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## Creative Graduates Creative Futures: Appendix 6 - Tables

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Creative Graduates Creative Futures is a major longitudinal study undertaken between 2008 and 2010 of the early career patterns of more than 3,500 graduates in practice-based art, design, crafts and media subjects, qualifying in 2002, 2003 and 2004 from 26 UK higher education institutions.

For further details see [www.creativegraduates.com](http://www.creativegraduates.com).

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## Appendix 6: Tables

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## Sample information

**Sample table 1: Total survey population and responses**

	Total survey population (N)	Responses (N)	Total survey population (%)	Responses (%)	Response rate <sup>#</sup> (%)
All graduates	26,806	3,478	100	100	13.0
<b>Gender</b>					
Male	10,187	947	38	27	9.3
Female	16,526	2,508	62	73	15.2
(Unknown)		(23)	-	-	-
<b>Age group (at time of survey)</b>					
Less than 30	20,592	2,717	77	79	13.2
30-33	3,329	346	12	10	10.4
35-38	1,206	113	5	3	9.4
40-48	956	147	4	4	15.4
50+	621	122	2	4	19.6
(Unknown)		(33)	-	-	-
<b>Classification of degree</b>					
First	2,925	590	11	17	20.2
Upper second	11,404	1,750	43	51	15.3
Lower second	8,898	918	34	27	10.3
Third	1,853	130	7	4	7.0
Pass/FdA	1,245	76	5	2	6.1
(Unknown)		(14)	-	-	-
<b>Student domicile status</b>					
Home	22,865	2,924	86	86	12.8
EU	1,699	267	6	8	15.7
Int'l	2,142	216	8	6	10.1
(Unknown)		(71)	-	-	-

	Total survey population (N)	Responses (N)	Total survey population (%)	Responses (%)	Response rate <sup>#</sup> (%)
<b>Year finished degree</b>					
Before 2002	-	71	-	(2)	na
2002	7,949	839	32	26(25)	10.6
2003	8,292	1,062	33	33(31)	12.8
2004	8,845	1,285	35	40(38)	14.5
After 2004	-	167	-	(5)	na
(Unknown)		(54)	-	-	-

Note: Figures include respondents graduating in all years (unless otherwise stated)

Note: <sup>#</sup> Response rate does not take into account PORs (ie is the unadjusted response rate)

Source: *Creative Graduates Creative Futures, IES, 2010; F4, F3, A6, F2 and A6*

**Sample table 2: Comparing Creative Graduates Creative Futures respondents with the wider graduate population on key measures: 2003 cohort only**

	Creative Graduates Creative Futures (N)	Creative Graduates Creative Futures (%)	Creative arts & design (HESA) (N)	Creative arts & design (HESA) (%)	All subjects (HESA) (N)	All subjects (HESA) (%)
<b>Gender<sup>#</sup></b>						
Male	751	70.8	18,080	59.4	170,835	53.0
Female	309	29.2	12,345	40.6	151,775	47.0
<b>Location of institution<sup>#</sup></b>						
England	960	90.4	26,595	87.4	263,585	81.7
Wales	38	3.6	1,920	6.3	18,980	5.9
Scotland	64	6.0	1,480	4.9	32,045	9.9
Northern Ireland	0	0.0	430	1.4	7,995	2.5
UK	1,062	100.0	30,425	100.0	322,610	100.0
<b>Classification of degree-</b>						
First	192	18.1	2,740	10.6	25,795	10.3
Upper second	533	50.3	12,260	47.5	113,590	45.3
Lower second	274	25.9	8,490	32.9	78,985	31.5
Third	48	4.6	1,800	7.0	16,960	6.8
Pass/FdA	3	0.3	525	2.0	15,290	6.1

Note: <sup>#</sup> Gender and institution location HESA figures based on first year full-time first degree students in 2000/2001 (majority graduating in 2003) - all domiciles

Note: - Degree classification HESA figures based on full-time first degree course qualifiers in 2002/03 - all domiciles

Source: *Creative Graduates Creative Futures, IES, 2010; F4, A3 and A6; HESA Students in Higher Education Institutions 2000/01, 2002; HESA Students in Higher Education Institutions 2002/03, 2004*

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## Section A: Background information about your degree

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### A1: What was the full name/title of your undergraduate degree course?

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**Table A1.1: Undergraduate qualification obtained**

Qualification	Frequency	%
BA	3,290	94.6
BSc	66	1.9
FdA	40	1.2
BDes	58	1.7
Other (eg MA, MDes, PGDip, and BA/BSc joint <sup>1</sup> )	22	1.0
Total (known)	3,476	100
(Missing/unknown)	(2)	-
Base (N)	3,478	

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

*Source: Creative Graduates Creative Futures, IES, 2010; A1*

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<sup>1</sup> Of the postgraduate courses reported four were from Scottish institutions where the term masters may apply to four year undergraduate courses. Although the majority of remaining cases reported postgraduate level courses, it is assumed that they had previously completed an undergraduate degree at an eligible institution (ten of these had returned paper responses).

**A2a: What was the main subject of your undergraduate degree?****A2b: If applicable, what was the second subject of your undergraduate degree?****Table A2.1: Subject of study (grouped into key disciplines)**

Subject area	Frequency	%
Fine art	652	18.7
Applied arts/crafts	179	5.1
3-D design	569	16.4
Graphic design, visual comm and typography	783	22.5
Fashion design	715	20.6
Media production and photography, and interactive and electronic design	437	12.6
- Interactive and electronic design	43	1.2
- Media production and photography	394	11.3
Other visual or interdisciplinary arts, writing/journalism/advertising/cultural studies	143	4.1
Total	3,478	100
(Missing/unknown)	(0)	-
Base (N)	3,478	

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010; A2*

Table A2.2: Subject of study by personal characteristics and cohort (row per cent)

	Fine art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media production, electronic design	Other visual or int. arts	Base (N)
All	18.7	5.1	16.4	22.5	20.6	12.6	4.1	3,478
<b>Gender*</b>								
Male	16.6	2.0	20.3	29.5	4.9	21.9	5.0	947
Female	19.5	6.4	14.9	19.9	26.5	9.1	3.8	2,508
<b>Age group*</b>								
25 or younger	10.1	4.9	15.7	19.8	28.4	14.6	6.7	268
26 or 27	16.4	4.1	16.9	25.3	20.6	12.5	4.1	1,500
28 or 29	16.8	5.7	16.5	23.3	22.6	12.6	2.5	949
30 to 39	18.7	6.3	18.3	20.7	17.0	14.2	4.8	459
40+	47.2	7.8	9.7	8.9	11.5	8.9	5.9	269
<b>Original region of domicile*</b>								
South East England	17.5	5.0	13.8	27.3	18.4	14.2	3.8	718
Greater London	16.5	6.5	13.3	23.2	26.8	11.1	2.6	496
South West England	21.8	4.7	12.7	19.5	13.5	16.9	10.9	385
Midlands and East Anglia	20.2	5.2	15.5	24.9	18.6	11.8	3.8	575
Northern England	17.1	3.4	22.1	15.3	27.5	11.3	3.2	556
Scotland, Wales, NI, and Islands	24.4	10.0	18.6	21.1	15.8	8.1	1.9	360
Overseas	14.6	1.7	19.6	24.1	21.6	14.8	3.6	357

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	Fine art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media production, electronic design	Other visual or int. arts	Base (N)
<b>Student domicile status*</b>								
Home/UK domiciled	19.6	5.4	16.0	22.4	20.2	12.3	4.0	2,924
EU student	15.4	4.5	19.5	22.1	19.5	15.4	3.7	267
Non-EU/overseas student	11.1	1.4	19.4	24.1	26.4	13.9	3.7	216
<b>Disability*</b>								
No disability	18.0	4.8	16.7	23.3	20.4	12.5	4.3	2,996
Dyslexia	22.9	8.9	14.0	17.2	20.6	13.5	2.9	349
Other disability	27.4	3.2	12.6	15.8	25.3	12.6	3.2	95
<b>Ethnicity*</b>								
White	19.4	5.5	16.3	22.3	19.5	12.8	4.2	3,062
BME	11.5	2.6	17.2	25.6	29.2	11.2	2.6	383
- Mixed	19.3	2.8	9.2	29.4	23.9	12.8	2.8	109
- Asian	8.4	3.2	18.9	29.5	32.6	4.2	3.2	95
- Black	(7.3)	(2.4)	(14.6)	(17.1)	(34.1)	(19.5)	(4.9)	41
- Chinese	7.2	2.7	26.1	26.1	25.2	10.8	1.8	111
- Other	-	-	-	-	-	-	-	27
<b>Year finished degree</b>								
2002	19.5	5.8	14.8	23.1	19.4	12.9	4.4	839
2003	18.4	5.1	18.1	23.0	18.1	13.1	4.3	1,062
2004	18.8	4.0	16.5	22.3	22.7	12.1	3.7	1,285

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; A2 by F4, F3, F1, F2, F5, F8 and A5*



Table A2.3: Subject of study by personal characteristics and cohort (column per cent)

	Fine art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media production, electronic design	Other visual or int. arts	All
<b>Gender*</b>								
Male	24.3	10.6	34.0	35.9	6.5	47.5	33.1	27.4
Female	75.7	89.4	66.0	64.1	93.5	52.5	66.9	72.6
<b>Age group*</b>								
25 or younger	4.2	7.3	7.5	6.9	10.7	8.9	12.7	7.8
26 or 27	38.1	34.6	45.1	49.1	43.6	43.1	43.7	43.5
28 or 29	24.7	30.2	27.9	28.6	30.2	27.5	16.9	27.5
30 to 39	13.3	16.2	14.9	12.3	11.0	14.9	15.5	13.3
40+	19.7	11.7	4.6	3.1	4.4	5.5	11.3	7.8
<b>Original region of domicile*</b>								
South East England	19.6	20.3	17.6	25.3	18.6	23.4	19.0	20.8
Greater London	12.8	18.1	11.7	14.8	18.7	12.6	9.2	14.4
South West England	13.1	10.2	8.7	9.7	7.3	14.9	29.6	11.2
Midlands and East Anglia	18.0	16.9	15.8	18.4	15.0	15.6	15.5	16.7
Northern England	14.8	10.7	21.8	11.0	21.5	14.5	12.7	16.1
Scotland, Wales, NI, and Islands	13.7	20.3	11.9	9.8	8.0	6.7	4.9	10.4
Overseas	8.1	3.4	12.4	11.1	10.8	12.2	9.2	10.4
<b>Student domicile status*</b>								
Home/UK domiciled	89.8	91.4	83.3	85.5	84.4	83.6	86.8	85.8
EU student	6.4	6.9	9.3	7.7	7.4	9.5	7.4	7.8
Non-EU/overseas student	3.8	1.7	7.5	6.8	8.1	6.9	5.9	6.3

	Fine art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media production, electronic design	Other visual or int. arts	All
<b>Disability*</b>								
No disability	83.6	80.8	89.1	90.3	86.4	86.4	90.8	87.1
Dyslexia	12.4	17.5	8.7	7.8	10.2	10.8	7.1	10.1
Other disability	4.0	1.7	2.1	1.9	3.4	2.8	2.1	2.8
<b>Ethnicity*</b>								
White	93.1	94.4	88.3	87.4	84.2	90.1	92.8	88.9
BME	6.9	5.6	11.7	12.6	15.8	9.9	7.2	11.1
- Mixed	3.3	1.7	1.8	4.1	3.7	3.2	2.2	3.2
- Asian	1.3	1.7	3.2	3.6	4.4	0.9	2.2	2.8
- Black	0.5	0.6	1.1	0.9	2.0	1.8	1.4	1.2
- Chinese	1.3	1.7	5.1	3.7	3.9	2.8	1.4	3.2
- Other	-	-	-	-	-	-	-	-
<b>Year finished degree</b>								
2002	27.3	31.8	23.5	26.8	25.2	26.8	28.5	26.3
2003	32.5	35.1	36.4	33.7	29.7	34.5	35.4	33.3
2004	40.2	33.1	40.2	39.5	45.1	38.7	36.2	40.3
Base (N)	652	179	569	783	715	437	143	3,478

Note: \* indicates statistically significant difference

Base: all respondents (answering the question) for each category, overall base covers all respondents

Source: *Creative Graduates Creative Futures, IES, 2010; A2 by F4, F3, F1, F2, F5, F8 and A5*

### A3: What was the name of your institution?

**Table A3.1: Type of institution attended during undergraduate studies**

Type of institution	Frequency	%
Section A: Background information about your degree Specialist	1,866	53.7
Generalist	1,610	46.3
Total	3,476	100
(Missing/unknown)	(2)	-
Base (N)	3,478	

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010; A3*

### A5: When did you end the course?

**Table A5.1: Year finished degree (bachelor or foundation degree)**

Completed studies	Frequency	%
Prior to 2002	71	2.0
2002	839	24.5
2003	1,062	31.0
2004	1,285	37.5
After 2004	167	4.9
Total (known)	3,424	100
(Missing/unknown)	(54)	-
Base (N)	3,478	

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010; A5*

### A6: What is the classification of your degree?

**Table A6.1: Classification of first degree obtained**

Classification	Frequency	%
First	590	17.0
Upper second	1,750	50.3
Lower second	918	26.5
Third/Pass (incl. Pass FdA)/other	206	5.9
Other	25	0.7
Total (known)	3,464	100
(Missing/unknown)	(14)	-
Base (N)	3,478	

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010; A6*

**Table A6.2: Classification of degree by personal characteristics and subject of study (row per cent)**

	First	Upper second	Lower second	Third, pass, FdA pass, other	Base (N)
All cases	17.0	50.5	26.5	5.9	3,464
<b>Gender</b>					
Male	18.4	49.7	25.5	6.4	941
Female	16.6	50.7	26.9	5.8	2,502
<b>Age group*</b>					
25 or younger	15.3	46.3	29.1	9.3	268
26 or 27	16.8	51.0	27.9	4.3	1,496
28 or 29	16.4	50.7	27.4	5.5	945
30 to 39	17.8	51.9	20.4	9.9	455
40+	22.3	48.0	23.8	5.9	269
<b>Original region of domicile*</b>					
South East England	14.8	53.6	27.6	4.0	717
Greater London	14.4	53.1	25.6	6.9	493
South West England	19.0	56.0	21.4	3.6	384
Midlands and East Anglia	17.6	51.8	25.7	4.9	573
Northern England	16.8	48.1	30.3	4.9	555
Scotland, Wales, NI, and Islands	20.6	42.1	31.2	6.1	359
Overseas	18.9	45.2	22.6	13.3	354
<b>Student domicile status*</b>					
Home/UK domiciled	17.3	50.8	27.1	4.7	2,915
EU student	19.3	50.0	20.8	9.8	264
Non-EU/overseas student	12.0	44.9	26.9	16.2	216
<b>Disability*</b>					
No disability	17.7	50.4	26.3	5.7	2,985
Dyslexia	12.4	53.4	29.9	4.3	348
Other disability	14.7	47.4	23.2	14.7	95
<b>Ethnicity*</b>					
White	18.0	51.3	25.7	4.9	3,050
BME	9.4	43.6	33.2	13.8	383
- Mixed	11.9	57.8	23.9	6.4	109
- Asian	10.5	41.1	30.5	17.9	95
- Black	(2.4)	(29.3)	(53.7)	(14.6)	41
- Chinese	8.1	39.6	36.9	15.3	111
- Other	-	-	-	-	27
<b>Year finished degree</b>					
2002	15.8	51.2	27.9	5.1	836
2003	18.1	50.3	25.9	5.7	1,059
2004	17.7	50.8	25.3	6.2	1,282

	First	Upper second	Lower second	Third, pass, FdA pass, other	Base (N)
<b>Subject area of degree*</b>					
Fine art	16.3	51.8	27.0	4.9	651
Applied arts and crafts	20.7	43.6	27.9	7.8	179
3-D design	16.0	46.7	31.0	6.3	568
Graphic design	17.1	52.6	25.8	4.5	776
Fashion design	19.8	47.3	25.5	7.5	711
Media production, electronic design	14.2	57.3	22.7	5.7	436
Other visual or int. arts	14.0	53.1	25.2	7.7	143

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; A6 by F4, F3, F1, F2, F5, F8, A5 and A2*

**Table A6.3: Classification of degree by personal characteristics and subject of study (column per cent)**

	First	Upper second	Lower second	Third, pass, FdA pass, other	All
<b>Gender</b>					
Male	29.4	26.9	26.3	29.4	27.3
Female	70.6	73.1	73.7	70.6	72.7
<b>Age group*</b>					
25 or younger	7.0	7.2	8.6	12.3	7.8
26 or 27	42.7	44.1	45.8	32.0	43.6
28 or 29	26.4	27.7	28.4	25.6	27.5
30 to 39	13.8	13.6	10.2	22.2	13.3
40+	10.2	7.5	7.0	7.9	7.8
<b>Original region of domicile*</b>					
South East England	18.1	22.1	21.7	14.4	20.9
Greater London	12.1	15.1	13.8	16.9	14.4
South West England	12.5	12.4	9.0	7.0	11.2
Midlands and East Anglia	17.3	17.1	16.1	13.9	16.7
Northern England	15.9	15.4	18.4	13.4	16.2
Scotland, Wales, NI, and Islands	12.6	8.7	12.3	10.9	10.5
Overseas	11.5	9.2	8.8	23.4	10.3

	First	Upper second	Lower second	Third, pass, FdA pass, other	All
<b>Student domicile status*</b>					
Home/UK domiciled	86.8	86.6	87.5	69.2	85.9
EU student	8.8	7.7	6.1	13.1	7.8
Non-EU/overseas student	4.5	5.7	6.4	17.7	6.4
<b>Disability*</b>					
No disability	90.3	86.7	86.2	85.4	87.1
Dyslexia	7.4	10.7	11.4	7.5	10.2
Other disability	2.4	2.6	2.4	7.0	2.8
<b>Ethnicity*</b>					
White	93.9	90.4	86.1	73.9	88.8
BME	6.1	9.6	13.9	26.1	11.2
- Mixed	2.2	3.6	2.9	3.4	3.2
- Asian	1.7	2.3	3.2	8.4	2.8
- Black	0.2	0.7	2.4	3.0	1.2
- Chinese	1.5	2.5	4.5	8.4	3.2
- Other	-	-	-	-	-
<b>Year finished degree</b>					
2002	24.0	26.6	28.0	23.5	26.3
2003	34.8	33.1	33.0	32.8	33.3
2004	41.2	40.4	39.0	43.7	40.4
<b>Subject area of degree*</b>					
Fine art	18.0	19.3	19.2	15.5	18.8
Applied arts and crafts	6.3	4.5	5.4	6.8	5.2
3-D design	15.4	15.1	19.2	17.5	16.4
Graphic design	22.5	23.3	21.8	17.0	22.4
Fashion design	23.9	19.2	19.7	25.7	20.5
Media production, electronic design	10.5	14.3	10.8	12.1	12.6
Other visual or int. arts	3.4	4.3	3.9	5.3	4.1
Base (N)	590	1,750	918	130	76

Note: \* indicates statistically significant difference

Base: all respondents (answering the question) for each category, overall base covers all respondents giving their degree classification (14 missing)

Source: *Creative Graduates Creative Futures, IES, 2010; A6 by F4, F3, F1, F2, F5, F8, A5 and A2*

## A7: Did you undertake any course related work placement(s) during your course?

- i) as a course requirement
- ii) not as part of the course

### A7a: If yes, how many work placements did you do?

### A7b: What was the total time spent on your work placement(s)?

### A7c: In general, how useful was (were) your work placement(s) to the development of your career?

**Table A7.1: Extent and usefulness of placements**

	Frequency	%
<b>Work placement experience<sup>#</sup></b>		
As course requirement	763	22.5
Not as part of course	609	18.0
Both	58	1.7
None	1,954	57.7
Base (N) (respondents from undergraduate courses)	3,384	100
<b>Total time spent on work placements</b>		
Up to 5 weeks (1 month)	757	52.8
6 to 12 weeks (1 to 3 months)	352	24.6
13 to 24 weeks (3 to 6 months)	118	8.2
25 to 45 weeks+ (6 months to 1 year plus)	206	14.4
Base (N) (those reporting placements)	1,433	100
<b>Usefulness of placement</b>		
Not at all useful	57	4.0
Not very useful	156	10.9
Fairly useful	528	36.8
Very useful	693	48.3
Base (N) (those reporting placements)	1,434	100

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%  
Base: as indicated (A1 and A7)

Source: *Creative Graduates Creative Futures, IES, 2010; A7, A7b, A7c*

**Table A7.2: Number of placements by type of placement**

Number of work placements	Any		Required placements		Extra placements	
	N	%	N	%	N	%
1	846	59.2	525	63.0	323	49.8
2	345	24.1	177	21.2	192	29.6
3	151	10.6	84	10.1	81	12.5
4+	87	6.1	47	5.6	52	8.0
Base (N)	1,429	100	833	100	648	100
Mean	1.77		1.67		1.99	

Base: all those undertaking work placements during undergraduate studies (A1 and A7)

Source: *Creative Graduates Creative Futures, IES, 2010; A7 by A7a*

**Table A7.3: Length of placement activity (in total) by type of placement (per cent)**

Total time spent on work placements	Any	Required placements	Extra placements	Both
Up to 5 weeks	52.8	52.2	54.9	25.9
6 to 12 weeks	24.6	22.2	26.3	48.3
13 to 24 weeks	8.2	6.3	10.8	8.6
25 to 45 weeks+	14.4	19.3	8.1	17.2
Total	100	100	100	100
Base (N)	1,433	757	594	58

Base: all those undertaking work placements during undergraduate studies (A1 and A7)

Source: *Creative Graduates Creative Futures, IES, 2010; A7 by A7b*

**Table A7.4: Perceived usefulness of work placement by type of placement (per cent and mean score)**

	Not at all useful	Not very useful	Fairly useful	Very useful	Base (N)	Mean <sup>#</sup>
All work placement(s)	4.0	10.9	36.8	48.3	1,434	3.29
Required placements	4.9	13.0	35.8	46.3	833	3.24
Extra placements	2.6	7.6	37.3	52.4	656	3.40

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the score the more useful the activity

Base: all those undertaking work placements during undergraduate studies (A1 and A7)

Source: *Creative Graduates Creative Futures, IES, 2010; A7 by A7c*



**Table A7.5: Length of placement activity (in total) and perceived usefulness (per cent, and mean score)**

Total time spent on work placements	Not at all useful	Not very useful	Fairly useful	Very useful	Base (N)	Mean <sup>#</sup>
Up to 5 weeks	5.3	15.2	42.4	37.1	757	3.11
6 to 12 weeks	2.0	6.6	39.4	52.0	350	3.41
13 to 24 weeks	1.7	7.6	22.9	67.8	118	3.57
25 to 45 weeks+	2.0	4.4	19.6	74.0	204	3.66
Total	3.7	10.9	36.9	48.5	1,430	1,430

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the score the more useful the activity

Base: all those undertaking work placements during undergraduate studies (A1 and A7)

Source: *Creative Graduates Creative Futures, IES, 2010; A7b by A7c*

**Table A7.6: Placement activity by background characteristics (per cent and mean score)**

	Required placements <sup>#</sup>	Extra placements <sup>#</sup>	None	Base (N)	Perceived usefulness (mean)~
<b>Gender</b>					
Male	19.4	17.3	64.1	931	3.32
Female	26.3	20.3	55.4	2,491	3.29
<b>Age group</b>					
25 or younger	30.2	19.4	53.0	268	3.26
26 or 27	24.8	19.9	57.4	1,485	3.28
28 or 29	23.7	21.1	56.4	944	3.29
30 to 39	24.0	20.7	56.4	450	3.31
40+	19.6	10.2	71.7	265	3.31
<b>Student domicile status</b>					
Home/UK domiciled	24.2	18.6	58.8	2,898	3.28
EU student	27.4	25.9	49.8	263	3.28
Non-EU/overseas student	22.5	23.9	55.4	213	3.34
<b>Disability</b>					
No disability	24.2	19.4	58	2,968	3.29
Dyslexia	25.6	20.9	55.2	344	3.30
Other disability	29.5	15.8	57.9	95	3.35
<b>Ethnicity</b>					

	Required placements <sup>#</sup>	Extra placements <sup>#</sup>	None	Base (N)	Perceived usefulness (mean)~
White	24.5	19.3	58	3,033	3.29
BME	24.5	21.6	54.6	379	3.29
<b>Family experience of HE</b>					
No family experience of HE	23.2	17.0	61.1	628	3.31
Parent went to HE	24.2	21.8	55.9	1,543	3.31
Other family member	25.0	18.2	58.2	1,235	3.26

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: ~ mean score only calculated for those undertaking placements

Base: respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A7 and A7c by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table A7.7: Placement activity by study characteristics (per cent and mean score)**

	Required placements	Extra placements	None	Base (N)	Perceived usefulness (mean)~
<b>Year finished degree</b>					
2002	22.4	18.4	60.7	830	3.28
2003	25.0	21.2	55.8	1,055	3.33
2004	24.5	18.4	58.6	1,272	3.27
<b>Classification of degree</b>					
First	25.8	25.5	50.4	589	3.43
Upper second	25.6	19.8	56.7	1,731	3.27
Lower second	21.5	16.7	63.2	915	3.26
Third, pass, FdA pass, other	24.1	11.3	64.6	195	3.19
<b>Subject area of degree</b>					
Fine art	7.9	10.4	82.8	645	3.16
Applied arts and crafts	23.7	16.9	59.9	177	3.43
3-D design	33.3	18.3	49.9	553	3.29
Graphic design	13.5	23.4	63.7	775	3.35
Fashion design	39.2	26.8	37.9	712	3.31
Media production, electronic design	26.1	17.2	57.3	436	3.29
Other visual and interdisciplinary arts	46.2	18.2	39.9	143	3.14

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: ~ mean score only calculated for those undertaking placements

Base: respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A7 and A7c by study characteristics (A5, A6 and A2)*

**Table A7.8: Placement activity by current activities (per cent)**

	Required placements	Extra placements	None	Base (N)	Perceived usefulness (mean) <sup>#</sup>
<b>Currently self employed in any job?</b>					
No	26.3	20.2	55.4	1,371	3.29
Yes	22.8	23.2	56.0	1,268	3.38
<b>Currently working in a creative occupation? *~</b>					
No	24.7	14.9	61.9	562	3.21
Yes	24.8	23.8	53.4	1,953	3.35
<b>Currently working in a creative industry?*</b>					
No	24.8	14.0	62.0	552	3.17
Yes	25.2	24.1	52.9	1,808	3.37

Note: <sup>#</sup> mean score only calculated for those undertaking placements

Note: \*indicates statistically significantly difference

Note: ~creative occupation does NOT include teaching

Base: those from undergraduate courses and currently engaged in some work related activity (A1 and C1)

Source: *Creative Graduates Creative Futures, IES, 2010; A7 and A7c by work characteristics (c3, c4 and C6)*

**Table A7.9: Length of placement activity by subject of study (per cent)**

Total time spent on work placements	Fine art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media prodn/ electronic design	Other visual/int. arts
Up to 5 weeks	72.5	(36.6)	37.9	64.4	44.0	71.1	56.1
6 to 12 weeks	17.6	(26.8)	25.3	19.2	23.8	18.4	34.8
13 to 24 weeks	5.9	(2.4)	6.0	6.7	7.9	7.0	3.0
25 to 45 weeks+	3.9	(34.2)	30.7	9.6	24.2	3.5	6.0
Base (N)	51	(41)	182	104	277	114	66

Note: figures in brackets should be treated as indicative only due to the small base size (N=41)

Base: all those undertaking work placements during undergraduate studies (A1 and A7)

Source: *Creative Graduates Creative Futures, IES, 2010; A2 by A7b*

## A8: Did you undertake any vacation/term-time work during your course?

- i) during vacations
- ii) during term-time

## A8a: In general, how useful was your vacation/term-time work to the development of your career?

**Table A8.1: Extent and usefulness of working whilst studying**

	Frequency	%
<b>Other work experience</b>		
Vacation work	820	24.8
Term-time work	487	14.7
Both	809	24.4
None	1,198	36.1
Base (N) (respondents from undergraduate course)	3,314	100
<b>Usefulness of wider work experience</b>		
Not at all useful	608	28.9
Not very useful	556	26.4
Fairly useful	556	26.4
Very useful	384	18.3
Base (N) (those reporting work experience)	2,104	100

Base: as indicated (A1 and A8)

Source: *Creative Graduates Creative Futures, IES, 2010; A8 and A8a*

**Table A8.2: Perceived usefulness of wider work experience by type of experience (per cent and mean score)**

	Not at all useful	Not very useful	Fairly useful	Very useful	Base (N)	Mean <sup>#</sup>
All work experience	28.9	26.4	26.4	18.3	2,104	2.34
Vacation work only	30.0	26.8	24.5	18.6	816	2.32
Term-time work only	29.7	27.6	25.5	17.2	482	2.30
Both	27.3	25.3	28.9	18.5	806	2.39

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the score the more useful the experience

Base: all those from undergraduate courses reporting work experience (A8)

Source: *Creative Graduates Creative Futures, IES, 2010; A8 by A8a*

## A9: How well did your course help develop each of the following skills?

- |                                   |                           |
|-----------------------------------|---------------------------|
| a) written communication          | j) research skills        |
| b) presenting your work/ideas     | k) initiative/risk taking |
| c) understanding client needs     | l) self confidence        |
| d) collaborating with others      | m) problem solving        |
| e) making/technical design skills | n) critical thinking      |
| f) flexibility/adaptability       | o) entrepreneurial skills |
| g) using IT/software              | p) networking             |
| h) visual skills                  | q) self management        |
| i) creativity/innovation          | r) project management     |

**Table A9.1: Skill development (ordered by most developed)**

	Development score (mean <sup>#</sup> )	Frequency
Creativity/innovation	3.45	3,439
Visual skills	3.33	3,429
Presenting your work/ideas	3.31	3,425
Research skills	3.16	3,434
Critical thinking	3.09	3,427
Collaborating with others	3.05	3,430
Making/technical/design skills	3.05	3,433
Self management	3.02	3,435
Flexibility/adaptability	3.02	3,423
Problem solving	2.96	3,429
Self confidence	2.90	3,435
Initiative/risk taking	2.87	3,430
Project management	2.83	3,432
Written communication	2.81	3,426
Using IT/software	2.42	3,434
Understanding client needs	2.41	3,414
Networking	2.26	3,426
Entrepreneurial skills	2.15	3,425

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9*

**Table A9.2: Extent of skill development on course (per cent and mean score)**

	Not at all well	Not very well	Fairly well	Very well	Base (N)	Mean <sup>#</sup>
Written communication	6.1	24.5	51.9	17.5	3,426	2.81
Presenting your work/ideas	1.8	8.7	46.5	43.1	3,425	3.31
Understanding client needs	17.5	35.4	35.8	11.3	3,414	2.41
Collaborating with others	3.6	17.3	50.0	29.1	3,430	3.05
Making/technical/design skills	6.3	17.9	40.6	35.2	3,433	3.05
Flexibility/adaptability	3.2	15.8	56.5	24.5	3,423	3.02
Using IT/software	19.2	33.5	33.8	13.5	3,434	2.42
Visual skills	1.7	8.0	46.0	44.4	3,429	3.33
Creativity/innovation	1.7	6.2	37.9	54.2	3,439	3.45
Research skills	2.8	13.9	48.1	35.2	3,434	3.16
Initiative/risk taking	5.3	26.7	43.2	24.8	3,430	2.87
Self confidence	7.7	20.5	45.9	25.9	3,435	2.90
Problem solving	3.6	19.6	53.9	23.0	3,429	2.96
Critical thinking	3.4	15.6	50.2	30.8	3,427	3.09
Entrepreneurial skills	25.5	41.6	25.8	7.2	3,425	2.15
Networking	20.4	41.7	29.5	8.4	3,426	2.26
Self management	5.6	15.9	49.9	28.6	3,435	3.02
Project management	8.4	21.9	48.2	21.6	3,432	2.83

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9*

**Table A9.3: Skill development by background characteristics (mean score<sup>#</sup>)**

	Gender		Ethnicity		Disability		
	Male	Female	White	BME	No disability	Dyslexia	Other disability
Written communication	2.81	2.81	2.81	2.75	2.82*	2.64*	3.01*
Presenting your work/ideas	3.23*	3.34*	3.33*	3.19*	3.32*	3.17*	3.47*
Understanding client needs	2.35	2.43	2.40	2.50	2.41	2.35	2.62
Collaborating with others	3.06	3.04	3.06*	2.93*	3.05	3.05	2.94
Making/technical/design skills	2.95*	3.09*	3.06	2.98	3.06	2.96	3.03
Flexibility/adaptability	2.95*	3.05*	3.04	2.95	3.03*	2.96*	3.11*
Using IT/software	2.53*	2.37*	2.41	2.5	2.43*	2.32*	2.48*
Visual skills	3.25*	3.36*	3.35*	3.19*	3.33	3.31	3.47
Creativity/innovation	3.36*	3.48*	3.46*	3.32*	3.44	3.45	3.52
Research skills	3.02*	3.21*	3.16	3.12	3.17*	3.02*	3.29*
Initiative/risk taking	2.79*	2.91*	2.89*	2.76*	2.88	2.81	2.98
Self confidence	2.95*	2.88*	2.90	2.86	2.91	2.81	2.96
Problem solving	2.98	2.95	2.98*	2.84*	2.97	2.93	3.00
Critical thinking	3.09	3.09	3.10	2.99	3.09*	3.00*	3.27*
Entrepreneurial skills	2.12	2.16	2.14	2.20	2.15	2.09	2.26
Networking	2.27	2.25	2.26	2.26	2.26	2.20	2.46
Self management	2.91*	3.05*	3.03*	2.89*	3.04*	2.80*	3.01*
Project management	2.74*	2.86*	2.84	2.77	2.85*	2.64*	2.94*

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed the skill

Note: \* indicates statistically significant difference

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 by background characteristics (F4, F8, and F5)*

**Table A9.4: Skill development by personal characteristics continued - age (mean score<sup>#</sup>)**

	25 or younger	26 or 27	28 or 29	30 to 39	40+
Written communication*	2.81	2.75	2.72	2.94	3.25
Presenting your work/ideas	3.32	3.32	3.30	3.28	3.36
Understanding client needs*	2.60	2.39	2.35	2.45	2.47
Collaborating with others	3.15	3.05	3.03	3.02	3.05
Making/technical/design skills	3.02	3.03	3.08	3.01	3.15
Flexibility/adaptability*	2.97	3.01	3.01	3.08	3.10
Using IT/software	2.52	2.44	2.39	2.36	2.40
Visual skills	3.27	3.32	3.35	3.31	3.42
Creativity/innovation	3.36	3.46	3.45	3.43	3.50
Research skills*	3.08	3.13	3.13	3.25	3.35
Initiative/risk taking*	2.88	2.85	2.83	2.94	3.05
Self confidence*	2.84	2.90	2.84	2.99	3.08
Problem solving*	2.86	2.95	2.91	3.12	3.04
Critical thinking*	2.96	3.07	3.04	3.22	3.25
Entrepreneurial skills	2.23	2.11	2.12	2.20	2.26
Networking	2.30	2.24	2.25	2.28	2.35
Self management	3.06	3.02	3.00	3.01	2.98
Project management*	2.93	2.86	2.78	2.82	2.78

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed the skill

Note: \* indicates statistically significant difference

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 by background characteristics (F3)*



**Table A9.5: Skill development by background characteristics continued (mean score<sup>#</sup>)**

	Domicile/student status			Family experience of HE		
	UK	EU	Over-seas	No family HE	Parental exp HE	Wider family HE
Written communication	2.81*	2.89*	2.80*	2.86*	2.74*	2.87*
Presenting your work/ideas	3.32*	3.30*	3.21*	3.32*	3.27*	3.36*
Understanding client needs	2.41	2.40	2.41	2.39	2.34	2.51
Collaborating with others	3.06*	2.97*	2.91*	3.04	2.99	3.12
Making/technical/design skills	3.07*	2.98*	2.87*	3.00	3.02	3.10
Flexibility/adaptability	3.01*	3.11*	3.08*	2.99*	3.02*	3.05*
Using IT/software	2.43	2.39	2.36	2.43*	2.35*	2.51*
Visual skills	3.35*	3.25*	3.20*	3.27	3.35	3.34
Creativity/innovation	3.45	3.44	3.36	3.40	3.46	3.46
Research skills	3.15	3.21	3.19	3.15*	3.11*	3.22*
Initiative/risk taking	2.88*	2.93*	2.79*	2.89	2.85	2.89
Self confidence	2.89	2.96	2.89	2.88	2.94	2.94
Problem solving	2.95	3.03	2.97	2.92	2.96	2.99
Critical thinking	3.08	3.15	3.11	3.06*	3.07*	3.12*
Entrepreneurial skills	2.13	2.17	2.26	2.18	2.10	2.20
Networking	2.26	2.24	2.23	2.31	2.19	2.32
Self management	3.03*	2.94*	2.88*	3.00*	3.00*	3.05*
Project management	2.33	2.81	2.84	2.82*	2.79*	2.88*

Note: # where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed the skill

Note: \* indicates statistically significant difference

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 by background characteristics (F2 and F9)*

**Table A9.6: Skill development by study characteristics (mean score<sup>#</sup>)**

	Year of graduation			Class of degree			
	2002	2003	2004	First	Upper second	Lower second	Third/pass
Written communication	2.80	2.83	2.80	3.02*	2.85*	2.66*	2.51*
Presenting your work/ideas	3.30	3.33	3.32	3.51*	3.35*	3.15*	3.07*
Understanding client needs	2.37	2.41	2.42	2.44	2.41	2.39	2.42
Collaborating with others	3.03	3.07	3.03	3.08*	3.09*	2.99*	2.84*
Making/technical/design skills	3.08	3.08	3.02	3.22*	3.07*	2.94*	2.86*
Flexibility/adaptability	3.00	3.08	3.00	3.17*	3.06*	2.9*	2.83*
Using IT/software	2.33*	2.44*	2.47*	2.51*	2.43*	2.35*	2.37*
Visual skills	3.36	3.36	3.30	3.50*	3.35*	3.21*	3.18*
Creativity/innovation	3.44*	3.51*	3.42*	3.66*	3.48*	3.29*	3.20*
Research skills	3.13	3.20	3.14	3.37*	3.18*	3.01*	3.03*
Initiative/risk taking	2.87*	2.92*	2.84*	3.11*	2.9*	2.72*	2.65*
Self confidence	2.89	2.93	2.88	3.29*	2.98*	2.58*	2.51*
Problem solving	2.94	3.01	2.94	3.27*	3.00*	2.77*	2.61*
Critical thinking	3.08	3.11	3.07	3.34*	3.13*	2.91*	2.79*
Entrepreneurial skills	2.09	2.18	2.13	2.27*	2.15*	2.08*	2.06*
Networking	2.22	2.30	2.25	2.40*	2.25*	2.20*	2.17*
Self management	3.04	3.03	3.00	3.22*	3.06*	2.87*	2.67*
Project management	2.80	2.82	2.86	3.03*	2.86*	2.69*	2.61*

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed the skill

Note: \* indicates statistically significant difference

Base: all respondents from undergraduate courses (A1)

*Source: Creative Graduates Creative Futures, IES, 2010; A9 by study characteristics (A5 and A6)*

**Table A9.7: Skill development by study characteristics continued (mean score<sup>#</sup>)**

	Fine art	Applied arts/ crafts	3-D design	Graphic design	Fashion design	Media prodn/ elect design	Other visual/ int. arts
Written communication*	2.80	2.75	2.80	2.71	2.79	2.94	3.16
Presenting your work/ideas*	3.18	3.33	3.41	3.34	3.38	3.21	3.25
Understanding client needs*	2.00	2.34	2.63	2.47	2.61	2.24	2.64
Collaborating with others*	2.89	2.85	3.11	3.09	3.01	3.20	3.21
Making/technical/design skills*	2.90	3.35	3.16	2.93	3.32	2.92	2.63
Flexibility/adaptability*	3.02	2.96	3.04	3.03	3.07	3.00	2.89
Using IT/software*	2.20	2.16	2.47	2.49	2.38	2.66	2.59
Visual skills*	3.41	3.31	3.29	3.37	3.38	3.27	2.87
Creativity/innovation*	3.47	3.43	3.43	3.45	3.52	3.32	3.41
Research skills*	3.09	3.16	3.13	3.08	3.35	3.1	3.18
Initiative/risk taking*	3.01	2.85	2.79	2.89	2.92	2.72	2.77
Self confidence	2.86	2.84	2.86	2.90	2.92	2.94	3.06
Problem solving*	2.88	3.01	3.04	3.04	2.95	2.87	2.88
Critical thinking*	3.20	2.97	3.06	3.08	3.05	3.07	3.06
Entrepreneurial skills *	2.05	2.05	2.16	2.16	2.26	2.06	2.28
Networking*	2.23	2.15	2.21	2.26	2.32	2.25	2.45
Self management*	2.94	2.86	3.02	3.01	3.14	2.97	3.10
Project management*	2.61	2.75	2.83	2.86	2.98	2.88	2.88

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed the skill

Note: \* indicates statistically significant difference

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 by study characteristics (A2)*

**Table A9.8: Top ten skills developed per subject area**

Fine art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media prodn/ electronic design	Other visual/int. arts
Creativity/innovation	Creativity/ innovation	Creativity/ innovation	Creativity/ innovation	Creativity/ innovation	Creativity/ innovation	Creativity/ innovation
Visual skills	Making/technical/de sign skills	Presenting your work/ideas	Visual skills	Presenting your work/ideas	Visual skills	Presenting your work/ideas
Critical thinking	Presenting your work/ideas	Visual skills	Presenting your work/ideas	Visual skills	Presenting your work/ideas	Collaborating with others
Presenting your work/ideas	Visual skills	Making/technical/de sign skills	Collaborating with others	Research skills	Collaborating with others	Research skills
Research skills	Research skills	Research skills	Research skills	Making/technical/ design skills	Research skills	Written communication
Flexibility/ adaptability	Problem solving	Collaborating with others	Critical thinking	Self management	Critical thinking	Self management
Initiative/risk taking	Critical thinking	Critical thinking	Problem solving	Flexibility/ adaptability	Flexibility/ adaptability	Self confidence
Self management	Flexibility/ adaptability	Flexibility/ adaptability	Flexibility/ adaptability	Critical thinking	Self management	Critical thinking
Making/technical/ design skills	Self management	Problem solving	Self management	Collaborating with others	Written communication	Flexibility/ adaptability
Collaborating with others	Collaborating with others	Self management	Making/technical/ design skills	Project management	Self confidence	Problem solving

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 and A2*

## A10: How important have each of these skills been in the development of your career?

a) to r) (as in A9)

**Table A10.1: Importance of skills in career development (ordered by most important)**

	Importance score (mean <sup>#</sup> )	Frequency
Self confidence	3.69	3,319
Self management	3.68	3,324
Presenting your work/ideas	3.57	3,315
Understanding client needs	3.56	3,316
Creativity/innovation	3.56	3,325
Flexibility/adaptability	3.55	3,317
Problem solving	3.54	3,330
Collaborating with others	3.52	3,322
Visual skills	3.51	3,315
Project management	3.46	3,322
Using IT/software	3.45	3,322
Critical thinking	3.35	3,316
Making/technical/design skills	3.32	3,320
Networking	3.31	3,318
Written communication	3.26	3,323
Research skills	3.21	3,323
Initiative/risk taking	3.18	3,322
Entrepreneurial skills	2.92	3,313

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A10*

**Table A10.2: Importance of skills in career development (per cent and mean score)**

	Not at all important	Not very important	Fairly important	Very important	Base (N)	Mean #
Written communication	2.3	13.9	39.2	44.5	3,323	3.26
Presenting your work/ideas	1.2	6.1	26.9	65.8	3,315	3.57
Understanding client needs	2.7	7.0	22.3	68.1	3,316	3.56
Collaborating with others	1.5	6.6	30.5	61.5	3,322	3.52
Making/technical/design skills	4.9	13.7	25.9	55.5	3,320	3.32
Flexibility/adaptability	0.9	4.3	33.3	61.5	3,317	3.55
Using IT/software	2.0	9.2	30.0	58.8	3,322	3.45
Visual skills	2.4	7.7	26.2	63.7	3,315	3.51
Creativity/innovation	1.8	6.5	25.5	66.2	3,325	3.56
Research skills	2.7	16.4	38.5	42.4	3,323	3.21
Initiative/risk taking	2.7	16.4	40.7	40.2	3,322	3.18
Self confidence	0.7	2.3	24.4	72.6	3,319	3.69
Problem solving	0.9	5.6	32.3	61.2	3,330	3.54
Critical thinking	1.6	11.9	36.5	50.0	3,316	3.35
Entrepreneurial skills	8.9	25.0	31.1	35.0	3,313	2.92
Networking	3.8	12.1	33.2	50.9	3,318	3.31
Self management	1.1	3.0	22.8	73.1	3,324	3.68
Project management	2.6	8.8	28.7	59.9	3,322	3.46

Note: # where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more important the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A10*

**Table A10.3: Importance of skills in career development by study characteristics (mean score<sup>#</sup>)**

	Year of graduation			Class of degree			
	2002	2003	2004	First	Upper second	Lower second	Third / pass
Written communication	3.29	3.30	3.19*	3.34	3.26	3.25	3.08*
Presenting your work/ideas	3.61	3.58	3.54	3.70*	3.59*	3.50	3.40
Understanding client needs	3.56	3.55	3.56	3.60	3.56	3.53	3.48
Collaborating with others	3.55	3.54	3.49	3.55	3.53	3.50	3.45
Making/technical/design skills	3.27	3.32	3.32	3.48*	3.35*	3.21	3.15
Flexibility/adaptability	3.54	3.57	3.56	3.63*	3.57*	3.50	3.44
Using IT/software	3.48	3.47	3.44	3.46*	3.47	3.46	3.27
Visual skills	3.49	3.53	3.50	3.64*	3.53	3.44	3.34*
Creativity/innovation	3.56	3.58	3.53	3.69*	3.58*	3.47	3.42
Research skills	3.19	3.24	3.17	3.34*	3.19	3.18	3.12
Initiative/risk taking	3.18	3.22*	3.14*	3.29*	3.19	3.11*	3.16
Self confidence	3.68	3.71	3.66	3.74*	3.70	3.64*	3.63
Problem solving	3.54	3.55	3.52	3.62*	3.55	3.49	3.41*
Critical thinking	3.35	3.37	3.32	3.43*	3.36	3.28	3.34
Entrepreneurial skills	2.88	2.94	2.91	3.07*	2.91	2.85	2.95
Networking	3.28	3.32	3.30	3.43*	3.33	3.21*	3.23
Self management	3.68	3.69	3.67	3.76*	3.70	3.63	3.51*
Project management	3.44	3.47	3.45	3.54*	3.47	3.42	3.35

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more important the skill

Note: \* indicates statistically significant difference

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A10 by study characteristics (A5 and A6)*

**Table A10.4: Importance of skills in career development by study characteristics continued (mean score<sup>#</sup>)**

	Fine art	Applied arts/crafts	3-D design	Graphic design	Fashion design	Media production/electronic design	Other visual/int. arts
Written communication	3.45*	3.18	3.21	3.15	3.3	3.18	3.34
Presenting your work/ideas	3.58	3.53	3.61	3.63	3.57	3.46*	3.54
Understanding client needs	3.34*	3.50	3.64	3.66	3.62	3.52	3.47
Collaborating with others	3.45	3.27*	3.54	3.53	3.58	3.56	3.60
Making/technical/design skills	3.19*	3.39	3.38	3.49*	3.34	3.18*	2.96*
Flexibility/adaptability	3.55	3.51	3.56	3.56	3.60	3.53	3.48
Using IT/software	3.35	3.23*	3.48	3.63*	3.39	3.47	3.37
Visual skills	3.51	3.40	3.54	3.65*	3.51	3.41	3.15*
Creativity/innovation	3.59	3.53	3.56	3.64*	3.54	3.48*	3.47
Research skills	3.31*	3.22	3.16	3.11*	3.30*	3.12	3.20
Initiative/risk taking	3.33*	3.17	3.17	3.09*	3.22	3.15	3.07
Self confidence	3.73	3.72	3.64	3.67	3.72	3.65	3.66
Problem solving	3.51	3.56	3.53	3.56	3.55	3.54	3.46
Critical thinking	3.39	3.33	3.32	3.36	3.40	3.25	3.31
Entrepreneurial skills	3.02	2.95	2.92	2.90	2.94	2.81	2.83
Networking	3.36	3.27	3.22	3.24	3.40*	3.35	3.28
Self management	3.70	3.73	3.66	3.66	3.70	3.62	3.76
Project management	3.42	3.43	3.53	3.50	3.47	3.37	3.45

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more important the skill

Note: \* indicates statistically significant difference

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A10 by study characteristics (A2)*



**Table A10.5: Importance of skills in career development by current activities (mean score)**

Current activity	Self employed	Not self employed	Creative occupation~	Non creative occupation	Creative industry	Non creative industry
Written communication	3.22*	3.30*	3.22*	3.32*	3.22*	3.31*
Presenting your work/ideas	3.68*	3.58*	3.66*	3.45*	3.67*	3.43*
Understanding client needs	3.68*	3.52*	3.66*	3.42*	3.65*	3.41*
Collaborating with others	3.46*	3.61	3.55*	3.49*	3.53*	3.50*
Making/technical/design skills	3.57*	3.30*	3.54*	3.02*	3.53*	2.99*
Flexibility/adaptability	3.61	3.58	3.61*	3.49*	3.60*	3.48*
Using IT/software	3.46	3.49	3.52*	3.37*	3.50*	3.38*
Visual skills	3.68	3.52*	3.68*	3.28*	3.66*	3.27*
Creativity/innovation	3.75*	3.55*	3.71*	3.35*	3.70*	3.34*
Research skills	3.29*	3.21*	3.27*	3.11*	3.28*	3.07*
Initiative/risk taking	3.33*	3.14*	3.27*	3.07*	3.25*	3.07*
Self confidence	3.77*	3.66*	3.72*	3.65*	3.72*	3.63*
Problem solving	3.59*	3.54*	3.60*	3.46*	3.56*	3.48*
Critical thinking	3.42*	3.34*	3.39*	3.29*	3.39*	3.27*
Entrepreneurial skills	3.37*	2.65*	3.08*	2.68*	3.08*	2.65*
Networking	3.56*	3.17*	3.41*	3.16*	3.42*	3.14*
Self management	3.81*	3.63*	3.74*	3.60*	3.74*	3.59*
Project management	3.63*	3.40*	3.56*	3.32*	3.55*	3.31*

Note: # where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more important the skill

Note: \* indicates statistically significant difference

Note: ~creative occupation does NOT include teaching

Base: all respondents from undergraduate courses and currently working (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A10 by work characteristics (C3, C4 and C6)*

## A9 and A10: Comparing skill development with importance

a) to r) (as in A9)

**Table A9/10.1: Skill development and importance (ordered by importance)**

	Development score (mean <sup>#</sup> )	Frequency	Importance score (mean <sup>#</sup> )	Frequency
Self confidence	2.90	3,435	3.69	3,319
Self management	3.02	3,435	3.68	3,324
Presenting your work/ideas	3.31	3,425	3.57	3,315
Understanding client needs	2.41	3,414	3.56	3,316
Creativity/innovation	3.45	3,439	3.56	3,325
Flexibility/adaptability	3.02	3,423	3.55	3,317
Problem solving	2.96	3,429	3.54	3,330
Collaborating with others	3.05	3,430	3.52	3,322
Visual skills	3.33	3,429	3.51	3,315
Project management	2.83	3,432	3.46	3,322
Using IT/software	2.42	3,434	3.45	3,322
Critical thinking	3.09	3,427	3.35	3,316
Making/technical/design skills	3.05	3,433	3.32	3,320
Networking	2.26	3,426	3.31	3,318
Written communication	2.81	3,426	3.26	3,323
Research skills	3.16	3,434	3.21	3,323
Initiative/risk taking	2.87	3,430	3.18	3,322
Entrepreneurial skills	2.15	3,425	2.92	3,313

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 and A10*

**Table A9/10.2: Skill development and importance (mean score) comparison between Destinations and Reflections and Creative Graduates**

	Destinations and Reflections		Creative Graduates	
	Satisfaction <sup>#</sup>	Importance <sup>#</sup>	Satisfaction	Importance
Self confidence	2.61	3.28	2.90	3.69
Presenting your work/ideas (Presentation in D&R)	2.87	3.07	3.31	3.57
Creativity/Innovation	3.09	3.14	3.45	3.56
Flexibility/adaptability (Flexibility in D&R)	2.53	2.98	3.02	3.55
(Adaptability in D&R)	2.63	3.05		
Problem solving	2.78	3.07	2.96	3.54
Collaborating with others (Team working in D&R)	2.25	2.88	3.05	3.52
Visual skills	3.09	3.10	3.33	3.51
Critical thinking (Independent and critical judgements in D&R)	2.84	3.2	3.09	3.35
Making/technical/design skills (Craft and technical skills in D&R)	2.85	2.86	3.05	3.32
Written communication	2.40	2.66	2.81	3.26
Initiative/risk taking	2.94	3.29	2.87	3.18

Note: <sup>#</sup> the scores from Destinations and Reflections have been converted from a 7-point scale to a 4-point scale to enable comparisons

Base: all respondents from undergraduate courses (A1)

Source: *Destinations and Reflections: Careers of British Art, Craft and Design Graduates, 1999*, and *Creative Graduates Creative Futures, IES, 2010*; A9 and A10 (only skill areas reported in both surveys are shown)

**Table A9/10.3: Degree of mismatch in skill development and importance (mean score<sup>#</sup>)**

	Development (a)	Importance (b)	Difference (a-b)
Written communication	2.81	3.26	-0.45
Presenting your work/ideas	3.31	3.57	-0.26
Understanding client needs	2.41	3.56	-1.15
Collaborating with others	3.05	3.52	-0.47
Making/technical/design skills	3.05	3.32	-0.27
Flexibility/adaptability	3.02	3.55	-0.53
Using IT/software	2.42	3.45	-1.03
Visual skills	3.33	3.51	-0.18
Creativity/innovation	3.45	3.56	-0.11
Research skills	3.16	3.21	-0.05
Initiative/risk taking	2.87	3.18	-0.31
Self confidence	2.90	3.69	-0.79
Problem solving	2.96	3.54	-0.58
Critical thinking	3.09	3.35	-0.26
Entrepreneurial skills	2.15	2.92	-0.77
Networking	2.26	3.31	-1.05
Self management	3.02	3.68	-0.66
Project management	2.83	3.46	-0.63
Average score	2.82	3.43	-0.61

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 and A10*

**Table A9/10.4: Degree of mismatch in skill development and importance - fine art graduates (mean score<sup>#</sup>)**

	Development (a)	Importance (b)	Difference (a-b)
Written communication	2.80	3.45	-0.65
Presenting your work/ideas	3.18	3.58	-0.40
Understanding client needs	2.00	3.34	-1.34
Collaborating with others	2.89	3.45	-0.56
Making/technical/design skills	2.90	3.19	-0.29
Flexibility/adaptability	3.02	3.55	-0.53
Using IT/software	2.20	3.35	-1.15
Visual skills	3.41	3.51	-0.10
Creativity/innovation	3.47	3.59	-0.12
Research skills	3.09	3.31	-0.22
Initiative/risk taking	3.01	3.33	-0.32
Self confidence	2.86	3.73	-0.87
Problem solving	2.88	3.51	-0.63
Critical thinking	3.20	3.39	-0.19
Entrepreneurial skills	2.05	3.02	-0.97
Networking	2.23	3.36	-1.13
Self management	2.94	3.70	-0.76
Project management	2.61	3.42	-0.81
Average score	2.82	3.43	-0.61

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 and A10 by study characteristics (A2)*

**Table A9/10.5: Degree of mismatch in skill development and importance - applied arts and crafts graduates (mean score<sup>#</sup>)**

	Development (a)	Importance (b)	Difference (a-b)
Written communication	2.75	3.18	-0.43
Presenting your work/ideas	3.33	3.53	-0.20
Understanding client needs	2.34	3.50	-1.16
Collaborating with others	2.85	3.27	-0.42
Making/technical/design skills	3.35	3.39	-0.04
Flexibility/adaptability	2.96	3.51	-0.55
Using IT/software	2.16	3.23	-1.07
Visual skills	3.31	3.4	-0.09
Creativity/innovation	3.43	3.53	-0.10
Research skills	3.16	3.22	-0.06
Initiative/risk taking	2.85	3.17	-0.32
Self confidence	2.84	3.72	-0.88
Problem solving	3.01	3.56	-0.55
Critical thinking	2.97	3.33	-0.36
Entrepreneurial skills	2.05	2.95	-0.90
Networking	2.15	3.27	-1.12
Self management	2.86	3.73	-0.87
Project management	2.75	3.43	-0.68
Average score	2.84	3.38	-0.54

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

*Source: Creative Graduates Creative Futures, IES, 2010; A9 and A10 by study characteristics (A2)*

**Table A9/10.6: Degree of mismatch in skill development and Importance - 3D design graduates (mean score<sup>#</sup>)**

	Development (a)	Importance (b)	Difference (a-b)
Written communication	2.80	3.21	-0.41
Presenting your work/ideas	3.41	3.61	-0.20
Understanding client needs	2.63	3.64	-1.01
Collaborating with others	3.11	3.54	-0.43
Making/technical/design skills	3.16	3.38	-0.22
Flexibility/adaptability	3.04	3.56	-0.52
Using IT/software	2.47	3.48	-1.01
Visual skills	3.29	3.54	-0.25
Creativity/innovation	3.43	3.56	-0.13
Research skills	3.13	3.16	-0.03
Initiative/risk taking	2.79	3.17	-0.38
Self confidence	2.86	3.64	-0.78
Problem solving	3.04	3.53	-0.49
Critical thinking	3.06	3.32	-0.26
Entrepreneurial skills	2.16	2.92	-0.76
Networking	2.21	3.22	-1.01
Self management	3.02	3.66	-0.64
Project management	2.83	3.53	-0.70
Average score	2.91	3.43	-0.51

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 and A10 by study characteristics (A2)*

**Table A9/10.7: Degree of mismatch in skill development and importance - Graphic design graduates (mean score<sup>#</sup>)**

	Development (a)	Importance (b)	Difference (a-b)
Written communication	2.71	3.15	-0.44
Presenting your work/ideas	3.34	3.63	-0.29
Understanding client needs	2.47	3.66	-1.19
Collaborating with others	3.09	3.53	-0.44
Making/technical/design skills	2.93	3.49	-0.56
Flexibility/adaptability	3.03	3.56	-0.53
Using IT/software	2.49	3.63	-1.14
Visual skills	3.37	3.65	-0.28
Creativity/innovation	3.45	3.64	-0.19
Research skills	3.08	3.11	-0.03
Initiative/risk taking	2.89	3.09	-0.20
Self confidence	2.90	3.67	-0.77
Problem solving	3.04	3.56	-0.52
Critical thinking	3.08	3.36	-0.28
Entrepreneurial skills	2.16	2.90	-0.74
Networking	2.26	3.24	-0.98
Self management	3.01	3.66	-0.65
Project management	2.86	3.50	-0.64
Average score	2.90	3.45	-0.55

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

*Source: Creative Graduates Creative Futures, IES, 2010; A9 and A10 by study characteristics (A2)*



**Table A9/10.8: Degree of mismatch in skill development and importance - fashion design graduates (mean score<sup>#</sup>)**

	Development (a)	Importance (b)	Difference (a-b)
Written communication	2.79	3.30	-0.51
Presenting your work/ideas	3.38	3.57	-0.19
Understanding client needs	2.61	3.62	-1.01
Collaborating with others	3.01	3.58	-0.57
Making/technical/design skills	3.32	3.34	-0.02
Flexibility/adaptability	3.07	3.60	-0.53
Using IT/software	2.38	3.39	-1.01
Visual skills	3.38	3.51	-0.13
Creativity/innovation	3.52	3.54	-0.02
Research skills	3.35	3.30	-0.05
Initiative/risk taking	2.92	3.22	-0.30
Self confidence	2.92	3.72	-0.80
Problem solving	2.95	3.55	-0.60
Critical thinking	3.05	3.40	-0.35
Entrepreneurial skills	2.26	2.94	-0.68
Networking	2.32	3.40	-1.08
Self management	3.14	3.70	-0.56
Project management	2.98	3.47	-0.49
Average score	2.96	3.45	-0.49

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 and A10 by study characteristics (A2)*

**Table A9/10.9: Degree of mismatch in skill development and importance - media production, and electronic design graduates (mean score<sup>#</sup>)**

	Development (a)	Importance (b)	Difference (a-b)
Written communication	2.94	3.18	-0.24
Presenting your work/ideas	3.21	3.46	-0.25
Understanding client needs	2.24	3.52	-1.28
Collaborating with others	3.20	3.56	-0.36
Making/technical/design skills	2.92	3.18	-0.26
Flexibility/adaptability	3.00	3.53	-0.53
Using IT/software	2.66	3.47	-0.81
Visual skills	3.27	3.41	-0.14
Creativity/innovation	3.32	3.48	-0.16
Research skills	3.10	3.12	-0.02
Initiative/risk taking	2.72	3.15	-0.43
Self confidence	2.94	3.65	-0.71
Problem solving	2.87	3.54	-0.67
Critical thinking	3.07	3.25	-0.18
Entrepreneurial skills	2.06	2.81	-0.75
Networking	2.25	3.35	-1.10
Self management	2.97	3.62	-0.65
Project management	2.88	3.37	-0.49
Average score	2.87	3.37	-0.50

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 and A10 by study characteristics (A2)*

**Table A9/10.10: Degree of mismatch in skill development and importance - other visual or interdisciplinary arts graduates (mean score<sup>#</sup>)**

	Development (a)	Importance (b)	Difference (a-b)
Written communication	3.16	3.34	-0.18
Presenting your work/ideas	3.25	3.54	-0.29
Understanding client needs	2.64	3.47	-0.83
Collaborating with others	3.21	3.60	-0.39
Making/technical/design skills	2.63	2.96	-0.33
Flexibility/adaptability	2.89	3.48	-0.59
Using IT/software	2.59	3.37	-0.78
Visual skills	2.87	3.15	-0.28
Creativity/innovation	3.41	3.47	-0.06
Research skills	3.18	3.20	-0.02
Initiative/risk taking	2.77	3.07	-0.30
Self confidence	3.06	3.66	-0.60
Problem solving	2.88	3.46	-0.58
Critical thinking	3.06	3.31	-0.25
Entrepreneurial skills	2.28	2.83	-0.55
Networking	2.45	3.28	-0.83
Self management	3.10	3.76	-0.66
Project management	2.88	3.45	-0.57
Average score	2.91	3.36	-0.45

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more developed or more important the skill

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A9 and A10 by study characteristics (A2)*

## A11: Are there any other career relevant skills the course did not provide that you would have found useful?

**Table A11.1: Further suggestions for areas of skill development**

	Frequency	% <sup>#</sup>
Business start up skills/self employment/ freelance knowledge/entrepreneurial skills/marketing	419	22.8
Specialist IT/software skills (CAD etc.)	410	22.3
Careers education/pathways/information/options/links to companies	225	12.2
Work experience/placement requirement/more opportunities	194	10.6
Job hunting strategies/applying for/finding jobs	136	7.4
Specific technical skills	134	7.3
Presentation/interviewing/the art of promotion skills	130	7.1
Networking skills	123	6.7
Specific course content related issues (e.g. history of art)	109	5.9
Specific practical skills/knowledge (fabrics, printing issues: CMYK etc., )	104	5.7
Industry knowledge/information/projects about working environment/how industry works	97	5.3
Work on real projects/companies/knowledge of industry pressures/time restraints	91	5.0
Quoting/pricing/budgeting jobs	67	3.6
Funding/proposals	57	3.1
Portfolio management/presentation/CV presentation	52	2.8
Client relationships/needs	41	2.2
Applying work commercially	33	1.8
Web design/how to present yourself on internet	33	1.8
Information/support from: recent graduates/experts to discuss experiences	31	1.7
More interaction/links with other courses/student collaboration	31	1.7
No useful skills were provided	29	1.6
Sales/influencing skills/negotiation	26	1.4
Management skills	26	1.4
General/Office based IT/software teaching/skills (specific packages: Office/Adobe etc.)	20	1.1
More tutor support generally	20	1.1
Base (N)	1,837	100

Note: <sup>#</sup> multiple response question, therefore sum % greater than 100

Base: those giving any free text responses to QA11 'Are there any career relevant skills the course did not provide that you would have found useful? What are they?' Only those areas reported by 20 or more graduates are shown

Source: *Creative Graduates Creative Futures, IES, 2010; A11*

**Table A11.2: Categorising further suggestions for areas of skill development - course activities**

Area	Suggestions
Business/enterprise	Business start up skills/self employment/freelance knowledge/entrepreneurial skills/marketing Quoting/pricing/budgeting jobs Funding/proposals Sales/influencing skills/negotiation Professional practice advice/support Knowledge of copyrights
Careers education and guidance	Careers education/pathways/information/options/links to companies Job hunting strategies/applying for/finding jobs Presentation/interviewing/the art of promotion skills Career development skills Info on working abroad
Work experience	Work experience/placement requirement/more opportunities
Context/critical studies	Specific course content related issues (eg history of art) Ethical/environmental issues
Live project work	Work on real projects/companies/knowledge of industry pressures/time restraints
Collaboration	More interaction/links with other courses/student collaboration
Tutor support	More tutor support generally Better feedback
Facilities/resources	Better facilities
Exhibitions/comps	Exhibitions/competitions
Teacher practitioners	Tutors with current industry knowledge
Exchanges	Exchanges

Base: those giving any free text responses to QA11 'Are there any career relevant skills the course did not provide that you would have found useful? What are they?'

Source: *Creative Graduates Creative Futures, IES, 2010; A11*

**Table A11.3: Categorising further suggestions for areas of skill development - skill areas**

Area	Suggestions
Using IT/software	Specialist IT/software skills (CAD etc.) Web design/how to present yourself on internet General/Office based IT/software teaching/skills (specific packages: Office/Adobe etc.) Knowledge of emerging technologies
Technical skills	Specific technical skills Specific practical skills/knowledge (fabrics, printing issues, CMYK)
Networking skills	Networking skills
Industry insight	Industry knowledge/information/projects about working environment/how industry works Information/support from recent graduates/experts to discuss experiences Applying work commercially
Presenting work	Portfolio management/presentation/CV presentation
Understanding clients	Client relationships/needs
Self management	Management skills Self management training
Written communication	Dissertation writing and links/writing skills Communication skills
Research	Research skills
Other skills	Better balance of skills Teaching skills

Base: those giving any free text responses to QA11 'Are there any career relevant skills the course did not provide that you would have found useful? What are they?'

Source: *Creative Graduates Creative Futures, IES, 2010; A11*

**Table A11.4: Categorised suggestions for further skill development**

		Frequency	%
Course activity	Business enterprise	592	32.7
Course activity	Careers education and guidance	512	28.3
Skill area	Using IT/software	464	25.7
Skill area	Technical skills	238	13.2
Course activity	Work experience	194	10.7
Skill area	Industry insight	161	8.9
Skill area	Networking skills	123	6.8
Course activity	Context/critical studies	111	6.1
Course activity	Live project work	91	5.0
Skill area	Presenting work	52	2.9
Skill area	Self management	43	2.4
Skill area	Understanding clients	41	2.3
Course activity	Collaboration	31	1.7
Course activity	Tutor support	27	1.5
Skill area	Written com	35	1.9
	Base (N)	1,808	100

Note: # multiple response question, therefore sum % greater than 100

Base: those giving any free text responses to QA11 'Are there any career relevant skills the course did not provide that you would have found useful? What are they?' Only those areas reported by 20 or more graduates are shown

Source: *Creative Graduates Creative Futures, IES, 2010; A11*

**Table A11.5: Suggestions for further skill development by study characteristics (per cent)**

	Business enterprise	Using IT/software	Careers education and guidance	Work experience	Technical skills	Networking skills	Context/ critical studies	Industry insight	Live project work	Base (N)
<b>Year finished degree</b>										
2002	34.6	25.0	30.0	13.1	11.2	5.1	4.2	10.3	4.9	428
2003	34.8	28.0	26.5	10.0	12.7	6.6	5.7	7.0	4.8	558
2004	31.2	25.2	28.5	10.5	14.4	8.0	7.1	10.1	5.5	674
<b>Subject area of degree</b>										
Fine art	44.3	14.6	38.4	6.3	11.6	8.3	6.0	7.1	3.0	336
Applied arts and crafts	43.1	24.5	31.4	9.0	10.8	4.9	3.9	5.9	2.0	102
3-D design	37.8	33.6	21.7	10.5	11.5	7.0	6.6	8.0	3.5	286
Graphic design	23.3	32.	24.7	13.1	20.4	4.8	3.6	8.8	10.7	421
Fashion design	26.8	26.8	28.1	11.2	9.0	7.0	8.3	12.2	4.4	384
Media production, electronic design	33.3	20.5	29.5	11.4	13.8	6.7	7.1	9.0	1.9	210
Other visual/int. arts	29.0	18.8	21.7	15.9	4.3	13.0	8.7	7.2	4.3	69

Note: # multiple response question, therefore sum % greater than 100

Base: those giving any free text responses to QA11 'Are there any career relevant skills the course did not provide that you would have found useful? What are they?' Only the top ten suggestions are shown

Source: *Creative Graduates Creative Futures, IES, 2010; A11 by study characteristics (A5 and A2)*



**Table A11.6: Suggestions for further skill development by current activities (per cent)**

	Business enterprise	Using IT/software	Careers education and guidance	Work experience	Technical skills	Networking skills	Context/critical studies	Industry insight	Live project work	Presenting work	Base (N)
<b>Currently self-employed in any job</b>											
No	24.5	26.5	30.8	10.8	13.1	4.2	7.9	10.0	6.6	4.4	697
Yes	42.2	23.8	26.4	7.7	14.5	8.5	5.6	9.3	5.0	1.9	753
<b>Currently working in a creative occupation?-</b>											
No	27.5	19.6	37.3	10.6	10.2	8.6	5.9	9.4	3.5	4.3	255
Yes	35.4	26.4	26.7	8.6	15.0	5.9	6.8	9.8	6.6	2.7	1,140
<b>Currently working in a creative industry?</b>											
No	27.4	21.6	34.9	12.4	12.0	7.9	4.6	6.6	3.7	2.9	241
Yes	34.8	26.1	27.0	8.4	14.3	5.8	7.1	10.2	6.1	3.2	1,043

Note: # multiple response question, therefore sum % greater than 100

Note: - creative occupation does NOT include teaching

Base: those giving any free text responses to QA11 'Are there any career relevant skills the course did not provide that you would have found useful? What are they?' Only the top ten suggestions are shown, and reporting a job or work related activity

Source: *Creative Graduates Creative Futures, IES, 2010; A11 by work characteristics (C3, C4 and C6)*

## A12 and A13: Did your degree experience involve any of the following activities? How useful have you (or would you have) found each of these activities?

- |   |                                      |
|---|--------------------------------------|
| a) collaboration with students on other courses | h) careers education & guidance      |
| b) Personal and Professional Development        | i) field trips/study trips           |
| c) peer/self evaluation                         | j) volunteering                      |
| d) shows/exhibitions                            | k) exchange/international experience |
| e) competitions                                 | l) contextual/critical studies       |
| f) external/live project work                   | m) business/enterprise activities    |
| g) teaching by practitioners                    | n) teamwork                          |

**Table A12/13.1: Course activities and usefulness - proportion experiencing named activities, and perceived usefulness (whether experienced or not, ordered by usefulness)**

	Frequency	%	Usefulness score (mean)	Score (experience)	Score (no experience)	Base (N)
Personal and Professional Development	2,535	74.2	3.60	3.61	3.58	3,363
Teamwork	2,954	86.2	3.54	3.59*	3.26*	3,385
Teaching by practitioners	2,879	84.2	3.43	3.47*	3.21*	3,369
Careers education and guidance	1,584	46.5	3.42	3.34*	3.48*	3,353
Peer/self evaluation	3,049	89.1	3.38	3.41*	3.14*	3,373
Business/enterprise activities	939	27.5	3.30	3.39*	3.26*	3,338
Shows/exhibitions	3,204	93.4	3.27	3.29*	3.07*	3,373
External/live project work	1,841	53.8	3.27	3.39*	3.13*	3,353
Collaboration with students on other courses	1,487	43.4	3.13	3.31*	2.98*	3,360
Contextual/critical studies	2,941	86.0	3.12	3.18*	2.69*	3,350
Field trips/study visits	2,524	73.7	3.11	3.17*	2.94*	3,363
Competitions	1,989	58.0	2.87	3.01*	2.66*	3,355
Exchange/international experience	886	25.9	2.86	3.24*	2.72*	3,317
Volunteering	625	18.3	2.72	3.11*	2.63*	3,317

Note: where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the score the more useful the activity

Note: \* indicates statistically significant difference

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A12 and A13*

**Table A12/13.2: Proportion experiencing named course activities by subject of course (per cent)**

	Fine art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media production, electronic design	Other visual/int. arts	All
Collaboration with others	42.0	31.6	38.0	44.6	44.7	50.2	51.4	43.4
Personal and Professional Development	71.6	75.3	70.2	76.7	77.8	73.9	69.5	74.2
Peer/self evaluation	93.1	90.3	85.9	89.2	87.4	90.5	84.5	89.1
Shows/exhibitions	96.9	96.6	94.4	96.0	94.2	87.5	69.0	93.4
Competitions	39.2	50.3	62.7	75.5	70.4	40.8	30.3	58.0
External/live project work	49.6	46.6	59.6	58.5	53.3	47.4	54.6	53.8
Teaching by practitioners	89.2	90.2	82.5	84.5	83.8	78.0	79.6	84.2
Careers education and guidance	39.9	45.4	43.9	46.9	56.3	41.0	52.1	46.5
Field trips/study visits	72.7	83.1	80.9	74.8	76.4	59.4	61.0	73.7
Volunteering	23.6	12.6	15.0	15.1	22.7	14.7	19.7	18.3
Exchange/international experience	32.3	23.4	26.7	23.8	25.4	21.2	24.6	25.9
Contextual/critical studies	94.0	85.3	82.3	88.2	85.1	81.3	71.8	86.0
Business/enterprise activities	14.0	40.6	29.1	24.4	38.8	25.6	31.7	27.5
Teamwork	73.9	73.9	89.0	90.5	88.3	94.2	87.9	86.2
Base (N)	641	176	555	775	709	430	141	3,427

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A12 by study characteristics (A2)*

**Table A12/13.3: Experience of named course activities by subject of course - indicating those subjects with greater than average and lower than average experience of activity**

	Fine art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media production, electronic design	Other visual/int. arts	All (per cent)
Collaboration with others	-	-	-	+	+	+	+	43.4
Personal and Professional Development	-	+	-	+	+	-	-	74.2
Peer/self evaluation	+	+	-	+	-	+	-	89.1
Shows/exhibitions	+	+	+	+	+	-	-	93.4
Competitions	-	-	+	+	+	-	-	58.0
External/live project work	-	-	+	+	-	-	+	53.8
Teaching by practitioners	+	+	-	+	-	-	-	84.2
Careers education and guidance	-	-	-	+	+	-	+	46.5
Field trips/study visits	-	+	+	+	+	-	-	73.7
Volunteering	+	-	-	-	+	-	+	18.3
Exchange/international experience	+	-	+	-	-	-	-	25.9
Contextual/critical studies	+	-	-	+	-	-	-	86.0
Business/enterprise activities	-	+	+	-	+	-	+	27.5
Teamwork	-	-	+	+	+	+	+	86.2
Base (N)	641	176	555	775	709	430	141	3,427

Note: shaded cells indicate the subjects with the most and the least reported activity

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A12 by study characteristics (A2)*

Table A12/13.4: Proportion experiencing named course activities by cohort (per cent)

	2002	2003	2004	All
Collaboration with others	41.0	42.5	44.5	43.4
Personal and Professional Development	72.2	73.4	76.0	74.2
Peer/self evaluation	87.9	89.0	89.9	89.1
Shows/exhibitions	94.7	93.3	93.4	93.4
Competitions	58.1	56.5	59.7	58.0
External/live project work	50.6	54.2	55.4	53.8
Teaching by practitioners	84.3	85.7	83.5	84.2
Careers education and guidance	43.0	46.7	48.3	46.5
Field trips/study visits	75.6	74.6	72.5	73.7
Volunteering	15.1	19.6	19.6	18.3
Exchange/international experience	26.9	25.6	25.5	25.9
Contextual/critical studies	87.6	86.2	85.0	86.0
Business/enterprise activities	26.5	26.6	28.9	27.5
Teamwork	84.4	86.9	86.8	86.2
Base (N)	835	1,058	1,275	3,427

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A12 by study characteristics (A5)*

**Table A12/13.5: Perceived usefulness of course activities by subject of course (for those who have experienced the activity, mean score)**

	Fine art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media production, electronic design	Other visual /int.arts	Overall	Base (N)
Collaboration with others	3.31	2.96	3.26	3.33	3.34	3.34	3.42	3.31	1,470
Personal and Professional Development	3.62	3.63	3.58	3.60	3.64	3.58	3.59	3.61	2,502
Peer/self evaluation	3.49	3.47	3.38	3.42	3.43	3.31	3.34	3.41	3,005
Shows/exhibitions	3.53	3.49	3.18	3.20	3.24	3.24	3.23	3.29	3,153
Competitions	3.21	3.28	2.90	3.04	2.90	3.07	2.85	3.01	1,963
External/live project work	3.38	3.47	3.42	3.48	3.27	3.37	3.39	3.39	1,811
Teaching by practitioners	3.51	3.53	3.45	3.48	3.44	3.47	3.46	3.47	2,839
Careers education and guidance	3.30	3.53	3.20	3.40	3.42	3.33	3.17	3.34	1,563
Field trips/study visits	3.35	3.41	3.09	3.08	3.19	3.07	2.96	3.17	2,486
Volunteering	3.29	3.14	3.12	3.04	2.97	3.24	2.88	3.11	612
Exchange/international experience	3.40	3.29	3.15	3.08	3.35	3.12	3.09	3.24	869
Contextual/critical studies	3.41	3.27	3.11	3.09	3.12	3.17	3.08	3.18	2,890
Business/enterprise activities	3.46	3.45	3.31	3.37	3.43	3.37	3.45	3.39	920
Teamwork	3.53	3.54	3.59	3.57	3.63	3.61	3.67	3.59	2,917

Base: all those reporting that their course involved the activity (A12)

Source: *Creative Graduates Creative Futures, IES, 2010; A13 by study characteristics (A2)*

**Table A12/13.6: Usefulness of course activities by current work experience - self employed (for those who have experienced the activity, mean score)**

Currently self-employed in any job?	No	Yes	Overall	Base (N)
Collaboration with students on other courses	3.3	3.4	3.35	1,143
Personal and Professional Development	3.62	3.64	3.63	1,967
Peer/self evaluation	3.41	3.47	3.44	2,308
Shows/exhibitions	3.24	3.48	3.36	2,438
Competitions	2.96	3.21	3.08	1,547
External/live project work	3.37	3.56	3.46	1,408
Teaching by practitioners	3.46	3.61	3.53	2,201
Careers education and guidance	3.37	3.35	3.36	1,229
Field trips/study visits	3.16	3.27	3.22	1,921
Volunteering	3.16	3.15	3.16	481
Exchange/international experience	3.22	3.32	3.27	699
Contextual/critical studies	3.19	3.25	3.22	2,270
Business/enterprise activities	3.34	3.53	3.43	718
Teamwork	3.67	3.52	3.59	2,241

Base: those currently in work, and reporting that their course involved the activity (C1 and A12)

Source: *Creative Graduates Creative Futures, IES, 2010; A13 by work characteristics (C3)*

**Table A12/13.7: Usefulness of course activities by current work experience - working in a creative occupation (for those who have experienced the activity, mean score)**

Currently working in a creative occupation?~	No	Yes	Overall	Base (N)
Collaboration with students on other courses	3.35	3.35	3.35	1,089
Personal and Professional Development	3.63	3.62	3.62	1,883
Peer/self evaluation	3.42	3.44	3.44	2,205
Shows/exhibitions	3.21	3.40	3.36	2,334
Competitions	2.96	3.10	3.08	1,488
External/live project work	3.28	3.51	3.47	1,346
Teaching by practitioners	3.45	3.56	3.53	2,108
Careers education and guidance	3.36	3.35	3.35	1,176
Field trips/study visits	3.18	3.23	3.22	1,838
Volunteering	3.14	3.15	3.15	459
Exchange/international experience	3.29	3.26	3.27	667
Contextual/critical studies	3.23	3.21	3.22	2,171
Business/enterprise activities	3.42	3.44	3.44	678
Teamwork	3.56	3.60	3.59	2,139

Note: ~ creative occupation does NOT include teaching

Base: those currently in work, and reporting that their course involved the activity (C1 and A12)

Source: *Creative Graduates Creative Futures, IES, 2010; A13 by work characteristics (C4)*

**Table A12/13.8: Usefulness of course activities by current work experience - working in a creative industry (for those who have experienced the activity, mean score)**

Currently working in the creative industries?	No	Yes	Overall	Base (N)
Collaboration with students on other courses	3.30	3.38	3.36	999
Personal and Professional Development	3.61	3.62	3.62	1,770
Peer/self evaluation	3.41	3.45	3.44	2,068
Shows/exhibitions	3.19	3.41	3.36	2,179
Competitions	2.94	3.11	3.08	1,375
External/live project work	3.28	3.53	3.47	1,246
Teaching by practitioners	3.41	3.57	3.53	1,984
Careers education and guidance	3.34	3.36	3.35	1,107
Field trips/study visits	3.16	3.23	3.22	1,725
Volunteering	3.20	3.12	3.14	416
Exchange/international experience	3.33	3.27	3.28	617
Contextual/critical studies	3.21	3.22	3.22	2,034
Business/enterprise activities	3.36	3.44	3.42	646
Teamwork	3.59	3.59	3.59	2,007

Base: those currently in work, and reporting that their course involved the activity (C1 and A12)

Source: *Creative Graduates Creative Futures, IES, 2010; A13 by work characteristics (C6)*



## A14: Overall, how well would you say your course prepared you for the world of work?

**Table A14.1: Perception as to how well the course prepared graduates for the world of work - by background characteristics (per cent)**

	Not at all well	Not very well	Fairly well	Very well	Base (N)	Mean score <sup>#</sup>
<b>All</b>	15.0	33.0	43.7	8.4	3,424	2.46
<b>Gender</b>						
Male	15.2	30.7	44.9	9.2	928	2.48
Female	14.7	33.9	43.2	8.2	2,477	2.45
<b>Age group</b>						
25 or younger	16.9	27.7	47.9	7.5	267	2.46
26 or 27	15.2	34.1	42.7	8.0	1,481	2.44*
28 or 29	16.0	34.3	42.1	7.7	939	2.41*
30 to 39	11.8	30.3	46.8	11.1	449	2.57*
40+	12.4	32.0	45.6	10.0	259	2.53
<b>Student domicile status *</b>						
Home/UK domiciled	15.4	33.6	43.0	8.0	2,882	2.44*
EU student	11.4	28.9	47.5	12.2	263	2.60
Non-EU/overseas student	9.9	31.5	48.4	10.3	213	2.59
<b>Disability</b>						
No disability	14.2	32.9	44.1	8.8	2,951	2.48*
Dyslexia	18.9	34.6	41.3	5.2	344	2.33*
Other disability	18.9	30.5	41.1	9.5	95	2.41
<b>Ethnicity</b>						
White	15.4	32.8	43.5	8.3	3,019	2.45
BME	11.4	34.7	44.4	9.5	378	2.52
<b>Family experience of HE</b>						
No family experience of HE	17.3	32.1	42.3	8.3	626	2.42
Parent went to HE	15.5	33.6	43.6	7.3	1,536	2.43*
Other family member	13.1	32.4	44.6	9.9	1,227	2.51*

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more prepared

Note: \* indicates statistically significant difference

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A14 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table A14.2: Perception as to how well the course prepared graduates for the world of work - by study characteristics (per cent)**

	Not at all well	Not very well	Fairly well	Very well	Base (N)	Mean score <sup>#</sup>
All	15.0	33.0	43.7	8.4	3,424	2.46
<b>Year finished degree</b>						
2002	15.3	34.0	42.7	8.0	826	2.43
2003	13.3	33.3	43.9	9.5	1,053	2.50
2004	16.3	32.2	44.3	7.2	1,261	2.43
<b>Classification of degree *</b>						
First	8.0	28.5	48.9	14.5	585	2.70*
Upper second	14.0	32.4	44.9	8.6	1,723	2.48*
Lower second	19.1	36.5	39.3	5.0	914	2.30*
Third, pass, FdA pass, other	24.1	33.0	38.7	4.2	191	2.23*
<b>Subject area of degree *</b>						
Fine art	20.8	36.5	36.2	6.6	639	2.28*
Applied arts and crafts	18.2	34.1	43.2	4.5	176	2.34*
3-D design	12.9	29.0	50.9	7.2	552	2.53
Graphic design	13.5	34.8	42.6	9.1	772	2.47*
Fashion design	11.7	31.9	46.1	10.3	709	2.55*
Media production, electronic design	16.3	33.3	42.3	8.0	435	2.42
Other visual and int. arts	12.8	25.5	47.5	14.2	141	2.63*
<b>Course related placement activity</b>						
Required activity	9.5	28.3	50.7	11.5	834	2.64
Extra activity	12.7	28.6	49.3	9.3	667	2.55

Note: \* indicates statistically significant difference

Note: # where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more prepared

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A14 by study characteristics (A5, A6, A2 and A7)*

**Table A14.3: Perception as to how well the course prepared graduates for the world of work - by current activities (per cent)**

	Not at all well	Not very well	Fairly well	Very well	Base (N)	Mean score <sup>#</sup>
All (in work)	12.9	33.2	44.7	9.2	2,624	2.50
Currently self employed in any job?						
No	13.2	33.1	44.5	9.2	1,359	2.50
Yes	12.6	33.4	44.8	9.2	1,265	2.51
Currently working in a creative occupation?~						
No	13.8	36.9	41.2	8.1	556	2.44*
Yes	12.8	32.2	45.5	9.5	1,945	2.52*
Currently working in a creative industry?						
No	13.8	35.7	41.7	8.7	549	2.45
Yes	12.6	32.5	45.5	9.4	1,796	2.52

Note: <sup>#</sup> where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the mean score the more prepared

Note: \* indicates statistically significant difference

Note: ~creative occupation does NOT include teaching

Base: all respondents from undergraduate courses, currently in work (A1 and C1)

Source: *Creative Graduates Creative Futures, IES, 2010; A14 by work characteristics (C3, C4 & C6)*

## A16: Have you accessed any of the following since you finished your degree?

- careers advice
- information about vacancies/work opportunities
- networking opportunities
- opportunities for continuing professional development & developing new skills
- access to studio space/facilities
- business start-up advice/support

**Table A16.1: Support accessed since completing first/foundation degree**

Support since graduating <sup>#</sup>	Frequency	%
Careers advice	1,026	30.2
Job information	1,611	47.5
Networking opportunities	1,016	30.1
Opportunities for cpd/skill development	1,097	32.5
Access to studio space/facilities	602	17.7
Business start-up advice/support	611	18.0
Base (N)	3,455	100

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A16*

**Table A16.2: Usefulness of support accessed since completing first/foundation degree (per cent)**

	Yes, useful	Yes, not useful	No, no need to	No, didn't know	No, not available	Base (N)
Careers advice	15.2	15.0	35.0	29.7	5.1	3,400
Job info	30.3	17.2	21.9	26.0	4.6	3,393
Networking opps	20.2	9.9	27.3	35.7	6.9	3,372
CPD/skill development opps	26.5	6.1	24.6	35.9	7.0	3,372
Studio/facilities access	14.3	3.4	34.5	35.6	12.1	3,402
Business start up support/advice	12.8	5.2	35.1	38.0	9.0	3,396

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A16*

**Table A16.3: Support accessed since completing first/foundation degree - by background characteristics (per cent accessing support)**

	Careers advice	Job info	Network- ing opps	CPD	Studio facilities	Business support/ advice
<b>Gender</b>						
Male	28.6	43.1	32.2	30.3	19.3	17.2
Female	30.8	49.1	29.5	33.5	17.1	18.3
<b>Age group</b>						
25 or younger	31.6	53.4	28.6	32.3	13.9	13.2
26 or 27	29.0	47.7	28.7	31.4	14.8	15.9
28 or 29	30.0	47.9	28.7	30.8	17.5	17.0
30 to 39	32.5	44.3	33.6	33.3	23.2	24.3
40+	31.9	44.7	40.5	46.0	29.4	28.7
<b>Student domicile status</b>						
Home/UK domiciled	30.4	48.5	30.5	33.1	17.3	18.0
EU student	27.5	42.7	29.5	29.2	21.5	19.2
Non-EU/overseas student	31.3	41.0	27.1	32.1	19.2	17.0
<b>Disability</b>						
No disability	29.8	47.7	29.9	32.2	17.4	17.2
Dyslexia	31.5	44.7	31.5	33.2	20.9	24.6
Other disability	39.8	52.7	37.6	46.2	14.7	18.7
<b>Ethnicity</b>						
White	29.4	47.3	29.8	32.6	17.5	18.0
BME	36.6	49.6	33.1	33.2	18.9	18.9
<b>Family experience of HE</b>						
No family experience of HE	30.4	46.6	29.6	32.1	16.6	18.1
Parent went to HE	30.3	48.0	29.7	32.7	18.0	17.6
Other family member	29.8	47.5	31.2	32.9	18.2	18.6

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A16 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table A16.4: Support accessed since completing first/foundation degree - by study characteristics (per cent accessing support)**

	Careers advice	Job info	Network- ing opps	CPD	Studio facilities	Business support/ advice
<b>Year finished degree</b>						
2002	29.0	46.8	28.4	32.4	19.5	17.4
2003	30.2	45.9	31.7	32.9	18.5	17.8
2004	30.3	49.1	29.6	32.3	14.9	17.5
<b>Classification of degree</b>						
First	32.2	51.5	36.4	36.1	22.7	20.6
Upper second	28.7	46.3	29.8	31.0	17.1	17.3
Lower second	31.3	42.7	29.5	31.7	16.2	17.2
Third, pass, FdA pass, other	32.5	42.7	29.5	31.7	16.2	17.2
<b>Subject area of degree</b>						
Fine art	34.2	53.3	36.4	39.7	27.9	19.9
Applied arts and crafts	34.1	51.7	35.3	42.5	30.1	32.2
3-D design	29.5	43.9	23.7	31.3	12.8	8.4
Graphic design	26.4	43.7	28.5	27.5	13.8	15.5
Fashion design	33.4	50.0	28.3	29.7	13.9	16.9
Media production, electronic design	26.4	45.8	33.3	32.3	18.7	17.2
Other visual and int. arts	26.2	42.9	29.0	35.3	12.2	12.1

Base: all respondents from undergraduate courses (A1)

Source: *Creative Graduates Creative Futures, IES, 2010; A16 by study characteristics (A5, A6 & A2)*

**Table A16.5: Support accessed since completing first/foundation degree - by current activity (per cent accessing support)**

	Careers advice	Job info	Network- ing opps	CPD	Studio facilities	Business support/ advice
<b>Currently self employed in any job?</b>						
No	29.7	48.7	26.1	31.1	13.6	11.4
Yes	30.3	47.8	38.4	37.8	26.8	29.4
<b>Currently working in a creative occupation?~</b>						
No	31.5	46.4	25.9	34.9	13.2	15.6
Yes	29.5	48.9	33.8	33.9	21.8	21.5
<b>Currently working in a creative industry?</b>						
No	32.5	48.3	23.4	35.9	13.5	13.4
Yes	28.7	48.1	33.4	32.9	20.8	21.1

Note: ~ creative occupation does NOT include teaching

Base: all respondents from undergraduate courses and currently in work (A1 and C1)

Source: *Creative Graduates Creative Futures, IES, 2010; A16 by work characteristics (C3, C4 & C6)*

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## Section B: Activities since graduating

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### B1a: Which of the activities below are you currently doing?

- a) temporary employment (contract less than 3 months)
- b) fixed term employment (contract more than 3 months)
- c) permanent employment
- d) self employed (running own business)
- e) self employed (freelance/on a commission)
- f) further study, education or training
- g) independent study/informal learning
- h) developing a portfolio/creative practice or doing studio work
- i) voluntary/unpaid work/work experience
- j) unemployed and looking for work
- k) time out/career break
- l) maternity/family caring responsibility
- m) other

**Table B1a.A: Current Activity of UK respondents graduating in 2003 compared to HESA destinations data for 2003 creative arts and design graduates (UK domiciled graduates only)**

Current Activity	Creative Graduates Creative Futures		Destinations of Leavers from HE			
	Frequency	%	6 months		3.5 years	
			Frequency	%	Frequency	%
Paid work only	707	80.5	11,800	65.4		81
- Full-time paid work only (incl self employment)	(426)	(48.5)	9,440	52.3		72
- Part-time paid work only	(114)	(13.0)	2,360	13.1		9
- Paid work (hours unknown)	(167)	(19.0)	-	-	-	-
Voluntary/unpaid work only	6	0.7	200	1.1		1
Work and further study	112	12.8	1,105	6.1		4
Further study only	13	1.5	1,980	11.0		4
Unemployed	16	1.8	1,865	10.3		6
Not available for employment /other	24	2.5	840	4.7		4
All known (N)	878	100	18,040	100	1,155	100
Not known	21	na				

Note: HESA DLHE survey point November 2006, CGCF survey point Sept-Dec 2008

Note: the HESA creative arts and design group roughly corresponds to our group of applied art, design, craft and media graduates

Base: Full-time first degree UK domiciled graduates, 2003 cohort (F2 and A5)

*Source: Creative Graduates Creative Futures, IES, 2010, B1a; and HESA Destinations of Leavers*



**Table B1a.B: Current Activity of UK respondents compared to the activities of graduates in the Destinations and Reflections study**

	Creative Graduates Creative Futures <sup>#</sup>		Destinations & Reflections <sup>#</sup>	
	Frequency	%	Frequency	%
<b>Current Activity<sup>#</sup></b>				
Salaried/waged employment <sup>##</sup>	2,482	71.7	1,328	70.8
Self-employment - freelance	811	23.4	373	19.9
Self-employment - business	607	17.5	160	8.5
Further study or training~	530	15.3	286	15.3
Independent study/informal learning	536	15.5	na	na
Work experience or voluntary	296	8.6	133	7.1
Portfolio and studio work	950	27.4	328	17.5
Parenthood/caring responsibility	165	4.8	110	5.9
Unemployed and looking for work	156	4.5	91	4.9
Unemployed and not looking for work	na	na	86	4.6
Time out/career break	79	2.3	na	na
Other activities~~	78	2.3	70	3.7
Base (N)	3,461		1,875	
<b>Main job only<sup>###</sup></b>				
Full-time employment	1,957	75.3	1,080	81.3
Part-time employment	641	24.7	234	17.6
Base (N)	2,598	100	1,314	100

Note: <sup>#</sup> multiple response question, therefore sum % greater than 100%

Note: <sup>##</sup> salaried/waged employment is derived from any of the following: temporary employment, fixed term employment, permanent employment, full-time work, part-time work and other paid work (it does not include self employment)

Note: <sup>###</sup> full and part-time employment is shown for current main activity only - in CGCF this may include unpaid work but in D&R this only includes salaried/waged work

Note: ~ in CGCF the proportion in further study increases to 39.2% if independent study and informal learning are included

Note: ~~ in D&R there is no time out category, this is likely to be subsumed within other activities

Note: CGCF survey point Sept-Dec 2008 (covers graduates from 2002,2003 & 2004). D&R survey point 1998 (covers graduates from 1993,1994,1995,& 1996)

Base: all those responding to the question (all cohorts, all domiciles)

Source: *Creative Graduates Creative Futures*, IES, 2010, Tables B1a.1 and C7.4; and *Destinations and Reflections*, CRQ, 1999 Table 3.1, p14; and 5.1 p34

**Table B1a.1: Current Activities**

Current Activity <sup>#</sup>	Frequency	%
Work	3,087	89.2
- (any salaried/waged employment)	2,482	71.7
- Temporary employment	215	6.2
- Fixed term employment	690	19.9
- Permanent employment	2,005	57.9
- Self employed (own business)	607	17.5
- Self employed (freelance)	811	23.4
Further study and CPD	1,358	39.2
- Further study/education/training	530	15.3
- Independent study	536	15.5
- Portfolio/creative practice/studio work	950	27.4
Voluntary/unpaid work/work experience	296	8.6
Unemployed and looking for work	156	4.5
Time out/career break	79	2.3
Maternity/family caring responsibility	165	4.8
Other	78	2.3
Total	3,461	100

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%  
 Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1a*

Table B1a.2: Current activities, by gender (per cent)

Current activity <sup>#</sup>	Male	Female	All
Work	89.7	89.0	89.2
- Temp employment	6.7	5.9	6.1
- Fixed term employment	21.1	19.5	20.0
- Permanent employment	56.5	58.5	57.9
- Self employed (own business)	19.4	16.9	17.6
- Self employed (freelance)*	28.1	21.7	23.4
Further study and CPD*	42.0	38.2	39.2
- Further study/education/training*	12.7	16.2	15.2
- Independent study*	19.6	14.0	15.5
- Portfolio/creative practice/studio work*	31.1	26.1	27.4
Voluntary/unpaid work/work experience	9.3	8.2	8.5
Unemployed and looking for work*	6.2	3.9	4.5
Time out/career break*	2.5	2.2	2.3
Maternity/family/caring responsibility	1.9	5.9	4.8
Current activity - other	2.8	2.1	2.3
Base (N)	945	2,498	3,461

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1a by background characteristics (F4)*

**Table B1a.3: Current activities, by age (per cent)**

Current activity <sup>#</sup>	25 or younger	26 or 27	28 or 29	30 to 39	40+	All
Work*	87.6	90.8	91.4	86.4	79.4	89.2
- Temp employment	7.1	5.2	5.9	7.4	9.4	6.1
- Fixed term employment*	20.7	21.7	20.9	15.5	13.9	20.0
- Permanent employment*	56.8	63.9	61.4	45.5	35.6	58.0
- Self employed (own business)*	10.9	13.8	17.7	26.9	29.6	17.7
- Self employed (freelance)*	21.1	20.9	23.4	29.5	29.6	23.5
Further study and CPD*	38.7	37.9	35.4	42.0	56.2	39.2
- Further study/education/training	17.3	14.3	14.5	15.5	21.0	15.3
- Independent study*	16.2	13.6	14.7	17.5	25.5	15.5
- Portfolio/creative practice/studio work*	25.9	26.3	24.9	29.1	41.9	27.5
Voluntary/unpaid work/work experience*	10.5	6.4	7.9	9.8	18.0	8.5
Unemployed and looking for work*	8.6	3.6	2.7	7.9	6.0	4.5
Time out/career break	3.4	2.1	1.9	2.2	3.0	2.2
Maternity/family/caring responsibility*	2.3	2.9	3.8	10.1	12.0	4.8
Current activity - other*	1.1	1.7	1.6	2.2	9.0	2.3
Base (N)	266	1,495	947	457	267	3,461

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1a by background characteristics (F3)*

**Table B1a.4: Current activities, by domicile (per cent)**

Current activity <sup>#</sup>	Home/UK	EU	Overseas	All
Work	89.3	88.0	88.4	89.2
- Temp employment	5.7	8.6	8.4	6.1
- Fixed term employment*	20.7	14.3	16.7	19.9
- Permanent employment*	59.8	39.8	53.5	57.8
- Self employed (own business)*	16.2	27.1	23.3	17.5
- Self employed (freelance)*	21.6	36.1	33.0	23.4
Further study and CPD	39.1	42.9	39.1	39.2
- Further study/education/training	15.2	16.9	14.4	15.3
- Independent study	15.3	16.9	17.7	15.6
- Portfolio/creative practice/studio work	27.5	30.1	24.2	27.5
Voluntary/unpaid work/work experience	8.4	10.5	8.8	8.6
Unemployed and looking for work*	4.0	7.5	7.9	4.5
Time out/career break	2.1	3.4	3.7	2.3
Maternity/family/caring responsibility	4.6	4.1	7.4	4.7
Current activity - other	2.4	2.3	1.4	2.3
Base (N)	2,913	266	215	3,461

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1a by background characteristics (F2)*

**Table B1a.5: Current activities, by disability status (per cent)**

Current activity <sup>#</sup>	None	Dyslexia	Other disability	All
Work*	89.8	89.0	72.3	89.2
- Temp employment*	5.5	11.5	6.4	6.2
- Fixed term employment	19.9	21.6	14.9	20.0
- Permanent employment*	59.1	51.3	44.7	57.9
- Self employed (own business)*	17.0	22.8	14.9	17.6
- Self employed (freelance)	23.1	26.8	18.1	23.3
Further study and CPD*	38.1	46.1	51.1	39.2
- Further study/education/training	14.7	19.0	19.1	15.3
- Independent study	15.1	17.3	22.3	15.5
- Portfolio/creative practice/studio work*	26.5	34.3	35.1	27.5
Voluntary/unpaid work/work experience*	8.0	11.0	17.0	8.6
Unemployed and looking for work*	4.3	4.0	14.9	4.6
Time out/career break*	2.3	1.2	7.4	2.3
Maternity/family/caring responsibility*	4.6	4.6	13.8	4.8
Current activity - other*	2.1	4.3	0.0	2.3
Base (N)	2,986	347	94	3,461

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1a by background characteristics (F5)*

Table B1a.6: Current activities, by ethnicity (per cent)

Current activity <sup>#</sup>	White	Black and minority ethnic	All
Work	89.5	87.1	89.2
- Temp employment	5.9	7.3	6.1
- Fixed term employment	20.2	18.1	20.0
- Permanent employment	58.2	57.0	58.0
- Self employed (own business)	17.8	15.7	17.5
- Self employed (freelance)	23.0	26.0	23.4
Further study and CPD	39.5	37.0	39.2
- Further study/education/training	15.2	15.7	15.2
- Independent study	15.5	15.0	15.5
- Portfolio/creative practice/studio work	27.7	25.2	27.4
Voluntary/unpaid work/work experience	8.5	8.7	8.5
Unemployed and looking for work*	4.3	6.6	4.5
Time out/career break	2.1	3.1	2.2
Maternity/family/caring responsibility	4.8	4.5	4.7
Current activity - other	2.3	1.8	2.2
Base (N)	3,051	381	3,461

Note:: # multiple response question, therefore sum % greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1a by background characteristics (F8)*

**Table B1a.7: Current activities, by family experience of HE (per cent)**

Current activity <sup>#</sup>	No family experience	Parent went to HE	Other family member	All
Work	88.0	89.1	90.3	89.2
- Temp employment*	4.6	7.3	5.6	6.2
- Fixed term employment	19.8	19.4	21.2	20.1
- Permanent employment*	60.4	53.9	62.1	58.1
- Self employed (own business)	15.7	19.0	16.6	17.5
- Self employed (freelance)*	21.3	25.4	22.1	23.5
Further study and CPD	38.0	41.0	38.2	39.2
- Further study/education/training	15.5	16.1	14.4	15.4
- Independent study	14.9	16.7	14.3	15.5
- Portfolio/creative practice/studio work	26.4	29.2	26.4	27.7
Voluntary/unpaid work/work experience	8.6	8.9	8.1	8.6
Unemployed and looking for work	4.6	4.6	4.3	4.5
Time out/career break	1.7	2.1	2.7	2.2
Maternity/family/caring responsibility	5.1	5.1	4.1	4.7
Current activity - other	2.0	2.3	2.4	2.3
Base (N)	606	1,554	1,242	3,461

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1a by background characteristics (F9)*



**Table B1a.8: Current activities, by year of graduation (per cent)**

Current activity <sup>#</sup>	2002	2003	2004	All
Work	89.6	90.4	88.2	89.2
- Temp employment	5.0	6.9	6.0	6.0
- Fixed term employment	18.6	20.2	20.7	20.0
- Permanent employment	59.9	58.2	57.1	58.2
- Self employed (own business)	18.1	18.9	16.1	17.5
- Self employed (freelance)	22.6	23.8	22.9	23.1
Further study and CPD	37.1	38.1	40.4	39.2
- Further study/education/training	14.4	13.9	16.8	15.2
- Independent study	14.3	15.0	15.9	15.2
- Portfolio/creative practice/studio work	25.7	27.2	27.7	27.0
Voluntary/unpaid work/work experience	7.5	8.1	8.9	8.3
Unemployed and looking for work*	2.9	4.1	5.3	4.3
Time out/career break	1.9	2.2	2.4	2.2
Maternity/family/caring responsibility	5.3	5.4	4.2	4.9
Current activity - other	2.2	2.2	2.3	2.2
Base (N)	835	1,061	1,276	3,461

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1a by study characteristics (A5)*

**Table B1a.9: Current activities, by classification of degree (per cent)**

Current activity <sup>#</sup>	First	Upper second	Lower second	Third, pass, FdA pass, other	All
<b>Work</b>	90.6	89.9	87.9	85.3	89.2
- Temp employment	6.1	7.0	5.1	5.4	6.2
- Fixed term employment*	23.6	19.0	20.6	14.7	19.9
- Permanent employment*	52.9	58.0	61.9	54.9	58.0
- Self employed (own business)*	22.8	17.2	14.5	18.6	17.5
- Self employed (freelance)*	29.6	24.0	18.2	24.0	23.4
<b>Further study and CPD*</b>	45.9	38.5	35.3	42.6	39.2
- Further study/education/training	15.3	14.9	15.1	19.6	15.3
- Independent study*	15.8	15.6	13.6	21.6	15.5
- Portfolio/creative practice/studio work*	34.9	26.6	24.1	27.0	27.4
Voluntary/unpaid work/work experience	8.7	8.0	9.0	11.3	8.6
Unemployed and looking for work	3.4	4.0	5.6	6.9	4.5
Time out/career break	2.6	1.9	2.6	3.4	2.3
Maternity/family/caring responsibility*	4.3	4.2	5.3	8.8	4.8
Current activity - other	1.5	2.1	2.9	2.9	2.3
Base (N)	588	1,741	916	204	3,461

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1a by study characteristics (A6)*

**Table B1a.10: Current activities, by subject area of degree (per cent)**

Current activity <sup>#</sup>	Fine art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media production, electronic design	Other visual or int. arts	All
Work*	84.9	87.7	91.7	91.6	89.9	88.1	87.4	89.2
- Temp employment*	8.3	7.3	5.3	3.9	6.5	7.1	7.7	6.2
- Fixed term employment*	23.3	24.0	19.8	16.3	18.5	22.7	18.9	19.9
- Permanent employment*	47.1	53.6	64.2	63.1	64.4	48.9	55.2	57.9
- Self employed (own business)*	21.0	26.8	18.2	14.5	14.5	19.3	14.0	17.5
- Self employed (freelance)*	28.9	19.0	19.6	26.3	17.3	26.8	23.8	23.4
Further study and CPD*	57.6	44.7	33.5	35.2	29.6	41.3	35.7	39.2
- Further study/education/training*	21.3	20.1	13.6	11.3	13.0	17.2	16.8	15.3
- Independent study*	23.3	19.0	13.9	12.5	10.4	17.0	18.9	15.5
- Portfolio/creative practice/studio work*	46.3	31.3	21.3	24.7	18.5	27.1	22.4	27.4
Voluntary/unpaid work/work experience*	14.4	7.3	6.7	8.0	5.5	8.7	9.1	8.6
Unemployed and looking for work	6.3	3.4	3.5	4.8	3.2	5.0	4.9	4.5
Time out/career break	3.1	0.6	2.1	2.7	1.7	2.3	2.1	2.3
Maternity/family/caring responsibility*	8.3	3.9	5.5	3.0	4.9	2.5	2.8	4.8
Current activity - other*	4.5	1.1	0.9	1.2	2.5	2.8	2.1	2.3
Base (N)	648	179	567	778	710	436	143	3,461

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1a by study characteristics (A2)*

**Table B1a.11: Current activity<sup>#</sup>, by gender, age, ethnicity and disability status - fine art graduates (per cent)**

	Male	Female	White	BME	Under 30	30+	Disability	No disability	All	
									freq	%
Any kind of paid work	85.4	84.8	85.6	(77.3)	87.2*	80.1*	80.2	85.7	550	84.9
- Temp employment	9.6	7.6	7.9	(9.1)	8.6	7.1	6.6	8.4	54	8.3
- Fixed term employment	30.6*	21.0*	24.0	(13.6)	26.0*	18.0*	22.6	23.4	151	23.3
- Permanent employment	42.0	49.0	48.5	(34.1)	53.4*	35.1*	42.5	48.1	305	47.1
- Self employed (own business)	24.8	20.0	20.9	(20.5)	17.4*	28.9*	26.4	20.1	136	21.0
- Self employed (freelance)	31.8	27.8	28.2	(38.6)	27.6	30.8	29.2	28.6	187	28.9
Any kind of further study or CPD	58.0	57.0	57.4	(59.1)	54.5	62.6	62.3	56.3	373	57.6
- Further study/education/training	18.5	21.4	21.3	(18.2)	21.6	19.0	27.4	19.5	138	21.3
- Independent study	25.5	22.4	23.1	(22.7)	22.3	25.1	28.3	22.3	151	23.3
- Portfolio/creative practice/studio work	49.0	45.3	45.9	(50.0)	45.0	48.3	50.9	45.4	300	46.3
Voluntary/unpaid work/work experience	15.3	13.8	14.2	(13.6)	13.2	16.1	19.8	13.2	93	14.4
Unemployed and looking for work	8.3	5.8	5.9	(11.4)	6.3	6.6	9.4	5.8	41	6.3
Time out/career break	3.2	2.9	2.7	(2.3)	2.6	3.8	2.8	3.2	20	3.1
Maternity/family/caring responsibility	4.5*	9.7*	8.8	(2.3)	4.6*	16.1*	10.4	8.0	54	8.3
Other	3.8	4.7	4.6	(2.3)	3.2	7.1	2.8	4.8	29	4.5
Base (N)	157	486	592	44	431	211	106	538	648	

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: Fine arts graduates (A2)

Source: *Creative Graduates Creative Futures, 2009; B1a by background characteristics (F4, F8, F3 and F5)*

**Table B1a.12: Current activity<sup>#</sup>, by gender, age, ethnicity and disability status - applied arts and crafts graduates**

	Male	Female	White	BME	Under 30	30+	Disability	No disability	All	
									freq	%
Any kind of paid work	-	90.0	87.6	-	90.7	80	(88.9)	87.4	157	87.7
- Temp employment	-	6.2	6.5	-	6.2	10	(13.9)	5.6	13	7.3
- Fixed term employment	-	25.0	24.3	-	23.3	26	(25.0)	23.8	43	24.0
- Permanent employment	-	55.0	52.7	-	59.7*	38	(44.4)	55.9	96	53.6
- Self employed (own business)	-	28.8	26.0	-	27.9	24	(27.8)	26.6	48	26.8
- Self employed (freelance)	-	20.0	18.3	-	17.8	22	(36.1)	14.7	34	19.0
Any kind of further study or CPD	-	43.8	45.0	-	38.8*	60*	(61.1)	40.6	80	44.7
- Further study/education/training	-	20.0	20.1	-	18.6	24	(25.0)	18.9	36	20.1
- Independent study	-	19.4	19.5	-	15.5	28	(19.4)	18.9	34	19.0
- Portfolio/creative practice/studio work	-	30.0	31.4	-	27.1	42	(38.9)	29.4	56	31.3
Voluntary/unpaid work/work experience	-	7.5	7.1	-	4.7*	14*	(11.1)	6.3	13	7.3
Unemployed and looking for work	-	3.1	3.6	-	3.1	4	(0.0)	4.2	6	3.4
Time out/career break	-	0.6	0.6	-	0.8*	0*	(0.0)	0.7	1	0.6
Maternity/family/caring responsibility	-	3.8	4.1	-	1.6	10	(2.8)	4.2	7	3.9
Other	-	0.0	1.2	-	0.8	2	(0.0)	1.4	2	1.1
Base (N)	19	160	169	10	129	50	36	143	179	

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: Applied arts and crafts graduates (A2)

Source: *Creative Graduates Creative Futures, 2009; B1a by background characteristics (F4, F8, F3 and F5)*

**Table B1a.13: Current activity<sup>#</sup>, by gender, age, ethnicity and disability status - 3-D design graduates**

	Male	Female	White	Black	Under 30	30+	Disability	No disability	All	
									freq	%
Any kind of paid work	90.6	92.2	91.6	92.4	92.5	88.1	85.7	92.4	520	91.7
- Temp employment	3.7	5.9	5.2	4.5	4.6	7.3	14.3*	4.0*	30	5.3
- Fixed term employment	21.5	18.8	19.1	22.7	21.2*	12.8*	19.0	19.6	112	19.8
- Permanent employment	69.6	61.7	63.9	66.7	69.3	44.0	50.8*	66.0*	364	64.2
- Self employed (own business)	15.7	19.3	18.7	13.6	14.3*	33.9*	23.8	17.4	103	18.2
- Self employed (freelance)	19.9	19.6	18.7	25.8	17.7*	28.4*	17.5	20.0	111	19.6
Any kind of further study or CPD	30.9	34.6	33.3	36.4	31.1*	43.1*	33.3	33.2	190	33.5
- Further study/education/training	9.9	15.3	13.1	18.2	12.4	18.3	11.1	13.6	77	13.6
- Independent study	14.7	13.7	13.3	19.7	14.3	12.8	14.3	13.6	79	13.9
- Portfolio/creative practice/studio work	19.4	22.3	21.3	22.7	19.6*	28.4*	25.4	20.8	121	21.3
Voluntary/unpaid work/work experience	6.3	7.0	6.4	9.1	6.2	9.2	6.3	6.8	38	6.7
Unemployed and looking for work	5.2	2.7	3.2	6.1	2.6*	7.3*	7.9*	3.0*	20	3.5
Time out/career break	2.1	2.1	2.2	1.5	2.0*	2.8*	3.2	2.0	12	2.1
Maternity/family/caring responsibility	1.0*	7.8*	5.4	6.1	3.5	13.8	4.8	5.6	31	5.5
Other	2.1	0.3	1.0	0.0	0.4	2.8	3.2	0.6	5	0.9
Base (N)	191	373	498	66	453	109	63	500	567	

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: 3-D design graduates (A2)

Source: *Creative Graduates Creative Futures, 2009; B1a by background characteristics (F4, F8, F3 and F5)*

**Table B1a.14: Current activity<sup>#</sup>, by gender, age, ethnicity and disability status - Graphic design graduates**

	Male	Female	White	BME	Under 30	30+	Disability	No disability	All	
									freq	%
Any kind of paid work	92.8	91.1	91.3	93.9	92.3	89.1	86.5	92.4	713	91.6
- Temp employment	3.6	4.0	3.5	6.1	3.5	5.9	5.4	3.7	30	3.9
- Fixed term employment	16.1	16.4	16.5	15.3	17.3	10.9	12.2	16.8	127	16.3
- Permanent employment	62.0	63.6	62.8	64.3	65.3*	51.3*	56.8	63.8	491	63.1
- Self employed (own business)	17.6	13.0	14.7	13.3	12.6*	26.1*	14.9	14.5	113	14.5
- Self employed (freelance)	29.0	24.9	25.4	32.7	25.4	31.9	21.6	26.8	205	26.3
Any kind of further study or CPD	38.4	33.8	35.8	31.6	36.1	32.8	41.9	34.9	274	35.2
- Further study/education/training	9.0	12.8	11.1	13.3	11.4	11.8	8.1	11.8	88	11.3
- Independent study	18.3*	9.3*	12.5	12.2	11.7	17.6	16.2	12.2	97	12.5
- Portfolio/creative practice/studio work	28.0	23.1	25.4	20.4	24.8	25.2	29.7	24.4	192	24.7
Voluntary/unpaid work/work experience	8.2	7.9	7.8	9.2	6.6*	15.1*	13.5	7.5	62	8.0
Unemployed and looking for work	5.7	4.3	4.9	4.1	3.9*	9.2*	8.1	4.4	37	4.8
Time out/career break	2.9	2.6	2.7	3.1	2.3	4.2	4.1	2.6	21	2.7
Maternity/family/caring responsibility	0.7*	4.3*	2.7	4.1	1.7*	9.2*	6.8*	2.6*	23	3.0
Other	1.4	1.0	1.3	0.0	1.2	0.8	2.7	1.0	9	1.2
Base (N)	279	494	678	98	649	119	74	697	778	

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: Graphic design graduates (A2)

Source: *Creative Graduates Creative Futures, 2009; B1a by background characteristics (F4, F8, F3 and F5)*

**Table B1a.15: Current activity<sup>#</sup>, by gender, age, ethnicity and disability status - Fashion design graduates**

	Male	Female	White	BME	Under 30	30+	Disability	No disability	All	
									freq	%
Any kind of paid work	(82.6)	90.3	90.8	85.5	91.1*	84.3*	84.9	90.5	638	89.9
- Temp employment	(6.5)	6.4	6.1	8.2	5.7	10.2	9.7	5.9	46	6.5
- Fixed term employment	(19.6)	18.5	19.0	16.4	20.0*	11.1*	18.3	18.3	131	18.5
- Permanent employment	(52.2)	65.2	66.2*	55.5*	66.8*	51.9*	60.2	64.9	457	64.4
- Self employed (own business)	(26.1*)	13.8*	14.3	16.4	13.1*	23.1*	12.9	14.9	103	14.5
- Self employed (freelance)	(30.4*)	16.3*	16.8	19.1	16.3*	23.1*	17.2	17.3	123	17.3
Any kind of further study or CPD	(41.3)	28.9	29.7	29.1	29.0	33.3	37.6	28.6	210	29.6
- Further study/education/training	(17.4)	12.7	13.3	10.9	12.6	15.7	23.7*	11.4*	92	13.0
- Independent study	(19.6*)	9.8*	10.4	10.9	9.4*	15.7*	11.8	10.3	74	10.4
- Portfolio/creative practice/studio work	(30.4*)	17.7*	18.5	19.1	18.1	21.3	25.8	17.5	131	18.5
Voluntary/unpaid work/work experience	(8.7)	5.3	5.4	6.4	5.4	5.6	4.3	5.7	39	5.5
Unemployed and looking for work	(4.3)	3.2	2.7*	6.4*	2.7*	6.5*	4.3	3.1	23	3.2
Time out/career break	(4.3)	1.5	1.3	3.6	2.0	0.0	1.1	1.8	12	1.7
Maternity/family/caring responsibility	(6.5)	4.8	4.7	6.4	4.2*	9.3*	7.5	4.6	35	4.9
Other	(4.3)	2.4	2.4	3.6	2.0	5.6	5.4	2.1	18	2.5
Base (N)	46	661	595	110	596	108	93	612	710	

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: Fashion design graduates (A2)

Source: *Creative Graduates Creative Futures, 2009; B1a by background characteristics (F4, F8, F3 and F5)*



**Table B1a.16: Current activity<sup>#</sup>, by gender, age, ethnicity and disability status - Media production, photography, and interactive and electronic design graduates**

	Male	Female	White	BME	Under 30	30+	Disability	No disability	All	
									freq	%
Any kind of paid work	90.8	85.6	89.0	(81.4)	89.0	84.3	90.0	87.7	384	88.1
- Temp employment	9.2	5.2	6.7	(9.3)	6.9	7.9	10.0	6.7	31	7.1
- Fixed term employment	21.8	23.6	22.6	(25.6)	24.9*	14.6*	23.3	22.7	99	22.7
- Permanent employment	51.9	45.9	49.0	(48.8)	52.3*	34.8*	46.7	48.9	213	48.9
- Self employed (own business)	19.9	18.8	19.7	(14.0)	15.9*	32.6*	26.7	17.9	84	19.3
- Self employed (freelance)	31.1	23.1	27.4	(20.9)	24.6*	36.0*	33.3	25.7	117	26.8
Any kind of further study or CPD	43.7	39.3	40.3	(48.8)	39.9	47.2	46.7	40.4	180	41.3
- Further study/education/training	13.6	20.5	16.2	(25.6)	17.1	18.0	16.7	17.4	75	17.2
- Independent study	19.4	14.8	16.4	(20.9)	14.7*	25.8*	15.0	17.4	74	17.0
- Portfolio/creative practice/studio work	32.5*	22.3*	26.4	(32.6)	26.3	30.3	30.0	26.5	118	27.1
Voluntary/unpaid work/work experience	10.2	7.4	9.0	(7.0)	6.6*	16.9*	16.7*	7.5*	38	8.7
Unemployed and looking for work	6.8	3.5	4.6	(9.3)	3.8*	10.1*	3.3	5.3	22	5.0
Time out/career break	1.9	2.6	1.8*	(7.0*)	2.3	2.2	3.3	2.1	10	2.3
Maternity/family/caring responsibility	1.5	3.5	2.6	(2.3)	2.6	2.2	3.3	2.4	11	2.5
Other	3.4	2.2	2.6	(4.7)	1.7	6.7	5.0	2.4	12	2.8
Base(N)	206	229	390	43	346	89	60	374	436	

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: Media production, photography, and interactive and electronic design graduates (A2)

Source: *Creative Graduates Creative Futures, 2009; B1a by background characteristics (F4, F8, F3 and F5)*

**Table B1a.17: Currently engaged in paid work, by personal characteristics**

	In work		Not in work		Base (N)
	Frequency	%	Frequency	%	
All cases	3,087	89.2	374	10.8	3,461
<b>Gender</b>					
Male	848	89.7	97	10.3	945
Female	2,223	89.0	275	11.0	2,498
<b>Age group*</b>					
25 or younger	233	87.6	33	12.4	266
26 or 27	1,357	90.8	138	9.2	1,495
28 or 29	866	91.4	81	8.6	947
30 to 39	395	86.4	62	13.6	457
40+	212	79.4	55	20.6	267
<b>Student domicile status</b>					
Home/UK domiciled	2,600	89.3	313	10.7	2,913
EU student	234	88.0	32	12.0	266
Non-EU/overseas student	190	88.4	25	11.6	215
<b>Disability*</b>					
No disability	2,680	89.8	306	10.2	2,986
Dyslexia	309	89.0	38	11.0	347
Other disability	68	72.3	26	27.7	94
<b>Ethnicity</b>					
White	2,731	89.5	320	10.5	3,051
BME	332	87.1	49	12.9	381
- Mixed	97	89.0	12	11.0	109
- Asian	83	89.2	10	10.8	93
- Black	34	82.9	7	17.1	41
- Chinese	98	88.3	13	11.7	111
<b>Family experience of HE</b>					
No family experience of HE	533	88.0	73	12.0	606
Parent went to HE	1,385	89.1	169	10.9	1,554
Other family member went to HE	1,121	90.3	121	9.7	1,242

Note: paid work defined as either temporary employment, fixed term employment, permanent employment, self employed (running own business) or self employed (freelance/on a commission)

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1a by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table B1a.18: Currently engaged in paid work, by study characteristics**

	In work		Not in work		Base (N)
	Frequency	%	Frequency	%	
All cases	3,087	89.2	374	10.8	3,461
<b>Year finished degree</b>					
2002	748	89.6	87	10.4	835
2003	959	90.4	102	9.6	1,061
2004	1,126	88.2	150	11.8	1,276
<b>Classification of degree</b>					
First	533	90.6	55	9.4	588
Upper second	1,565	89.9	176	10.1	1,741
Lower second	805	87.9	111	12.1	916
Third, pass, FdA pass, other	174	85.3	30	14.7	204
<b>Subject area of degree*</b>					
Fine art	550	84.9	98	15.1	648
Applied arts and crafts	157	87.7	22	12.3	179
3-D design	520	91.7	47	8.3	567
Graphic design	713	91.6	65	8.4	778
Fashion design	638	89.9	72	10.1	710
Media production, electronic design	384	88.1	52	11.9	436
Other visual and int. arts	125	87.4	18	12.6	143

Note: paid work defined as either temporary employment, fixed term employment, permanent employment, self employed (running own business) or self employed (freelance/on a commission)

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1a by study characteristics (A5, A6 and A2)*

**Table B1a.19: Currently engaged in study or CPD, by personal characteristics**

	In further study or CPD		Not in further study or CPD		Base (N)
	Frequency	%	Frequency	%	
All cases	1,358	39.2	2,103	60.8	3,461
<b>Gender*</b>					
Male	397	42.0	548	58.0	945
Female	953	38.2	1,545	61.8	2,498
<b>Age group*</b>					
25 or younger	103	38.7	163	61.3	266
26 or 27	567	37.9	928	62.1	1,495
28 or 29	335	35.4	612	64.6	947
30 to 39	192	42.0	265	58.0	457
40+	150	56.2	117	43.8	267
<b>Student domicile status</b>					
Home/UK domiciled	1,138	39.1	1,775	60.9	2,913
EU student	114	42.9	152	57.1	266
Non-EU/overseas student	84	39.1	131	60.9	215
<b>Disability*</b>					
No disability	1,137	38.1	1,849	61.9	2,986
Dyslexia	160	46.1	187	53.9	347
Other disability	48	51.1	46	48.9	94
<b>Ethnicity*</b>					
White	1,205	39.5	1,846	60.5	3,051
BME	141	37.0	240	63.0	381
- Mixed	50	45.9	59	54.1	109
- Asian	32	34.4	61	65.6	93
- Black	21	51.2	20	48.8	41
- Chinese	25	22.5	86	77.5	111
- Other	13	48.1	14	51.9	27
<b>Family experience of HE</b>					
No family experience of HE	230	38.0	376	62.0	606
Parent went to HE	637	41.0	917	59.0	1,554
Other family member went to HE	475	38.2	767	61.8	1,242

Note: further study or CPD defined as either further study, education or training; independent study or informal learning; or developing a portfolio, creative practice or doing studio work

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1a by background characteristics (F4, F3, F2, F8 and F9)*

Table B1a.20: Currently engaged in study or CPD, by study characteristics

	In further study or CPD		Not in further study or CPD		Base (N)
	Frequency	%	Frequency	%	
All cases	1,358	39.2	2,103	60.8	3,461
<b>Year finished degree</b>					
2002	310	37.1	525	62.9	835
2003	404	38.1	657	61.9	1,061
2004	516	40.4	760	59.6	1,276
<b>Classification of degree*</b>					
First	270	45.9	318	54.1	588
Upper second	671	38.5	1,070	61.5	1,741
Lower second	323	35.3	593	64.7	916
Third, pass, FdA pass, other	87	42.6	117	57.4	204
<b>Subject area of degree*</b>					
Fine art	373	57.6	275	42.4	648
Applied arts and crafts	80	44.7	99	55.3	179
3-D design	190	33.5	377	66.5	567
Graphic design	274	35.2	504	64.8	778
Fashion design	210	29.6	500	70.4	710
Media production, electronic design	180	41.3	256	58.7	436
Other visual and int. arts	51	35.7	92	64.3	143

Note: further study or CPD defined as either further study, education or training; independent study or informal learning; or developing a portfolio, creative practice or doing studio work

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1a by study characteristics (A5, A6 and A2)*

**Table B1a.21: Current activities, by formal on-course work experience (per cent)**

Current activity <sup>#</sup>	Work placement	No work Placement
Work*	91.6	87.4
- Temp employment	6.6	5.9
- Fixed term employment*	16.9	22.1
- Permanent employment*	60.9	55.9
- Self employed (own business)	18.5	16.8
- Self employed (freelance)	23.0	23.6
Further study and CPD*	35.5	41.9
- Further study/education/training*	13.5	16.6
- Independent study	14.6	16.0
- Portfolio/creative practice/studio work*	23.3	30.3
Voluntary/unpaid work/work experience*	7.3	9.4
Unemployed and looking for work	3.7	5.1
Time out/career break	2.0	2.5
Maternity/family/caring responsibility	4.2	5.1
Current activity - other	1.8	2.6
Base (N)	1,462	1,988

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1a by background characteristics (F4)*

## B1b: Which of the activities below have you done at ANY time since completing your course?

a) to m) (as in B1a)

**Table B1b.1: Activities since graduating: at any time**

Activity since completing the course <sup>#</sup>	Frequency	%
Work	3,393	98.1
- Temporary employment (contract less than 3 months)	1,675	48.5
- Fixed term employment (contract more than 3 months)	1,725	49.9
- Permanent employment	2,542	73.5
- Self employed (running own business)	867	25.1
- Self employed (freelance/on a commission)	1,539	44.5
Further study and CPD	2,500	72.3
- Further study, education or training	1,613	46.7
- Independent study/informal learning	1,205	34.9
- Developing a portfolio/creative practice or doing studio work	1,771	51.2
Voluntary/unpaid work/work experience	1,458	42.2
Unemployed and looking for work	1,112	32.2
Time out/career break	620	17.9
Maternity/family caring responsibility	280	8.1
Other	162	4.7
Base (N)	3,457	100.0

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%  
 Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1b*

**Table B1b.2: Mean number of work or development based activities engaged in since graduating (at any time) by background characteristics:**

	Mean score	Base (N)
All	4.16	3,478
<b>Gender</b>		
Male	4.23	947
Female	4.14	2,508
<b>Age group*</b>		
25 or younger	3.81	268
26 or 27	4.19	1,500
28 or 29	4.37	949
30 to 39	4.05	459
40+	3.94	269
<b>Domicile</b>		
Home/UK domiciled	4.16	2,924
EU student	4.25	267
Non-EU/overseas student	4.24	216
<b>Disability*</b>		
No disability	4.11	2,996
Dyslexia	4.64	349
Other disability	4.19	95
<b>Ethnicity*</b>		
White	4.18	3,062
BME	4.05	383
<b>Family experience of HE*</b>		
No family experience of HE	3.93	609
Parent went to HE	4.37	1,558
Other family member went to HE	4.04	1,247

Note: activities counted include temporary employment, fixed term employment, permanent employment, running own business, freelance work, further study, independent study, developing a portfolio/creative practice or studio work, and voluntary/unpaid work

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1b by background characteristics (F4, F3, F2, F5, F8 and F9)*



**Table B1b.3: Mean number of work or development based activities engaged in since graduating (at any time) by study characteristics**

	Mean	Base (N)
All	4.16	3,478
<b>Year of graduation*</b>		
2002	4.35	839
2003	4.18	1,062
2004	4.08	1,285
<b>Classification of degree*</b>		
First	4.41	590
Upper second	4.20	1,750
Lower second	3.98	918
Third, pass, FdA pass, other	3.96	206
<b>Subject area of degree*</b>		
Fine art	4.74	652
Applied arts and crafts	4.30	179
3-D design	3.99	569
Graphic design	4.14	783
Fashion design	3.74	715
Media production, electronic design	4.28	437
Other visual or interdisciplinary arts	3.94	143

Note: activities counted include temporary employment, fixed term employment, permanent employment, running own business, freelance work, further study, independent study, developing a portfolio/creative practice or studio work, and voluntary/unpaid work

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1b by study characteristics (A5, A6 and A2)*

**Table B1b.4: Activities since graduation at any time by gender (per cent)**

Activity any time since graduating <sup>#</sup>	Male	Female
Work	97.7	98.3
- Temp employment	48.7	48.3
- Fixed term employment	50.7	49.7
- Permanent employment	72.2	74.1
- Self employed (own business)*	28.5	23.9
- Self employed (freelance)*	50.5	42.2
Further study and CPD	70.7	72.9
- Further study/education/training*	39.1	49.5
- Independent study*	39.6	33.1
- Portfolio/creative practice/studio work*	55.5	49.6
Voluntary/unpaid work/work experience*	38.5	43.6
Unemployed and looking for work*	35.5	31.1
Time out/career break	18.5	17.7
Maternity/family/caring responsibility*	4.8	9.4
Other	4.4	4.8
Base (N)	944	2,495

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1b by background characteristics (F4)*

Table B1b.5: Activities since graduation at any time by age group (per cent)

Activity any time since graduating <sup>#</sup>	25 or younger	26 or 27	28 or 29	30 to 39	40+
Work*	97.7	99.5	98.5	96.7	92.5
- Temp employment*	45.9	50.8	51.9	43.9	33.8
- Fixed term employment*	48.5	53.2	54.0	42.1	33.1
- Permanent employment*	73.7	79.0	79.2	62.2	43.6
- Self employed (own business)*	15.8	21.2	25.5	36.0	38.0
- Self employed (freelance)*	37.6	42.7	46.6	50.2	44.7
Further study and CPD*	66.5	71.5	73.3	70.3	82.7
- Further study/education/training*	40.6	45.5	49.6	42.6	56.0
- Independent study*	31.2	32.6	36.5	35.4	46.2
- Portfolio/creative practice/studio work*	46.2	50.8	50.6	51.7	61.3
Voluntary/unpaid work/work experience	41.7	42.9	43.5	40.6	36.8
Unemployed and looking for work*	32.3	32.9	35.8	30.8	19.9
Time out/career break*	16.9	19.6	20.4	12.9	9.8
Maternity/family/caring responsibility*	4.1	5.0	6.7	17.7	18.8
Other	3.0	4.3	3.9	4.1	12.8
Base (N)	266	1,493	945	458	266

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1b by background characteristics (F3)*

**Table B1b.6: Activities since graduation at any time by domicile (per cent)**

Activity any time since graduating <sup>#</sup>	Home	EU	Overseas
Work	98.2	97.7	98.6
- Temp employment	48.4	51.5	45.1
- Fixed term employment	50.6	44.7	50.2
- Permanent employment*	75.4	58.6	68.8
- Self employed (own business)*	23.7	34.2	33.0
- Self employed (freelance)*	42.9	55.3	56.3
Further study and CPD	72.4	74.8	70.7
- Further study/education/training	47.1	45.1	45.1
- Independent study	35.2	35.3	33.0
- Portfolio/creative practice/studio work	51.1	57.1	48.4
Voluntary/unpaid work/work experience	42.1	42.9	44.2
Unemployed and looking for work	32.5	31.6	33.5
Time out/career break	18.1	16.2	18.1
Maternity/family/caring responsibility	7.8	8.3	12.1
Other	4.9	4.1	2.8
Base (N)	2,909	266	215

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1b by background characteristics (F2)*

Table B1b.7: Activities since graduation at any time by disability (per cent)

Activity any time since graduating <sup>#</sup>	No disability	Dyslexia	Other disability
Work*	98.4	98.3	89.4
- Temp employment*	47.7	55.9	44.7
- Fixed term employment	49.4	54.5	48.9
- Permanent employment*	74.7	68.7	56.4
- Self employed (own business)*	24.1	35.7	21.3
- Self employed (freelance)	44.1	49.6	38.3
Further study and CPD*	71.4	77.7	79.8
- Further study/education/training*	45.6	53.3	56.4
- Independent study	34.3	38.3	42.6
- Portfolio/creative practice/studio work*	49.9	60.9	58.5
Voluntary/unpaid work/work experience*	41.3	47.0	52.1
Unemployed and looking for work	32.0	31.0	42.6
Time out/career break*	18.1	15.1	26.6
Maternity/family/caring responsibility*	7.7	9.3	17.0
Other	4.3	8.1	5.3
Base (N)	2,984	345	94

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1b by background characteristics (F5)*

**Table B1b.8: Activities since graduation at any time by ethnicity (per cent)**

Activity any time since graduating <sup>#</sup>	White	BME
Work	98.2	97.6
- Temp employment	48.8	45.1
- Fixed term employment	50.5	46.2
- Permanent employment	73.6	74.5
- Self employed (own business)	25.2	24.7
- Self employed (freelance)	44.3	45.4
Further study and CPD*	72.9	67.7
- Further study/education/training	47.1	43.3
- Independent study	35.1	32.3
- Portfolio/creative practice/studio work	51.5	48.0
Voluntary/unpaid work/work experience	41.7	45.1
Unemployed and looking for work	32.2	31.2
Time out/career break	17.7	19.9
Maternity/family/caring responsibility	8.0	9.4
Other	4.9	3.4
Base (N)	3,047	381

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1b by background characteristics (F8)*

**Table B1b.9: Activities since graduation at any time by family experience of HE (per cent)**

Activity any time since graduating <sup>#</sup>	No family experience of HE	Parent went to HE	Other family member went to HE
Work	97.5	98.5	98.1
- Temp employment*	41.7	52.7	46.6
- Fixed term employment	46.2	52.0	49.7
- Permanent employment*	75.1	71.3	76.2
- Self employed (own business)	23.9	26.5	24.0
- Self employed (freelance)*	41.3	48.9	40.9
Further study and CPD*	69.3	74.6	71.3
- Further study/education/training*	44.9	49.5	44.4
- Independent study*	30.5	37.3	34.3
- Portfolio/creative practice/studio work	49.5	52.8	50.4
Voluntary/unpaid work/work experience*	40.3	46.2	38.0
Unemployed and looking for work*	26.4	35.1	31.2
Time out/career break	14.9	19.0	18.3
Maternity/family/caring responsibility	8.3	8.0	8.1
Other	4.1	5.6	3.9
<i>Base (N)</i>	<i>606</i>	<i>1,553</i>	<i>1,238</i>

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1b by background characteristics (F9)*

**Table B1b.10: Activities since graduation at any time by year of graduation (per cent)**

Activity any time since graduating <sup>#</sup>	2002	2003	2004	All
Work	98.1	98.9	97.9	98.3
- Temp employment	51.1	49.1	47.8	49.1
- Fixed term employment	52.5	50.6	50.0	50.9
- Permanent employment	76.8	72.2	73.5	73.9
- Self employed (own business)	26.2	26.0	23.0	24.9
- Self employed (freelance)	45.0	44.9	44.2	44.6
Further study and CPD	75.4	71.5	71.4	72.5
- Further study/education/training*	51.1	47.3	44.0	46.9
- Independent study	37.4	35.5	32.4	34.8
- Portfolio/creative practice/studio work	51.7	50.0	51.5	51.0
Voluntary/unpaid work/work experience	43.4	42.6	41.2	42.3
Unemployed and looking for work	32.9	32.1	32.0	32.3
Time out/career break	19.3	17.6	17.6	18.0
Maternity/family/caring responsibility	9.3	8.5	6.9	8.1
Other	4.9	4.5	4.9	4.8
Base (N)	836	1,060	1,274	3,170

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents graduating between 2002 and 2004 (answering the question) (A5)

Source: *Creative Graduates Creative Futures, IES, 2010; B1b by study characteristics (A5)*



**Table B1b.11: Activities since graduation at any time by classification of degree (per cent)**

Activity any time since graduating <sup>#</sup>	First	Upper second	Lower second	Third/pass or FdA pass/other
Work	98.3	98.3	98.0	97.1
- Temp employment	50.4	49.9	46.0	42.2
- Fixed term employment*	51.8	48.6	51.9	47.5
- Permanent employment*	67.6	73.5	77.8	72.5
- Self employed (own business)*	29.6	24.8	22.7	25.5
- Self employed (freelance)*	53.2	45.8	37.0	42.2
Further study and CPD*	77.2	73.3	68.3	68.1
- Further study/education/training	50.3	45.6	46.2	48.5
- Independent study*	35.3	36.1	31.9	36.3
- Portfolio/creative practice/studio work*	59.5	52.9	44.4	43.6
Voluntary/unpaid work/work experience	42.9	43.4	40.5	37.3
Unemployed and looking for work	27.9	33.3	33.1	29.9
Time out/career break*	14.8	17.3	21.1	17.6
Maternity/family/caring responsibility*	7.0	7.6	8.8	12.3
Other	3.7	4.0	6.0	6.9
Base (N)	587	1,738	916	204

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1b by study characteristics (A6)*

**Table B1b.12: Activities since graduation at any time by Subject area of degree (per cent)**

Activity any time since graduating <sup>#</sup>	Fine art	Applied arts and crafts	3-D design	Graph design	Fashion design	Media production, electronic design	Other visual/int.arts
Work*	96.4	96.6	99.1	99.1	97.7	99.1	97.9
- Temp employment*	52.4	46.1	44.1	47.8	44.9	55.2	51.7
- Fixed term employment*	54.4	48.3	50.8	46.5	44.9	57.7	47.6
- Permanent employment*	62.4	70.8	78.7	79.9	77.3	66.7	74.1
- Self employed (own business)*	29.5	34.8	25.0	22.5	21.4	26.4	21.0
- Self employed (freelance)*	46.1	36.5	39.9	52.1	39.6	47.1	41.3
Further study and CPD*	87.2	78.7	69.8	68.8	64.0	72.0	68.5
- Further study/education/training*	63.4	59.0	43.9	37.9	41.9	42.5	50.3
- Independent study*	49.9	39.9	33.0	31.6	24.5	35.4	35.0
- Portfolio/creative practice/studio work*	66.2	56.2	47.3	53.1	40.8	51.0	35.7
Voluntary/unpaid work/work experience*	49.8	38.8	36.3	42.5	39.1	45.7	37.8
Unemployed and looking for work*	36.9	32.0	31.0	33.5	26.9	32.2	33.6
Time out/career break	17.3	16.9	17.6	20.2	15.7	18.9	19.6
Maternity/family/caring responsibility*	12.2	7.3	7.6	5.7	8.9	6.4	7.0
Other	6.3	5.1	4.8	2.8	4.9	4.8	4.9
Base (N)	647	178	567	778	709	435	143

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B1b by study characteristics (A2)*

**Table B1b.13: Activities since graduation at any time by formal on-course work experience (per cent)**

Activity any time since graduating <sup>#</sup>	Work placement	No work placement
Work*	98.9	97.6
- Temp employment	49.2	48.0
- Fixed term employment*	47.2	51.9
- Permanent employment*	76.4	71.6
- Self employed (own business)	25.5	24.7
- Self employed (freelance)	45.8	43.4
Further study and CPD*	68.1	75.5
- Further study/education/training*	42.6	49.7
- Independent study*	31.5	37.3
- Portfolio/creative practice/studio work*	47.5	54.0
Voluntary/unpaid work/work experience	42.9	41.6
Unemployed and looking for work*	29.2	34.4
Time out/career break	16.9	18.7
Maternity/family/caring responsibility	7.4	8.6
Other	3.8	5.3
Base (N)	1,460	1,986

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: \* indicates statistically significant difference

Base: all respondents (answering the question)

*Source: Creative Graduates Creative Futures, IES, 2010; B1b by study characteristics (A7)*

## B2: Since graduating from your course, have you done any paid teaching or lecturing?

- a) related to art, design, craft and media  
b) another subject

**Table B2.1: Experience of teaching at any time since graduating**

Other experiences <sup>#</sup>	Frequency	%
Paid teaching since graduating	1,134	33.0
- Teaching in arts since graduating	972	28.3
- Teaching in another subject since graduating	250	7.3
No paid teaching experience since graduating	2,301	67.0
Total	3,435	100

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B2*

**Table B2.2: Experience of paid teaching in arts at any time since graduating by background characteristics**

	Frequency	%	Base (N)
<b>Gender*</b>			
Male	241	25.8	935
Female	727	29.3	2,481
<b>Age group*</b>			
25 or younger	56	21.1	266
26 or 27	382	25.8	1,483
28 or 29	250	26.7	938
30 to 39	164	35.9	457
40+	115	43.7	263
<b>Student domicile status</b>			
Home/UK domiciled	814	28.1	2,892
EU student	82	31.1	264
Non-EU/overseas student	65	30.4	214
<b>Disability*</b>			
No disability	814	27.5	2,961
Dyslexia	123	35.7	345
Other disability	28	29.5	95

	Frequency	%	Base (N)
<b>Ethnicity*</b>			
White	881	29.1	3,030
BME	83	22.0	378
<b>Family experience of HE</b>			
No family experience of HE	179	29.7	602
Parent went to HE	444	28.8	1,543
Other family member went to HE	335	27.2	1,231

Notes \* indicates statistical significance

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B2 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table B2.3: Experience of paid teaching in arts at any time since graduating by study characteristics**

	Frequency	%	Base (N)
<b>Year finished degree*</b>			
2002	274	32.9	833
2003	307	29.3	1,049
2004	316	24.9	1,269
<b>Classification of degree*</b>			
First	221	37.6	587
Upper second	477	27.7	1,722
Lower second	241	26.5	911
Third, pass, FdA pass, other	32	15.7	204
<b>Subject of study*</b>			
Fine art	266	41.4	643
Applied arts and crafts	68	38.4	177
3-D design	139	24.6	564
Graphic design	159	20.5	774
Fashion design	206	29.2	706
Media production and electronic design	105	24.4	431
Other visual or interdisciplinary arts	29	20.7	140
Total	972	28.3	3,435

Notes \* indicates statistical significance

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B2 by study characteristics (A5, A6 and A2)*

**B3: Since graduating from your course, have you worked in: i) the creative industries; or ii) an area directly related to your degree?**

**Table B3.1: Other experiences at any time since graduating**

Other experiences <sup>#</sup>	Frequency	%
Work in creative industries	2,385	72.6
- Paid work in Creative industries	2,219	67.5
- Unpaid work in Creative industries	437	13.3
No work in Creative industries	900	27.4
Total	3,285	100.0
Work in degree discipline area	2,419	73.0
- Paid work in degree discipline area	2,244	67.7
- Unpaid work in degree discipline area	437	13.2
No work in degree discipline area	896	27.0
Total	3,315	100.0

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B3*

**Table B3.2: Undertaken paid work in creative industries or related to degree discipline at any time since graduating by background characteristics**

	Creative industries			Related to degree		
	Frequency	%	Base (N)	Frequency	%	Base (N)
<b>Gender* **</b>						
Male	656	73.5	892	634	71.6	886
Female	1,555	65.5	2,375	1,602	66.4	2,411
<b>Age group* **</b>						
25 or younger	175	68.6	255	173	67.3	257
26 or 27	992	69.1	1,436	980	67.7	1,447
28 or 29	644	71.5	901	622	69.0	902
30 to 39	302	70.4	429	306	71.3	429
40+	93	39.2	237	149	58.9	253
<b>Student domicile status* **</b>						
Home/UK domiciled	1,825	65.9	2,769	1,860	66.6	2,793
EU student	193	77.2	250	195	77.4	252
Non-EU/overseas student	160	78.0	205	149	71.6	208
<b>Disability**</b>						
No disability	1,932	68.1	2,838	1,953	68.3	2,858
Dyslexia	219	66.8	328	222	66.1	336
Other disability	50	56.2	89	49	54.4	90
<b>Ethnicity</b>						
White	1,953	67.4	2,898	1,989	67.9	2,931
BME	252	69.4	363	240	67.0	358
<b>Family experience of HE*</b>						
No family experience of HE	360	62.7	574	382	66.3	576
Parent went to HE	1,051	71.1	1,478	1,032	68.8	1,499
Other family member went to HE	777	66.0	1,177	794	67.2	1,182

Notes \* indicates statistical significance in experience of creative industries, \*\* indicates statistical significance in experience of work related to degree discipline  
Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B3 by background characteristics (F4, F3, F3, F5, F8 and F9)*

**Table B3.3: Undertaken paid work in creative industries or related to degree discipline at any time since graduating by study characteristics**

	Creative industries			Related to degree		
	Frequency	%	Base (N)	Frequency	%	Base (N)
<b>Year finished degree</b>						
2002	535	67.7	790	549	68.6	800
2003	689	68.4	1,008	707	69.9	1,012
2004	818	67.0	1,220	814	65.9	1,235
<b>Classification of degree* **</b>						
First	436	78.0	559	446	79.4	562
Upper second	1,150	69.8	1,647	1,180	70.8	1,666
Lower second	517	59.0	877	509	57.4	887
Third, pass, FdA pass, other	108	56.8	190	102	53.7	190
<b>Subject of study* **</b>						
Fine art	325	53.5	608	337	54.4	620
Applied arts and crafts	95	55.9	170	101	58.7	172
3-D design	383	70.9	540	373	68.3	546
Graphic design	586	78.4	747	571	77.5	737
Fashion design	451	67.5	668	470	69.0	681
Media production, electronic design	298	71.1	419	296	70.3	421
Other visual or interdisciplinary arts	81	60.9	133	96	69.6	138

Notes \* indicates statistical significance in experience of creative industries, \*\* indicates statistical significance in experience of work related to degree discipline  
Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; B3 by study characteristics (A5, A6 and A2)*



## Section C: Current employment and wider work-related activities

**C1: In your working life are you currently doing any of the following: paid/unpaid employment/self employment, work-related activities such as volunteering; or work related to your creative practice such as studio work or preparing an exhibition?**

**Table C1.1: Currently engaged in any work related activity**

Currently engaged in work related activity	Frequency	%
Yes	2,663	76.9
No	798	23.1
Base (N)	3,461	100

Base: all respondents (excludes missing and erroneous answers)

Source: *Creative Graduates Creative Futures, IES, 2010, C1*

**C2: How many work or work-related activities are you doing at present?**

**Table C2.1: Number of work related activities currently undertaking**

Number of activities described	Frequency	%
One	1,380	51.9
Two	807	30.3
Three	346	13.0
Four plus	127	4.8
Base (N)	2,663	100

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010, C2*

**Table C2.2: Number of work related activities currently undertaking by background characteristics (per cent)**

	Number of work related activities				Base (N)
	One	Two	Three	Four or more	
All	51.9	30.3	13.0	4.8	2,660
<b>Gender*</b>					
Male	48.6	32.2	12.5	6.7	745
Female	53	29.8	13.2	4.0	1,898
<b>Age group*</b>					
25 or younger	60	28.7	6.2	5.1	195
26 or 27	54.4	30.1	10.6	4.8	1,128
28 or 29	51.4	30.7	13.6	4.3	737
30 to 39	46.9	29.6	17.9	5.6	358
40+	39.5	34.1	21.8	4.5	220
<b>Student domicile status*</b>					
Home/UK domiciled	53.5	29.7	12.5	4.3	2,211
EU student	41.9	36.8	14.5	6.8	234
Non-EU/overseas student	43.1	30	18.8	8.1	160
<b>Disability*</b>					
No disability	53.1	30.1	12.8	4.1	2,288
Dyslexia	40.3	35.2	14.3	10.3	273
Other disability	55.1	27.5	13.0	4.3	69
<b>Ethnicity</b>					
White	52.7	29.9	12.8	4.6	2,358
BME	45.2	35.1	14.0	5.7	279
<b>Family experience of HE*</b>					
No family experience of HE	55.9	28.5	10.5	5.0	456
Parent went to HE	48.7	30.7	15.4	5.2	1,209
Other family member went to HE	53.2	31.1	11.4	4.3	948

Note: \* indicates statistically significant differences  
 Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C2 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C2.3: Number of work related activities currently undertaking by study characteristics (per cent)**

	Number of work related activities				Base (N)
	One	Two	Three	Four or more	
All	51.9	30.3	13.0	4.8	2,660
<b>Year finished degree</b>					
2002	54.8	27.6	13.5	4.1	666
2003	49.9	31.9	13.4	4.8	812
2004	52.0	30.8	12.3	4.8	973
<b>Classification of degree</b>					
First	48.9	29.7	15.7	5.7	491
Upper second	51.6	31.0	12.9	4.5	1,369
Lower second	55.1	28.7	11.6	4.5	644
Third, pass, FdA pass, other	50.7	33.1	11.5	4.7	148
<b>Subject area of degree*</b>					
Fine art	39.8	31.9	19.1	9.1	517
Applied arts and crafts	39.7	39.0	14.7	6.6	136
3-D design	58.1	26.8	11.5	3.6	418
Graphic design	54.8	29.3	12.1	3.8	628
Fashion design	57.9	30.3	9.7	2.1	518
Media production, electronic design	51.6	30.7	12.7	5.0	339
Other visual or interdisciplinary arts	55.8	30.8	9.6	3.8	104

Note: \* indicates statistically significant differences

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C2 by study characteristics (A5, A6 and A2)*

### C3: Which best describes your status in EACH activity/job?

- a) self employed/freelance (own business/freelance/commission work etc.)
- b) permanent employment (with wage/salary)
- c) on a temporary/fixed term contract (with wage/salary)
- d) unpaid work/volunteering/work related to your creative practice

#### Main activity only

**Table C3.1: Type of activity: current main work activity**

Type of main activity	Frequency	%
Self employed/freelance (own business/freelance/commission work)	860	32.8
Permanent employment (with wage/salary)	1,420	54.2
On a temporary/fixed term contract (with wage/salary)	222	8.5
Unpaid work/volunteering/work related to your creative practice	120	4.6
Total	2,622	100

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 activity 1*

**Table C3.2: Mode of working by type of activity (per cent): current main work activity**

Type of job/activity*	Full-time	Part-time	Base (N)
Self employed/freelance (own business/freelance/commission work)	59.0	41.0	844
Permanent employment (with wage/salary)	90.5	9.5	1,397
On a temporary/fixed term contract (with wage/salary)	69.8	30.2	215
Unpaid work/volunteering/work related to your creative practice	26.7	73.3	116
All	75.5	24.5	2,572

Note: \* indicates statistically significant difference  
Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 by C7 activity 1*

**Table C3.3: Size of organisation by type of activity (per cent): current main work activity**

Type of job/activity*	No other employees (freelance/sole trader/sole activity)	1 to 10	11 to 50	51 to 250	Over 250	Base (N)
Self employed/freelance (own business/freelance/commission work)	64.6	22.6	6.4	3.5	2.9	840
Permanent employment (with wage/salary)	2.0	23.1	24.3	22.2	28.5	1,372
On a temporary/fixed term contract (with wage/salary)	1.9	23.3	24.3	14.1	36.4	206
Unpaid work/volunteering/work related to your creative practice	41.3	29.4	20.2	5.5	3.7	109
All	24.5	23.2	18.2	14.6	19.5	2,527

Note: \* indicates statistically significant difference  
 Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 by C8 activity 1*

**Table C3.4: Type of activity by background characteristics (per cent): current main work activity**

	Self employed/ freelance	Paid permanent employment	Paid temporary/ fixed term work	Unpaid work/ volunteering/ creative practice	Base (N)
<b>Gender*</b>					
Male	36.9	50.7	8.4	3.9	737
Female	31.2	55.7	8.5	4.7	1,868
<b>Age group*</b>					
25 or younger	26.7	56.5	12.0	4.7	191
26 or 27	28.4	60.2	7.8	3.6	1,113
28 or 29	30.9	56.8	8.9	3.4	729
30 to 39	44.0	42.3	7.7	6.0	352
40+	49.3	33.0	7.9	9.8	215
<b>Student domicile status*</b>					
Home/UK domiciled	30.8	56.3	8.4	4.5	2,178
EU student	46.7	36.2	10.9	6.1	229
Non-EU/overseas student	40.6	50.0	6.2	3.1	160
<b>Disability*</b>					
No disability	32.0	55.5	8.2	4.3	2,255
Dyslexia	39.0	45.4	10.8	4.8	269
Other disability	32.4	48.5	8.8	10.3	68
<b>Ethnicity</b>					
White	32.8	54.4	8.4	4.4	2,323
BME	32.6	54.0	9.1	4.3	276
<b>Family experience of HE*</b>					
No family experience of HE	30.1	59.6	6.9	3.3	448
Parent went to HE	35.8	49.6	9.7	5.0	1,191
Other family member went to HE	30.5	57.2	7.9	4.4	937

Note: \* indicates statistically significant difference

Base: All those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 activity 1 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C3.5: Type of activity by study characteristics (per cent): current main work activity**

	Self employed/ freelance	Paid permanent employment	Paid temporary/ fixed term work	Unpaid work/ volunteering/ creative practice	Base (N)
<b>Year finished degree</b>					
2002	31.4	55.7	8.5	4.4	659
2003	35.1	53.7	6.6	4.6	801
2004	31.0	55.0	10.0	4.1	953
<b>Classification of degree*</b>					
First	39.6	49.4	8.1	2.9	480
Upper second	31.5	55.2	8.6	4.8	1,354
Lower second	30.3	55.4	8.7	5.7	634
Third, pass, FdA pass, other	33.6	56.2	6.8	3.4	146
<b>Subject area of degree*</b>					
Fine art	38.9	40.3	11.1	9.7	506
Applied arts and crafts	37.5	50.0	9.6	2.9	136
3-D design	30.8	60.5	5.8	2.9	415
Graphic design	29.6	60.8	6.9	2.7	625
Fashion design	26.5	62.1	7.7	3.7	509
Media production and electronic design	39.7	44.5	12.1	3.6	330
Other visual or int. arts	32.7	53.5	6.9	6.9	101

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 activity 1 by study characteristics (A5, A6 and A2)*

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**All activities**


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**Table C3.6: Type of work activity: any current activity**

Type of activity <sup>#</sup>	Frequency	% (graduates)	Per cent (jobs/activities)
Self employed/freelance work	1,283	48.2	32.7
Permanent employment (with wage/salary)	1,580	59.3	40.3
Temporary/fixed term contract	451	16.9	11.5
Unpaid/voluntary/portfolio work	609	22.9	15.5
Base (N)		2,663	3,923

Note: <sup>#</sup> Multiple response question, therefore sum % greater than 100%

Base: all those reporting work related activities (excludes 'don't knows' and missing values) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C3*

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**Table C3.7: Currently self employed (own business/freelance or commission work, in any job) by background characteristics (per cent): any current activity**

	Self employed	Other work arrangement	Base (N)
<b>Gender*</b>			
Male	53.6	46.4	746
Female	46.1	53.9	1,900
<b>Age group*</b>			
25 or younger	39.0	61.0	195
26 or 27	44.5	55.5	1,130
28 or 29	47.8	52.2	738
30 to 39	57.0	43.0	358
40+	62.3	37.7	220
<b>Student domicile status*</b>			
Home/UK domiciled	46.2	53.8	2,213
EU student	59.0	41.0	234
Non-EU/overseas student	59.4	40.6	160
<b>Disability*</b>			
No disability	46.9	53.1	2,290
Dyslexia	58.8	41.2	274
Other disability	44.9	55.1	69
<b>Ethnicity</b>			
White	47.6	52.4	2,361
BME	53.0	47.0	279
<b>Family experience of HE*</b>			
No family experience of HE	43.2	56.8	456
Parent went to HE	52.3	47.7	1,210
Other family member went to HE	46.0	54.0	950

Note: \* indicates statistically significant difference  
 Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C3.8: Currently self employed (own business/freelance or commission work, in any job) by study characteristics (per cent): any current activity**

	Self employed	Other work arrangement	Base (N)
<b>Year finished degree</b>			
2002	45.9	54.1	666
2003	50.4	49.6	814
2004	47.3	52.7	973
<b>Classification of degree*</b>			
First	55.0	45.0	491
Upper second	47.9	52.1	1,372
Lower second	43.5	56.5	644
Third, pass, FdA pass, other	48.6	51.4	148
<b>Subject area of degree*</b>			
Fine art	55.9	44.1	517
Applied arts and crafts	57.4	42.6	136
3-D design	45.1	54.9	419
Graphic design	48.3	51.7	630
Fashion design	39.8	60.2	518
Media production and electronic design	51.3	48.7	339
Other visual or interdisciplinary arts	41.3	58.7	104

Note: \* indicates statistically significant difference  
 Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 by study characteristics (A5, A6 and A2)*

**Table C3.9: Self employment work details in each of up to three activities: any current activity**

	Job/activity 1		Job/activity 2		Job/activity 3		Any job	
	Freq	%	Freq	%	Freq	%	Responses	% of responses
<b>Occupation</b>								
Creative occupations	674	85.3	437	88.1	78	78.0	1,189	85.8
Teaching	26	3.3	21	4.2	8	8.0	55	4.0
Non-creative occupations	90	11.4	38	7.7	14	14.0	142	10.2
Total	790	100	496	100	100	100	1,386	100
<b>Industry/sector</b>								
Creative industry	646	87.3	406	87.3	71	71.7	1,123	86.1
Non-creative industry	94	12.7	59	12.7	28	28.3	181	13.9
Total	740	100	465	100	99	100	1,304	100
<b>Mode of working</b>								
Full-time	498	59.0	47	9.2	20	18.5	565	38.6
Part-time	346	41.0	465	90.8	88	81.5	899	61.4
Total	844	100	512	100	108	100	1,464	100
<b>Size of company/organisation</b>								
No other employees (freelance/sole trader/solo activity)	543	64.6	365	73.0	71	69.6	979	67.9
1 to 10	190	22.6	100	20.0	24	23.5	314	21.8
11 to 50	54	6.4	19	3.8	3	2.9	76	5.3
51 to 250	29	3.5	6	1.2	1	1.0	36	2.5
Over 250	24	2.9	10	2.0	3	2.9	37	2.6
Total	840	100	500	100	102	100	1,442	100

Base: all those reporting self employed work or work related activity in job/activity 1, 2, or 3 (excludes 'don't know' and missing) (C3)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 by C4, C6, C7 and C8*

**Table C3.10: Currently in unpaid work, volunteering or in unpaid work related to creative practice by background characteristics (per cent): any current activity**

	Unpaid work/volunteering/ work related to creative practice	Other work arrangement	Base (N)
<b>Gender</b>			
Male	22.5	77.5	746
Female	22.9	77.1	1,900
<b>Age group</b>			
25 or younger	20.0	80.0	195
26 or 27	21.5	78.5	1,130
28 or 29	22.1	77.9	738
30 to 39	26.0	74.0	358
40+	29.5	70.5	220
<b>Student domicile status*</b>			
Home/UK domiciled	22.1	77.9	2,213
EU student	29.5	70.5	234
Non-EU/overseas student	25.6	74.4	160
<b>Disability*</b>			
No disability	22.1	77.9	2,290
Dyslexia	26.6	73.4	274
Other disability	27.5	72.5	69
<b>Ethnicity</b>			
White	22.6	77.4	2,361
BME	23.3	76.7	279
<b>Family experience of HE*</b>			
No family experience of HE	19.7	80.3	456
Parent went to HE	26.7	73.3	1,210
Other family member went to HE	19.5	80.5	950

Note: \* indicates statistically significant difference  
 Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C3.11: Currently in unpaid work, volunteering or in unpaid work related to creative practice by study characteristics (per cent): any current activity**

	Unpaid work/volunteering/ work related to creative practice	Other work arrangement	Base (N)
<b>Year finished degree</b>			
2002	23.1	76.9	666
2003	22.2	77.8	814
2004	22.6	77.4	973
<b>Degree classification</b>			
First	22.6	77.4	491
Upper second	23.4	76.6	1,372
Lower second	22.4	77.6	644
Third, pass, FdA pass, other	21.6	78.4	148
<b>Subject area of degree*</b>			
Fine art	35.6	64.4	517
Applied arts and crafts	18.4	81.6	136
3-D design	15.3	84.7	419
Graphic design	21.1	78.9	630
Fashion design	18.3	81.7	518
Media production, electronic design	24.8	75.2	339
Other visual or interdisciplinary arts	23.1	76.9	104

Note: \* indicates statistically significant difference  
Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 by study characteristics (A5, A6 and A2)*

**Table C3.12: Voluntary working details in each of up to three activities: any current activity**

	Job/Activity 1		Job/Activity 2		Job/Activity 3		Any Job	
	Freq	%	Freq	%	Freq	%	Responses	%
<b>Occupation</b>								
Creative occupations	74	73.3	238	77.8	146	78.1	458	77.1
Teaching	9	8.9	21	6.9	6	3.2	36	6.1
Non-creative occupations	18	17.8	47	15.4	35	18.7	100	16.8
Total	101	100	306	100	187	100	594	100
<b>Industry/sector</b>								
Creative industry	79	76	217	71.1	137	72.1	433	72.3
Non-creative industry	25	24	88	28.9	53	27.9	166	27.7
Total	104	100	305	100	190	100	599	100
<b>Mode of working</b>								
Full-time	31	26.7	26	8.0	9	4.4	66	10.3
Part-time	85	73.3	297	92	194	95.6	576	89.7
Total	116	100	323	100	203	100	642	100
<b>Size of company/organisation</b>								
No other employees (freelance/sole trader/solo activity)	45	41.3	165	52.9	112	55.7	322	51.8
1 to 10	32	29.4	95	30.4	60	29.9	187	30.1
11 to 50	22	20.2	25	8	22	10.9	69	11.1
51 to 250	6	5.5	12	3.8	5	2.5	23	3.7
Over 250	4	3.7	15	4.8	2	1.0	21	3.4
	109	100	312	100	201	100	622	100

Base: all those reporting voluntary/unpaid work or work related to creative practice in job/activity 1, 2, or 3 (excludes 'don't know' and missing) (C3)

Source: *Creative Graduates Creative Futures, 2009; C3 by C4, C6, C7 and C8*

### Combinations of activities - one work activity only

**Table C3.13: Type of work activity - those with one work activity only: current main work activity**

	Frequency	%
Permanent employment (with a wage/salary)	897	65.8
Self employed/freelance	297	21.8
Temporary/fixed term	111	8.1
Voluntary/unpaid or work related to creative practice	58	4.3
Base (N)	1,363	100

Base: those reporting just one work activity (C2)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 activity 1*

**Table C3.14: Hours of work by type of work activity - those with one work activity only: current main work activity**

	Full-time	Part-time	Base (N)
Self employed/freelance	74.9	25.1	291
Permanent (with a wage/salary)	96.3	3.7	884
Temporary/fixed term (with a wage/salary)	84.1	15.9	107
Voluntary/unpaid or work related to creative practice	26.8	73.2	56
Base (N)	87.7	12.3	1,338

Base: those reporting just one work activity (C2)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 activity 1 by C7*

### Combinations of activities - two work activities

**Table C3.15: Type of work activity in activity 1 and 2 - those with two work activities: any current activity**

	Job 1, %	Job 2, %
Self employed/freelance	39.3	43.4
Permanent employment (with wage/salary)	46.4	12.6
Temporary/fixed term (with a wage/salary)	9.6	12.4
Voluntary/unpaid or work related to creative practice	4.7	31.6
Total	100	100
Base (N)	789	767

Base: all those reporting two work activities (C2)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 activity 1 and activity 2*

**Table C3.16: Exploring combinations of work activities (focusing on the order in which activities were reported) - those with two work activities: any current activity**

	Frequency	%
Perm + SE	217	28.4
Perm + Vol	111	14.5
SE + Vol	90	11.8
SE + Perm	71	9.3
SE + Temp	71	9.3
SE in both	63	8.2
Temp + SE	42	5.5
Temp + Vol	23	3.0
Perm in both	17	2.2
Perm + Temp	16	2.1
Vol + SE	11	1.4
Temp + Perm	4	0.5
Temp in both	4	0.5
Vol + Temp	4	0.5
Vol + Perm	3	0.4
Vol in both	17	2.2
Base (N)	764	100

Note: Perm (permanent paid work), SE (self employed/freelance/own business), Temp (paid temporary/fixed term contract work), Vol (unpaid work/volunteering/work related to creative practice)

Base: all those reporting two work activities (C2)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 activity 1 and activity 2*

**Table C3.17: Exploring combinations of work activities - those with two work activities: any current activity**

	Frequency	%
SE + Perm	288	37.7
Perm + Vol	114	14.9
SE + Temp	113	14.8
SE + Vol	101	13.2
SE in both	63	8.2
Temp + Vol	27	3.5
Perm + Temp	20	2.6
Perm in both	17	2.2
Vol in both	17	2.2
Temp in both	4	0.5
Base (N)	764	100

Note: Perm (permanent paid work), SE (self employed/freelance/own business), Temp (paid temporary/fixed term contract work), Vol (unpaid work/volunteering/work related to creative practice)

Base: all those reporting two work activities (C2)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 activity 1 and activity 2*



## Combinations of activities - three work activities

**Table C3.18: Type of work activity in activities 1, 2 and 3 - those with three or more work activities: any current activity**

	Job 1, %	Job 2, %	Job 3, %
Self employed/freelance	48.3	44.0	24.3
Permanent employment (with wage/salary)	39.0	17.6	10.0
Temporary/fixed term (with wage/salary)	7.3	16.4	14.3
Voluntary/unpaid or work related to creative practice	5.5	22.0	51.4
Base ( N)	344	336	321

Base: all those reporting three or more work activities (C2)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 activity 1, activity 2 and activity 3*

**Table C3.19: Exploring combinations of work activities (focusing on the order in which activities were reported) - those with three or more work activities: any current activity (most common combinations only)**

	Frequency	%
Perm, SE, Vol	58	18.3
SE, temp, Vol	26	8.2
All SE	25	7.9
SE, Perm, Vol	22	6.9
SE, Perm, Temp	15	4.7
SE, SE, Vol	12	3.8
SE, vol, vol	11	3.5
Perm, Vol, SE	11	3.5
Perm, SE, SE	10	3.2
All perm	10	3.2
Perm, vol, vol	9	2.8
Perm, SE, temp	8	2.5
Temp, SE, vol	8	2.5
SE, vol, SE	7	2.2
SE, vol, perm	7	2.2
SE, vol, temp	7	2.2
All other combinations		<2.0
Base (N)	317	100

Note: Perm (permanent paid work), SE (self employed/freelance/own business), Temp (paid temporary/fixed term contract work), Vol (unpaid work/volunteering/work related to creative practice)

Base: all those reporting three work activities (C2)

Source: *Creative Graduates Creative Futures, IES, 2010; C3 activity 1, activity 2 and activity 3*

**Table C3.20: Exploring combinations of work activities - those with three or more work activities: any current activity**

	Frequency	%
1 SE, 1 perm and 1 vol	100	31.5
1 SE, 1 temp and 1 vol	46	14.5
1 SE, 1 perm and 1 temp	32	10.1
3 SE	25	7.9
2 SE and 1 vol	21	6.6
2 SE and 1 temp	14	4.4
2 SE and 1 perm	13	4.1
1 SE and 2 vol	13	4.1
1 perm and 2 vol	11	3.5
3 Perm	10	3.2
1 perm, 1 temp, and 1 vol	10	3.2
2 Perm and 1 SE	5	1.6
2 temp and 1 SE	5	1.6
3 vol	4	1.3
1 temp and 2 vol	3	0.9
2 Perm and 1 vol	2	0.6
2 temp and 1 vol	2	0.6
2 Perm and 1 temp	1	0.3
Base (N)	317	100

Note: Perm (permanent paid work), SE (self employed/freelance/own business), Temp (paid temporary/fixed term contract work), Vol (unpaid work/volunteering/work related to creative practice)

Base: all those reporting three work activities (C2)

*Source: Creative Graduates Creative Futures, IES, 2010; C3 activity 1, activity 2 and activity 3*

## C4: What label or title best describes each of these activities/jobs? (Occupation)

### Main activity only

**Table C4.1: Occupation: current main work activity**

Occupation	Frequency	%
<b>Creative occupations</b>	<b>1,689</b>	<b>68.9</b>
Graphic artists, designers and illustrators	482	19.7
Artists (incl fine artists)	226	9.2
Fashion and textiles design	144	5.9
Media production and photography	121	4.9
3-D design	105	4.3
Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers	88	3.6
Design, marketing, sales, advertising and PR managers	70	2.9
Media directors, producers and managers (film, tv, radio)	60	2.4
Librarian, archivists, curators and museum assistants	57	2.3
Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers	54	2.2
Interactive, games and electronic design	52	2.1
Arts officers/agents	51	2.1
Conference, exhibition, entertainment and cultural est managers	36	1.5
Journalists, newspaper and periodical editors, and broadcasters	32	1.3
Textiles and garments trades technicians	22	0.9
<b>Teaching</b>	<b>328</b>	<b>13.4</b>
Teaching and research professionals (subject unknown)	192	7.8
Teachers of any arts/crafts/media/design/performing arts subject	106	5.5
<b>Non-creative occupations</b>	<b>433</b>	<b>17.7</b>
Other business and public service associate professionals	71	2.9
Managers and senior officials	66	2.7
Other administrative and secretarial occupations	54	2.2
Personal service occupations	45	1.8
Sales and customer service occupations	41	1.7
Other skilled trades	22	0.9
Elementary occupations	23	0.9
Health and social welfare associates	20	0.8
Other	32	1.3
Base (N)	2,450	100

Note: occupational coding based around Standard Occupational Codes (SOC), occupations with less than 20 are not reported in this table

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4 activity 1*

**Table C4.2: Occupation by background characteristics (per cent): current main work activity**

	Creative occupations	Teaching	Non-creative occupations	Base (N)
All	68.9	13.4	17.7	2,450
<b>Gender*</b>				
Male	75.3	9.4	15.4	683
Female	66.5	14.9	18.6	1,752
<b>Age group*</b>				
25 or younger	69.7	13.5	16.9	178
26 or 27	68.6	13.4	17.9	1,049
28 or 29	70.6	11.9	17.6	683
30 to 39	73.8	12.5	13.7	321
40+	56.1	19.7	24.2	198
<b>Student domicile status*</b>				
Home/UK domiciled	66.9	14.3	18.7	2,043
EU student	80.8	8.2	11.1	208
Non-EU/overseas student	78.4	8.1	13.5	148
<b>Disability</b>				
No disability	69.2	13.5	17.4	2,109
Dyslexia	67.3	13.1	19.5	251
Other disability	64.5	11.3	24.2	62
<b>Ethnicity*</b>				
White	68.7	14.0	17.3	2,178
BME	72.2	7.5	20.2	252
<b>Family experience of HE</b>				
No family experience of HE	67.2	14.9	17.9	424
Parent went to HE	70.8	12.7	16.6	1,105
Other family member went to HE	68.0	13.4	18.5	879

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4 activity 1 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C4.3: Occupation by study characteristics (per cent): current main work activity**

	Creative occupations	Teaching	Non-creative occupations	Base (N)
All	68.9	13.4	17.7	2,450
<b>Year finished degree</b>				
2002	67.9	15.2	17.0	607
2003	68.0	14.7	17.3	756
2004	71.0	11.5	17.5	898
<b>Classification of degree*</b>				
First	74.6	13.4	11.9	461
Upper second	70.2	13.6	16.2	1,258
Lower second	62.8	14.5	22.7	594
Third, pass, FdA pass, other	63.6	7.0	29.5	129
<b>Subject area of degree*</b>				
Fine art	57.7	21.0	21.2	480
Applied arts and crafts	61.6	16.0	22.4	125
3-D design	72.5	12.7	14.8	386
Graphic design	79.8	8.3	11.9	588
Fashion design	68.1	13.8	18.0	477
Media production, electronic design	67.7	9.9	22.4	303
Other visual or int. arts	61.5	14.3	24.2	91

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4 activity 1 by study characteristics (A5, A6 and A2)*

## All activities

**Table C4.4: Occupation: any current activity**

Type of occupation in any of jobs/activities	Frequency	%
At least one creative occupation-	1,975	77.8
No creative occupation at all	564	22.2
At least one teaching occupation	457	18.0
No teaching occupation at all	2,082	82.0
At least one 'other' occupation (neither creative nor teaching)	623	24.5
No 'other' occupation	1,916	75.5
Creative occupation in any of up to three activities	1,741	68.6
Creative occupation and teacher in any of up to three activities	234	9.2
Teacher in any of up to three activities	223	8.8
Non-creative occupation	341	13.4
Base (N)	2,539	100

Note: -creative occupation does NOT include teaching

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4*

**Table C4.5: Occupation: any current activity**

	N (jobs)	% of jobs	% of graduates
<b>Any creative occupations-</b>	<b>2,784</b>	<b>69.7</b>	<b>77.8</b>
Graphic artists, designers and illustrators	735	18.4	29.6
Artists (generic)	544	13.6	21.9
Fashion and textiles design	211	5.3	8.5
Media production and photography	207	5.2	8.3
3-D design	139	3.5	5.6
Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers	112	2.8	4.5
Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers	109	2.7	4.4
Librarian, archivists, curators and museum assistants	97	2.4	3.9
Media directors, producers and managers (film, tv, radio)	89	2.2	3.6
Design, marketing, sales, advertising and PR managers	79	2.0	3.2
Interactive, games and electronic design	79	2.0	3.2
Arts officers/agents	72	1.8	2.9
Conference, exhibition, entertainment and cultural est managers	57	1.4	2.3
Journalists, newspaper and periodical editors, and broadcasters	52	1.3	2.1
Authors	47	1.2	1.9
Textiles and garments trades technicians	33	0.8	1.3
Performing artists	27	0.7	1.1
Printing trades	24	0.6	1.0
Musicians	23	0.6	0.9
<b>Any teaching occupation</b>	<b>498</b>	<b>12.5</b>	<b>18.0</b>
Teaching and research professionals (subject unspecified)	299	7.5	12.0
Teachers of any arts/crafts/media/design/performing arts subject	159	4.0	6.4
Teaching any arts/crafts/media/design/performing arts at school level	22	0.6	0.9
<b>Any non-creative occupations</b>	<b>710</b>	<b>17.8</b>	<b>24.5</b>
Other business and public service associate professionals	94	2.4	3.8
sales and customer service occupations	91	2.3	3.7
Managers and senior officials	86	2.2	3.5
personal service occupations	87	2.2	3.5
Other administrative and secretarial occupations	74	1.9	3.0
health and social welfare associates	41	1.0	1.7
elementary occupations	43	1.1	1.7
Other skilled trades	32	0.8	1.3
Total		3,992	2,484

Note: -creative occupation does NOT include teaching

Note: occupational coding based around Standard Occupational Codes (SOC), occupations with less than 20 are not reported in this table

Base: all those reporting work related activities (excludes 'don't know' and missing or irrelevant answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4*

**Table C4.6: Top 10 occupations (across any work activities): Fine art**

Occupation	N	Rank
Artists (incl fine art)	261	1
Teaching and research professionals	86	2
Teachers of any arts/crafts/media/design/performing arts subject	58	3
Librarian, archivists, curators and museum assistants	54	4
Graphic artists, designers and illustrators	41	5
Media production and photography	33	6
Other administrative and secretarial occupations	26	7
Other business and public service associate professionals	25	8
Personal service occupations	23	9
Conference, exhibition, entertainment and cultural est managers	20	10
Total (those in work/work related activities only)	490	

Note: occupational coding based around Standard Occupational Codes (SOC), only top ten occupations reported based on frequency  
 Base: all those reporting work related activities (excludes 'don't know' and missing or irrelevant answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4*

**Table C4.7: Top 10 occupations (across any work activities): Applied arts and crafts**

Occupation	N	Rank
Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers	41	1
Teaching and research professionals	26	2
Graphic artists, designers and illustrators	25	3
Artists (incl fine art)	22	4
Fashion and textiles design	21	5
Teachers of any arts/crafts/media/design/performing arts subject	13	6
Librarian, archivists, curators and museum assistants	9	7
Personal service occupations	8	8
Sales and customer service occupations	7	9
Other skilled trades	6	10
Total (those in work/work related activities only)	129	

Note: occupational coding based around Standard Occupational Codes (SOC), only top ten occupations reported based on frequency  
 Base: all those reporting work related activities (excludes 'don't know' and missing or irrelevant answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4*



**Table C4.8: Top 10 occupations (across any work activities): 3-D Design**

Occupation	N	Rank
Graphic artists, designers and illustrators	128	1
3-D design	85	2
Artists (incl fine art)	49	3
Teaching and research professionals	40	4
Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers	29	5
Teachers of any arts/crafts/media/design/performing arts subject	27	6
Fashion and textiles design	23	7
Design, marketing, sales, advertising and PR managers	18	8
Interactive, games and electronic design	12	9
Arts officers/agents	12	9
Managers and senior officials	12	9
Other business and public service associate professionals	12	9
Total (those in work/work related activities only)	391	

Note: occupational coding based around Standard Occupational Codes (SOC), only top ten occupations reported based on frequency

Base: all those reporting work related activities (excludes 'don't know' and missing or irrelevant answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4*

**Table C4.9: Top 10 occupations (across any work activities): Graphic design**

Occupation	N	Rank
Graphic artists, designers and illustrators	424	1
Artists (incl fine art)	98	2
Teaching and research professionals	41	3
Interactive, games and electronic design	31	4
Media production and photography	28	5
Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers	26	6
Teachers of any arts/crafts/media/design/performing arts subject	22	7
Design, marketing, sales, advertising and PR managers	21	8
Arts officers/agents	18	9
Conference, exhibition, entertainment and cultural est managers	16	10
Total (those in work/work related activities only)	592	

Note: occupational coding based around Standard Occupational Codes (SOC), only top ten occupations reported based on frequency

Base: all those reporting work related activities (excludes 'don't know' and missing or irrelevant answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4*

**Table C4.10: Top 10 occupations (across any work activities): Fashion design**

Occupation	N	Rank
Fashion and textiles design	144	1
Graphic artists, designers and illustrators	70	2
Artists (incl fine art)	65	3
Teaching and research professionals	63	4
Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers	50	5
Sales and customer service occupations	36	6
Personal service occupations	29	7
Textiles and garments trades technicians	27	8
Teachers of any arts/crafts/media/design/performing arts subject	22	9
3-D design	18	10
Other business and public service associate professionals	18	10
Total (those in work/work related activities only)	482	

Note: occupational coding based around Standard Occupational Codes (SOC), only top ten occupations reported based on frequency  
 Base: all those reporting work related activities (excludes 'don't know' and missing or irrelevant answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4*

**Table C4.11: Top 10 occupations (across any work activities): Media production and electronic design**

Occupation	N	Rank
Media production and photography	119	1
Media directors, producers and managers (film, tv, radio)	46	2
Artists (incl fine art)	40	3
Graphic artists, designers and illustrators	39	4
Teaching and research professionals	34	5
Journalists, newspaper and periodical editors, and broadcasters	20	6
Interactive, games and electronic design	16	7
Managers and senior officials	15	8
Other business and public service associate professionals	13	9
Sales and customer service occupations	13	9
Total (those in work/work related activities only)	307	

Note: occupational coding based around Standard Occupational Codes (SOC), only top ten occupations reported based on frequency  
 Base: all those reporting work related activities (excludes 'don't know' and missing or irrelevant answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4*

**Table C4.12: Top 10 occupations (across any work activities): Other visual and interdisciplinary arts**

Occupation	N	Rank
Musicians	14	1
Authors	10	2
Artists (incl fine art)	9	3
Managers and senior officials	9	3
Teaching and research professionals	9	3
Other business and public service associate professionals	9	3
Graphic artists, designers and illustrators	8	7
Media production and photography	7	8
Teachers of any arts/crafts/media/design/performing arts subject	7	8
Design, marketing, sales, advertising and PR managers	6	10
3-D design	6	10
Personal service occupations	6	10
Total (those in work/work related activities only)	93	

Note: occupational coding based around Standard Occupational Codes (SOC), only top ten occupations reported based on frequency

Base: all those reporting work related activities (excludes 'don't know' and missing or irrelevant answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4*

**Table C4.13: Occupation in any of up to three jobs/work related activities, by personal characteristics: any current activity**

	Has creative occupation~		No creative occupation		Base (N)
	Frequency	%	Frequency	%	
All	1,975	77.8	564	22.2	2,539
<b>Gender*</b>					
Male	583	82.8	121	17.2	704
Female	1,382	76.0	437	24.0	1,819
<b>Age group</b>					
25 or younger	136	75.1	45	24.9	181
26 or 27	840	77.5	244	22.5	1,084
28 or 29	561	79.1	148	20.9	709
30 to 39	270	80.6	65	19.4	335
40+	152	72.7	57	27.3	209
<b>Student domicile status*</b>					
Home/UK domiciled	1,623	76.6	496	23.4	2,119
EU student	188	86.2	30	13.8	218
Non-EU/overseas student	123	82.0	27	18.0	150
<b>Disability</b>					
No disability	1,700	77.8	484	22.2	2,184
Dyslexia	209	79.8	53	20.2	262
Other disability	44	68.8	20	31.2	64
<b>Ethnicity</b>					
White	1,756	77.7	503	22.3	2,259
BME	207	79.6	53	20.4	260
<b>Family experience of HE*</b>					
Parent went to HE	925	80.4	225	19.6	1,150
Other family member went to HE	697	76.6	213	23.4	910
No family experience of HE	328	75.2	108	24.8	436

Note: ~creative occupation does NOT include teaching

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C4.14: Occupation in any of up to three jobs/work related activities, by study characteristics: any current activity**

	Has creative occupation~		No creative occupation		Base (N)
	Frequency	%	Frequency	%	
All	1,975	77.8	564	22.2	2,539
<b>Year finished degree</b>					
2002	490	77.5	142	22.5	632
2003	603	77.3	177	22.7	780
2004	735	78.8	198	21.2	933
<b>Classification of degree*</b>					
First	400	84.4	74	15.6	474
Upper second	1,034	79.2	271	20.8	1,305
Lower second	443	71.9	173	28.1	616
Third, pass, FdA pass, other	91	66.9	45	33.1	136
<b>Subject area of degree*</b>					
Fine art	370	74.4	127	25.6	497
Applied arts and crafts	103	78.6	28	21.4	131
3-D design	309	77.2	91	22.8	400
Graphic design	514	84.7	93	15.3	607
Fashion design	370	74.4	127	25.6	497
Media production, electronic design	239	76.4	74	23.6	313
Other visual, interdisciplinary arts	70	74.5	24	25.5	94

Note: ~creative occupation does NOT include teaching

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C4 by study characteristics (A5, A6 and A2)*

## C6: In which industry/sector is each job/activity? (Industry)

### Main activity only

**Table C6.1: Industry (sector)<sup>#</sup>, and proportion within each sector in a creative occupation: current main work activity**

	Frequency	%	Creative occupations, %	Teaching, %	Non-creative occupations, %	Base- (N)
<b>Creative industry</b>	<b>1,557</b>	<b>65.5</b>	<b>88.9</b>	<b>2.3</b>	<b>8.9</b>	<b>1,457</b>
Design	439	18.5	92.5	0.7	6.7	415
Fashion, textiles and apparel	234	9.8	88.0	3.2	8.8	216
Film, video and photography	172	7.2	91.4	2.5	6.1	163
Fine Arts Practice (incl. Art market and antiques)	152	6.4	92.3	4.2	3.5	142
Advertising and publicity	108	4.5	80.8	0.0	19.2	99
Publishing and literary arts (incl. news)	91	3.8	93.1	1.1	5.7	87
Cultural heritage (museums, galleries, libraries and arts facilities)	87	3.7	76.2	2.4	21.4	84
Crafts	83	3.5	87.5	4.2	8.3	72
Performing arts and music	73	3.1	91.0	3.0	6.0	67
TV and Radio	60	2.5	81.7	3.3	15.0	60
Architecture	44	1.9	(82.1)	(5.1)	(12.8)	39
Computer/video games and software	14	0.6	-	-	-	13
<b>Education</b>	<b>362</b>	<b>15.2</b>	<b>12.6</b>	<b>77.2</b>	<b>10.2</b>	<b>342</b>
<b>Other non-creative industries</b>	<b>457</b>	<b>19.3</b>	<b>39.8</b>	<b>2.9</b>	<b>57.3</b>	<b>412</b>
Retailing	105	4.4	53.7	0.0	46.3	95
Non-profit making organisations/charities	68	2.9	32.3	7.7	60.0	65
Manufacturing/engineering	55	2.3	(61.2)	(2.0)	(36.7)	49
Health and social work	49	2.1	(20.0)	(4.4)	(75.6)	45
National/local government	46	1.9	(29.3)	(2.4)	(68.3)	41
IT/business services	33	1.4	(46.7)	(0.0)	(53.3)	30
Banking and finance	31	1.3	-	-	-	28
Leisure	20	0.8	-	-	-	19
Hotel and catering	14	0.6	-	-	-	12
Research and development	13	0.5	-	-	-	11
Other	23	1.0	-	-	-	17
<b>Total</b>	<b>2,376</b>	<b>100</b>	<b>67.9</b>	<b>14.0</b>	<b>18.1</b>	<b>2,211</b>

Note: <sup>#</sup> respondents ticking more than one category were treated as missing

Base: all those reporting work related activities (C1); and - those with known occupation (C4)

Source: *Creative Graduates Creative Futures, IES, 2010; C6 activity 1 by C4*

**Table C6.2: Sector<sup>#</sup> by background characteristics (per cent): current main work activity**

	Creative industry	Non-creative industry	Base (N)
All	65.5	34.5	2,376
<b>Gender*</b>			
Male	70.1	29.9	658
Female	63.8	36.2	1,705
<b>Age group*</b>			
25 or younger	69.2	30.8	172
26 or 27	64.6	35.4	1,024
28 or 29	66.6	33.4	656
30 to 39	70.7	29.3	311
40+	53.8	46.2	195
<b>Student domicile status*</b>			
Home/UK domiciled	62.6	37.4	1,979
EU student	83.3	16.7	210
Non-EU/overseas student	80.0	20.0	140
<b>Disability*</b>			
No disability	66.5	33.5	2,065
Dyslexia	63.9	36.1	230
Other disability	40.0	60.0	60
<b>Ethnicity</b>			
White	65.1	34.9	2,112
BME	69.4	30.6	248
<b>Family experience of HE*</b>			
No family experience of HE	61.5	38.5	410
Parent went to HE	68.8	31.2	1,091
Other family member went to HE	63.7	36.3	840

Note: <sup>#</sup> respondents ticking more than one category were treated as missing

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C6 activity 1 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C6.3: Sector<sup>#</sup> by study characteristics (per cent): current main work activity**

	Creative industry	Non-creative industry	Base (N)
All	65.5	34.5	2,376
<b>Year finished degree*</b>			
2002	60.8	39.2	595
2003	67.1	32.9	729
2004	67.4	32.6	868
<b>Classification of degree*</b>			
First	72.1	27.9	455
Upper second	66.0	34.0	1,233
Lower second	59.1	40.9	552
Third, pass, FdA pass, other	65.4	34.6	130
<b>Subject area of degree*</b>			
Fine art	55.1	44.9	468
Applied arts and crafts	54.2	45.8	118
3-D design	66.2	33.8	376
Graphic design	72.9	27.1	547
Fashion design	66.7	33.3	468
Media production, electronic design	70.3	29.7	306
Other visual or int. arts	64.5	35.5	93

Note: <sup>#</sup> respondents ticking more than one category were treated as missing

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C6 activity 1 by study characteristics (A5, A6 and A2)*

## All activities

**Table C6.4: Sector in any of up to three jobs/activities: any current activity**

Occupation and industry in any of jobs/activities <sup>#</sup>	Frequency	%
Has work in creative industries	1,825	76.7
Has work in education sector	480	20.2
Has work in 'other' non-creative sector (excl education)	633	26.6
Total	2,380	100

Note: <sup>#</sup> respondents ticking more than one industry category for any of their jobs were treated as missing

Note: multiple response question, therefore sum % greater than 100%

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C6*



**Table C6.5: Industry/sector across all jobs: any current activity**

	N (jobs)	% of jobs	% of graduates
<b>All creative industries</b>	<b>2,585</b>	<b>66.5</b>	<b>76.7</b>
Design	687	17.7	28.3
Fine art (incl. art market and antiques)	344	8.8	14.2
Fashion, textiles and apparel	340	8.7	14.0
Film, video and photography	310	8.0	12.8
Crafts	179	4.6	7.4
Advertising and publicity	157	4.0	6.5
Performing arts and music	151	3.9	6.2
Cultural heritage (museums, galleries, libraries and arts facilities)	134	3.4	5.5
Publishing and literary arts (incl. news)	134	3.4	5.5
TV and Radio	77	2.0	3.2
Architecture	56	1.4	2.3
Computer/video games and software	16	0.4	0.7
<b>Education</b>	<b>559</b>	<b>14.4</b>	<b>20.2</b>
<b>Other non-creative industries</b>	<b>746</b>	<b>19.2</b>	<b>26.6</b>
Non-profit making organisations/charities	174	4.5	7.2
Retailing	156	4.0	6.4
Health and social work	88	2.3	3.6
Manufacturing/engineering	61	1.6	2.5
National/local government	57	1.5	2.4
IT/business services	47	1.2	1.9
Leisure	38	1.0	1.6
Banking and finance	35	0.9	1.4
Hotel and catering	32	0.8	1.3
Research and development	23	0.6	0.9
Other	35	0.9	1.4
Total (responses)		3,890	2,425

Base: all those reporting work related activities (excludes 'don't know' and missing or irrelevant answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C6*

**Table C6.6: Industry/sector in any of up to three jobs/work related activities, by personal characteristics: any current activity**

	Has work in creative industries <sup>#</sup>		No work in creative industries		Base (N)
	Frequency	%	Frequency	%	
All	1,825	76.7	555	23.3	2,380
<b>Gender*</b>					
Male	528	80.4	129	19.6	657
Female	1,288	75.3	422	24.7	1,710
<b>Age group*</b>					
25 or younger	127	74.7	43	25.3	170
26 or 27	776	75.7	249	24.3	1,025
28 or 29	519	78.9	139	21.1	658
30 to 39	253	80.1	63	19.9	316
40+	135	69.9	58	30.1	193
<b>Student domicile status*</b>					
Home/UK domiciled	1,475	74.4	507	25.6	1,982
EU student	194	91.5	18	8.5	212
Non-EU/overseas student	118	84.9	21	15.1	139
<b>Disability*</b>					
No disability	1,599	77.4	468	22.6	2,067
Dyslexia	179	77.2	53	22.8	232
Other disability	31	51.7	29	48.3	60
<b>Ethnicity</b>					
White	1,616	76.3	501	23.7	2,117
BME	196	80.0	49	20.0	245
<b>Family experience of HE*</b>					
No family experience of HE	291	70.8	120	29.2	411
Parent went to HE	876	80.1	217	19.9	1,093
Other family member went to HE	637	75.7	204	24.3	841

Note: <sup>#</sup> respondents ticking more than one industry category for any of their jobs were treated as missing

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C6 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C6.7: Industry/sector in any of up to three jobs/work related activities, by study characteristics: any current activity**

	Has work in creative industries <sup>#</sup>		No work in creative industries		Base (N)
	Frequency	%	Frequency	%	
All	1,825	76.7	555	23.3	2,380
<b>Year finished degree</b>					
2002	446	74.3	154	25.7	600
2003	572	78.6	156	21.4	728
2004	665	77.1	198	22.9	863
<b>Classification of degree*</b>					
First	384	83.5	76	16.5	460
Upper second	958	77.6	276	22.4	1,234
Lower second	388	70.4	163	29.6	551
Third, pass, FdA pass, other	90	69.8	39	30.2	129
<b>Subject area of degree</b>					
Fine art	345	73.7	123	26.3	468
Applied arts and crafts	87	75.0	29	25.0	116
3-D design	283	74.9	95	25.1	378
Graphic design	446	81.1	104	18.9	550
Fashion design	354	75.6	114	24.4	468
Media production and electronic design	239	77.9	68	22.1	307
Other visual or interdisciplinary arts	71	76.3	22	23.7	93

Note: <sup>#</sup> respondents ticking more than one industry category for any of their jobs were treated as missing

Note: \* indicates statistically significant differences

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C6 by study characteristics (A5, A6, and A2)*

## C7: Is this activity/job full-time or part-time?

- a) full-time (25 or more hours a week)
- b) part-time (less than 25 hours a week)

### Main activity only

**Table C7.1: Mode of working: current main work activity**

	Frequency	%
<b>Mode of working</b>		
Full-time	1,957	75.3
Part-time	641	24.7
Total	2,598	100

Base: all those reporting work related activities (excludes missing or erroneous answers)(C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C7 activity 1*

**Table C7.2: Mode of working by background characteristics (per cent): current main work activity**

	Full-time	Part-time	Base (N)
<b>Gender*</b>			
Male	79.7	20.3	723
Female	73.7	26.3	1,861
<b>Age Group*</b>			
25 or younger	79.7	20.3	192
26 or 27	79.3	20.7	1,111
28 or 29	79.8	20.2	718
30 to 39	71.6	28.4	345
40+	41.8	58.2	213
<b>Student domicile status*</b>			
Home/UK domiciled	75.1	24.9	2,169
EU student	71.3	28.7	223
Non-EU/overseas student	83.8	16.2	154
<b>Disability</b>			
No disability	76.1	23.9	2,234
Dyslexia	70.8	29.2	270
Other disability	68.2	31.8	66
<b>Ethnicity</b>			
White	75.3	24.7	2,310
BME	75.8	24.2	269
<b>Family experience of HE*</b>			
No family experience of HE	78.2	21.8	445
Parent went to HE	72.9	27.1	1,185
Other family member went to HE	76.8	23.2	925

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C7 activity 1 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C7.3: Mode of working by study characteristics (per cent): current main work activity**

	Full-time	Part-time	Base (N)
<b>Year finished degree</b>			
2002	76.4	23.6	647
2003	76.1	23.9	793
2004	75.6	24.4	951
<b>Classification of degree</b>			
First	72.6	27.4	481
Upper second	75.7	24.3	1,339
Lower second	76.2	23.8	626
Third, pass, FdA pass, other	76.2	23.8	143
<b>Subject area of degree*</b>			
Fine art	60.6	39.4	503
Applied arts and crafts	71.1	28.9	135
3-D design	81.5	18.5	410
Graphic design	79.2	20.8	613
Fashion design	77.6	22.4	509
Media production, electronic design	81.6	18.4	326
Other visual or int. arts	74.3	25.7	101

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C7 activity 1 by study characteristics (A5, A6 and A2)*

## All activities

**Table C7.4: Further details of work activity: any current activity**

	Frequency	% (graduates)	Per cent (jobs/activities)
<b>Mode of working<sup>#</sup></b>			
Full-time	2,176	83.2	51.3
Part-time	2,064	78.9	48.7
Base (N)		2,615	4,240

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: all those reporting work related activities (excludes 'don't knows' and missing values) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C7*

### Combinations of activities - one work activity only

**Table C7.5: Full-time and part-time working - those with one work activity only: current main work activity**

	%
Full-time	87.7
Part-time	12.3
Base (N)	1,338

Base: those reporting just one work activity (excludes missing or erroneous answers) (C2)

Source: *Creative Graduates Creative Futures, IES, 2010; C7 activity 1*

### Combinations of activities - two work activities

**Table C7.6: Full time and part time working in work activities 1 and 2 - those with two work activities: any current activity**

	Job 1	Job 2
Full time	67.0	12.4
Part time	33.0	87.6
Total	100	100
Base (N)	782	744

Base: all those reporting two work activities (excludes missing or erroneous answers) (C2)

Source: *Creative Graduates Creative Futures, IES, 2010; C7 activity 1 and activity 2*

**Table C7.7: Combinations of full and part time working - those with two work activities: any current activity**

	Frequency	%
Full time in both jobs	47	6.4
Some combination of full and part time	484	66.1
- Full time in job 1 part time in job 2	440	60.1
- Full time in job 2 part time in job 1	44	6.0
Part time in both	201	27.5
Base (N)	732	100

Base: all those reporting two work activities (excludes missing or erroneous answers) (C2)

Source: *Creative Graduates Creative Futures, IES, 2010; C7 activity 1 and activity 2*

### Combinations of activities - three work activities

**Table C7.8: Full time and part time working in work activities 1, 2 and 3 - those with three or more work activities: any current activity**

	Job 1, %	Job 2, %	Job 3, %
Full-time	54.9	13.2	12.2
Part-time	45.1	86.8	87.8
Total	100	100	100
Base (N)	339	334	319

Base: all those reporting three or more work activities (excludes missing or erroneous answers) (C2)

*Source: Creative Graduates Creative Futures, IES, 2010; C7 activity 1, activity 2 and activity 3*

**Table C7.9: Combinations of full time and part time working - those with three or more work activities: any current activity**

	Frequency	%
All FT	19	6.1
2 Ft and 1 PT	20	6.4
2 PT and 1 FT	149	47.6
All PT	125	39.9
Base (N)	313	100

Base: all those reporting three or more work activities (excludes missing or erroneous answers) (C2)

*Source: Creative Graduates Creative Futures, IES, 2010; C7 activity 1, activity 2 and activity 3*



## C8: Approximately, how many other people are there in the organisation as a whole (excluding yourself) in which you undertake each activity/job?

### Main activity only

**Table C8.1: Size of company/organisation: current main work activity**

	Frequency	%
<b>Size of company/organisation</b>		
No other employees (freelance/sole trader/solo activity)	623	24.4
1 to 10	591	23.2
11 to 50	462	18.1
51 to 250	373	14.6
Over 250	501	19.6
Total	2,550	100

Base: all those reporting work related activities (excludes 'don't knows' and missing values) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C8 activity 1*

**Table C8.2: Further details of size of organisation by industry<sup>#</sup> and occupation (per cent): current main work activity**

	No other employees (freelance/sole trader/ solo activity)	1 to 10	11 to 50	51 to 250	Over 250	Base (N)
<b>Industry/sector<sup>**</sup></b>						
Creative industry	32.2	24.4	19.4	10.8	13.2	1,527
Non-creative industry	6.3	19.7	15.8	23.6	34.7	767
Total	23.5	22.8	18.2	15.1	20.4	2,294
<b>Occupation<sup>*</sup></b>						
Creative occupations	31.1	24.1	18.4	10.8	15.6	1,648
Teaching	6.3	12.7	17.3	41.0	22.7	300
Non-creative occupations	9.6	25.5	19.5	13.0	32.5	416
All	24.2	22.9	18.5	15.0	19.5	2,364

Note: <sup>#</sup> respondents ticking more than one category were treated as missing

Note: <sup>\*</sup> indicates statistically significant difference

Base: all those reporting work related activities (excludes 'don't knows' and missing values) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C8 activity 1 by C6 activity 1 and C4 activity 1*

**Table C8.3: Size of organisation/company by background characteristics (per cent): current main work activity**

	No other employees	1 to 10	11 to 50	51 to 250	Over 250	Base (N)
<b>Gender</b>						
Male	24.8	23.4	19.2	13.0	19.6	718
Female	24.3	22.9	17.7	15.4	19.7	1,818
<b>Age group*</b>						
25 or younger	17.3	27.0	21.1	15.7	18.9	185
26 or 27	21.6	22.7	18.7	15.7	21.4	1,090
28 or 29	21.4	24.0	18.7	14.6	21.4	707
30 to 39	34.1	22.5	15.6	12.7	15.0	346
40+	40.9	19.2	13.8	12.3	13.8	203
<b>Student domicile status*</b>						
Home/UK domiciled	23.3	22.4	17.9	15.3	21.1	2,119
EU student	34.7	24.9	18.7	11.1	10.7	225
Non-EU/overseas student	26.1	28.7	17.2	11.5	16.6	157
<b>Disability</b>						
No disability	23.9	22.8	18.6	15.1	19.5	2,200
Dyslexia	28.8	23.7	15.2	12.5	19.8	257
Other disability	23.1	29.2	12.3	9.2	26.2	65
<b>Ethnicity</b>						
White	24.9	23.0	17.7	14.7	19.7	2,261
BME	21.2	24.2	20.4	14.5	19.7	269
<b>Family experience of HE</b>						
No family experience of HE	21.4	23.2	18.4	15.2	21.8	440
Parent went to HE	26.7	22.5	17.2	14.0	19.5	1,167
Other family member went to HE	23.3	23.4	19.0	15.3	19.1	902

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (excludes 'don't knows' and missing values) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C8 activity 1 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C8.4: Size of organisation/company by study characteristics (per cent):  
current main work activity**

	No other employees	1 to 10	11 to 50	51 to 250	Over 250	Base (N)
<b>Year finished degree</b>						
2002	23.6	22.6	17.7	15.4	20.7	643
2003	26.9	20.6	17.7	14.7	20.1	773
2004	22.5	25.7	18.7	14.2	18.8	934
<b>Classification of degree*</b>						
First	30.2	23.2	17.1	12.2	17.3	474
Upper second	23.8	23.2	18.1	14.3	20.7	1,312
Lower second	21.9	22.7	17.8	18.5	19.1	617
Third, pass, FdA pass, other	22.3	25.2	23.7	9.4	19.4	139
<b>Subject area of degree*</b>						
Fine art	32.9	21.8	14.1	12.9	18.2	495
Applied arts and crafts	37.1	15.2	16.7	13.6	17.4	132
3-D design	17.7	28.8	20.9	15.3	17.2	406
Graphic design	22.5	27.0	18.5	13.4	18.5	604
Fashion design	19.8	20.4	18.1	18.7	23.0	491
Media production, electronic design	26.8	19.9	19.3	12.8	21.2	321
Other visual or int. arts	19.8	18.8	21.8	14.9	24.8	101

Note: \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C8 activity 1 by study characteristics (A5, A6 and A2)*

## All activities

**Table C8.5: Further details of work activity: any current activity**

Size of company/organisation <sup>#</sup>	Frequency	% (graduates)	% (jobs/activities)
No other employees (freelance/sole trader/solo activity)	1,416	54.9	34.3
1 to 10	1,028	39.8	24.9
11 to 50	598	23.2	14.5
51 to 250	462	17.9	11.2
Over 250	630	24.4	15.2
Base (N)		2,581	4,134

Note: <sup>#</sup> Multiple response question, therefore sum % might be more than 100%

Base: all those reporting work related activities (excludes 'don't knows' and missing values) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C8*

**C9: Please indicate the extent to which you agree or disagree with the following statements about your current working situation (Satisfaction).**

- a) I am satisfied with my work
- b) I feel underemployed in my work
- c) I feel I am able to be creative in my work
- d) Generally, my work is relevant to art, design, craft and media
- e) Generally, my work is related to the subject of my degree
- f) I have little autonomy and independence in my work
- g) I feel there are career opportunities open to me
- h) I feel that my work is in my chosen career

**Table C9.1: Satisfaction with overall working situation - agreement with statements about work (per cent and mean score<sup>#</sup>)**

	Disagree	Neutral	Agree	Mean	Base (N)
Generally, my work is relevant to art, design, craft and media	13.6	7.3	79.1	4.04	2,611
<b>I am satisfied with my work</b>	<b>11.6</b>	<b>11.2</b>	<b>77.2</b>	<b>3.94</b>	<b>2,627</b>
I feel I am able to be creative in my work	12.8	9.8	77.4	3.94	2,616
I feel that my work is in my chosen career	15.3	16.7	68.0	3.83	2,619
I feel there are career opportunities open to me	13.6	17.9	68.5	3.75	2,618
Generally, my work is related to the subject of my degree	21.1	10.9	68.0	3.74	2,599
I have a lot of autonomy and independence in my work-	16.2	18.1	65.7	3.70	2,598
I do not feel underemployed in my work-	23.8	22	54.2	3.48	2,541

Note: ~items have been reversed

Note: <sup>#</sup> where 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4=agree, and 5=strongly agree. The higher the score the more agreement and therefore satisfaction with this aspect of their work

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

*Source: Creative Graduates Creative Futures, IES, 2010; C9a to C9h*

**Table C9.2: Satisfaction with overall working situation by background characteristics (per cent and mean score<sup>#</sup>)**

	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Mean score <sup>#</sup>	Base (N)
All those in work	11.6	11.2	77.2	3.94	2,627
<b>Gender</b>					
Male	10.7	10.4	78.8	3.95	737
Female	12.0	11.6	76.4	3.94	1,876
<b>Age group</b>					
25 or younger	9.9	8.9	81.2	4.05	191
26 or 27	11.8	11.4	76.8	3.94	1,117
28 or 29	11.1	11.5	77.4	3.97	731
30 to 39	11.0	11.8	77.2	3.92	356
40+	15.5	11.3	73.2	3.80	213
<b>Student domicile status</b>					
Home/UK domiciled	11.5	10.4	78.0	3.96	2,183
EU student	10.8	15.2	74.0	3.88	231
Non-EU/overseas student	13.2	14.5	72.3	3.84	159
<b>Disability</b>					
No disability	11.6	11.3	77.1	3.94	2,261
Dyslexia	10.7	12.9	76.4	3.95	271
Other disability	16.4	6.0	77.6	3.88	67
<b>Ethnicity*</b>					
White	11.7	10.5	77.8	3.95	2,334
BME	11.0	17.6	71.4	3.87	273
<b>Family experience of HE</b>					
No family experience of HE	12.2	11.8	76.0	3.88	450
Parent went to HE	11.3	10.9	77.8	3.96	1,193
Other family member went to HE	11.8	11.7	76.5	3.94	941

Note: \* indicates statistically significant difference

Note: # where 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4=agree, and 5=strongly agree. The higher the score the more agreement and therefore satisfaction with this aspect of their work

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C9a by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C9.3: Satisfaction with overall working situation by study characteristics (per cent and mean score<sup>#</sup>)**

	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Mean score <sup>#</sup>	Base (N)
All those in work	11.6	11.2	77.2	3.94	2,627
<b>Year finished degree*</b>					
2002	9.7	9.3	81.0	4.00	658
2003	11.4	11.3	77.3	3.98	805
2004	13.8	12.2	74.0	3.86	958
<b>Classification of degree</b>					
First	9.2	11.2	79.6	4.01	489
Upper second	11.0	10.8	78.2	3.98	1,353
Lower second	13.5	11.6	75.0	3.87	631
Third, pass, FdA pass, other	17.1	13.7	69.2	3.74	146
<b>Subject area of degree</b>					
Fine art	13.0	11.8	75.2	3.87	508
Applied arts and crafts	14.4	14.4	71.2	3.85	132
3-D design	6.8	12.6	80.7	4.06	414
Graphic design	10.9	10.4	78.8	3.98	626
Fashion design	12.3	11.3	76.4	3.93	513
Media production and electronic design	13.0	10.2	76.8	3.93	332
Other visual and interdisciplinary arts	17.6	6.9	75.5	3.87	102

Note: \* indicates statistically significant difference

Note: <sup>#</sup> where 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4=agree, and 5=strongly agree. The higher the score the more agreement and therefore satisfaction with this aspect of their work

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C9a by study characteristics (A5, A6 and A2)*

**Table C9.4: Satisfaction with overall working situation by current work situation (per cent and mean score<sup>#</sup>)**

	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Mean score <sup>#</sup>	Base (N)
All those in work	11.6	11.2	77.2	3.94	2,627
<b>Occupation (any job)*</b>					
No Creative occupation	14.6	10.3	75.0	3.92	553
Has creative occupation	10.1	11.1	78.8	3.98	1,957
<b>Occupation (any job)*</b>					
Non-creative	18.4	12.0	69.6	3.78	332
Teaching in any of up to three activities	9.0	7.7	83.3	4.13	221
Creative occupation and teaching in any of up to three activities	8.7	13.9	77.5	4.01	231
Creative occupation in any of up to three activities	10.3	10.8	79.0	3.97	1,726
<b>Sector (any job)*</b>					
No work in creative industries	15.4	11.0	73.7	3.83	547
Work in creative industries	10.5	11.3	78.2	3.98	1,810
<b>Number of current work activities*</b>					
One	10.5	9.2	80.2	4.01	1,365
Two	13.5	13.4	73.1	3.86	792
Three	12.5	13.1	74.3	3.86	343
Four or more	8.7	13.5	77.8	4.02	126

Note: \* indicates statistically significant difference

Note: Teaching is NOT included in our definition of creative occupation

Note: <sup>#</sup> where 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4=agree, and 5=strongly agree. The higher the score the more agreement and therefore satisfaction with this aspect of their work

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

*Source: Creative Graduates Creative Futures, IES, 2010; C9a by work characteristics (C4, C6, C2)*



**Table C9.5: Overall satisfaction with work situation, by income, relevance to art and degree subject, and creative freedom (per cent and mean score<sup>#</sup>)**

	Disagree	Neutral	Agree	Mean	Base (N)
All cases	11.6	11.2	77.2	3.94	2,627
<b>Income*</b>					
Less than £15,001	17.7	15.8	66.5	3.67	836
£15,001 to £20,000	12.4	12.4	75.2	3.89	492
£20,001 to £30,000	8.1	9.0	82.8	4.09	885
More than £30,000	4.8	5.4	89.8	4.32	353
<b>I feel I am able to be creative in my work*</b>					
Disagree	46.8	20.1	33.0	2.71	333
Neutral	16.9	23.5	59.6	3.54	255
Agree	5.1	8.1	86.8	4.20	2,016
<b>Generally, my work is relevant to art, design, craft and media*</b>					
Disagree	38.1	15.9	46.0	3.03	352
Neutral	18.9	18.4	62.6	3.61	190
Agree	6.4	9.8	83.8	4.13	2,058
<b>Generally, my work is related to my degree subject*</b>					
Disagree	28.6	14.5	57.0	3.35	549
Neutral	11.7	19.5	68.8	3.79	282
Agree	6.1	9.0	84.9	4.16	1,762

Note: \* indicates statistically significant difference

Note: <sup>#</sup> where 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4=agree, and 5=strongly agree. The higher the score the more agreement and therefore satisfaction with this aspect of their work

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C9a by F10, C9c, C9d, C9e*

**Table C9.6: Relevance of work to art, design, craft and media, by subject of study, industry, and occupation (per cent and mean score<sup>#</sup>)**

	Disagree	Neutral	Agree	Mean score	Base (N)
All cases	13.6	7.3	79.1	4.04	2,611
<b>Subject area of degree*</b>					
Fine art	15.6	9.3	75.1	3.94	506
Applied arts and crafts	15.3	9.2	75.6	4.02	131
3-D design	10.9	5.8	83.3	4.16	412
Graphic design	10.6	6.6	82.8	4.16	623
Fashion design	14.3	6.8	78.9	4.00	512
Media production and electronic design	15.6	8.0	76.5	3.98	327
Other visual or interdisciplinary arts	21.0	6.0	73.0	3.80	100
<b>Whether work is in the creative industries*</b>					
No work in creative industries	36.6	12.3	51.0	3.16	543
Has work in creative industries	7.5	5.4	87.1	4.29	1,801
<b>Occupation*</b>					
Non-creative occupation	42.4	11.9	45.7	2.95	328
Teacher in any of up to three activities	17.7	7.7	74.5	3.96	220
Creative occupation and teacher in any of up to three activities	2.6	4.4	93.0	4.57	228
Creative occupation in any of up to three activities	8.5	6.3	85.2	4.23	1,718

Note: \* indicates statistically significant difference

Note: <sup>#</sup> where 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4=agree, and 5=strongly agree. The higher the score the more agreement and therefore satisfaction with this aspect of their work

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C9d by A2, C6 and C4*

**Table C9.7: Relevance of work to subject area of degree, by subject of study, industry, and occupation (per cent and mean score<sup>#</sup>)**

	Disagree	Neutral	Agree	Mean score	Base (N)
All cases	21.1	10.9	68.0	3.74	2,599
<b>Subject area of degree*</b>					
Fine art	24.7	13.6	61.7	3.59	506
Applied arts and crafts	25.0	11.4	63.6	3.58	132
3-D design	21.7	11.7	66.7	3.7.0	411
Graphic design	16.4	9.7	73.9	3.91	616
Fashion design	20.0	10.9	69.1	3.76	505
Media production and electronic design	23.7	8.8	67.5	3.69	329
Other visual or interdisciplinary arts,	22.0	7.0	71.0	3.75	100
<b>Whether work is in the creative industries*</b>					
No work in creative industries	44.1	11.4	44.5	2.90	537
Has work in creative industries	15.0	10.5	74.5	3.96	1,796
<b>Occupation*</b>					
Non-creative occupation	52.3	12.6	35.1	2.64	325
Teacher in any of up to three activities	24.0	9.7	66.4	3.65	217
Creative occupation and teacher in any of up to three activities	9.2	8.3	82.5	4.21	229
Creative occupation in any of up to three activities	16.1	10.9	73.1	3.91	1,711

Note: \* indicates statistically significant difference

Note: <sup>#</sup> where 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4=agree, and 5=strongly agree. The higher the score the more agreement and therefore satisfaction with this aspect of their work

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C9e by A2, C6 and C4*

**Table C9.8: Relevance of work to art, design, craft and media and relevance of work to subject, by year of graduation**

	2002		2003		2004		All years	
	freq	%	freq	%	freq	%	freq	%
<b>Relevance to arts, design, craft and media</b>								
Disagree	94	14.4	101	12.7	135	14.1	330	13.7
Neutral	45	6.9	59	7.4	70	7.3	174	7.2
Agree	513	78.7	638	79.9	750	78.5	1901	79.0
Total	652	100	798	100	955	100	2,405	100
<b>Relevance to subject</b>								
Disagree	142	21.8	161	20.4	204	21.4	507	21.2
Neutral	73	11.2	100	12.6	89	9.3	262	10.9
Agree	435	66.9	530	67.0	659	69.2	1,624	67.9
Total	650	100	791	100	952	100	2,393	100

Base: all those reporting work related activities (excludes missing, 'don't know' or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C9d and C9e by A5*

**Table C9.9: Agreement with statement 'I feel that my work is in my chosen career' by background characteristics**

	Disagree - work is not in chosen career %	Neither disagree nor agree %	Agree - work is in chosen career %	Agreement score <sup>#</sup>	Base (N)
All those in work	15.3	16.7	68.0	3.83	2,619
<b>Gender*</b>					
Male	12.7	15.9	71.4	3.91*	735
Female	16.4	17.0	66.6	3.80*	1,870
<b>Age group</b>					
25 or younger	9.9	18.8	71.2	3.98	191
26 or 27	17.4	16.0	66.6	3.79	1,113
28 or 29	15.2	16.6	68.2	3.82	729
30 to 39	11.0	17.5	71.5	3.95	355
40+	17.0	17.9	65.1	3.69	212
<b>Student domicile status</b>					
Home/UK domiciled	16.0	16.4	67.5	3.81*	2,175
EU student	10.0	18.6	71.4	3.98*	231
Non-EU/overseas student	12.6	13.8	73.6		159
<b>Disability</b>					
No disability	14.9	16.9	68.3	3.84	2,253
Dyslexia	16.6	16.6	66.8	3.79	271
Other disability	23.9	14.9	61.2		67
<b>Ethnicity</b>					
White	15.2	16.7	68.1	3.83	2,326
BME	15.8	16.5	67.8	3.82	273
<b>Family experience of HE</b>					
No family experience of HE	16.2	18.1	65.7	3.79	452
Parent went to HE	14.9	15.6	69.5	3.86	1,185
Other family member went to HE	15.2	17.1	67.7	3.82	940

Note: \* indicates statistically significant difference, # scores range from 1 to 5, the higher the score the greater the agreement

Base: all those reporting work related activities (excludes missing, 'don't know' or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C9h by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table C9.10: Agreement with statement ‘I feel that my work is in my chosen career’ by study characteristics**

	Disagree - work is not in chosen career %	Neither disagree nor agree %	Agree - work is in chosen career %	Agreement score <sup>#</sup>	Base (N)
All those in work	15.3	16.7	68.0	3.83	2,619
<b>Year finished degree*</b>					
2002	13.9	17.8	68.3	3.85*	657
2003	13.4	14.9	71.6	3.92*	797
2004	18.1	17.2	64.7	3.75*	958
<b>Classification of degree*</b>					
First	11.9	13.3	74.8	3.99*	489
Upper second	14.4	17.5	68.1	3.84*	1,350
Lower second	18.5	17.9	63.6	3.74*	626
Third, pass, FdA pass, other	20.5	15.1	64.4	3.63*	146
<b>Subject of study*</b>					
Fine art	16.8	19.6	63.6	3.71*	506
Applied arts and crafts	16.5	18.0	65.4	3.75*	133
3-D design	12.6	16.5	70.9	3.92*	412
Graphic design	13.0	15.9	71.2	3.94*	624
Fashion design	17.6	13.5	68.9	3.81*	512
Media production and electronic design	15.8	15.5	68.7	3.84*	329
Other visual and interdisciplinary arts	17.5	26.2	56.3	3.64*	103

Note: \* indicates statistically significant difference, <sup>#</sup> scores range from 1 to 5, the higher the score the greater the agreement

Base: all those reporting work related activities (excludes missing, ‘don’t know’ or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; C9h by study characteristics (A5, A6 and A2)*

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## Section D: Further study

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**D1: Have you undertaken any further study, education or training since finishing your undergraduate degree?**

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**Table D1.1: Engagement in further study at any time since graduating**

Further study	Frequency	%
Yes	1,859	53.5
No	1,619	46.5
Base (N)	3,478	100

Base: all respondents

Source: *Creative Graduates Creative Futures, IES, 2010; D1*

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**Table D1.2: Engagement in further study at any time by background characteristics**

	Further study (N)	Further study (%)	Base (N)
All	1,859	53.5	3,478
<b>Gender*</b>			
Male	437	46.1	947
Female	1,413	56.3	2,508
<b>Age group*</b>			
25 or younger	113	42.2	268
26 or 27	788	52.5	1,500
28 or 29	535	56.4	949
30 to 39	226	49.2	459
40+	183	68.0	269
<b>Student domicile status</b>			
Home/UK domiciled	1,576	53.9	2,924
EU student	141	52.8	267
Non-EU/overseas student	112	51.9	216
<b>Disability*</b>			
No disability	1,576	52.6	2,996
Dyslexia	207	59.3	349
Other disability	60	63.2	95
<b>Ethnicity</b>			
White	1,654	54.0	3,062
BME	190	49.6	383
<b>Family experience of HE*</b>			
No family experience of HE	336	55.2	609
Parent went to HE	868	55.7	1,558
Other family member	630	50.5	1,247

Note: \* indicates statistically significant difference

Base: all respondents (excludes missing or erroneous answers)

Source: *Creative Graduates Creative Futures, IES, 2010; D1 by background characteristics (F4, F3, F2, F5, F8 and F9)*



Table D1.3: Engagement in further study at any time by initial study characteristics

	Further study (N)	Further study (%)	Base (N)
All	1,859	53.5	3,478
<b>Year finished degree*</b>			
2002	493	58.8	839
2003	591	55.6	1,062
2004	633	49.3	1,285
<b>Classification of degree</b>			
First	342	58.0	590
Upper second	916	52.3	1,750
Lower second	488	53.2	918
Third, pass, FdA pass, other	110	53.4	206
<b>Subject area of degree*</b>			
Fine art	449	68.9	652
Applied arts and crafts	119	66.5	179
3-D design	288	50.6	569
Graphic design	364	46.5	783
Fashion design	340	47.6	715
Media production and electronic design	219	50.1	437
Other visual or interdisciplinary arts	80	55.9	143

Note: \* indicates statistically significant difference

Base: all respondents (excludes missing or erroneous answers)

Source: *Creative Graduates Creative Futures, IES, 2010; D1 by study characteristics (A5, A6 and A2)*

## D2: Since graduating, how many months in total have you spent in further study, education or training?

**Table D2.1: Total time spent engaged in further study since graduating from first degree**

Time in further study	Frequency	%
Less than 1 month	10	0.6
1 to 3 months	354	20.3
4 to 6 months	174	10.0
7 to 11 months	272	15.6
12 months (1 year)	373	21.4
13 to 23 months	188	10.8
24 months (2 years)	210	12.1
25 months+	161	9.2
Base (N)	1,742	100

Base: all those who engaged in further study (excludes missing or erroneous answers) (D1)  
 Source: *Creative Graduates Creative Futures, IES, 2010, D2*

**Table D2.2: Total time spent engaged in further study since graduating from first degree by year of graduation (per cent)**

Time in further study	2002	2003	2004
Less than 1 month	0.6	0.7	0.3
1 to 3 months	18.1	20.3	21.5
4 to 6 months	9.5	9.7	10.8
7 to 11 months	15.6	16.1	15.3
12 months (1 year)	19.2	21.1	22.5
13 to 23 months	10.6	12.0	11.3
24 months (2 years)	14.5	12.5	10.1
25 months+	11.9	7.5	8.2
Base (N)	463	558	595

Base: all those who engaged in further study (excludes missing or erroneous answers), graduating between 2002 and 2004 (D1 and A5)

Source: *Creative Graduates Creative Futures, IES, 2010, D2 by A5*

## D3a: Have you done any courses leading to a postgraduate qualification since graduating?

i) Masters (MA/MSc/MPhil); ii) PhD/DPhil; iii) PGCE; iv) PG Diploma; v) other PG

## D3b: What was the subject of the course?

### D3c: In which institution did you do the course?

**Table D3.1: Exploring engagement in postgraduate level study at any time since graduating from first degree - type of qualification studied and subject area of course**

	Frequency	% all	% further study	% PG study
<b>Post graduate course</b>				
Yes	955	27.5	51.4	100
No	868	71.5	46.7	-
Unknown	36	1.0	1.9	-
Base (N)		3,478	1,859	955
<b>Type of PG course<sup>#</sup></b>				
Masters	464	13.3	25.0	48.6
PhD/Dphil	20	0.6	1.1	2.1
PGCE	338	9.7	18.2	35.4
PG Diploma	80	2.3	4.3	8.4
Other	122	3.5	6.6	12.8
Base (N)		3,478	1,859	955
<b>Subject of PG course</b>				
Fine art	116	3.3	6.2	12.1
Applied arts and crafts	26	0.7	1.4	2.7
3-D design	120	3.5	6.5	12.7
Graphic design	58	1.7	3.1	6.1
Fashion design	73	2.1	3.9	7.6
Media production and electronic design	69	2.0	3.7	7.2
Education and other subjects ~	481	13.8	25.9	50.4
Unknown	12	0.3	0.6	1.3
Base (N)		3,478	1,859	955
<b>Comparison to previous study</b>				
Same broad subject area	300	8.6	16.1	31.4
Different broad subject area	643	18.5	34.6	67.3
Unknown	12	0.3	0.6	1.3
Same HEI	224	6.4	12.0	23.5
Different HEI	718	20.6	38.6	75.2
Unknown	13	0.4	0.7	1.4
Base (N)		3,478	1,859	955

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Note: ~ other subjects include: art therapy/psychotherapy/counselling, stage management, arts management/museology/curatorial practice, community/youth and social work, music and other performing arts, history/history of art, creative writing/literature/journalism, business and management, IT, construction/engineering, sales/PR/marketing, anthropology, philosophy. Base: as indicated (all, all those who engaged in further study D1, all those who engaged in postgraduate level study D3)

Source: *Creative Graduates Creative Futures, IES, 2010, D3, D3a, D3b and D3c by all, D1 and D3*

**Table D3.2: Engagement in postgraduate study at any time since graduating from first degree by background characteristics**

	Frequency	% all	% further study
All	955	27.5	52.4
<b>Gender*</b>			
Male	193	20.4	45.2
Female	756	30.1	54.5
<b>Age group</b>			
25 or younger	57	21.3	52.3
26 or 27	410	27.3	53.0
28 or 29	267	28.1	51.0
30 to 39	116	25.3	52.5
40+	96	35.7	53.0
<b>Student domicile status</b>			
Home/UK domiciled	799	27.3	51.7
EU student	82	30.7	59.9
Non-EU/overseas student	56	25.9	50.5
<b>Disability</b>			
No disability	800	26.7	51.7
Dyslexia/other disability	146	32.9	55.7
<b>Ethnicity</b>			
White	857	28.0	52.9
BME	89	23.2	47.6
<b>Family experience of HE</b>			
No family experience of HE	166	27.3	50.2
Parent went to HE	464	29.8	54.7
Other family member	310	24.9	49.8

Note: \* indicates statistically significant difference

Base: as indicated (all respondents, all those who engaged in further study (excl those where pg study is unknown)) (all, D1)

Source: *Creative Graduates Creative Futures, IES, 2010; D3 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table D3.3: Engagement in postgraduate study at any time since graduating from first degree by study characteristics**

	Frequency	% all	% further study
All	955	27.5	52.4
<b>Year finished degree</b>			
2002	258	30.8	52.9
2003	318	29.9	55.1
2004	306	23.8	49.5
<b>Classification of degree*</b>			
First	215	36.4	64.0
Upper second	475	27.1	52.8
Lower second	227	24.7	47.5
Third, pass, FdA pass, other	36	17.5	33.3
<b>Subject area of degree*</b>			
Fine art	260	39.9	59.2
Applied arts and crafts	58	32.4	50.4
3-D design	135	23.7	47.5
Graphic design	170	21.7	47.5
Fashion design	186	26.0	55.0
Media production and electronic design	104	23.8	48.8
Other visual or interdisciplinary arts	42	29.4	55.3

Note: \* indicates statistically significant difference

Base: as indicated (all respondents, all those who engaged in further study (excl those where pg study is unknown)) (all, D1)

Source: *Creative Graduates Creative Futures, IES, 2010; D3 by study characteristics (A5, A6 and A2)*

**Table D3.4: Undertaken a Masters course at any time since graduating by background characteristics**

	All respondents			Postgraduate study		
	Frequency	%	Base (N)	Frequency	%	Base (N)
All	464	13.3	3,478	464	48.6	955
<b>Gender*</b>						
Male	115	12.1	947	115	60.8	189
Female	345	13.8	2,508	345	47.3	730
<b>Age group</b>						
25 or younger	21	7.8	268	21	38.9	54
26 or 27	189	12.6	1,500	189	47.2	400
28 or 29	130	13.7	949	130	51.0	255
30 to 39	66	14.4	459	66	58.4	113
40+	51	19.0	269	51	54.3	94
<b>Student domicile status*</b>						
Home/UK domiciled	355	12.1	2,924	355	45.7	777
EU student	62	23.2	267	62	79.5	78
Non-EU/overseas student	38	17.6	216	38	71.7	53
<b>Disability</b>						
No disability	379	12.7	2,996	379	48.8	776
Dyslexia or other disability	80	18.0	444	80	56.7	141
<b>Ethnicity*</b>						
White	397	13.0	3,062	397	47.9	828
BME	60	15.7	383	60	68.2	88
<b>Family experience of HE</b>						
No family experience of HE	73	12.0	609	73	44.8	163
Parent went to HE	239	15.3	1,558	239	54.0	443
Other family member	145	11.6	1,247	145	47.4	306

Note: \* indicates statistically significant difference

Base: as indicated (all respondents, all those who engaged in postgraduate level study (excluding those where type of pg study is unknown) D3)

Source: *Creative Graduates Creative Futures, IES, 2010; D3a(i) by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table D3.5: Undertaken a Masters course at any time since graduating by initial study characteristics**

	All respondents			Postgraduate study		
	Frequency	%	Base (N)	Frequency	%	Base (N)
All	464	13.3	3,478	464	48.6	955
<b>Year finished degree</b>						
2002	119	14.2	839	119	48.0	248
2003	156	14.7	1,062	156	50.3	310
2004	158	12.3	1,285	158	53.2	297
<b>Classification of degree*</b>						
First	139	23.6	590	139	65.9	211
Upper second	232	13.3	1,750	232	50.4	460
Lower second	79	8.6	918	79	36.1	219
Third, pass, FdA pass, other	13	6.3	206	13	39.4	33-
<b>Subject area of degree*</b>						
Fine art	139	21.3	652	139	56.0	248
Applied arts and crafts	24	13.4	179	24	41.4	58
3-D design	62	10.9	569	62	48.1	129
Graphic design	91	11.6	783	91	55.2	165
Fashion design	74	10.3	715	74	40.9	181
Media production and electronic design	55	12.6	437	55	53.9	102
Other visual or interdisciplinary arts	19	13.3	143	19	45.2	42-

Note: \* indicates statistically significant difference within pg study

Note: - indicates the statistics should be treated with caution due to the small bases (30 to 50)

Base: as indicated (all, all those who engaged in postgraduate level study (excluding those where type of pg study is unknown) D3)

Source: *Creative Graduates Creative Futures, IES, 2010; D3a(i) by study characteristics (A5, A6 and A2)*

**Table D3.6: Undertaken a PGCE course at any time since graduating by background characteristics**

	All respondents			Postgraduate study		
	Frequency	%	Base (N)	Frequency	%	Base (N)
All	338	9.7	3,478	338	35.4	955
<b>Gender*</b>						
Male	49	5.2	947	49	26.1	188
Female	287	11.4	2,508	287	38.7	737
<b>Age group*</b>						
25 or younger	26	9.7	268	26	48.1	54
26 or 27	154	10.3	1,500	154	38.4	401
28 or 29	94	9.9	949	94	36.0	261
30 to 39	28	6.1	459	28	25.0	112
40+	34	12.6	269	34	36.2	94
<b>Student domicile status*</b>						
Home/UK domiciled	319	10.9	2,924	319	40.8	782
EU student	8	3.0	267	8	10.3	78
Non-EU/overseas student	5	2.3	216	5	9.3	54
<b>Disability</b>						
No disability	292	9.7	2,996	292	37.4	780
Dyslexia or other disability	43	9.7	444	43	30.3	142
<b>Ethnicity*</b>						
White	314	10.3	3,062	314	37.6	834
BME	22	5.7	383	22	25.0	88
<b>Family experience of HE*</b>						
No family experience of HE	66	10.8	609	66	40.5	163
Parent went to HE	140	9.0	1,558	140	31.2	448
Other family member	127	10.2	1,247	127	41.4	307

Note: \* indicates statistically significant difference within postgraduate study

Base: as indicated (all, all those who engaged in postgraduate level study (excluding those where type of pg study is unknown) D3)

Source: *Creative Graduates Creative Futures, IES, 2010; D3a(iii) by background characteristics (F4, F3, F2, F5, F8 and F9)*



**Table D3.7: Undertaken a PGCE course at any time since graduating by initial study characteristics**

	All respondents			Postgraduate study		
	Frequency	%	Base (N)	Frequency	%	Base (N)
All	338	9.7	3,478	338	35.4	955
<b>Year finished degree</b>						
2002	98	11.7	839	98	39.0	251
2003	106	10.0	1,062	106	34.1	311
2004	106	8.2	1,285	106	35.5	299
<b>Classification of degree*</b>						
First	51	8.6	590	51	24.2	211
Upper second	175	10.0	1,750	175	37.8	463
Lower second	102	11.1	918	102	46.4	220
Third, pass, FdA pass, other	10	4.9	206	10	28.6	35
<b>Subject area of degree*</b>						
Fine art	78	12.0	652	78	31.3	249
Applied arts and crafts	27	15.1	179	27	46.6	58
3-D design	44	7.7	569	44	33.8	130
Graphic design	51	6.5	783	51	31.1	164
Fashion design	86	12.0	715	86	46.7	184
Media production and electronic design	34	7.8	437	34	32.7	104
Other visual or interdisciplinary arts	18	12.6	143	18	42.9	42

Note: \* indicates statistically significant difference

Base: as indicated (all, all those who engaged in postgraduate level study (excluding those where type of pg study is unknown) D3)

Source: *Creative Graduates Creative Futures, IES, 2010; D3a(iii) by study characteristics (A5, A6 and A2)*

## D4: Have you done any short courses since graduating?

- a) art, design, craft or media
- b) business skills area
- c) other

**Table D4.1: Exploring engagement in short courses at any time since graduating from first degree**

	Frequency	% all	% further study	% short courses
<b>Short course</b>				
Yes	1,135	32.6	61.1	100
No/unknown	2,343	67.4	38.9	0
Base (N)		3,478	1,859	1,135
<b>Type of short course<sup>#</sup></b>				
- in arts subject	658	18.9	35.4	58.0
- business skills area	336	9.7	18.1	29.6
- other area	373	10.7	20.1	32.9
Base (N)		3,478	1,859	1,135

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: as indicated (all, all those who engaged in further study D1, all those who engaged in short courses D4)

Source: *Creative Graduates Creative Futures, IES, 2010; D4 and D4a, b and c*

**Table D4.2: Engagement in short courses at any time since graduating by background characteristics**

	Frequency	% all	% further study
All	1,135	32.6	61.1
<b>Gender</b>			
Male	262	27.7	61.5
Female	867	34.6	63.5
<b>Age group*</b>			
25 or younger	58	21.6	52.3
26 or 27	462	30.8	60.3
28 or 29	328	34.6	63.7
30 to 39	155	33.8	71.1
40+	124	46.1	70.1
<b>Student domicile status</b>			
Home/UK domiciled	957	32.7	62.8
EU student	88	33.0	63.3
Non-EU/overseas student	69	31.9	63.3
<b>Disability</b>			
No disability	950	31.7	62.5
Dyslexia/other disability	173	39.0	65.5
<b>Ethnicity*</b>			
White	997	32.6	62.2
BME	130	33.9	70.3
<b>Family experience of HE</b>			
No family experience of HE	212	34.8	65.2
Parent went to HE	513	32.9	60.9
Other family member	390	31.3	64.0

Note: \* indicates statistically significant difference

Base: as indicated (all respondents, all those who engaged in further study (excl those where engagement in short courses is unknown) D1)

Source: *Creative Graduates Creative Futures, IES, 2010; D4 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table D4.3: Engagement in short courses at any time since graduating by study characteristics**

	Frequency	% all	% further study
All	1,135	32.6	61.1
<b>Year finished degree</b>			
2002	301	35.9	63.2
2003	369	34.7	64.5
2004	374	29.1	61.1
<b>Classification of degree*</b>			
First	189	32.0	56.9
Upper second	556	31.8	62.8
Lower second	316	34.4	66.9
Third, pass, FdA pass, other	72	35.0	67.9
<b>Subject area of degree*</b>			
Fine art	275	42.2	62.9
Applied arts and crafts	79	44.1	68.1
3-D design	182	32.0	65.7
Graphic design	229	29.2	65.8
Fashion design	199	27.8	60.3
Media production and electronic design	126	28.8	59.7
Other visual or interdisciplinary arts	45	31.5	56.2

Note: \* indicates statistically significant difference

Base: as indicated (all respondents, all those who engaged in further study (excl those where engagement in short courses is unknown) D1)

Source: *Creative Graduates Creative Futures, IES, 2010; D4 by study characteristics (A5, A6 and A2)*

**Table D4.4: Engagement in art, design, craft or media short courses and business skills short courses at any time since graduating by background characteristics**

	Arts courses		Business skills courses	
	Frequency	% taking short courses	Frequency	% taking short courses
All	658	58.0	336	29.6
<b>Gender</b>				
Male	144	55.2	86	33.1
Female	510	59.2	248	29.0
<b>Age group</b>				
25 or younger	35	60.3	13	22.4
26 or 27	271	58.9	132	28.9
28 or 29	172	53.1	103	32.1
30 to 39	96	61.9	50	32.7
40+	79	63.7	35	28.2
<b>Student domicile status</b>				
Home/UK domiciled	547	57.5	292	25.3
EU student	55	62.5	22	25.3
Non-EU/overseas student	42	60.9	19	27.9
<b>Disability**</b>				
No disability	554	58.6	262	27.9
Dyslexia/other disability	97	56.4	70	40.9
<b>Ethnicity</b>				
White	579	58.4	301	30.6
BME	76	58.9	33	25.4
<b>Family experience of HE</b>				
No family experience of HE	132	62.3	66	31.1
Parent went to HE	288	56.5	149	29.5
Other family member	227	58.4	115	29.7

Note: \*\* indicates statistically significant difference for business skills courses

Base: all those who engaged in short courses (D4)

Source: *Creative Graduates Creative Futures*, IES, 2010; D4a and D4b by background characteristics (F4, F3, F2, F5, F8 and F9)

**Table D4.5: Engagement in art, design, craft or media short courses and business skills short courses at any time since graduating by study characteristics**

	Arts courses		Business skills courses	
	Frequency	% taking short courses	Frequency	% taking short courses
All	658	58.0	336	29.6
<b>Year finished degree**</b>				
2002	174	57.8	86	28.9
2003	209	56.9	129	35.5
2004	226	60.9	99	26.7
<b>Classification of degree*</b>				
First	121	64.0	58	31.0
Upper second	318	57.5	178	32.4
Lower second	186	59.0	86	27.6
Third, pass, FdA pass, other	32	45.1	14	19.7
<b>Subject area of degree</b>				
Fine art	152	56.1	79	29.4
Applied arts and crafts	48	60.8	20	25.3
3-D design	109	59.9	62	34.3
Graphic design	145	63.3	57	25.0
Fashion design	120	60.6	61	31.3
Media production and electronic design	62	49.6	41	32.5
Other visual or interdisciplinary arts	22	48.9	16	37.2

Note: \* indicates statistically significant difference for arts courses, \*\* indicates statistically significant difference for business skills courses

Base: all those who engaged in short courses (D4)

Source: *Creative Graduates Creative Futures, IES, 2010; D4a and D4b by study characteristics (A5, A6 and A2)*

## D5: Have you done any other further study, education or training that you have not already told us about?

**Table D5.1: Exploring engagement in other further study, education or training (other than postgraduate study and short courses) at any time since graduating from first degree**

	Frequency	% all	% further study
Other course			
Yes	651	18.7	35.0
No/unknown	2,827	81.3	65.0
Base (N)		3,478	1,859

Base: as indicated (all, all those who engaged in further study D1)

Source: *Creative Graduates Creative Futures, IES, 2010, D5*

## D3/4/5: Combinations of further study

**Table D3/4/5.1: Type of further study<sup>#</sup> undertaken at any time since graduating from first degree**

	Frequency	% all	% further study
Post graduate course	955	27.5	51.4
Short course	1,135	32.6	61.1
Other course	651	18.7	35.0
Base (N)		3,478	1,859

Note: <sup>#</sup> multiple response, therefore sum % may be greater than 100%

Base: as indicated (all, all those who engaged in further study D1)

Source: *Creative Graduates Creative Futures, IES, 2010, D3, D4 and D5*

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**Table D3/4/5.2: Exploring combinations of further study undertaken at any time since graduating from first degree**

	Frequency	% all	% further study
Postgraduate course, short course and other course	177	5.1	10.6
Postgraduate course and short course	273	7.8	16.3
Postgraduate course and other course	87	2.5	5.2
Postgraduate course only	398	11.4	23.8
Short course and other course	277	8.0	16.6
Short course only	383	11.0	22.9
Other course only	77	2.2	4.6
Base (N)		3,478	1,672

Base: as indicated (all, all those who engaged in further study (excl those where study type is unknown) D1)

*Source: Creative Graduates Creative Futures, IES, 2010, D3, D4 and D5*

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## D6: Why did you undertake this course/these courses?

- a) to obtain a professional qualification
- b) to enhance my job opportunities
- c) to make more contacts
- d) out of interest/personal fulfilment
- e) because I had nothing else to do
- f) at the request of my employer
- g) to develop further skills/knowledge
- h) to develop my creative practice
- i) to give me time to decide on a career
- j) to help me earn more money in the long term
- k) other

**Table D6.1: Motivations to engage in further study at any time since graduating from first degree (any level of further study)**

Motivation to study <sup>#</sup>	Frequency	%
To develop further skills/knowledge	1,530	84.7
To enhance job opportunities	1,415	78.3
Out of personal interest/fulfilment	1,148	63.6
Develop creative practice	980	54.3
To obtain professional qualification	942	52.2
To help earn more money in long term	787	43.6
To make more contacts	480	26.6
Give time to decide on career	233	12.9
At request of employer	232	12.8
For other reason	104	5.8
Because had nothing else to do	71	3.9
Base (N)	1,806	100

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: all those who engaged in further study (excludes missing or erroneous answers) (D1)

Source: *Creative Graduates Creative Futures, IES, 2010; D6*

**Table D6.2: Motivations to engage in further study at any time since graduating from first degree (any level of further study) by background characteristics**

Motivations to study <sup>#</sup>	Male	Female	White	BME	No disability	Dyslexia or other disability
Obtain professional qualification	52.2	52.2	52.3	52.7	51.7	54.7
Enhance job opportunities	77.0	78.9	78.5	76.9	78.5	77.1
Make more contacts	29.5	25.7	26.4	27.5	25.4	34.5
Out of personal interest	62.5	63.8	64.4	56.0	63.4	64.0
Nothing else to do	6.3	3.2	3.8	4.9	3.8	4.3
Request of employer	17.8	11.3	13.1	11.0	12.7	12.8
Develop further skills/ knowledge	84.1	85.0	85.0	82.4	84.3	87.2
Develop creative practice	56.9	53.4	53.6	61.0	52.8	62.4
Time to decide on career	15.5	12.1	12.3	18.1	12.5	15.9
Help earn more money in long term	46.4	42.8	43.6	42.9	43.5	43.4
Other reason	6.1	5.7	5.6	6.6	5.9	5.4
Base (N)	427	1,376	1,612	182	1,538	258

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: all those who engaged in further study (excludes missing or erroneous answers) (D1)

Source: *Creative Graduates Creative Futures, IES, 2010; D6 by background characteristics (F4, F8 and F5)*

**Table D6.3: Motivations to engage in further study at any time since graduating from first degree (any level of further study) by background characteristics (cont)**

Motivations to study <sup>#</sup>	25 or younger	26 or 27	28 or 29	30 to 39	40+	Home/ UK	EU/ Overseas
Obtain professional qualification	56.5	56.9	47.5	49.5	45.3	52.3	49.8
Enhance job opportunities	84.3	82.9	77.7	75.7	61.5	79.3	71.3
Make more contacts	27.8	25.6	28.3	29.3	22.9	25.3	34.8
Out of personal interest	59.3	64.0	62.8	64.4	65.9	63.8	61.9
Nothing else to do	6.5	4.9	3.3	1.8	2.8	3.8	4.0
Request of employer	13.0	14.9	11.6	11.3	9.5	13.9	6.5
Develop further skills/knowledge	82.4	86.7	82.4	82.9	87.2	84.6	84.6
Develop creative practice	48.1	53.8	51.4	55.9	65.9	54.1	56.7
Time to decide on career	13.9	14.1	13.6	11.3	7.8	12.5	15.4
Help earn more money in long term	44.4	46.2	41.3	45.9	36.3	44.4	38.1
Other reason	3.7	6.1	4.7	8.6	5.6	5.5	7.7
Base (N)	108	773	516	222	179	1,535	247

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: all those who engaged in further study (excludes missing or erroneous answers) (D1)

Source: *Creative Graduates Creative Futures, IES, 2010; D6 by background characteristics (F3 and F2)*

**Table D6.4: Motivations to engage in further study at any time since graduating from first degree (any level of further study) by background characteristics (cont)**

Motivations to study <sup>#</sup>	Fine Art	Applied arts and crafts	3-D design	Graphic design	Fashion design	Media production and electronic design	Other visual or int.arts
Obtain professional qualification	53.9	53.8	49.6	44.4	53.5	57.7	63.6
Enhance job opportunities	73.7	79.5	76.6	78.4	84.1	78.4	84.4
Make more contacts	32.6	27.4	26.6	24.2	23.2	24.4	22.1
Out of personal interest	68.9	71.8	62.9	67.7	54.1	60.6	51.9
Nothing else to do	4.8	3.4	4.7	2.8	2.1	5.6	5.2
Request of employer	10.7	12.0	13.3	12.1	13.5	14.6	20.8
Develop further skills/knowledge	90.4	85.5	82.4	85.4	80.7	81.7	81.8
Develop creative practice	62.1	52.1	50.4	57.9	49.5	52.1	36.4
Time to decide on career	11.9	13.7	13.7	13.2	15.3	11.3	7.8
Help earn more money in long term	43.2	50.4	43.5	38.5	47.1	41.8	49.4
Other reason	5.3	6.0	7.6	5.9	4.3	6.6	5.2
Base (N)	438	117	278	356	327	213	77

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: all those who engaged in further study (excludes missing or erroneous answers) (D1)

Source: *Creative Graduates Creative Futures, IES, 2010; D6 by background characteristics (A2)*

**Table D6.5: Motivations to engage in further study at any time since graduating from first degree by type of further study**

Motivation to study <sup>#</sup>	Postgraduate study only	Short course only	Both
To obtain professional qualification	73.4	28.0	66.0
To enhance job opportunities	80.2	71.7	81.7
To make more contacts	31.1	24.1	29.1
Out of personal interest/fulfilment	55.9	62.2	66.8
Because had nothing else to do	6.0	4.2	2.6
At request of employer	3.1	17.2	7.5
To develop further skills/knowledge	76.5	86.5	89.6
Develop creative practice	50.4	53.2	59.7
Give time to decide on career	15.4	10.3	12.7
To help earn more money in long term	44.9	37.8	50.0
For other reason	6.8	2.9	6.0
Base (N)	383	378	268

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%  
 Base: all those who engaged in further study (where type of further study known, excludes missing or erroneous answers) (D1)

Source: *Creative Graduates Creative Futures, IES, 2010; D6 by D3 and D4*

**Table D6.6: Motivations to engage in Masters level study at any time since graduating from first degree**

Motivation to study <sup>#</sup>	Masters study only		Masters study (incl other study)	
	Frequency	%	Frequency	%
To obtain professional qualification	126	67.0	296	64.9
To enhance job opportunities	145	77.1	355	79.4
To make more contacts	93	49.5	186	41.6
Out of personal interest/fulfilment	140	74.5	329	73.6
Because had nothing else to do	10	5.3	20	4.5
At request of employer	1	0.5	22	4.9
To develop further skills/knowledge	164	87.2	396	88.6
Develop creative practice	135	71.8	312	69.8
Give time to decide on career	41	21.8	87	19.5
To help earn more money in long term	74	39.4	201	45.0
For other reason	11	5.9	26	5.8
Total	188	100	447	100

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%  
 Base: all those who have undertaken a Masters level postgraduate course and answered the question (D3a(i))

Source: *Creative Graduates Creative Futures, IES, 2010; D6 by D3a(i)*

**Table D6.7: Motivations to undertake a PGCE at any time since graduating from first degree**

Motivation to study <sup>#</sup>	PGCE study only		PGCE study (incl other study)	
	Frequency	%	Frequency	%
To obtain professional qualification	127	84.7	268	81.5
To enhance job opportunities	131	87.3	287	87.2
To make more contacts	14	9.3	42	12.8
Out of personal interest/fulfilment	55	36.7	170	51.7
Because had nothing else to do	10	6.7	15	4.6
At request of employer	4	2.7	24	7.3
To develop further skills/knowledge	91	60.7	251	76.3
Develop creative practice	36	24.0	141	42.9
Give time to decide on career	11	7.3	38	11.6
To help earn more money in long term	84	56.0	184	55.9
For other reason	11	7.3	21	6.4
Total	150	100	329	100

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: all those who have undertaken a PGCE level postgraduate course and answered the question (D3a(iii))

Source: *Creative Graduates Creative Futures, IES, 2010; D6 by D3a(iii)*

## Section E: Careers and looking to the future

### E1: When you finished your undergraduate degree course, what kind of career did you aspire to (what were your goals)?

**Table E.1.1: Initial career or job goal (upon graduation) - most common cited**

Occupation <sup>#</sup>	Frequency	%
<b>Creative occupations</b>		
General creative career	301	9.1
Graphic artists, designers and illustrators	742	22.4
Artists (including fine artistics)	462	13.9
Fashion and textiles design	383	11.6
3-D design	218	6.6
Media production and photography	203	6.1
Media directors, producers and managers (film, tv, radio)	194	5.9
Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers	105	3.2
Design, marketing, sales, advertising and PR managers	84	2.5
Journalists, newspaper and periodical editors, and broadcasters	62	1.9
Librarian, archivists, curators and museum assistants	62	1.9
Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers	56	1.7
Arts officers/agents	51	1.5
Interactive, games and electronic design	35	1.1
Authors	32	1.0
Conference, exhibition, entertainment and cultural est managers	31	0.9
Printing trades	26	0.8
<b>Teaching</b>		
Teachers of any arts/crafts/media/design/performing arts subject	141	4.2
Teaching and research professionals (subject unknown)	107	3.2
<b>Other</b>		
Health and social welfare associates	34	1.0
General career (non arts)	31	0.9

Occupation <sup>#</sup>	Frequency	%
Not working eg retired	23	0.7
Don't know	160	4.8
Total	3,313	100

Note: occupational coding based around Standard Occupational Codes (SOC), occupations with less than 20 are not reported in this table.

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100

Base: those giving a specific or general career or job goal (E1)

Source: *Creative Graduates Creative Futures, IES, 2010; E1*

**Table E1.2: Top ten career goals (upon graduation) and top ten actual occupations (at time of survey)**

Rank	Initial goal	Actual (main) occupation	Rank
1	Graphic artists/designers/illustrators	Graphic artists/designers/illustrators	1
2	Artists	Teaching/research	2
3	Fashion and textiles design	Artists	3
4	Teaching/research	Fashion and textiles design	4
5	3-D design	Media production and photography	5
6	Media production and photography	3-D design	6
7	Media directors/producers and managers (film, TV, radio)	Buyers/sales reps/marketing/advertising/PR and auctioneers	7
8	Makers (glass/ceramics/furniture/musical instrument makers and gold/silversmiths)	Design, marketing, sales, advertising and PR managers	8
9	Design, marketing, sales, advertising and PR managers	Other business and public service associate professionals	9
10	Journalists, newspaper and periodical editors, and broadcasters	Managers and senior officials	10
Base	3,313	2,450	

Note: Occupational coding based around Standard Occupational Codes (SOC)

Base: those giving a specific or general career or job goal (initial goal); those reporting work related activities (E1, C4 activity 1)

Source: *Creative Graduates Creative Futures, IES, 2010; E1*



**Table E1.3: Most commonly cited initial career or job goal (upon graduation) compared with occupation of main job/work related activity - indication only due to different bases**

Occupation	Initial career goal <sup>#</sup>		Main job	
	Frequency	%	Frequency	%
<b>Creative occupations</b>				
General creative career	301	9.1	na	na
Graphic artists, designers and illustrators	742	22.4	482	19.7
Artists (incl fine art)	462	13.9	226	9.2
Fashion and textiles design	383	11.6	144	5.9
3-D design	218	6.6	105	4.3
Media production and photography	203	6.1	121	4.9
Media directors, producers and managers (film, tv, radio)	194	5.9	60	2.4
Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers	105	3.2	54	2.2
Artists (fine art)	85	2.6	28	1.1
Design, marketing, sales, advertising and PR managers	84	2.5	70	2.9
Journalists, newspaper and periodical editors, and broadcasters	62	1.9	32	1.3
Librarian, archivists, curators and museum assistants	62	1.9	57	2.3
Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers	56	1.7	88	3.6
Arts officers/agents	51	1.5	51	2.1
Interactive, games and electronic design	35	1.1	52	2.1
Authors	32	1.0	<20	-
Conference, exhibition, entertainment and cultural est managers	31	0.9	36	1.5
Printing trades	26	0.8	<20	-
<b>Teaching</b>				
Teachers of any arts/crafts/media/design/performing arts subject	141	4.2	106	5.5
Teaching and research professionals (subject unknown)	107	3.2	192	7.8
<b>Other</b>				
Health and social welfare associates	34	1.0	20	0.8
General career (non arts)	31	0.9	na	na
Not working eg retired	23	0.7	na	na
Don't know	160	4.8	na	na
<b>Total</b>	<b>3,313</b>	<b>100</b>	<b>2,450</b>	<b>100</b>

Note: occupational coding based around Standard Occupational Codes (SOC), occupations with less than 20 are not reported in this table

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100

Base: those giving a specific or general career or job goal (E1), those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; E1 and C4 activity 1*

**E2a: Have your aspirations changed?****E2b: If yes, what kind of career do you now aspire to?****Table E2.1: Career goals - changes over time**

Career aspirations	Frequency	%
Changed	1,217	35.6
Remained the same	1,748	51.1
Unsure	454	13.3
Total	3,419	100

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; E2a*

**Table E2.2: Changed goals**

New career aspirations <sup>#</sup>	Frequency	%
Specific arts careers	607	51.1
General arts careers	361	8.1
Specific non-arts careers incl teaching	96	30.4
General non arts careers	31	2.6
Other broader life goals	183	15.4
Don't know	32	2.7
Base (N)	1,187	100

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100

Base: all those who changed their initial career goals (answering the question) (E2a)

Source: *Creative Graduates Creative Futures, IES, 2010; E2b*

### E3: How close to your chosen career do you consider yourself to be?

**Table E3.1: Career goals - movement towards goals**

Proximity to career goals	All respondents		Those describing work activities		Those in work	
	Frequency	%	Frequency	%	Frequency	%
Not at all close	262	7.6	136	5.2	209	6.8
Not very close	419	12.2	282	10.7	357	11.7
Fairly close	948	27.6	748	28.4	821	26.9
Very close	662	19.3	553	21.0	593	19.4
In my chosen career	1,087	31.7	879	33.4	1,033	33.8
Not applicable	54	1.6	32	1.2	39	1.3
Total	3,432	100	2,630	100	3,052	100

Base: as described (answering the question) (all, C1, B1(a))

Source: *Creative Graduates Creative Futures, IES, 2010; E3 by all, C1 and B1(a)*

**Table E3.2: Career goals - movement towards goals by whether changed goals (per cent)**

Proximity to career goals	Changed	Stayed the same	Unsure
Not at all/not very close	19.2	15.5	37.9
Fairly/very close	52.3	43.3	45.7
In my chosen career	26.6	40.3	12.7
Not applicable	1.3	1.0	3.8
Base (N)	1,216	1,738	449

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; E3 by E2a*

**Table E3.3: Proximity to chosen career by background characteristics (per cent)**

	Not at all close	Not very close	Fairly close	Very close	In chosen career	NA	Base (N)
All	7.6	12.2	27.6	19.3	31.7	1.6	3,432
<b>Gender</b>							
Male	7.3	10.9	27.6	20.2	31.7	2.3	940
Female	7.7	12.7	27.6	18.9	31.7	1.3	2,484
<b>Age group*</b>							
25 or younger	9.0	13.5	22.5	18.4	35.2	1.5	267
26 or 27	6.9	13.5	28.7	17.1	32.4	1.4	1,489
28 or 29	7.8	9.3	27.2	21.5	33.2	1.0	945
30 to 39	6.6	9.9	29.5	22.7	28.6	2.6	454
40+	12.0	18.1	24.7	19.3	23.2	2.7	259
<b>Student domicile status*</b>							
Home/UK domiciled	8.0	12.6	27.6	18.2	31.8	1.7	2,898
EU student	5.7	7.3	28.2	26.0	32.1	0.8	262
Non-EU/overseas student	4.6	12.5	24.1	25.9	31.5	1.4	216
<b>Disability</b>							
No disability	7.5	12.1	27.4	19.1	32.3	1.6	2,972
Dyslexia	7.3	12.0	29.4	21.9	28.6	0.9	343
Other disability	11.7	18.1	27.7	14.9	24.5	3.2	94
<b>Ethnicity</b>							
White	7.2	11.8	27.7	19.4	32.2	1.6	3,027
BME	10.8	14.7	27.3	18.1	27.8	1.3	381
<b>Family experience of HE*</b>							
No family experience of HE	8.9	13.4	29.0	18.5	28.5	1.7	604
Parent went to HE	6.3	10.6	30.2	19.6	31.7	1.6	1,541
Other family member went to HE	8.6	13.5	23.6	19.5	33.1	1.6	1,234

Notes: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; E3 by background characteristics (F4, F3, F2, F5, F8 and F9)*

Table E3.4: Proximity to chosen career by study characteristics

	Not at all close	Not very close	Fairly close	Very close	In chosen career	NA	Base (N)
All	7.6	12.2	27.6	19.3	31.7	1.6	3,432
<b>Year finished degree*</b>							
2002	6.2	11.0	26.1	21.9	33.1	1.7	827
2003	7.5	11.3	25.7	19.8	34.0	1.6	1,050
2004	8.8	13.2	30.2	17.4	29.1	1.4	1,266
<b>Classification of degree*</b>							
First	4.1	11.3	29.5	18.3	35.8	1.0	584
Upper second	6.8	11.4	27.6	19.6	32.8	1.7	1,724
Lower second	10.0	14.0	27.7	18.4	28.2	1.8	910
Third, pass, FdA pass, other	13.8	14.3	22.7	22.7	25.6	1.0	203
<b>Subject of study*</b>							
Fine art	8.9	16.6	28.6	20.8	22.8	2.3	640
Applied arts and crafts	8.5	14.8	31.8	17.6	27.3	0.0	176
3-D design	6.0	10.3	29.7	18.9	33.8	1.2	562
Graphic design	6.7	10.6	26.7	18.5	36.5	0.9	772
Fashion design	8.2	11.6	24.3	19.8	34.5	1.6	707
Media production and electronic design	8.5	10.6	29.7	19.1	29.7	2.3	434
Other visual and interdisciplinary arts	6.4	13.5	24.8	18.4	34.0	2.8	141

Notes: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; E3 by study characteristics (A5, A6 and A2)*

**Table E3.5: Proximity to chosen career by current work activities**

	Not at all close	Not very close	Fairly close	Very close	In chosen career	NA	Base (N)
All those in work	5.2	10.7	28.4	21.0	33.4	1.2	2,630
<b>Currently working in a creative occupation? (any job)</b>							
No	12.4	15.5	22.7	16.6	31.0	1.8	555
Yes	3.0	9.2	29.6	22.5	34.7	1.0	1,955
<b>Currently working in a creative industry? (any job)</b>							
No	15.1	16.8	22.8	15.0	27.7	2.6	548
Yes	2.4	9.1	29.8	22.2	35.6	0.9	1,807
<b>Currently working self employed (any job)</b>							
No	7.4	12.2	26.5	18.6	34.0	1.3	1,363
Yes	2.8	9.2	30.5	23.6	32.8	1.1	1,267
<b>Currently in permanent paid work (any job)</b>							
No	4.6	9.4	30.9	21.9	31.8	1.4	1,067
Yes	5.6	11.6	26.7	20.4	34.5	1.1	1,563
<b>Currently working in a temporary job (any job)</b>							
No	5.1	10.3	28.1	21.0	34.3	1.1	2,185
Yes	5.6	12.6	30.1	21.1	29.0	1.6	445
<b>Currently working unpaid (any job)</b>							
No	5.1	9.9	27.0	21.3	35.5	1.2	2,030
Yes	5.5	13.5	33.3	20.0	26.5	1.2	600

Base: all those describing work related activities (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; E3 by C4, C6, C3a, C3b, C3c and C3d*

## E4: If you are not yet in your chosen career, how likely do you think it is that you will be during the next five years?

**Table E4.1: Likelihood of achieving career goals within next five years**

Likelihood	Frequency	%
Not at all likely	113	6.1
Not very likely	358	19.4
Fairly likely	833	45.0
Very likely	546	29.5
Total	1,850	100

Base: all those not yet in chosen career (answering the question) (E3)

Source: *Creative Graduates Creative Futures, IES, 2010; E4*

**Table E4.2: Likelihood of achieving career goals within next five years by proximity to career goal (per cent)**

Likelihood	Not close	Not very close	Fairly close	Very close	All
Not at all likely	28.6	7.5	1.0	0.7	6.1
Not very likely	41.7	39.2	10.0	4.2	19.4
Fairly likely	25.0	45.5	56.8	34.2	45.0
Very likely	4.8	7.8	32.2	60.9	29.5
Total	252	400	791	407	1,850

Base: all those not yet in chosen career (answering the question) (E3)

Source: *Creative Graduates Creative Futures, IES, 2010; E4 by E3*

## E5: If you think it is unlikely that you will get into your chosen career in the next five years, why do you think this is the case?

**Table E5.1: Barriers to achieving career goals**

Barriers <sup>#</sup>	Frequency	%
Finances/lack of income (cost of living)/good income elsewhere	118	26.7
Lack of opportunities/difficult to break in/too much competition/environmental barriers (eg economic downturn)	106	24.0
Lack of experience	55	12.4
Lack of skills/need new/different skills/no confidence	45	10.2
Family/caring responsibilities	40	9.0
Costs/time of further study	37	8.4
Chose different/better career	34	7.7
Lack of direction/career focus/ideas/places to find help	29	6.6
Lack of time/need more than five years	26	5.9
Age issues	20	4.5
Happy in current/alternative career	20	4.5
Unhappy with industry	16	3.6
Too long since graduation	14	3.2
Lack of connections	14	3.2
Lack of desire (may if work hard enough)	13	2.9
Lack of help from university	11	2.5
Wrong degree	10	2.3
Other	12	2.7
Total	442	100

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: those not yet in their chosen career and feel they are unlikely to achieve it in the next five years (not at all likely or not very likely) (E3 and E4)

Source: *Creative Graduates Creative Futures, IES, 2010; E5*

## E6: How important are the following in the decisions you make about your career?

- a) earning a good salary
- b) being able to work for myself
- c) being able to pursue/maintain my creative practice
- d) being recognised/respected by my peers
- e) making full use of my knowledge and skills
- f) having time with my family and friends
- g) having a stable/regular source of income
- h) being able to try new things
- i) working with people from different disciplines
- j) having time to pursue hobbies/interests outside the workplace
- k) being able to continue to improve knowledge and skills
- l) being able to contribute to society/help others
- m) to identify myself as an artist/designer
- n) other

**Table E6.1: Importance of factors in decisions made about your career**

Motivators to career	Not at all %	Not very %	Fairly %	Very %	Mean score	Base (N)
Earning a good salary	2.2	11.5	52.9	33.3	3.17	3,425
Being able to work for myself	9.4	33.8	33.1	23.8	2.71	3,414
Being able to pursue/maintain my creative practice	1.9	8.0	31.9	58.2	3.46	3,422
Being recognised/respected by peers	1.9	13.0	42.2	42.9	3.26	3,441
Making full use of my knowledge and skills	0.3	2.5	32.2	65.0	3.62	3,463
Having time with my family and friends	0.6	5.6	36.3	57.5	3.51	3,448
Having a stable/regular source of income	0.8	5.6	33.2	60.3	3.53	3,457
Being able to try new things	0.3	6.9	44.1	48.7	3.41	3,449
Working with people from different disciplines	1.6	24.0	46.4	27.9	3.01	3,456
Having time to pursue hobbies/interests outside the workplace	1.3	13.2	43.6	41.9	3.26	3,431
Being able to continue to improve knowledge and skills	0.1	1.5	33.3	65.0	3.63	3,437
Being able to contribute to society/help others	1.5	18.4	45.7	34.4	3.13	3,433
To identify myself as an artist/designer	8.3	23.1	29.8	38.8	2.99	3,426
Other influence on decision	10.5	3.9	12.8	72.9	3.48	258

Note: where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the score the more important the driver-

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; E6a to E6n*



**Table E6.2: 'Development' career driver - summary table**

- number of cases = 3,409; number of items = 5
- minimum = 1; maximum = 4
- mean = 3.36; standard deviation = 0.450
- alpha score = 0.724

Development	Base (N)	Min	Max	Mean	SD
Making full use of my knowledge and skills	3,463	1	4	3.62	0.553
Being able to try new things	3,449	1	4	3.41	0.631
Working with people from different disciplines	3,456	1	4	3.01	0.765
Being able to continue to improve knowledge and skills	3,437	1	4	3.63	0.521
Being able to contribute to society/help others	3,433	1	4	3.13	0.755

Source: *Creative Graduates Creative Futures, IES, 2010; E6e, E6h, E6i, E6k, E6l*

**Table E6.3: 'Independence/Identity' career driver - summary table**

- number of cases = 3,349; number of items = 4
- minimum = 1; maximum = 4
- mean = 3.11; standard deviation = 0.548
- alpha score = 0.574

Independence/Identity	Base (N)	Min	Max	Mean	SD
Being able to work for myself	3,414	1	4	2.71	0.932
Being able to pursue/maintain my creative practice	3,422	1	4	3.46	0.724
To identify myself as an artist/designer	3,426	1	4	2.99	0.975
Being recognised/respected by my peers	3,441	1	4	3.26	0.752

Source: *Creative Graduates Creative Futures, IES, 2010; E6b, E6c, E6m, E6d*

**Table E6.4: 'Income' career driver - summary table**

- number of cases = 3,421; number of items = 2
- minimum = 1; maximum = 4
- mean = 3.35; standard deviation = 0.586
- alpha score = 0.663

Income	Base (N)	Min	Max	Mean	SD
Earning a good salary	3,425	1	4	3.17	0.712
Having a stable/regular source of income	3,457	1	4	3.53	0.642

Source: *Creative Graduates Creative Futures, IES, 2010; E6a, E6g*

**Table E6.5: 'Work/life Balance' career driver - summary table**

- number of cases = 3,418; number of items = 2
- minimum = 1; maximum = 4
- mean = 3.38; standard deviation = 0.586
- alpha score = 0.640

Work/life balance	Base (N)	Min	Max	Mean	SD
Having time with my family and friends	3,448	1	4	3.51	0.631
Having time to pursue hobbies/interests outside the workplace	3,431	1	4	3.26	0.732

Source: *Creative Graduates Creative Futures, IES, 2010; E6f, E6j*

**Table E6.6: Importance of grouped factors in decisions made about careers by background characteristics**

	Development	Independence/ Identity	Income	Work/ Life Balance
All	3.36	3.11	3.35	3.38
<b>Gender</b>				
Male	3.31*	3.12	3.33	3.33*
Female	3.38*	3.10	3.36	3.40*
<b>Age group</b>				
25 or younger	3.34	3.07*	3.45*	3.42*
26 or 27	3.34	3.06*	3.39*	3.40*
28 or 29	3.36	3.08*	3.40*	3.43*
30 to 39	3.41	3.23*	3.23*	3.29*
40+	3.38	3.32*	3.07*	3.24*
<b>Student domicile status</b>				
Home/UK domiciled	3.35	3.08*	3.37*	3.41*
EU/overseas student	3.39	3.25*	3.26*	3.24*
<b>Disability</b>				
No disability	3.36	3.10*	3.36	3.38
Dyslexia/other disability	3.39	3.16*	3.31	3.37
<b>Ethnicity</b>				
White	3.35*	3.09*	3.34*	3.39
BME	3.43*	3.23*	3.44*	3.35
<b>Family experience of HE</b>				
No family experience of HE	3.35	3.11	3.39*	3.31*
Parent went to HE	3.36	3.11	3.30*	3.37*
Other family member went to HE	3.36	3.10	3.40*	3.43*

Notes: \* indicates statistically significant difference, # scores range from 1 to 4, the higher the score the more important the driver

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; E6 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table E6.7: Importance of grouped factors in decisions made about careers by study characteristics**

	Development	Independence/ Identity	Income	Work/Life Balance
All	3.36	3.11	3.35	3.38
<b>Year finished degree</b>				
2002	3.35	3.07	3.38	3.42
2003	3.36	3.10	3.33	3.38
2004	3.36	3.13	3.35	3.37
<b>Classification of degree</b>				
First	3.36	3.18*	3.27*	3.36
Upper second	3.36	3.10*	3.33*	3.39
Lower second	3.35	3.06*	3.43*	3.39
Third, pass, FdA pass, other	3.38	3.17*	3.47*	3.36
<b>Subject of study</b>				
Fine art	3.40	3.20*	3.13*	3.32*
Applied arts and crafts	3.36	3.17*	3.38*	3.39*
3-D design	3.34	3.11*	3.41*	3.39*
Graphic design	3.34	3.14*	3.40*	3.43*
Fashion design	3.37	3.06*	3.47*	3.41*
Media production and electronic design	3.34	3.03*	3.32*	3.33*
Other visual and interdisciplinary arts	3.32	2.94*	3.34*	3.37*

Notes: \* indicates statistically significant difference, # scores range from 1 to 4, the higher the score the more important the driver

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; E6 by study characteristics (A5, A6 & A2)*

**Table E6.8: Importance of earning a good salary in the career decisions by current income**

Income Current personal annual income - Gross*	Importance of earning a good salary				
	Not at all	Not very	Fairly	Very	All
Less than £15,001	77.3	57.8	33.3	20.9	32.9
£15,001 to £20,000	10.6	20.6	20.3	16.7	18.9
£20,001 to £30,000	10.6	16.5	34.9	41.6	34.5
More than £30,000	1.5	5.1	11.4	20.9	13.7
Base (N)	66	389	1,766	1,111	3,332

Notes: \* indicates statistically significant difference

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010; E6a by F10*

**Table E6.9: Importance of being able to work for oneself in the career decisions by current experience of self employment (per cent)**

Self employed in any job*	Importance of being able to work for myself				
	Not at all	Not very	Fairly	Very	All
Not self employed	86.8	72.5	46.2	23.5	51.7
Some self employment	13.2	27.5	53.8	76.5	48.3
Base (N)	197	843	887	693	2,620

Notes: \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010; E6b by C3a*

## **E7: During the next five years, how likely do you think it is that you will be doing any of the following?**

- a) doing the same as present
- b) doing a higher level job in the same career
- c) changing working hours
- d) doing a range of jobs/activities
- e) working freelance
- f) running my own business
- g) changing career direction
- h) training/learning new skills
- i) doing something completely different
- j) parenthood/looking after dependents
- k) other

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**Table E7.1: Looking to the future - anticipated activities/changes in the next five years**

Possible changes	Not likely %	Likely %	Total (N)
Doing the same as present	30.8	69.2	3,338
Doing a higher level job in the same career	20.6	79.3	3,178
Changing working hours	39.9	60.1	3,204
Doing a range of jobs/activities	34.0	66.0	3,280
<i>Some form of self employment*</i>	37.6	62.4	3,293
Working freelance	46.1	53.9	3,254
Running my own business	55.7	44.3	3,251
Changing career directions	71.8	28.2	3,271
Training/learning new skills	17.9	82.1	3,343
Doing something completely different	78.8	21.2	3,307
Parenthood/looking after dependents	44.3	55.7	3,261

Note: \* this has been derived from either freelance or running own business  
 Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010, E7*

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**Table E7.2: Anticipated actions/activities within next 5 years by background characteristics (per cent fairly/very likely to be doing so)**

	Same	Promotion	Change hours	Range of jobs	Self employment	Freelance	Own business	Change direction	CPD	Different	Caring
All	69.2	79.3	60.1	66.0	62.4	53.9	44.3	28.2	82.1	21.2	55.7
<b>Gender</b>											
Male	70.6	84.5*	56.8*	66.7	66.6*	57.3*	48.8*	25.5*	81.7	20.2	44.2*
Female	68.7	77.4*	61.4*	65.7	60.7*	52.5*	42.6*	29.1*	82.3	21.6	60.1*
<b>Age group</b>											
25 or younger	67.1*	87.1*	60.1*	65.9	60.6*	50.8*	40.6*	32.1	81.6	22.8	45.6*
26 or 27	67.7*	81.2*	56.5*	64.2	57.1*	49.9*	38.3*	28.9	82.2	20.8	55.0*
28 or 29	69.8*	81.1*	62.8*	66.2	62.0*	52.3*	44.4*	26.6	82.9	20.9	60.3*
30 to 39	70.5*	80.9*	64.0*	68.3	72.9*	62.1*	59.0*	27.6	82.4	22.0	62.8*
40+	77.1*	48.6*	64.0*	72.0	77.5*	71.4*	57.9*	25.5	79.6	21.2	38.7*
<b>Student domicile status</b>											
Home/UK domiciled	70.0*	78.7*	59.7	65.0*	59.6*	51.9*	40.6*	28.0	82.3	21.3	55.3
EU	68.8*	87.1*	64.4	72.3*	78.4*	67.7*	65.2*	26.8	79.0	17.2	60.2
Overseas student	59.6*	79.4*	56.9	70.4*	79.9*	62.6*	67.3*	31.5	81.6	23.9	54.2
<b>Disability</b>											
No disability	69.8*	79.3	58.8*	64.6*	61.7	52.9*	43.4*	28.3	82.2	21.0	55.7
Dyslexia	66.5*	79.9	68.0*	73.2*	67.9	59.8*	51.1*	27.6	80.1	21.0	56.6
Other disability	56.0*	76.7	67.5*	81.3*	61.8	58.4*	43.7*	27.3	89.0	28.6	54.0
<b>Ethnicity</b>											
White	70.4*	79.2	59.7	65.1*	61.1*	53.1*	42.9*	27.1*	81.7*	20.1*	55.9
BME	59.7*	81.5	62.4	72.7*	72.0*	59.7*	55.4*	36.9*	85.9*	29.5*	53.8
<b>Family experience of HE</b>											
No family experience of HE	69.5	77.8*	58.8	60.0*	58.2*	50.0*	42.7*	28.5	79.9	20.6	49.7*
Parent went to HE	67.5	81.3*	61.4	69.3*	66.9*	58.5*	47.0*	26.4	83.2	20.2	59.3*
Other family member went to HE	71.0	77.5*	59.1	64.5*	59.0*	50.1*	41.9*	29.9	81.8	22.2	54.1*

Notes: \* indicates statistically significant difference.

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010, E7 by background characteristics (F4, F3, F2, F5, F8 and F9)*

**Table E7.3: Anticipated actions/activities within next 5 years by study characteristics (per cent fairly/very likely to be doing so)**

	Same	Promotion	Change hours	Range of jobs	Self employment	Freelance	Own business	Change direction	CPD	Different	Caring
All	69.2	79.3	60.1	66.0	62.4	53.9	44.3	28.2	82.1	21.2	55.7
<b>Year finished degree</b>											
2002	71.6*	79.0	60.9	63.3	59.0	50.2	43.1	24.9	80.9	19.2	59.3*
2003	71.5*	80.2	60.1	64.9	61.8	53.6	43.6	27.9	83.8	21.0	59.2*
2004	66.1*	78.8	58.8	67.1	64.0	55.5	43.9	29.6	80.9	21.9	51.5*
<b>Classification of degree</b>											
First	69.2	79.5	60.7	69.0	67.1*	57.6*	48.9*	25.4*	78.1*	16.0*	56.2
Upper second	70.1	79.5	60.1	65.0	63.0*	55.9*	42.5*	26.7*	82.5*	19.5*	54.7
Lower second	68.3	79.2	59.1	64.9	56.8*	47.7*	43.2*	30.6*	83.6*	25.1*	57.3
Third, pass, FdA pass, other	66.7	76.2	62.6	71.8	67.2*	53.0*	52.7*	38.2*	83.9*	33.7*	55.7
<b>Subject of study</b>											
Fine art	72.4	72.6*	68.3*	74.8*	68.5*	62.6*	48.1*	28.1	85.3*	21.1	55.1
Applied arts and crafts	70.3	71.8*	67.9*	72.1*	64.1*	53.9*	51.2*	31.4	81.3*	24.1	56.6
3-D design	70.4	79.0*	55.1*	65.1*	58.9*	46.4*	45.6*	27.3	81.9*	19.6	56.1
Graphic design	69.1	83.5*	56.6*	62.9*	65.3*	57.3*	43.5*	25.2	83.6*	22.0	56.1
Fashion design	68.8	82.0*	58.5*	63.3*	55.7*	45.8*	40.4*	29.8	77.6*	18.6	58.5
Media production and electronic design	64.6	82.3*	58.1*	63.4*	64.2*	58.4*	45.3*	29.0	81.4*	22.1	49.9
Other visual and interdisciplinary arts	66.4	73.9*	66.4*	61.6*	58.5*	51.1*	34.3*	33.3	85.6*	29.4	57.0

Notes: \* indicates statistically significant difference.

Base: all respondents (answering the question)

Source: *Creative Graduates Creative Futures, IES, 2010, E7 by study characteristics (A5, A6 and A2)*

**Table E7.4: Anticipated actions/activities within next 5 years by current work activities characteristics (per cent fairly/very likely to be doing so, those in work only)**

	Same	Promo- tion	Change hours	Range of jobs	Self employment	Freelance	Own business	Change	CPD	Different	Caring
All those in work	70.8	80.6	59.6	67.7	67.8	59.8	48.7	25.5	81.9	18.2	54.8
<b>Currently working in a creative occupation? (any job)</b>											
No	69.6*	76.6*	52.1*	58.6*	41.8*	32.1*	31.7*	31.4*	83.3	22.8*	59.1
Yes	71.8*	82.2*	61.6*	70.2*	75.1*	67.8*	53.6*	22.7*	81.3	16.0*	53.5
<b>Currently working in a creative industry? (any job)</b>											
No	66.7*	74.9*	53.9*	56.3*	36.7*	28.8*	25.5*	35.4*	83.6	27.0*	58.8
Yes	71.0*	82.3*	60.7*	69.9*	76.3*	68.5*	54.0*	22.8*	81.3	15.8*	53.4
<b>Currently working self employed (any job)</b>											
No	65.7*	82.4*	51.7*	56.3*	44.1*	36.3*	26.2*	28.0*	80.2*	20.1*	54.6
Yes	76.2*	78.5*	68.4*	80.0*	93.8*	85.9*	74.0*	22.7*	83.6*	16.1*	54.9
<b>Currently in permanent paid work (any job)</b>											
No	73.7*	76.0*	66.4*	78.4*	87.2*	80.0*	68.9*	25.5	81.7	18.9	52.1*
Yes	68.8*	83.4*	55.2*	60.4*	54.9*	46.5*	35.7*	25.4	82.0	17.7	56.6*
<b>Currently working in a temporary job (any job)</b>											
No	71.1	81.7*	58.2*	65.4*	65.7*	57.4*	47.1*	24.7	81.5	17.5	55.6
Yes	69.3	75.0*	66.5*	79.0*	78.1*	71.3*	56.7*	29.0	83.8	21.4	50.6
<b>Currently working unpaid (any job)</b>											
No	71.4	81.6*	56.6*	62.3*	64.4*	55.6*	45.8*	25.1	80.0*	17.5	55.2
Yes	68.7	77.2*	70.2*	85.8*	79.2*	73.7*	58.7*	26.7	88.1*	20.6	53.3

Notes: \* indicates statistically significant difference.

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010, E7 by work characteristics (C1, C4, C6, C3a, C3b, C3c and C3d)*



## Section F: About you

### F1: Where is/was your main area of residence: before starting your UNDERGRADUATE degree course; and currently?

Table F1.1: Sample breakdown - location before, during and after study (at the time of the survey)

	Prior to study		During study		At survey	
	Frequency	%	Frequency	%	Frequency	%
South East England	718	20.8	590	17.0	578	17.0
Greater London	496	14.4	859	24.7	887	26.1
South West England	385	11.2	459	13.2	324	9.5
East Anglia	220	6.4	168	4.8	153	4.5
East Midlands	179	5.2	345	9.9	146	4.3
West Midlands	176	5.1	92	2.6	124	3.6
North East England	79	2.3	102	2.9	52	1.5
North West England	289	8.4	307	8.8	265	7.8
Yorkshire & Humberside	188	5.5	252	7.2	167	4.9
Scotland	212	6.2	189	5.4	191	5.6
Wales	103	3.0	113	3.3	82	2.4
Northern Ireland	29	0.8	na	na	18	0.5
Other UK	16	0.5	na	na	11	0.3
Overseas country	357	10.4	na	na	405	11.9
Base (known)	3,447	100	3,476	100	3,403	100
(Missing/unknown)	(31)	-	(2)	-	(75)	-

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010, F1 and A3*

**Table F1.2: Current location and whether reporting work at the time of the survey**

	In region	Working		Not working		Base (N)
	%	Frequency	%	Frequency	%	
South East England	17.0	437	75.9	139	24.1	576
Greater London	26.0	719	81.7	161	18.3	880
South West England	9.5	247	76.5	76	23.5	323
Midlands and East Anglia	12.4	295	69.9	127	30.1	422
Northern England	14.2	355	73.5	128	26.5	483
Scotland, Wales, NI, and Islands	8.9	238	78.8	64	21.2	302
Overseas	11.9	320	79.0	85	21.0	405
All graduates	100	2,611	77.0	780	23.0	3,391

Base: all respondents (excludes missing or erroneous answers)

Source: *Creative Graduates Creative Futures, IES, 2010, F1 by C1*

**Table F1.3: Current location and occupation in any of up to three jobs/work related activities (highlighting creative roles)**

Current location	Has creative occupation	No Creative occupation	Base (N)
South East England	76.0	24.0	421
Greater London	84.9	15.1	690
South West England	73.4	26.6	233
Midlands and East Anglia	73.7	26.3	281
Northern England	70.3	29.7	340
Scotland, Wales, NI, and Islands	75.6	24.4	225
Overseas	82.8	17.2	302
All	78.0	22.0	2,492

Note: Teaching is NOT included in our definition of creative occupation

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010, F1 by C4*

**Table F1.4: Current location and industry/sector in any of up to three jobs/work related activities (highlighting work in creative industries)**

Current location	Has work in creative industries	No work in creative industries	Base (N)
South East England	72.1	27.9	402
Greater London	84.6	15.4	641
South West England	72.4	27.6	221
Midlands and East Anglia	70.3	29.7	259
Northern England	68.9	31.1	322
Scotland, Wales, NI, and Islands	73.2	26.8	213
Overseas	87.7	12.3	284
All	76.9	23.1	2,342

Base: all those reporting work related activities (C1)

Source: *Creative Graduates Creative Futures, IES, 2010, F1 by C6*

## F2: When you started your UNDERGRADUATE degree course, how were you classed?

**Table F2.1: Student domicile status**

Status	Frequency	%
Home	2,924	85.8
EU	267	7.8
Int'l	216	6.3
Total (known)	3,407	100
(Missing/unknown)	(71)	-
	3,478	100

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010, F2*

### F3: What was your age on your last birthday?

Table F3.1: Age (last birthday) measured during September 2008

Age	Frequency	%
Under 30	2,717	78.9
- 25 or younger	268	7.8
- 26/27	1,500	43.5
- 28/29	949	27.5
Aged 30-39	459	13.3
40 and older	269	7.8
Total (known)	3,445	100
(Missing/unknown)	(33)	-
	3,478	100

Note: mean age was 29.5

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010, F3*

### F4: What is your gender?

Table F4.1: Gender

Gender	Frequency	%
Male	947	27.4
Female	2,508	72.6
Total (known)	3,455	100
(Missing/unknown)	(23)	-
	3,478	100

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010, F4*

## F5: Do you consider yourself to have a disability? If yes, please give brief details

**Table F5.1: Disability**

Disability	Frequency	%
Not disabled	2,996	87.1
Dyslexia	349	10.1
Other disability/learning difficulty/ health or mental health difficulty	95	2.8
Total	3,440	100
(Missing/unknown)	(38)	-
	3,478	100

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010, F5*

## F7: Which of the following qualifications did you have PRIOR to starting your undergraduate degree course?

**Table F7.1: Prior educational qualifications**

Prior qualification <sup>#</sup>	Frequency	%
Art and design foundation course	2,033	59.2
Foundation Degree	76	2.2
HNC/HND	246	7.2
First degree	134	3.9
Access to HE	93	2.7
BTEC National/ScotVEc	530	15.4
A/AS level	2,180	63.5
GCSEs/Scottish Standards	2,287	66.6
AVCE/VCE	15	0.4
NVQ/SVQ level 3, GNVQ advanced	361	10.5
Other <sup>2</sup>	288	8.4
Total (known)	3,432	100
(Missing/unknown)	(46)	-
Base (N)	3,478	

Note: <sup>#</sup> multiple response question, therefore sum % may be greater than 100%

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010, F7*

<sup>2</sup> These other prior qualifications include: international qualification, prior degree level modules, prior postgraduate qualification, City and Guilds, GNVQ Intermediate.

## F8: How would you describe your ethnicity?

**Table F8.1: Ethnicity**

	Ethnicity	Frequency	%
Ethnicity	White	3,062	88.9
	BME	383	11.1
	- Mixed	109	3.2
	- Asian	95	2.8
	- Black	41	1.2
	- Chinese	111	3.2
	- Other	27	0.8
	Total (known)	3,445	100
	(Missing/unknown)	(33)	-
Base (N)		3,478	100

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010, F8*

## F9: Has anyone else in your family studied at university/polytechnic or college of higher education?

**Table F9.1: Family experience of HE**

	Family experience of HE	Frequency	%
Family experience of HE	Parents	1,558	45.6
	Other family (not parent)	1,247	36.5
	None	609	17.8
	Total (known)	3,414	100
	(Missing/unknown)	(64)	-
Base (N)		3,478	100

Base: all respondents (answering the question), missing data or non-valid responses (eg don't know) indicated in brackets

Source: *Creative Graduates Creative Futures, IES, 2010, F9*

## F10: What is your personal gross annual income?

Table F10.1: Gross personal annual income

Income	All graduates		Those in work	
	Frequency	%	Frequency	%
£5,000 or less	301	8.9	207	8.0
£5,001 to £10,000	371	11.0	304	11.7
£10,001 to £15,000	445	13.2	338	13.0
£15,001 to £20,000	638	18.9	501	19.3
£20,001 to £30,000	1,157	34.3	892	34.3
£30,001 to £40,000	339	10.1	260	10.0
£40,001 to £50,000	73	2.2	56	2.2
Over £50,000	49	1.5	40	1.5
Total	3,373	100	2,598	100

Base: all, all those reporting work related activities (all, C1)

Source: *Creative Graduates Creative Futures, IES, 2010, F10*

**Table F10.2: Personal annual gross income (of those in work) by background characteristics (per cent)**

	Less than £15,001	£15,001 to £20,000	£20,001 to £30,000	More than £30,000	Base (N)
All those in work	32.7	19.3	34.3	13.7	2,598
<b>Gender*</b>					
Male	25.1	20.0	32.8	22.2	726
Female	35.7	19.0	34.9	10.4	1,864
<b>Age group*</b>					
25 or younger	37.1	20.6	34.5	7.7	194
26 or 27	27.2	20.3	40.5	12.0	1,109
28 or 29	28.9	18.7	34.8	17.6	722
30 to 39	37.4	20.6	25.8	16.2	345
40+	62.5	12.5	14.4	10.6	216
<b>Student domicile status*</b>					
Home/UK domiciled	30.8	19.4	36.7	13.0	2,170
EU student	44.4	16.4	23.1	16.0	225
Non-EU/overseas student	42.2	20.8	17.5	19.5	154
<b>Disability</b>					
No disability	31.8	19.7	34.3	14.2	2,239
Dyslexia	37.4	16.3	34.1	12.2	270
Other disability	45.6	14.7	33.8	5.9	68
<b>Ethnicity</b>					
White	32.2	19.4	34.8	13.7	2,315
BME	36.2	18.5	30.6	14.8	271
<b>Family experience of HE</b>					
No family experience of HE	34.0	17.6	34.4	14.0	450
Parent went to HE	34.8	19.2	33.0	13.0	1,185
Other family member went to HE	29.7	20.2	35.6	14.5	930

Note \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010, F10 by background characteristics (F4, F3, F2, F5, F8 and F9)*



**Table F10.3: Personal annual gross income (of those in work) by study characteristics (per cent)**

	Less than £15,001	£15,001 to £20,000	£20,001 to £30,000	More than £30,000	Base (N)
All those in work	32.7	19.3	34.3	13.7	2,598
<b>Year finished degree*</b>					
2002	28.7	19.1	35.1	17.1	649
2003	31.2	19.0	35.2	14.6	795
2004	34.6	20.7	34.0	10.7	949
<b>Classification of degree*</b>					
First	30.7	20.4	32.2	16.7	485
Upper second	31.2	17.7	37.5	13.5	1,338
Lower second	34.9	21.5	31.8	11.8	628
Third, pass, FdA pass, other	44.7	18.4	22.7	14.2	141
<b>Subject area of degree*</b>					
Fine art	49.3	18.8	22.4	9.5	495
Applied arts and crafts	43.6	21.1	30.8	4.5	133
3-D design	25.9	16.0	37.0	21.1	413
Graphic design	24.6	19.5	42.2	13.7	619
Fashion design	31.0	20.7	34.7	13.6	507
Media production and electronic design	28.6	20.8	35.8	14.8	332
Other visual or interdisciplinary arts	36.4	19.2	31.3	13.1	99

Note \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010, F10 by study characteristics (A5, A6 & A2)*

**Table F10.4: Personal annual gross income (of those in work) by current work situation (per cent)**

	Less than £15,001	£15,001 to £20,000	£20,001 to £30,000	More than £30,000	Base (N)
All those in work	32.7	19.3	34.3	13.7	2,598
<b>Creative occupation (current, any job, excl teaching)*</b>					
No Creative occupation	28.4	19.0	39.7	12.8	546
Has creative occupation	33.6	19.3	33.4	13.7	1,935
<b>Creative sector (current, any job)*</b>					
No work in creative industries	23.6	21.4	42.9	12.1	538
Has work in creative industries	34.9	18.7	32.3	14.1	1,790
<b>Number of work activities*</b>					
One	22.4	19.8	42.4	15.4	1,350
Two	41.2	19.3	26.6	12.8	786
Three	48.5	19.3	23.8	8.3	336
Four or more	48.0	13.8	23.6	14.6	123

Note \* indicates statistically significant difference

Base: all those reporting work related activities (excludes missing or erroneous answers) (C1)

Source: *Creative Graduates Creative Futures, IES, 2010, F10 by work characteristics (C4, C6 & C2)*

## F11: How well would you say that you are managing financially these days?

**Table F11.1: Financial situation**

Perceived financial situation	All graduates		Those in work	
	Frequency	%	Frequency	%
Living comfortably	922	27.2	710	27.4
Getting by	1,689	49.9	1,309	50.5
Finding it difficult	776	22.9	575	22.2
Total	3,387	100	2,594	100

Base: all, all those reporting work related activities (excludes missing, 'don't know' or erroneous answers) (all, C1)

Source: *Creative Graduates Creative Futures, IES, 2010, F11 by all and C1*