

Creative Industries

Sector demand landscape

- 2.4 million jobs in the creative industries (7% of the UK workforce). There is also a growing global demand for creative imports, with the UK being the third largest creative exporter in the world.
- The sector faces persistent challenges in linking young people's enthusiasm to sustainable career pathways.
- The Sutton Trust has already identified a trend with recent research finding that younger adults from working-class backgrounds are four times less likely to work in the creative industries compared to their middle-class peers.
- Structural barriers to uptake include lower rates of employment offers following work placements (6% compared with 28% in other sectors) and limited employer engagement with schools and colleges.

The business case for Creative Industries engagement in careers education

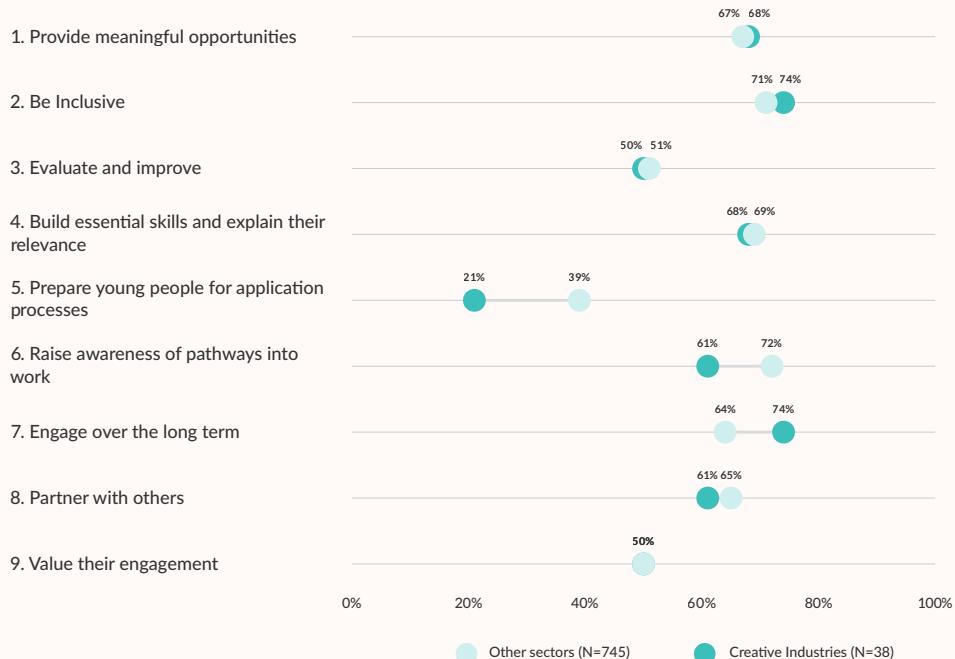
Employers in the Creative Industries showed a higher level of achievement in:

- **Standard 7:** Engage over the long term (+9%pts vs other sectors)
- **Standard 2:** Be Inclusive (+3%pts vs other sectors)

Engagement in these Standards is crucial to address the workforce challenges employers in the sector face, however employers in the sector could work more towards Standard 5: Prepare young people for application processes (-18%pts) and Standard 6: Raise awareness of pathways into work (-12%pts), reflecting sector challenges.

Fig 1: Employers in the Creative Industries were most likely to achieve Standards 2 and 7

% of Employers achieving or exceeding each Standard in the Creative sector compared to employers in other sectors



Source: Employer Standards data, end of September 2025 (N=783; Creative Industries, N=38)

Engagement in careers education with schools and colleges helped most employers in the sector to:

- **encourage young people to apply** for jobs in the sector (84% reported this benefit)
- **encourage young people to apply** for jobs in their business (74% reported this benefit)

A considerable proportion of employers said that young people's **essential employability skills are improving** because of their outreach (68% reported this benefit)

Young people's interest in the industry and confidence in their Essential Skills

The engagement from the Creative Industries sector is also reflected in the interest from young people, with **20% of Year 11 students expressing a desire to work in the sector** (this is one of the highest levels of interest in a sector).

The most popular roles are:

- design (37%)
- sales & marketing roles (14%)
- software/web developer (8%)

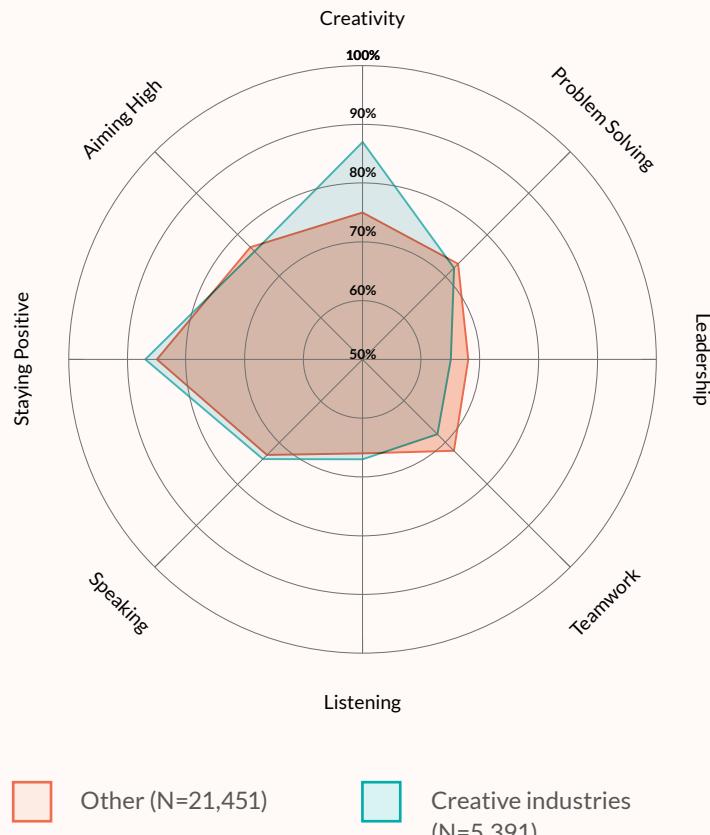
Notably, there is a marked gender disparity: girls are far more likely to be interested in this sector (26%, vs 14% for boys).

Overall, employers who help young people practise and progress essential skills in workplace experiences are 72% more likely to say that that young people's employability skills are improving as a result of their engagement.

According to Future Skills Questionnaire data, young people in year 11 who are interested in Creative Industries are more often confident than their peers in **Creativity** (+5%pts), mirroring the engagement of most employers in the sector in building this skill (82%, +11%pts vs other sectors).

Fig 2: Young people interested in the sector are more likely than their peers to be confident in Creativity

% of Year 11 young people saying they are confident in each Essential Skill



Source: Future Skills Questionnaire data, end of July 2025 (Year 11 responding to the industry/career question, N=26,842)

[To see the full insights, including other industry snapshots, click here](#)