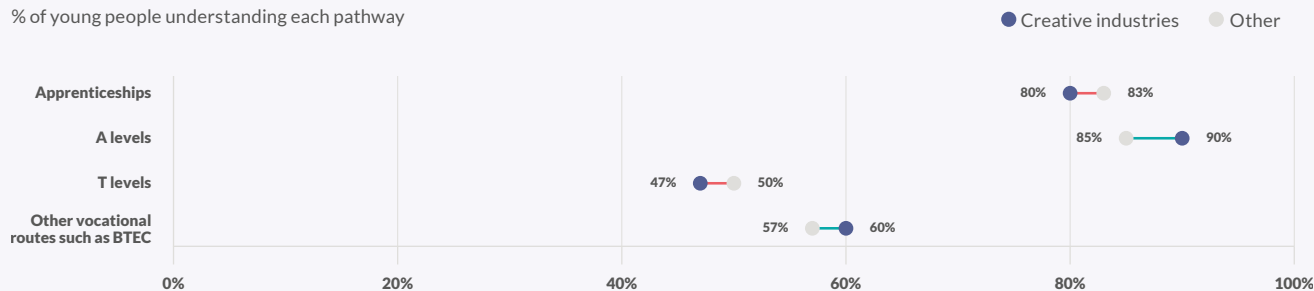


Creative industries

Fig. 1: Young people interested in a Creative career are more likely to understand A levels



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

Sector demand landscape

- [2.4 million jobs in the creative industries \(7% of UK employment\).](#)
- The sector faces persistent challenges in linking young people's enthusiasm to sustainable career pathways.
- Young people often have less well developed understanding of vocational and technical routes, and a [lack of awareness of the realities of freelancing and financial insecurity for a range of creative careers.](#)
- 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.

Gender:



Economic disadvantage:



Young people's profile

Creative industries attract strong learner interest, with 15% of Year 11 learners aspiring to creative roles. Interest is distributed across:

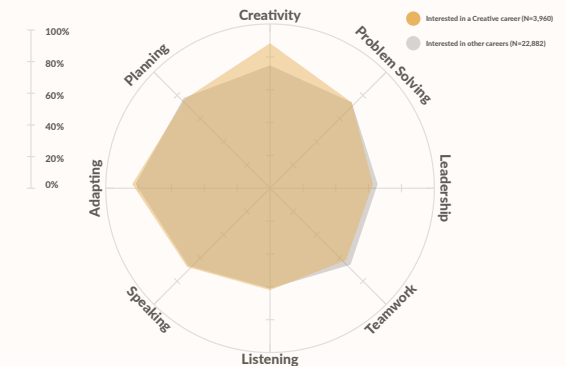
- Art, film, music, and books (62%),
- Media/broadcasting (25%)
- Education (12%), Retail (10%)

While learners drawn to creative careers demonstrate notable strength in **Creativity** (+14%pts compared to their peers) and **Adapting** (+2%pts), they underperform on **Teamwork** (-4%pts).

Young people interested in creative careers are less likely to understand **apprenticeships** (-3%pts) and **T-levels** (-3%pts) than their peers, but more likely to understand **A-levels** (+5%pts).

Fig. 2: They are more likely to excel in Creativity, Staying Positive and Speaking, but less likely to be proficient in Teamwork than their peers

% of learners responding positively to



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

Fig. 3: Interest in Creative careers varies by region

% Year 11 learners expressing interest in the Creative industries, by region

