

Creative Industries: Focus on Employment

June 2014

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

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1. Introduction

These estimates are Official Statistics and build on the [Creative Industries Economic Estimates](https://www.gov.uk/government/publications/creative-industries-economic-estimates-january-2014), published in January 2014, which provided headline estimates of the direct economic contribution of the Creative Industries at the UK level (GVA, employment and exports of services).

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

The Creative Industries were defined in the Government’s [2001 Creative Industries Mapping Document](https://www.gov.uk/government/publications/creative-industries-mapping-documents-2001) as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”.

This release retains that definition, but uses the new methodology set out the January 2014 release for determining which occupation and industry codes (in Annex A and Annex B) are classified as “creative”. This methodology makes use of a robust finding from research that having high levels of “creative intensity” – that is, the proportion of the workforce in creative occupations – separates the Creative Industries from other industries[[1]](#footnote-1).

The methodology comprises three steps. First, a set of occupations are identified as creative[[2]](#footnote-2). Second, creative intensity is calculated for all industries in the economy. Third, all industries with a creative intensity above a certain “threshold” are classified as Creative Industries.

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

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

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

Creative Economy = 1+2+3

Creative Industries = 1+2

Creative Occupations = 2+3

**The Creative Economy, 2013**

907,000 jobs

818,000 jobs

**1**

**3**

**2**

890,000 jobs

*Source: ONS APS 2013*

**Data sources**

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

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

**Terminology**

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

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

Creative Economy:

Creative Industries:

Creative Occupations:

**Groups**

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

Advertising and marketing has been used as an example.

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

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

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

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

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

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

1. Key Findings

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

**UK Context**

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

**Geographic distribution by Region and Devolved Administration**

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

**Educational qualifications in the Creative Economy**

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

**Gender in the Creative Economy**

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

**Ethnicity in the Creative Economy**

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

1. UK Context

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

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

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

* 1. Creative Employment in the UK

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

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

* 1. Creative Industries in the UK

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

* 1. Creative Occupations in the UK

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

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

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

1. Employment by Region and Devolved Administration

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

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

* 1. Summary

**Creative Economy**

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

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

**Creative Industries**

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

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

* 1. Regional Employment in the Creative Economy

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

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

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

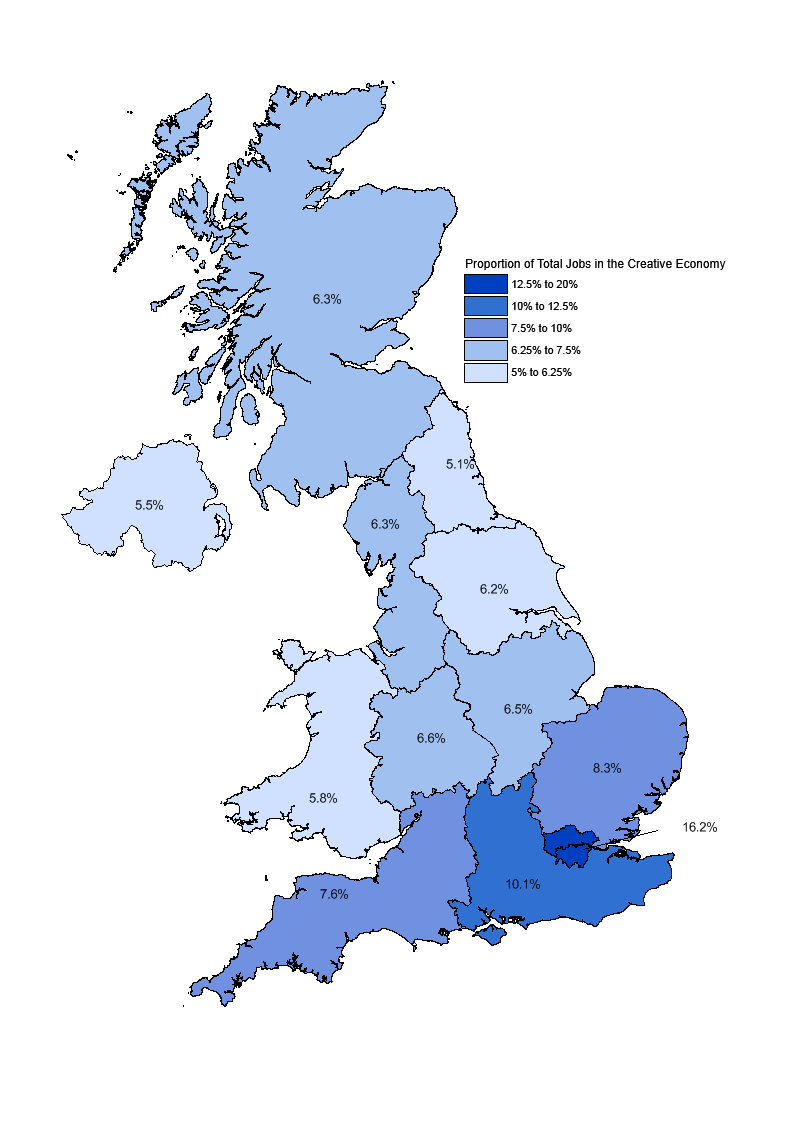
The proportion of Creative Economy jobs has increased in most regions since 2011. The proportion of Creative Economy jobs in the East of England increased by 1.2 percentage points between 2011 and 2013, from 7.1 per cent to 8.3 per cent. Between 2011 and 2013, the proportion of jobs which are in the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

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

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

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

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



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

* 1. Regional Employment in the Creative Industries

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

***Table 4:*** *Jobs in the Creative Industries, by region*

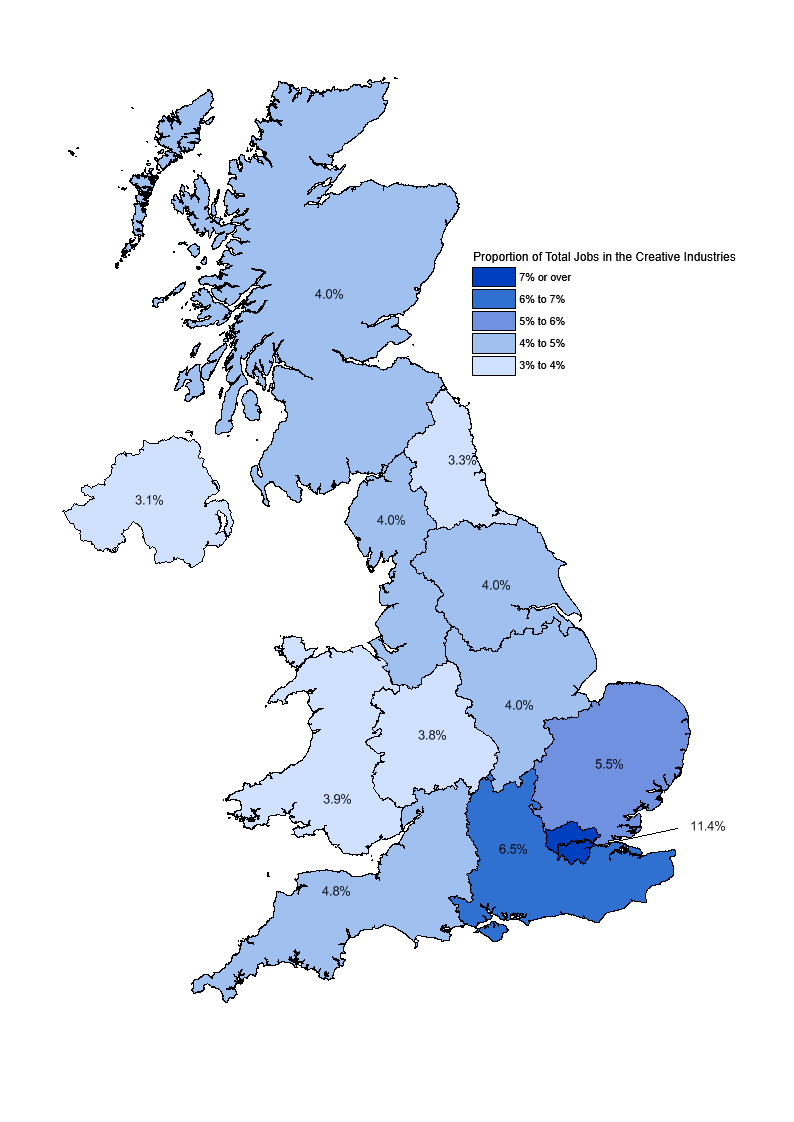
|  |  |  |  |
| --- | --- | --- | --- |
| **Region** | **Jobs in the Creative Industries** | **As a proportion of Total Jobs in each region** | **Change in proportion 2011 – 2013 (percentage points)** |
| North East | 38,000 | 3.3% | 0.5 |
| North West | 129,000 | 4.0% | 0.2 |
| Yorkshire & The Humber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

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

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

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

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



1. Employment by Highest Level of Qualification
   1. Context

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

* 1. Jobs in the Creative Economy, by Level of Qualification

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

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

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

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

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

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

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

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

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

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

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

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

* 1. Jobs in the Creative Industries, by Level of Qualification

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

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

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

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

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

**Employer Skills Survey 2013**

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

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

Businesses in the Creative Industries were also less likely to report a skills gap[[4]](#footnote-4), with 12.0 per cent reporting a skills gap compared to 15.6 per cent of businesses outside of the Creative Industries. However, businesses in the Creative Industries were less likely to have provided or paid for any training for employees in the past 12 months, compared with organisations outside the Creative Industries (63.4% compared with 65.9%). This varied across the different Creative Industries groups, with 84.9 per cent of museums, galleries and libraries organisations providing some training in the past 12 months, compared with 23.6 per cent of Crafts businesses providing training in the same period.

* 1. Creative Occupations by Highest Level of Qualification

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

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

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

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

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

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

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

1. Employment by Gender
   1. Context

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

* 1. Jobs in the Creative Economy, by Gender

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

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

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

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

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

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

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

* 1. Jobs in the Creative Industries, by Gender

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

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

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

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

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

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

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

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

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

1. Employment by Ethnicity
   1. Context

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

* 1. Jobs in the Creative Economy, by Ethnicity

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

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

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

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

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

***Table 15:*** *Jobs in the Creative Economy, by ethnicity*

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

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

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

* 1. Jobs in the Creative Industries, by Ethnicity

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

***Figure 8:*** *Change in the number of jobs in the Creative Industries between 2011 and 2103, by ethnicity*

***Table 17:*** *Jobs in the Creative Industries, by ethnicity*

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

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

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

1. Advertising and Marketing

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

* 1. By region

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

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

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

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

* 1. By highest level of qualification

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

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

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

* 1. By gender

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 212,000 | 271,000 |
| % of Jobs | 43.9% | 56.1% |

* 1. By ethnicity

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

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 443,000 | 39,000 |
| % of Jobs | 91.8% | 8.2% |

* 1. Advertising & Marketing in the Creative Industries

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

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

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

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 67,000 | 86,000 |
| % of Jobs | 43.8% | 56.2% |

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 137,000 | 16,000 |
| % of Jobs | 89.5% | 10.5% |

1. Architecture

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

* 1. By region

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

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

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

* 1. By highest level of qualification

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

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

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

* 1. By gender

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 37,000 | 99,000 |
| % of Jobs | 27.4% | 72.6% |

* 1. By ethnicity

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

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 125,000 | 11,000 |
| % of Jobs | 92.2% | 7.8% |

* 1. Architecture in the Creative Industries

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

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

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

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 26,000 | 68,000 |
| % of Jobs | 27.8% | 72.2% |

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 87,000 | 7,000 |
| % of Jobs | 92.7% | 7.3% |

1. Crafts

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

* 1. By region

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

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

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

* 1. By highest level of qualification

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

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

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

* 1. By gender

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 21,000 | 75,000 |
| % of Jobs | 21.9% | 78.1% |

* 1. By ethnicity

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

***Table 38:*** *Jobs in Crafts in 2013, by ethnicity*

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

* 1. Crafts in the Creative Industries

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

1. Design - Product, graphic and fashion design

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

* 1. By region

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

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

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

* 1. By highest level of qualification

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

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

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

* 1. By gender

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 82,000 | 95,000 |
| % of Jobs | 46.4% | 53.6% |

* 1. By ethnicity

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

***Table 42:*** *Jobs in Design in 2013, by ethnicity*

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 165,000 | 12,000 |
| % of Jobs | 93.3% | 6.7% |

* 1. Design in the Creative Industries

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

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

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

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 59,000 | 63,000 |
| % of Jobs | 48.6% | 51.4% |

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 115,000 | 7,000 |
| % of Jobs | 94.0% | 6.0% |

1. Film, TV, video, radio and photography

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

* 1. By region

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

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

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

* 1. By highest level of qualification

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

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

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

* 1. By gender

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 93,000 | 166,000 |
| % of Jobs | 36.1% | 63.9% |

* 1. By ethnicity

A lower proportion of jobs in Film / TV were filled by people in the BAME group (836%) than both in the Creative Economy (10.2%) and UK economy (10.1%) averages.

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 237,000 | 22,000 |
| % of Jobs | 91.4% | 8.6% |

* 1. Film, TV, video, radio and photography in the Creative Industries

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

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

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

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 87,000 | 144,000 |
| % of Jobs | 37.5% | 62.5% |

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 210,000 | 21,000 |
| % of Jobs | 90.9% | 9.1% |

1. IT, software and computer services

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

* 1. By region

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

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

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

* 1. By highest level of qualification

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

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

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

* 1. By gender

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 152,000 | 673,000 |
| % of Jobs | 18.4% | 81.6% |

* 1. By ethnicity

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

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 700,000 | 125,000 |
| % of Jobs | 84.9% | 15.1% |

* 1. IT, software and computer services in the Creative Industries

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

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

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

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 111,000 | 464,000 |
| % of Jobs | 19.4% | 80.6% |

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 489,000 | 86,000 |
| % of Jobs | 85.0% | 15.0% |

1. Publishing

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

* 1. By region

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

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

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

* 1. By highest level of qualification

The publishing group had a high proportion of people with a degree or equivalent qualification; 62.0 per cent of all jobs in this group. Around 1 in 20 jobs in publishing were done by people who didn’t hold any qualifications.

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

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

* 1. By gender

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 115,000 | 116,000 |
| % of Jobs | 49.8% | 50.2% |

* 1. By ethnicity

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

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 204,000 | 26,000 |
| % of Jobs | 88.6% | 11.4% |

* 1. Publishing in the Creative Industries

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

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

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

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 96,000 | 102,000 |
| % of Jobs | 48.5% | 51.5% |

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 176,000 | 21,000 |
| % of Jobs | 89.4% | 10.6% |

1. Museums, galleries and libraries

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

* 1. By region

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

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

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

* 1. By highest level of qualification

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

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

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

* 1. By gender

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 76,000 | 33,000 |
| % of Jobs | 69.5% | 30.5% |

* 1. By ethnicity

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

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 103,000 | 7,000 |
| % of Jobs | 93.8% | 6.2% |

* 1. Museums, galleries and libraries in the Creative Industries

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

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

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

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 58,000 | 27,000 |
| % of Jobs | 68.4% | 31.6% |

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 79,000 | 6,000 |
| % of Jobs | 93.4% | 6.6% |

1. Music, performing and visual arts

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

* 1. By region

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

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

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

* 1. By highest level of qualification

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

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

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

* 1. By gender

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 148,000 | 151,000 |
| % of Jobs | 49.5% | 50.5% |

* 1. By ethnicity

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

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 280,000 | 20,000 |
| % of Jobs | 93.3% | 6.7% |

* 1. Music, performing and visual arts in the Creative Industries

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

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

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

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

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

|  |  |  |
| --- | --- | --- |
|  | **Female** | **Male** |
| Jobs | 124,000 | 119,000 |
| % of Jobs | 51.2% | 48.8% |

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

|  |  |  |
| --- | --- | --- |
|  | **White** | **BAME** |
| Jobs | 227,000 | 16,000 |
| % of Jobs | 93.3% | 6.7% |

# Annex A: Creative Occupations

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

**Table 87: Creative Occupations**

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

1. *Following consultation, five additional SOC codes have been 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 consultation paper[[5]](#footnote-5) and in Bakhshi, Freeman and Higgs (2013)*

# Annex B: Creative Industries

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

**Table 88: Creative Industries**

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

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

**Table 89: Creative Intensities**

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

Notes:

1. *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).*
2. *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.*
3. *SIC code 32.12 Manufacture of jewellery and related articles has been included after consultation to represent the Crafts industry, although due to limitations in the underlying SIC codes (which are agreed internationally) this clearly does not fully capture the crafts sector.*
4. *Industry codes proposed and the rationale for inclusion can be found in the consultation* [*https://www.gov.uk/government/consultations/classifying-and-measuring-the-creative-industries-consultation-on-proposed-changes*](https://www.gov.uk/government/consultations/classifying-and-measuring-the-creative-industries-consultation-on-proposed-changes)

# Annex C: Creative Economies in the Regions & Devolved Administrations

The North East

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

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

The North West

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

Yorkshire & The Humber

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

East Midlands

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

West Midlands

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

East of England

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

London

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

South East

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

South West

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

Wales

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

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

Scotland

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

Northern Ireland

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

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

# Annex D: Creative Industries in the Regions & Devolved Administrations

The North East

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

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

The North West

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

Yorkshire & The Humber

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

East Midlands

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

West Midlands

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

East of England

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

London

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

South East

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

South West

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

Wales

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

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

Scotland

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

Northern Ireland

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

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

Background Information

**Format of Statistical Release:**

This release is available in word and pdf format.

**Previous reports:**

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

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

**Next release of data:**

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

**Sources:**

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

**Methodology:**

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

*Calculation of Creative Intensities*

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

*Employment*

Employment data have been sourced from the Annual Population Survey (APS). The APS database contains a large number of variables, but only a few are used in this publication. Micro-data (record level data) have been analysed using syntax programmes. First, the data have been restricted to those who are employees or self-employed (main job - inecac05= 1 or 2; second job – secjmbr = 1, 2 or 3). Next, both main jobs (SOC10M) and second jobs (SOC10S) are counted, and weighted according to the person weighting (pwta11). The number of jobs in each occupation, in each industry (main job - INDC07M; second job – INDC07S) is then counted.

More information on the APS can be found here: <http://www.ons.gov.uk/ons/guide-method/method-quality/specific/labour-market/labour-market-statistics/index.html>

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**The UK Statistics Authority**

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

Glossary

**Standard Occupational Classification SOC 2010**

The Standard Occupational Classification, a means of classifying the occupation of a person according to the work they do and the skill level required. The latest version (SOC 2010) is available here: <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/index.html>

**The Standard Industrial Classification SIC 2007**

The Standard Industrial Classification, a means of classifying businesses according to the type of economic activity that they are engaged in. The latest version (SIC 2007) is available here: <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/standard-industrial-classification/index.html>

**Creative Intensities methodology**

This methodology makes use of a robust finding from research that having high levels of “creative intensity” – that is, the proportion of the workforce in creative occupations – separates the Creative Industries from other industries[[6]](#footnote-6).

The methodology comprises 3 steps. First, a set of occupations are identified as creative against criteria[[7]](#footnote-7). Second, creative intensity is computed for all industries in the economy. Third, all industries with a creative intensity above a certain “threshold” are classified as Creative Industries.

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

**Creative Economy**

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

**Creative Industries**

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



1. Bakhshi, H., Freeman, A., and Higgs, P. (2013) ‘A Dynamic Mapping of the UK’s Creative Industries’, Nesta: London [↑](#footnote-ref-1)
2. Bakhshi et al (2013) propose criteria which can be used to assess which occupation codes should be considered creative for measurement purposes [↑](#footnote-ref-2)
3. Higgs, Cunningham and Bahkshi (2008), “Beyond the Creative Industries: Mapping the Creative Economy in the UK”, Nesta, London [↑](#footnote-ref-3)
4. A skills gap is defined as where an organisation has at least one person on their site who is not regarded as fully proficient [↑](#footnote-ref-4)
5. <https://www.gov.uk/government/consultations/classifying-and-measuring-the-creative-industries-consultation-on-proposed-changes> [↑](#footnote-ref-5)
6. Bakhshi, H., Freeman, A., and Higgs, P. (2013) ‘A dynamic Mapping of the UK’s Creative Industries’, Nesta: London [↑](#footnote-ref-6)
7. Bakhshi et al (2013) propose criteria which can be used to assess which occupation codes should be considered creative for measurement purposes [↑](#footnote-ref-7)