

## Press Release

### **New research reveals over 75% of European citizens recognise the importance of the high-end industry for the future of Europe's culture and economy**

#### **Results confirm citizens' perception of the high-end sector is in line with current European Commission initiatives to support the industry**

The study on perceptions of the high-end cultural and creative industries was carried out by TNS Sofres in five EU countries; France, Germany, Italy, Spain and the UK. It was commissioned by ECCIA, the European Cultural and Creative Industries Alliance, as a follow up to a 2009 study.

Results highlight the growing positive image of the high-end industry in two areas:

##### **1. European culture:**

European citizens increasingly perceive the high-end industry as an ambassador of European values such as quality, trust, craftsmanship, creativity and excellence. Over 75% of respondents said that the industry is important for preserving expertise and creative professions, attracting visitors and ensuring the prestige and appeal of city centres. These factors undoubtedly contribute to strengthening Europe's global cultural influence.

##### **2. The European economy:**

The high-end sector is becoming more and more significant to the growth of the European economy in the eyes of citizens. Three quarters of respondents said the high-end industry is important for employment, growth and competitiveness; a marked increase from 2009.

"The results of the 2013 study demonstrate that while creative and cultural perceptions remained strong, economic elements increased significantly compared to the 2009 survey," said **Edouard Lecerf, Director General of TNS Sofres**. "European citizens see high-end as more and more important to European competitiveness and employment through its contribution to growth and jobs."

**Armando Branchini, President of the ECCIA** added "European consumers increasingly see the high-end industry as a driver of growth and job creation, and view high-end goods as reliable and trustworthy."

Citizens' perception reflects the performance of the sector and its role as a key driver of growth in Europe. Europe's cultural and creative high-end industry today has annual turnover that exceeds €400 billion, accounting for 3 percent of Europe's GDP and employing over 1.5 million people.

## European Cultural and Creative Industries Alliance

The study will be launched on 28th May 2013 during an event at the European Parliament. This coincides with the organisation of an exchange of views in the European Parliament on an initiative report on "Promoting cultural and creative sectors for growth and jobs in the EU." Indeed, as **Rodi Kratsa-Tsagaropoulou, MEP, former Vice-President of the EP and co-host of the event**, indicated: "the timing of the European Cultural and Creative Industries' Alliance survey is perfectly in line with the European Parliament's work and willingness to support cultural and creative industries in order to allow them to fully exploit their potential by enabling the sector to continue its substantial contribution to growth, jobs and competitiveness in the EU".

*The survey was commissioned by the five national associations composing the ECCIA: Comité Colbert (France), Fondazione Altagamma (Italy), Meisterkreis (Germany), Círculo Fortuny (Spain) and Walpole British Luxury (United Kingdom). TNS Sofres carried out the telephone survey in February and March 2013 using a representative sample of 1,000 respondents aged 18 and over in each of the five countries.*

*Comprehensive and country-specific datasets will be available through the media contacts listed below.*

### ECCIA

**Armando Branchini** (Altagamma)  
President  
T +39 02 3663 6302

**Almudena Arpon De Mendivil** (Círculo Fortuny)  
Member of the Executive Team  
T +34 91 582 91 76

**Elisabeth Ponsolle des Portes** (Comité Colbert)  
Member of the Executive Team  
T +33 1 53 89 07 70

**Clemens Pflanz** (Meisterkreis)  
Member of the Executive Team  
T +49 30 80 09 32 308

**Julia Carrick** (Walpole British Luxury)  
Member of the Executive Team  
T +44 20 7873 3803

### TNS Sofres

**Carine Marcé**  
Associate Director  
T +33 1 40 92 44 92

**Audrey Talon**  
Group Manager  
T +33 1 40 92 46 48