# Brexit Crexit - a mini survey on the impact on creative businesses

1. The Creative Industries and Brexit

| **1. I work in (tick all that apply)** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | Advertising | |  | | --- | |  | | 13.64% | 3 |
| 2 | Art |  | 0.00% | 0 |
| 3 | Digital content | |  | | --- | |  | | 36.36% | 8 |
| 4 | Digital distribution | |  | | --- | |  | | 18.18% | 4 |
| 5 | Digital media | |  | | --- | |  | | 27.27% | 6 |
| 6 | Distribution of physical product | |  | | --- | |  | | 9.09% | 2 |
| 7 | Film | |  | | --- | |  | | 22.73% | 5 |
| 8 | Games | |  | | --- | |  | | 4.55% | 1 |
| 9 | Music | |  | | --- | |  | | 40.91% | 9 |
| 10 | Performing arts | |  | | --- | |  | | 13.64% | 3 |
| 11 | Publishing (books) | |  | | --- | |  | | 13.64% | 3 |
| 12 | Publishing (magazines) | |  | | --- | |  | | 9.09% | 2 |
| 13 | Publishing (newspapers) | |  | | --- | |  | | 13.64% | 3 |
| 14 | Photography | |  | | --- | |  | | 4.55% | 1 |
| 15 | TV | |  | | --- | |  | | 31.82% | 7 |
| 16 | I don't work in the creative industries |  | 0.00% | 0 |
| 17 | Other creative (please specify): |  | 0.00% | 0 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 20.64 | Std. Deviation: | 21.49 | Satisfaction Rate: | 112.78 | | Variance: | 462.01 | Std. Error: | 4.58 |  | | | | | answered | 22 |
| skipped | 0 |
| Other creative (please specify): (0) | | | | |
| No answers found. | | | | |

2. Impact on Creative Businesses

| **2. Please indicate whether you agree or disagree with these statements.** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly agree** | **Agree** | **Disagree** | **Strongly disagree** | **Response Total** |
| My creative business will be better off if we Remain in the EU. | 50.0% (8) | 37.5% (6) | 6.3% (1) | 6.3% (1) | 16 |
| Creative industries will be better off if we Remain in the EU. | 80.0% (12) | 13.3% (2) | 6.7% (1) | 0.0% (0) | 15 |
|  | | | | answered | 16 |
| skipped | 6 |

Matrix Charts

| **2.1. My creative business will be better off if we Remain in the EU.** | | | **Response Percent** | **Response Total** |
| --- | --- | --- | --- | --- |
| 1 | Strongly agree | |  | | --- | |  | | 50.0% | 8 |
| 2 | Agree | |  | | --- | |  | | 37.5% | 6 |
| 3 | Disagree | |  | | --- | |  | | 6.3% | 1 |
| 4 | Strongly disagree | |  | | --- | |  | | 6.3% | 1 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 1.69 | Std. Deviation: | 0.85 | Satisfaction Rate: | 22.92 | | Variance: | 0.71 | Std. Error: | 0.21 |  | | | | | answered | 16 |

| **2.2. Creative industries will be better off if we Remain in the EU.** | | | **Response Percent** | **Response Total** |
| --- | --- | --- | --- | --- |
| 1 | Strongly agree | |  | | --- | |  | | 80.0% | 12 |
| 2 | Agree | |  | | --- | |  | | 13.3% | 2 |
| 3 | Disagree | |  | | --- | |  | | 6.7% | 1 |
| 4 | Strongly disagree |  | 0.0% | 0 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 1.27 | Std. Deviation: | 0.57 | Satisfaction Rate: | 8.89 | | Variance: | 0.33 | Std. Error: | 0.15 |  | | | | | answered | 15 |

| **3. If the UK Leaves the EU, how will this affect your creative business?** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Much better** | **A bit better** | **About the same** | **A bit worse** | **Much worse** | **Not applicable** | **Response Total** |
| Your ability to tour in the EU | 0.0% (0) | 0.0% (0) | 18.8% (3) | 18.8% (3) | 31.3% (5) | 31.3% (5) | 16 |
| Your ability to trade in the EU | 0.0% (0) | 6.3% (1) | 18.8% (3) | 25.0% (4) | 50.0% (8) | 0.0% (0) | 16 |
| Your ability to hire top non-UK talent | 0.0% (0) | 6.3% (1) | 12.5% (2) | 12.5% (2) | 56.3% (9) | 12.5% (2) | 16 |
| The cost of supplies and services to your business | 0.0% (0) | 6.3% (1) | 25.0% (4) | 31.3% (5) | 31.3% (5) | 6.3% (1) | 16 |
| The cost of regulatory compliance in the EU | 0.0% (0) | 0.0% (0) | 50.0% (8) | 18.8% (3) | 25.0% (4) | 6.3% (1) | 16 |
| Your overall profitability | 0.0% (0) | 12.5% (2) | 18.8% (3) | 50.0% (8) | 18.8% (3) | 0.0% (0) | 16 |
|  | | | | | | answered | 16 |
| skipped | 6 |

Matrix Charts

| **3.1. Your ability to tour in the EU** | | | **Response Percent** | **Response Total** |
| --- | --- | --- | --- | --- |
| 1 | Much better |  | 0.0% | 0 |
| 2 | A bit better |  | 0.0% | 0 |
| 3 | About the same | |  | | --- | |  | | 18.8% | 3 |
| 4 | A bit worse | |  | | --- | |  | | 18.8% | 3 |
| 5 | Much worse | |  | | --- | |  | | 31.3% | 5 |
| 6 | Not applicable | |  | | --- | |  | | 31.3% | 5 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 4.75 | Std. Deviation: | 1.09 | Satisfaction Rate: | 75 | | Variance: | 1.19 | Std. Error: | 0.27 |  | | | | | answered | 16 |

| **3.2. Your ability to trade in the EU** | | | **Response Percent** | **Response Total** |
| --- | --- | --- | --- | --- |
| 1 | Much better |  | 0.0% | 0 |
| 2 | A bit better | |  | | --- | |  | | 6.3% | 1 |
| 3 | About the same | |  | | --- | |  | | 18.8% | 3 |
| 4 | A bit worse | |  | | --- | |  | | 25.0% | 4 |
| 5 | Much worse | |  | | --- | |  | | 50.0% | 8 |
| 6 | Not applicable |  | 0.0% | 0 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 4.19 | Std. Deviation: | 0.95 | Satisfaction Rate: | 63.75 | | Variance: | 0.9 | Std. Error: | 0.24 |  | | | | | answered | 16 |

| **3.3. Your ability to hire top non-UK talent** | | | **Response Percent** | **Response Total** |
| --- | --- | --- | --- | --- |
| 1 | Much better |  | 0.0% | 0 |
| 2 | A bit better | |  | | --- | |  | | 6.3% | 1 |
| 3 | About the same | |  | | --- | |  | | 12.5% | 2 |
| 4 | A bit worse | |  | | --- | |  | | 12.5% | 2 |
| 5 | Much worse | |  | | --- | |  | | 56.3% | 9 |
| 6 | Not applicable | |  | | --- | |  | | 12.5% | 2 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 4.56 | Std. Deviation: | 1.06 | Satisfaction Rate: | 71.25 | | Variance: | 1.12 | Std. Error: | 0.26 |  | | | | | answered | 16 |

| **3.4. The cost of supplies and services to your business** | | | **Response Percent** | **Response Total** |
| --- | --- | --- | --- | --- |
| 1 | Much better |  | 0.0% | 0 |
| 2 | A bit better | |  | | --- | |  | | 6.3% | 1 |
| 3 | About the same | |  | | --- | |  | | 25.0% | 4 |
| 4 | A bit worse | |  | | --- | |  | | 31.3% | 5 |
| 5 | Much worse | |  | | --- | |  | | 31.3% | 5 |
| 6 | Not applicable | |  | | --- | |  | | 6.3% | 1 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 4.06 | Std. Deviation: | 1.03 | Satisfaction Rate: | 61.25 | | Variance: | 1.06 | Std. Error: | 0.26 |  | | | | | answered | 16 |

| **3.5. The cost of regulatory compliance in the EU** | | | **Response Percent** | **Response Total** |
| --- | --- | --- | --- | --- |
| 1 | Much better |  | 0.0% | 0 |
| 2 | A bit better |  | 0.0% | 0 |
| 3 | About the same | |  | | --- | |  | | 50.0% | 8 |
| 4 | A bit worse | |  | | --- | |  | | 18.8% | 3 |
| 5 | Much worse | |  | | --- | |  | | 25.0% | 4 |
| 6 | Not applicable | |  | | --- | |  | | 6.3% | 1 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 3.88 | Std. Deviation: | 0.99 | Satisfaction Rate: | 57.5 | | Variance: | 0.98 | Std. Error: | 0.25 |  | | | | | answered | 16 |

| **3.6. Your overall profitability** | | | **Response Percent** | **Response Total** |
| --- | --- | --- | --- | --- |
| 1 | Much better |  | 0.0% | 0 |
| 2 | A bit better | |  | | --- | |  | | 12.5% | 2 |
| 3 | About the same | |  | | --- | |  | | 18.8% | 3 |
| 4 | A bit worse | |  | | --- | |  | | 50.0% | 8 |
| 5 | Much worse | |  | | --- | |  | | 18.8% | 3 |
| 6 | Not applicable |  | 0.0% | 0 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 3.75 | Std. Deviation: | 0.9 | Satisfaction Rate: | 55 | | Variance: | 0.81 | Std. Error: | 0.23 |  | | | | | answered | 16 |

3. Advantages and Disadvantages

| **4. The biggest advantage of Leaving the EU would be:** | | | |
| --- | --- | --- | --- |
|  | | **Response Percent** | **Response Total** |
| 1 | Open-Ended Question | 100.00% | 13 |
| |  |  |  | | --- | --- | --- | | 1 | [11/06/16 11:20PM ID: 40084142](../../../../../../survey/results/responses/id/244989%3fu=40084142" \t "_blank) | Less regulation | | 2 | [16/06/16 9:36AM ID: 40259679](../../../../../../survey/results/responses/id/244989%3fu=40259679" \t "_blank) | I don't know | | 3 | [16/06/16 9:51AM ID: 40260496](../../../../../../survey/results/responses/id/244989%3fu=40260496" \t "_blank) | A more democratic system of governance | | 4 | [16/06/16 9:56AM ID: 40260921](../../../../../../survey/results/responses/id/244989%3fu=40260921" \t "_blank) | Potentially reduced level of bureaucracy | | 5 | [16/06/16 9:59AM ID: 40261138](../../../../../../survey/results/responses/id/244989%3fu=40261138" \t "_blank) | None for my business. About the same. Deal mostly with USA and UK | | 6 | [16/06/16 11:05AM ID: 40265511](../../../../../../survey/results/responses/id/244989%3fu=40265511" \t "_blank) | enhancing democracy and returning sovereignty | | 7 | [16/06/16 11:52AM ID: 40268413](../../../../../../survey/results/responses/id/244989%3fu=40268413" \t "_blank) | Can't think of one right now. | | 8 | [16/06/16 12:03PM ID: 40269096](../../../../../../survey/results/responses/id/244989%3fu=40269096" \t "_blank) | No advantages. | | 9 | [16/06/16 12:25PM ID: 40270318](../../../../../../survey/results/responses/id/244989%3fu=40270318" \t "_blank) | None | | 10 | [16/06/16 5:04PM ID: 40286203](../../../../../../survey/results/responses/id/244989%3fu=40286203" \t "_blank) | Can't think of any. | | 11 | [16/06/16 9:23PM ID: 40292931](../../../../../../survey/results/responses/id/244989%3fu=40292931" \t "_blank) | There are none | | 12 | [22/06/16 7:41AM ID: 40259035](../../../../../../survey/results/responses/id/244989%3fu=40259035" \t "_blank) | sovereignty | | 13 | [22/06/16 7:44AM ID: 40307943](../../../../../../survey/results/responses/id/244989%3fu=40307943" \t "_blank) | None | | | | |
|  | | answered | 13 |
| skipped | 9 |

| **5. The biggest advantage of Remaining in the EU would be:** | | | |
| --- | --- | --- | --- |
|  | | **Response Percent** | **Response Total** |
| 1 | Open-Ended Question | 100.00% | 14 |
| |  |  |  | | --- | --- | --- | | 1 | [11/06/16 11:20PM ID: 40084142](../../../../../../survey/results/responses/id/244989%3fu=40084142" \t "_blank) | Access to a large European single market | | 2 | [16/06/16 9:36AM ID: 40259679](../../../../../../survey/results/responses/id/244989%3fu=40259679" \t "_blank) | Collaboration with people would remain easier and more productive. | | 3 | [16/06/16 9:51AM ID: 40260496](../../../../../../survey/results/responses/id/244989%3fu=40260496" \t "_blank) | Influence inside, not from outside, of the Worlds largest market | | 4 | [16/06/16 9:56AM ID: 40260921](../../../../../../survey/results/responses/id/244989%3fu=40260921" \t "_blank) | Engaging with a wider community to provide creative solutions to the ever-more complex problems humanity will face | | 5 | [16/06/16 9:59AM ID: 40261138](../../../../../../survey/results/responses/id/244989%3fu=40261138" \t "_blank) | About the same. Deal mostly with USA and UK | | 6 | [16/06/16 10:17AM ID: 40262291](../../../../../../survey/results/responses/id/244989%3fu=40262291" \t "_blank) | Lack of disruption and retained confidence | | 7 | [16/06/16 11:05AM ID: 40265511](../../../../../../survey/results/responses/id/244989%3fu=40265511" \t "_blank) | disruption as it all got sorted out | | 8 | [16/06/16 11:52AM ID: 40268413](../../../../../../survey/results/responses/id/244989%3fu=40268413" \t "_blank) | Ability to continue trading and collaborating with EU partners. | | 9 | [16/06/16 12:03PM ID: 40269096](../../../../../../survey/results/responses/id/244989%3fu=40269096" \t "_blank) | We don't have an unnecessary recession. | | 10 | [16/06/16 12:25PM ID: 40270318](../../../../../../survey/results/responses/id/244989%3fu=40270318" \t "_blank) | Freedom of movement | | 11 | [16/06/16 5:04PM ID: 40286203](../../../../../../survey/results/responses/id/244989%3fu=40286203" \t "_blank) | Access to Single Market. Stable regulatory framework. Ability to hire best people | | 12 | [16/06/16 9:23PM ID: 40292931](../../../../../../survey/results/responses/id/244989%3fu=40292931" \t "_blank) | Continuity with European partners | | 13 | [22/06/16 7:41AM ID: 40259035](../../../../../../survey/results/responses/id/244989%3fu=40259035" \t "_blank) | free trade and unrestricted travel | | 14 | [22/06/16 7:44AM ID: 40307943](../../../../../../survey/results/responses/id/244989%3fu=40307943" \t "_blank) | Strength in numbers | | | | |
|  | | answered | 14 |
| skipped | 8 |

| **9. Your company size (optional)** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | 1-10 employees | |  | | --- | |  | | 50.00% | 6 |
| 2 | 11-25 employees | |  | | --- | |  | | 8.33% | 1 |
| 3 | 26-100 employees | |  | | --- | |  | | 25.00% | 3 |
| 4 | 101-250 employees |  | 0.00% | 0 |
| 5 | More than 250 employees | |  | | --- | |  | | 16.67% | 2 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 2.25 | Std. Deviation: | 1.48 | Satisfaction Rate: | 31.25 | | Variance: | 2.19 | Std. Error: | 0.43 |  | | | | | answered | 12 |
| skipped | 10 |

| **10. Will you vote in the EU Referendum?** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | Yes | |  | | --- | |  | | 81.82% | 9 |
| 2 | No | |  | | --- | |  | | 18.18% | 2 |
| 3 | Maybe |  | 0.00% | 0 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 1.18 | Std. Deviation: | 0.39 | Satisfaction Rate: | 9.09 | | Variance: | 0.15 | Std. Error: | 0.12 |  | | | | | answered | 11 |
| skipped | 11 |

5. Final Random Question

| **11. If the UK Leaves the EU, the hub for the creative industries in Europe will be:** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | Berlin | |  | | --- | |  | | 45.45% | 5 |
| 2 | London | |  | | --- | |  | | 27.27% | 3 |
| 3 | Paris | |  | | --- | |  | | 9.09% | 1 |
| 4 | Milan |  | 0.00% | 0 |
| 5 | Stockholm |  | 0.00% | 0 |
| 6 | Other (please specify): | |  | | --- | |  | | 18.18% | 2 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 2.36 | Std. Deviation: | 1.82 | Satisfaction Rate: | 27.27 | | Variance: | 3.32 | Std. Error: | 0.55 |  | | | | | answered | 11 |
| skipped | 11 |
| Other (please specify): (2) | | | | |
| |  |  |  | | --- | --- | --- | | 1 | [16/06/16 9:36AM ID: 40259679](../../../../../../survey/results/responses/id/244989%3fu=40259679" \t "_blank) | Amsterdam | | 2 | [16/06/16 10:17AM ID: 40262291](../../../../../../survey/results/responses/id/244989%3fu=40262291" \t "_blank) | Dont know | | | | | |
| Comments (or visit www.c8associates.com) (1) | | | | |
| |  |  |  | | --- | --- | --- | | 1 | [11/06/16 11:20PM ID: 40084142](../../../../../../survey/results/responses/id/244989%3fu=40084142" \t "_blank) | I enjoyed this survey. I would like to see the results. | | | | | |