

Roblox UK Economic Impact Assessment 2025

Economic Reporting

Delivered by Nordicity

ROBLOX

 Nordicity

Table of contents

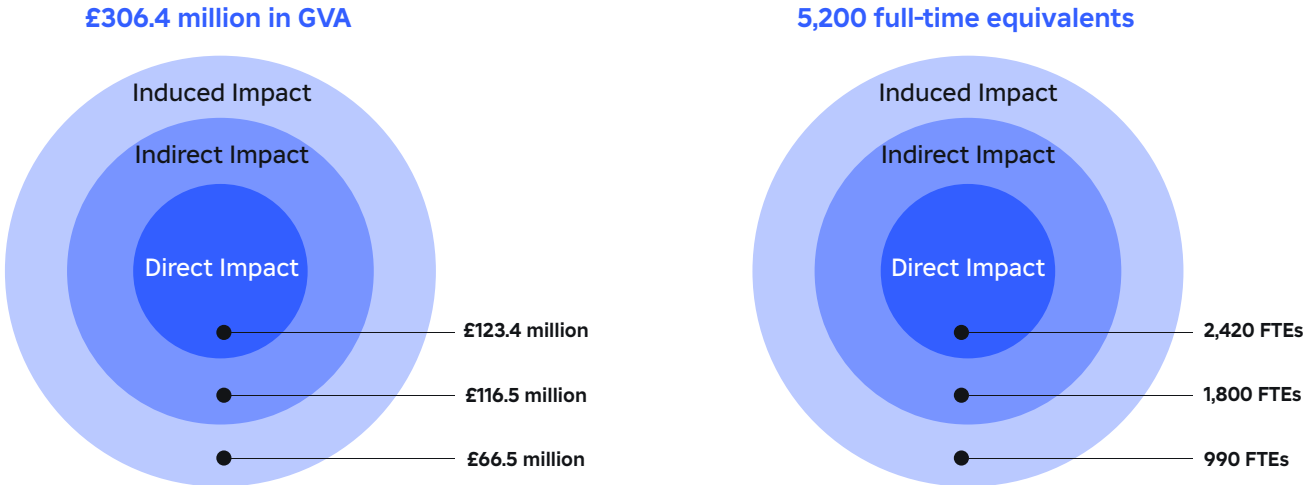
Executive summary	3
1. Introduction	5
1.1 Approach to economic impact	6
1.2 Roblox UK Creator Survey	7
1.3 Approach to creator spotlights	7
2. Profile of UK-based Roblox creators	8
3. Economic impact assessment of UK Roblox creators	12
3.1 National economic impact	12
3.2 Regional economic impact	15
4. Creator spotlights	17
Appendices	18
Appendix A: Methodology	18

Executive summary

Roblox is a powerful, creator-driven platform that empowers individuals to design and share unique digital experiences with people all over the world. The platform serves a broad community of creators, from hobbyists to aspiring and professional game developers. With 97.8 million daily active users worldwide as of March 31, 2025,¹ the platform has a considerable presence, helping connect creators to global audiences. For a subset of creators, developing experiences on Roblox generates substantial economic activity.

Whilst Roblox does not employ creators, Nordicity estimates that from 2017 to 2024, Roblox creators contributed a total of 5,200 full-time equivalents (FTEs) and £306.4 million in gross value added (GVA) to the UK economy.

The following graphics illustrate the breakdown of these impacts:²



REGIONAL IMPACTS

Roblox creation provides significant economic opportunities outside of traditional development hubs, with two-thirds of Roblox creators and economic activity generated outside of London and the South East (Table 5 and Table 6). By contrast, less than half of developers in the wider games industry are located outside of these centralised regions (Table 5).

Outside of London and the South East, Roblox creators are well represented in regions such as the South West, Yorkshire and The Humber, the East Midlands, Wales, and Northern Ireland, where the platform’s share of creators is at least double the industry standard. Roblox’s widespread impact beyond London demonstrates its ability to support more equitable access to opportunity and regionally inclusive economic development.

¹ Roblox Reports First Quarter 2025 Financial Results. 2025. <https://ir.roblox.com/news/news-details/2025/Roblox-Reports-First-Quarter-2025-Financial-Results/default.aspx>

² Values reflect a standardised rounding process; Values < 1 set to 1; 1–4 rounded to nearest integer; 5–99 to nearest 5; ≥ 100 to nearest 10; totals computed on raw data then rounded (do not sum rounded figures).

Roblox's economic impact has grown substantially in recent years. In the last five years, Roblox has contributed to, on average, the equivalent of 1,000 full-time jobs per year in the UK. The platform's contribution to GVA has increased five-fold since 2019.

The findings in this study are supported by a series of seven creator spotlights that capture the stories of UK-based creators on Roblox. These spotlights serve as real-world examples of the platform's many benefits, particularly for creators based outside of London and the South East, including in places like Liverpool, Birmingham, and Royal Leamington Spa. These stories, alongside a survey of UK-based Roblox creators, reveal several key findings.

Financial empowerment

- Roblox has helped some creators achieve financial independence earlier in life. For some creators, the platform enabled them to graduate university with strong financial footing and maintain other passions without monetary stress.
- The platform also enables creators to monetise their development work regardless of higher education credentials.

Skill development and learning pathways

- The platform provides critical hands-on learning opportunities and skill-building that complements and often outpaces formal training. Several creator spotlights emphasise the role Roblox has played in shaping their knowledge of programming and coding from a young age.
- For some creators, building experiences on Roblox inspired them to pursue higher education in game development, and they found that the technical skills they had developed through Roblox provided them with a strong advantage.
- Beyond technical abilities, creators have learnt valuable soft skills, including leadership, product management, and creative direction, which are not necessarily taught in the classroom.

Lowering barriers to entry

- Roblox's accessible, free-to-use developer tools and storage increase opportunity and access, enabling anyone to start creating experiences with few limitations.
- Many of the creators interviewed credit their start to Roblox's relatively low barrier to entry. Survey findings also indicate that nearly half of creators surveyed (47%) would not have earned income from interactive content if it were not for Roblox, demonstrating the platform's invaluable role.

These benefits, paired with substantial economic contributions, demonstrate the potential opportunities that can be unlocked by Roblox in the UK.

1. Introduction



Roblox is a powerful, creator-driven platform that empowers individuals to design and share unique digital experiences with people all over the world. With 97.8 million daily active users from across the globe as of March 31, 2025,³ Roblox has a considerable presence as a platform and, consequently, a significant economic impact stemming from creator activities. Roblox's reach is global, meaning that the experiences designed by United Kingdom (UK) creators can activate spending from audiences throughout the world.

Roblox engaged independent consultancy firm Nordicity to explore and capture the extent of these economic impacts specific to creator activity in the UK following Nordicity's previous economic impact assessment of Roblox in the United States.⁴

This document captures the economic impact of UK-based Roblox creators from 2017 to 2024. The economic activity is provided as a sum and is also broken down by direct, indirect, and induced impacts, as well as regionally.

Nordicity developed the estimates contained in this report based on primary and secondary data sources. The section below outlines the overall approach to this study, with more detailed information about assumptions and methodology provided in Appendix A: Methodology. The data gathered enabled Nordicity to estimate the degrees of economic impact based on creator activity and the geographic spread of creators across regions and nations. Nordicity used this information to build a profile of Roblox creators in the UK.

In addition to economic impact figures and a creator profile, this report also contains a series of seven creator spotlights that represent real-world examples of how the Roblox platform has benefited UK creators. These spotlights were developed by independent consultancy firm Milltown Partners.

³ Roblox Reports First Quarter 2025 Financial Results. 2025. <https://ir.roblox.com/news/news-details/2025/Roblox-Reports-First-Quarter-2025-Financial-Results/default.aspx>

⁴ Roblox Economic Impact and Social Benefit Study. 2024. <https://corp.roblox.com/pdf/roblox-economic-impact-and-social-benefit-study>

About Roblox

Roblox is an immersive gaming and creation platform that offers people millions of ways to be together, inviting its community to explore, create, and share endless unique experiences. The company's vision is to reimagine the way people come together—in a world that's safe, civil, and optimistic.

About Nordicity

Nordicity is a leading international consulting firm providing private and public sector clients with solutions for economic analysis, strategy development, and policy and regulation advisory services. Nordicity's offices in Canada and the United Kingdom, as well as its global partners and associates, underline their global perspective of the creative and cultural sectors. Nordicity has cultivated an expertise in the economics of the global video game industry. The firm has worked to design, assess, and evaluate strategies to support game industries in a variety of jurisdictions, including the UK, Canada, Australia, Brazil, Switzerland, Bahrain, and New Zealand. Nordicity regularly conducts economic impact analyses for organisations such as the Entertainment Software Association of Canada and the British Film Institute. Based on this experience, the firm has become widely recognised for its ability to translate market developments and best practices, and to provide sound research, analyses, and evaluations of economic activity across jurisdictions.

About Milltown Partners

Milltown Partners is an independent global advisory firm working with influential organisations and individuals on the communications and policy challenges that define their reputations. Our global team works from offices in London, Brussels, Dublin, San Francisco, and New York.

1.1 Approach to economic impact

Digital interactive experiences on platforms like Roblox create economic impact in several ways. First, eligible creators, artists, designers, and other professionals creating Roblox experiences in the shared digital ecosystem can earn income from the experiences they create.

Roblox has a Developer Exchange Program (DevEx) and a payment system centered around its digital currency, Robux. Creators who create digital experiences on Roblox earn Robux through selling access to their games, in-game items, and other incentives provided by Roblox. Creators who meet Roblox's eligibility criteria can then convert their earned Robux into real money through DevEx. This conversion allows creators to monetise their creative efforts on the platform.

This study focuses on two principal economic outputs: gross value added (GVA) and full-time equivalents (FTEs). Subsequently, GVA and FTEs are (at times) expressed as being direct, indirect, and/or induced impacts. The list below provides the definition of each output:

- **GVA:** This term represents a monetary measure of the contribution that some economic activity (e.g., Roblox experiences) makes to a jurisdiction's economy within a specific time period.
- **Jobs vs. FTEs:** Typically, jobs created and retained are expressed in the number of positions, which is not stated on a cumulative basis. As such, this metric is not interchangeable with the economic impact metric FTE (described in the next section of the report), which is stated on a cumulative basis. As illustrated below, two FTEs could indicate a full-time job held by one person for two years, two full-time jobs held by two people for one year, or four part-time jobs held by four people, each working 20 hours per week, for one year.

- **Direct impact:** Jobs and economic activity generated that were directly related to the creation of experiences on the Roblox platform.
- **Indirect impact:** Jobs and economic activity generated by Roblox creators purchasing supplies, such as computers and software, from other industries.
- **Induced impact:** Employment and economic activity generated by direct and indirect workers regarding spending labour income.

To estimate the economic impacts, Nordicity used a combination of Roblox payment data from 2017 to 2024, the results of a survey distributed to UK-based creators (the Roblox UK Creator Survey), and secondary data to develop assumptions about industry-specific expenditure patterns (e.g., to average salaries). These data were then fed into Nordicity's economic impact assessment model, MyEIA™, to arrive at the estimates presented throughout this report. A full description can be found in Appendix A: Methodology.

It is important to note that the economic impacts estimated in this report pertain solely to the economic contributions from Roblox creators' real cash withdrawals. Ancillary income generated by creators from activities associated with but not directly on the Roblox platform—such as live-streaming Roblox experiences or selling Roblox merchandise—is not included in this analysis. As such, the results can be viewed as conservative estimates of Roblox's economic impact in the UK.

1.2 Roblox UK Creator Survey

Nordicity and Roblox collaborated on the development of a short survey distributed to UK-based Roblox creators. The survey was launched mid-April 2025 and was in the field for approximately four weeks.

The survey collected information from 203 unique respondents. Survey respondents reported on their location, education level, business arrangements, revenues, and expenditures. This information was then verified and refined for use in the economic modelling process.

1.3 Approach to creator spotlights

Milltown Partners led the development of seven creator spotlights, following the process outlined below:

- **Developer selection:** Creators were selected based on their platform impact, game success, and diversity across backgrounds, locations, and genres.
- **Interviews:** Seven in-depth interviews were conducted May 8 – 28, 2025.
- **Discussion Guide:** Questions probed creator backgrounds, skill development, Roblox's impact on creators' careers, and future goals.
- **Case study development:** Each interview was then turned into an individual spotlight, highlighting each creator's unique journey and Roblox's impact.

2. Profile of UK-based Roblox creators

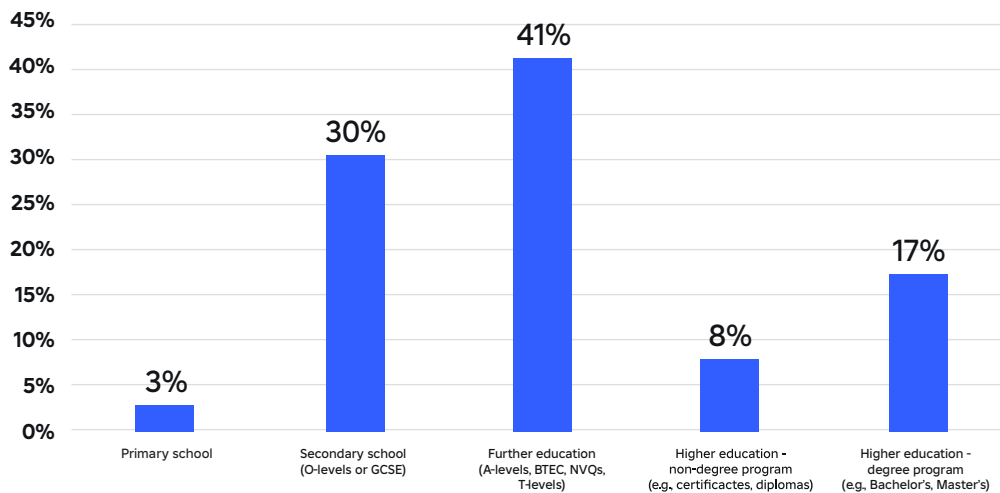
The survey was completed by more than 200 UK-based creators and included various questions pertaining to respondents' educational level, participation in formal computer science and programming courses, development arrangements, and use of Roblox to build interactive experiences. These responses provide a preliminary profile of Roblox creators in the UK and highlight how the platform expands access to game development and the creation of experiences—especially outside of traditional business arrangements and formalised higher education pathways.

Further information on the survey can be found in Appendix A.

Figure 1 shows that most UK-based Roblox creators have completed, or are in the process of completing, Level 3 educational qualifications (A-level equivalent), with 71% of creators at the secondary and further education level. Creators with Level 4 or above educational qualifications, with college or university credentials, represent only 25% of creators. This finding indicates that creators on Roblox are approaching the platform with various levels of formal training.

Figure 1: Education level of UK Roblox creators

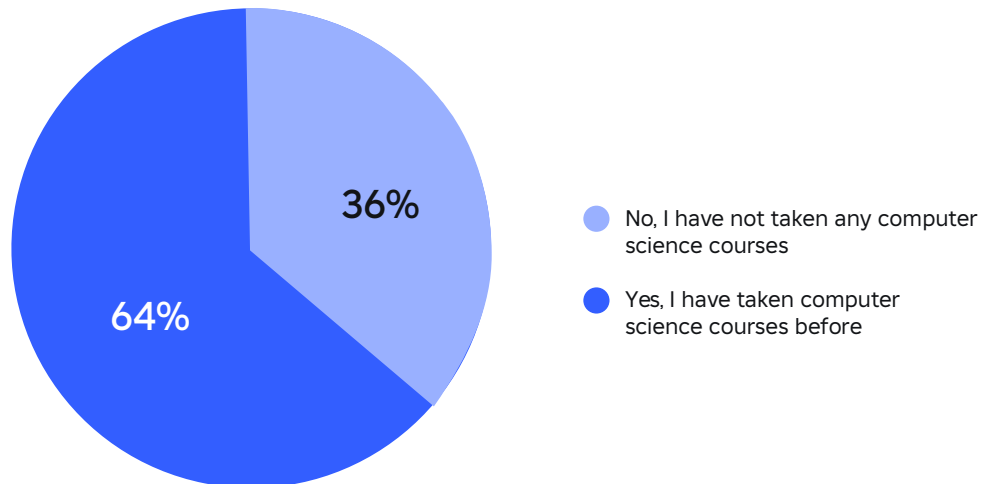
Survey question: What is the highest level of school you've completed? (n=197)



Nearly two-thirds (64%) of UK creators have taken some computer science or programming courses through either their schooling, an online course, or a special programme such as a coding bootcamp (Figure 2). These courses may have been taken before or in tandem with developing skills through Roblox experiences.

Figure 2: Participation in computer science or programming courses by UK Roblox creators

Survey question: Have you ever taken any formal computer science, programming, or game design classes? (n=198)



STORIES FROM CREATORS - LEARNING PATHWAYS

Muneeb Parwaz is the Birmingham-based founder of Parwaz Studios and creator of the popular Roblox shopping experience [Catalog Avatar Creator](#) (which has been visited more than 3.8 billion times by Roblox users). Muneeb pursued further education in game development after being introduced to the idea through Roblox at a young age. He explains, “Roblox definitely switched me to study computer science because initially I was going to do something like medicine or dentistry.” Muneeb learned the basic skills—coding and programming—through Roblox community tutorials and resources on the platform. Once he entered university, the familiarity he already had with Roblox’s programming language Lua, which he mastered to create games and experiences on Roblox, set him up for success and made learning new programming software easy.

Simon Burgess, the Blackpool-born co-creator of popular experience [SharkBite](#) and [SharkBite 2](#) (one of Roblox’s biggest franchises, its toy lines sold in supermarkets worldwide), explains that when he was a kid, Roblox provided him with hands-on learning and important skills such as 3D modelling and team management that went beyond what he was learning in the classroom.

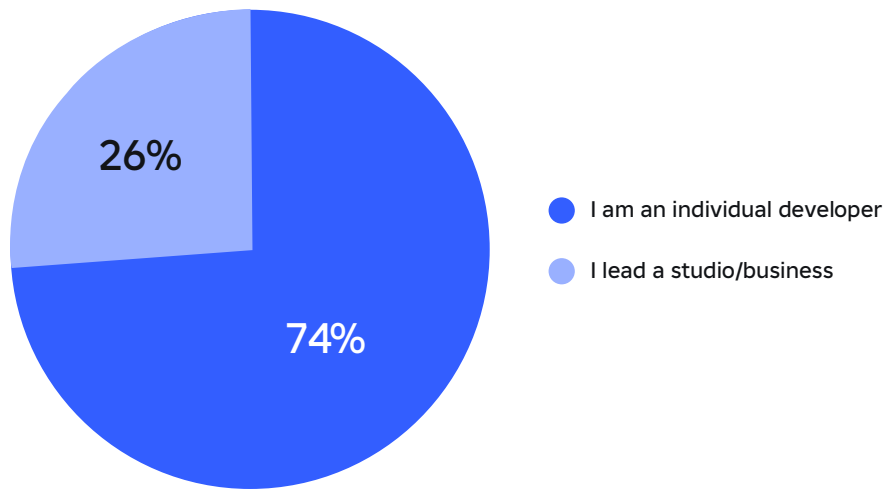
“I never thought that I would be a 3D modeller. I definitely developed skills in directing, managing, and communications—that’s something I never thought I would really do,” Simon shared.

See Creator spotlights for details.

Most creators (74%) are developing their experiences as individuals without a formalised studio or business arrangements. Roughly one quarter of respondents noted that they led their development efforts within a studio or a recognised business, involving coordination with other creators and/or employees (Figure 3).

Figure 3: Development arrangements of UK Roblox creators

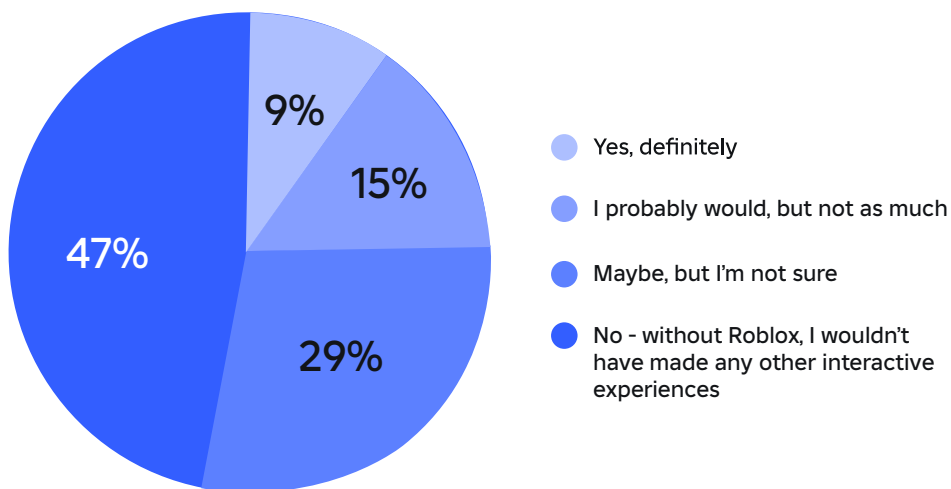
Survey question: Are you an individual developer, or do you have a studio/business where you hire and collaborate with other creators to create Roblox Experiences? (n=203)



The Roblox UK Creator Survey reveals that nearly half of UK creators (47%) would not have earned any income from interactive content creation if it were not for Roblox (Figure 4). This finding highlights the importance of the platform in generating economic activity that otherwise would not exist. Specifically, Roblox enables creators to pursue game development on a professional level and monetise their work.

Figure 4: Earning money from interactive experiences with or without Roblox

Survey question: Would you still be earning money from other interactive experience-related work if not for Roblox? (n=163)



STORIES FROM CREATORS - LOW BARRIER TO ENTRY

Dominic Windsor, product management lead at Twin Atlas LLC, shares that Roblox provides low barriers to entry where anyone can hop onto the platform and create an experience: “I think the real short of it is it’s a really low barrier of entry . . . Roblox Studio, anyone can download it. It’s free.” When he first joined Roblox, he was a cost-conscious student who likely would not have been able to entertain the thought of expensive development tools. Roblox made his journey and current success possible.

SharkBite creator Simon Burgess explains that Roblox provides young creators with critical access to tools that otherwise would seem out of reach. He shares, “What 12-year-old has money for data storage, data hosting, server hosting?” These tools are freely available to all creators on Roblox, helping open access and opportunity.

See Creator Spotlights for details.

3. Economic impact assessment of UK Roblox creators

As outlined in Section 1.1, the Roblox Developer Program generates economic impacts in terms of GVA and employment. These impacts are explored nationally as well as regionally. Over the past five years, Roblox's economic impact has grown substantially. Roblox has contributed to, on average, the equivalent of 1,000 full-time jobs per year since 2020. Roblox's contribution to GVA has grown five-fold since 2019.

Roblox has generated notable impact across regions in the UK, with approximately two-thirds of Roblox creators and economic activity generated outside of London and the South East. While London still accounts for the most economic activity by virtue of having the largest concentration of Roblox creators out of any other region/nation, activity is rather spread throughout the UK. The significant economic impact across the UK—and the geographic spread of this impact—illustrates Roblox's ability to unlock economic potential and opportunity outside of hubs like London.

Economic activity in the UK has historically been concentrated in the capital. For instance, the UK's technology industry is largely centred in London, which consistently attracts the majority of jobs, investment, and innovation. London alone accounts for nearly two-thirds of job vacancies in the UK and receives a dominant share of tech start-up funding, highlighting the risk of a deepening digital divide.^{5,6} By contrast, Roblox's widespread impact beyond London supports more equitable access to opportunity, helping grow the creative economy and supporting more regionally inclusive economic development.

3.1 National economic impact

The main source of direct economic impact in any economy is money paid to or generated by individuals. As such, direct impact is assessed as a measure of income earned by individuals employed to conduct a certain activity, as well as any profits earned from that activity.

In addition to direct impact, economic activity has two key ripple effects on the broader economy:

- Indirect impact: The economic activity generated when creators spend money on goods and services from other businesses (such as software, equipment, and marketing).
- Induced impact: The additional economic activity generated when creators or workers employed at the direct and indirect level spend their income in the wider economy (such as groceries, rent, and entertainment).

The sum of the direct, indirect, and induced economic impacts forms the total economic impact.

Nordicity estimates that from 2017 to 2024, Roblox creators contributed a total of 5,200 full-time equivalents (FTEs) and £306.4 million in GVA (Table 1).

⁵ The Register. 2025. "UK tech job openings climb 21% to pre-pandemic highs." https://www.theregister.com/2025/06/05/accnture_uk_tech_vacancies/#:~:text=London%20accounted%20for%2080%20percent,a%20whole%20were%20in%20London

⁶ TechUK. 2024. "Tech Nation's 2024 report gives AI the spotlight, exploring 'UK Tech in the Age of AI'." <https://www.techuk.org/resource/tech-nation-s-2024-report-gives-the-spotlight-exploring-uk-tech-in-the-age-of-ai.html>

Table 1: National economic impact overview 2017 – 2024⁷

Category	2017-2024 Total	Per Annum
Employment (FTEs)	5,200	650
GVA (£)	306.4 million	38.3 million

Employment (FTEs)

Creators are not Roblox employees, but Roblox supports employment in two ways. First, independent developers and creators can earn income from the experiences they create through the Roblox Developer Exchange Program. Second, several studios that create Roblox experiences employ creators, artists, designers, and other professionals.

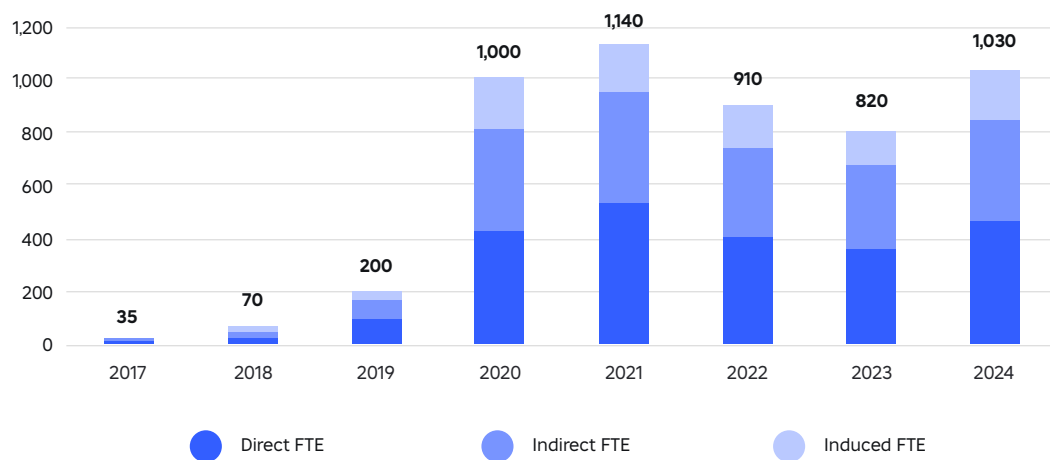
Nordicity estimates that the Roblox Developer Exchange Program has directly supported approximately 2,420 full-time equivalents (FTEs), 1,800 indirect FTEs, and 990 induced FTEs in the UK between 2017 and 2024 (Table 2).⁷

Table 2: National employment impact 2017 – 2024

Employment (FTEs)	2017 – 2024 Total	Per Annum
Direct	2,420	300
Indirect	1,800	220
Induced	990	120
Total	5,200	650

Figure 5 illustrates the incremental growth of direct employment, as well as its indirect and induced impacts, over the last eight years. For the past five years, Roblox has contributed to, on average, the equivalent of 1,000 full-time jobs per year.

2020 saw a dramatic increase in FTEs attributed to Roblox creation, with total FTEs rising from 200 to 1,000. FTE growth peaked in 2021 and started slowing down into 2023, before increasing once again to 1,030 in 2024.

Figure 5: National employment impact yearly growth⁸

⁷ FTEs are rounded to the nearest 10; GVA is rounded to the nearest 100,000.

⁸ Values < 1 set to 1; 1–4 rounded to nearest integer; 5–99 to nearest 5; ≥ 100 to nearest 10; totals computed on raw data then rounded (do not sum rounded figures).

Gross value added (GVA)

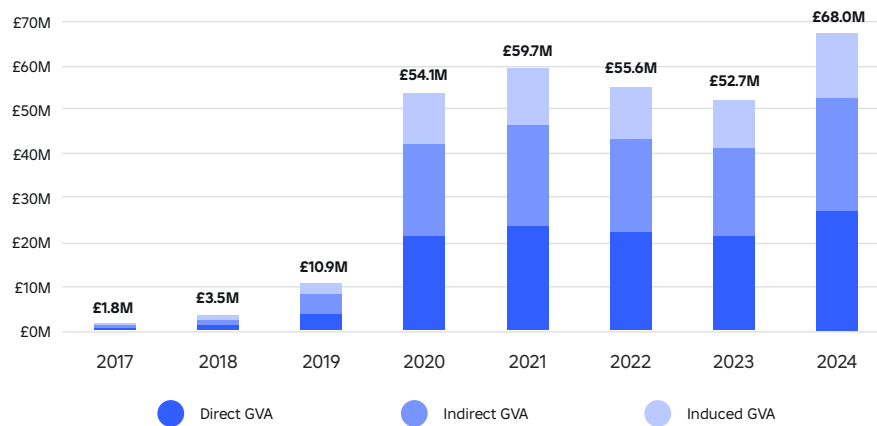
The Roblox Developer Exchange Program generated a total GVA impact of £306.4 million from 2017 to 2024, averaging £38.3 million in GVA impact per year over that period.

Table 3: National GVA impact 2017 – 2024

GVA	2017 – 2024 Total (£ millions)	Per Annum (£ millions)
Direct	123.4	15.4
Indirect	116.5	14.6
Induced	66.5	8.3
Total	306.4	38.3

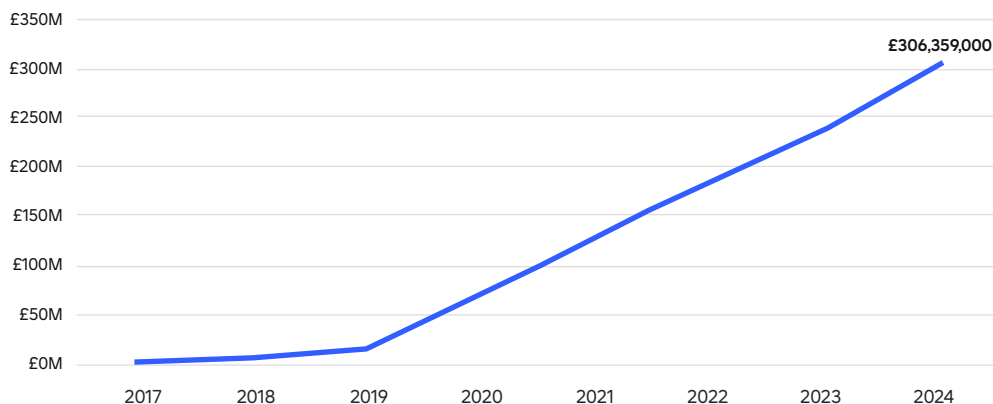
Figure 6 tracks the growth of national GVA contributions on the part of Roblox creator activity. As with employment, there was a significant five-fold increase in GVA from 2019 to 2020 with relatively steady year-over-year growth into 2024.

Figure 6: National GVA impact yearly growth



Measuring the cumulative growth of national GVA contributions both accentuates the volume of GVA impacts on the part of Roblox creator activity but also illustrates the upwards trajectory of future GVA contributions. Cumulative GVA is calculated by aggregating the GVA figure for each of the past eight years. Nordicity estimates that the Roblox Developer Program has generated just under £307 million in cumulative GVA between 2017 and 2024 (Figure 7).

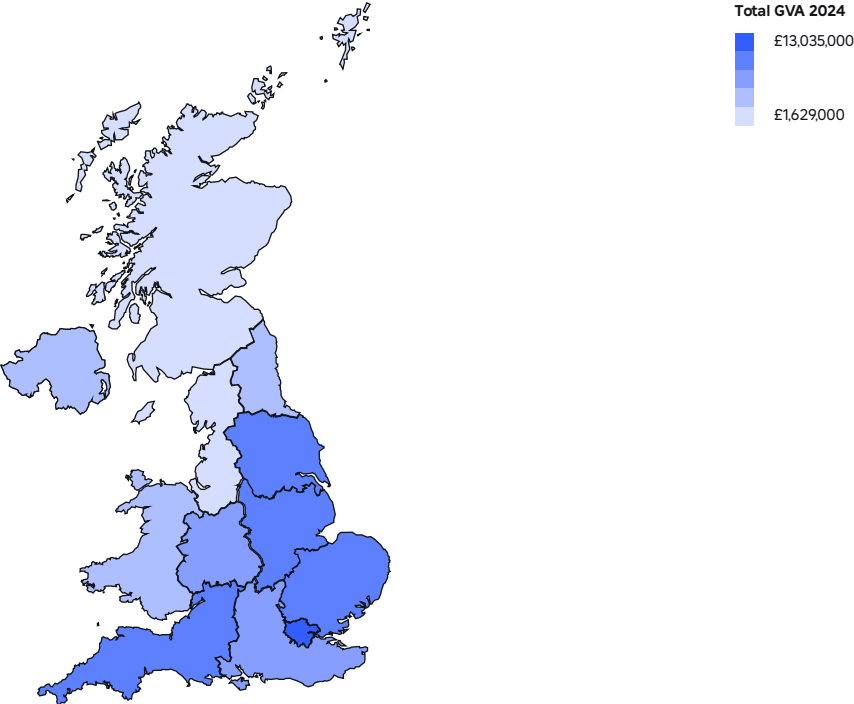
Figure 7: National cumulative GVA trajectory 2017 – 2024



3.2 Regional economic impact

One key feature of the Roblox creator ecosystem is that it enables content to be monetised by individuals and small teams across the United Kingdom, thereby distributing the economic benefits of creator activity well outside of concentrated hubs—namely, outside the Greater London region. As the map in Figure 8 illustrates, GVA generated by UK-based Roblox creators extends to regions and nations throughout the UK.

Figure 8: Total GVA generated in 2024 by regions and nations



The distribution of Roblox creators across the UK is generally comparable to the distribution of the broader UK development workforce, with notable differences.^{9,10} As Table 5 demonstrates, London and the South East combined comprise approximately 42% of the UK development workforce but just 32% of Roblox creators, illustrating the platform’s more decentralised reach. In other words, more than two-thirds of creator activity occurs from outside of London and the South East, compared to less than half across the development industry as a whole.

Roblox creators are spread out beyond traditional game development hubs in the Greater London area, the South East (Brighton and Guildford), and the North West (Manchester). Compared to UK development workforce data indicated below, Roblox creators are well represented in regions such as the South West, Yorkshire and The Humber, the East Midlands, Wales, and Northern Ireland where the platform’s share of creators is at least double the industry standard.

9 Based on survey data, where n=203

10 Data based on 2024 reporting by TIGA, <https://tiga.org/news/weathering-the-storm-tiga-research-reveals-uk-games-dev-sector-continues-to-grow-despite-global-sector-downturn>

Table 5: Roblox creator spread vs UK video game development workforce spread

Region/Nation	Share of Roblox Creators 2024 ¹¹	Share of UK Dev. Workforce 2024 ¹²	Difference
London & South East	32.4%	41.7%	-3.8%
West Midlands	13.8%	9.9%	3.9%
North West	10.2%	12.3%	-2.1%
Yorkshire and The Humber	9.0%	5.8%	3.2%
East Midlands	8.4%	5.9%	2.5%
South West	7.8%	2.7%	5.1%
East of England	6.6%	5.9%	0.7%
North East	3.6%	6.3%	-2.7%
Wales	2.6%	0.6%	2.0%
Northern Ireland	2.4%	0.6%	1.8%
Scotland	2.4%	9.3%	-6.9%

Table 6 provides figures by region and nation related to total employment and GVA. Similar to the spread of Roblox creators, economic activity is similarly spread with over two-thirds of Roblox's economic activity in the UK generated from outside of London and the South East.

Table 6: Regional economic impact comparison 2017 – 2024

Region/Nation	Total FTEs	Total GVA (£ millions)
London and South East	1,690	99.1
West Midlands	720	42.2
North West	530	31.2
Yorkshire and The Humber	470	27.5
East Midlands	440	25.7
South West	400	23.9
East of England	340	20.2
North East	190	11
Wales	190	11
Northern Ireland	120	7.3
Scotland	120	7.3

¹¹ Based on survey data, where n=203

¹² Data based on 2024 reporting by TIGA, <https://tiga.org/news/weathering-the-storm-tiga-research-reveals-uk-games-dev-sector-continues-to-grow-despite-global-sector-downturn>

4. Creator spotlights

The following seven spotlights illustrate real-world examples of how Roblox continues to benefit the lives of creators in the UK:

1. Pre-teen player to professional: How Roblox turned this creator career-ready (Muneeb Parwaz)
2. Making waves with SharkBite: How Roblox empowers creators with accessible tools and hands on learning (Simon Burgess)
3. From teen dreams to Roblox Top 20: How Roblox was the catalyst for this creator's success (Dominic Windsor)
4. Fish in a bottle swims into new waters: How Roblox helped an established studio find new perspective (Drew Wilkins)
5. Educator by day, game studio founder by night: How Roblox supports this creator's passion for teaching (Victoria)
6. Where games meet learning: How Roblox is enriching educational experiences in the UK (Jesper Knudsen)
7. From cleaner to creator: How Roblox connections inspired an entrepreneur (Francesco Vincitore)

As a note, these creator spotlights are illustrative examples and may not reflect the experience of every Roblox creator. However, they highlight the significant benefits the platform offers, especially for creators located outside of London and the South East.

Roblox has helped some creators achieve financial independence earlier in life, provided hands-on learning opportunity that complements and outpaces classroom education, and equipped creators with the skills needed to become career-ready. The platform also increases opportunity and access by offering free tools and storage, enabling anyone to start creating without limitations. For new creators, Roblox can be a launchpad for building careers; for established studios, it can provide a way of reaching an expanded audience.

Appendices

Appendix A: Methodology

Nordicity was contracted by Roblox to estimate the economic impact of Roblox creator activity within the United Kingdom (including its nine regions of England and three home nations). To estimate the impact, Nordicity primarily relied on:

- 2017 – 2024 payment data provided to Nordicity by Roblox listing cash remittances to creators located in the United Kingdom.
- Primary data regarding the expenditure profile related to the creation of Roblox experiences. This primary data was collected from Roblox creators via a survey (referred to throughout this document as the Roblox UK Creator Survey).
- Desk research and data sourced from the Office for National Statistics (ONS) to develop various assumptions (e.g., median wages and industry-specific expenditure patterns) incorporated in Nordicity's MyEIA™ model.

Subsequently, Nordicity used its MyEIA™ model to estimate the economic impacts of Roblox creators in the UK. This model utilises the 2022 input-output tables published by ONS, along with other economic data (e.g., 2024 median wages) to estimate how increased purchases of goods and services translate into incremental employment, compensation of employment (COE), and GVA.

The following table summarises the types of activities included in economic impact analyses conducted, the data sources used for each, and the models employed to conduct the analysis. It is important to note that the economic impact estimated in this report pertains solely to the economic contributions from Roblox creators' real cash withdrawals. Ancillary income generated by creators from activities associated with but not directly occurring on the Roblox platform—such as income from live-streaming Roblox experiences or sales of Roblox merchandise—is not included in this analysis.

Table 7: Summary of economic impact analysis conducted

Stemming from Roblox Creators	
Direct Impact	Jobs and economic activity generated directly in relation to the creation of Roblox experiences on the Roblox platform within the UK
Indirect Impact	Jobs and economic activity generated by Roblox creators' purchases of relevant supplies needed to conduct their activity from other industries, such as computer hardware, software, and peripherals
Induced Impact	Jobs and economic activity generated by direct and indirect FTE's respending of labour income within the UK economy
↑	
Models	Survey-informed model of Roblox creator activities and Nordicity's MyEIA™ model based on UK national-level statistics
↑	
Primary Data From:	Roblox UK Payment Data 2017 – 2024 & Roblox UK Creator Survey

Definitions and key assumptions

FTEs vs. jobs

Typically, jobs creation and retention are expressed as a measure of positions, a measure that is not stated on a cumulative basis. Accordingly, positions is a metric that is not interchangeable with full-time equivalents, or FTEs, which is stated on a cumulative basis.

For example, two FTEs could describe a full-time job held by a single person for two years, two full-time jobs held by two people for one year, or four part-time jobs at 20 hours/week held for one year.

To facilitate economic modelling, Nordicity uses the FTE measure. The use of FTE also allows Nordicity to incorporate certain factors like average wages, wage inflation, and various working arrangements.

Cash flow assumptions

Nordicity calculated the total revenues year-over-year for UK creators by aggregating the payment data provided by Roblox. The provided payment data included all cash remittances Roblox paid to creators from 2017 to 2024.

The total cash remit (revenue made by Roblox creators) was then used as a baseline figure to calculate the cost of labour, leftover earnings, and the cost of the non-labour expenditures associated with the creation of Roblox experiences.

- The cost of labour was estimated by calculating the average percentage of cash paid to UK creators out of the total revenue earned by creators. This proxy was developed based on a survey question that asked creators to provide the total real dollar amount spent on developing a Roblox experience and the percentage of that cost that was associated to UK-based labour (including hiring freelancers, contractors, and salaried employees).
- Leftover earnings/retained earnings is a term used to describe the amount of cash or cash equivalent retained by creators after all cash expenses. The survey data provided a baseline for calculating an average for leftover earnings as a percentage of total cash remitted. Nordicity allocated the leftover earnings to labour income, as the majority of creators on Roblox are individual creators.
- Non-labour costs were calculated by subtracting the cost of labour and leftover earnings from the total cash remitted from payment data. The remaining costs not associated with the labour costs and leftover earnings were treated as the non-labour costs.

The following table provides a sample calculation of labour income and revenues according to the principles described above:

Table 8: Labour income and revenues via Roblox in one year

Category	Amount	Source
Total revenue	£100,000	Payment data
Labour costs	£46,370	Calculation
Average typical leftover cash to remit ratio	43.37%	Survey data
Leftover earnings	£43,370	Calculation
Freelance/employee costs	3%	Survey data
Freelance/employee costs as % of total cash remittance	£3,000	Calculation
Total non-labour costs	£53,630	Calculation

Impact of developer-retained earnings

In addition to the economic benefits arising from the activity of Roblox creators/studios and creators that work with them (compensated in cash), the creation of successful Roblox experiences can provide other recurrent and long-term economic benefits for Roblox creators.

While the payment data reflects a portion of the cash value remitted by Roblox creators, Roblox creators retain continued revenues earned via the Roblox experience they created. This means that the revenues remaining in the developer's Roblox account will likely be withdrawn in future years at a similar frequency/proportion to fund actual economic activities (the cost of living, purchasing new equipment, etc.). In addition, new Roblox experiences will be funded through Roblox creators' earnings and will lead to new revenue streams. Years after the creation of the Roblox experience, these revenues will continue to support jobs, creators' living costs, and new Roblox experience development.

Estimating regional impacts

To estimate regional impacts, data from the Roblox UK Creator Survey was used to calculate the distribution of creators across the UK. The regional distribution of survey respondents was compared with national developer workforce data to ensure it was broadly representative of the wider UK developer population. This distribution was then applied proportionally to the national-level economic impact results to derive regional estimates.

Use of survey proxies and conservative estimates

The use of data proxies—based on survey responses—greatly facilitates the economic modelling process. While it provides evidence of Roblox's economic impact, the figures from this modelling process should be treated as conservative estimates (and may have a greater impact than described).

- Roblox survey data includes responses from individual Roblox creators (74%) and studios (26%) across the United Kingdom, and across earnings and experience levels. As a result, the responses that formed part of the proxies do not necessarily reflect all the costs and revenues that should be reflected.
- Studio-based Roblox creators arguably have a higher chance of success because they have more capability and capital to develop scalable experiences and conduct marketing campaigns. However, the survey sample captured only a small number of studios. Therefore, the use of survey proxies is very conservative, as a studio's economies of scale will likely generate more full-time work than would a freelance occupation, where a creator might have to take on jobs outside of Roblox.
- This analysis does not consider the impact of all the earned Robux not yet withdrawn from creators' accounts. The survey revealed that creators typically withdraw a fixed amount of their earned Robux at a time and are likely to withdraw at a similar rate in the future. Therefore, the future cash remit from the existing earned Robux in creators' accounts is likely to lead to more economic activities.

Approach to rounding

The following rounding rule has been applied across all economic impact results presented in this report.

Value Range	Rounding Applied
> 10,000	Nearest 1,000
100.01 – 10,000	Nearest 10
5.01 – 100	Nearest 5
1.01 – 5	Nearest whole number
0.01 – 1	1
≤ 0	0

Survey process

Nordicity and Roblox collaborated on the development of a short survey (the “Roblox UK Creator Survey”) that was distributed to UK-based Roblox creators. The survey was launched mid-April 2025 and was in the field for approximately four weeks. The survey collected information from 203 unique respondents (based on provided UserIDs). Survey respondents reported on their location, education level, business arrangements, revenues, and expenditures. This information was then verified and refined for use in the economic modelling process.

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