# 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 11:20PMID: 40084142](../../../../../../survey/results/responses/id/244989%3Fu%3D40084142%22%20%5Ct%20%22_blank) | Less regulation |
| 2 | [16/06/16 9:36AMID: 40259679](../../../../../../survey/results/responses/id/244989%3Fu%3D40259679%22%20%5Ct%20%22_blank) | I don't know |
| 3 | [16/06/16 9:51AMID: 40260496](../../../../../../survey/results/responses/id/244989%3Fu%3D40260496%22%20%5Ct%20%22_blank) | A more democratic system of governance |
| 4 | [16/06/16 9:56AMID: 40260921](../../../../../../survey/results/responses/id/244989%3Fu%3D40260921%22%20%5Ct%20%22_blank) | Potentially reduced level of bureaucracy |
| 5 | [16/06/16 9:59AMID: 40261138](../../../../../../survey/results/responses/id/244989%3Fu%3D40261138%22%20%5Ct%20%22_blank) | None for my business. About the same. Deal mostly with USA and UK |
| 6 | [16/06/16 11:05AMID: 40265511](../../../../../../survey/results/responses/id/244989%3Fu%3D40265511%22%20%5Ct%20%22_blank) | enhancing democracy and returning sovereignty |
| 7 | [16/06/16 11:52AMID: 40268413](../../../../../../survey/results/responses/id/244989%3Fu%3D40268413%22%20%5Ct%20%22_blank) | Can't think of one right now. |
| 8 | [16/06/16 12:03PMID: 40269096](../../../../../../survey/results/responses/id/244989%3Fu%3D40269096%22%20%5Ct%20%22_blank) | No advantages. |
| 9 | [16/06/16 12:25PMID: 40270318](../../../../../../survey/results/responses/id/244989%3Fu%3D40270318%22%20%5Ct%20%22_blank) | None |
| 10 | [16/06/16 5:04PMID: 40286203](../../../../../../survey/results/responses/id/244989%3Fu%3D40286203%22%20%5Ct%20%22_blank) | Can't think of any. |
| 11 | [16/06/16 9:23PMID: 40292931](../../../../../../survey/results/responses/id/244989%3Fu%3D40292931%22%20%5Ct%20%22_blank) | There are none |
| 12 | [22/06/16 7:41AMID: 40259035](../../../../../../survey/results/responses/id/244989%3Fu%3D40259035%22%20%5Ct%20%22_blank) | sovereignty |
| 13 | [22/06/16 7:44AMID: 40307943](../../../../../../survey/results/responses/id/244989%3Fu%3D40307943%22%20%5Ct%20%22_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 11:20PMID: 40084142](../../../../../../survey/results/responses/id/244989%3Fu%3D40084142%22%20%5Ct%20%22_blank) | Access to a large European single market |
| 2 | [16/06/16 9:36AMID: 40259679](../../../../../../survey/results/responses/id/244989%3Fu%3D40259679%22%20%5Ct%20%22_blank) | Collaboration with people would remain easier and more productive. |
| 3 | [16/06/16 9:51AMID: 40260496](../../../../../../survey/results/responses/id/244989%3Fu%3D40260496%22%20%5Ct%20%22_blank) | Influence inside, not from outside, of the Worlds largest market |
| 4 | [16/06/16 9:56AMID: 40260921](../../../../../../survey/results/responses/id/244989%3Fu%3D40260921%22%20%5Ct%20%22_blank) | Engaging with a wider community to provide creative solutions to the ever-more complex problems humanity will face |
| 5 | [16/06/16 9:59AMID: 40261138](../../../../../../survey/results/responses/id/244989%3Fu%3D40261138%22%20%5Ct%20%22_blank) | About the same. Deal mostly with USA and UK |
| 6 | [16/06/16 10:17AMID: 40262291](../../../../../../survey/results/responses/id/244989%3Fu%3D40262291%22%20%5Ct%20%22_blank) | Lack of disruption and retained confidence |
| 7 | [16/06/16 11:05AMID: 40265511](../../../../../../survey/results/responses/id/244989%3Fu%3D40265511%22%20%5Ct%20%22_blank) | disruption as it all got sorted out |
| 8 | [16/06/16 11:52AMID: 40268413](../../../../../../survey/results/responses/id/244989%3Fu%3D40268413%22%20%5Ct%20%22_blank) | Ability to continue trading and collaborating with EU partners. |
| 9 | [16/06/16 12:03PMID: 40269096](../../../../../../survey/results/responses/id/244989%3Fu%3D40269096%22%20%5Ct%20%22_blank) | We don't have an unnecessary recession. |
| 10 | [16/06/16 12:25PMID: 40270318](../../../../../../survey/results/responses/id/244989%3Fu%3D40270318%22%20%5Ct%20%22_blank) | Freedom of movement |
| 11 | [16/06/16 5:04PMID: 40286203](../../../../../../survey/results/responses/id/244989%3Fu%3D40286203%22%20%5Ct%20%22_blank) | Access to Single Market. Stable regulatory framework. Ability to hire best people |
| 12 | [16/06/16 9:23PMID: 40292931](../../../../../../survey/results/responses/id/244989%3Fu%3D40292931%22%20%5Ct%20%22_blank) | Continuity with European partners |
| 13 | [22/06/16 7:41AMID: 40259035](../../../../../../survey/results/responses/id/244989%3Fu%3D40259035%22%20%5Ct%20%22_blank) | free trade and unrestricted travel |
| 14 | [22/06/16 7:44AMID: 40307943](../../../../../../survey/results/responses/id/244989%3Fu%3D40307943%22%20%5Ct%20%22_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 9:36AMID: 40259679](../../../../../../survey/results/responses/id/244989%3Fu%3D40259679%22%20%5Ct%20%22_blank) | Amsterdam |
| 2 | [16/06/16 10:17AMID: 40262291](../../../../../../survey/results/responses/id/244989%3Fu%3D40262291%22%20%5Ct%20%22_blank) | Dont know |

 |
| Comments (or visit www.c8associates.com) (1) |
|

|  |  |  |
| --- | --- | --- |
| 1 | [11/06/16 11:20PMID: 40084142](../../../../../../survey/results/responses/id/244989%3Fu%3D40084142%22%20%5Ct%20%22_blank) | I enjoyed this survey. I would like to see the results. |

 |