DCMS Sectors Economic Estimates 2017: Employment
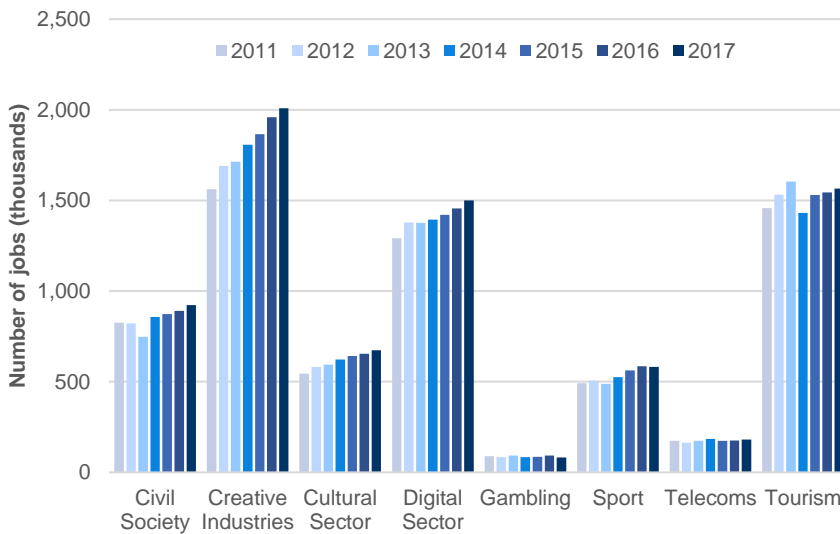
In 2017 there were 5.4 million jobs in DCMS sectors, accounting for 16.4% of all UK jobs.

DCMS Sectors | **UK (all sectors)**

Jobs 2017 5.4 million

16.4 % of UK jobs

2.3% **Since 2016**

1.5% **Since 2016**

The Creative Industries is the DCMS sector with the most jobs and has also seen the largest increase in jobs since 2011. (NB there is some overlap between DCMS sectors.)

Of all jobs in DCMS sectors, 5.8% were held by EU nationals from outside the UK and 4.6% by non-EU nationals.
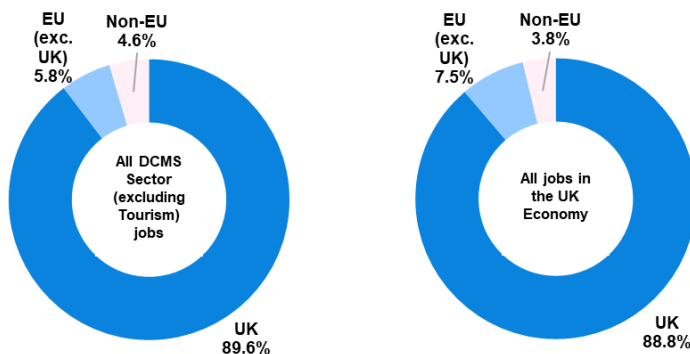
This release provides estimates of employment (the number of jobs) in the DCMS Sectors. This is part of a series of economic measures, also encompassing GVA, trade, and business demographics. These are available in separate publications. These releases enable stakeholders to evaluate the economic contribution of DCMS Sectors, which are not traditional National Account Sectors, and to understand how current and future policy interventions can be most effective.

The DCMS sectors covered in this report are:
- Civil Society
- Creative Industries
- Cultural Sector
- Digital Sector
- Gambling
- Sport
- Telecoms
- Tourism

Contents

Chapter 1:   Introduction

Code of Practice for Statistics
DCMS Sector Economic Estimates is an Official Statistic and has been produced to the standards set out in the Code of Practice for Statistics.

Background

Released: 18 July 2018

Geographic Coverage: United Kingdom

This release provides estimates for the **number of jobs** in DCMS Sectors together with the following breakdowns for all sectors excluding Tourism[1]:

- region and devolved national administration (Scotland, Wales and Northern Ireland);
- demographics: gender, ethnicity, age, qualification, socio-economic classification, disability;
- employed, self-employed;
- full time, part time; and
- UK national, EU national, or other (non-EU) national.

The latest year for which these estimates are available is 2017. Estimates of employment are calculated from the ONS Annual Population Survey. As with other statistics in the Economic Estimates series, categorisation of DCMS Sectors is based on the Standard Industrial Classification (SIC) codes.

Data are available for each DCMS sector; and also for sub-sectors within the Creative Industries, Digital Sector, and the Cultural Sector. There is significant overlap between DCMS sectors so users should be aware that the estimate for **"DCMS Sectors Total" is lower than the sum of the individual sectors**.

In summary, the data presented in this report on employment:

- Are based on official statistics data sources
- Are based on internationally-harmonised codes, meaning the estimates are:
  - Comparable at both a national and international level.
  - Comparable over time, allowing trends to be measured and monitored.
  - Subject to limitations of the underlying classifications around reflecting the current balance and make-up of the UK economy. For example, the SIC codes were developed in 2007 and have not been revised since. Emerging Sectors, such as Artificial Intelligence, are therefore hard-to-capture and may be excluded or mis-coded.
- Are based on survey data (Annual Population Survey) and, as with all data from surveys, there will be an associated error margin surrounding these estimates[2].

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[1] Tourism data are based on a different methodology to other DCMS Sectors as they are taken from the Tourism Satellite Account and therefore it is not possible to produce robust demographic breakdowns for direct Tourism jobs.
[2] Sampling error is the error caused by observing a sample (as in a survey) instead of the whole population (as in a census). While each sample is designed to produce the "best" estimate of the true population value, a number of equal-sized samples covering the population would generally produce varying population estimates.

- o This means we cannot say an estimate of, for example, 20% is totally accurate for the whole population. Our best estimates, from the survey sample, suggest that the figure is 20%, but due to the degree of error the true population figure could perhaps be 18% or 23%.
- o This is not an issue with the quality of the data or analysis, rather it is an inherent principle when using survey data to inform estimates.

Feedback
DCMS aims to continuously improve the quality of estimates and better meet user needs. The latest report takes on user feedback from last year and has included additional web tables showing

- employment in DCMS Sectors by disability
- employment in the Creative Economy
- employment in the Digital Economy.

Feedback on this report should be sent to DCMS via email at evidence@culture.gov.uk by **Friday 19 October 2018**.

Chapter 2: Employment in DCMS Sectors

This chapter presents estimates of the absolute number of jobs in the DCMS Sectors as a whole, as well as the proportion of the UK jobs total that is accounted for by DCMS Sectors, for each year from 2011 to 2017. All estimates are based on the number of jobs, taking into account the first and second jobs of an individual. This chapter focusses on the total employment for DCMS Sectors and trends since 2011. Further analysis on employment in the individual DCMS sectors, and on corresponding trends over time, is available in chapter 3.

DCMS Sectors Total

It is estimated that in 2017, there were just under 5.4 million jobs in the DCMS Sectors across the UK. This value is the highest recorded over the time period of 2011 to 2017 (Figure 2.1), in terms of the absolute value, but is a similar level in terms of the proportion of the total number of UK jobs to previous years, at around 16% (Figure 2.2).
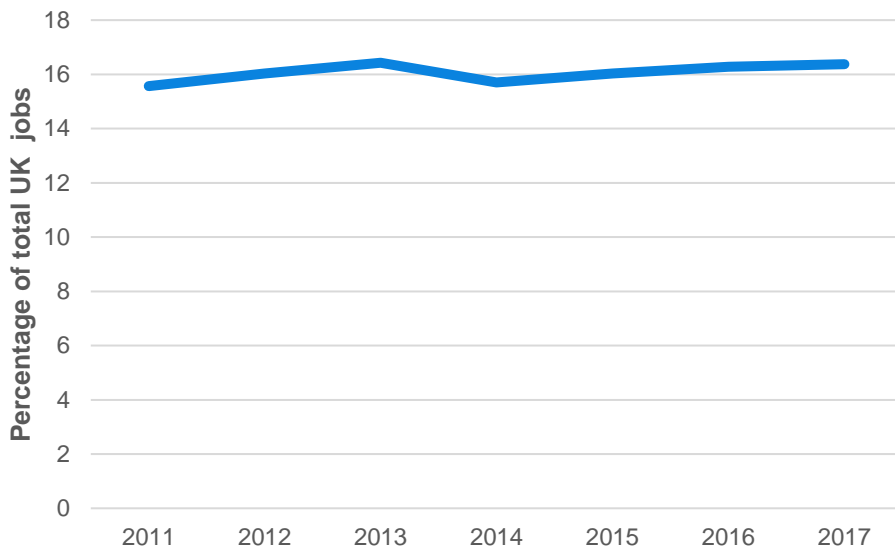
Figure 2.1: Employment in DCMS Sectors: 2011 to 2017

| Sector	2011	2012	2013	2014	2015	2016	2017	% change 2016 - 2017	% change 2011- 2017	% of UK jobs 2017
Civil Society[1]	825	823	749	857	873	891	922	3.4	11.8	2.8
Creative Industries	1,562	1,691	1,713	1,808	1,866	1,958	2,008	2.5	28.6	6.1
Cultural Sector	545	582	594	623	642	654	674	3.0	23.6	2.0
Digital Sector	1,292	1,378	1,376	1,394	1,421	1,455	1,500	3.1	16.1	4.6
Gambling	89	84	92	84	85	93	82	-11.7	-8.0	0.2
Sport	492	505	488	526	563	586	581	-0.8	18.3	1.8
Telecoms	174	164	174	184	174	176	181	2.5	4.1	0.5
Tourism[2]	1,457	1,532	1,604	1,432	1,531	1,544(p)	1,566(p)	1.4	7.4	4.8
All DCMS Sectors[3]	**4,690**	**4,862**	**5,053**	**4,931**	**5,138**	**5,269(p)**	**5,393(p)**	**2.3**	**15.0**	**16.4**
% of UK jobs	*15.6*	*16.0*	*16.4*	*15.7*	*16.0*	*16.3(p)*	*16.4(p)*	*N/A*	*N/A*	*N/A*
All UK Sectors	**30,129**	**30,334**	**30,760**	**31,410**	**32,037**	**32,422**	**32,921**	**1.5**	**9.3**	**100.0**

Notes:
1. Civil Society represents people who work in a charity, voluntary organisation or trust. This is an underestimate for the Sector and does not include volunteers, social enterprises and mutuals[3].
2. The Tourism figures for 2015 and 2016 are shown here in red to show that they have been updated since last year's publication. The All DCMS Sectors and percentage of UK jobs figures have been correspondingly updated to reflect these new figures. They are taken from the updated UK-Tourism Satellite Account for 2015 and 2016, which was produced in November 2017. Tourism direct employment estimates are calculated using tourism ratios (currently the ratios as at 2015) and applied to the latest Tourism industries data. This means the 2016 and 2017 data are provisional; the 2016 figure will be finalised when a full UK-Tourism Satellite Account is available in November 2018.
3. The total for all DCMS Sectors does not equal the sum of each sector due to overlap between sectors.
4. (p) = provisional

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[3] The Community Life Survey shows that in 2016-17, 39% of adults in England undertook some formal or informal volunteering at least once a month. The Mutuals Yearbook 2013 suggested that approximately 970,000 people were employed in mutuals, although there may be some overlap with DCMS other Sectors captured in the table above, and more recent data are not available for 2017. DCMS are currently carrying out some research to identify and define social enterprises, and plan to include this in the Civil Society total once available.

Figure 2.2: Contribution of DCMS Sectors to UK total employment (%): 2011 to 2017

The 5.4 million figure for DCMS employment in 2017 was 2.3% higher than 2016. In comparison, the number of total UK jobs grew by 1.5% last year.
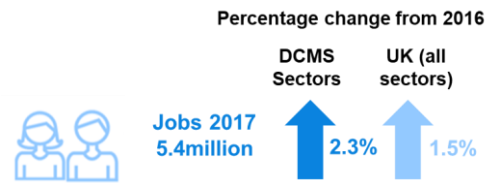
From 2011 to 2017, employment in the DCMS Sectors grew at a faster rate than the UK as a whole; 15.0% versus 9.3% (see Figure 2.3).
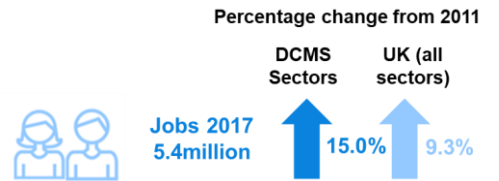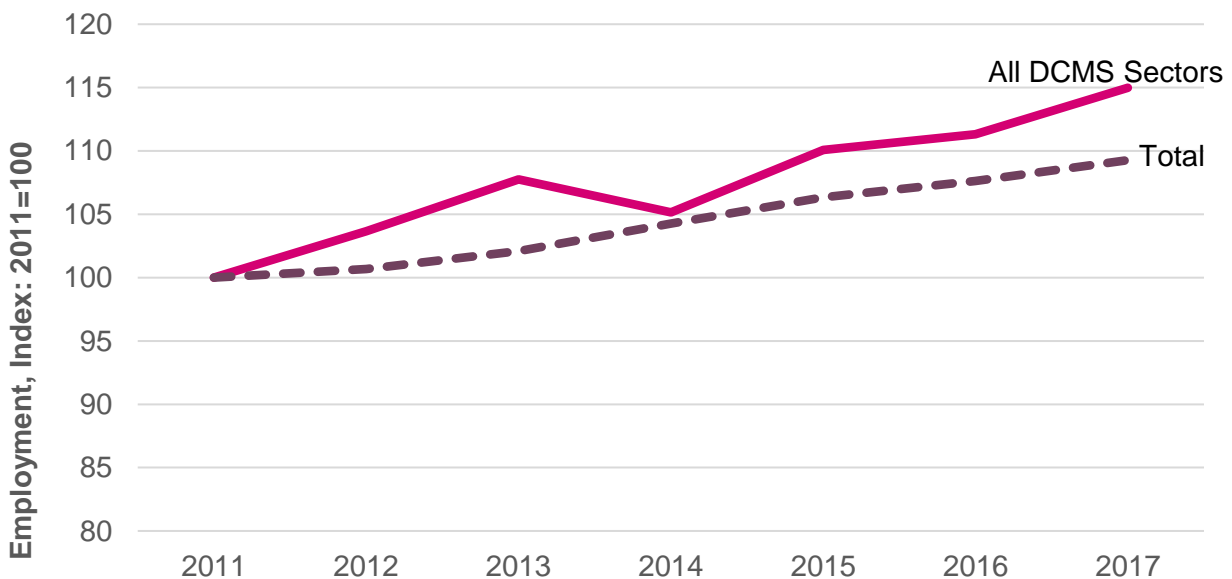

Percentage change from 2016

Jobs 2017 5.4million
DCMS Sectors 2.3%
UK (all sectors) 1.5%

Percentage change from 2011

Jobs 2017 5.4million
DCMS Sectors 15.0%
UK (all sectors) 9.3%

Figure 2.3: Index of growth in jobs for DCMS sectors and for total UK: 2011 to 2017 (2011=100)

Of all the DCMS sectors, the number of jobs for the Creative Industries was the largest, followed by the Tourism sector and the Digital Sector. However it should be taken into account that there is significant overlap between DCMS sectors (as represented in Figure 2.4), so it is difficult to make comparisons between them.

Figure 2.4: Employment of DCMS Sectors as a percentage of total UK employment (%): 2017
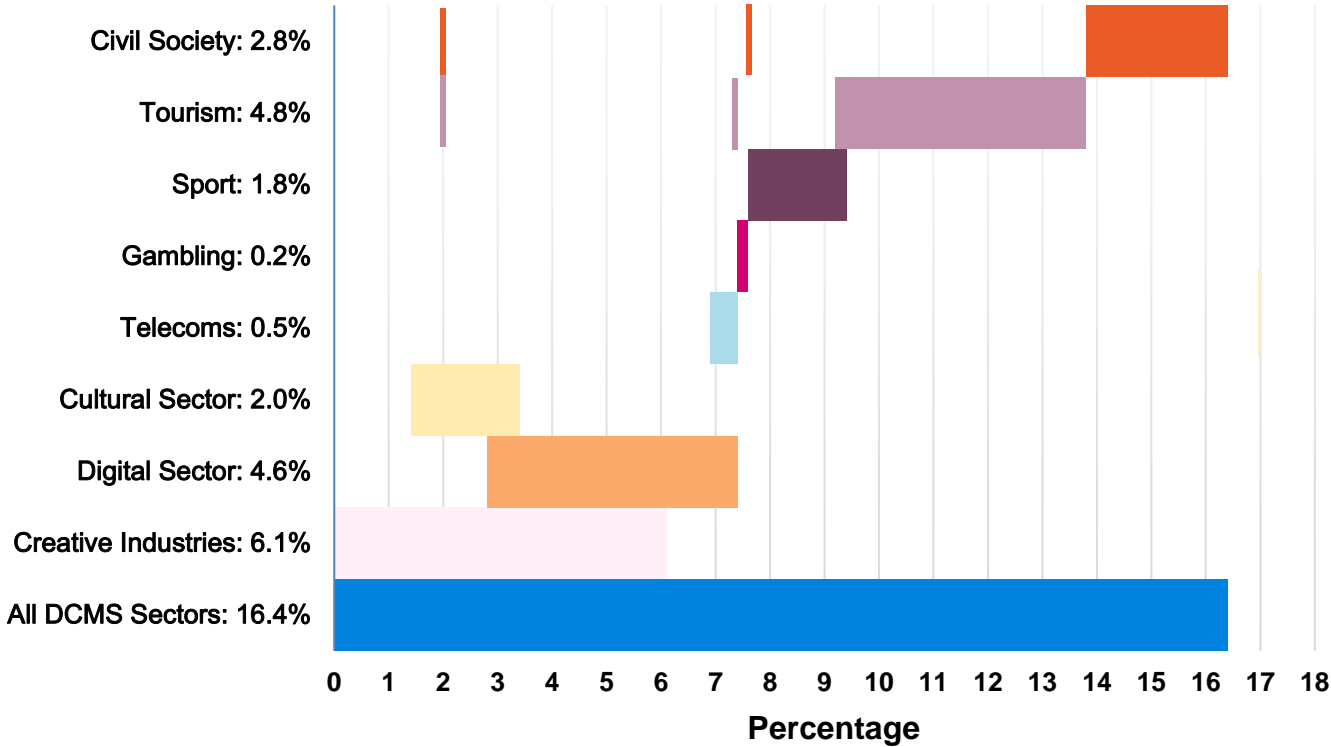
Note: There is a very small (less than 0.1%) overlap between Civil Society and each of the Digital Sector, Telecoms and Gambling which cannot visually be identified in Figure 2.3.

Chapter 3:   Employment in individual DCMS sectors

This chapter builds on the analysis in chapter 2, providing more context and looking at the estimates for each individual sector. There is significant overlap between DCMS sectors so users should be aware that the estimate for "DCMS Sectors Total" is lower than the sum of the individual sectors. It is also worth noting that those larger SIC codes, which are found within multiple sectors, for example in Creative Industries and Cultural Sector, are likely to drive the trends in the same way for both sectors.

Overall within DCMS Sectors,
- Each individual DCMS sector had grown from 2011 to 2017, except for the Gambling sector, which is the smallest and therefore most volatile of the sectors. For Gambling, the number of jobs in 2017 was 8.0% lower than it was in 2011 and 11.7% lower than in 2016.

- For the other sectors, the employment growth over this period (from 2011 to 2017) ranged from 4.1% in the Telecoms sector to 28.6% in the Creative Industries. Of these seven sectors that grew from 2011 to 2017, five of them had faster employment growth than the UK-wide average (9.3%), with Telecoms (4.1%) and Tourism (7.4%) having a slower growth over this time period.

Figure 3.1: Percentage change in the number of jobs in DCMS sectors and total UK employment: 2011 to 2017
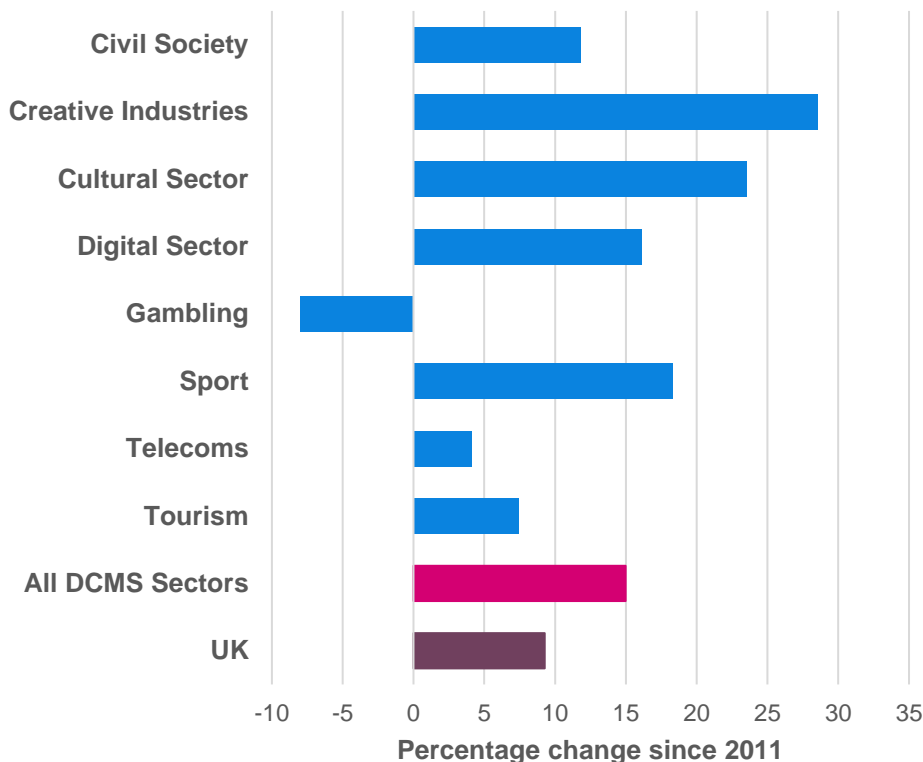
Civil Society

<u>Key Findings</u>
- In 2017, there were around 922,000 (just under 1 million) jobs in the Civil Society sector. This was a record number of jobs for the Sector over the time period of 2011 to 2017.
- There was a 3.4% increase on the 2016 figure and an increase of 11.8% since 2011; these rates of increase were faster than the corresponding rates of increase of UK total jobs (1.5% and 9.3% respectively) over these time periods.
- The Civil Society sector represented 2.8% of total UK employment in 2017. This is consistent with previous years' proportions since 2011.

How is Civil Society defined?

The Civil Society estimates included in this report attempt to measure jobs for this sector for people who work in a charity, voluntary organisation or trust. This is an underestimate for the wider voluntary, community and social enterprise sector and does not include volunteers as a whole, social enterprises and mutuals.

Figure 3.2: Employment (number of jobs) in the Civil Society sector and percentage contribution to UK total employment: 2011 to 2017
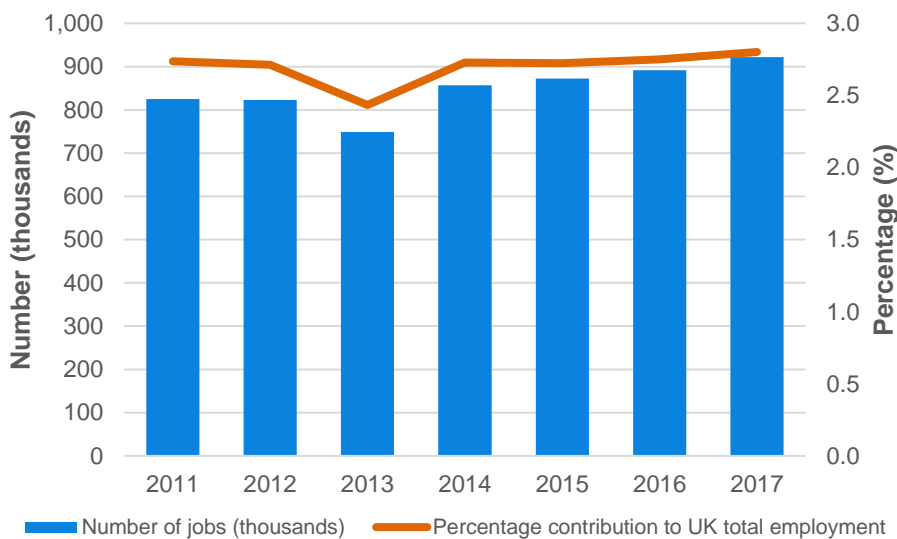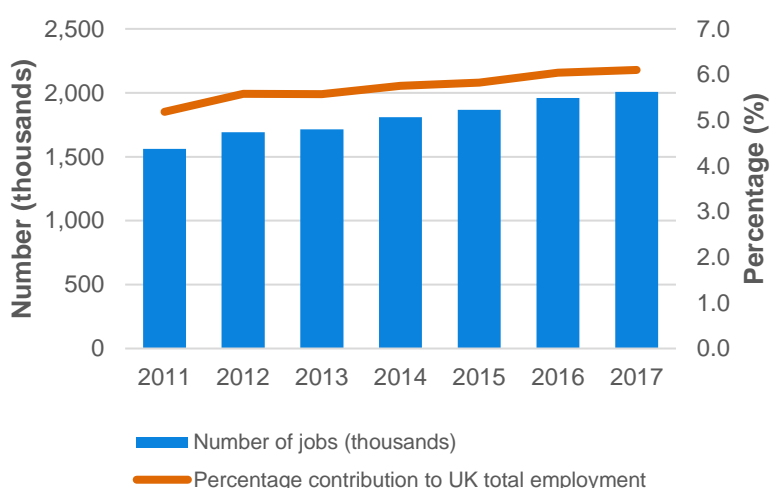

Looking across the years, there was a 9.0% fall in job numbers from 2012 to 2013, which was then followed by a 14.5% increase from 2013 to 2014. There has been a steady growth thereafter.

Creative Industries

<u>Key Findings</u>
- In 2017, the number of jobs in the sector stood at just over 2 million, the highest in this series (2011 to 2017).
- This was a 2.5% rise on the 2016 total and a 28.6% rise on the 2011 total. This compares with 1.5% and 9.3% growth respectively in the number of jobs across the UK as a whole.
- This was the fastest rate of growth among the DCMS Sectors for the 2011-2017 period, and Creative Industries therefore remained the largest DCMS sector in 2017.
- Creative Industries accounted for 6.1% of the total number of jobs in the UK in 2017. This compares with 5.2% of the total number of UK jobs that it accounted for in 2011.

Figure 3.3: Employment (number of jobs) in the Creative Industries and percentage contribution to UK total employment: 2011 to 2017

Number of jobs (thousands)
Percentage contribution to UK total employment

<div style="border:1px solid pink;">

How are the Creative Industries defined?

The Creative Industries were defined in the Government's <u>2001 Creative Industries Mapping Document</u> 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".
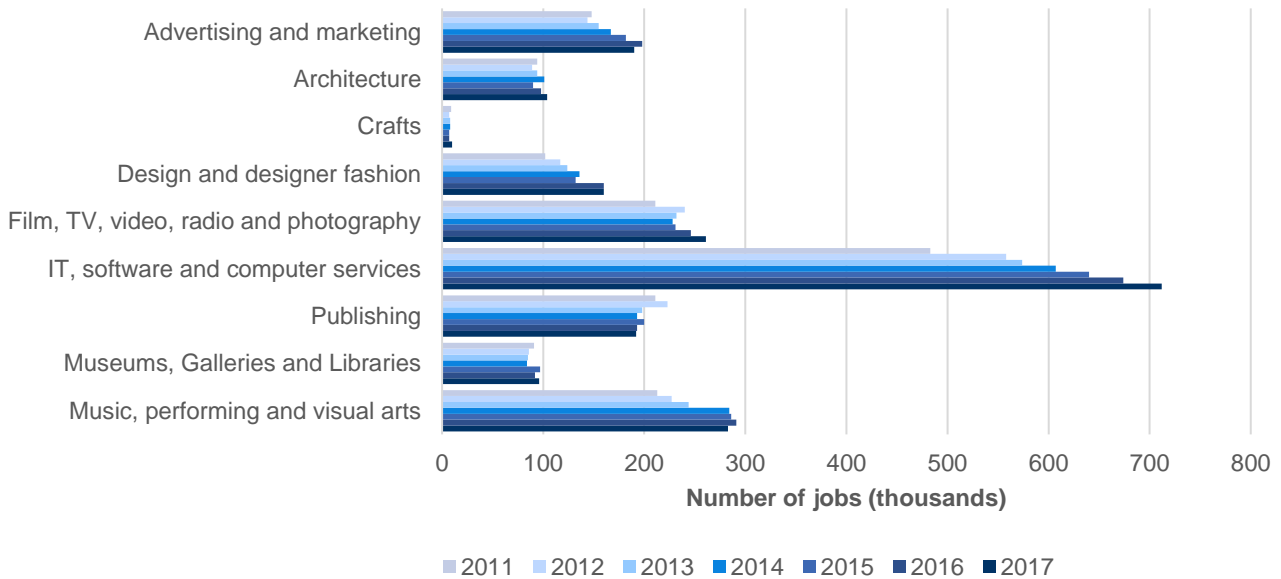
The DCMS definition is a UK definition based on international industrial codes. It includes the following sub-sectors:

- Advertising and marketing;
- Architecture;
- Crafts;
- Design and designer fashion;
- Film, TV, video, radio and photography;
- IT, software and computer services;
- Publishing;
- Museums, galleries and libraries; and
- Music, performing and visual arts.

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<u>Sub-sector analysis</u>
The 'IT, software and computer services' sub-sector has been a key driver of growth in the Creative Industries sector. This sub-sector has the largest number of jobs among the Creative Industries sub-sectors, with employment from this sub-sector making up over a third (35.5%) of all Creative Industries jobs in 2017. This sub-sector grew by 5.5% between 2016 and 2017, and has grown by 47.5% since 2011.

The second largest Creative Industries sub-sector in terms of employment is the 'Music, performing and visual arts' sub-sector, which contributed 14.1% of total Creative Industries employment in 2017. This sub-sector experienced a decrease in the number of jobs between 2016 and 2017 (-3.1%), although it has increased by 32.5% since 2011.

There were other sub-sectors with large growth but they tended to be sub-sectors that did not contribute much towards the total Creative Industries figure. For example the 'Crafts' sub-

sector had a growth of 36.6% since 2016 but accounted for less than 1% of the Creative Industries total.

Over the longer term, since 2011, all sub-sectors in the Creative Industries have grown except one, with rates varying from 5.7% ('Museums, Galleries and Libraries') to 57.0% ('Designer and designer fashion'). The only sub-sector which has declined over this period has been 'Publishing', which has fallen by 9.2% over this period (from 211,000 to 192,000).

Figure 3.4: Employment (number of jobs) in the Creative Industries sub-sectors: 2011 to 2017

Cultural Sector

Key Findings

- In 2017, the Cultural Sector comprised of 674,000 jobs. This was the highest number since 2011.
- There was a 3.0% increase on the 2016 total and a 23.6% increase on the 2011 total. This compares with 1.5% and 9.3% growth respectively in total UK jobs.
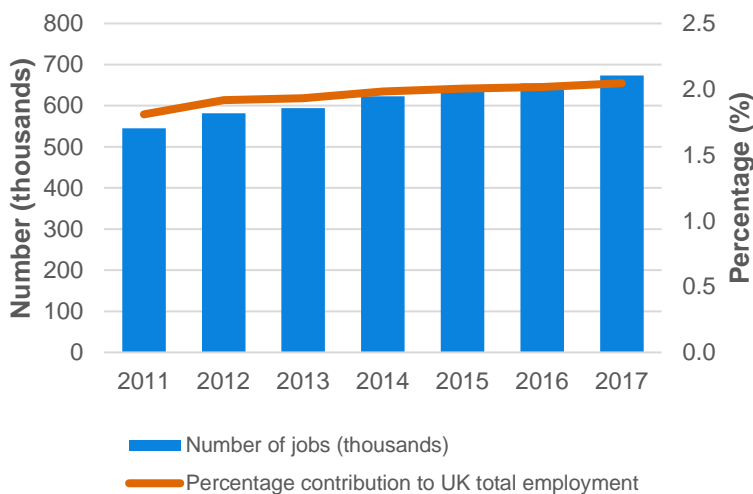- The Cultural sub-sector accounted for 2.0% of total UK jobs in 2017.

Figure 3.5: Employment (number of jobs) in the Cultural Sector and percentage contribution to UK total employment: 2011 to 2017

How is the Cultural Sector defined?

DCMS have defined the Cultural Sector as those industries with a cultural object at the centre of the industry.

The DCMS definition is a UK definition based on international industrial codes. It includes the following sub-sectors:

- Arts;
- Film, TV, and music;
- Radio;
- Photography;
- Crafts;
- Museums and galleries;
- Library and archives;
- Cultural education; and
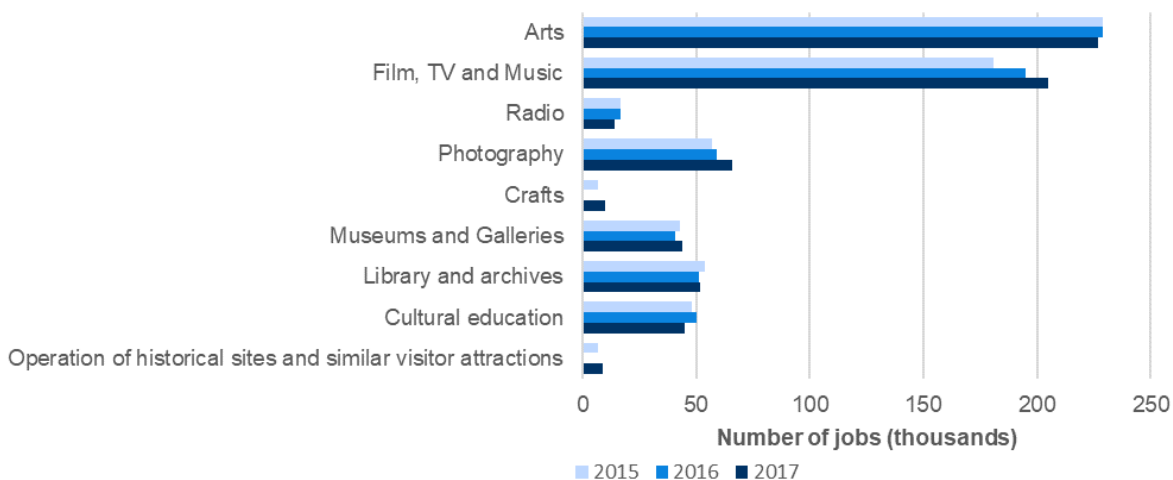- Operation of historic buildings and similar visitor attractions.

Sub-sector analysis

The 'Arts' (33.7%) and 'Film, TV and Music' (30.5%) sub-sectors are the largest in the Cultural sector. They made up nearly two thirds (64.2%) of the jobs in the Cultural sector in 2017, similar proportions to previous years. The 'Arts' saw a 1.1% decrease between 2016 and 2017, whilst the 'Film, TV and Music' sub-sector saw a 5.3% increase over this same period.

**Figure 3.6: Employment (number of jobs) by Cultural sub-sectors[4]: 2015 to 2017**

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[4] The 2016 figure for 'Crafts' and 'Operation of historical sites and similar visitor attractions' has been suppressed in order to prevent individuals being identified.

Digital Sector

<u>Key Findings</u>
- In 2017, the Digital Sector comprised of 1.5 million jobs. This was the highest number for the Digital Sector since 2011.
- The 2017 figure was a 3.1% increase on 2016 and a 16.1% increase on 2011. This compares to an increase of 1.5% and 9.3% respectively in the total number of jobs in the UK.
- The Digital Sector accounted for 4.6% of the total number of jobs in the UK in 2017, a similar proportion since 2011.

Figure 3.7: Employment (number of jobs) in the Digital Sector and percentage contribution to UK total employment: 2011 to 2017

Number of jobs (thousands)
Percentage contribution to UK total employment
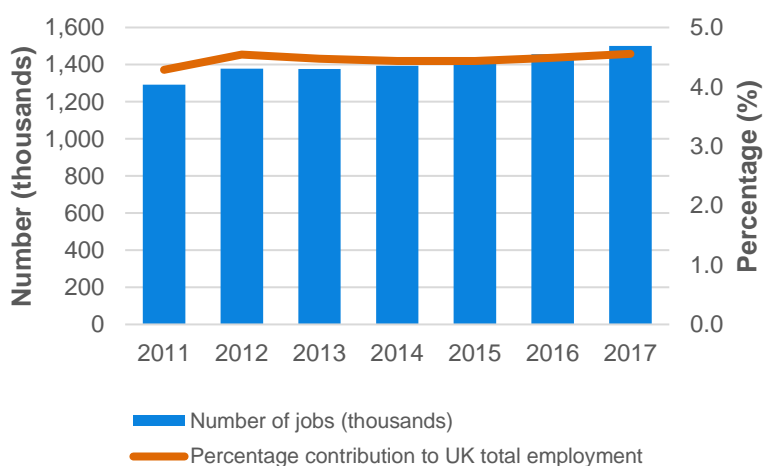
How is the Digital Sector defined?

The definition of the Digital Sector used in this release was developed by the OECD using the UN Standard Industrial Classifications (SICs). This gives it the advantage of international comparability.

The definition includes the following sub-sectors:

- Manufacturing of electronics and computers;
- Wholesale of computers and electronics;
- Publishing (excluding translation and interpretation activities;
- Software publishing;
- Film, TV, video, radio and music;
- Telecommunications;
- Computer programming, consultancy and related activities;
- Information service activities;
- Repair of computers and communication equipment.

<u>Sub-sector analysis</u>
Consistent with previous years since 2011, the 'Computer programming, consultancy and related activities' sub-sector was the largest sub-sector, comprising of almost 1 in 2 of all jobs in the Digital Sector (48.5%) in 2017. This sub-sector was a big driver of the sectoral growth from 2016 to 2017, with employment having increased 5.4% from 2016 and 18.1% since 2014.

The next largest sub-sectors were 'Film, TV, video, radio and music', which grew by 3.5% from 2016 to 2017 to make up 13.7% of jobs in the Digital Sector; and the 'Telecommunications' sub-sector, which grew by 2.5% since 2016 to make up 12.0% of jobs in the sector.

There were other sub-sectors which saw fast growth rates in the Digital Sector. For example, the 'Information services activities' and the 'Wholesale of computers and electronics' sectors grew by 11.6% and 21.4% respectively from 2016 to 2017. However, these sub-sectors only contributed 2.1% and 2.4% of the jobs respectively for the Digital Sector in 2017.

Of the nine Digital sub-sectors, six saw a growth in job numbers from 2016 to 2017, whilst three saw a fall in jobs. All the sectors that experienced growth did so at a rate which outstripped the rate of growth of employment across total UK jobs. The sector which declined

the most, 'Manufacturing of electronics and computers', fell by 9.4% from 2016 to 2017, continuing a trend of decline going back to 2014, the earliest available data for the Digital sub-sectors.

**Figure 3.8: Employment (number of jobs) by Digital sub-sector: 2014 to 2017**
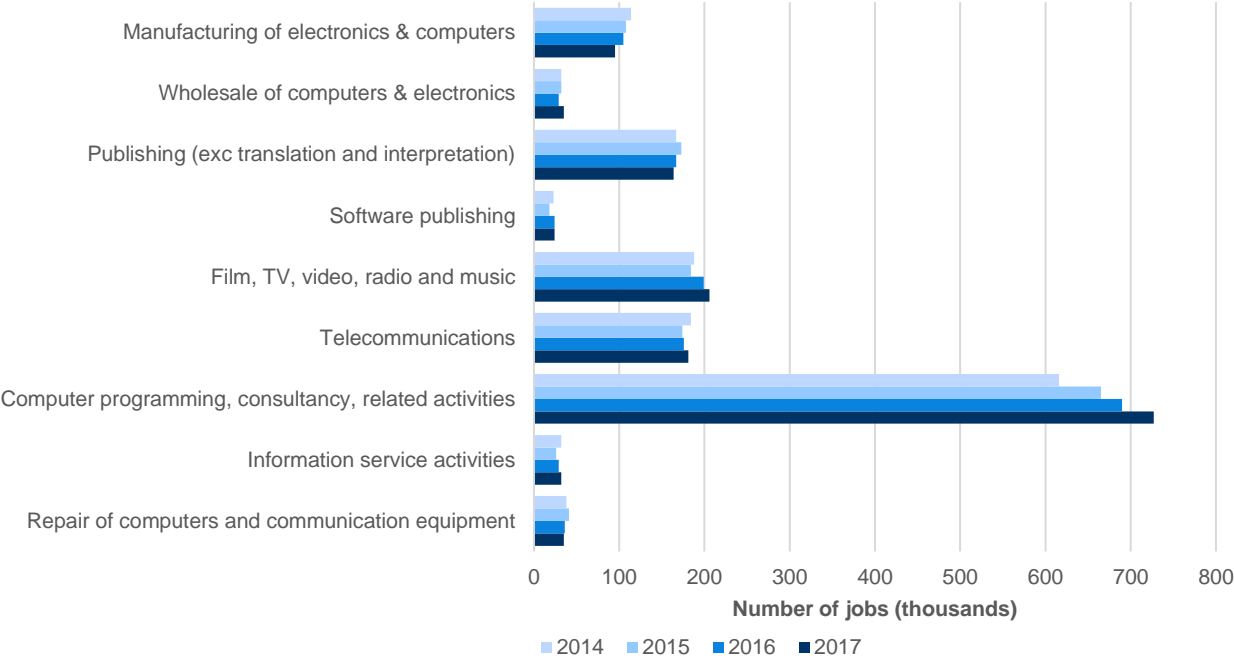
Gambling

Key Findings
- In 2017, there were approximately 82,000 jobs in the Gambling sector. This was the lowest of all the DCMS sectors and, for Gambling itself, it was the lowest figure in this series since 2011.
- The 2017 figure was an 11.7% decrease on 2016 and an 8.0% decrease on 2011. However it is worth noting that due to the relatively small jobs numbers in the Gambling sector, small absolute changes from year to year can translate into relatively large percentage changes.
- The Gambling sector accounted for 0.2% of total UK employment in 2017. This is consistent with previous years' proportions since 2011.

Figure 3.9: Employment (number of jobs) in the Gambling sector and percentage contribution to UK total employment: 2011 to 2017
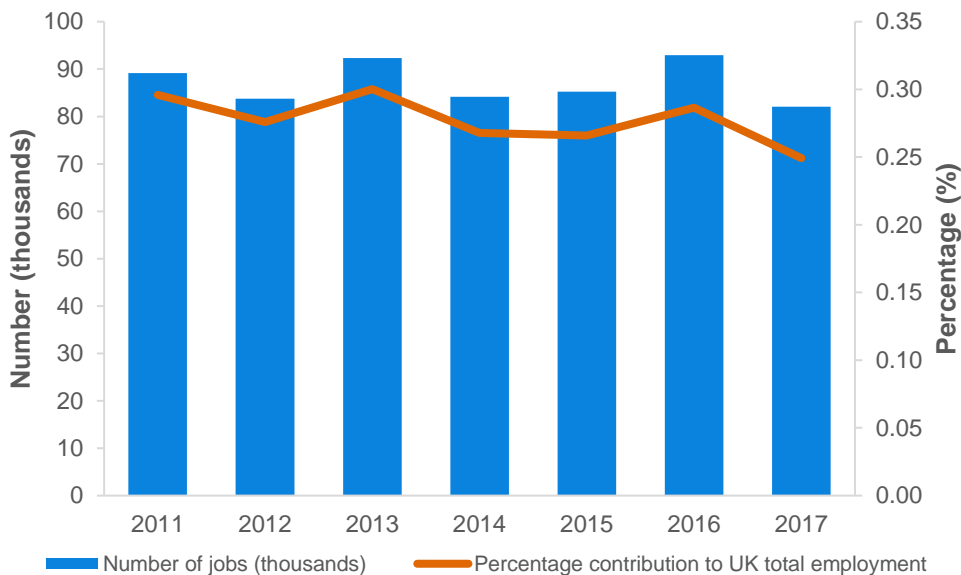
Sport

Key Findings
- In 2017, the Sport sector comprised of around 581,000 jobs.
- This was broadly unchanged (a 0.8% fall) on the 2016 total but an 18.3% rise on the 2011 total. This compares with 1.5% and 9.3% growth respectively in total UK jobs as a whole.
- The Sport sector accounted for 1.8% of total UK employment in 2017. This is consistent with previous years' proportions since 2011.

How is Sport defined?

For the purposes of this publication the statistical definition of sport has been used, which incorporates only those activities which are predominately sport-related.

The definition encompasses (among other activities): the manufacture and retail sale of sports goods and other goods relating to physical activities; the renting and leasing of sports and recreational goods; the operation of sports and fitness facilities; and activities of sports clubs.

Figure 3.10: Employment (number of jobs) in the Sport sector and percentage contribution to UK total employment: 2011 to 2017
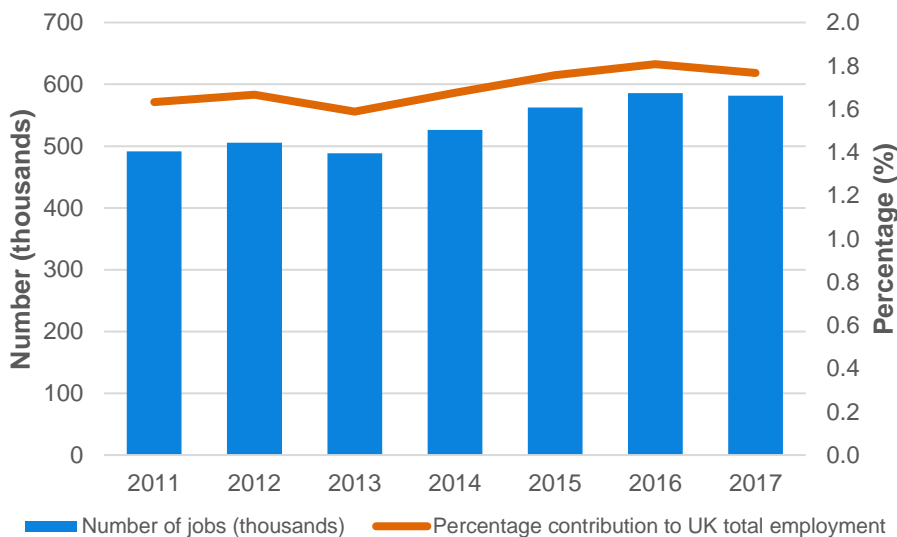
Telecoms

Key Findings
- In 2017, the Telecoms sector comprised of 181,000 jobs. This was the second lowest of all DCMS sectors (Gambling was the lowest).
- The 2017 figure represented a 2.5% increase on the 2016 figure and a 4.1% increase on the 2011 figure. This compares with 1.5% and 9.3% growth respectively in total UK jobs as a whole.
- The Telecoms Sector accounted for around 0.5% of the total UK employment in 2017.

How is Telecoms defined?

The definition of telecoms used in the DCMS Sectors Economic Estimates is consistent with the internationally agreed definition; SIC 61 - Telecommunications.

Note that as well as appearing as a sector on its own, Telecoms is also entirely included within the Digital Sector as one of the sub-sectors.

Figure 3.11: Employment (number of jobs) in the Telecoms Sector and percentage contribution to UK total employment: 2011 to 2017
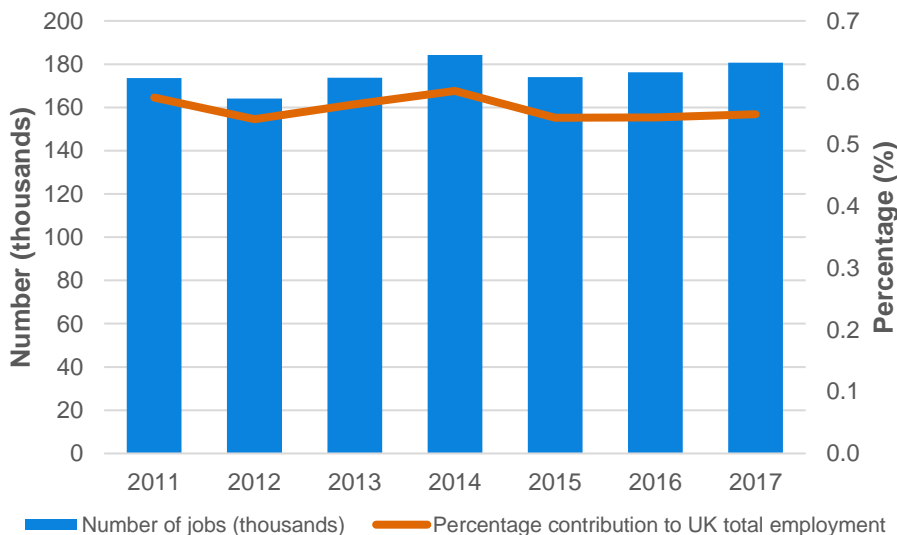
As Figure 3.11 shows, the 2017 figure did not represent a record high for the sector, as the data has fluctuated year on year from 2011 to 2017. From 2011 to 2012, for example, there was a fall of over 5% in jobs; whilst from 2013 to 2014 there was a rise of over 6%.
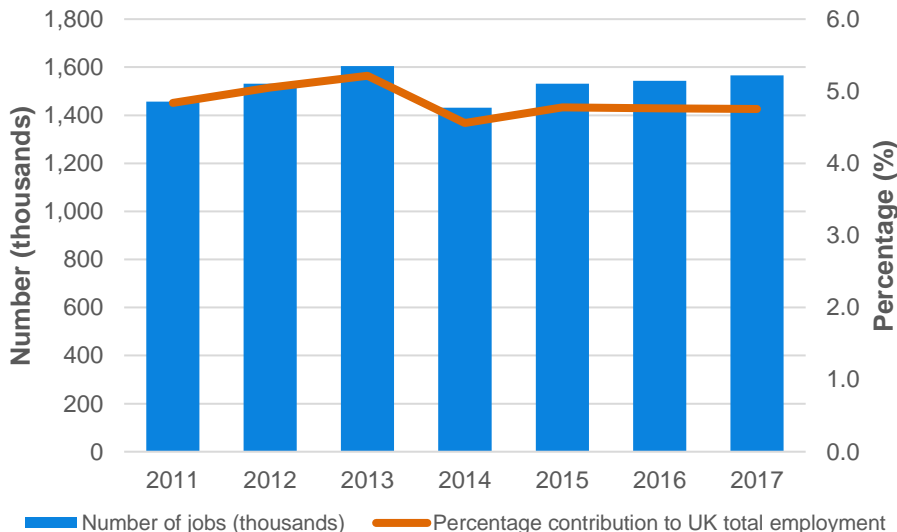
Tourism

Key Findings
- In 2017, there was around 1.6 million jobs in the Tourism sector. This was the second highest of all DCMS sectors (after Creative Industries).
- The number of jobs in the Tourism sector increased by 1.4% since 2016 and 7.4% since 2011. This compares with 1.5% and 9.3% growth respectively in total UK jobs as a whole.
- The Tourism sector accounted for 4.8% of total UK employment in 2017.

How is Tourism defined?

Tourism is defined in this publication as the number of jobs that are directly supported by tourism consumption across the defined tourism industries. These are called "Tourism direct employment" figures and involve using ratios of the total employment figures for the relevant industries.

The Tourism figures for 2015 and 2016 have been updated since publication last year to take into account the updated UK-Tourism Satellite Account for 2015 and 2016 which was produced in November 2017. The 2016 and 2017 figures are currently provisional, though the 2016 figure will be finalised when the full UK-Tourism Satellite Account is published in November 2018.

Figure 3.12: Employment (number of jobs) in the Tourism sector and percentage contribution to UK total employment: 2011 to 2017

As Figure 3.12 shows, the 2017 figure did not represent a record high for the sector, with the 2013 employment figure being estimated at just over 1.6 million.

Chapter 4: Demographic splits for DCMS Sectors (excluding Tourism)

This chapter looks at some demographic breakdowns within employment of the DCMS Sectors. These include splits by region, nationality (defined as UK, EU or non-EU nationality), ethnicity (defined as White or Black and Minority Ethnic – BAME), gender, age, qualifications, socio-economic group, full time/part time, employed/self-employed status and disability.

Please note that this chapter does not cover breakdowns for the Tourism sector. Direct Tourism estimates are based on the Tourism Satellite Account which uses a different methodology to the other DCMS Sectors, and therefore robust estimates are not available by demographics[5].

Summary
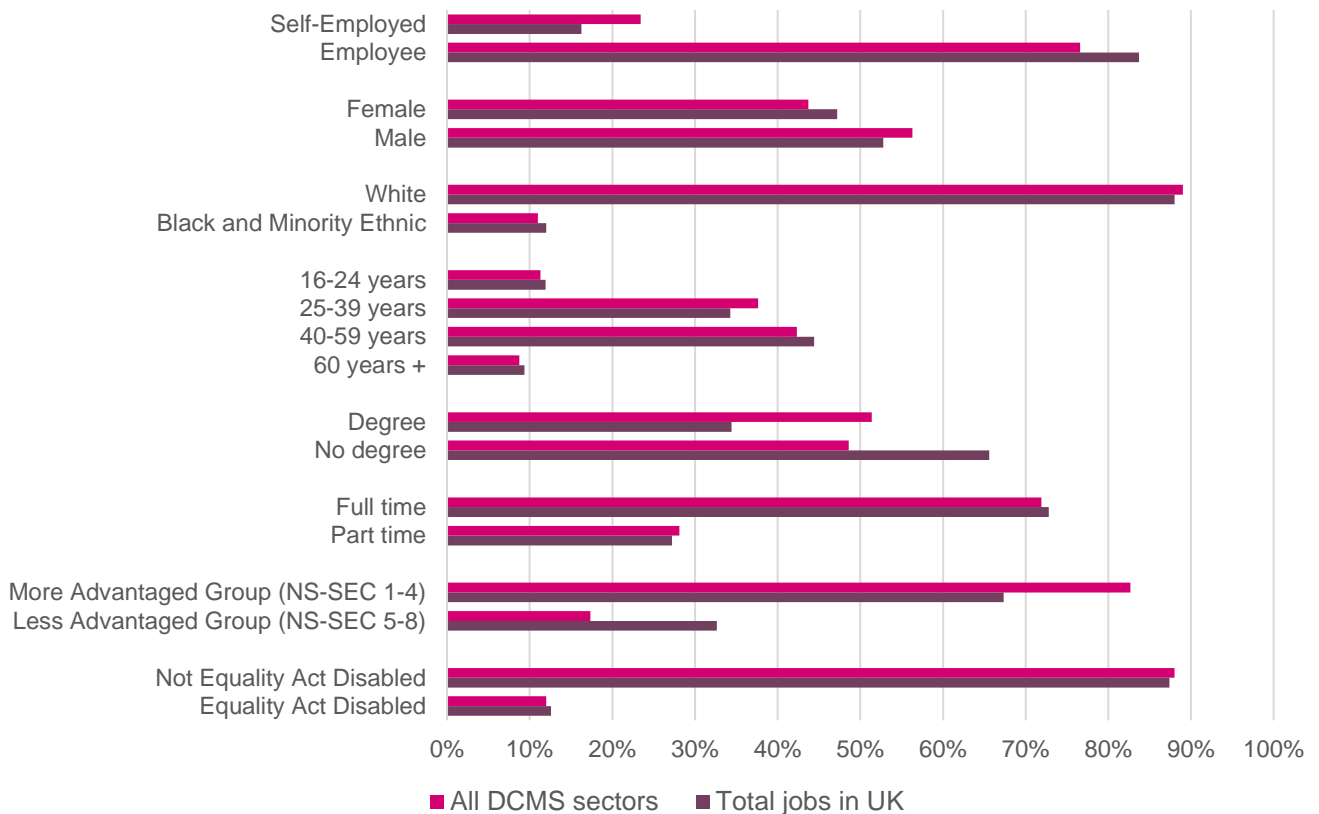In 2017, of the jobs in DCMS Sectors (excluding Tourism)

- 56.3% were held by a male, compared with 52.8% of total jobs in the UK. This varied amongst DCMS Sectors, from 34.5% in Civil Society to 74.6% in the Telecoms Sector.

- 89.0% were held by people from a white ethnic group. This is a similar proportion to the total jobs in the UK (88.0%). This varied amongst DCMS Sectors, from 84.9% in Telecoms to 93.3% in Sport.

- Over 2 in 5 were held by 40-59 year olds (42.3%), with over a third (37.7%) held by 25-39 year olds. These were fairly similar proportions to total jobs in the UK. Within Sport, 29.6% of jobs were held by 16-24 year olds, compared to 11.9% for all DCMS Sectors (excluding Tourism).

- Half were held by people with a degree, compared to 34.4% for total jobs in the UK. This varied from 22.1% in the Gambling sector to 62.2% in the Creative Industries.

- 82.7% were held by people from a more advantaged group[6], compared with 67.3% for the total jobs in the UK. This varied from 56.9% in the Sport sector to 92.5% in both the Creative Industries and the Digital Sector.

- Just over 1 in 10 were held by people (11.8%) who were classified as disabled, a similar proportion to the UK as a whole (12.4%). This varied from 9.9% in the Digital Sector to 16.7% in the Civil Society sector.

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[5] Please note that estimates for employment in the wider Tourism sector, from 2009 to 2014, are available at https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/articles/tourismemploymentsummaries/characteristicsoftourismindustries2014. These estimates, which do include demographic breakdowns, do not apply "direct tourism" ratios; they do not attempt to calculate that, for example, "60% of the employment in the food and drink sector is attributable to tourism". Therefore, they are likely to be an overestimate for the sector but may contain a useful wider guide about it, and its demographic breakdowns.

[6] This report uses the National Statistics Socio-economic Classification (NS-SEC) to analyse socio-economic class. The NS-SEC is an occupationally based classification, i.e. based on jobs. The term 'more advantaged groups' refers to NS-SEC 1-4, with 'less advantaged groups' referring to NS-SEC 5-8.

- Just under 1 in 4 (23.4%) were classified as self-employed, compared to 16.3% (around 1 in 6) for the UK as a whole. This varied from 6.2% in the Telecoms sector to 49.0% in the Cultural Sector.

- Over 7 in 10 were full time (71.8%); a similar proportion to total jobs in the UK (72.7%). This however varied from 55.5% in the Sport sector to 92.3% in the Telecoms sector.
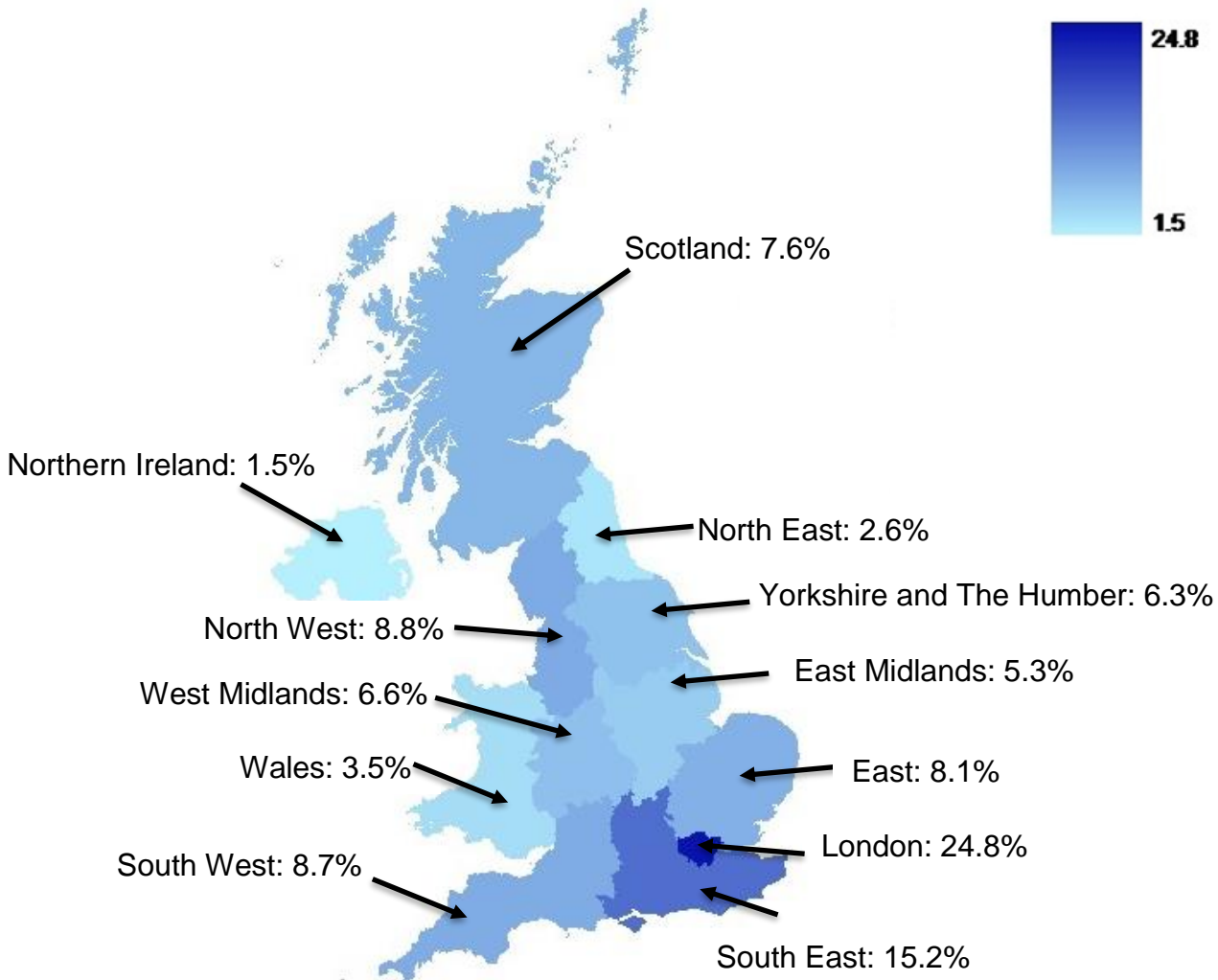
Figure 4.1: Demographic breakdowns of employment for DCMS Sectors (excluding Tourism) and total UK employment: 2017

Region

- As Figure 4.2 shows London (24.8%) and the South East (15.2%) made up 40.0% (4 in 10) jobs in the DCMS Sectors (excluding Tourism).

- Conversely, Northern Ireland and the North East made up only 1.5% and 2.6% of jobs in the DCMS Sectors (excluding Tourism) respectively.

- For the Creative Industries, Cultural Sector and Digital Sector, most of their jobs were located in London and the South East. For each of these sectors, around 46-47% of the jobs were located in these two regions. By contrast, only 25.9% and 30.2% of jobs in the Sport and Gambling sectors respectively were in London and the South East. For Sport, for example, a higher proportion of jobs in the sector were located in the North West than in London (12.7% vs 12.0%).
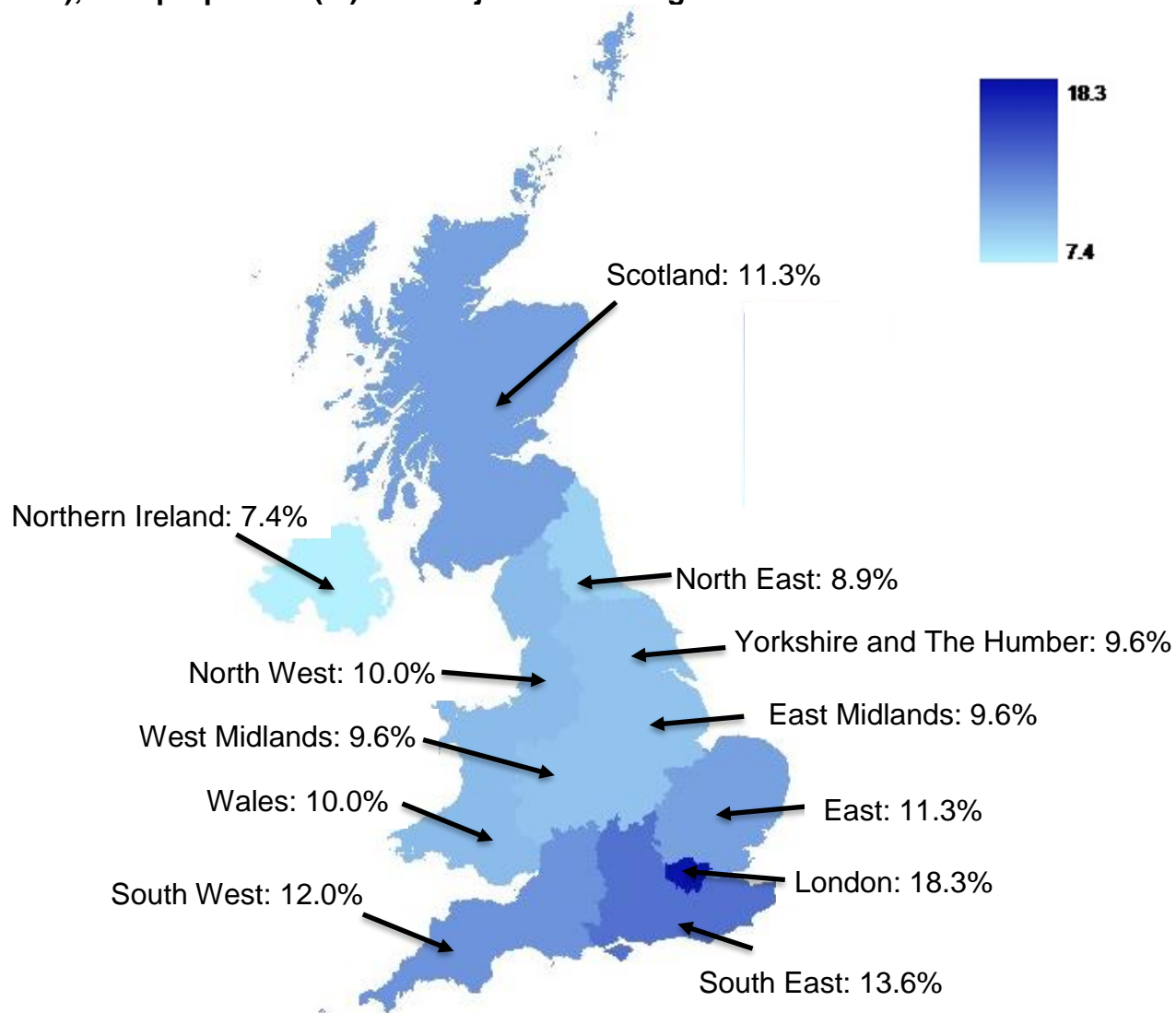
Figure 4.2: Employment (number of jobs) distribution (%) of the DCMS Sectors (excluding Tourism), by region: 2017

24.8

1.5

Scotland: 7.6%

Northern Ireland: 1.5%

North East: 2.6%

Yorkshire and The Humber: 6.3%

North West: 8.8%

East Midlands: 5.3%

West Midlands: 6.6%

Wales: 3.5%

East: 8.1%

South West: 8.7%

London: 24.8%

South East: 15.2%

To some extent, the pattern seen in Figure 4.2 reflects the fact that more jobs in the UK, not just DCMS Sector jobs, are found in London and the South East compared to the North East and the Northern Ireland, for example. Figure 4.3 shows the proportion of the total jobs per region that are made up of the DCMS Sectors. This ranges from 18.3% of jobs in London being made up of DCMS Sector jobs, to 7.4% of jobs in Northern Ireland being made up of DCMS Sector jobs.

Figure 4.3: Regional employment (number of jobs) in the DCMS Sectors (excluding Tourism), as a proportion (%) of total jobs in that region: 2017

18.3

7.4

Scotland: 11.3%

Northern Ireland: 7.4%

North East: 8.9%

Yorkshire and The Humber: 9.6%

North West: 10.0%

East Midlands: 9.6%

West Midlands: 9.6%

Wales: 10.0%

East: 11.3%

London: 18.3%

South West: 12.0%

South East: 13.6%

Nationality

- In the DCMS Sectors (excluding Tourism), nearly 9 in 10 jobs were held by UK nationals. EU nationals from outside the UK comprised 5.8% of jobs, whilst non-EU nationals comprised the remaining 4.6%. These figures compare with the national averages of 88.7%, 7.5% and 3.8% respectively.

- The number of EU nationals from outside the UK in DCMS Sectors (excluding Tourism) has increased by 8.9% since 2016; a similar increase was seen for the total number of EU

nationals from outside the UK in all jobs in the UK. However the overall proportion has remained relatively similar for DCMS Sectors (excluding Tourism) at 5.4% in 2016 and 5.8% in 2017.

- In terms of individual DCMS sectors, the Creative Industries and Digital Sector had the highest proportion of non-UK EU nationals (around 7%). By contrast, only 3.6% of the jobs in Sport sector were held by non-UK EU nationals.

- As with other demographic breakdowns, Tourism data for direct tourism only are not available. However, in the broader tourism industries, which are not comparable with these data, in 2016 just over 10 per cent of jobs were filled by EU nationals (not including UK nationals), approximately 84 per cent were filled by UK nationals and the rest (around 6%) by non-EU nationals.

Figure 4.4: Percentage of DCMS sector[7] jobs (excluding Tourism) by nationality: 2017

	UK	EU (exc. UK)	Non-EU
Total jobs in the UK	88.7	7.5	
All DCMS sectors	89.6	5.8	
Civil Society	92.9	4.0	
Creative Industries	87.3	7.0	
Cultural Sector	90.7	6.0	
Digital Sector	86.5	6.7	
Sport	94.5	3.6	
Telecoms	86.8	4.9	

Percentage of jobs

■ UK ■ EU (exc. UK) ■ Non-EU

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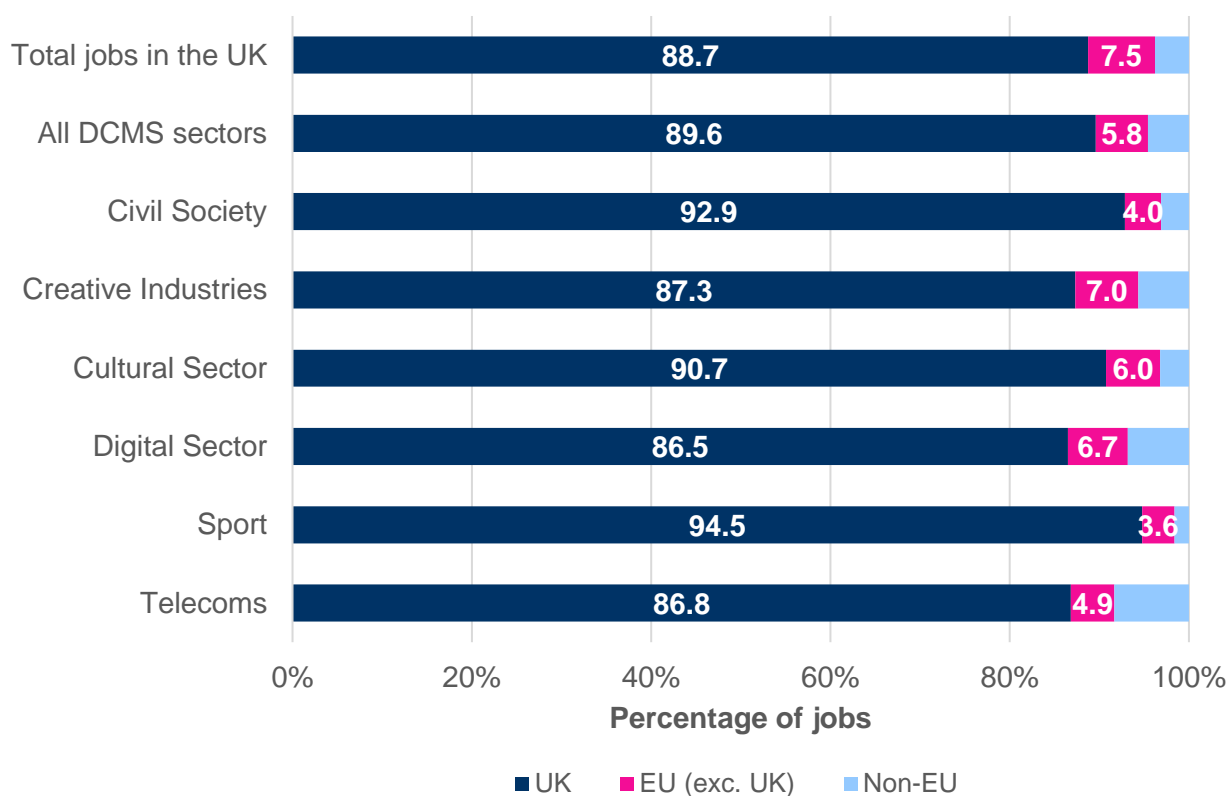
[7] Data for Gambling have not been shown in Figure 4.4 due to the numbers being small for EU and non-EU, and therefore potentially being disclosive.

Chapter 5: Next Steps

DCMS have developed a suite of economic estimates which help support policy and understand the economic impact our sectors have on the UK economy. The employment estimates in the release are expected to be used by customers both within and outside the government. In combination with other economic indicators, employment estimates help build a comprehensive picture of the UK economy, and of the DCMS sectors' importance within it.

The next publication of DCMS Sectors Economic Estimates is in November 2018 and will cover gross value added (GVA) in DCMS Sectors. The date will be announced via the DCMS statistical release calendar nearer the time.

Views on this publication are welcomed from users. **Responses should be provided to evidence@culture.gov.uk by Friday 19 October 2018.**

Annex A: Definitions and Limitations

This annex outlines the limitations of the data used within DCMS Sectors Economic Estimates: Employment. Further information is available in the underlined methodology note.

The estimates set out in this report are robust but there are some limitations which users should be aware of:

Sport - For the purposes of this publication the statistical definition of sport has been used. This incorporates only those 4 digit Standard Industrial Classification (SIC) codes which are predominately sport (see methodology note Table 2.1). DCMS also publishes estimates of sport based on the EU agreed Vilnius definition. The Vilnius definition is a more comprehensive measure of sport which considers the contribution of sport across a range of industries, for example sport advertising, and sport related construction. The DCMS Sport Satellite Account, which would cover the Vilnius definition of sport, is currently being developed and therefore has not been used in these estimates.

Tourism – Tourism direct employment figures are used in this publication. These are defined as the number of jobs that are directly supported by tourism consumption across the tourism industries. The Tourism figures for 2015 and 2016 have been updated since publication last year to take into account the updated UK-Tourism Satellite Accounts for 2015 and 2016 which was produced in November 2017.

The employment estimates for tourism used in this publication are based on a different methodology to other DCMS sectors as they are taken from the Tourism Satellite Account (TSA). This methodology uses survey data to allocate spend by industry which is used to produce robust measures of Gross Value Added (GVA). These data are then used to produce "tourism ratios", which estimate the proportion of different industries that are supported by the tourism industry. The tourism ratios are then applied to employment in the relevant industries to produce estimates of direct tourism employment in these industries. Jobs data are taken from the Annual Population Survey (APS), the same source as the other DCMS sectors, but are then pro-rated to Workforce Job estimates. The TSA only provides headline estimates, since the tourism ratios cannot be used to produce robust demographic breakdowns for Tourism direct jobs. Therefore tourism is only included in the headline figures in this report.

Tourism total employment up to 2015 is provided in the latest Tourism Satellite Account (TSA) Table 7. The Tourism figures for 2016 and 2017 are estimates that are not based on a full UK-Tourism Satellite Account and are therefore subject to revision when the TSA for 2016 are produced in November 2018 (it is currently expected that the 2016 figure will be finalised at this time). The 2016 and 2017 tourism direct employment estimates, are calculated using tourism ratios as at 2015 and applied to the latest Tourism industries data for 2016 and 2017.

Industry breakdowns – The employment estimates in this report are based on survey data from the Annual Population Survey (APS). This is a household survey with industry self-reported by the individual completing the survey. This provides good information on demographics, but leads to some inaccuracies on the industry breakdown. This should be borne in mind when using these estimates.

Office for Civil Society – Responsibility for the Office for Civil Society was transferred from Cabinet Office to DCMS in July 2016. The Office for Civil Society leads cross-government

work in support of the voluntary, community and social enterprise sector (VCSE). The estimates included in this report attempt to measure jobs for this sector for people who work in a charity, voluntary organisation or trust. This is an underestimate for the wider sector and does not include volunteers as a whole, social enterprises and mutuals. External data sources have been provided where appropriate to give an approximation of the size for these elements not captured in the DCMS sectors. Employment estimates have been produced from 2011, including for the Office for Civil Society-led VCSE sector (called "the Civil Society sector" in this document for brevity), to aid comparisons over time.

Operation of historical sites and similar visitor attractions – It is recognised that, due to the limitations associated with SIC codes, the SIC code used as a proxy for the Heritage sector (91.03 - Operation of historical sites and building and similar visitor attractions) is likely to be an underestimate of this sector's value. As such, we have altered the name of the Heritage sector to 'Operation for historical sites and similar visitor attractions' to reflect this.

Estimates – The employment figures published in this report represent best estimates of employment in DCMS Sectors. Whilst they are based on robust Official Statistics data sources, they are gathered by means of surveys and therefore are vulnerable to the inherent issues associated with observing a sample of the population rather than the whole population. The estimates are therefore our best estimates of employment and will have an associated margin of error surrounding them.

Feedback and consultation
DCMS aims to continuously improve the quality of estimates and better meet user needs. In response to user requests, this release includes additional web tables showing employment in DCMS Sectors by disability, employment in the Creative Economy and employment in the Digital Economy. Feedback on this release should be sent to DCMS via email at evidence@culture.gov.uk by 19 October 2018.

Annex B: Further information

1. The next update to these statistics is scheduled to be published in July 2019.

2. The responsible statistician for this release is Rishi Vaidya. For enquiries on this release, please contact Rishi on 0207 211 2320 or evidence@culture.gov.uk.

3. For general enquiries contact:
   Department for Digital, Culture, Media and Sport
   100 Parliament Street
   London
   SW1A 2BQ
   Telephone: 020 7211 6000

4. DCMS statisticians can be followed on Twitter via @DCMSInsight.

5. The Economic Estimates of DCMS Sectors release is an Official Statistics publication and has been produced to the standards set out in the Code of Practice for Statistics. For more information, see https://www.statisticsauthority.gov.uk/code-of-practice/. Details of the pre-release access arrangements for this dataset have been published alongside this release.

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