Creative Economy has also increased between 2014 and 2015, from 8.8 per cent to 9.2 per cent. This had increased from 8.0 per cent of total jobs in 2011.

1.3 Creative Occupations

This measure estimates the number of jobs in Creative Occupations, whether they are within the Creative Industries or outside. In 2015 there were 2.0 million jobs for people in Creative Occupations, a 4.9 per cent increase since 2014 and 19.2 per cent increase since 2011.

Table 2: Jobs in the Creative Economy, Creative Industries and Creative Occupations as a share of UK total jobs: 2011-2015

	2011	2012	2013	2014	2015	Change	
						2011-15	2014-15
Creative Industries	1,562,000	1,691,000	1,713,000	1,808,000	1,866,000	19.5%	3.2%
Per cent of UK total jobs	5.2%	5.6%	5.6%	5.8%	5.8%	0.7% point	0.1% point
Creative Economy	2,420,000	2,558,000	2,622,000	2,754,000	2,895,000	19.6%	5.1%
Per cent of UK total jobs	8.0%	8.4%	8.5%	8.8%	9.0%	1.2% points	0.4% point
Creative Occupations	1,685,000	1,757,000	1,799,000	1,915,000	2,009,000	19.2%	4.9%
Per cent of UK total jobs	5.6%	5.8%	5.8%	6.1%	6.3%	0.7% point	0.2% point



Chapter 4 - Employment by region and devolved administration

This section provides estimates for the number of jobs in the Creative Industries (4.1) and Creative Economy (4.2) in each of the nine English regions and three devolved administrations (Scotland, Wales and Northern Ireland). Analysis is presented on a workplace basis.

4.1 Employment in the Creative Industries, by geography

Creative Industries

The Creative Industries accounted for 1 in 17 (5.8 per cent) of all jobs in the UK in 2015, the same as in 2014. It ranged from 1 in 30 jobs (3.2 per cent) in the North East to 1 in 8 jobs (11.5 per cent) in London. Almost a third (30.8 per cent) of all Creative Industries jobs were based in London.

Table 3: Jobs in the Creative Industries, by region and devolved administration: 2015

Region	Jobs in Creative Industries	Proportion of UK Creative Industries jobs	Proportion of all jobs in region or devolved administration
North East	38,000	2.0%	3.2%
North West	138,000	7.4%	4.0%
Yorkshire & The Humber	103,000	5.5%	4.0%
East Midlands	103,000	5.5%	4.7%
West Midlands	111,000	5.9%	4.2%
East of England	139,000	7.5%	5.0%
London	575,000	30.8%	11.5%
South East	297,000	15.9%	6.8%
South West	156,000	8.3%	5.6%
Wales	53,000	2.9%	3.8%
Scotland	117,000	6.2%	4.4%
Northern Ireland	26,000	1.4%	3.3%
UK Total	1,866,000	100%	5.8%

Between 2011 and 2015, there were increases in the number of jobs in the Creative Industries of greater than 25 per cent in: Yorkshire and the Humber (26.9 per cent), East Midlands (52.5 per cent), West Midlands (38.7 per cent) and the South West (32.5 per cent).

Only Northern Ireland had fewer jobs in the Creative Industries in 2015 than 2011, a reduction of 10.7 per cent. It also experienced a 0.5 per cent decrease between 2014 and 2015.

[Tables of each region and Devolved Administration's Creative Industries by group can be found here.](#)

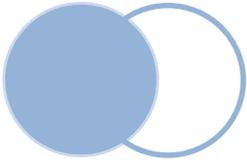
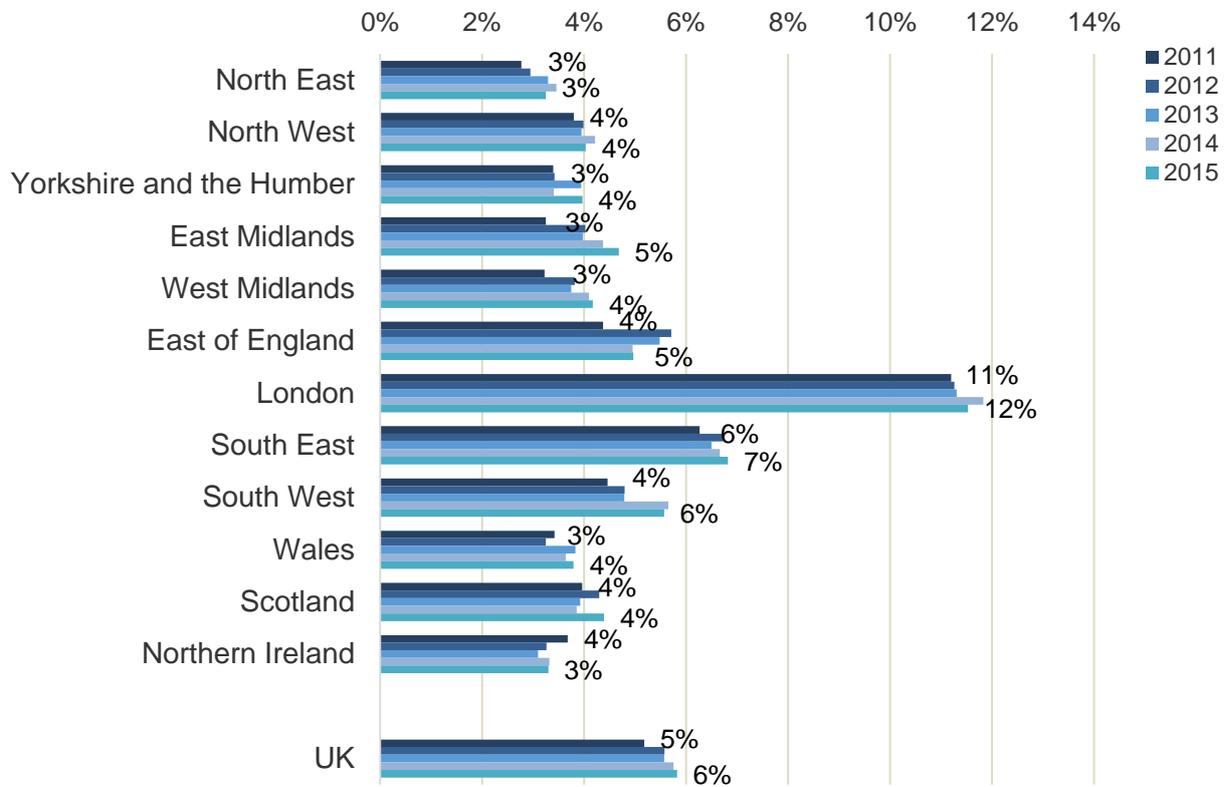
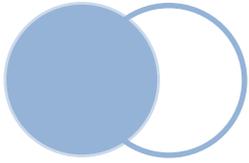
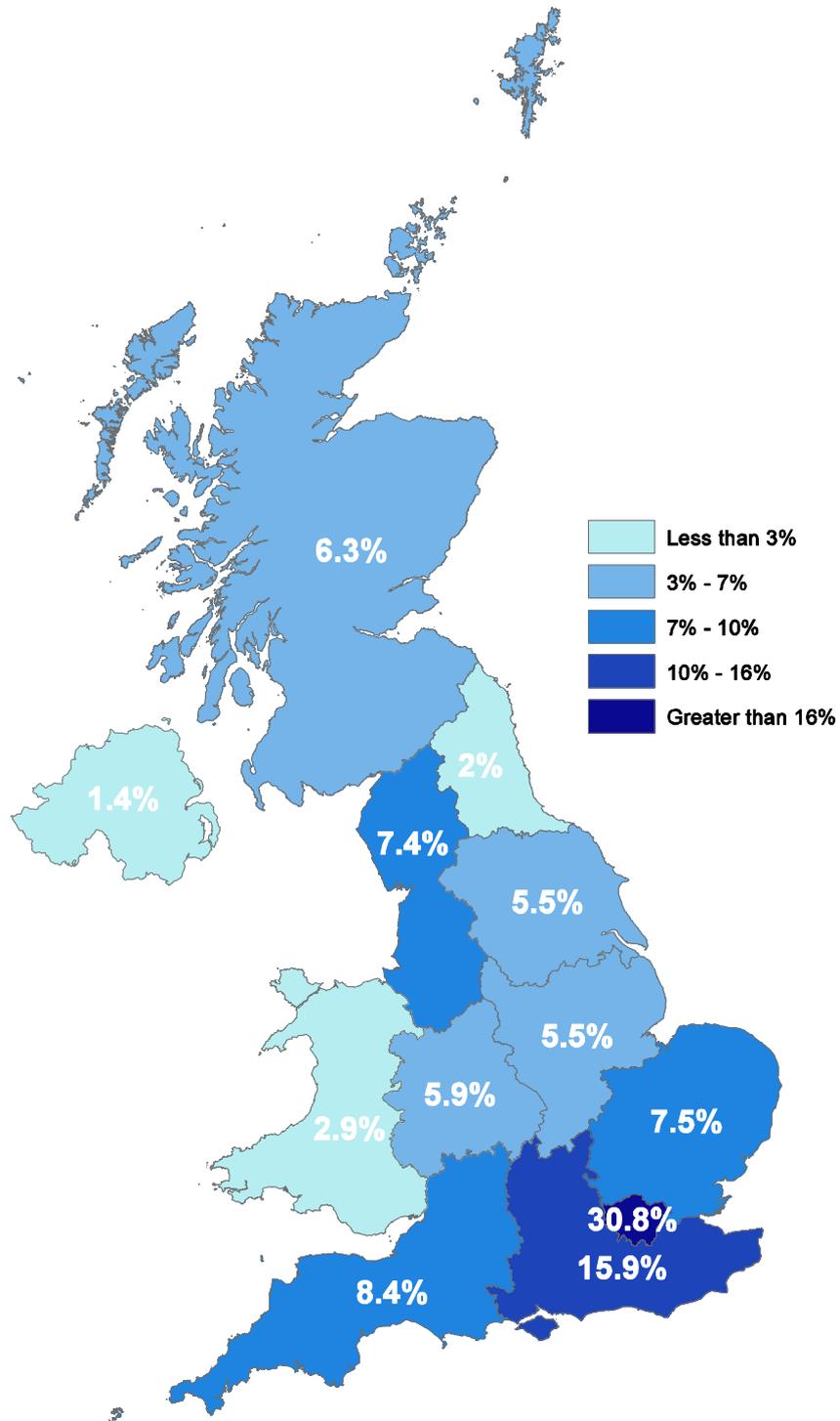


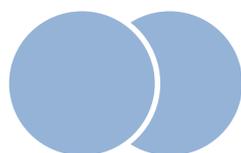
Figure 1: Proportion of jobs in the Creative Industries, by region: 2011-2015





Map 1: Proportion of area's jobs in the Creative Industries, by region and devolved administration: 2015





4.2 Employment in the Creative Economy, by geography

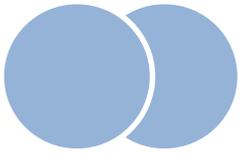
The proportion of Creative Economy jobs varies by region and devolved administration (DA). In 2015, across the whole of the UK, around 1 in 11 jobs (9.0 per cent) were in the Creative Economy, this ranged from 1 in 18 jobs (5.5 per cent) in the Northern Ireland to 1 in 6 jobs (16.4 per cent) in London.

Table 4: Jobs in the Creative Economy, by region and devolved administration: 2015

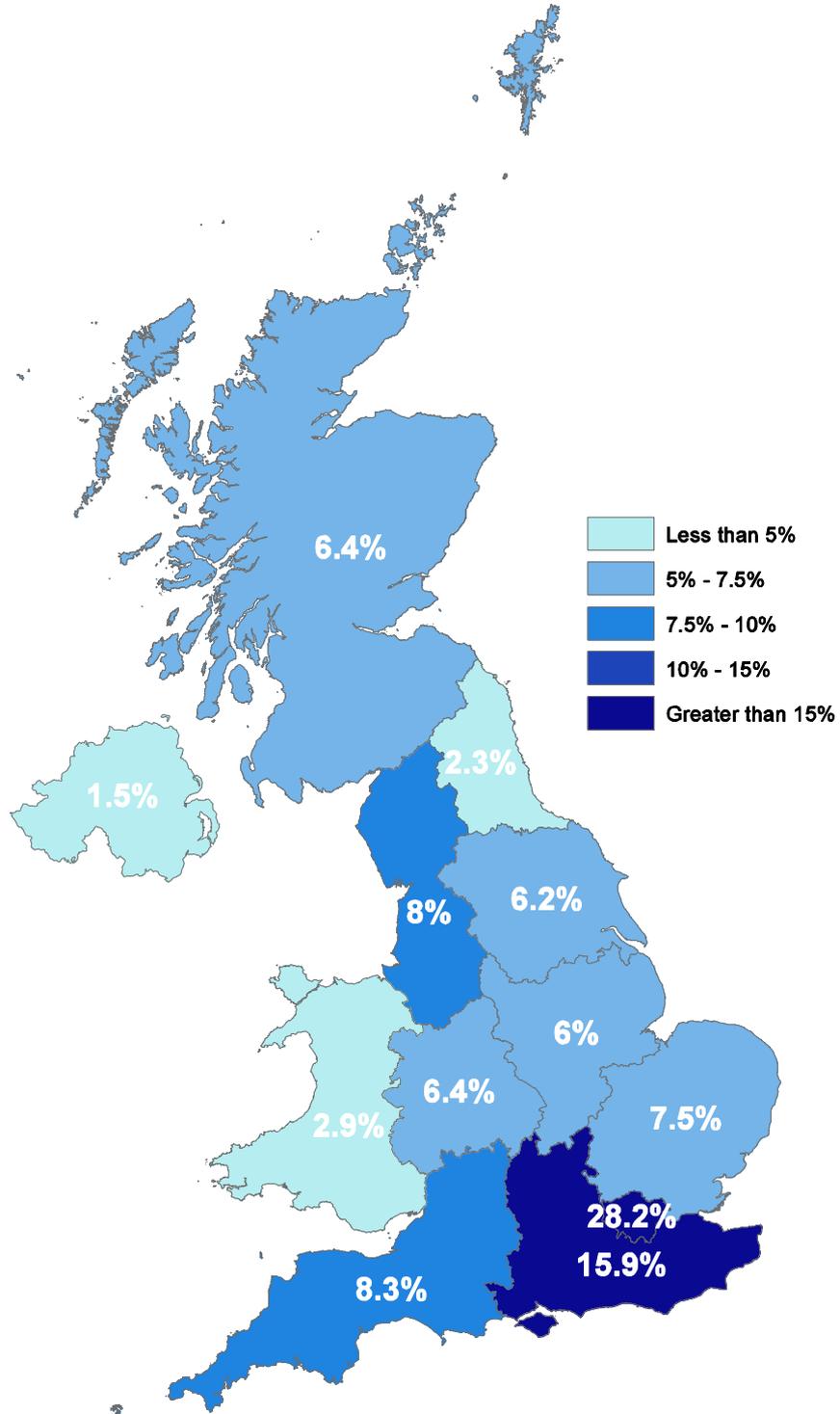
Region	Jobs in Creative Economy	Proportion of UK Creative Economy jobs	Proportion of all jobs in region/DA
North East	66,000	2.3%	5.6%
North West	231,000	8.0%	6.8%
Yorkshire & The Humber	180,000	6.2%	6.9%
East Midlands	172,000	6.0%	7.9%
West Midlands	184,000	6.4%	6.9%
East of England	217,000	7.5%	7.7%
London	816,000	28.2%	16.4%
South East	460,000	15.9%	10.6%
South West	239,000	8.3%	8.6%
Wales	84,000	2.9%	6.0%
Scotland	184,000	6.4%	6.9%
Northern Ireland	44,000	1.5%	5.5%
UK Total	2,895,000	100%	9.0%

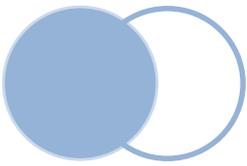
The proportion of jobs in the Creative Economy in each region increased between 2014 and 2015, with the exception of London where there was a reduction of 0.7 of a percentage point from 28.9 per cent in 2014 to 28.2 per cent in 2015. There were also very small decreases in West Midlands (0.1 of a percentage point), East of England (0.2 of a percentage point) and Northern Ireland (0.1 of a percentage point). The largest increase was in Yorkshire and the Humber where the proportion of jobs which were in the Creative Economy increased from 5.5 per cent in 2014 to 6.2 per cent in 2015.

There are also differences in the make-up of the Creative Economies of different regions. While 'IT, software and computer services' accounted for 31.2 per cent of the Creative Economy in the UK, it accounted for 43.1 per cent of the Creative Economy in the South East and 27.7 per cent in London. In London 23.0 per cent of Creative Economy jobs were in 'Advertising and marketing', compared to 19.4 per cent of jobs in the wider UK Creative Economy and 14.7 per cent in the East of England.



Map 2: Proportion of UK Creative Economy jobs, by region and devolved administration: 2015





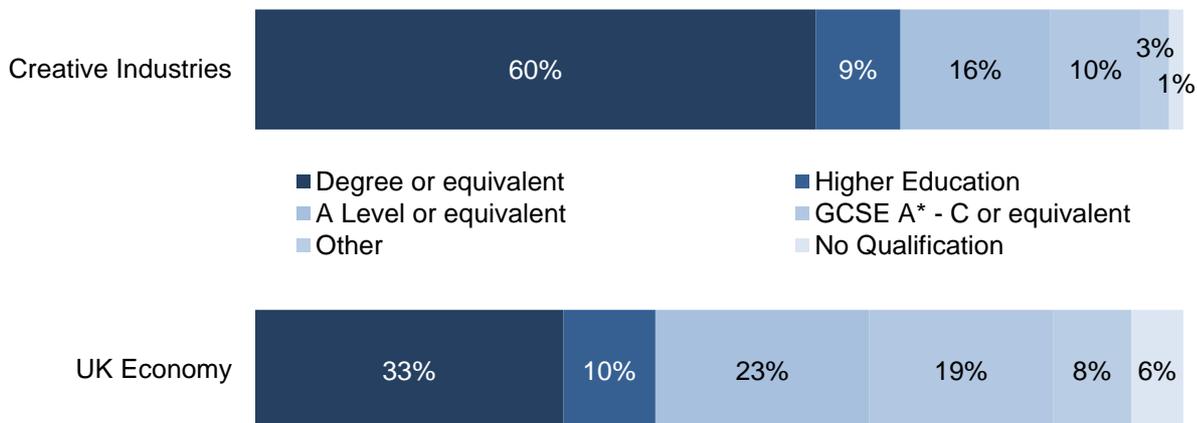
Chapter 5 - Employment by highest level of qualification

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 qualification². Therefore, the estimates of highest level of qualifications 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.

5.1 Employment in the Creative Industries, by level of qualification

More than half (59.9 per cent) of jobs in the Creative Industry in 2015 were filled by people with at least a degree or equivalent, compared to 32.7 per cent of all jobs in the UK. This meant that of the 1.9 million jobs in the Creative Industries, 1.1 million were filled by people whose highest qualification was at least degree.

Figure 2: Proportion of jobs by highest level of qualification in the Creative Industries compared with UK Economy: 2015



This is markedly different to the UK economy as a whole, where around a third (32.7 per cent) of jobs were filled by those with a degree and around a fifth (23.2 per cent) by those whose highest qualification was a GCSE A* to C in 2015. This shows that the Creative Industries are relatively high skilled when compared to the wider UK workforce.

² See [Labour Force Survey User Guide](#) for more details of this variable (LFS Variable name HIQUL15D)

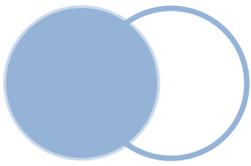


Table 5: Proportion of jobs in the Creative Industries, by highest level of qualification and Creative Industries group, 2015

	Degree or equivalent	Higher Education	A Level or equivalent	GCSE A* - C or equivalent	Other	No Qualification
Advertising and marketing	62.9%	7.0%	16.7%	9.5%	1.3%	1.1%
Architecture	73.8%	10.2%	8.8%	4.6%	1.7%	0.1%
Crafts	37.5%	5.7%	32.1%	5.8%	8.4%	10.4%
Design: product, graphic and fashion design	46.6%	9.4%	21.8%	11.6%	4.4%	5.0%
Film, TV, video, radio and photography	54.8%	8.7%	19.8%	10.8%	2.9%	1.7%
IT, software and computer services	62.4%	9.1%	15.2%	9.5%	2.4%	0.9%
Museums, galleries and libraries	52.0%	11.4%	14.8%	14.9%	5.0%	1.3%
Music, performing and visual arts	59.6%	10.3%	14.8%	9.3%	3.7%	1.7%
Publishing	62.5%	7.6%	14.7%	8.8%	4.1%	1.5%
Creative Industries Average	59.9%	9.0%	16.0%	9.7%	3.0%	1.5%
UK Economy Average	32.7%	9.8%	22.7%	19.5%	8.3%	5.5%

Employer Skills Survey

The Employer Skills Survey is a business survey which complements data in this release. It is carried out every other year with latest results available for 2015³.

Businesses in the Creative Industries were less likely to report a skills gap, with 9.1 per cent reporting a skills gap compared to 14.2 per cent of businesses outside the Creative Industries. Businesses in the Creative Industries were a little less likely to have provided or paid for any training for employees in the past 12 months, compared with organisations outside the Creative Industries (62.9 per cent compared with 66.0 per cent). This varied across the different Creative Industries groups, with 84.4 per cent of museums, galleries and libraries organisations providing some training in the past 12 months, compared with 52.0 per cent of publishing businesses (establishments publishing books, newspapers, journals, periodicals etc.) providing training in the same period.

5.2 Employment in the Creative Economy, by level of qualification

More than half (58.9 per cent) of jobs in the Creative Economy in 2015 were filled by people who had at least a degree or equivalent qualification, compared to 32.7 per cent of all UK jobs. In the UK, 1 in every 6 jobs held by graduates in the UK was in the Creative Economy.

³ <https://www.gov.uk/government/publications/ukces-employer-skills-survey-2015-uk-report>

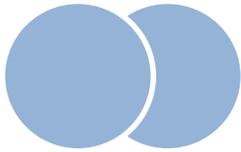


Table 6: Jobs in the Creative Economy, by level of highest qualification: 2011-2015

Level of Qualification	Creative Economy Employment					% of Total (2015)
	2011	2012	2013	2014	2015	
Degree or equivalent	1,330,000	1,435,000	1,509,000	1,619,000	1,704,000	58.9%
Higher Education	217,000	245,000	253,000	250,000	260,000	9.0%
A Level or equivalent	408,000	419,000	410,000	425,000	472,000	16.3%
GCSE A* - C or equivalent	299,000	299,000	291,000	299,000	297,000	10.3%
Other	83,000	74,000	74,000	81,000	86,000	3.0%
No Qualification	58,000	63,000	58,000	56,000	50,000	1.7%
Creative Economy Total	2,422,000	2,558,000	2,622,000	2,754,000	2,895,000	100.0%

Between 2014 and 2015, there was an increase of 85,000 (5.2 per cent) in the number of jobs in the Creative Economy held by individuals with at least a degree or equivalent. The balance of jobs in the Creative Economy is moving to a more highly skilled workforce. This is a broadly similar pattern for the UK economy where there was a 4.7 per cent increase in the number of jobs filled by individuals with at least a degree or equivalent between 2014 and 2015, but it is slightly more accentuated in the Creative Economy.

The typical highest level of qualification varies between Creative Economy Groups. At 74.7 per cent in 2015, Architecture was the Creative Economy group with the highest proportion of jobs at degree level or above. The lowest proportion, at 14.9 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 by Creative Economy group: 2015

	Degree or equivalent	Higher Education	A Level or equivalent	GCSE A* - C or equivalent	Other	No Qualification
Advertising and marketing	58.1%	8.0%	16.9%	12.2%	2.1%	1.6%
Architecture	74.7%	10.9%	8.1%	4.3%	1.3%	0.3%
Crafts	14.9%	7.6%	31.9%	20.5%	12.6%	9.3%
Design: product, graphic and fashion design	48.8%	10.0%	21.1%	11.9%	3.5%	3.5%
Film, TV, video, radio and photography	55.0%	8.6%	20.2%	10.4%	2.8%	1.7%
IT, software and computer services	63.8%	8.9%	15.2%	8.4%	2.1%	1.0%
Museums, galleries and libraries	56.6%	10.1%	13.2%	13.9%	4.3%	1.1%
Music, performing and visual arts	58.6%	10.9%	14.3%	10.5%	3.5%	1.7%
Publishing	64.6%	7.4%	13.8%	8.4%	3.6%	1.3%
Creative Economy Average	58.9%	9.0%	16.3%	10.3%	3.0%	1.7%
UK Economy Average	32.7%	9.8%	22.7%	19.5%	8.3%	5.5%

5.3 Employment in Creative Occupations, by level of qualification

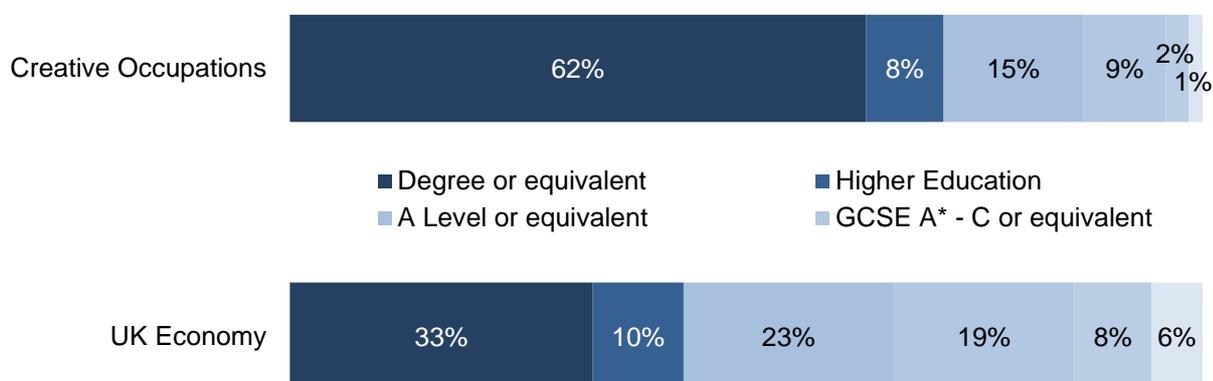
This section looks at the level of qualification of those working in Creative Occupations across all industries. As a workforce they are quite homogenous as they do not include “support jobs” which are included in the Creative Industries and Creative Economy definitions.

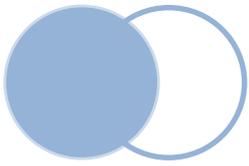
Table 8: Proportion of jobs in Creative Occupations by highest level of qualification and Creative Industries group: 2015

	Degree or equivalent	Higher Education	A Level or equivalent	GCSE A* - C or equivalent	Other	No Qualification
Advertising and marketing	59.0%	7.8%	16.8%	11.7%	2.0%	1.5%
Architecture	81.2%	9.0%	6.1%	2.3%	0.4%	0.2%
Crafts	14.8%	7.7%	31.3%	20.8%	12.4%	9.7%
Design: product, graphic and fashion design	58.9%	10.8%	16.6%	9.8%	1.8%	1.1%
Film, TV, video, radio and photography	60.8%	8.7%	19.0%	6.8%	1.8%	1.2%
IT, software and computer services	67.8%	7.9%	14.4%	6.5%	1.8%	0.8%
Museums, galleries and libraries	70.3%	6.5%	8.1%	11.2%	2.6%	0.2%
Music, performing and visual arts	62.5%	9.8%	12.0%	10.6%	2.8%	1.7%
Publishing	74.8%	7.7%	9.6%	5.5%	2.3%	0.0%
Creative Occupations Average	62.5%	8.4%	15.2%	9.0%	2.5%	1.5%
UK Economy Average	32.7%	9.8%	22.7%	19.5%	8.5%	5.5%

There were 2.0 million jobs in Creative Occupations in 2015, 4.9 per cent higher than in 2014. Approximately 1.3 million of these jobs were done by people who had a degree or equivalent qualification.

Figure 3: Proportion of jobs in Creative Occupations by Highest Level of Qualification: 2015





Chapter 6 - Employment by gender

In 2015, women held 47.1 per cent of all jobs in the UK workforce. This was similar to 2014, when the proportion of jobs filled by women was 47.2 per cent.

6.1 Employment in the Creative Industries, by gender

Women held 37.2 per cent of jobs in the Creative Industries (compared with 36.1 per cent in the Creative Economy and 47.1 per cent in the whole UK Economy).

Table 9: Creative Industries group jobs by gender and Creative Industries group: 2015⁴

	Male	Female	% Female
Advertising and marketing	109,000	73,000	40.3%
Architecture	59,000	31,000	34.3%
Design: product, graphic and fashion design	76,000	56,000	42.3%
Film, TV, video, radio and photography	139,000	92,000	39.9%
IT, software and computer services	503,000	137,000	21.4%
Museums, galleries and libraries	33,000	64,000	65.9%
Music, performing and visual arts	149,000	138,000	48.1%
Publishing	102,000	98,000	49.0%
Creative Economy Total	1,145,000	694,000	37.2%

In 2015, 'IT, software and computer services' accounted for 42.9 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' and 'IT, software and computer services', with nearly a fifth (19.8 per cent) of women working in the Creative Industries working in each of these groups.

Between 2011 and 2015, there was a 43.3 per cent increase in the number of women in 'IT, software and computer services'. The largest increase for men was in 'Music, performing and visual arts' with an increase of 38.9 per cent. The largest decreases over this period were in 'Architecture' for men (11.3 per cent) and 'Publishing' for women (6.0 per cent).

⁴ Change for Crafts has not been shown due to small sample size.

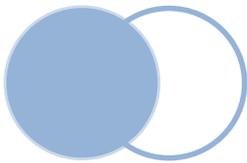
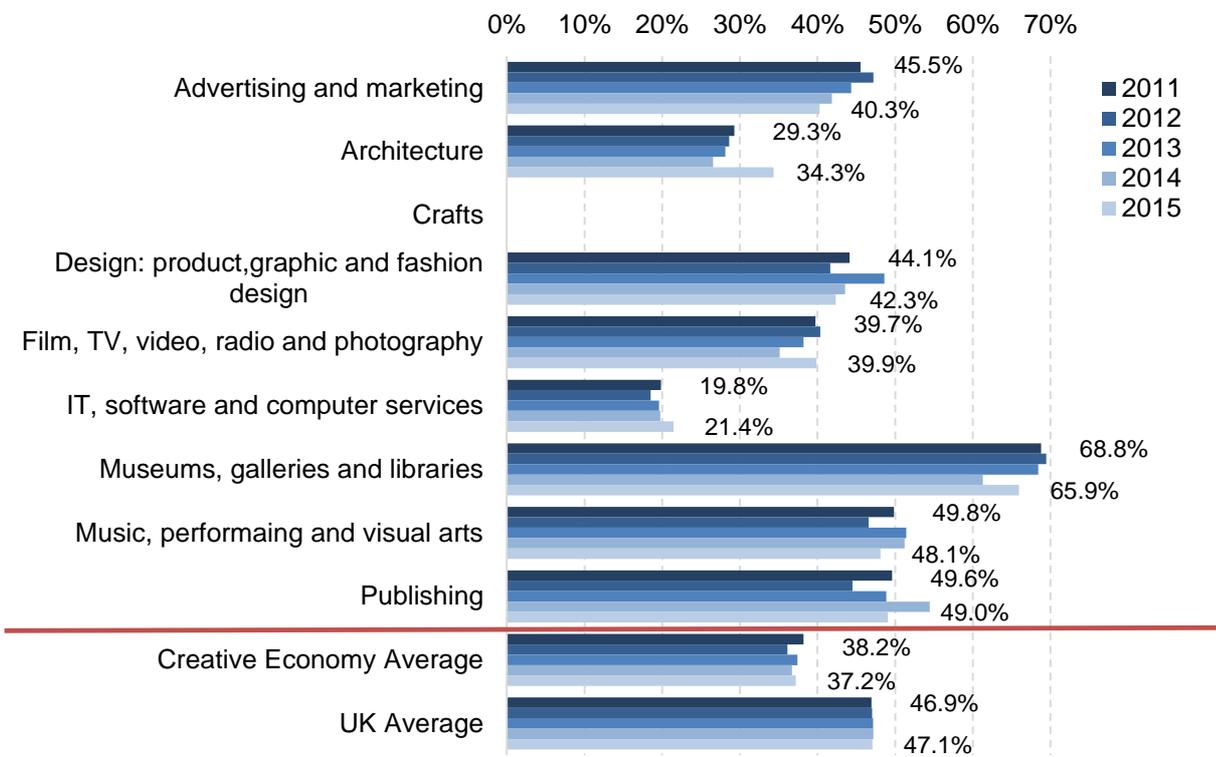


Figure 6: Proportion of women in each Creative Industries Group: 2011-2015⁵



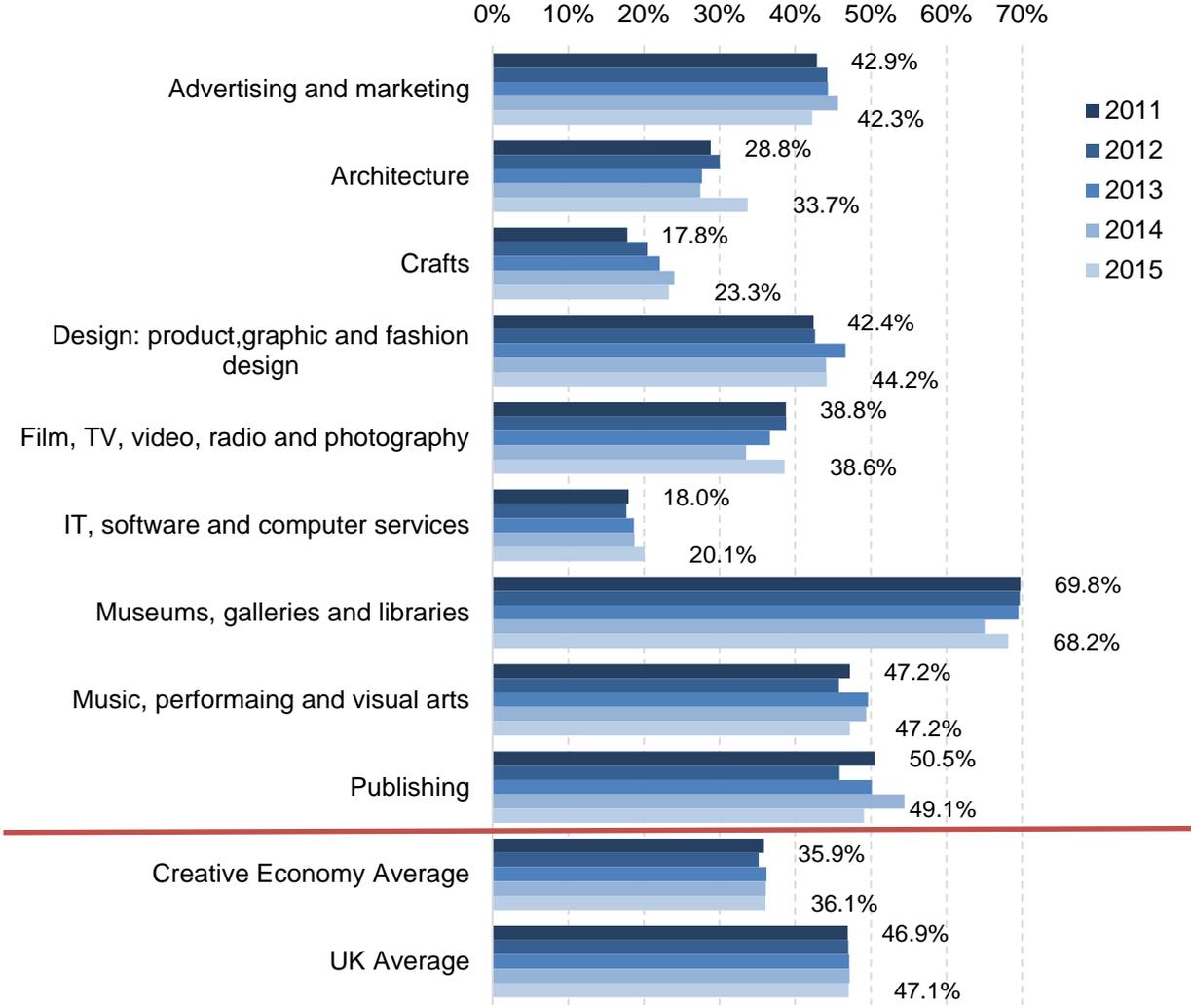
6.2 Employment in the Creative Economy, by gender

In the Creative Economy 36.1 per cent of jobs were filled by women in 2015, there has been little variation in this figure between 2011 and 2015 (see Figure 7).

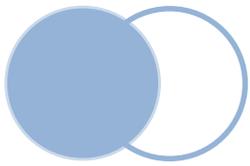
⁵ Change for Crafts has not been shown due to small sample size.



Figure 7: Proportion of women working in each Creative Economy Group: 2011-2015



'IT, software and computer services' accounted for just under a third (32.2 per cent) of all jobs in the Creative Economy and had the lowest proportion of women working in it at 20.1 per cent. The group with the highest proportion of jobs filled by women was 'Museums, galleries and libraries', at 68.2 per cent. While 'Advertising and marketing' employed the greatest number of women, 237,000 jobs.



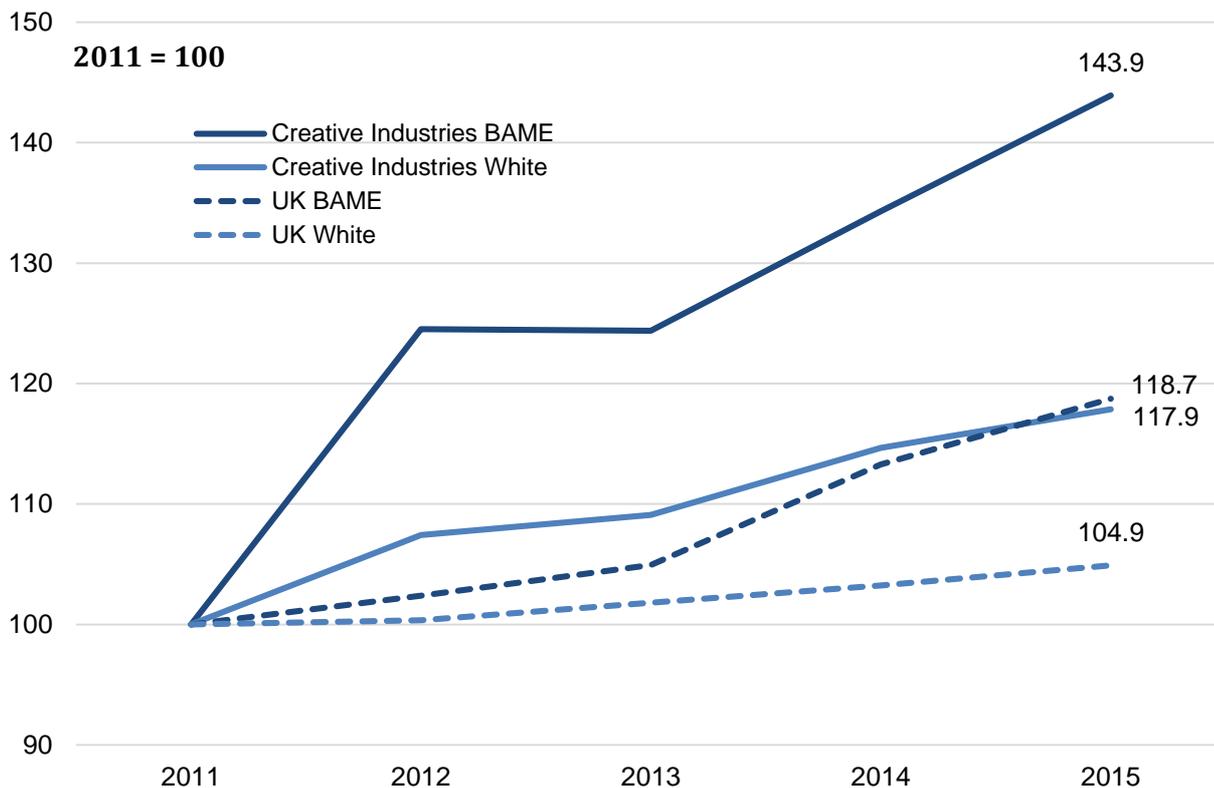
Chapter 7 - Employment by ethnicity

In the UK, across all industries, 11.3 per cent of jobs were filled by people from Black, Asian and Minority Ethnic (BAME) groups in 2015. This is an increase from 11.0 per cent in 2014 and 10.1 per cent in 2011.

7.1 Employment in the Creative Industries, by ethnicity

The Creative Industries accounted for 1.9 million jobs in 2015, 11.4 per cent of which were filled by BAME workers. The number of BAME workers in the Creative Industries increase by 7.0 per cent between 2014 and 2015 (43.9 per cent since 2011), compared with a 2.8 per cent (17.9 per cent since 2011) increase for White workers in the Creative Industries, see Figure 8.

Figure 8: Change in the number of jobs in the Creative Industries between 2011 and 2015, by ethnicity (2011 = 100)



7.2 Employment in the Creative Economy, by ethnicity

In 2015, the Creative Economy had 2.9 million jobs, 2.6 million of which were filled by those from the White group. Of all jobs in the Creative Economy in 2015, 10.9 per cent were filled by BAME workers, a similar level to the UK economy. Asian / Asian British groups made up 6.3 per cent of jobs (similar to 6.7 per cent in 2014).

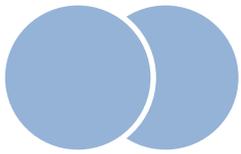
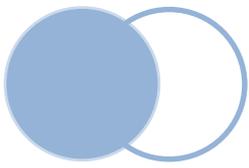


Table 10: Jobs in the Creative Economy, by ethnicity: 2015

Ethnicity	Jobs	Proportion
White	2,578,000	89.0%
Asian / Asian British	182,000	6.3%
Black / African / Caribbean / Black British	54,000	1.9%
Mixed	32,000	1.1%
Other	47,000	1.6%
Total Creative Economy	2,895,000	100%

Between 2014 and 2015 the number of jobs in the Creative Economy increased by 5.1 per cent, for the BAME group the increase over the same period was 4.0 per cent, while for the White group it was 5.4 per cent. For the UK Economy as a whole jobs held by the BAME group increased by 4.8 per cent between 2014 and 2015 and the increase for the White group was 1.6 per cent.

In 'IT, software or computer services', 16.7 per cent of jobs were filled by people from the BAME group in 2015, compared to 5.9 per cent of jobs in the 'Architecture' sector.



Chapter 8 - Employment by socio-economic classification

This report uses the [National Statistics Socio-economic Classification \(NS-SEC\)](#) to analyse socio-economic class. NS-SEC was constructed to measure the employment relations and conditions of occupations, which are central to showing the structure of socio-economic positions in modern societies.

The NS-SEC is an occupationally based classification, i.e. based on jobs. Occupations which form the Creative Industries are generally higher skilled, therefore the Creative Industries and Creative Economy include a higher proportion of jobs held by people in more advantaged groups than the UK average.

The term 'more advantaged groups' refers to NS-SEC 1-4, with 'less-advantaged groups' referring to NS-SEC 5-8. In the UK as a whole, two thirds (66.0 per cent) of jobs were done by people from more advantaged groups, and one third (34.0 per cent) by those in less advantaged groups.

8.1 Employment in the Creative Industries, by socio-economic classification

Of the 1.9 million jobs in the Creative Industries, 1.7 million (91.9 per cent) were done by people from the more advantaged groups, with 0.2 million (8.1 per cent) done by those from less advantaged groups.

Between 2014 and 2015, the number of jobs in the Creative Industries done by those in the more advantaged group increased by 2.9 per cent (20.5 per cent since 2011), higher than the 2.0 per cent increase in jobs for this group in the wider UK economy. For the less advantaged group, the number of jobs in the Creative Industries increased by 6.0 per cent between 2014 and 2015, in the wider UK economy there was a 1.8 per cent increase for this group.

Table 11: Jobs in the Creative Industries, by socio-economic classification: 2011-2015

	2011	2012	2013	2014	2015
More Advantaged	1,423,000	1,551,000	1,570,000	1,665,000	1,714,000
Less Advantaged	139,000	140,000	143,000	143,000	152,000

Within the Creative Industries, 'Music, performing and visual arts' was the largest employer of those within the less advantaged group, with 36,000 jobs in 2015. While 'Museums, galleries and libraries' had the highest proportion of jobs filled from the less advantaged group, 22.2 per cent of jobs, compared with an average of 8.1 per cent across all Creative Industries.

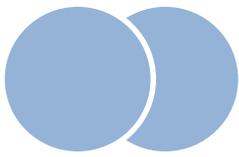


Table 12: Jobs in the Creative Industries, by group and socio-economic classification: 2015

	More Advantaged	Less Advantaged	% more advantaged
Advertising and marketing	17,1000	12,000	93.7%
Architecture	87,000	2,000	97.5%
Crafts	6,000	1,000	88.2%
Design: product, graphic and fashion design	119,000	13,000	90.2%
Film, TV, video, radio and photography	204,000	28,000	88.1%
IT, software and computer services	624,000	16,000	97.5%
Museums, galleries and libraries	75,000	21,000	77.8%
Music, performing and visual arts	250,000	36,000	87.4%
Publishing	177,000	23,000	88.5%
Creative Economy	1,714,000	152,000	91.9%

8.2 Employment in the Creative Economy, by socio-economic classification

The socio-economic classification of people doing jobs in the Creative Economy in 2015 was similar to the Creative Industries, 91.8 per cent of jobs in the Creative Economy were done by those in the more advantaged group (2.7 million), with 0.2 million (8.2 per cent) done by those from less advantaged groups.

Between 2011 and 2015 the number of jobs which were done by those in the more advantaged groups increased by 20.4 per cent, while the number of jobs done by those in less advantaged groups increased by just 6.4 per cent. The respective increases for those groups in the wider UK economy were 7.3 per cent for the more advantaged groups and 4.3 per cent for the less advantaged groups.

In 2015, 56.9 per cent of jobs in the Crafts industry, or Crafts jobs outside of the crafts industry, were done by those in the less advantaged groups, compared to 2.3 per cent of jobs in Architecture or IT, software and computer services occupations or the Architecture industry.

The proportion of jobs within the Creative Economy which are being done by people from the more advantaged groups has grown slowly from 91.1 per cent in 2011 to 91.9 per cent in 2014 and remained at this level in 2015.

Chapter 9 – Summary and Next steps

This report shows the importance of the Creative Industries to the UK economy. They continue to be one of the strongest performing parts of the economy with number of jobs, growing at a faster pace than the UK economy as a whole between 2014 and 2015. In 2015 the Creative Industries accounted for 5.8 per cent of UK jobs and the Creative Economy accounted for 9.0 per cent of UK jobs.

In an effort to continually improve quality and better meet user needs, DCMS is looking to further develop economic estimates for the Creative Industries in a number of areas. The Creative Industries user consultation ran from 26th January until the 26th April 2016. This covered a series of proposed developments to the Creative Industries methodology and analysis. A summary of responses received and DCMS' responses have been published in a report [here](#).

Developments include plans to publish (i) a breakdown of occupations in and outside of the Creative Industries by part time and full time basis, (ii) productivity estimates and (iii) exports of goods estimates. Further information on the productivity and exports of goods is provided below.

Productivity

DCMS plan to look at the three approaches to productivity used by ONS: per worker, per job and per hour. The productivity per hour approach is preferred as the best reflection of productivity and will be the focus of development work. For accurate measures of productivity it is important to have a measure of output (in this case GVA) which has been adjusted for inflation (constant prices), otherwise changes in productivity may in fact be a result of inflation rather than productivity. DCMS is investigating the viability of getting a robust deflator for the Creative Industries which would also support a robust measure of productivity.

Export of goods

Feedback from the user consultation and steering groups was that more granularity of the data is desired. DCMS has therefore decided not to publish estimates of exports of goods for the Creative Industries in this publication and will undertake further work to investigate the feasibility of VATMOSS (Value Added Tax Mini One Stop Shop) as a data source. If this is viable, we will undertake further discussions with industries groups to agree a transparent approach to determining what is classified as a creative product. DCMS will aim to publish estimates of exports of goods in December 2016.

The next publication of Creative Industries Economic Estimates will be estimates of GVA (for 2015), due to be published in December 2016. The next series of "Focus on" reports covering employment and exports will be published in June 2017.

Annex A - Creative Occupations definition

The [Standard Occupational Classification](#) is a means of classifying the occupation of a person according to the work they do and the skill level required. Occupations used in this report are 4-digit Standard Occupational Classification 2010 (SOC) codes. Table 13 contains a list of occupations considered creative.

Table 13: 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

Notes:

1. Following consultation, five additional SOC codes were included to represent occupations in the crafts sector.
2. Further information on occupation codes proposed and the rationale for inclusion can be found in the DCMS consultation⁶ and in Bakhshi, Freeman and Higgs (2013)⁷.

⁶ [Classifying and measuring the Creative Industries.](#)

⁷ [A Dynamic mapping of the UK Creative Industries.](#)

Annex B - Creative Industries definition

The [Standard Industrial Classification](#) is a means of classifying businesses according to the type of economic activity that they are engaged in. The Creative Industries is made up of the following 4-digit Standard Industrial Classification 2007 (SIC) codes.

Table 14: Creative Industries

Creative Industries Group	SIC (2007)	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” 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. The “creative intensity” of each SIC code included in the Creative Industries is shown in Table 15.

Table 15: 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:

1. Creative Intensities calculated based on the Annual Population Survey from two years (2011 and 2012).
2. 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 no statistically robust (due to low levels of employment of the 4-digit codes).
3. 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.
4. SIC code 32.12 Manufacture of jewellery and related articles is included to represent the Crafts industry, although due to limitations in the underlying SIC codes (which are agreed internationally) this does not fully capture the crafts sector.
5. Industry codes proposed and the rationale for inclusion can be found in the consultation [here](#).

Annex C - Computer games



In order to base this release on an internationally comparable basis, the statistics in this release are based on 4-digit SIC codes. However Employment estimates have also been calculated for the computer games industry using data at the 5-digit SIC level.

The estimates for the computer games industry have been calculated based on the SIC codes:

- 58.21 Publishing of Computer Games.
- 62.01/1 Ready-made interactive leisure and entertainment software development.

A number of software programming companies in 62.01 Computer programming activities may also contribute to the output of computer games, as part of a range of programming activities. This is not included in these computer games estimates, but will have been implicitly included in the IT, software and computer services group in the main estimates.

In 2015, there were 20,000 jobs in the computer games industry. Figures for 2011- 2015 are shown in Table 16. Please note variation in numbers can be partly due to small sample sizes.

Table 16: Jobs in the computer games industry: 2011-2015

Year	2011	2012	2013	2014	2015
Employment in the computer games industry	13,000	15,000	19,000	24,000	20,000

Annex D - Background Note

1. The next update of these statistics will be published in June 2017, including estimates of employment for 2016.
2. For further information on exports of services, see the corresponding release in this series. The latest GVA estimates are available [here](#). Any ad hoc releases relating to the Creative Industries will be published [here](#).
3. The responsible statistician for this release is Penny Allen. For enquiries on this release, please contact Penny on 0207 211 2380 or evidence@culture.gov.uk.
4. For general enquiries contact:
Department for Culture Media and Sport
100 Parliament Street
London
SW1A 2BQ
Telephone: 020 7211 6000
5. DCMS statisticians can be followed on Twitter via [@DCMSInsight](#).
6. Sign up for the Creative Industries Statistics newsletters is available [here](#).
7. The Creative Industries Economic Estimates release is an Official Statistics publication and has been produced to the standards set out in the Code of Practice for Official Statistics. For more information, see <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>. Details of the pre-release access arrangements for this dataset have been published alongside this release.

Annex E - Glossary

Standard Occupational Classification SOC 2010

The Standard Occupational Classification is 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](#).

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](#).

Creative Intensities methodology

This methodology which is used to determine industries which make up the Creative Industries. The methodology comprises 3 steps.

1. A set of occupations are identified as creative.
2. Creative intensity is calculated for all industries in the economy.
3. All industries with a creative intensity above a certain “threshold” are classified as Creative Industries.

Further explanation can be found in the accompanying [methodology note](#).

Creative Occupations

Creative Occupations are a set of roles considered Creative on the basis of the skills required for the role (see Annex B).

Creative Industries

The Creative Industries are those industries with a high intensity of Creative Occupations. It include those in Creative and non-Creative jobs within the Creative Industries and is a subset of the Creative Economy.

Creative Economy

The Creative Economy 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.

Gross Value Added

Gross value added (GVA) measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom. GVA is closely linked to the more commonly used gross domestic product (GDP)

$$GVA + Taxes\ on\ products - Subsidies\ on\ Products = GDP$$

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