

European Citizens' Perception of the High-End Cultural and Creative Industries

Executive summary

The survey on the perception of the high-end cultural and creative industries is a follow up to an earlier study conducted in 2009 by TNS Sofres on behalf of the European Cultural and Creative Industries Alliance (ECCIA).

The study highlights the growing positive image of the high-end sector amongst European citizens. It emphasises their perception of the industry as a key driver of European competitiveness, employment and attractiveness.

When compared to the 2009 study, two key findings can be deduced.

Firstly, European citizens increasingly perceive the high-end industry as an ambassador of European values such as quality, trust, craftsmanship, creativity, and excellence. A vast majority of respondents said that the industry is important for preserving expertise and creative professions (76%), attracting visitors, ensuring the prestige and appeal of city centres (77%), the preservation of craftsmanship (76%). All these factors undoubtedly contribute to strengthening Europe's cultural influence on the world stage, which is recognised by 71% of respondents.

Secondly, European citizens see the high-end industry as a strategic sector for Europe's economy. As a matter of fact, 76% of respondents said the industry is important for employment, growth and competitiveness; a marked increase from 2009 (69%).

According to a study published in June 2012 by Frontier Economics on "The value of the cultural and creative industries to the European economy", European high-end industries have an annual turnover that exceeds €400 billion, accounting for 3% of Europe's GDP and employing over 1.5 million people.

Increasingly positive perceptions suggest that European consumers are aware of the high end sector's resilience to the financial crisis and its strategic role for the future growth and jobs of the European economy.