

# Design businesses working in digital and multimedia design

Just under half of all UK design businesses work in digital and multimedia design. The discipline is still relatively young – more than half of digital and multimedia design businesses have been operating for under six years – but appears to be performing well. More digital and multimedia businesses reported growth in demand for their services than any other discipline and they also experienced above average increases in fee income/ budget over the last year. Design businesses that offer digital and multimedia design often combine this with work in communications design.

## Size of digital and multimedia design sector

### What percentage of UK design businesses work in digital and multimedia design?

Overall 48% of design businesses in the UK work in digital and multimedia design. 20% of design businesses work both in digital and multimedia design and communications design.

	Digital & multimedia design businesses '09	Digital & multimedia design businesses '05
Design consultancies	48%	56%
Freelance designers	49%	43%
In-house design teams	33%	33%

### What percentage of UK design businesses work solely in digital and multimedia design?

Overall 19% of design businesses in the UK work solely in digital and multimedia design.

Design consultancies	12%
Freelance designers	22%
In-house teams	1%

## Profile of design businesses working in digital and multimedia design

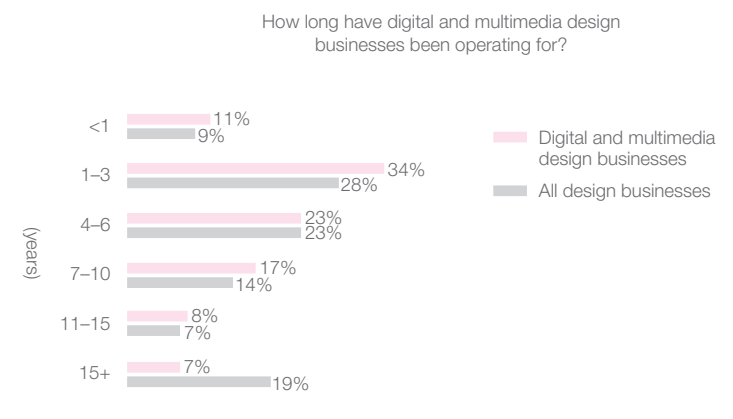
### What proportion of design businesses in each region work in digital and multimedia design?

The South West and the West Midlands have the highest proportion of digital and multimedia design businesses of all the UK regions and countries, the North West has the lowest.

East	51%
East Midlands	51%
London	40%
North East	35%
Northern Ireland	30%
North West	23%
Scotland	51%
South East	49%
South West	57%
Wales	37%
West Midlands	57%
Yorkshire and the Humber	47%
UK	48%

### How long have design businesses working in digital and multimedia design been operating?

Just under half of digital and multimedia design businesses have been in operation for less than four years.



### How many designers work in in-house digital and multimedia design teams?

Almost 70% of in-house digital and multimedia design teams employ fewer than five designers.

	Digital & multimedia in-house design teams	All in-house design teams
0-4	68%	63%
5-9	18%	20%
10-49	11%	15%
50+	2%	2%

### How many designers do design consultancies working in digital and multimedia employ?

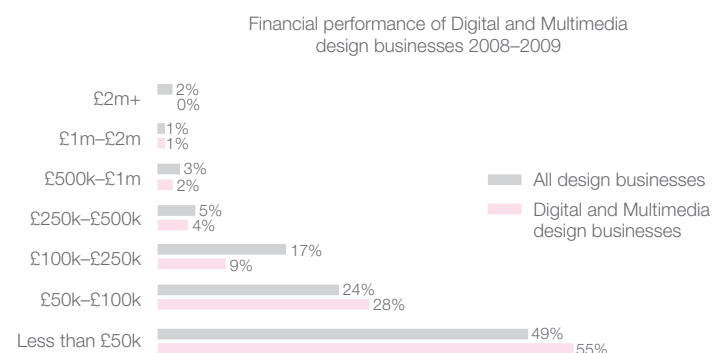
Three-quarters of digital and multimedia design consultancies employ fewer than five people.

	Digital & multimedia design consultancies	All design consultancies
0-4	75%	74%
5-9	20%	19%
10-49	4%	6%
50+	1%	1%

## Financial performance of design businesses working in digital and multimedia design

### What is the fee income/budget of design businesses working in digital and multimedia design?

83% of design businesses working in digital and multimedia design have a fee income or budget of less than £100,000.



### How does the financial performance<sup>1</sup> of design businesses working in digital and multimedia design for the last year compare with the year before?

41% of design and multimedia businesses have seen their financial performance improve year on year.

	Digital & multimedia design businesses	All design businesses
Substantial decrease	5%	7%
Moderate decrease	14%	19%
No change	16%	16%
Moderate increase	31%	31%
Substantial increase	10%	6%
Don't know	24%	22%

### How has demand for digital and multimedia design changed over the last three years?

61% of digital and multimedia design businesses consider that demand for their services has increased over the last three years – this figure is higher than for any other design disciplines.

Demand in last 3 years	Digital and multimedia	Communications	Interior and exhibition	Product and Industrial
Decreased	15%	27%	29%	22%
Stayed the same	20%	26%	30%	33%
Increased	61%	41%	37%	36%
Don't know	4%	5%	3%	9%

1. Financial performance refers to annual fee income for design consultancies and freelancers, and budget for in house design teams.

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## Clients of design businesses working in digital and multimedia design

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### Which industry sectors are digital and multimedia design businesses working in?

Just under half of digital and multimedia design businesses work for clients in the finance and business services sector.

	Digital & multimedia design businesses	All design businesses
Financial and Business Services	46%	40%
Public Administration, Health and Education	28%	28%
Wholesale and Retail	27%	28%
Manufacturing	25%	24%
Recreation, Culture and Sport	21%	16%
Hotels, Transport and Communications	18%	17%
Construction and Utilities	15%	10%
Agriculture	2%	2%
Other	34%	33%

### What percentage of digital and multimedia design businesses work in the public, private and third sectors?

Almost all digital and multimedia design businesses work in the private sector compared to only half that work in the public sector.

	Digital & multimedia design businesses	All design businesses
Private sector	96%	93%
Public sector	51%	47%
Third sector	28%	21%

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## Job market for design businesses working in digital and multimedia design

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### What percentage of digital and multimedia design businesses are recruiting?

35% of design businesses working in digital and multimedia design recruited at least one designer last year ( all design businesses – 31% )

### What percentage of digital and multimedia design businesses have made redundancies over the last year?

6% of design businesses in digital and multimedia design made redundancies last year ( all design businesses – 7%).