



department for
**culture, media
and sport**

Creative Industries Economic Estimates

(Experimental Statistics)

Headline Findings

9 December 2010

improving
the quality
of life for all

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

Experimental Statistics

As this is our first attempt to measure the Creative Industries using new [Standard Industrial Classifications \(SIC\)](#), this series of economic estimates are classed as experimental statistics. The statistics are therefore still in the development phase, and should be treated with caution. The methods and classifications used will be developed following further consultation with users. If you would like to contribute to this, please either use the feedback form on the release webpage, or contact us at CIEEBulletin@culture.gsi.gov.uk.

Please note

These estimates are a snapshot of the Creative Industries using the most recent data available, and should not be compared with previous estimates due to the change of Standard Industrial Classification (SIC) codes used. Please see the technical note for full details of this change. The new SIC codes used to produce these estimates represent a first attempt at doing so, and are likely to be updated at a later date.

Headline Findings

1. Contribution to the economy – Gross Value Added (Table 1)

- The Creative Industries, excluding Crafts, accounted for 5.6% of Gross Value Added (GVA) in 2008.
- Software & Electronic Publishing accounts for the most GVA out of all the Creative Industries (2.5% in 2008).

2. Employment (Table 2)

- In the summer quarter of 2010 (July – September), creative employment totalled just under 2.3 million jobs. This consisted of just under 1.3 million jobs in the Creative Industries and just under 1 million further creative jobs in businesses outside these industries.
- The Software & Electronic Publishing sector had the highest number of employees out of all the Creative Industries, with over 600,000. The Music and Visual & Performing Arts sector had the highest numbers of self-employed people, with over 200,000.

3. Numbers of businesses (Table 3)

- In 2010, there were an estimated 182,100 enterprises in the Creative Industries on the Inter-Departmental Business Register (IDBR), meaning they make up 8.7% of all enterprises. The true number of enterprises in the Creative Industries is likely to be even higher, as certain sectors such as Crafts contain predominantly small businesses.
- Nearly two-thirds of the businesses in the Creative Industries are contained within two sectors; Software and Electronic Publishing (81,700 companies) and Music and the Visual & Performing Arts (30,800 companies).

4. Exports

Exports of services from the Creative Industries totalled £17.3 billion in 2008, equating to 4.1% of all goods and services exported. Estimates of exports from the Creative Industries have not been fully updated in this statistical release, as they are still based on the old SIC 2003 codes. Full estimates will only be produced once the new SIC 2007 codes have been applied to exports data produced by the Office for National Statistics (ONS).

Please note

Changes in the SIC codes used for the “Software and Electronic Publishing” category of this release appear to be responsible for the GVA figure being lower than in 2007. The SIC 2007 codes have improved our ability to measure this category considerably, as we can now better exclude businesses whose main activity is not creative. If these businesses were included (SIC 62.09), we estimate that GVA for 2008 would actually be higher (just below 7%) than it was in 2007. If such businesses were removed from the previous estimates, we estimate that the GVA would have been approximately 5.2% in 2007. Please refer to the technical note for more details on this.

**Table 1: Gross Value Added (GVA) of the Creative Industries, UK
2008 Data**

Sector	GVA at basic prices (£million)	Proportion of total UK GVA (%)
1. Advertising	7,800	0.7%
2. Architecture	3,600	0.3%
3. Art & Antiques	300	0.03%
5. Design	1,600	0.2%
6. Designer Fashion	100	0.01%
7. Film, Video & Photography	2,700	0.3%
9 & 10. Music & Visual and Performing Arts	3,200	0.3%
11. Publishing	10,100	1.0%
8 & 12. Software & Electronic Publishing	26,400	2.5%
8 & 12. Digital & Entertainment Media	200	0.02%
13. TV & Radio	3,200	0.3%
Total GVA for Creative Industries	59,100	5.6%
Total GVA for all Industries	1,053,900²	

Source: Annual Business Survey (ABS), Office for National Statistics

Notes

1. The data available did not allow us to measure GVA for the Crafts Industry
2. This figure is taken from the National Accounts Blue Book, and adjusted for the fact that the ABS does not have complete coverage of the economy. For further details please see the technical note.

**Table 2: Creative Employment, Great Britain
2010 Data (July - September)**

Sector	Employees in Creative Industries	Self-employed in Creative Industries	Employees doing creative jobs in other industries	Self-employed people doing creative jobs in other industries	Total Employment
1. Advertising	89,100	25,400	163,800	21,000	299,200
2. Architecture	63,300	35,300	26,300	3,500	128,400
3. Art & Antiques	6,600	3,200			9,800
4. Crafts			66,300	45,100	111,400
5. Design	35,000	56,600	113,500	20,400	225,400
6. Designer Fashion	2,500	3,700	3,200	400	9,700
7. Film, Video & Photography	26,000	13,300	10,700	10,500	60,500
9 & 10. Music & Visual and Performing Arts	67,200	136,300	33,300	69,000	305,800
11. Publishing	151,100	20,500	55,700	9,300	236,600
8 & 12. Software & Electronic Publishing	347,000	81,000	290,600	34,500	753,000
8 & 12. Digital & Entertainment Media	5,600	700			6,200
13. TV & Radio	77,300	37,300	10,500	7,200	132,300
Total	870,600	413,200	774,000	220,700	2,278,500

Source: Labour Force Survey (LFS), Office for National Statistics

Employment within Creative Industries	1,283,800
Employment in businesses outside Creative Industries	994,700
Total Creative Employment	2,278,500
All Employment¹	29,189,000
Total creative employment as a proportion of all employment (%)	7.8%

Notes

1. Taken from Labour Market Statistics Bulletin, November 2010.
2. The coverage of this data is broader than that of the other bulletin tables, since it is possible to count not only jobs in the Creative Industries, but also creative occupations in businesses which are classed as being outside these industries, e.g. graphic designers working in a manufacturing firm.
3. The data available did not allow us to measure employment for certain categories. These have been left blank in the table above.

**Table 3: Number of business in the Creative Industries, UK
2010 Data**

Sector	Number of enterprises	As a proportion of Creative Industry Enterprises (%)	As a proportion of all enterprises (%)
1. Advertising	14,800	8.1%	0.7%
2. Architecture	11,500	6.3%	0.5%
3. Art & Antiques	2,700	1.5%	0.1%
5. Design	14,200	7.8%	0.7%
6. Designer Fashion	900	0.5%	0.04%
7. Film, Video & Photography	9,900	5.4%	0.5%
9 & 10. Music & Visual and Performing Arts	30,800	16.9%	1.5%
11. Publishing	7,700	4.2%	0.4%
8 & 12. Software & Electronic Publishing	81,700	44.9%	3.9%
8 & 12. Digital & Entertainment Media	200	0.1%	0.01%
13. TV & Radio	7,700	4.2%	0.4%
Total	182,100	100.0%	8.7%
All enterprises	2,100,400		

Source: Inter-Departmental Business Register (IDBR), Office for National Statistics

Notes

1. The data available did not allow us to measure the number of enterprises in the Crafts Industry.