

Impact of the EU Referendum on the UK games industry

Ukie member sentiment survey

March/April 2016

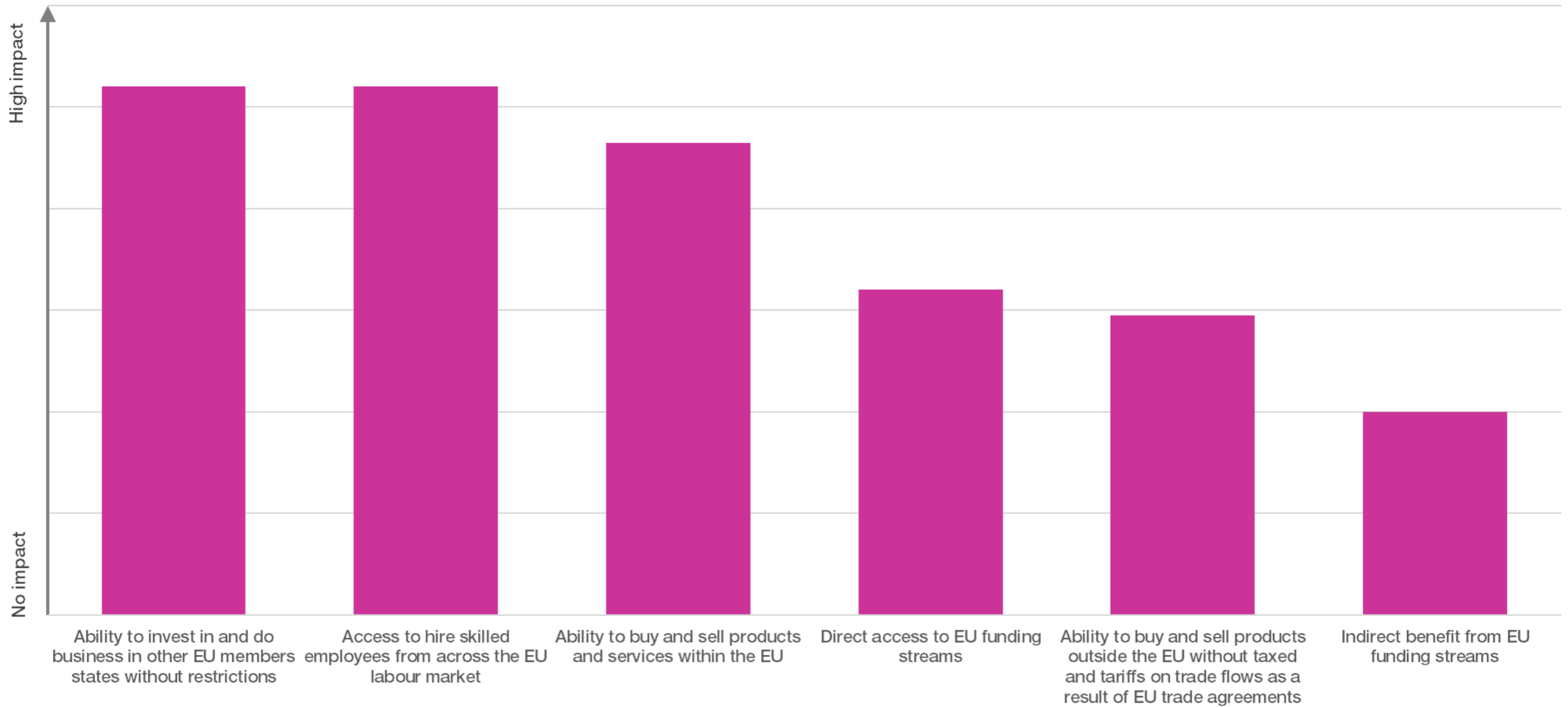


THE ASSOCIATION FOR UK INTERACTIVE ENTERTAINMENT

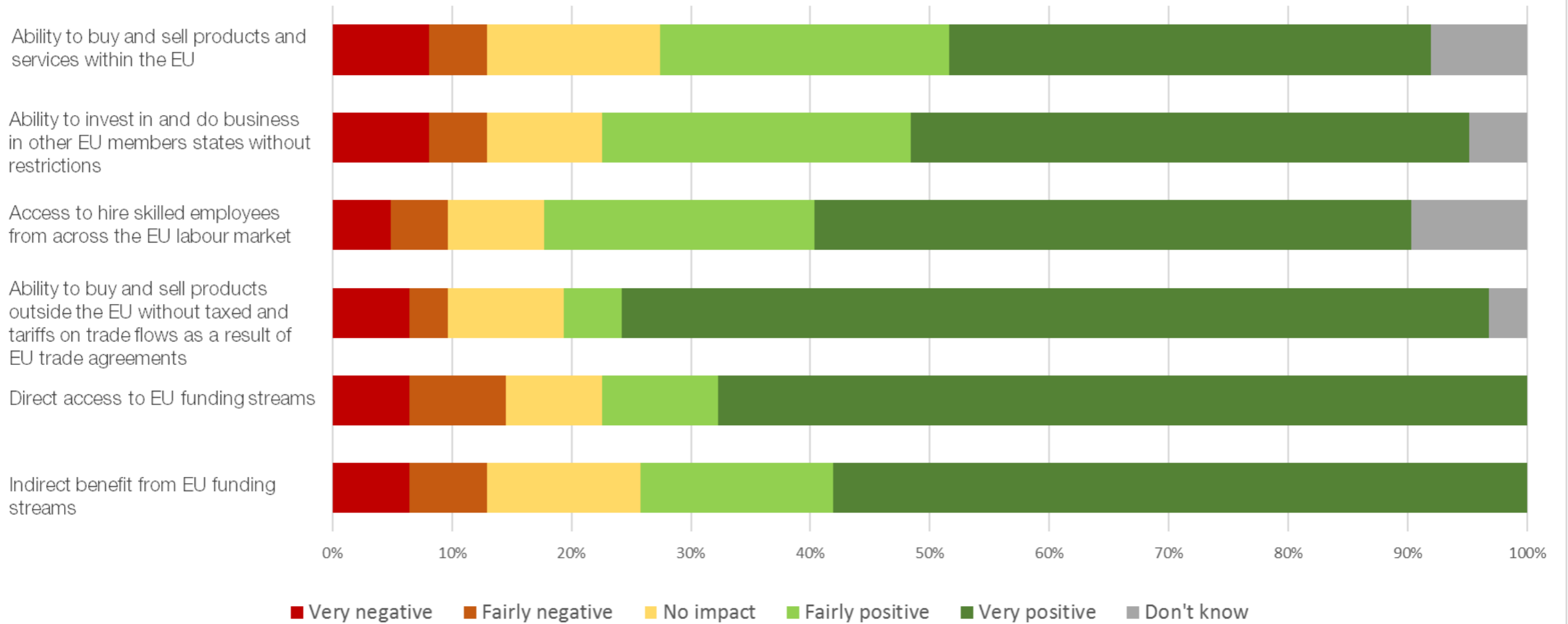
- **Anonymous** online sentiment survey of individual contacts in member firms conducted during March 2016
- Same questions as **Tech UK/ICM survey** in September 2015
- **62 individual responses** (21% response rate) and 22 comments
- **Clear results** enable us to give better impression of industry views, including **smaller studios**

Investment, trade and talent are most important EU Policy Areas

For each of the following EU policy areas what impact, if any, do you consider they have on the UK games industry as a whole?

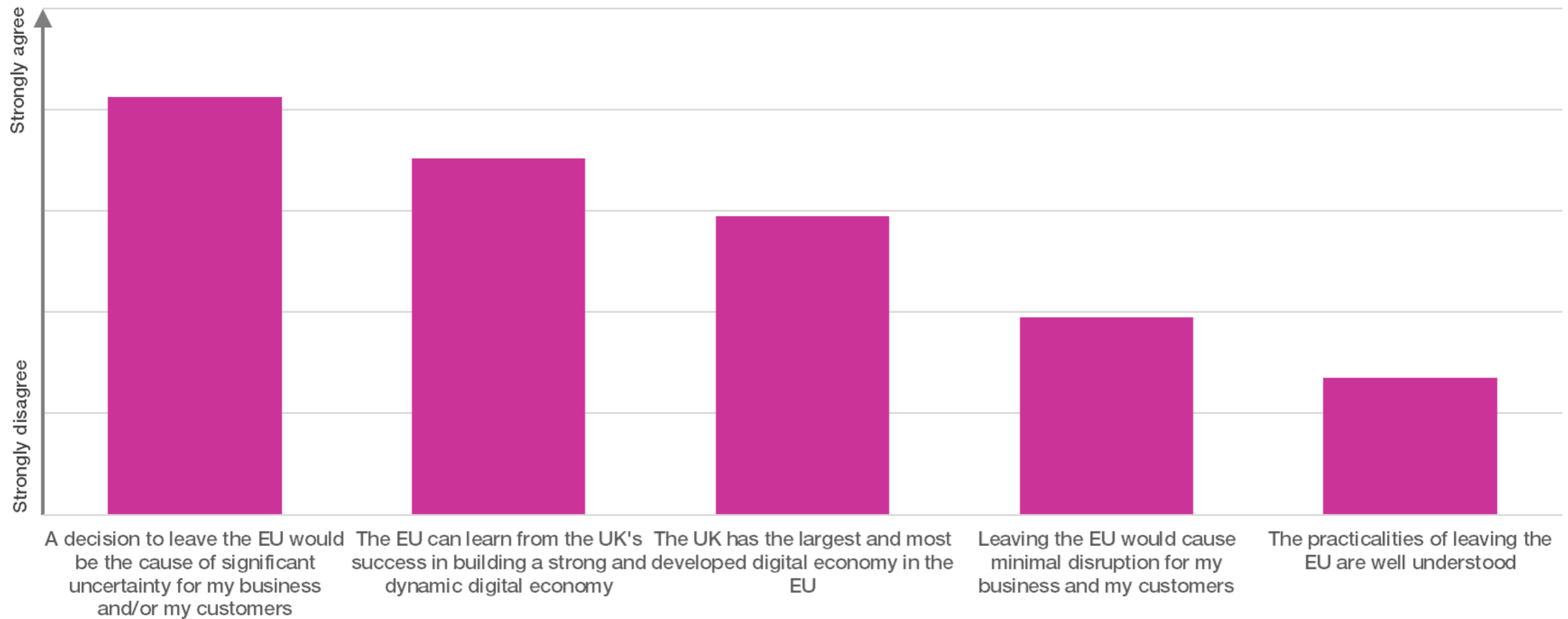


For each of the following EU policy areas what impact, if any, do you consider they have on the UK games industry as a whole?

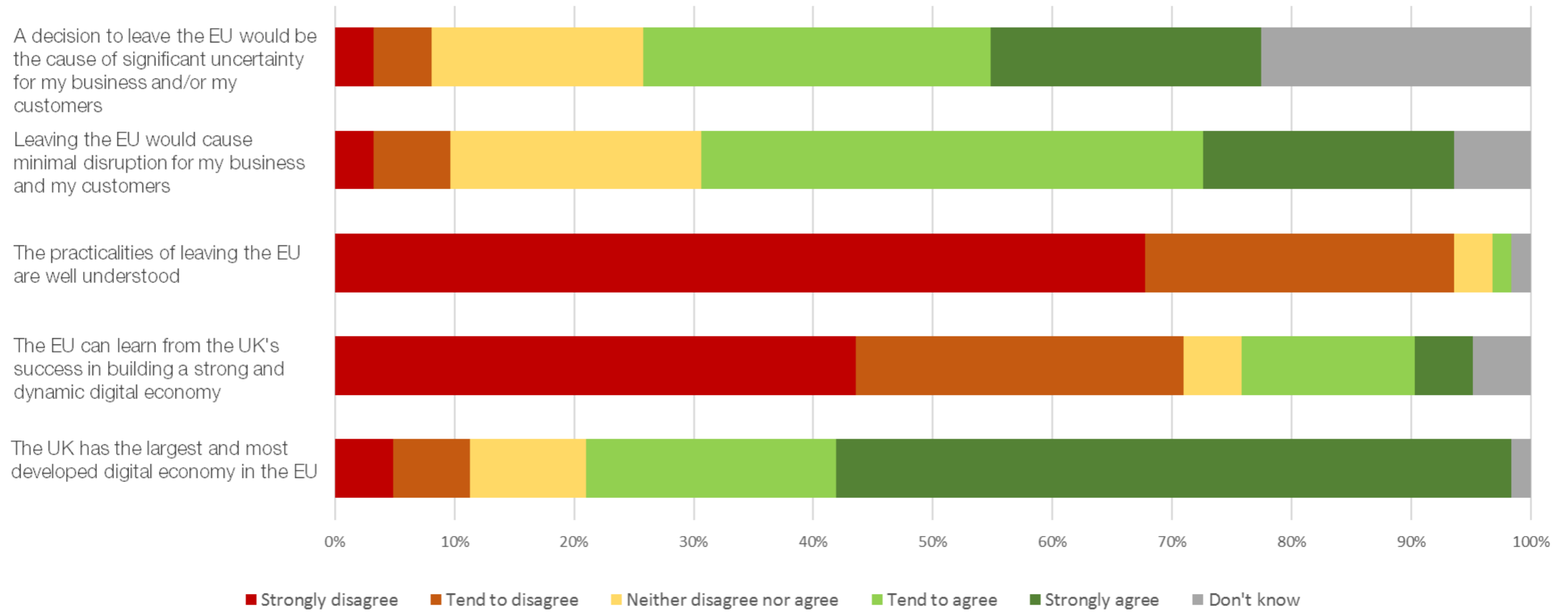


Strongly agreed that Brexit would cause uncertainty and the practicalities of leaving the EU are not well understood

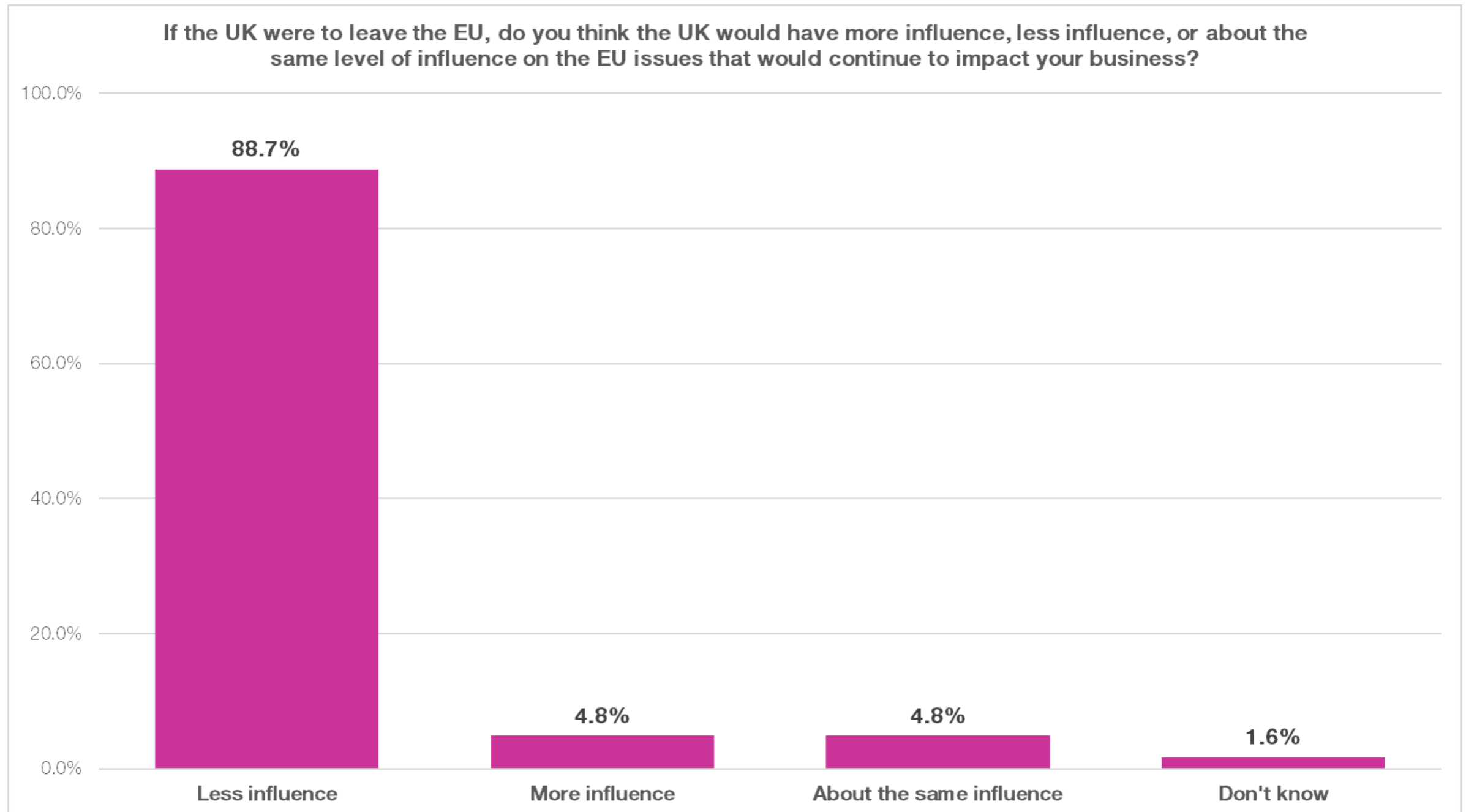
To what extent do you agree or disagree with the following statements?



To what extent do you agree or disagree with the following statements?

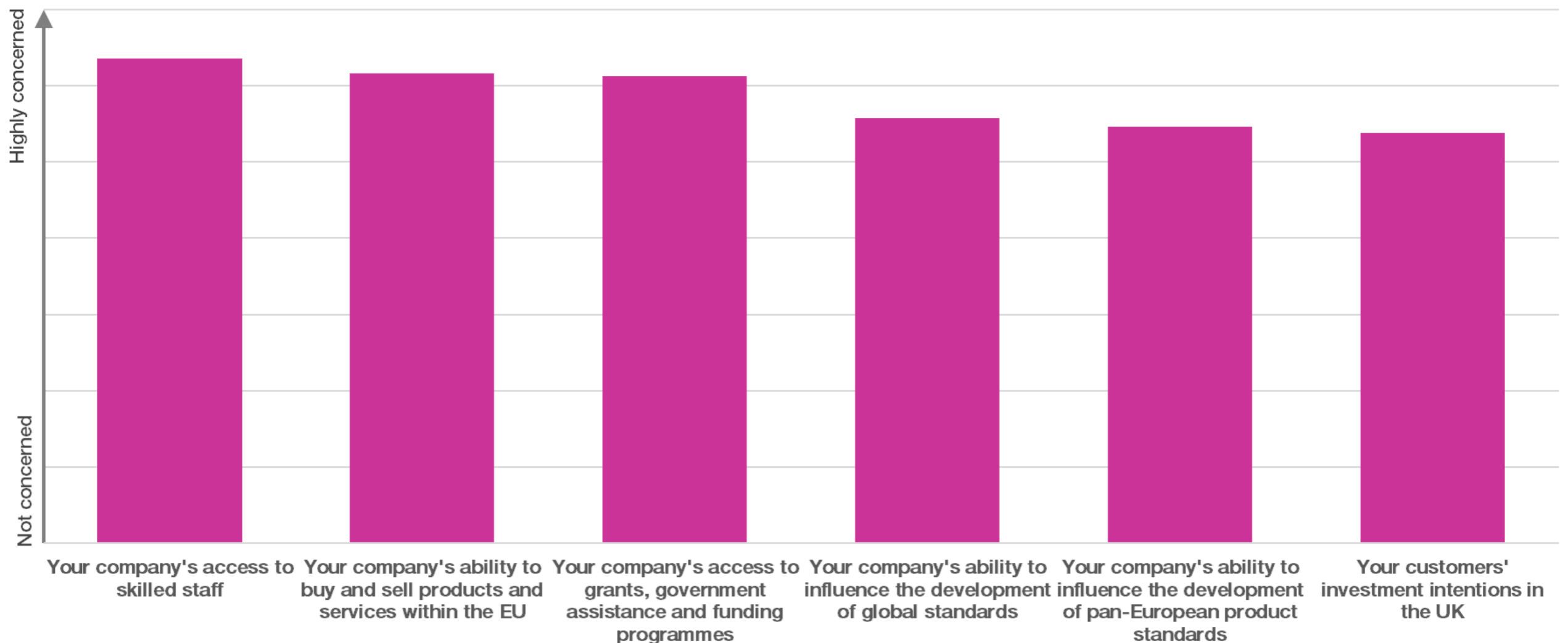


Strongly agreed that the UK would have less influence if it left the EU

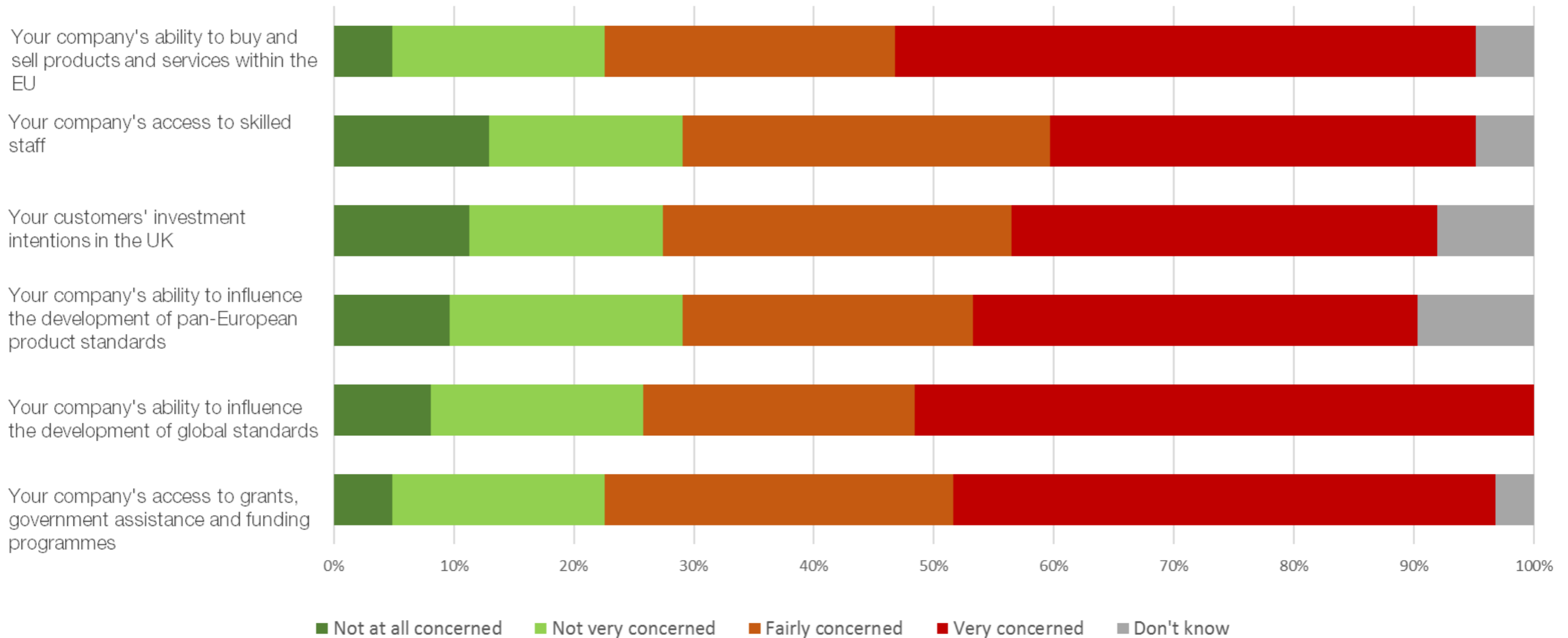


Tended to agree that access to skilled staff, the ability to buy and sell goods and access to grants, government assistance and funding programs would be impacted

If the UK were to leave the EU, how concerned, if at all, would you be about the impact it would have on each of the following?



If the UK were to leave the EU, how concerned, if at all, would you be about the impact it would have on each of the following?



Strongly agreed that the UK should remain in the EU

