department for
culture, media
and sport

Creative Industries Economic Estimates

Full Statistical Release

8 December 2011

improving
the quality
of life for all

‘Experimental Statistics’ and future contributions

This is the second year that the Creative Industries have been estimated via the Standard Industrial Classifications (SIC07). Previously this statistical release was given the title of an ‘experimental statistic’ as the methodology was in its inaugural year and was still under development. This methodology is now in its second year and the core methodology has not changed (see page 9 for other changes) so the title ‘experimental statistics’ has been removed.

However, the methodology for estimation used here is regularly reviewed and if you would like to contribute to this, please contact us at CIEEBulletin@culture.gsi.gov.uk.

Please note

Modifications to the scope and methodology have been made since last year (see page 9) and so the results here should **not** be compared with estimates from previous releases. Previous years estimates have been re-calculated in this report where possible so time series comparisons should be done using the results in this report.

This release has had two key changes from the 2010 release. SIC07 codes 62.01 and 62.01/1 have been removed from the Software/Electronic Publishing sector and the scaling factor that was previously applied to the GVA estimates has been dropped (see page 10). The impact of these has caused a considerable reduction in the estimate of GVA, but these changes make the estimates in this release a more accurate representation of the Creative Industries.

Contents

Key findings

Contribution to the economy – Gross Value Added

- The Creative Industries accounted for 2.89% of gross value added (GVA) in the UK in 2009
- Relative to the UK's total GVA, the Creative Industries GVA has increase by 0.07% (from 2.82% in 2008), but in absolute terms the GVA reduced by 1% from 2008 (£36.6 billion to £36.3 billion)
- Publishing has the largest contribution to the UK's GVA, accounting for 0.92% in 2009

Exports of Services

- The Creative Industries accounted for 10.6% of the UK's exports in 2009
- Publishing and TV & Radio accounted for the highest exports of services (3.1% and 2.6% of the UK's exports respectively)

Employment

- 1.50 million people are employed in either the Creative Industries or in a creative role in another industry (5.14% of UK employment). This is a small increase on 2008 (1.44 million employed and 4.99% of UK employment).
- Music & Visual and Performing Arts are the largest employers in the Creative Industries with 300,000 employed in 2009 (1% of the UK).

Number of Businesses

- In 2011 there are 106,700 creative enterprises (5.13% of the UK) and 108,820 (4.27% of the UK) creative local units
- This represents an increase in both enterprises (4.9% to 5.1%) and local units (4.2% to 4.3%) from 2009
- Music & Visual and Performing Arts account for the largest contribution to the number of businesses (1.46% of the UK for enterprises and 1.21% of the UK for local units in 2011)

Full results begin on page 14

Introduction

Defining and measuring the Creative Industries

What are the Creative Industries?

The Creative Industries are defined in the 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 economic property". They include:

1. Advertising
2. Architecture
3. Art and antiques
4. Crafts
5. Design
6. Designer fashion
7. Film and video
8. Interactive leisure software
9. Music
10. The performing arts
11. Publishing*
12. Software and computer services*
13. Television and radio

*changes have been to the definition of these industries in this release (see page 9)

What is measured for these industries and what sources of data are used?

This mapping document definition is used to estimate annually the contribution that these industries make to the economy. These estimates consist of four areas:

1. Gross Value Added (GVA) - see next page for explanation
2. Exports of services
3. Employment
4. Numbers of businesses

These are measured for the Creative Industries as a whole, and for each of the individual industries listed above.

Data is sourced from the Office of National Statistics (ONS) for each of these measurements. These data sources are:

1. Annual Business Survey (ABS)
2. International Trade in Services (ITIS)
3. Annual Population Survey (APS)
4. Inter-Departmental Business Survey (IDBR)

Why measure the Creative Industries?

The series began as a result of development work on official data sources following a commitment in the 2001 Creative Industries Mapping Document to consider how to provide more timely and consistent data on the activity of the Creative Industries. The figures produced are a vital source of information for many people who develop policy for, champion or work within the Creative Industries. They are one of the only data sources available in this area. We sort views from several Creative Industries organisations to produce them. These include:

- NESTA
- Skillset
- E-skills
- Creative and Cultural Skills (CCS)

What is Gross Value Added (GVA)?

Gross value added (GVA) represents the amount that individual businesses, industries or sectors contribute to the economy. Broadly, this is measured by the income generated by the business, industry or sector less their intermediate consumption of goods and services used up in order to produce their output.

GVA is therefore the standard measure used in official statistics to measure the contribution of industries to the economy, and enables comparison across sectors/industries. It is calculated as follows:

GVA + taxes on products – subsidies on products = Gross Domestic Product

So GDP and GVA are closely linked, but by accounting for taxes and subsidies directly applied to products, GVA gives us a better measure of the contribution of Creative Industries to the economy.

You can find out more about GVA on the ONS website.

Standard Industrial and Occupational Classifications (SIC and SOC)

What are Standard Industrial Classifications (SIC)?

The UK Standard Industrial Classification of Economic Activities (SIC) classifies businesses by the type of activity they engage in. It provides a framework for collecting and presenting data on businesses. What is more, it is comparable with the Eurostat system (NACE) at the 4 digit level, meaning that business data is consistent across much of Europe. Different countries can in theory be compared using this system.

The system works by classifying businesses in a hierarchical manner, starting at a very basic (1 digit) level, then classifying them in more and more detail down to the lowest (5 digit) level possible. However, even at this level of detail it is not practical to have a code for every single individual industry (some codes are simply too small), and so some industries may be put together with others to make up a category. More information on the SIC (and SOC) codes can be found on the ONS website.

Update of SIC Codes

In January 2008 the Standard Industrial Classification (SIC) codes were updated from SIC 2003 to SIC 2007. Some old codes were removed from the list as they were no longer relevant, new ones were added as new industries emerged, and others were moved around, split up, or aggregated with others. More information on the updating of the SIC codes can be found on the ONS website.

The updated SIC 2007 codes have been applied to several datasets produced by the ONS, including all the datasets used in this report. This update did not occur in the same year for all the datasets and so the time series presented in this report are dependent on when this update occurred.

What are Standard Occupational Classifications (SOC)?

The Standard Occupational Classification (SOC) is a means of classifying the occupation of a person according to the type of work they do. Like the SIC, it provides a framework within which data can be collected for major surveys such as the Annual Population Survey. The Standard Occupational Classification was last updated in 2000 though results of a recent updating exercise will be implemented soon.

Much like the SIC, the SOC system works by classifying someone's occupation firstly at a very basic (1 digit) level, and then classifying them in more and more detail down to the lowest (4 digit) level possible.

Revisions in methodology from the 2010 Statistical Release

Alterations made to the SIC and SOC codes mapped to the Creative Industries

Some changes to the SIC codes that are mapped to the Creative Industries were made after consultation. Consultation was completed via feedback forms following the last release, discussions with key partners, internal consultation of policy colleagues and further exploration of the data. These changes are:

- Removal of the following SIC codes from Software/Electronic Publishing sector
  - 62.02 Computer consultancy activities
  - 62.01/2 Business and domestic software development
- Adding the following SIC codes to the Publishing sector
  - 18.11 Printing of newspapers
  - 18.13 Pre-press and pre-media services

SIC codes 62.02 and 62.01/2 were removed as the industries these captured were more related to business software than to creative software. Information on these SIC codes are still available via the ONS website (see links for each survey in Annex D).

Dropping the GVA scaling factor

In previous years a scaling factor was applied to the GVA results obtained from the Annual Business Survey (ABS). This factor was applied as the ABS does not have complete coverage of the UK economy; it covers approximately two-thirds. The application of this scaling factor adjusted for this incomplete coverage and was in place to aid users of these statistics as it scaled the Creative Industries GVA estimates in line with the UK's GVA estimates. However, over time this adjustment has become less necessary as the ABS has near complete coverage of the Creative Industries. Therefore, the decision was made to remove this scaling factor from this year's calculations.

This scaling factor was in the region of 1.3 and the impact of removing it will reduce the GVA estimate by approximately 30%. It is therefore very important not to compare the result in this release with those in previous releases, new time series have been included in this release to allow year on year comparisons.

Switching to using the Annual Population Survey (APS) to estimate creative employment

Previous reports have used the summer quarter of the Labour Force Survey (LFS) to estimate creative employment. This release has moved to using the APS. APS and LFS are closely related, the LFS is a quarterly survey and the APS is 4 quarters of the LFS survey combined to make an annual survey. The APS is not as timely as the LFS but it consists of a full year's data and has a much greater sample size. The greater sample size adds extra robustness to the creative employment estimates and, as it is annual, the data collected applies to the whole year in question rather than just one quarter.

Estimation of creative support employment

In this release, figures on employment within the Creative Industries are spilt into two groups - those with creative roles and those without creative roles (named 'support' employees).

Employment in creative roles outside of the Creative Industries is also still estimated. See the methodology section for the estimation methods and Annex B for the disaggregated employment figures.

Proportions
Some of the proportions applied to some of the SIC codes (see ‘how do we define the Creative Industries’) have been reviewed and revised. This revision was completed through further inspection of IDBR raw data.

Time series
Due to the modifications discussed above the estimates in this release are not comparable with estimates from previous reports. Previous years have been re-calculated in this report to allow a time series. How far back the time series goes is limited by when the SIC07 codes were applied to that data source.

Impact of modifications
The removal of SIC codes 62.02 and 62.01/1 and dropping the scaling factor mean the GVA estimates in this release are considerably smaller than previous releases. But the changes made make the estimates in this release a more accurate representation of the current UK Creative Industries.

Interpretation of the figures

All readers should be aware that:

1. All figures are estimates since the Standard Industrial Classification (SIC) and Standard Occupational Classification (SOC) codes in the data sources used do not always perfectly map to the sectors we are interested in within the Creative Industries. Our attempt to map the data to these sectors is shown in Annex A.

2. The updating of SIC codes and the different methodology used in this release means that these estimates should not be compared to the previous Creative Industries Statistical Release (Dec 2010). Where possible earlier years have been re-calculated in this report to enable a time series. This release represents a snapshot of the Creative Industries using the most recent data available.

3. There is considerable overlap between the Digital Industries and the Creative Industries. Therefore any estimates that attempt to measure the Digital Industries should not be compared to or aggregated with estimates of the Creative Industries. Along similar lines, if we included other Digital Industries in our estimates (e.g. Telecommunications), this would increase the figures significantly. Work to improve estimates of Digital Industries and their alignment with the Creative Industries is on-going.

4. As far as possible National Statistics (NS) sources are used as the basis for the estimates to ensure consistency and hence comparability between sectors. Where NS data are not available, other research has been used which may not have been subjected to the same quality checks. It therefore follows that these estimates, and some of the overall totals which may include these estimates, may not be as reliable as National Statistics.

5. With the exception of the number of businesses counts, sources are sample surveys. These data are thus subject to sampling errors, in particular when sample sizes are small for the detailed classifications.

6. Due to the structure of the SIC codes used in data sources, it is necessary to combine ‘Music’ with ‘Performing Arts’ to produce these estimates. There is further on-going work looking at separating these.

7. Due to demand for a separate “Computer Games” category, we have divided up the “Software, Computer Games and Electronic Publishing” category used previously into two smaller categories. Of these, “Digital and Entertainment Media” now fairly closely resembles the Computer Games sector, although a proportion of it is other digital media. It is not possible to separate this category out further at present.

Methodology

How do we define the Creative Industries?

The Creative Industries are defined using Standard Industrial Classification (SIC) codes. These codes are explained in more detail on page 7. The codes that best match our definition of the Creative Industries (from the mapping document) are selected, and the data from these codes are used to produce our estimates. The full list of codes we have used for this release can be found in Annex A.

In certain sectors the SIC codes do not map directly to the Creative Industries. This is generally due to either the SIC code capturing non-creative elements (e.g. designer fashion SIC codes includes the manufacture of the clothes) or where elements of other non-creative industries are captured by the code (e.g. photographic activities SIC codes include elements such as 'passport photos'). Proportions are applied to the SIC group so that only the creative elements are included. These proportions are presented in Annex A.

The data from the Inter-Department Business Register (IBDR) and the Annual Population Survey (APS) are only available in 4 digit SIC format. Where it is a 5 digit SIC code that maps to Creative Sector and only the data on the 4 digit SIC is available, a proportion is applied to the 4 digit SIC to estimate the 5 digit SIC. These proportions are presented in Annex A.

Even with the application of these proportions, it should still be remembered that the figures produced are estimates only as the data sources (and thus SIC codes) used do not perfectly match our definition of the Creative Industries.

Gross Value Added (GVA) Estimates

GVA figures for the Creative Industries are sourced from the Annual Business Survey (ABS) and proportions are applied where appropriate. In certain cases the data is restricted due to disclosure problems. In these cases GVA figures for the SIC07 code are estimated from a different year or estimated using the 4 digit SIC07 code. To estimate the proportion of UK's GVA from each sector and the Creative Industries as a whole the figure for the total UK GVA is sourced from the ONS Blue Book.

Exports of Services

Exports figures for the Creative Industries are sourced from the International Trade in Services (ITIS) data source. Data is summed for the Creative Industries and proportions are applied where appropriate. To estimate the proportions of UK's exports from each sector and the Creative Industries as a whole the figure for the total UK exports is sourced from the ITIS.

Employment

Data on employment is sourced from the Annual Population Survey (APS). This survey collects both SIC07 and SOC2000 codes for respondents and so make it possible to estimate the following groups:

1. Those with a creative job and working in the Creative Industries
2. Those with a non-creative job working in the Creative Industries (support employees – see page 10)

3. Those with a creative job and not working in the Creative Industries

Dummy variables were created defining whether the respondent has a creative job and whether they are working in the Creative Industries. Then each of the 3 groups above was estimated by cross tabbing these dummy variables. The groups were further stratified by whether employed and self-employed. To estimate the proportions of the UK's employment, the total UK employment figure was taken from the APS.

Number of Businesses

Data on the number of enterprises and local units (see page 19 for descriptions of these) is obtained from the Inter-Departmental Business Register (IDBR). Data is only available in 4 digit SIC07 format so proportions are applied to estimate the 5 digit codes. To estimate the proportions of UK's businesses from each sector and the Creative Industries as a whole the figure for the total UK businesses was sourced from the IBDR.

Results

Gross Value Added – 2008 and 2009

In 2009 the Creative Industries contributed £36.3 billion in GVA to the UK (2.89% of the UK's GVA). Publishing, Advertising and TV & Radio provide the greatest contribution to the UK's GVA (£11.6 billion, £5.9 billion and £5.3 billion respectively).

In absolute terms GVA for the Creative Industries decreased between 2008 and 2009 (£36.6 billion to £36.3 billion respectively), however relatively (as a proportion of the UK's GVA) the Creative Industries increased from 2.82% to 2.89% from 2008 to 2009. The reason the Creative Industries GVA has seen an absolute decrease but a relative increase is that the Creative Industries GVA decreased less than a 1% whilst the total GVA for the UK decreased by 3% between 2008 and 2009.

The Advertising sector has seen the greatest change from 2008 to 2009, decreasing by 0.07% of the UK's GVA. Architecture is the only other sector to have seen a relative reduction in GVA, all other sectors have stayed static or increased in the region of 0.01%-0.04%. TV & Radio have seen the greatest increase at 0.04% of the UK's GVA.

Table 1 – Gross Value Added by the Creative Industries - 2008 and 2009

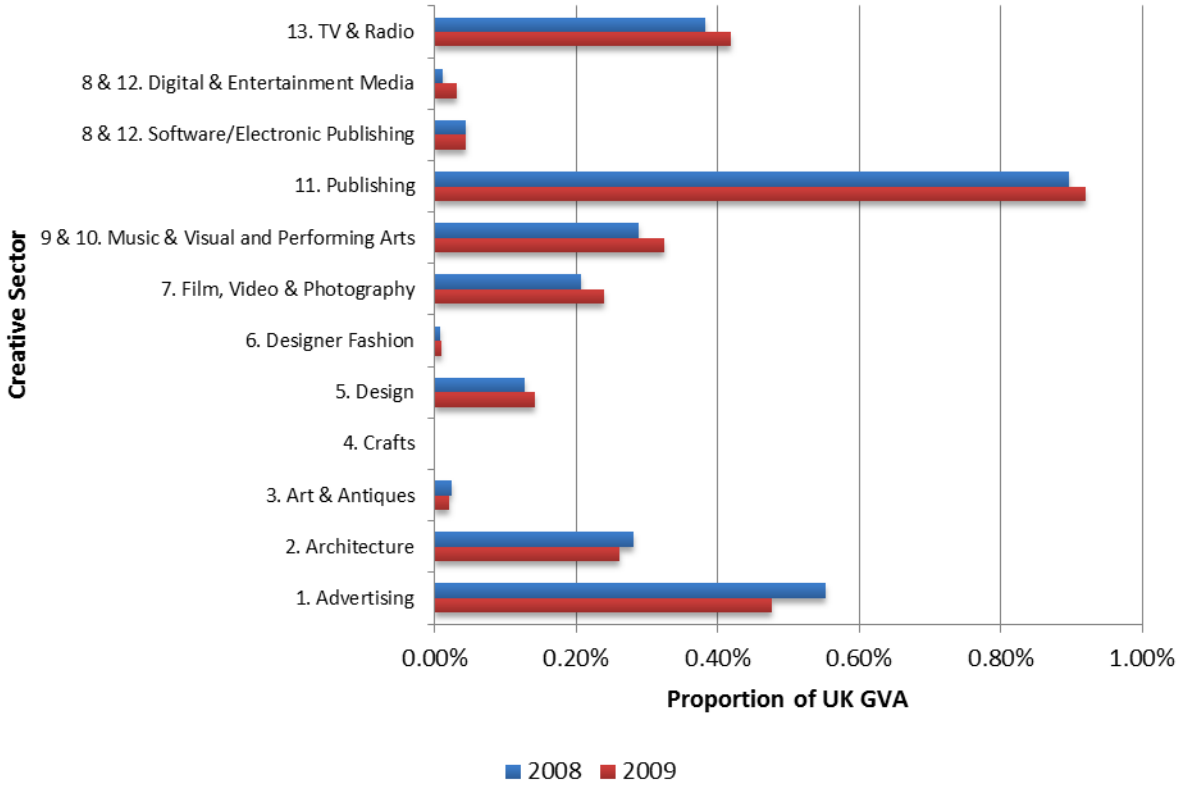
	2008		2009	
Sector	**Gross Value Added (GVA)* (£million)**	**Proportion of total UK GVA (%)**	**Gross Value Added (GVA)* (£million)**	**Proportion of total UK GVA (%)**
1. Advertising	7,160	0.55%	5,990	0.48%
2. Architecture	3,650	0.28%	3,290	0.26%
3. Art & Antiques	310	0.02%	260	0.02%
4. Crafts				
5. Design	1,660	0.13%	1,790	0.14%
6. Designer Fashion	110	0.01%	120	0.01%
7. Film, Video & Photography	2,680	0.21%	3,000	0.24%
9 & 10. Music & Visual and Performing Arts	3,740	0.29%	4,070	0.32%
11. Publishing	11,610	0.90%	11,560	0.92%
8 & 12. Software/Electronic Publishing	570	0.04%	560	0.04%
8 & 12. Digital & Entertainment Media	160	0.01%	400	0.03%
13. TV & Radio	4,950	0.38%	5,260	0.42%
Total GVA for Creative Industries	**36,600**	**2.82%**	**36,290**	**2.89%**
Total GVA for all UK Industries[1]	**1,295,633**		**1,256,932**	

***at basic prices**

Notes

1. Source is Blue Book 2010 and 2011
2. GVA data for Creative Industries sourced from Annual Business Survey (ABS)
3. In previous years a scaling factor was applied to the results from the ABS, this has not been applied this year. See modifications section for details

Figure 1 - Proportion of total UK GVA for the Creative Industries - 2008 and 2009



Exports of Services - 2009

The Creative Industries exported services to the value of £8.9 billion in 2009 (10.6% of the UK's exports). The Publishing sector has the highest exports of services amongst the Creative Industries (£2.6 billion, 3.1% of the UK's exports), closely followed by TV & Radio (£2.2 billion, 2.6% the UK's exports). Film, Video & Photography and Advertising sectors exported £1.6 billion and £1.5 billion (1.9% and 1.8%) respectively.

Note that these figures **do not** include the export of goods. Art & Antiques are traded as physical goods so they do not appear here. Some industries trade in both services and goods, but only figures on exports of services are included here.

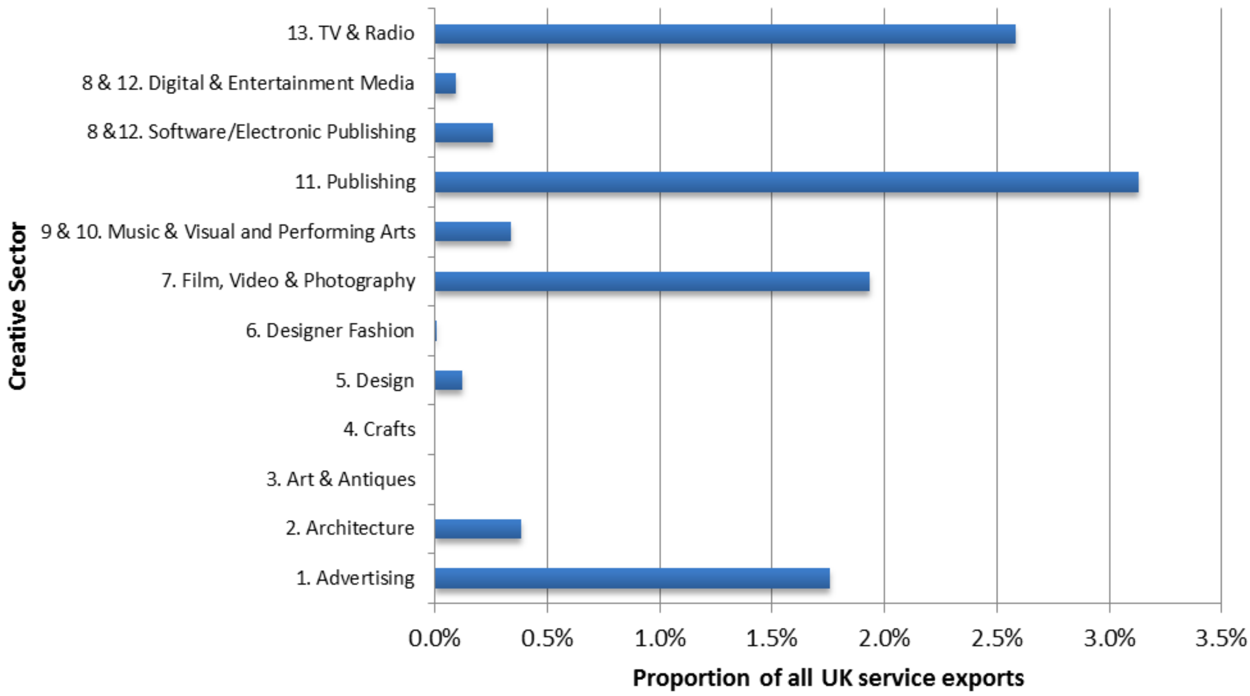
Table 2 – Exports of services from the Creative Industries 2009

Sector	UK Total (£millions)	Proportion of creative industries exports (%)	Proportion of all exports (%)
1. Advertising	1,477	16.6%	1.8%
2. Architecture	324	3.6%	0.4%
3. Art & Antiques			
4. Crafts			
5. Design	104	1.2%	0.1%
6. Designer Fashion	7	0.1%	0.01%
7. Film, Video & Photography	1,627	18.2%	1.9%
9 & 10. Music & Visual and Performing Arts	286	3.2%	0.3%
11. Publishing	2,631	29.5%	3.1%
8 &12. Software/Electronic Publishing	215	2.4%	0.3%
8 & 12. Digital & Entertainment Media	78	0.9%	0.1%
13. TV & Radio	2,175	24.4%	2.6%
Creative Industries Total	8,923	100.0%	10.6%
UK exports Total	84,120		

Note

1. The data available did not allow us to measure the value of exports of services from the Crafts Industry

Figure 2 – Exports of services from the Creative Industries as a proportion of all UK's exports of services



Creative Employment – 2009 and 2010

Creative employment covers employees and self-employed people working in:

1. A creative role in the Creative Industries
2. A non-creative role in the Creative Industries (support employees)
3. A creative role not in the Creative Industries

In 2010 the Creative Industries accounted for 1.50 million jobs, 5.1% of the UK's employment. This is an increase from 2008 in absolute and relative terms (1.44 million jobs and 5.0% of the UK's employment).

In 2010 Music & Visual and Performing Arts (1%), Advertising (0.92%), Publishing (0.84%) and Design (0.72%) were the Creative Industries with the highest proportion of UK employment.

In Annex B employment is further broken down into the groups above, that is; those with a creative job in the Creative Industries, those with a non-creative job in the Creative Industries and those with a creative job not in the Creative Industries and then stratified by whether employed or self-employed.

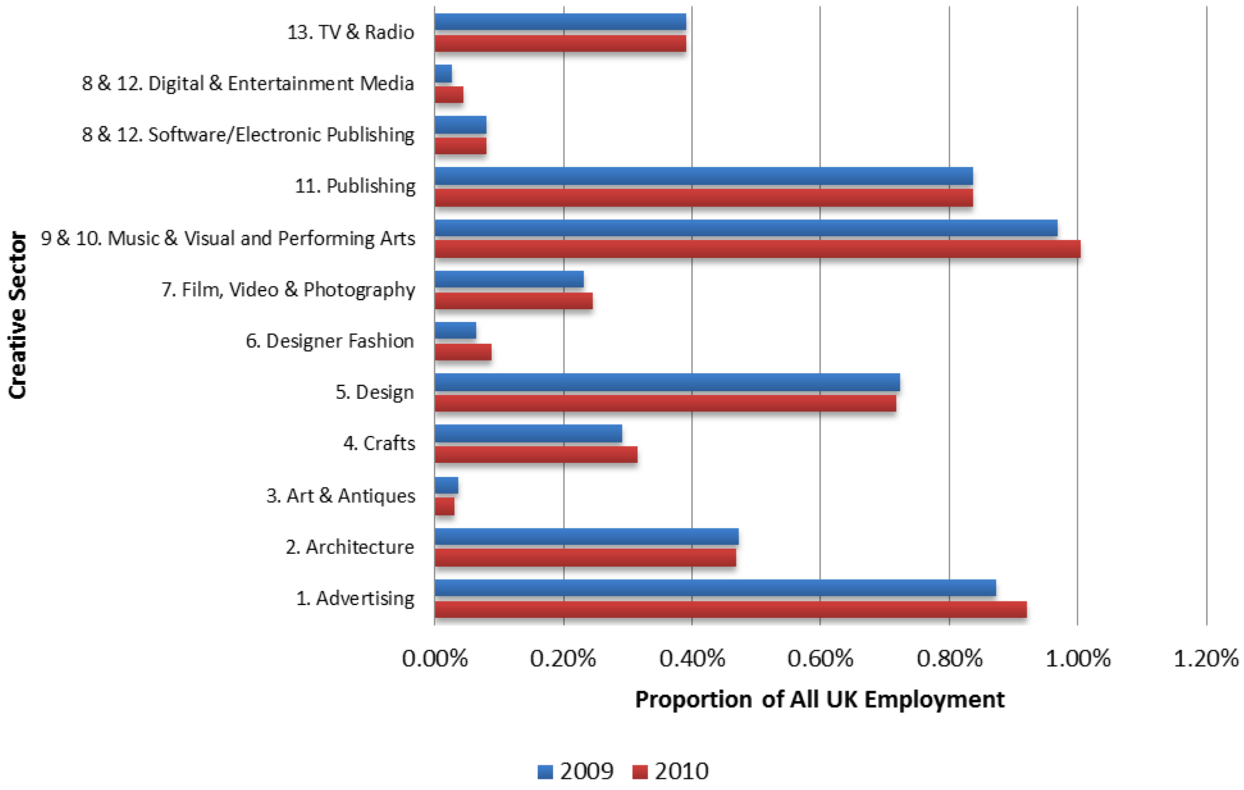
Table 3 – Creative Employment 2009 and 2010

	2009		2010	
Sector	**Employment**	**Proportion of UK employment (%)**	**Employment**	**Proportion of UK employment (%)**
1. Advertising	252,022	0.87%	268,254	0.92%
2. Architecture	136,534	0.47%	136,298	0.47%
3. Art & Antiques	10,351	0.04%	8,818	0.03%
4. Crafts	84,224	0.29%	91,983	0.32%
5. Design	209,045	0.72%	208,810	0.72%
6. Designer Fashion	18,409	0.06%	25,583	0.09%
7. Film, Video & Photography	67,250	0.23%	71,731	0.25%
9 & 10. Music & Visual and Performing Arts	279,636	0.97%	292,536	1.00%
11. Publishing	241,881	0.84%	243,809	0.84%
8 & 12. Software/Electronic Publishing	23,282	0.08%	23,205	0.08%
8 & 12. Digital & Entertainment Media	7,579	0.03%	13,179	0.05%
13. TV & Radio	113,124	0.39%	113,966	0.39%
Total	**1,443,338**	**4.99%**	**1,498,173**	**5.14%**
All employment[1]	**28,905,000**		**29,121,000**	

Notes

1. Taken from Labour Market Statistics Bulletins
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 jobs in creative occupations in businesses which are classed as being outside these industries, e.g. graphic designers working in a manufacturing firm.

Figure 3 – Proportion of UK employment for the Creative Industries - 2009 and 2010

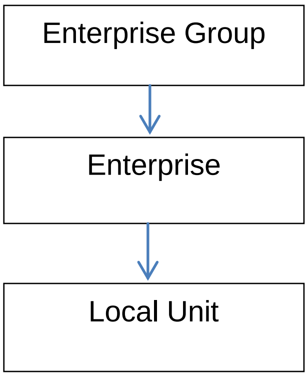


Number of Businesses in the Creative Industries

Reporting Units
Business units from the IDBR are held in 3 formats – enterprise group, enterprises and local units. Their definitions are:

1. A group of legal units under common ownership is called an enterprise group.
2. An enterprise is the smallest combination of legal units (generally based on VAT and/or PAYE records) which has a certain degree of autonomy within an enterprise group.
3. An individual site (for example a factory or shop) in an enterprise is called a local unit.

Figure 4 – Structure of business units in the IDBR



Enterprises and local units are the reporting units used in this report.

Number of Creative Enterprises – 2009 to 2011

In 2011 there were 106,700 creative enterprises which accounted for 5.1% of the all UK's enterprises. Between 2009 and 2011 there was a small increase in creative enterprises in both absolute and relative terms.

In 2011, Music & Visual and Performing Arts sector had the greatest quantity of enterprises for the Creative Industries (30,500, 1.5% of the UK). Advertising, Architecture, Design and Film, Video & Photography sectors accounted for 10,000-16,000 enterprises each (0.5%-0.8% of all UK enterprises).

Between 2009 and 2011, Advertising has seen the greatest change in number of enterprises, rising from 13,930 to 16,010 (0.65% to 0.77% of the UK). Other sectors which have also increased in numbers of enterprises are Architecture, Design and TV & Radio. Publishing is the only sector to see a reduction greater than 0.1% of the UK's total (10,820 to 9,700 enterprises).

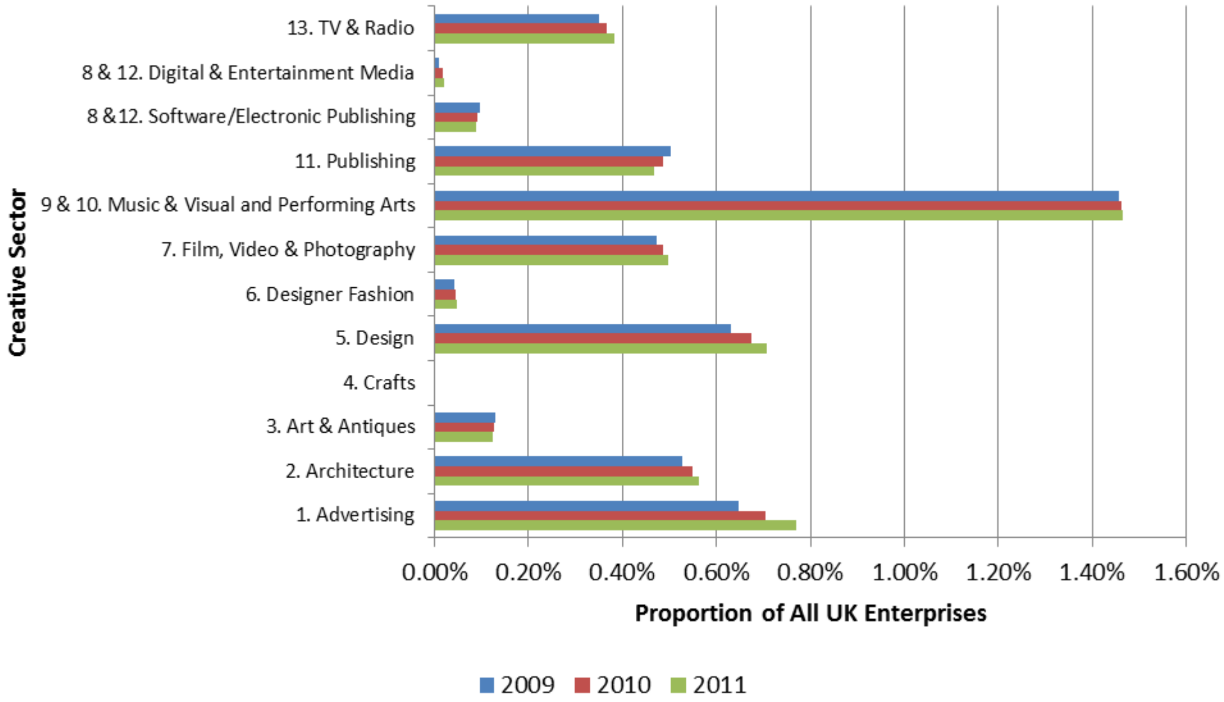
See Annex C for numbers of enterprises broken down regionally.

Table 4 – Number of creative enterprises for the Creative Industries – 2009 to 2011

Sector	2009			2010			2011		
	UK Total (n)	Proportion of CI (%)	Proportion of UK (%)	UK Total (n)	Proportion of CI (%)	Proportion of UK (%)	UK Total (n)	Proportion of CI (%)	Proportion of UK (%)
1. Advertising	13,930	13.3%	0.65%	14,790	14.1%	0.70%	16,010	15.0%	0.77%
2. Architecture	11,320	10.8%	0.53%	11,500	10.9%	0.55%	11,700	11.0%	0.56%
3. Art & Antiques	2,760	2.6%	0.13%	2,660	2.5%	0.13%	2,580	2.4%	0.12%
4. Crafts									
5. Design	13,600	13.0%	0.63%	14,160	13.5%	0.67%	14,720	13.8%	0.71%
6. Designer Fashion	900	0.9%	0.04%	940	0.9%	0.04%	970	0.9%	0.05%
7. Film, Video & Photography	10,150	9.7%	0.47%	10,200	9.7%	0.49%	10,360	9.7%	0.50%
9 & 10. Music & Visual and Performing Arts	31,350	29.9%	1.46%	30,730	29.2%	1.46%	30,460	28.5%	1.46%
11. Publishing	10,820	10.3%	0.50%	10,200	9.7%	0.49%	9,700	9.1%	0.47%
8 &12. Software/ Electronic Publishing	2,090	2.0%	0.10%	1,930	1.8%	0.09%	1,810	1.7%	0.09%
8 & 12. Digital & Entertainment Media	220	0.2%	0.01%	350	0.3%	0.02%	440	0.4%	0.02%
13. TV & Radio	7,550	7.2%	0.35%	7,680	7.3%	0.37%	7,960	7.5%	0.38%
Creative Industries Total	**104,690**	**100.0%**	**4.86%**	**105,100**	**100.0%**	**5.00%**	**106,700**	**100.0%**	**5.13%**
UK Total	**2,152,400**			**2,100,400**			**2,080,860**		

Notes
1. The data available did not allow us to measure the number of enterprises in the Crafts Industry
2. Figures are a snapshot taken in late March

Figure 5 – Proportion of UK's Enterprises for the Creative Industries - 2009 to 2011



Number of Creative Local Units – 2009 to 2011

In 2011 there were 108,820 creative local units which accounted for 4.3% of the all UK's local units. Between 2009 and 2011 there was a small increase in the number of creative local units in both absolute and relative terms.

In 2011, Music & Visual and Performing arts had the greatest quantity of local units for the Creative Industries (30,880, 1.2% of the UK). Advertising, Architecture, Design and Film, Video & Photography sectors account for 10,000-16,400 local units each (0.4%-0.6% of the UK).

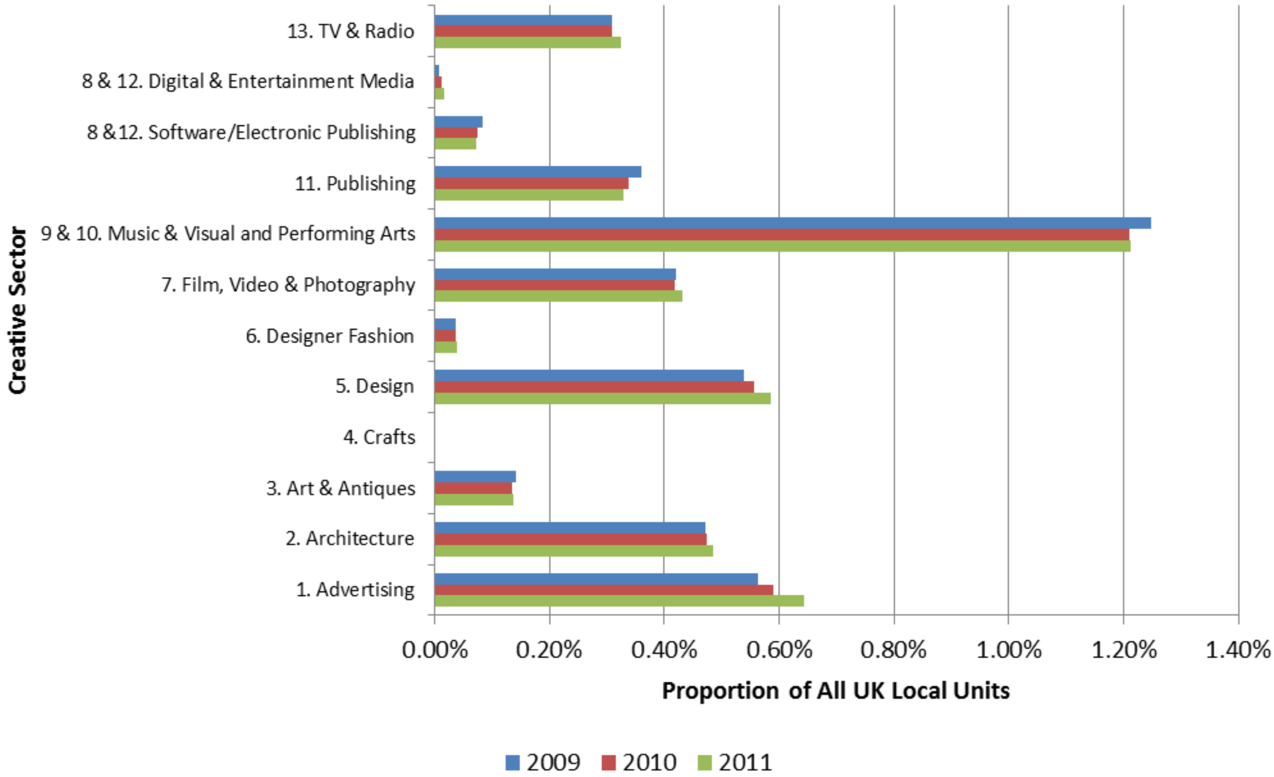
Between 2009 and 2011, Advertising has seen the greatest change in number of local units, rising from 14,340 to 16,360 local units (0.56% to 0.64% of the UK).

See Annex D for numbers of local units broken down regionally.

Table 5 – Number of Creative Local Units for the Creative Industries – 2009 to 2011

	2009			2010			2011		
Sector	**UK Total (n)**	**Proportion of CI (%)**	**Proportion of UK (%)**	**UK Total (n)**	**Proportion of CI (%)**	**Proportion of UK (%)**	**UK Total (n)**	**Proportion of CI (%)**	**Proportion of UK (%)**
1. Advertising	14,340	13.5%	0.56%	15,170	14.2%	0.59%	16,360	15.0%	0.64%
2. Architecture	12,040	11.3%	0.47%	12,200	11.4%	0.47%	12,380	11.4%	0.49%
3. Art & Antiques	3,590	3.4%	0.14%	3,490	3.3%	0.14%	3,510	3.2%	0.14%
4. Crafts									
5. Design	13,720	12.9%	0.54%	14,340	13.4%	0.56%	14,900	13.7%	0.58%
6. Designer Fashion	910	0.9%	0.04%	950	0.9%	0.04%	990	0.9%	0.04%
7. Film, Video & Photography	10,730	10.1%	0.42%	10,780	10.1%	0.42%	10,970	10.1%	0.43%
9 & 10. Music & Visual and Performing Arts	31,790	29.9%	1.25%	31,150	29.1%	1.21%	30,880	28.4%	1.21%
11. Publishing	9,190	8.6%	0.36%	8,700	8.1%	0.34%	8,350	7.7%	0.33%
8 &12. Software/Electronic Publishing	2,110	2.0%	0.08%	1,940	1.8%	0.08%	1,830	1.7%	0.07%
8 & 12. Digital & Entertainment Media	210	0.2%	0.01%	330	0.3%	0.01%	410	0.4%	0.02%
13. TV & Radio	7,850	7.4%	0.31%	7,970	7.4%	0.31%	8,240	7.6%	0.32%
Creative Industries Total	**106,480**	**100.0%**	**4.20%**	**107,010**	**100.0%**	**4.16%**	**108,820**	**100.0%**	**4.27%**
UK Total	**2,547,840**			**2,574,225**			**2,547,840**		

Figure 6 – Proportion of UK's Local Units for the Creative Industries - 2009 to 2011



Further Notes

Other reports on the Creative Industries

Other reports on specific sectors exist and some are referenced below. The list below is not exhaustive and we hope to collate more info on other sectors on the DCMS website in due course.

Music

PRS published a report called "adding up the UK Music Industry 2010" which uses a broader definition of the music industry than the methodology used here. This can be found at

http://www.prsformusic.com/creators/news/research/Pages/default.aspx

Fashion

The British Fashion Council have published a report called "The Value of Fashion" which also uses a different definition to that used in this report.

http://www.britishfashioncouncil.com/content.aspx?CategoryID=1745

Video Games

E-skills have produced a report with estimates of the UK games sector.

https://www.e-skills.com/tools/login/?ReturnUrl=%2fDocuments%2fResearch%2fTech-Insights-2011%2fe-skillsUK_GamesReport_final_20sep11.pdf

Annex A – Mapping the Creative Industries to SIC07

Table 6 – Mapping of the SIC07 to Creative Industries for GVA (ABS) and exports (ITIS)

Sector	Standard Industrial Classification (SIC)		Proportion applied
	Code	Description	
1. Advertising	73.11	Advertising agencies	
	73.12	Media Representation	
2. Architecture	71.11	Architectural activities	
	74.10	Specialised design activities	4.5%
3. Art & Antiques	47.78/1	Retail sale in commercial art galleries	
	47.79/1	Retail sale of antiques including antique books, in stores	
4. Crafts	Majority of businesses too small to be picked up in business surveys		
5. Design	74.10	Specialised design activities	89.6%
6. Designer Fashion*	10 Codes	Clothing Manufacture (†)	0.5%
	74.10	Specialised design activities	5.8%
7. Video, Film & Photography	18.20/2	Reproduction of video recording	25%
	74.20	Photographic activities	25%
	59.11/1 & 59.11/2	Motion picture and video production activities	
	59.12	Motion picture, video & TV post-production activities	18.4%
	59.13/1 & 59.13/2	Motion picture and video distribution activities	
	59.14	Motion picture projection activities	
9 &10. Music and the Visual & Performing Arts	59.20	Sound recording and music publishing activities	
	18.20/1	Reproduction of sound recording	25%
	90.01	Performing arts	
	90.02	Support activities to performing arts	
	90.03	Artistic creation	
	90.04	Operation of arts facilities	
	78.10/1	Motion picture, television and other theatrical casting	0.07%
11. Publishing	18.11	Printing of newspapers	
	18.13	Pre-press and pre-media services	
	58.11	Book publishing	
	58.13	Publishing of newspapers	
	58.14	Publishing of journals and periodicals	
	58.19	Other publishing activities	50%
	63.91	News agency activities	
8 & 12. Software / Electronic Publishing	18.20/3	Reproduction of computer media	25%
	58.29	Other software publishing	
8 & 12. Digital & Entertainment Media	58.21	Publishing of computer games	
	62.01/1	Ready-made interactive leisure and entertainment software development	
13. Radio & TV	60.10	Radio broadcasting	
	60.20	Television programming and broadcasting activities	
	59.11/3	TV programme production activities	
	59.12	Motion picture, video & TV post-production activities	81.6%
	59.13/3	TV programme distribution activities	

* 10 Clothing Manufacturing codes used for Designer Fashion:
14.11, 14.12, 14.13, 14.14, 14.19, 14.20, 14.31, 14.39, 15.12, 15.20

Table 7 – Mapping of the SIC07 to Creative Industries for Employment Statistics (APS)

Sector	Standard Industrial Classification (SIC)		2009	2010
	Code	**Description**		
1. Advertising	73.11	Advertising agencies		
	73.12	Media Representation		
2. Architecture	71.11	Architectural activities		
	74.10	Specialised design activities	4.5%	4.5%
3. Art & Antiques	47.78/1	Retail sale in commercial art galleries	3.0%	3.1%
	47.79/1	Retail sale of antiques including antique books, in stores	26.9%	27.2%
4. Crafts	Majority of businesses too small to be picked up in business surveys			
5. Design	74.10	Specialised design activities	89.7%	89.7%
6. Designer Fashion*	10 Codes	Clothing Manufacture (†)	0.5%	0.5%
	74.10	Specialised design activities	5.8%	5.8%
7. Video, Film & Photography	18.20/2	Reproduction of video recording	7.3%	7.7%
	74.20	Photographic activities	25%	25%
	59.11/1 & 59.11/2	Motion picture and video production activities	37.8%	33.8%
	59.12	Motion picture, video & TV post-production activities	37.8%	33.8%
	59.13/1 & 59.13/2	Motion picture and video distribution activities	98.8%	98.8%
	59.14	Motion picture projection activities		
9 &10. Music and the Visual & Performing Arts	59.20	Sound recording and music publishing activities		
	18.20/1	Reproduction of sound recording	14.7%	14.4%
	90.01	Performing arts		
	90.02	Support activities to performing arts		
	90.03	Artistic creation		
	90.04	Operation of arts facilities		
	78.10/1	Motion picture, television and other theatrical casting	0.5%	0.2%
11. Publishing	18.11	Printing of newspapers		
	18.13	Pre-press and pre-media services		
	58.11	Book publishing		
	58.13	Publishing of newspapers		
	58.14	Publishing of journals and periodicals		
	58.19	Other publishing activities	50%	50%
	63.91	News agency activities		
8 & 12. Software/ Electronic Publishing	18.20/3	Reproduction of computer media	3.0%	2.9%
	58.29	Other software publishing		
8 & 12. Digital & Entertainment Media	58.21	Publishing of computer games		
	62.01/1	Ready-made interactive leisure and entertainment software development	5.0%	2.3%
13. Radio & TV	60.10	Radio broadcasting		
	60.20	Television programming and broadcasting activities		
	59.11/3	TV programme production activities	62.2%	66.2%
	59.12	Motion picture, video & TV post-production activities	62.2%	66.2%
	59.13/3	TV programme distribution activities	1.2%	1.2%

* 10 Clothing Manufacturing codes used for Designer Fashion:
14.11, 14.12, 14.13, 14.14, 14.19, 14.20, 14.31, 14.39, 15.12, 15.20

Table 8 – Mapping of the SIC07 to Creative Industries for Number of Businesses (IDBR)

Sector	Standard Industrial Classification (SIC)		2009	2010 & 2011
	Code	Description		
1. Advertising	73.11	Advertising agencies		
	73.12	Media Representation		
2. Architecture	71.11	Architectural activities		
	74.10	Specialised design activities	4.5%	4.5%
3. Art & Antiques	47.78/1	Retail sale in commercial art galleries	4.0%	4.1%
	47.79/1	Retail sale of antiques including antique books, in stores	41.1%	40.7%
4. Crafts	Majority of businesses too small to be picked up in business surveys			
5. Design	74.10	Specialised design activities	89.7%	89.7%
6. Designer Fashion*	10 Codes	Clothing Manufacture (†)	0.5%	0.5%
	74.10	Specialised design activities	5.8%	5.8%
7. Video, Film & Photography	18.20/2	Reproduction of video recording	4.3%	4.4%
	74.20	Photographic activities	25%	25%
	59.11/1 & 59.11/2	Motion picture and video production activities	55.4%	56.1%
	59.12	Motion picture, video & TV post-production activities	55.4%	56.1%
	59.13/1 & 59.13/2	Motion picture and video distribution activities	96.7%	93.5%
	59.14	Motion picture projection activities		
9 &10. Music and the Visual & Performing Arts	59.20	Sound recording and music publishing activities		
	18.20/1	Reproduction of sound recording	18.4%	18.3%
	90.01	Performing arts		
	90.02	Support activities to performing arts		
	90.03	Artistic creation		
	90.04	Operation of arts facilities		
	78.10/1	Motion picture, television and other theatrical casting	0.4%	0.4%
11. Publishing	18.11	Printing of newspapers		
	18.13	Pre-press and pre-media services		
	58.11	Book publishing		
	58.13	Publishing of newspapers		
	58.14	Publishing of journals and periodicals		
	58.19	Other publishing activities	50%	50%
	63.91	News agency activities		
8 & 12. Software/ Electronic Publishing	18.20/3	Reproduction of computer media	2.4%	2.3%
	58.29	Other software publishing		
8 & 12. Digital & Entertainment Media	58.21	Publishing of computer games		
	62.01/1	Ready-made interactive leisure and entertainment software development	1.3%	1.9%
13. Radio & TV	60.10	Radio broadcasting		
	60.20	Television programming and broadcasting activities		
	59.11/3	TV programme production activities	46.5%	46.5%
	59.12	Motion picture, video & TV post-production activities	46.5%	46.5%
	59.13/3	TV programme distribution activities	3.2%	4.7%

Annex B - Creative Employment

Table 9 - Creative Employment by Employee Type – 2010

Sector	Creative Employees in the Creative Industries	Support Employees in the Creative Industries	Creative Self-employed in the Creative Industries	Support Self-employed in the Creative Industries	Employees doing creative jobs in other industries	Self-employed people doing creative jobs in other industries	Total Employment
1. Advertising	31,517	56,189	14,374	13,209	135,406	17,559	**268,254**
2. Architecture	43,657	28,674	23,657	7,542	28,098	4,671	**136,298**
3. Art & Antiques	263	4,919	265	3,372			**8,818**
4. Crafts					53,799	38,184	**91,983**
5. Design	18,830	22,776	37,576	19,326	96,693	13,609	**208,810**
6. Designer Fashion	1,240	1,637	2,454	1,268	11,716	7,268	**25,583**
7. Film, Video & Photography	11,576	25,637	17,116	3,855	9,992	3,554	**71,731**
9 & 10. Music & Visual and Performing Arts	18,335	41,957	120,102	10,877	35,137	66,128	**292,536**
11. Publishing	54,596	100,682	16,658	10,804	54,161	6,909	**243,809**
8 & 12. Software/ Electronic Publishing	469	20,944	446	1,346			**23,205**
8 & 12. Digital & Entertainment Media	1,237	9,786	736	1,421			**13,179**
13. TV & Radio	38,909	29,459	22,824	4,782	12,528	5,464	**113,966**
Total	**220,628**	**342,659**	**256,208**	**77,802**	**437,530**	**163,347**	**1,498,173**

Creative Employment within Creative Industries	476,835
Support Employment within Creative Industries	420,461
Employment in businesses outside Creative Industries	600,877
Creative Employment	1,498,173
All Employment[1]	29,121,000
Creative employment as a proportion of all employment (%)	5.1%

Notes

1. All employment figure taken from Labour Market Statistics Bulletin, Feb 2011
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 jobs in 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 10 - Creative Employment by Employee Type – 2009

Sector	Creative Employees in the Creative Industries	Support Employees in the Creative Industries	Creative Self-employed in the Creative Industries	Support Self-employed in the Creative Industries	Employees doing creative jobs in other industries	Self-employed people doing creative jobs in other industries	Total Employment
1. Advertising	35,865	60,520	12,614	10,902	120,992	11,129	**252,022**
2. Architecture	43,906	29,400	20,108	6,712	32,067	4,342	**136,534**
3. Art & Antiques	294	5,607	106	4,343			**10,351**
4. Crafts					51,857	32,367	**84,224**
5. Design	22,524	17,039	38,288	17,834	91,508	21,851	**209,045**
6. Designer Fashion	1,482	1,283	2,501	1,176	7,137	4,830	**18,409**
7. Film, Video & Photography	11,270	22,253	15,632	2,782	10,071	5,243	**67,250**
9 & 10. Music & Visual and Performing Arts	19,994	39,247	114,020	10,090	37,148	59,137	**279,636**
11. Publishing	60,893	96,215	16,521	10,469	51,102	6,682	**241,881**
8 & 12. Software /Electronic Publishing	1,705	19,807	137	1,632			**23,282**
8 & 12. Digital & Entertainment Media	1,307	4,717	238	1,318			**7,579**
13. TV & Radio	32,604	35,865	23,663	5,053	11,126	4,813	**113,124**
Total	**231,845**	**331,953**	**243,828**	**72,310**	**413,008**	**150,394**	**1,443,338**

Creative Employment within Creative Industries	475,673
Support Employment within Creative Industries	404,263
Employment in businesses outside Creative Industries	563,402
Creative Employment	1,443,338
All Employment[1]	28,905,000
Creative employment as a proportion of all employment (%)	4.9%

Notes
1. All employment figure taken from Labour Market Statistics Bulletin, Feb 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 jobs in 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.

Annex C – Creative Enterprises by region

Table 11 – Number of Creative Enterprises by Region - 2011

Sector	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	UK Total
1. Advertising	350	1,590	930	760	990	1,540	4,660	2,940	1,210	280	590	200	16,010
2. Architecture	270	940	670	610	750	1,060	2,790	1,850	1,010	350	990	410	11,700
3. Art & Antiques	60	220	170	150	180	240	520	430	300	90	150	70	2,580
4. Crafts													
5. Design	320	1,060	850	870	940	1,460	4,210	2,560	1,190	340	680	230	14,720
6. Designer Fashion	20	70	60	60	60	100	280	170	80	20	40	20	970
7. Film, Video & Photography	120	510	310	260	320	700	5,120	1,590	670	250	380	130	10,360
9 & 10. Music & Visual and Performing Arts	380	1,580	1,140	1,020	1,150	2,510	13,290	5,140	2,300	680	1,070	190	30,460
11. Publishing	140	640	530	540	610	1,100	2,520	1,850	940	240	470	120	9,700
8 &12. Software/ Electronic Publishing	30	140	110	100	140	210	350	430	150	40	100	10	1,810
8 & 12. Digital & Entertainment Media	10	30	20	20	30	40	120	100	40	10	20	10	440
13. TV & Radio	90	370	200	190	260	500	4,030	1,230	500	220	280	100	7,960
Total	1,800	7,100	5,000	4,600	5,400	9,500	37,900	18,300	8,400	2,500	4,800	1,500	106,700
Proportion of all creative enterprises	1.7%	6.7%	4.7%	4.3%	5.1%	8.9%	35.5%	17.2%	7.9%	2.3%	4.5%	1.4%	100.0%

Table 12 – Number of Creative Enterprises by Region - 2010

Sector	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	UK Total
1. Advertising	340	1,480	850	710	950	1,460	4,210	2,650	1,160	270	550	190	14,790
2. Architecture	260	920	650	620	740	1,050	2,720	1,830	990	350	960	420	11,500
3. Art & Antiques	60	230	170	160	190	250	530	440	310	100	150	70	2,660
4. Crafts													
5. Design	320	1,020	840	840	900	1,410	4,040	2,460	1,130	320	660	220	14,160
6. Designer Fashion	20	70	60	60	60	90	270	160	70	20	40	10	940
7. Film, Video & Photography	130	500	330	260	330	690	4,970	1,550	670	260	390	120	10,200
9 & 10. Music & Visual and Performing Arts	400	1,650	1,200	1,030	1,180	2,530	13,230	5,200	2,320	720	1,070	200	30,730
11. Publishing	160	710	590	590	620	1,180	2,550	1,920	980	250	510	140	10,200
8 &12. Software/ Electronic Publishing	30	140	110	110	150	220	380	470	170	40	110	10	1,930
8 & 12. Digital & Entertainment Media	0	30	10	20	20	40	80	80	30	10	10	10	350
13. TV & Radio	100	370	220	180	260	470	3,810	1,190	480	220	290	90	7,680
Total	1,820	7,110	5,030	4,560	5,400	9,380	36,780	17,950	8,300	2,560	4,740	1,470	105,100
Proportion of all creative enterprises	1.7%	6.8%	4.8%	4.3%	5.1%	8.9%	35.0%	17.1%	7.9%	2.4%	4.5%	1.4%	100%

Table 13 – Number of Creative Enterprises by Region - 2009

Sector	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	UK Total
1. Advertising	320	1,420	800	690	920	1,350	3,960	2,460	1,050	270	530	190	13,930
2. Architecture	260	870	650	610	740	1,020	2,750	1,790	970	330	920	420	11,320
3. Art & Antiques	60	240	180	170	200	260	550	450	320	100	150	70	2,760
4. Crafts	0	0	0	0	0	0	0	0	0	0	0	0	0
5. Design	309	969	803	821	852	1,318	3,955	2,345	1,063	305	623	215	13,600
6. Designer Fashion	20	70	50	60	60	90	260	150	70	20	40	10	900
7. Film, Video & Photography	130	520	320	260	330	670	4,940	1,530	660	270	390	130	10,150
9 & 10. Music & Visual and Performing Arts	420	1,660	1,230	1,060	1,240	2,590	13,500	5,270	2,350	750	1,080	200	31,350
11. Publishing	180	780	640	620	690	1,220	2,680	2,020	1,030	270	540	150	10,820
8 &12. Software/Electronic Publishing	40	150	110	130	170	240	420	500	170	40	120	10	2,090
8 & 12. Digital & Entertainment Media	0	20	10	10	10	20	50	50	20	10	10	10	220
13. TV & Radio	90	380	210	180	240	440	3,770	1,170	470	230	280	90	7,550
Total	1,800	7,100	5,000	4,600	5,500	9,200	36,800	17,700	8,200	2,600	4,700	1,500	104,690
Proportion of all creative enterprises	1.7%	6.8%	4.8%	4.4%	5.3%	8.8%	35.2%	16.9%	7.8%	2.5%	4.5%	1.4%	100.0%

Annex D - Creative Local Units by region

Table 14 – Number of Creative Local Units by Region - 2011

Sector	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	UK Total
1. Advertising	350	1,650	940	770	1,000	1,540	4,820	2,950	1,240	290	620	210	**16,360**
2. Architecture	290	1,020	710	640	800	1,110	2,920	1,900	1,070	380	1,100	440	**12,380**
3. Art & Antiques	100	340	280	230	280	320	500	540	410	160	260	90	**3,510**
4. Crafts													
5. Design	330	1,080	870	880	950	1,460	4,300	2,560	1,210	340	700	230	**14,900**
6. Designer Fashion	20	70	60	60	60	100	280	170	80	20	50	20	**990**
7. Film, Video & Photography	140	570	350	290	360	730	5,280	1,660	730	280	440	150	**10,970**
9 & 10. Music & Visual and Performing Arts	390	1,610	1,160	1,040	1,170	2,540	13,460	5,160	2,330	710	1,120	200	**30,880**
11. Publishing	140	510	390	400	450	880	2,380	1,540	830	230	470	150	**8,350**
8 &12. Software/Electronic Publishing	30	140	110	100	140	210	360	430	150	40	100	10	**1,830**
8 & 12. Digital & Entertainment Media	10	30	10	20	20	40	110	100	30	10	20	10	**410**
13. TV & Radio	90	400	220	200	270	520	4,120	1,250	530	240	310	110	**8,240**
Total	**1,890**	**7,400**	**5,100**	**4,610**	**5,510**	**9,450**	**38,530**	**18,260**	**8,590**	**2,690**	**5,180**	**1,600**	**108,820**
Proportion of all creative local units	**1.7%**	**6.8%**	**4.7%**	**4.2%**	**5.1%**	**8.7%**	**35.4%**	**16.8%**	**7.9%**	**2.5%**	**4.8%**	**1.5%**	**100.0%**

Table 15 – Number of Creative Local Units by Region - 2010

Sector	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	UK Total
1. Advertising	340	1,540	860	730	970	1,470	4,370	2,660	1,180	280	590	200	**15,170**
2. Architecture	280	990	690	640	790	1,100	2,850	1,880	1,050	380	1,090	440	**12,200**
3. Art & Antiques	100	340	270	230	280	320	510	550	400	150	250	80	**3,490**
4. Crafts													
5. Design	320	1,030	850	850	910	1,420	4,130	2,470	1,130	330	680	220	**14,340**
6. Designer Fashion	20	70	60	60	60	90	270	160	70	20	50	10	**950**
7. Film, Video & Photography	150	570	360	280	370	820	5,110	1,620	720	290	440	140	**10,780**
9 & 10. Music & Visual and Performing Arts	410	1,680	1,230	1,050	1,200	2,540	13,390	5,220	2,360	740	1,120	210	**31,150**
11. Publishing	150	550	420	440	470	930	2,410	1,570	850	230	510	180	**8,700**
8 &12. Software/Electronic Publishing	30	150	110	100	150	220	380	480	170	40	110	10	**1,940**
8 & 12. Digital & Entertainment Media	0	20	10	20	20	30	80	80	30	10	10	10	**330**
13. TV & Radio	100	390	230	190	280	480	3,910	1,200	510	240	320	100	**7,970**
Total	**1,920**	**7,330**	**5,090**	**4,580**	**5,490**	**9,420**	**37,420**	**17,880**	**8,480**	**2,710**	**5,170**	**1,610**	**107,010**
Proportion of all creative local units	**1.8%**	**6.8%**	**4.8%**	**4.3%**	**5.1%**	**8.8%**	**35.0%**	**16.7%**	**7.9%**	**2.5%**	**4.8%**	**1.5%**	**100%**

Table 16 – Number of Creative Local Units by Region - 2009

Sector	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	UK Total
1. Advertising	320	1,470	820	700	940	1,360	4,130	2,490	1,090	280	570	200	**14,340**
2. Architecture	280	950	700	640	790	1,070	2,890	1,850	1,040	350	1,040	450	**12,040**
3. Art & Antiques	110	350	280	240	290	340	520	560	400	160	260	80	**3,590**
4. Crafts													
5. Design	310	980	810	830	850	1,330	4,040	2,350	1,070	300	630	220	**13,720**
6. Designer Fashion	20	70	50	60	60	90	270	150	70	20	40	10	**910**
7. Film, Video & Photography	140	590	360	280	370	690	5,090	1,610	720	300	440	150	**10,730**
9 & 10. Music & Visual and Performing Arts	430	1,690	1,260	1,070	1,260	2,610	13,670	5,300	2,370	770	1,130	210	**31,790**
11. Publishing	160	620	450	460	530	940	2,520	1,670	900	240	520	190	**9,190**
8 &12. Software/Electronic Publishing	40	160	120	130	170	240	420	510	170	40	120	10	**2,110**
8 & 12. Digital & Entertainment Media	0	20	10	10	10	20	50	50	20	10	10	10	**210**
13. TV & Radio	100	400	230	180	260	460	3,860	1,190	500	250	310	100	**7,850**
Total	**1,910**	**7,290**	**5,080**	**4,590**	**5,530**	**9,130**	**37,460**	**17,730**	**8,350**	**2,720**	**5,070**	**1,620**	**106,480**
Proportion of all creative local units	**1.8%**	**6.8%**	**4.8%**	**4.3%**	**5.2%**	**8.6%**	**35.2%**	**16.7%**	**7.8%**	**2.6%**	**4.8%**	**1.5%**	**100.0%**

Annex E - References to sources used in this report

Reports

2001 Creative Industries Mapping Document
http://webarchive.nationalarchives.gov.uk/+/http:/www.culture.gov.uk/reference_library/publications/4632.aspx

Previous Creative Industries Economic Estimates Statistical Releases
http://www.culture.gov.uk/what_we_do/research_and_statistics/4848.aspx

Data

Links below will search the ONS website for the most up-to-date data releases, this should also display links to all the different years of data used in this report.

Annual Business Survey (for GVA)
http://www.ons.gov.uk/ons/search/index.html?pageSize=50&newquery=annual+business+survey

Export of Services
http://www.ons.gov.uk/ons/search/index.html?pageSize=50&newquery=ITIS

Employment
http://www.ons.gov.uk/ons/search/index.html?pageSize=50&newquery=annual+population+survey

Number of businesses
http://www.ons.gov.uk/ons/search/index.html?pageSize=50&newquery=idbr

department for
culture, media
and sport

2-4 Cockspur Street
London SW1Y 5DH
www.culture.gov.uk