



Department
for Culture
Media & Sport

Creative Industries: Focus on Employment

June 2015

30/06/2015

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

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Chapter 1: Introduction

This report focuses on employment in the Creative Industries in the UK. It complements the Creative Industries Economic Estimates¹, providing more detailed and timely information on employment by region and devolved administration, level of qualification, gender, ethnicity and socio-economic class.

The Creative Industries were defined in the Government's 2001 Creative Industries Mapping Document² 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".

The methodology used to determine which occupations and industries are considered "creative" is set out in Annex A and Annex B of the January 2014 statistical release³. It is based on the principle of "creative intensity" and essentially comprises three steps.

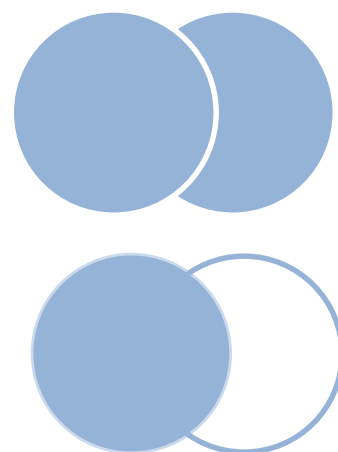
1. Identification of creative occupations⁴.
2. Calculate proportion of creative jobs for each industry (creative intensity).
3. Industries with creative intensity above a specified threshold are considered Creative Industries.

Creative Occupations are set out in Annex A of this report and Creative Industries are set out in Annex B. The Creative Economy is made up of all the creative industries (including jobs in these industries which are not classified as creative occupations) and all creative jobs (including those which are not in creative industries).

Throughout the report symbols have been used to indicate where analysis refers to employment in the creative economy, the creative industries or creative occupations:

1. **Creative Economy** - 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. **Creative Industries** - a subset of the Creative Economy which includes just those working in the Creative Industries irrespective of their occupation (they may either be in creative occupations or in other roles e.g. finance).



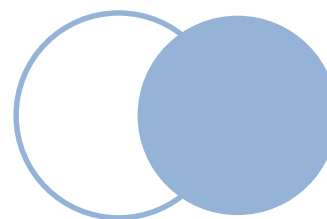
¹ <https://www.gov.uk/government/publications/creative-industries-economic-estimates-january-2014>

² <https://www.gov.uk/government/publications/creative-industries-mapping-documents-2001>

³ <https://www.gov.uk/government/statistics/creative-industries-economic-estimates-january-2014>

⁴ Bakhshi et al (2013) propose criteria which can be used to assess which occupation codes should be considered creative for measurement purposes.

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.



Estimates are based on the Annual Population Survey published by the Office for National Statistics (ONS)⁵. It uses the latest occupational classification (SOC 2010) and the latest industrial classification (SIC 2007). Data in this publication refer to employment from 2011 and 2014, as the updated occupational coding standard (SOC 2010) was introduced in 2011.

To provide more detailed breakdowns within the creative industries, the creative sectors have been broken down into nine groups. As far as possible, grouping of industries (SIC 2007) and occupations (SOC 2010) have been selected to contain related industries or occupations and provide consistency between grouped industries and occupations. Full details of the groupings are provided in Annexes A (occupations) and B (industries).

The latest data are for 2014. Estimates for 2011 to 2013 have been revised to reflect changes the APS which has been reweighted following the 2011 Census. The impact of these revisions is generally small, the number of jobs in the Creative Economy and Creative Industries increased by 0.3 per cent in the latest estimates. Changes for 2011 are larger but still less than 1 per cent, see table 1.

Table 1: Revisions to estimates as a result of reweighting APS

	2011	2012	2013
Creative Economy	0.6%	0.3%	0.3%
Creative Industries	0.7%	0.4%	0.3%

There is more variation within Creative Industries Groups and other breakdowns, but in all cases these are reasonably small. However, all comparisons of 2014 results with historic data should be based on the new data published as part of this release.

⁵ <http://www.nomisweb.co.uk/articles/676.aspx>

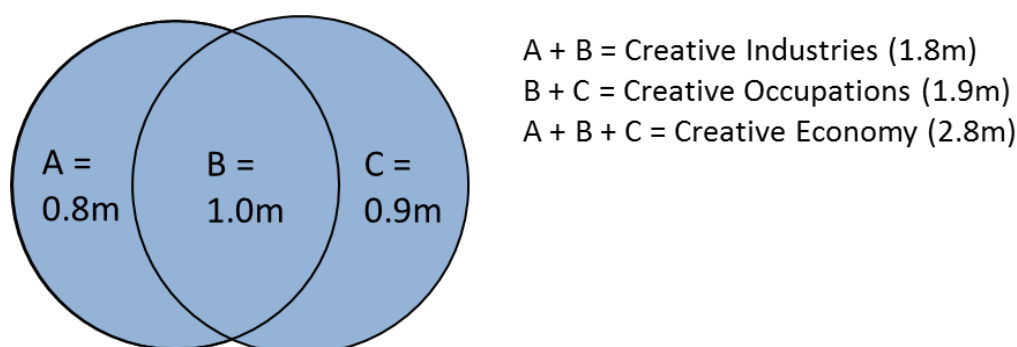
Chapter 2: Key findings

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

Summary

- Total employment in the Creative Economy across the UK has increased by 5.0 per cent between 2013 and 2014 (2.6 million to 2.8 million jobs) and by 13.7 per cent since 2011.
- The number of jobs in the Creative Industries (including both creative and support jobs), increased by 5.5 per cent between 2013 and 2014 to 1.8 million jobs. This was an increase of 15.8 per cent since 2011.
- In 2014 there were 1.9 million jobs in Creative Occupations, a 6.4 per cent increase since 2013 and 13.7 per cent higher than 2011.
- These increases compare with a 2.1 per cent increase in the total number of jobs in the wider UK economy between 2013 and 2014.

Figure 1: Jobs in the Creative Economy, 2014



Geographic distribution by region and devolved administration

- In 2014, across the whole of the UK, around 1 in 11 jobs (8.8%) were in the Creative Economy. This ranged from 1 in 18 jobs (5.4%) in the North East to 1 in 6 jobs (16.4%) in London.
- The Creative Industries accounted for 1 in 17 (5.8%) of all jobs in the UK in 2014. It ranged from 1 in 30 jobs (3.3%) in Northern Ireland to 1 in 8 jobs (11.8%) in London. Almost a third (31.8%) of Creative Industries jobs were based in London.

Qualifications

- More than half (58.8%) of jobs in the Creative Economy in 2014 were filled by people with at least a degree or equivalent, compared to 31.8 per cent of all jobs in the UK.

- One in every six jobs in the UK held by graduates in 2014 was in the Creative Economy.
- Between 2013 and 2014, there was an increase of 110,000 (7.3%) in the number of jobs in the Creative Economy held by individuals with at least a degree or equivalent.
- Across all industries in 2014, 62.2% of jobs in Creative Occupations were filled by someone who had at least a degree or equivalent.

Gender

- The Creative Economy and Creative Industries employ a lower proportion of women than the wider UK economy. In 2014:
 - 36.1 per cent of jobs in the Creative Economy were filled by women.
 - 36.7 percent of jobs in the Creative Industries were filled by women.
 - 47.2 per cent of jobs in the UK as a whole were filled by women.

Ethnicity

- Of all jobs in the Creative Economy in 2014, 11.0 per cent were filled by BAME workers, a similar level to the UK economy.
- Between 2013 and 2014, there was a 12.5 per cent increase in the number of BAME group jobs in the Creative Economy. The increase for the White group was 4.0 per cent.
- In Creative Industries in 2014, 11.0 per cent of jobs were filled by BAME workers.
- The number of BAME workers in the Creative Industries increase by 8.0 per cent between 2013 and 2014 (34.3% since 2011), compared with a 5.1 per cent (14.7% since 2011) increase for White workers in the Creative Industries.

Socio-Economic Class

- In 2014, 91.9 per cent of jobs in the Creative Economy were done by people in more advantaged socio-economic groups (NS-SEC 1-4), compared to 66.0 per cent of jobs in the wider UK economy.
- More advantaged groups made up 92.1 per cent of jobs in the Creative Industries.

Chapter 3: UK headlines

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

3.1 Creative Economy

The Creative Economy includes all jobs in the Creative Industries, and all those working in Creative Occupations across all industries. Total creative employment across the UK has increased from 2.6 million in 2013 to 2.8 million jobs in 2014, a 5.0 per cent increase, compared to a 2.1 per cent increase in the total number of jobs in the wider UK economy over the same period.

The proportion of jobs in the UK which are part of the Creative Economy has also increased between 2013 and 2014, from 8.5 per cent to 8.8 per cent. This had increased from 8.0 per cent of total jobs in 2011.

3.2 Creative Industries

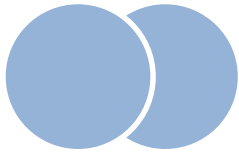
The number of jobs in the Creative Industries is the total number of jobs in SIC 2007 codes classified as creative (listed in Annex B), whether they are jobs in a creative occupation or not. There were 1.8 million jobs in the Creative industries in 2014, an increase of 5.5 per cent since 2013 and 15.8 per cent since 2011.

3.3 Creative Occupations

This measure estimates the number of jobs in Creative Occupations, whether they are within the Creative Industries or outside. In 2014 there were 1.9 million jobs for people in Creative Occupations, a 6.4 per cent increase since 2013 and 13.7 per cent increase since 2011.

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

	2011	2012	2013	2014	Change	
					2011-14	2013-14
Creative Economy	2,422,000	2,558,000	2,622,000	2,754,000	13.7%	5.0%
Per cent of UK total jobs	8.0%	8.4%	8.5%	8.8%	0.8 % points	0.3 % points
Creative Industries	1,561,000	1,691,000	1,713,000	1,808,000	15.8%	5.5%
Per cent of UK total jobs	5.2%	5.6%	5.6%	5.8%	0.6 % points	0.2 % points
Creative Occupations	1,685,000	1,757,000	1,799,000	1,915,000	13.7%	6.4%
Per cent of UK total jobs	5.6%	5.8%	5.8%	6.1%	0.5 % points	0.3 % points



Chapter 4: Employment by region and devolved administration

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

4.1 Employment in the Creative Economy, by geography

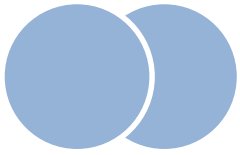
The proportion of Creative Economy jobs varies by region and devolved administration (DA). In 2014, across the whole of the UK, around 1 in 11 jobs (8.8%) were in the Creative Economy, this ranged from 1 in 18 jobs (5.4%) in the North East to 1 in 6 jobs (16.4%) in London.

Table 3: Jobs in the Creative Economy 2014, by region and DA

Region	Jobs in Creative Economy	Proportion of UK Creative Economy jobs	Proportion of all jobs in region/DA
North East	62,000	2.3%	5.4%
North West	220,000	8.0%	6.7%
Yorkshire & The Humber	151,000	5.5%	6.0%
East Midlands	150,000	5.4%	6.9%
West Midlands	179,000	6.5%	6.8%
East of England	213,000	7.7%	7.7%
London	796,000	28.9%	16.4%
South East	435,000	15.8%	10.2%
South West	230,000	8.3%	8.3%
Wales	80,000	2.9%	5.8%
Scotland	174,000	6.3%	6.6%
Northern Ireland	44,000	1.6%	5.5%
UK Total	2,754,000	100%	8.8%

The proportion of jobs which were in the Creative Economy has increased in most regions between 2013 and 2014, with the exception of East of England, where there was a drop of 0.6 percentage points from 8.3 per cent to 7.7 per cent, and Yorkshire and The Humber where there was a very small decrease of 0.1 percentage points. The largest increase was in the South West where the proportion of jobs which were in the Creative Economy increased from 7.5 per cent in 2013 to 8.3 per cent in 2014. The South West also had the largest increased between 2011 and 2014 from 7.1 per cent to 8.3 per cent. Between 2011 and 2014, all other areas increased by between 0.1 percentage points (Wales) and 1.0 percentage points (East Midlands).

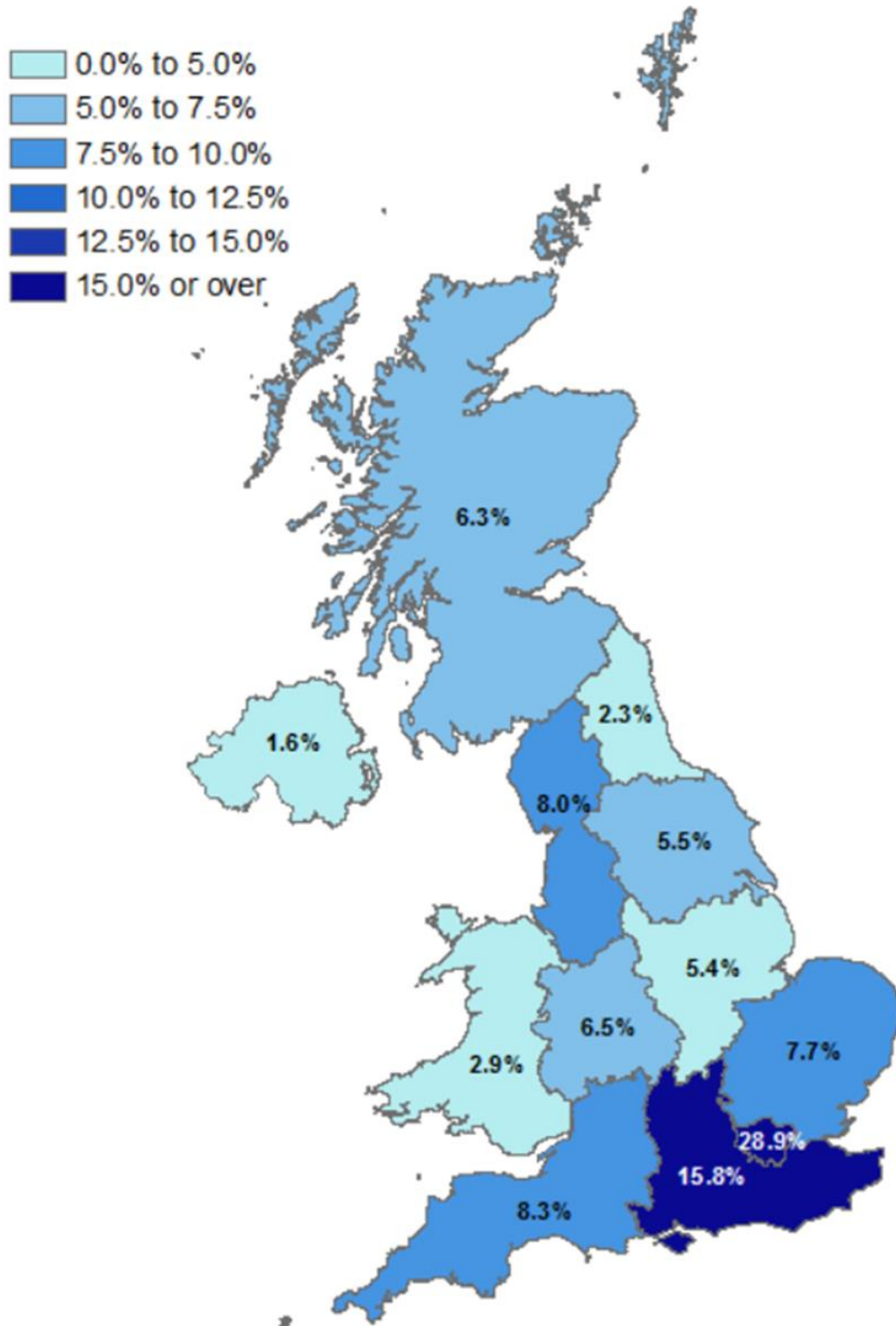
There are also differences in the make-up of the Creative Economies of different regions. While 'IT, software and computer services' accounted for 31.6 per cent of the Creative



Economy in the UK, it accounted for 40.9 per cent of the Creative Economy in the South East and 25.3 per cent in London. In Northern Ireland 10.9 per cent of Creative Economy jobs were in 'Architecture', compared to 5.2 per cent of jobs in the wider UK Creative Economy and 3.1 per cent in the East Midlands.

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

Map 1: Proportion of UK Creative Economy jobs, by region and DA



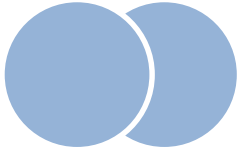
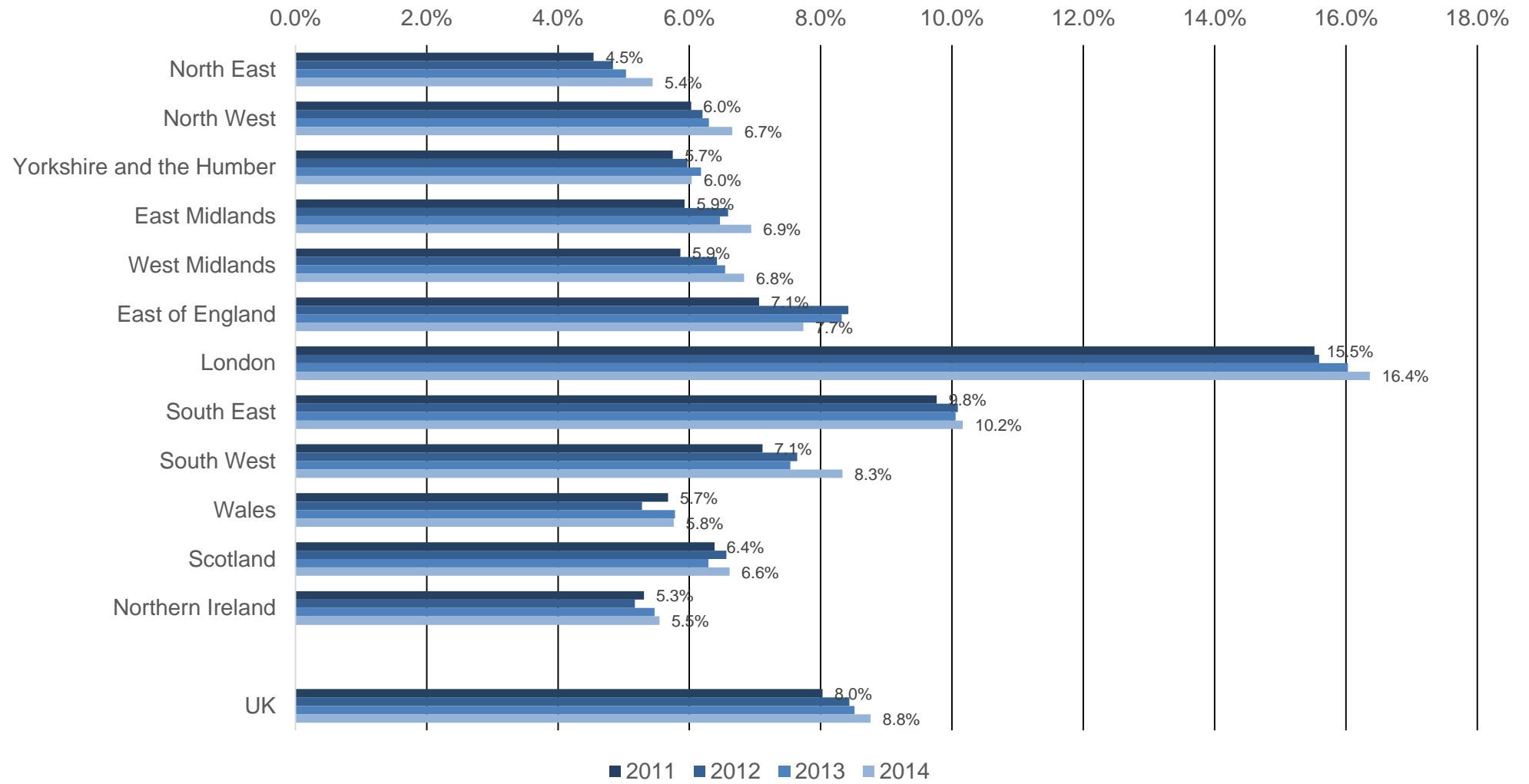
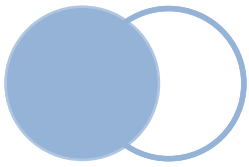


Figure 2: proportion of jobs in the Creative Economy, by region and year





4.2 Employment in the Creative Industries, by geography

Creative Industries

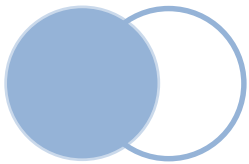
The Creative Industries accounted for 1 in 17 (5.8%) of all jobs in the UK in 2014, higher than in 2013 when they accounted for 5.6% of jobs. It ranged from 1 in 30 jobs (3.3%) in Northern Ireland to 1 in 8 jobs (11.8%) in London. Almost a third (31.8%) of all Creative Industries jobs were based in London.

Table 4: Jobs in the Creative Industries 2014, by region and DA

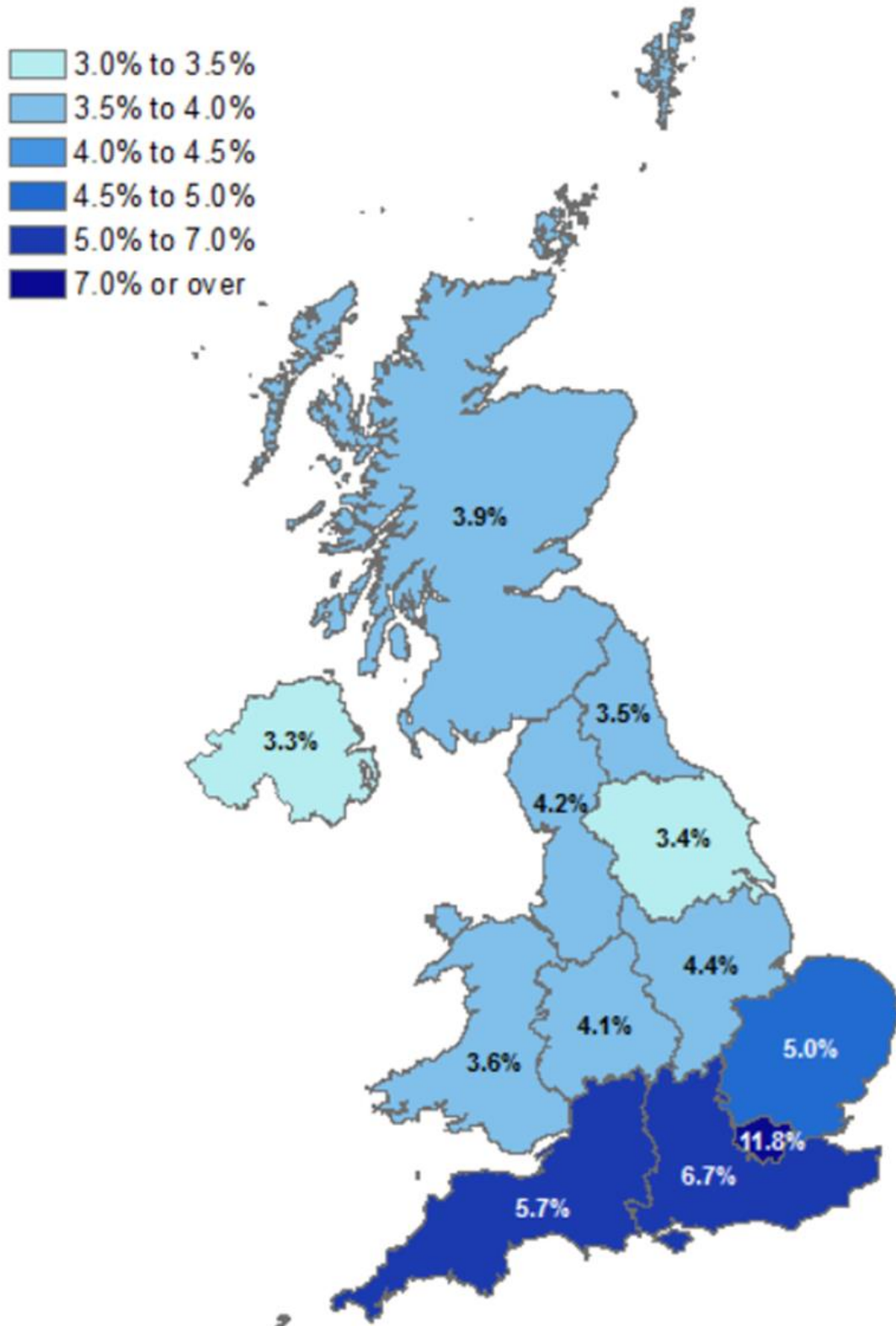
Region	Jobs in Creative Industries	Proportion of UK Creative Industries jobs	Proportion of all jobs in region or devolved administration
North East	39,000	2.2%	3.5%
North West	139,000	7.7%	4.2%
Yorkshire & The Humber	85,000	4.7%	3.4%
East Midlands	94,000	5.2%	4.4%
West Midlands	107,000	5.9%	4.1%
East of England	136,000	7.5%	5.0%
London	575,000	31.8%	11.8%
South East	285,000	15.8%	6.7%
South West	156,000	8.6%	5.7%
Wales	51,000	2.8%	3.6%
Scotland	102,000	5.6%	3.9%
Northern Ireland	27,000	1.5%	3.3%
UK Total	1,808,000	100%	5.8%

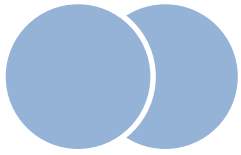
Between 2011 and 2014, there were increases in the number of jobs in the Creative Industries of greater than 25 per cent in: the East Midlands (40.2%); the West Midlands (34.1%); the South West (32.6%); and the North East (27.3%).

Only Northern Ireland had fewer jobs in the Creative Industries in 2014 than 2011, a reduction of 10.3 per cent. However it experienced a 9.1 per cent increase between 2013 and 2014.



Map 2: Proportion of area's jobs in the Creative Industries, by region and devolved administration





Chapter 5: Employment by highest level of qualification

The Creative Economy employs people with a range of skills and qualifications, both formal and informal. However, the list of creative occupations used to define the Creative Industries contains many jobs which require a degree or higher education qualification. Therefore, the estimates of highest level of qualifications⁶ in this chapter would be expected to contain a higher proportion of people who have got a degree or higher education qualification than for the UK economy as a whole.

5.1 Employment in the Creative Economy, by level of qualification

More than half (58.8%) of jobs in the Creative Economy in 2014 were filled by people who had at least a degree or equivalent qualification, compared to 31.8 per cent of all UK jobs. One in every six jobs held by graduates in the UK was in the Creative Economy.

Table 5: Jobs in the Creative Economy, by level of highest qualification and year.

Level of Qualification	Creative Economy Employment				% of Total (2014)
	2011	2012	2013	2014	
Degree or equivalent	1,330,000	1,435,000	1,509,000	1,619,000	58.8%
Higher Education	217,000	245,000	253,000	250,000	9.1%
A Level or equivalent	408,000	419,000	410,000	425,000	15.5%
GCSE A* - C or equivalent	299,000	299,000	291,000	299,000	10.9%
Other	83,000	74,000	74,000	81,000	3.0%
No Qualification	58,000	63,000	58,000	56,000	2.0%
Creative Economy Total	2,422,000	2,558,000	2,622,000	2,754,000	100.0%

Between 2013 and 2014, there was an increase of 110,000 (7.3%) in the number of jobs in the Creative Economy held by individuals with at least a degree or equivalent. The balance of jobs in the Creative Economy is moving to a more highly skilled workforce. This is a broadly similar pattern for the UK economy where there was a 4.7 per cent increase in the number of jobs filled by individuals with at least a degree or equivalent between 2013 and 2014, but is more accentuated in the Creative Economy.

The typical highest level of qualification varies between Creative Economy Groups. At 74.6 per cent in 2014, Architecture was the Creative Economy group with the highest proportion of jobs at degree level or above. The lowest proportion, at 17.9 per cent, was in Crafts although this should be treated with caution due to the difficulties in measuring Crafts in the current occupational and industry codes.

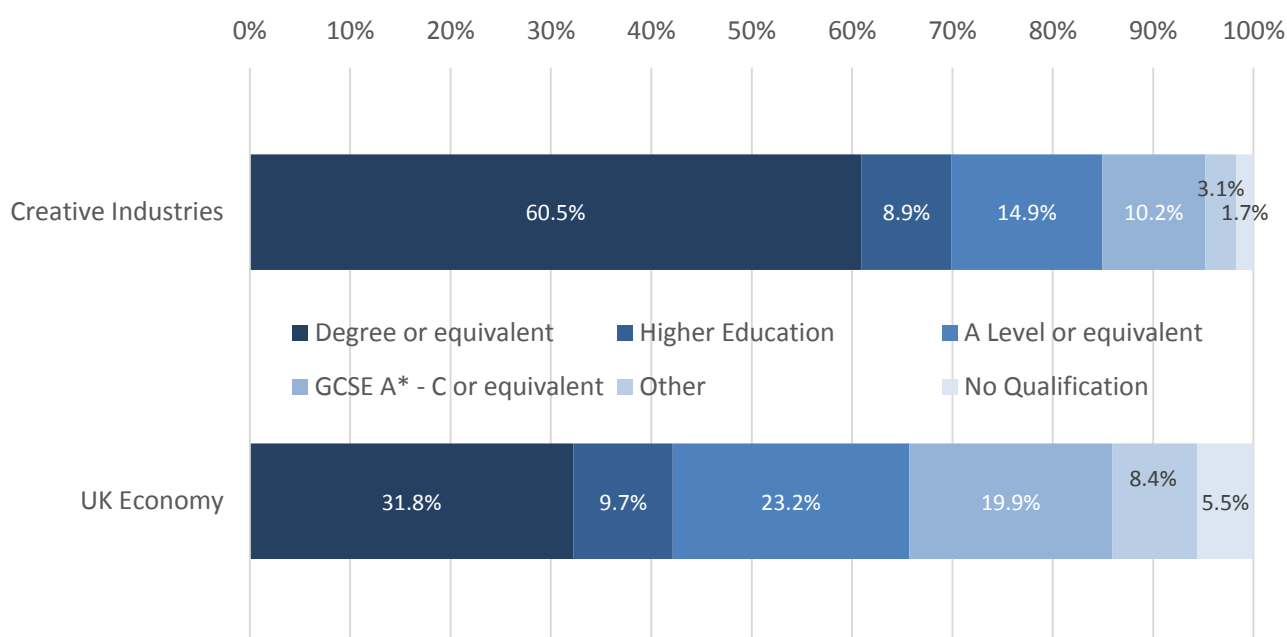
⁶ See Labour Force Survey User Guide for more details of this variable (LFS Variable name HIQUL11D) <http://www.ons.gov.uk/ons/guide-method/method-quality/specific/labour-market/labour-market-statistics/index.html>.

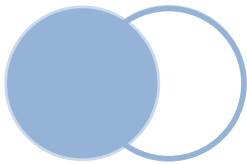
Table 6: Proportion of jobs by highest level of qualification in the Creative Economy in 2014, by Creative Economy group

	Degree or equivalent	Higher Education	A Level or equivalent	GCSE A* - C or equivalent	Other	No Qualification
Advertising and marketing	59.3%	7.0%	15.0%	12.7%	2.7%	2.5%
Architecture	74.6%	9.6%	6.5%	6.2%	1.5%	0.8%
Crafts	17.9%	6.4%	28.1%	23.9%	9.6%	11.5%
Design: product, graphic and fashion design	46.6%	12.9%	22.3%	10.5%	3.1%	2.6%
Film, TV, video, radio and photography	52.3%	10.9%	18.1%	11.8%	3.6%	2.4%
IT, software and computer services	64.7%	8.9%	14.3%	9.0%	1.8%	0.7%
Museums, galleries and libraries	61.3%	6.6%	13.4%	11.7%	5.5%	1.0%
Music, performing and visual arts	58.4%	10.5%	14.9%	10.7%	2.7%	2.3%
Publishing	60.5%	8.2%	13.7%	10.4%	4.5%	2.4%
Creative Economy Average	58.8%	9.1%	15.5%	10.9%	3.0%	2.0%
UK Economy Average	31.8%	9.7%	23.2%	19.9%	8.4%	5.5%

5.2 Employment 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 (60.5% in 2014). This meant that of the 1.8 million jobs in the Creative Industries, more than 1 million were filled by people whose highest qualification was at least degree.

Figure 3: Proportion of jobs by highest level of qualification in the Creative Industries compared with UK Economy, 2014




This is markedly different to the UK economy as a whole, where around a third (31.8%) of jobs were filled by those with a degree and around a fifth (23.2%) by those whose highest qualification was a GCSE A* to C in 2014. This shows that the Creative Industries are relatively high skilled when compared to the wider UK workforce.

Table 7: Proportion of jobs in the Creative Industries, by highest level of qualification, 2014

Group	Degree or equivalent	Higher Education	A Level or equivalent	GCSE A* - C or equivalent	Other	No Qualification
Advertising and marketing	63.6%	6.4%	12.8%	10.6%	3.5%	1.5%
Architecture	74.3%	9.5%	5.8%	6.6%	2.2%	0.9%
Crafts	25.2%	1.0%	23.6%	18.6%	12.5%	13.0%
Design: product, graphic and fashion design	43.4%	13.0%	24.9%	10.3%	3.1%	3.6%
Film, TV, video, radio and photography	53.5%	10.4%	18.3%	11.6%	3.0%	2.1%
IT, software and computer services	65.2%	8.3%	13.9%	9.3%	2.2%	0.7%
Museums, galleries and libraries	57.3%	7.2%	14.1%	13.7%	6.0%	1.2%
Music, performing and visual arts	61.0%	9.6%	14.5%	9.8%	2.5%	2.3%
Publishing	58.1%	7.9%	14.2%	11.5%	5.2%	2.7%
Creative Industries Average	60.5%	8.9%	14.9%	10.2%	3.1%	1.7%
UK Economy Average	31.8%	9.7%	23.2%	19.9%	8.4%	5.5%

Employer Skills Survey

The Employer Skills Survey is a business survey which complements data in this release. It is carried out every other year with latest results available for 2013⁷. The 2015 survey is currently underway.

Businesses in the Creative Industries were less likely to report a skills gap⁸, with 12.0 per cent reporting a skills gap compared to 15.6 per cent of businesses outside the Creative Industries. Businesses in the Creative Industries were a little less likely to have provided or paid for any training for employees in the past 12 months, compared with organisations outside the Creative Industries (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.

5.3 Employment in Creative Occupations, by level of qualification

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

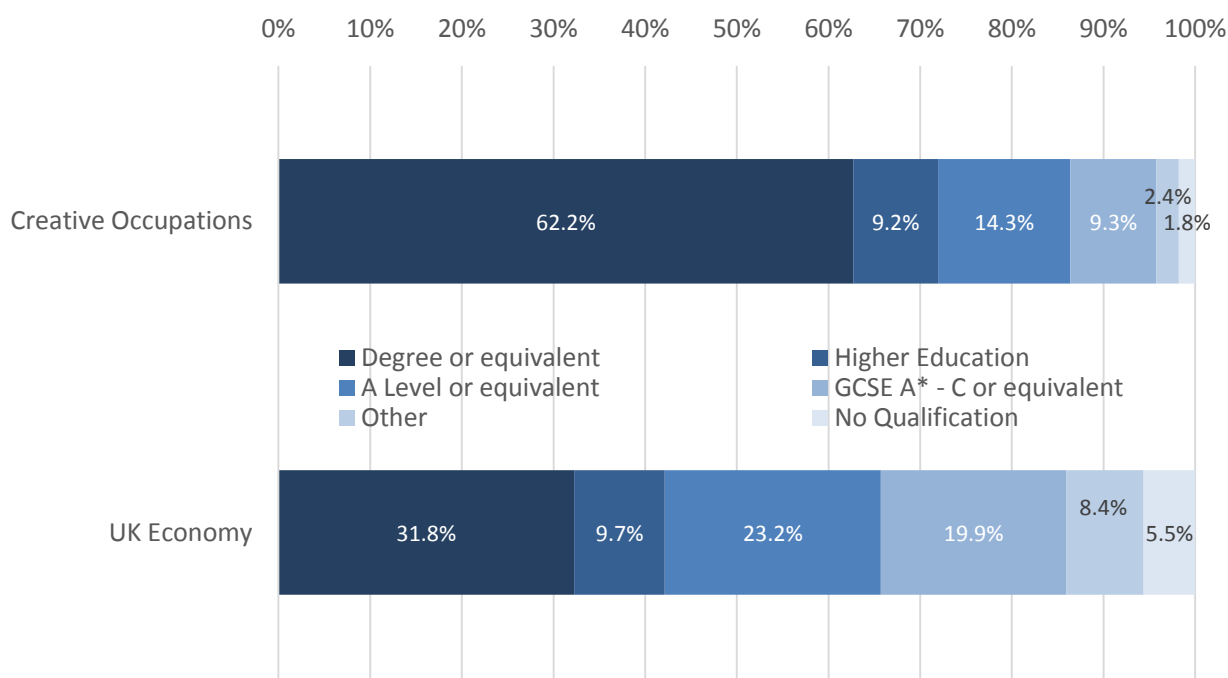
⁷ <https://www.gov.uk/government/collections/ukces-employer-skills-survey-2013>

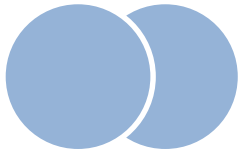
⁸ A skills gap is defined as where an organisation has at least one person on their site who is not regarded as fully proficient.

Table 8: Proportion of jobs in Creative Occupations 2014, 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	60.5%	7.4%	14.6%	12.1%	2.3%	2.5%
Architecture	80.9%	8.5%	6.1%	3.2%	0.4%	0.5%
Crafts	17.1%	6.6%	29.0%	23.7%	9.5%	11.4%
Design: product, graphic and fashion design	55.2%	14.4%	18.4%	7.4%	1.9%	0.8%
Film, TV, video, radio and photography	56.9%	11.2%	17.2%	9.7%	2.9%	1.3%
IT, software and computer services	68.1%	9.2%	13.1%	7.2%	1.1%	0.6%
Museums, galleries and libraries	75.0%	4.2%	11.0%	5.6%	3.0%	0.2%
Music, performing and visual arts	62.2%	9.8%	13.3%	9.7%	2.7%	1.7%
Publishing	69.9%	9.2%	9.9%	6.1%	4.0%	0.9%
Creative Occupations Average	62.2%	9.2%	14.3%	9.3%	2.4%	1.8%
UK Economy Average	31.8%	9.7%	23.2%	19.9%	8.4%	5.5%

There were 1.9 million jobs in Creative Occupations in 2014, 6.4 per cent higher than in 2013. Approximately 1.2 million of these jobs were done by people who had a degree or equivalent qualification.

Figure 4: Proportion of jobs in Creative Occupations by Highest Level of Qualification




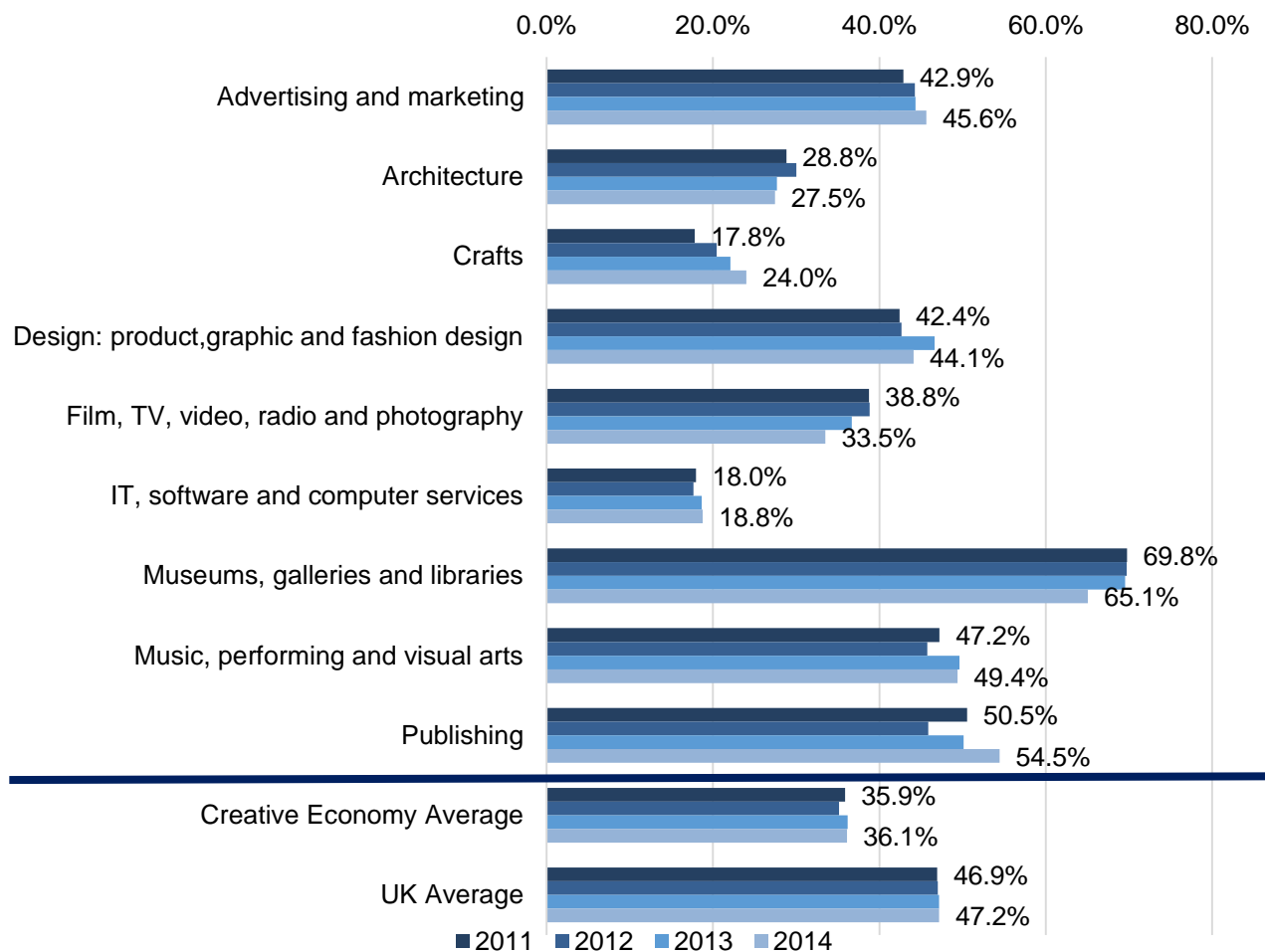
Chapter 6: Employment by gender

In 2014, women held 47.2 per cent of all jobs in the UK workforce. This was the same as 2013 and similar to 2011, when the proportion of jobs filled by women was 46.9 per cent.

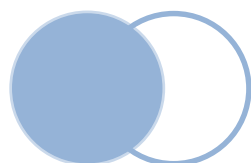
6.1 Employment in the Creative Economy, by gender

In the Creative Economy 36.1 per cent of jobs were filled by women in 2014, there has been very little variation in this figure between 2011 and 2014 (see figure 5).

Figure 5: Proportion of women working in each Creative Economy Group, by year



'IT, software and computer services' accounted for just under a third (31.6%) of all jobs in the Creative Economy and had the lowest proportion of women working in it at 18.8 per cent. The group with the highest proportion of jobs filled by women was 'Museums, galleries and libraries', at 65.1 per cent. While 'Advertising and marketing' employed the greatest number of women, 228,000 jobs.



6.2 Employment in the Creative Industries, by gender

Jobs in the Creative Industries followed a similar pattern to jobs in the wider Creative Economy. Women held 36.7 per cent of jobs in the Creative Industries (compared with 36.1 per cent in the Creative Economy and 47.2 per cent in the whole UK Economy).

Table 9: Creative Industries group jobs by gender, 2014⁹

	Male	Female	% Female
Advertising and marketing	97,000	70,000	41.9%
Architecture	74,000	27,000	26.6%
Design: product, graphic and fashion design	77,000	59,000	43.5%
Film, TV, video, radio and photography	148,000	80,000	35.1%
IT, software and computer services	487,000	120,000	19.7%
Museums, galleries and libraries	33,000	52,000	61.3%
Music, performing and visual arts	139,000	146,000	51.2%
Publishing	88,000	105,000	54.5%
Creative Economy Total	1,145,000	663,000	36.7%

In 2014, 'IT, software and computer services' accounted for 32.6 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 over a fifth (21.9%) of women working in the Creative Industries working in this group.

Between 2011 and 2014, there was a 37.0 per cent increase in the number of women in 'Music, performing and visual arts'. The largest increase for men was in 'Design: product, graphic and fashion design' with an increase of 35.0 per cent. There largest decreases over this period were in 'Publishing' for men (17.2%) and 'Museums, galleries and libraries for women (17.3%).

⁹ Change for Crafts has not been shown due to small sample size.

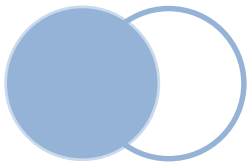
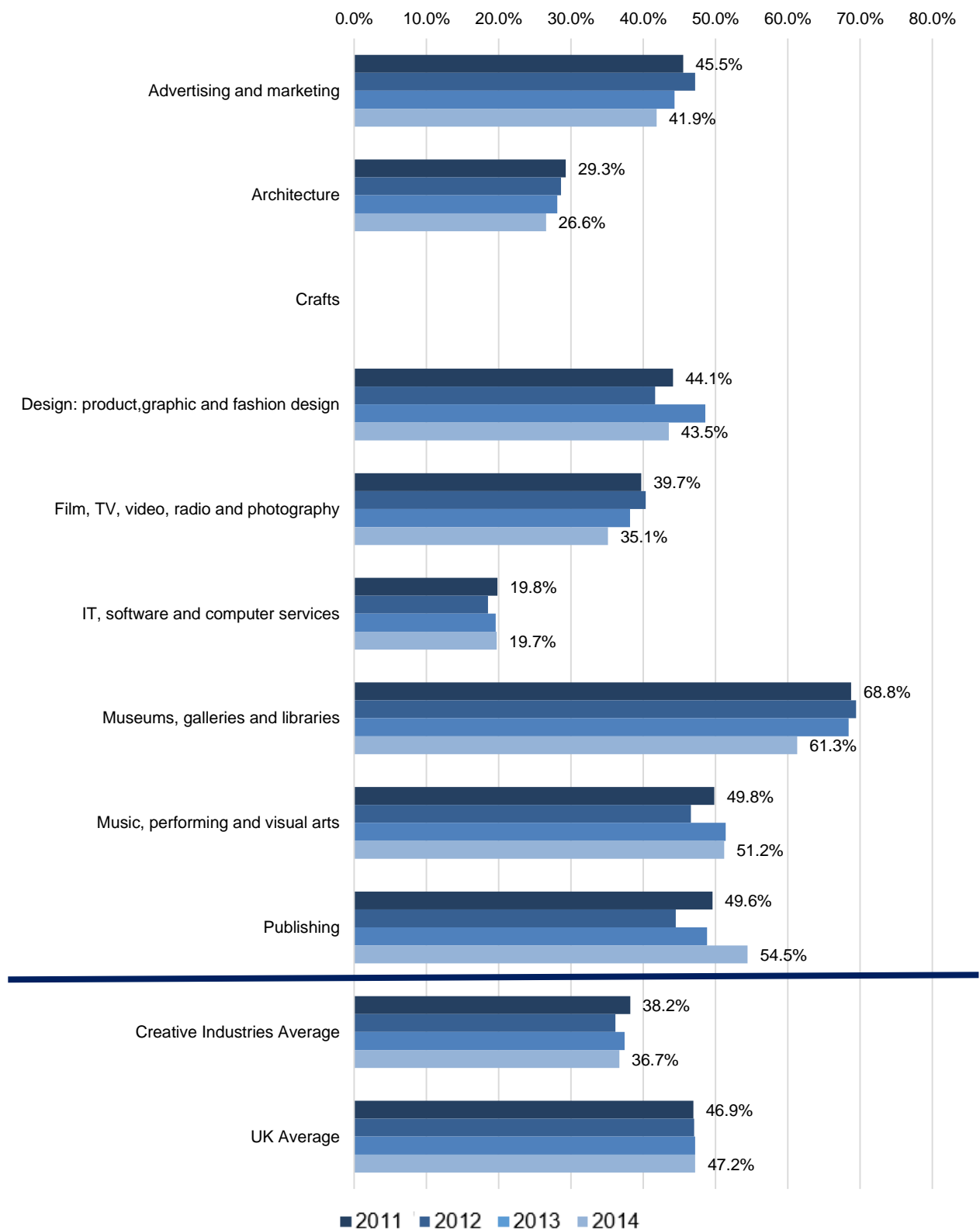
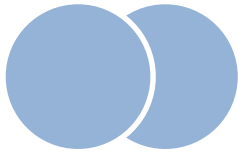


Figure 6: Proportion of jobs in each Creative Industries Group between 2011 and 2014, by gender¹⁰



¹⁰ Change for Crafts has not been shown due to small sample size.



Chapter 7: Employment by ethnicity

In the UK, across all industries, 11.0 per cent of jobs were filled by people from Black, Asian and Minority Ethnic (BAME) groups in 2014. This is an increase from 10.4 per cent in 2013 and 10.1 per cent in 2011.

7.1 Employment in the Creative Economy, by ethnicity

In 2014, the Creative Economy had 2.8 million jobs, 2.4 million of which were filled by those from the White group. Of all jobs in the Creative Economy in 2014, 11.0 per cent were filled by BAME workers, a similar level to the UK economy. Asian / Asian British groups made up 6.7 per cent of jobs (an increase from 5.9% of jobs in 2013).

Table 10: Jobs in the Creative Economy in 2014, by ethnicity

Ethnicity	Jobs	Proportion
White	2,447,000	88.9%
Asian / Asian British	183,000	6.7%
Black / African / Caribbean / Black British	38,000	1.4%
Mixed	36,000	1.3%
Other	47,000	1.7%
Total Creative Economy	2,754,000	100%

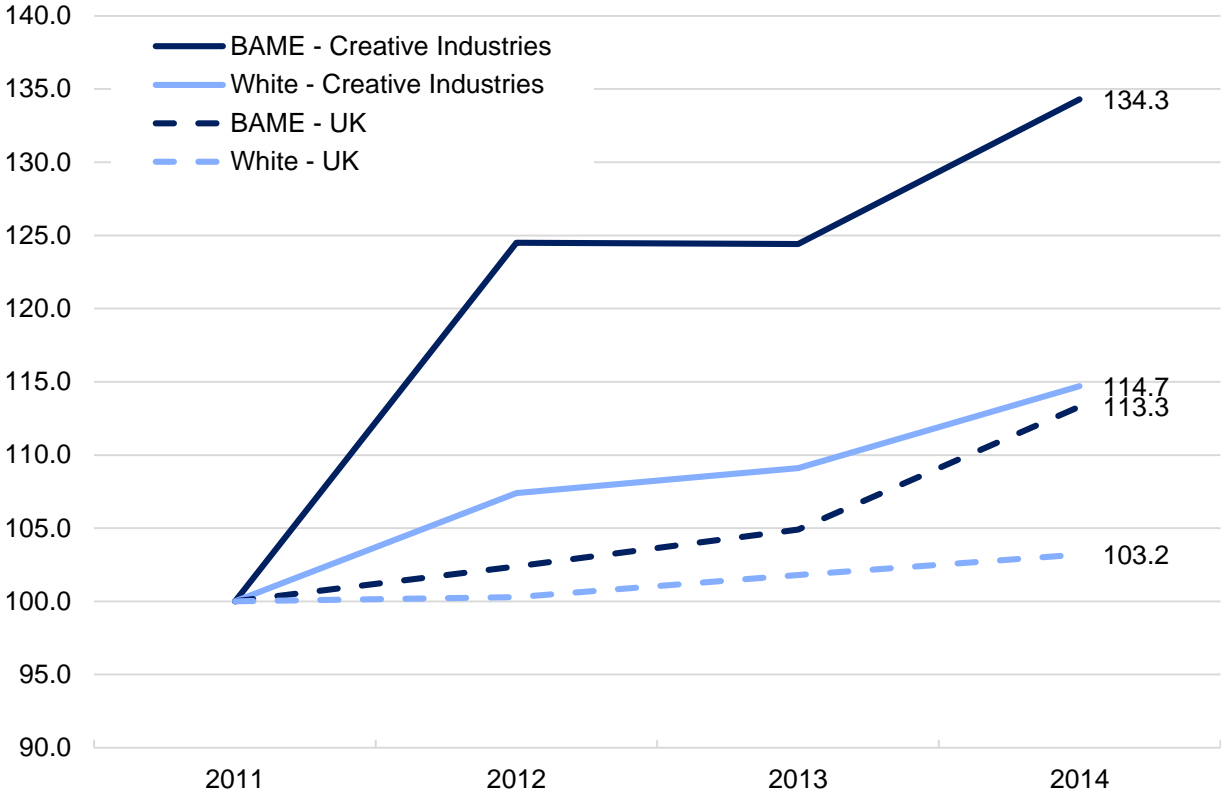
Between 2013 and 2014 the number of jobs in the Creative Economy increased by 5.0 per cent, for the BAME group the increase over the same period was 12.5 per cent, while for the White group it was 4.0 per cent. For the UK Economy as a whole jobs held by the BAME group increased by 8.0 per cent between 2013 and 2014 and the increase for the White group was 1.4 per cent.

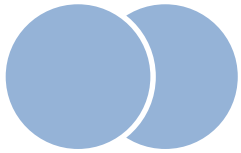
In 'IT, software or computer services', 17.5 per cent of jobs were filled by people from the BAME group in 2014, compared to 6.2 per cent of jobs in the 'Music, performing and visual arts' sector.

7.2 Employment in the Creative Industries, by ethnicity

The Creative Industries accounted for 1.8 million jobs in 2014, 11.0 per cent of which were filled by BAME workers. The number of BAME workers in the Creative Industries increase by 8.0 per cent between 2013 and 2014 (34.3% since 2011), compared with a 5.1 per cent (14.7% since 2011) increase for White workers in the Creative Industries, see figure 7.

Figure 7: Change in the number of jobs in the Creative Industries between 2011 and 2014, by ethnicity (2011 = 100)





Chapter 8: Employment by socio-economic class

This report uses the National Statistics Socio-economic Classification (NS-SEC)¹¹ to analyse socio-economic class. NS-SEC was constructed to measure the employment relations and conditions of occupations, which are central to showing the structure of socio-economic positions in modern societies.

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

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

8.1 Employment in the Creative Economy, by socio-economic class

Of the 2.8m jobs in the Creative Economy, 2.5m (91.9%) were done by people from the more advantaged group, with 0.22m (8.1%) done by those from less advantaged groups.

Between 2011 and 2014 the number of jobs which were done by those in the more advantaged group increased by 14.7 per cent, while the number of jobs done by those in less advantaged groups increased by just 3.4 per cent. The respective increases for those groups in the wider UK economy were 5.2 per cent for the more advantaged group and 2.5 per cent for the less advantaged group.

In 2014, 57.1 per cent of jobs in the Crafts industry, or Crafts jobs outside the crafts industry, were done by those in the less advantaged group, compared to 1.3 per cent of jobs in Architecture occupations or the Architecture industry, see Table 11.

¹¹ <http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-3-ns-sec--rebased-on-soc2010--user-manual/index.html>.

Table 11: Jobs in the Creative Economy in 2014, by group and socio-economic class

	More Advantaged	Less Advantaged	% less advantaged
Advertising and marketing	475,000	25,000	5.0%
Architecture	141,000	-	1.3%
Crafts	41,000	54,000	57.1%
Design: product, graphic and fashion design	189,000	14,000	7.1%
Film, TV, video, radio and photography	233,000	31,000	11.9%
IT, software and computer services	856,000	15,000	1.8%
Museums, galleries and libraries	82,000	24,000	22.3%
Music, performing and visual arts	310,000	37,000	10.7%
Publishing	204,000	21,000	9.3%
Creative Economy	2,530,000	223,000	8.1%

The proportion of jobs within the Creative Economy which are being done by people from the more advantaged group has grown slowly from 91.1 per cent in 2011 to 91.9 per cent in 2013. This is consistent with the finding that the workforce is becoming more skilled, as classification of socio-economic class is linked to occupation.

8.2 Employment in the Creative Industries, by socio-economic class

The socio-economic class of people doing jobs in the Creative Industries in 2014 was similar to the Creative Economy, 92.1 per cent of jobs in the Creative Industries were done by those in the more advantaged group. Like the creative economy there is a trend towards greater numbers in the more advantaged group with this figure growing from 91.1 per cent in 2011.

Between 2013 and 2014, the number of jobs in the Creative Industries done by those in the more advantaged group increased by 6.1 per cent (17.0% since 2011), higher than the 2.0 per cent increase in jobs for this group in the wider UK economy. For the less advantaged group, the number of jobs in the Creative Industries stayed approximately the same between 2013 and 2014 (0.1% decrease), in the wider UK economy there was a 2.2 per cent increase for this group.

Table 12: Jobs in the Creative Industries in 2014, by socio-economic class

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

Within the Creative Industries, 'Music, performing and visual arts' was the largest employer of those within the less advantaged group, with 30,000 jobs in 2014. While 'Museums, galleries and libraries' had the highest proportion of jobs filled from the less advantaged group, 27.2 per cent of jobs, compared with an average of 7.9 per cent across all Creative Industries.

Annex A: Creative Occupations

Occupations used in this report are 4 digit Standard Occupational Classification 2010 (SOC) codes. Table 13 below contains a list of Creative Occupations.

Table 13: Creative Occupations

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

- a) Following consultation, five additional SOC codes have been included to represent occupations in the crafts sector.
- b) Further information on occupation codes proposed and the rationale for inclusion can be found in the consultation paper¹² and in Bakhshi, Freeman and Higgs (2013)

¹² <https://www.gov.uk/government/consultations/classifying-and-measuring-the-creative-industries-consultation-on-proposed-changes>

Annex B: Creative Industries

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

Table 14: 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 15 below.

Table 15: Creative Intensities

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

Notes:

- 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).*
- 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.*
- 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.*
- 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>*