



**CREATIVE
GRADUATES
CREATIVE
FUTURES**



Crafting Futures

a study of the early careers of crafts graduates from
UK higher education institutions

Appendices

Appendix A - Crafts graduates' degree titles

Degree title

BA 3D Design
BA 3D Design & Jewellery Design
BA 3D Design: Ceramics
BA 3D design: Metals
BA 3D Design: Metalwork & Jewellery
BA 3D Design: Silversmithing & Goldsmithing
BA 3D Design: Silversmithing & Jewellery
BA Applied & Media Arts
BA Applied & Media Arts: 3D Media
BA Applied & Media Arts: Lens & Digital Media
BA Applied Art(s)
BA Applied Art: Silversmithing & Metalwork
BA Applied Arts: Media
BA Applied Arts: Metals, Ceramics & Glass
BA Architectural Glass
BA Architectural Stained Glass
BA Art & Craft
BA Art & Design
BA Art & Design Textiles
BA Art, Design & Media
BA Book Arts & Crafts
BA Ceramic Design
BA Ceramics
BA Ceramics & Design
BA Ceramics & Fine Art
BA Conservation
BA Constructed Textile Design
BA Constructed textiles
BA Contemporary Crafts
BA Creative Arts
BA Creative Textile Craft(s)
BA Decorative Art(s)
BA Design
BA Design & Applied Art: Ceramics
BA Design & Applied Arts
BA Design & Technical for Fashion Industry

Degree title

BA Design: Ceramics
BA Design: Silversmithing & Jewellery
BA Design: Textiles
BA Embroidery
BA Fashion & Textile Design
BA Fashion & Textiles
BA Fine Art
BA Furniture
BA Furniture & Product Design
BA Furniture Design
BA Glass & Architectural Glass
BA Goldsmithing, Silversmithing & Jewellery Design
BA Graphic Communication
BA Integrated 3D Design
BA Interior Architecture
BA Interior Design
BA Jewellery
BA Jewellery & Silversmithing
BA Jewellery Design
BA Jewellery & Ceramics
BA Modelmaking
BA Modelmaking for media and design
BA Multi Media Textiles
BA Print Media (Surface Design)
BA Printed & Woven Textiles
BA Printed Textile Design
BA Printed Textiles
BA Printed Textiles & Surface Pattern Design
BA Silversmithing & Jewellery
BA Silversmithing & Metalwork
BA Silversmithing, Goldsmithing & Jewellery
BA Specialist Art & Design
BA Stained Glass
BA Surface Pattern & Printed Textiles
BA Surface Pattern Design
BA Surface Pattern Design & Contemporary Applied Arts
BA Surface Pattern Design: Textiles
BA Tapestry
BA Tapestry: Drawing & Painting

Degree title

BA Textile & Fashion Design
BA Textile & Multi-media Design
BA Textile & Surface Pattern Design
BA Textile Craft(s)
BA Textile Design
BA Textiles
BA Textiles Design: Woven
BA Textiles: Contemporary Textile Practice
BA Textiles: Print
BA Textiles: Woven & Printed
BA Visual Arts
BA Visual Arts: Ceramics
BA Visual Arts: Metalwork & Silversmithing
BA Visual Studies
BA Visual Studies: Ceramics
BA Woven Textile Design
BA Woven Textiles
BA/BSc Textile Design
BDes 3D Design
BDes Ceramic Design
BDes Constructed Textiles
BDes Craft Design
BDes Design
BDes Jewellery & Metalwork Design
BDes Jewellery Design
BDes Printed Textiles

Appendix B - Core Tables

Sample breakdown

Table B1: Sample breakdown - personal characteristics

	Personal characteristics	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Domicile	Home/UK domiciled	93.7	91.4	92.7	85.8
	EU student	2.3	6.8	4.3	7.8
	Non-EU/overseas student	4.0	1.8	3.0	6.3
	Total	100	100	100	100
	Base (N)	351	279	630	3,407
Gender	Male	2.0	17.1	8.7	27.4
	Female	98.0	82.9	91.3	72.6
	Total	100	100	100	100
	Base (N)	357	286	643	3,455
Age (at last birthday)* (Mean = 29.9)	25 or younger	7.3	5.2	6.4	7.8
	26 or 27	43.5	36.7	40.5	43.5
	28 or 29	36.2	31.1	34.0	27.5
	30 to 39	5.9	15.7	10.3	13.3
	40+	7.0	11.2	8.9	7.8
	Total	100	100	100	100
	Base (N)	356	286	642	3,445
Disability	Dyslexia	10.7	14.5	12.4	10.1
	Other disability/ difficulty	3.1	1.8	2.5	2.8
	Not disabled	86.2	83.7	84.7	87.0
	Total	100	100	100	100
	Base (N)	354	282	641	3,451
Ethnicity	White	91.3	94.4	92.7	88.9
	BME	8.7	5.6	7.3	11.1
	Total	100	100	100	100
	Base (N)	356	286	642	3,445
Family experience of HE	Parent	46.6	46.8	46.7	45.6
	Other family (not parent)	37.8	38.0	37.9	36.5
	None	15.6	15.1	15.4	17.8
	Total	100	100	100	100
	Base (N)	352	284	636	3,414

Note: * Measured during September 2008

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

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

Table B1a: Full-time Crafts* undergraduates by gender and domicile - percentage #

	1999/ 00	2000/ 01	2001/ 02	2002/ 03	2003/ 04	2004/ 05	2005/ 06	2006/ 07	2007/ 08	2008/ 09
Gender										
Male	14	11	13	12	13	13	14	14	13	11
Female	86	90	87	87	87	87	86	86	87	88
Total	100	100	100	100	100	100	100	100	100	100
Base (N)	430	405	395	900	1,115	1,205	1,315	1,240	995	965
Domicile										
Home/UK domiciled	98	96	97	94	96	95	96	95	96	94
EU	<1	2	0	2	1	1	2	2	2	2
Non-EU/overseas	<1	1	1	4	4	3	2	2	2	4
Total	100	100	100	100	100	100	100	100	100	100
Base (N)	430	405	395	900	1,115	1,205	1,315	1,240	995	965

Note: # Due to HESA rounding strategy sum % may not equal 100%

* 'Crafts' subjects based on group w700 of the Joint Academic Coding System

Base: Full-time 'Crafts' undergraduates at UK HEIs

Source: Students in Higher Education Institutions 1999/00 to 2008/09, HESA

Table B2: Sample breakdown - educational characteristics

	Educational characteristics	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Subject of study*	Fine Art	0.0	1.4	0.6	18.7
	Applied arts and crafts	2.8	59.1	27.8	5.1
	3-D design	2.8	38.1	18.5	16.4
	Graphic design, visual communication and typography	2.0	1.0	1.6	22.5
	Textiles and Fashion	91.9	0.0	51.1	20.6
	Media production, photography and interactive and electronic design	0.0	0.3	0.2	12.6
	Other visual or interdisciplinary arts, writing/journalism/advertising/cultural studies	0.6	0.0	0.3	4.1
	Total	100	100	100	100
	Base (N)	358	286	644	3,478
Year finished degree	Before 2002	1.1	2.1	1.6	2.1
	2002	29.6	25.0	27.6	24.5
	2003	29.9	33.9	31.7	31.0
	2004	36.5	31.8	34.4	37.5
	After 2004	2.8	7.1	4.8	4.9
	Total	100	100	100	100
	Base (N)	351	280	631	3,424
Classification of degree (revised)	First	23.5	19.3	21.6	17.0
	Upper second	49.2	43.2	46.5	50.5
	Lower second	24.6	29.5	26.7	26.5
	Third, pass, FdA pass, other	2.8	8.1	5.1	5.9
	Total	100	100	100	100
	Base (N)	358	285	643	3,464

Note: * Based on first subject

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

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

Table B3: Craft subject described as first or second subject

	%
Craft main subject	92.5
Craft secondary subject	7.5
Base (N)	644

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

Table B4: First subject of study - detailed

	%
Fine art	0.5
Other fine art	0.2
Ceramics	5.3
Metal, silver/goldsmithing, jewellery	10.2
Glass and plastics	0.9
Surface decoration	3.4
Bookbinding/paper	0.5
Other conservation	0.9
Other applied arts	6.5
3-D design	10.4
Furniture design	3.3
Other design studies	4.8
Graphic design, visual communication and typography	0.5
Multi-media design	1.1
Textiles design	47.2
Fashion and textiles design	3.9
Media production and photography	0.2
Other creative arts/writing/journalism/literature	0.3
Base (N)	644

Source: Creative Graduates Creative Futures, IES, 2010

Skill development and importance

Table B5: Skill development and importance

	All crafts graduates				All creative graduates			
	Development Very/fairly, %	Base (N)	Importance Very/fairly, %	Base (N)	Development Very/fairly, %	Base (N)	Importance Very/fairly %	Base (N)
Written communication	69.4	635	86.5	620	69.4	3,426	83.7	3,323
Presenting your work/ ideas	91.0	634	93.1	622	89.4	3,425	92.7	3,315
Understanding client needs	48.4	638	90.6	620	47.1	3,414	90.3	3,316
Collaborating with others	73.8	640	88.2	620	79.1	3,430	91.9	3,322
Making/technical/design skills	89.3	638	81.8	621	75.8	3,433	81.4	3,320
Flexibility/adaptability	82.6	639	95.6	616	81.0	3,423	94.8	3,317
Using IT/Software	44.2	640	89.5	619	47.3	3,434	88.7	3,322
Visual skills	95.0	637	89.3	617	90.4	3,429	90.0	3,315
Creativity/innovation	94.2	639	90.3	621	92.1	3,439	91.7	3,325
Research skills	87.8	640	83.6	622	83.3	3,434	80.9	3,323
Initiative/risk taking	68.4	640	81.0	620	68.0	3,430	80.9	3,322
Self confidence	71.6	638	97.7	619	71.8	3,435	97.0	3,319
Problem solving	80.8	640	93.4	622	76.8	3,429	93.5	3,330
Critical thinking	81.1	639	86.5	620	81.0	3,427	86.5	3,316
Entrepreneurial skills	32.4	639	65.8	620	32.9	3,425	66.1	3,313
Networking	34.0	635	83.7	618	37.9	3,426	84.1	3,318
Self management	79.0	639	95.5	619	78.5	3,435	95.9	3,324
Project management	66.8	639	85.6	619	69.8	3,432	88.7	3,322

Base: All respondents from undergraduate courses

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

Course activities and usefulness

Table B6: Course activities and usefulness - proportion experiencing named activities, and perceived usefulness (whether experienced or not)

	All crafts graduates				All creative graduates			
	%	Base (N)	Usefulness Very/fairly %	Base (N)	%	Base (N)	Usefulness Very/fairly %	Base (N)
Collaboration with students on other courses	31.6	637	78.7	624	43.4	3,428	80.6	3,360
Personal and Professional Development	75.0	635	96.2	628	74.2	3,417	95.2	3,363
Peer/self evaluation	90.6	637	92.8	627	89.1	3,423	90.0	3,373
Shows/exhibitions	97.2	637	84.3	624	93.4	3,431	81.4	3,373
Competitions	67.8	636	69.5	623	58.0	3,427	65.1	3,355
External/live project work	46.9	637	79.6	624	53.8	3,423	81.7	3,353
Teaching by practitioners	87.1	636	87.9	628	84.2	3,420	88.1	3,369
Careers education and guidance	51.2	635	88.9	623	46.5	3,409	85.4	3,353
Field trips/study visits	87.6	639	82.6	626	73.7	3,427	77.7	3,363
Volunteering	15.9	636	61.2	623	18.3	3,424	58.8	3,317
Exchange/international experience	24.0	637	66.2	616	25.9	3,425	64.6	3,317
Contextual/critical studies	88.4	639	81.9	624	86.0	3,419	78.5	3,350
Business/enterprise activities	42.1	636	86.9	624	27.5	3,418	83.2	3,338
Teamwork	78.0	637	93.3	630	86.2	3,427	93.5	3,385

Base: All respondents from undergraduate courses

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

Other course feedback

Table B7: Extent and usefulness of placements - per cent

		Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Work placement experience	Yes, as a part of course	20.1	24.5	22.0	22.5
	Yes, not as part of course	24.1	15.5	20.3	18.0
	Yes, both as part of course and separately	0.3	1.4	0.8	1.7
	No work placement	55.5	58.6	56.9	57.7
	Total	100	100	100	100
	Base (N)	353	278	631	3,384
Number of work placements#	1	69.8	57.9	64.8	59.2
	2	24.5	26.3	25.3	24.1
	3	3.1	7.9	5.1	10.6
	4+	2.5	7.9	4.8	6.1
	Total	100	100	100	100
	Base (N)	159	114	273	1,429
Total time spent on work placements#	Up to 5 weeks	67.9	41.6	57.0	52.8
	6 to 12 weeks	17.0	23.9	19.9	24.6
	13 to 24 weeks	5.0	8.0	6.3	8.2
	25 weeks or more	10.1	26.5	16.9	14.4
	Total	100	100	100	100
	Base (N)	159	113	272	1,433
Usefulness of placement#	Not at all useful	3.8	4.3	4.0	4.0
	Not very useful	18.8	6.1	13.5	10.9
	Fairly useful	39.4	40.9	40.0	36.8
	Very useful	38.1	48.7	42.5	48.3
	Total	100	100	100	100
	Base (N)	160	115	275	1,434

Note: # All those undertaking work placements during undergraduate study

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents from undergraduate courses

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

Table B8: Extent and usefulness of working while studying - per cent

		Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Other work experience	Vacation work	25.8	25.9	25.8	24.7
	Term-time work	13.0	14.2	13.6	14.7
	Both	25.8	22.6	24.4	24.4
	None	35.4	37.2	36.2	36.1
	Total	100	100	100	100
	Base (N)	345	274	619	3,314
Usefulness of wider work experience#	Not at all useful	34.2	30.4	32.6	28.9
	Not very useful	29.3	28.1	28.8	26.4
	Fairly useful	24.3	23.4	23.9	26.4
	Very useful	12.2	18.1	14.8	18.3
	Total	100	100	100	100
	Base (N)	222	171	393	2,104

Note: # All those reporting work

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents from undergraduate courses

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

Table B9: Support access since completing first/foundation degree

All crafts graduates							
	Yes, and it was useful %	Yes, but it was not useful %	No, had no need to %	No, did not realise it was available %	No, not available %	Total %	Base (N)
Careers advice	17.4	18.3	31.5	27.7	5.0	100	638
Information about vacancies/work opportunities	33.8	17.4	20.7	24.2	3.9	100	633
Networking opportunities	21.0	10.1	26.8	35.0	7.1	100	623
Opportunities for continuing professional development and developing new skills	29.3	6.8	20.6	35.3	8.1	100	632
Access to studio space/facilities	16.7	4.7	34.7	31.5	12.3	100	634
Business start-up advice/support	18.0	7.3	37.0	30.2	7.6	100	633

All creative graduates							
	Yes, and it was useful %	Yes, but it was not useful %	No, had no need to %	No, did not realise it was available %	No, not available %	Total %	Base (N)
Careers advice	15.2	15.0	35.0	29.7	5.1	100	3,400
Information about vacancies/work opportunities	30.3	17.2	21.9	26.0	4.6	100	3,393
Networking opportunities	20.2	9.9	27.3	35.7	6.9	100	3,372
Opportunities for continuing professional development and developing new skills	26.5	6.1	24.6	35.9	7.0	100	3,372
Access to studio space/facilities	14.3	3.4	34.5	35.6	12.1	100	3,402
Business start-up advice/support:	12.8	5.2	35.1	38.0	9.0	100	3,396

Base: All respondents from undergraduate courses

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

Table B10: Overall perception as to how well the course prepared graduates for the world of work - per cent

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Course prepared students				
Not at all well	14.6	17.7	16.0	15.0
Not very well	37.2	29.1	33.6	33.0
Fairly well	41.4	48.6	44.6	43.7
Very well	6.8	4.6	5.8	8.4
Total	100	100	100	100
Base (N)	355	282	637	3,424

Base: All respondents from undergraduate courses

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

Activities since graduating

Table B11: Activities since graduating

Activity since completing the course#	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Work	97.5	97.5	97.5	98.1
- Temporary employment	43.9	46.3	45.0	48.5
- Fixed term employment	46.8	49.5	48.0	49.9
- Permanent employment	80.0	70.9	75.9	73.5
- Self employed (own business)	19.4	35.1	26.4	25.1
- Self employed (freelance)	37.7	35.8	36.9	44.5
Further study or CPD	73.2	74.7	73.9	72.3
- Further study/education/training	53.5	52.3	53.0	46.7
- Independent study	28.5	37.2	32.3	34.9
- Developing portfolio/creative practice/studio work	43.1	54.4	48.1	51.2
Voluntary/unpaid work/work experience	41.1	35.8	38.8	42.2
Unemployed and looking for work	30.4	31.9	31.1	32.2
Time out/career break	14.1	18.2	15.9	17.9
Maternity/family/caring responsibility	9.3	9.5	9.4	8.1
Other	5.6	5.6	5.6	4.7
Base (N)	355	285	640	3,457

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

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents (who answered the question)

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

Table B12: Other experiences since graduating

Other experiences	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Teaching/Lecturing#	40.9	41.7	41.3	33.0
- paid teaching/lecturing related to art, design, craft or media	38.4	36.4	37.5	28.3
- paid teaching/lecturing in another subject	5.1	9.5	7.1	7.3
No paid teaching or lecturing	59.1	58.3	58.7	67.0
Base (N)	352	283	635	3,435
Work in creative industries#	62.1	60.7	61.4	72.6
- paid work in creative industries since graduating	55.5	57.7	56.5	67.5
- unpaid work in creative industries since graduating	13.1	10.7	12.0	13.3
No paid or unpaid work in creative industries since graduating	37.9	39.3	38.6	27.4
Base (N)	335	272	607	3,285
Work in degree discipline area#	63.5	66.4	64.8	73.0
- paid work related to degree since graduating	57.6	61.0	59.2	67.7
- unpaid work related to degree since graduating	12.4	12.6	12.5	13.2
No paid or unpaid work related to degree since graduating	36.5	33.6	35.2	27.0
Base (N)	340	277	617	3,315

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

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents (who answered the question)

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

All current work activities

Table B13: Current activities#

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Work	88.7	88.1	88.4	89.2
- Temporary employment	4.2	6.3	5.2	6.2
- Fixed term employment	17.2	23.2	19.8	19.9
- Permanent employment	68.7	55.4	62.8	57.9
- Self employed (own business)	13.0	27.0	19.2	17.5
- Self employed (freelance)	13.5	16.5	14.8	23.4
Further study or CPD	35.2	41.4	38.0	39.2
- Further study/education/training	17.5	17.9	17.7	15.3
- Independent study	12.4	14.7	13.4	15.5
- Portfolio/creative practice/studio work	20.8	29.8	24.8	27.4
Voluntary/unpaid work/work experience	6.8	7.0	6.9	8.6
Unemployed and looking for work	3.1	3.9	3.4	4.5
Time out/career break	1.7	1.8	1.7	2.3
Maternity/family/caring responsibility	5.1	5.3	5.2	4.8
Other	2.3	1.1	1.7	2.3
Base (N)	355	285	640	3,461

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

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents (who answered the question)

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

Table B14: Whether described current work activity and number of activities currently undertaking

		Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Described a work related activity	Yes	70.3	76.8	73.2	76.9
	No	29.7	23.2	26.8	23.1
	Base (N)	354	284	638	3,461
Number of work related activities#	One	55.8	44.5	50.5	51.9
	Two	32.1	37.2	34.5	30.3
	Three	10.4	12.8	11.6	13
	Four or more	1.6	5.5	3.4	4.8
	Base (N)	249	218	467	2,660

Note: #All those reporting work related activities

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents

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

Table B15: Further details of work activity (any current work related activity)#

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Type of activity				
Self employed/freelance work	39.0	54.6	46.3	48.2
Permanent employment (with wage/salary)	69.5	59.2	64.7	59.3
Temporary/fixed term contract	12.9	23.4	17.8	16.9
Unpaid/voluntary/portfolio work	20.1	17.4	18.8	22.9
Base (N)	249	218	467	2,663
Mode of working				
Full-time	77.7	77.9	77.8	83.2
Part-time	76.5	92.6	84.1	78.9
Base (N)	247	217	464	2,663
Size of company/organisation				
No other employees (freelance/sole trader/solo activity)	48.1	64.5	55.8	54.9
1 to 10	32.0	41.6	36.5	39.8
11 to 50	21.2	18.7	20.0	23.2
51 to 250	25.3	18.2	22.0	17.9
Over 250	22.0	23.8	22.9	24.4
Base (N)	241	214	455	2,663

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

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those reporting work related activities

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

Table B16: Occupation in any of up to three current jobs/activities

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Creative occupation in any of up to three activities	59.4	62.8	61.0	68.6
Creative occupation and teacher in any of up to three activities	10.2	15.0	12.4	9.2
Teacher in any of up to three activities	14.8	9.2	12.2	8.8
Non-creative occupation	15.6	13.0	14.4	13.4
Base (N)	244	207	451	2,539

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those reporting work related activities

Source: Creative Graduates Creative Futures, IES, 2010

Table B17: Sector in any of up to three current jobs/activities

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Has work in creative industries	69.0	74.2	71.4	76.7
No work in creative industries	31.0	25.8	28.6	23.3
Base (N)	226	186	412	2,380

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those reporting work related activities

Source: Creative Graduates Creative Futures, IES, 2010

Working patterns

Table B18: Details of work activity for those with only one job/activity, percentage#

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates
Type of activity			
Self employed/freelance work	15.2	19.8	17.1
Permanent employment (with wage/salary)	73.9	68.8	71.8
Temporary/fixed term contract	7.2	6.2	6.8
Unpaid/voluntary/portfolio work	3.6	5.2	4.3
Base (N)	138	96	234
Mode of working			
Full-time	83.2	87.6	85.0
Part-time	16.8	12.4	15.0
Base (N)	137	97	234
Size of company/organisation			
No other employees (freelance/sole trader/ solo activity)	14.4	18.9	16.3
1 to 10	18.9	26.3	22.0
11 to 50	19.7	17.9	18.9
51 to 250	27.3	20.0	24.2
Over 250	19.7	16.8	18.5
Base (N)	132	95	227

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

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: Those reporting only one job/activity

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

Table B19: Occupation of work-related activity - those with only one job/activity

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates
Occupation			
Creative occupations	59.5	67.8	62.8
Teaching	23.7	14.9	20.2
Non-creative occupations	16.8	17.2	17.0
Base (N)	131	87	218
Sector			
Creative industry	54.3	55.8	54.9
Non-creative industry	45.7	44.2	45.1
Base (N)	129	86	215

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: Those reporting only one job/activity

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

Table B20: Working patterns - those with two jobs (currently)

	%
FT in job 1 and PT in job 2	56.1
Two PT jobs	31.8
PT in job 1 and FT in job 2	7.4
Two FT jobs	4.7
Base (N)	148

Base: Those reporting two jobs/activities

Source: Creative Graduates Creative Futures, IES, 2010

Table B21: Exploring combinations of activities - those with two jobs (currently)

	%
Perm + SE	32.2
SE + Temp	13.2
SE + Perm	11.8
Perm + Vol	11.8
SE + Vol/unpaid	7.2
Temp + SE	4.6
SE in both	3.9
Perm in both	3.3
Temp + Vol	2.6
Vol in both	2.6
Vol + SE	2.0
Perm + Temp	1.3
Temp in both	1.3
Temp + Perm	0.7
Vol + Perm	0.7
Vol + Temp	0.7
Base (N)	152

Base: Those reporting two jobs/activities

Source: Creative Graduates Creative Futures, IES, 2010

Table B22: Exploring combinations of occupations - those with two jobs (currently)

	%
CAD in both	39.7
CAD + teach	8.8
CAD + non-CAD	11.8
Teach + CAD	14.7
Teach in both	0.7
Teach + non-CAD	1.5
Non-CAD + CAD	14.7
Non-CAD + teach	0.7
Non-CAD in both	7.4
Base (N)	136

Base: Those reporting two jobs/activities

Source: Creative Graduates Creative Futures, IES, 2010

Table B23: Working patterns - those with three or more jobs (currently)

	%
3 PT jobs	46.2
Job 1 FT, jobs 2 and 3 PT	41.5
3 FT jobs	6.2
Jobs 1 and 2 PT, job 3 FT	3.1
Jobs 1 and 2 FT, job 3 PT	1.5
Job 1 FT, job 2 PT, job 3 FT	1.5
Base (N)	65

Base: Those reporting three or more jobs/activities

Source: Creative Graduates Creative Futures, IES, 2010

Table B24: Exploring combinations of activities - those with three or more jobs (currently)#

Type of job	%
Perm, SE, Vol	10.9
3 SE	9.4
SE, Perm, Temp	9.4
SE, Temp, Vol	7.8
Other combinations (5 cases or fewer)	62.8
Base (N)	64

Note: # Work activities are presented in the order described from left to right, SE= self-employed, Perm= permanent job with wage/salary, Temp= temporary/fixed term contract, and Vol= unpaid/voluntary/work related to creative practice

Base: Those reporting three or more jobs/activities

Source: Creative Graduates Creative Futures, IES, 2010

Table B25: Exploring combinations of occupations - those with three or more jobs (currently)#

Type of occupation	%
3 CAD	18.2
CAD, CAD, Other	14.5
Teach, CAD, CAD	10.9
CAD, Other, CAD	7.3
Other combinations (5 cases or fewer)	49.1
Base (N)	55

Note: # Occupations are presented in the order described from left to right, CAD= creative arts and design, Teach= teaching, and Other= all other occupations

Base: Those reporting three or more jobs/activities

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

Main activity

Table B26: Further details of work activity (Main activity)

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Type of activity				
Self employed/freelance (own business/freelance/commission w	22.4	36.6	29.1	32.8
Permanent employment (with wage/salary)	64.9	50.9	58.4	54.2
On a temporary/fixed term contract (with wage/salary)	7.3	8.8	8.0	8.5
Unpaid work/volunteering/work related to your creative practice	5.3	3.7	4.6	4.6
Base (N)	245	216	461	2,622
Mode of working				
Full-time	72.5	69.9	71.3	75.3
Part-time	27.5	30.1	28.7	24.7
Base (N)	247	216	463	2,598
Size of company/organisation				
No other employees (freelance/sole trader/ solo activity)	21.4	31.9	26.4	24.4
1 to 10	20.9	20.0	20.5	23.2
11 to 50	16.7	15.7	16.2	18.1
51 to 250	21.8	13.8	18.0	14.6
Over 250	19.2	18.6	18.9	19.6
Base (N)	234	210	444	2,550

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those reporting work related activities

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

Table B27: Occupation in main job/activity

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Creative occupations	59.1	62.4	60.6	68.9
Teaching	21.7	17.3	19.7	13.4
Non-creative occupations	19.1	20.3	19.7	17.7
Base (N)	235	197	432	2,450

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those reporting work related activities

Source: Creative Graduates Creative Futures, IES, 2010

Table B28: Occupation at job 1, 2 and 3 (where relevant) (%)

	Main job/Job 1*	Job 2**	Job 3***
Design, marketing, sales, advertising and PR managers	0.9	0.5	0
Conference, exhibition, entertainment and cultural estate managers	1.4	0	0
Interactive, games and electronic design	0.9	0	0
Architects	0.2	0	0
Librarian, archivists, curators and museum assistants	3.0	2.4	0
Planning technicians and draftspersons	0.5	0	0
Artists (fine art)	7.4	20.8	25.8
Dancers and choreographers	0	1	0
Arts officers/agents	1.4	0.5	1.6
Media directors, producers and managers (film, TV, radio)	0.2	0	0
Graphic artists, designers and illustrators	12.0	12.6	4.8
3-D design	4.2	2.4	4.8
Fashion and textiles design	11.1	9.2	6.5
Media production and photography	0.5	0	0
Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers	4.4	1.4	0
Textiles and garments trades technicians	1.4	0.5	0
Printing trades	1.4	1.9	0
Makers (inc. Glass, ceramics, furniture, musical instrument makers and gold/silversmiths)	8.1	11.1	11.3
Merchandisers and window dressers	0.9	1	0
Glass, ceramics and textile process operatives	0.7	1	0
Managers and senior officials	2.1	1.9	0
Engineering and technology/ICT professionals	0.5	0	0
Health professionals	0.2	0	0
Teaching and research professionals	19.6	13.0	16.1
Finance, accountancy, auditing professionals	0.2	0	0
Other business professionals	0.5	0	0
Health and social welfare associates	0.9	1.9	1.6
Protective service officers	0.2	0	0
Other culture media and sports occupations	0	0.5	0
Other sales and related associate	0	0.5	0
Other business and public service associate professionals	3	1.9	1.6
Other administrative and secretarial occupations	2.5	1	1.6
Other skilled trades	0.9	1	4.8
Personal service occupations	3.2	1	6.5
Sales and customer service occupations	2.8	8.2	0
Elementary occupations	0.9	0	4.8
Other	1.6	2.9	8.1
Total	100	100	100
Base (N)	432	207	62

Note: *Based on all those with at least one job/activity, **based on all those with at least two jobs/activities, ***based on all those with at least three jobs/activities

Base: All those reporting work related activities

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

Table B29: Examples of occupations described by crafts graduates (creative and other occupations) - by subject area of study

Subject area of study	Examples of occupations held
3-D design and Furniture design (creative occupations)	Ceramic Artist; Exhibitions administrator; design engineer; Glass workshop assistant; Buyer; Pottery; kitchen planner; Exhibition Technician; Interior Design; packaging development; Designer/ Maker Glassblower; Designer for Retail Design Consultancy; Furniture Design; Contemporary Jeweller; Architectural Assistant/Urban Designer; Hotel Interior Designer; Senior designer; Making & Selling own work; Art Therapist/Counsellor; Printmaker; gallery attendant;
(Other occupations)	Teacher; secondary art teacher; Education and outreach officer; Admin officer; primary education technical assistant; Dental Technician; Customer Service;
Applied Arts and Crafts (creative occupations)	Making handmade books to commission; Footwear designer; Creative Practitioner; Gallery Assistant; Cinema Tech (projectionist); Buyer; designer/maker; community artist; Public Art commissions; glass commission work; Events Co-ordinator; Own business jewellery design & making; Accessory Design; Artist Blacksmith running my own company.; Jewellery Design/Product Management; Architectural draftsman/model maker; Curatorial; Conservator;
(Other occupations)	Full time teacher; Support worker; Part time teacher of art; Building; Homelessness Officer - Local Authority; Occupational Therapy Pottery Specialist Technical Instructor; Delivery Driver; Senior Fraud Advisor; Adventure Travel consultant; Project Manager; Careers advisor;
Fashion and Textiles design (creative occupations)	Product Developer (fashion); Assistant Buyer; Garment Technologist; visual merchandiser; Fashion Designer; unpaid freelance design working from home; Director - own textile studio; Art Technician; Textile Design; Interior Designer; Product Developer; Homewear Buyer; Create one off pieces for me; Senior accessories designer; Surface Pattern Designer for homewares; Millinery Business; illustrator; Freelance artist; print designer; Fabric Tech Temp; Lingerie Designer;
(Other occupations)	Teacher; sales assistant; Bar Manager; team coach/customer service; Wholesale manager; Art lecturer; Admin; Hair Stylist; Volunteer Youth worker; Account Manager; Accountant;

Source: Creative Graduates Creative Futures, IES, 2010

Table B30: Industry in main job/activity

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Creative industry	57.1	56.4	56.8	65.5
Non-creative industry	42.9	43.6	43.2	34.5
Total	226	188	414	2,376

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those reporting work related activities

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

Table B31: Industry/sector of work at job 1, 2 and 3 (where relevant) (%)

	Main job/job 1*	Job 2**	Job 3***
Advertising and publicity	1.4	0.5	0
Architecture	2.7	1.0	1.6
Art market and antiques (incl. fine arts practice)	1.9	6.5	9.8
Crafts	14.0	20.1	13.1
Cultural heritage (museums, galleries, libraries and arts facilities)	4.6	3.5	1.6
Design	13.0	15.6	9.8
Fashion, textiles and apparel	17.4	11.6	18
Film, video and photography	0.7	1.5	0.0
Performing arts and music	0.2	1.5	0.0
Publishing and literary arts (incl. news)	0.2	0.5	1.6
TV and Radio	0.5	0.0	0.0
National/local government	1.0	1.0	0.0
IT/business services	0.2	0.0	3.3
Manufacturing/engineering	2.4	0.0	0.0
Health and social work	2.2	1.5	1.6
Banking and finance	1.4	0.5	0.0
Retailing	7.0	9.5	0.0
Hotel and catering	1.2	0.5	6.6
Leisure	0.7	2.0	0.0
Research and development	1.2	1.0	3.3
Education	21.5	17.1	19.7
Non-profit making organisations/charities	3.1	4.0	8.2
Other	1.2	0.5	1.6
Total	100	100	100
Base (N)	414	199	61

Note: *Based on all those with at least one job/activity, **based on all those with at least two jobs/activities, ***based on all those with at least three jobs/activities

Base: All those reporting work related activities

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

Earnings

Table B32: Gross personal annual income - Those reporting work or related activity

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Personal gross annual income				
£5,000 or less	9.8	11.6	10.7	8.0
£5,001 to £10,000	11.0	16.3	13.5	11.7
£10,001 to £15,000	12.2	16.7	14.3	13.0
£15,001 to £20,000	21.2	16.7	19.1	19.3
£20,001 to £30,000	38.4	28.8	33.9	34.3
£30,001 to £40,000	5.7	7.9	6.7	10.0
£40,001 to £50,000	1.6	1.9	1.7	2.2
over £50,000	0.0	0.0	0.0	1.5
Total	100	100	100	100
Base (N)	245	215	460	2,598
Financial circumstances				
Living comfortably	24.1	18.6	21.5	27.2
Getting by	50.6	50.2	50.4	50.1
Finding it difficult	24.5	30.2	27.2	22.0
Don't know/Not sure	0.8	0.9	0.9	0.8
Total	100	100	100	100
Base (N)	245	215	460	2,614

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those reporting work related activities

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

Overall work satisfaction

Table B33: Satisfaction with overall working situation - agreement with statements about work (per cent)

	Textiles ¹				Other applied arts & crafts ²			
	Disagree	Neutral	Agree	Base (N)	Disagree	Neutral	Agree	Base (N)
I am satisfied with my work	14.2	10.1	75.7	247	12.7	15.0	72.3	213
I feel underemployed in my work	51.9	24.1	24.1	237	47.8	26.1	26.1	203
I feel I am able to be creative in my work	14.6	10.2	75.2	246	12.7	7.5	79.8	213
Generally, my work is relevant to art, design, craft and media	16.6	4.5	78.9	247	14.6	7.0	78.4	213
Generally, my work is related to my degree subject	23.6	14.0	62.4	242	23.9	9.4	66.7	213
I have little autonomy and independence in my work	60.2	22.4	17.4	241	63.0	20.4	16.6	211
I feel there are career opportunities open to me	19.1	19.1	61.8	246	15.5	21.6	62.9	213
I feel that my work is in my chosen career	20.3	15.4	64.2	246	18.8	16.0	65.3	213

	All crafts graduates				All creative graduates			
	Disagree	Neutral	Agree	Base (N)	Disagree	Neutral	Agree	Base (N)
I am satisfied with my work	13.5	12.4	74.1	460	11.6	11.2	77.2	2,627
I feel underemployed in my work	50.0	25.0	25.0	440	54.2	22.0	23.8	2,541
I feel I am able to be creative in my work	13.7	8.9	77.3	459	12.8	9.8	77.4	2,616
Generally, my work is relevant to art, design, craft and media	15.7	5.7	78.7	460	13.6	7.3	79.1	2,611
Generally, my work is related to my degree subject	23.7	11.9	64.4	455	21.1	10.9	68.0	2,599
I have little autonomy and independence in my work	61.5	21.5	17.0	452	65.7	18.1	16.2	2,598
I feel there are career opportunities open to me	17.4	20.3	62.3	459	13.6	17.9	68.5	2,618
I feel that my work is in my chosen career	19.6	15.7	64.7	459	15.3	16.7	68.0	2,619

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those reporting work related activities

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

Further learning

Table B34: Engagement in further study since graduation - type of qualification studied for and type of short course

		Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Further study	Yes	59.2	62.2	60.6	53.5
	No	40.8	37.8	39.4	46.5
	Base (N)	358	286	644	3,478
Postgraduate course	Yes	37.2	30.4	34.2	27.5
	No	62.8	68.2	65.2	71.5
	Unknown	0.0	1.4	0.6	1.0
	Base (N)	358	286	644	3,478
Type of PG course#	Masters	15.8	12.7	14.4	13.3
	PhD/Dphil	0.3	1.4	0.8	.6
	PGCE	19.0	12.3	16.1	9.7
	PG Diploma	2.3	2.5	2.4	2.3
	Other	3.7	4.6	4.1	3.5
	Base (N)	354	283	637	3,478
Short skills-based course	Yes	33.0	39.2	35.7	32.6
	No	65.6	57.7	62.1	65.6
	Unknown	1.4	3.1	2.2	1.7
	Base (N)	358	286	644	3,478
Type of short course#	Art, Design, Craft or Media	17.9	22.7	20.0	18.9
	Business skills	9.2	12.2	10.6	9.7
	Other	9.2	12.9	10.9	10.7
	Base (N)	358	286	644	3,478

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

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents

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

Table B35: Motivations to engage in further study (any level)#

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
To obtain professional qualification	57.6	52.3	55.2	52.2
To enhance job opportunities	83.7	77.0	80.6	78.3
To make more contacts	24.6	28.2	26.3	26.6
Out of personal interest	58.6	66.7	62.3	63.6
Because had nothing else to do	2.5	5.2	3.7	3.9
At request of employer	12.3	13.8	13.0	12.8
To develop further skills/knowledge	79.3	86.8	82.8	84.7
Develop creative practice	48.8	51.7	50.1	54.3
Give time to decide on career	14.8	13.8	14.3	12.9
To help earn more money in long term	46.3	46.6	46.4	43.6
For other reason	3.0	8.0	5.3	5.8
Base (N)	203	174	377	1,806

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

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those that engaged in further study (those answering the question)

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

Career goals and looking to the future

Table B36: Career goals - changes over time

	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Changed	40.9	33.7	37.7	35.6
Remained the same	46.3	48.2	47.1	51.1
Unsure	12.8	18.1	15.1	13.3
Base (N)	352	276	628	3,419

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents answering the question

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

Table B37: Initial career aspirations when finished undergraduate degree course#

All crafts graduates				All creative graduates			
Rank	N	% of responses	Initial goal	Initial goal	N	% of responses	Rank
1	138	20.1	Fashion and textiles design	Graphic artists, designers and illustrators	742	20.3	1
2	87	12.7	Graphic artists, designers and illustrators	Artists (fine art)	462	12.7	2
3	83	12.1	Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers	Fashion and textiles design	383	10.5	3
4	74	10.7	Teaching/research	General creative career (subject not specified)	301	8.2	4
5	72	10.5	General creative career (subject not specified)	Teaching/research	248	6.8	5
6	61	8.9	Artists (fine art)	3-D design	218	6.0	6
7	49	7.1	3-D design	Media production and photography	203	5.6	7
8	23	3.3	Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers	Media directors, producers and managers (film, tv, radio)	194	5.3	8
9	11	1.6	Librarian, archivists, curators and museum assistants	Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers	105	2.9	9
10	8	1.2	Printing trades	Design, marketing, sales, advertising and PR managers	84	2.3	10
	34	4.9	Don't know	Don't know	160	4.4	
	687	100	Total (responses)	Total (responses)	3,651	100	
	610		Base (N)	Base (N)	3,313		

Textiles ¹				Other applied arts & crafts ²			
Rank	N	% of responses	Initial goal	Initial goal	N	% of responses	Rank
1	119	31.2	Fashion and textiles design	Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers	75	24.5	1
2	58	15.2	Graphic artists, designers and illustrators	Artists (fine art)	33	10.8	2
3	44	11.7	Teaching/research	3-D design	33	10.8	3
4	40	10.5	General creative career (subject not specified)	General creative career (subject not specified)	32	10.5	4
5	28	7.3	Artists (fine art)	Teaching/research	30	9.7	5
6	21	5.5	Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers	Graphic artists, designers and illustrators	29	9.5	6
7	16	4.2	3-D design	Fashion and textiles design	19	6.2	7
8	8	2.1	Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers	Librarian, archivists, curators and museum assistants	8	2.6	8
9	5	1.3	Textiles and garments trades technicians	Media production and photography	5	1.6	9
10	5	1.3	Printing trades	Conference, exhibition, entertainment and cultural est managers	3	1.0	10
	16	4.2	Don't know	Don't know	18	5.9	
	381	100	Total (responses)	Total (responses)	306	100	
	339		Base (N)	Base (N)	271		

Note: # Although the question was intended as a single response item some respondents indicated more than one career aspiration. Therefore this item has been treated as a multiple response question and the sum % may be greater than 100%

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those that indicated a career aspiration

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

Table B38: How aspirations have changed*

	%
Specific career (art, design, craft, media)	41.7
Specific career (other non-art/design/craft/media area)	36.0
General career (art, design, craft, media - eg stay in arts)	5.3
General career (other non-art/design/craft/media)	2.6
More senior role	0.9
Economic driver (money/pay bills)	2.6
Social driver (do good/help others/community etc.)	0.9
Skill/knowledge driver (use skills, improve skills)	0.4
Self fulfilment/enjoyment driver	1.3
Working pattern (change hours, self employed, voluntary)	2.6
Personal issues (family etc.)	0.4
No idea/any job	3.5
Other	1.8
Total	100
Base (N)	228

Note: * Respondents responded in a variety of ways in terms of changes in aspiration. The table shows the most common ways in which their aspirations had changed

Base: All respondents who reported that their aspirations had changed

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

Table B39: Career goals - movement towards goals

Proximity to career goals	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Not at all close	9.3	8.6	9.0	7.6
Not very close	14.6	13.9	14.3	12.2
Fairly close	24.5	33.6	28.5	27.6
Very close	19.2	16.1	17.8	19.3
In my chosen career	31.0	27.5	29.4	31.7
Not applicable	1.4	0.4	0.9	1.6
Base (N)	355	280	635	3,432

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents answering the question

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

Table B40: Likelihood of achieving career goals within the next five years

Likelihood	Textiles ¹	Other applied arts & crafts ²	All crafts graduates	All creative graduates
Not at all likely	10.6	3.4	7.1	6.1
Not very likely	23.3	25.1	24.2	19.4
Fairly likely	43.9	46.3	45.1	45
Very likely	22.2	25.1	23.6	29.5
Base (N)	189	175	364	1,850

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All those not yet in chosen career (answering the question)

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

Table B41: Importance of factors in decisions about your career

	All crafts graduates					All creative graduates				
	Not at all/not very %	Fairly %	Very %	Mean score#	Base (N)	Not at all/not very %	Fairly %	Very %	Mean score#	Base (N)
Earning a good salary	11.0	55.2	33.9	3.21	629	13.7	52.9	33.3	3.17	3,425
Being able to work for myself	50.4	26.3	23.3	2.61	631	43.2	33.1	23.8	2.71	3,414
Being able to pursue/maintain my creative practice	10.8	32.9	56.3	3.44	630	9.9	31.9	58.2	3.46	3,422
Being recognised/respected by my peers	15.4	41.9	42.7	3.25	637	14.9	42.2	42.9	3.26	3,441
Making full use of my knowledge and skills	3.0	31.6	65.4	3.62	642	2.8	32.2	65.0	3.62	3,463
Having time with my family and friends	4.5	35.4	60.1	3.55	639	6.2	36.3	57.5	3.51	3,448
Having a stable/regular source of income	3.6	28.3	68.1	3.64	639	6.4	33.2	60.3	3.53	3,457
Being able to try new things	6.8	46.3	46.9	3.40	637	7.2	44.1	48.7	3.41	3,449
Working with people from different disciplines	26.2	47.3	26.5	2.99	641	25.6	46.4	27.9	3.01	3,456
Having time to pursue hobbies/interests outside the workplace	12.0	46.8	41.2	3.28	634	14.5	43.6	41.9	3.26	3,431
Being able to continue to improve knowledge and skills	1.4	33.5	65.0	3.63	635	1.6	33.3	65.0	3.63	3,437
Being able to contribute to society/help others	19.5	44.0	36.5	3.16	636	19.9	45.7	34.4	3.13	3,433
To identify myself as an artist/designer	31.4	29.3	39.3	3.01	631	31.4	29.8	38.8	2.99	3,426

	Textiles ¹					Other applied arts & crafts ²				
	Not at all/not very %	Fairly %	Very %	Mean score#	Base (N)	Not at all/not very %	Fairly %	Very %	Mean score#	Base (N)
Earning a good salary	7.4	56.4	36.3	3.27	353	15.6	53.6	30.8	3.13	276
Being able to work for myself	57.0	25.4	17.7	2.46	351	42.1	27.5	30.4	2.81	280
Being able to pursue/maintain my creative practice	11.4	34.7	54.0	3.40	352	10.1	30.6	59.4	3.48	278
Being recognised/respected by my peers	16.0	43.0	41.0	3.22	356	14.6	40.6	44.8	3.29	281
Making full use of my knowledge and skills	3.1	32.2	64.7	3.61	357	2.8	30.9	66.3	3.63	285
Having time with my family and friends	2.5	37.9	59.6	3.56	356	7.1	32.2	60.8	3.53	283
Having a stable/regular source of income	2.5	27.7	69.7	3.67	357	5.0	29.1	66.0	3.60	282
Being able to try new things	6.5	47.0	46.5	3.40	355	7.1	45.4	47.5	3.39	282
Working with people from different disciplines	23.6	48.0	28.4	3.04	356	29.5	46.3	24.2	2.93	285
Having time to pursue hobbies/interests outside the workplace	11.3	46.5	42.3	3.30	355	12.9	47.3	39.8	3.26	279
Being able to continue to improve knowledge and skills	1.7	34.5	63.8	3.62	354	1.1	32.4	66.5	3.65	281
Being able to contribute to society/help others	20.5	40.7	38.8	3.18	356	18.2	48.2	33.6	3.14	280
To identify myself as an artist/designer	33.9	27.4	38.7	2.97	354	28.2	31.8	40.1	3.07	277

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

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents (answering the question)

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

Table B42: Looking to the future - anticipated changes in the next five years

	All crafts					All creative				
	Not at all/ not very %	Fairly %	Very %	Mean score#	Base (N)	Not at all/not very %	Fairly %	Very %	Mean score#	Base (N)
Doing the same as present	28.7	41.1	30.3	2.95	621	30.8	40.0	29.3	2.91	3,338
Doing a higher level job in the same career	24.7	39.1	36.2	3.06	578	20.6	38.3	41	3.15	3,178
Changing working hours	38.6	39.6	21.8	2.77	583	40	38.5	21.6	2.76	3,204
Doing a range of jobs/activities	33.2	43.6	23.2	2.84	603	34	43.2	22.8	2.84	3,280
Working freelance	55.5	27.7	16.8	2.39	600	46.1	31.2	22.7	2.60	3,254
Running my own business	58.5	21.0	20.5	2.36	610	55.7	23.3	21.1	2.43	3,251
Changing career direction	69.1	21.5	9.4	2.16	606	71.8	20.1	8.1	2.10	3,271
Training/learning new skills	17.9	53.3	28.8	3.06	619	17.9	49.4	32.8	3.12	3,343
Doing something completely different	80.6	12.4	7.0	1.92	613	78.8	14.6	6.6	1.90	3,307
Parenthood/looking after dependents	40.9	36.4	22.7	2.65	604	44.3	35.2	20.5	2.58	3,261
	Textiles ¹					Other applied arts & crafts ²				
	Not at all /not very %	Fairly %	Very %	Mean score#	Base (N)	Not at all /not very %	Fairly %	Very %	Mean score#	Base (N)
Doing the same as present	29.0	40.9	30.1	2.94	345	28.3	41.3	30.4	2.96	276
Doing a higher level job in the same career	22.1	39.9	38.0	3.10	326	28.2	38.1	33.7	3.01	252
Changing working hours	39.4	36.9	23.7	2.78	317	37.6	42.9	19.5	2.76	266
Doing a range of jobs/activities	36.7	38.5	24.8	2.81	335	28.7	50.0	21.3	2.88	268
Working freelance	58.7	25.3	16.0	2.34	332	51.5	30.6	17.9	2.46	268
Running my own business	65.2	19.0	15.8	2.22	336	50.4	23.4	26.3	2.52	274
Changing career direction	67.8	23.0	9.3	2.18	335	70.8	19.6	9.6	2.13	271
Training/learning new skills	19.6	52.0	28.4	3.05	342	15.9	54.9	29.2	3.08	277
Doing something completely different	82.0	12.1	5.9	1.90	339	78.8	12.8	8.4	1.95	274
Parenthood/looking after dependents	38.2	37.6	24.2	2.69	335	44.2	34.9	20.8	2.59	269

Note: # Where 1=not at all, 2=not very, 3=fairly, and 4=very. The higher the score the greater the perceived likelihood

¹ including printed, constructed and textile design

² all other applied arts, crafts, and craft-based 3D design

Base: All respondents (answering the question)

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

Appendix C - Occupations

Creative Occupations

- 1 Design, marketing, sales, advertising and PR managers**
11320 Marketing and sales managers, 11321 Marketing managers, 11340 Advertising and public relations managers, 11341 Advertising managers, 11342 Public affairs and publicity managers, Design Manager, PR Manager
- 2 Conference, exhibition, entertainment and cultural establishment managers**
12220 Conference, events and exhibition managers, 12221 Conference managers
12222 Exhibition managers, 12250 Leisure and sports managers, 12251 Recreation and sports facilities managers, 12252 Entertainment managers, 12253 Cultural and leisure establishment managers
- 3 Interactive, games and electronic design**
21320 Software professionals, 21321 Software designers and engineers, 21324 Web developers and producers, 34212 Web designers, computer games designer, interactive games designer, web designer, software designer, multimedia designer
- 5 Architects**
24310 Architects, 24311 Landscape architects
- 6 Librarian, archivists, curators and museum assistants**
24510 Librarians, 24520 Archivists and curators, 24521 Archivists, 24522 Curators (museum etc.), 62111 Museum assistants, curator, gallery assistant
- 7 Planning technicians and draftspersons**
31210 Architectural and town planning technicians, 31211 Town planning assistants, technicians, 31212 Architectural technicians, assistants, 31220 Draughtspersons, 31221 Design draughtsperson, 31224 Drawing office assistants, tracers
- 8 Artists (fine art)**
34110 Artists (fine art), fine artist painter, fine artist sculptor, fine artist mixed media (inc. time based), fine artist conservator, fine artist printmaker (ie making limited edition prints for gallery exhibition)
- 9 Artists (generic)**
34110 Artists (generic), Community artist, Artist in residence, Public artist, Creative practitioner
- 10 Authors**
34120 Authors, writers, 34121 Authors, 34122 Technical authors, 34123 Translators, 34124 Interpreters
- 11 Performing artists**
34130 Performing artists, 34131 Actors, 34132 Vocalists, 34133 Entertainers, 34134 Disc jockeys (ie club djs not broadcasting)
- 12 Dancers and choreographers**
34140 Dancers and choreographers
- 13 Musicians**
34150 Musicians, 34151 Composers, arrangers, conductors and musical directors, 34152 Musical instrument players
- 14 Arts officers/agents**
34160 Arts officers, producers and directors, 34163 Arts officers, advisers and consultants, 34164 Entertainment agents, Art director (advertising agency), Art director (publishing), 34125 Literary agents

- 15 Media directors, producers and managers (film, tv, radio)**
34161 Directors, producers, 34162 Stage and studio managers, film producer, film production manager, film director, tv production manager, tv producer, tv director
- 16 Graphic artists, designers and illustrators**
34210 Graphic artists and designers, 34211 Commercial artist/illustrator, 34213 Exhibition, multi-media designers, 34214 Desk top publishers, assistants and operators, illustrator (books, advertising, media), packaging designer, animator, Art director (advertising), Art director (publishing)
- 17 3-D design**
34220 Product and related designers, 34221 Interior decoration designers, 34222 Set designers (stage, etc.), industrial designers, 3D design, product designer, industrial designer, product developer, furniture designer (not solely furniture maker), interior designer/interior architect (kitchens etc.), theatre/stage set designer, theatre/stage prop effects design, exhibition designer, model maker
- 18 Fashion and textiles design**
34224 Textile designers, 34225 Clothing designers, 34226 Clothing advisers, consultants, accessories designer, fashion designer, textile designer, textile maker, woven textile designer/weaver, textile design for interiors, fashion textile design, fashion illustrator, costume designer, theatre wardrobe assistant, theatre make-up assistant, fashion stylist, footwear designer, embroidery designer, fashion promotion
- 19 Journalists, newspaper and periodical editors, and broadcasters**
34310 Journalists, newspaper and periodical editors, 34311 Editors, 34312 Journalists, editors (not film/tv/radio), publishing, journalism, 34320 Broadcasters (announcers, disc jockeys, news readers)
- 20 Media production and photography**
34340 Photographers and audio-visual equipment operators, 34341 Photographers, 34342 TV and film camera operators, 34343 Audio-visual effects designers and operators, 34344 Video, telecine and film recorder operators, 34345 Sound recordists, technicians, assistants, studio photographer, photographer, editorial photographer, animated film, special effects for film/tv, editors for film/tv/radio, 21241 Broadcasting engineers, 21295 Acoustic engineers,
- 21 Buyers, sales reps, marketing, advertising and PR assoc/asst and auctioneers**
Buyers and purchasing officers, Contract officers (purchasing), Sales representatives, Sales representatives and agents, Technical sales representatives, Sales controllers, administrators and coordinators, Marketing associate professionals, Advertising and marketing executives, Media planners, Market research analysts, Advertising and publicity writers, Fundraising, campaigns and appeals organisers, Auctioneers, Marketing assistants and advertising clerks, Fashion buyer, 34330 Public relations officers, PR assistants
- 22 Textiles and garments trades technicians**
54110 Trade weavers and knitters, 54120 Upholsterers, 54130 Leather and related trades, 54140 Tailors and dressmakers, 54190 Textiles, garments and related trades not elsewhere classified, garment construction
- 23 Printing trades**
54210 Originators, compositors and print preparers, 54220 Printers, 54230 Bookbinders and print finishers, 54240 Screen printers, paper maker/designer, bookbinder, book arts
- 24 Glass, ceramics, furniture, musical instrument makers and gold/silversmiths: makers**
54910 Glass and ceramics makers, decorators and finishers, 54920 Furniture makers, other craft, woodworkers, 54930 Pattern makers (moulds), 54940 Musical instrument makers and tuners, 54950 Goldsmiths, silversmiths, precious stone workers, 54960 Floral arrangers, florists, 54990 Hand craft occupations not elsewhere classified, applied arts and crafts, ceramics maker, studio pottery artist, silver/goldsmith/jeweller, wood maker/designer, metalsmith/blacksmith, stonemason
- 25 Merchandisers and window dressers**
- 26 Glass, ceramics and textile process operatives**
- 30 General creative career (subject not specified)**

Teaching

55 Teaching and research professionals

(including teachers in schools, teachers in FE/colleges, teachers in HE, academic research, scientific research, and social science research eg anthropology, geographer, historian)

(Also inc. teachers of any arts/crafts/media/design & performing arts subject at any level)

Non-creative occupations

51 Managers and senior officials

(including corporate managers and senior officials, production managers, financial institution managers, office managers, protective service officers, health and social service managers, managers in agriculture and service industries)

NOTE EXCLUDES DESIGN, MARKETING, SALES, ADVERTISING and PR MANAGERS

52 Science professionals

(including chemists, biological scientists, physicists, and geologists)

53 Engineering and technology/ICT professionals

(including engineers, computer consultants, systems engineers, systems analysts)

54 Health professionals

(including doctor, GP, psychologist, pharmacist, dentist, vet, medical research)

56 Legal professionals

(inc. solicitors, judges, lawyers, barrister, court clerk, legal adviser)

57 Finance, accountancy, auditing professionals

(including statistician, economists, actuary, management consultant)

58 Public service professionals

(including civil servants, social workers, probation officers, vicars)

59 Other business professionals

EXCLUDES LIBRARIAN, ARCHIVISTS/ CURATORS/ PLANNERS/ SURVEYORS AND ARCHITECTS.

60 Science/engineering/IT technicians

(including scientific assistant, lab techs, commissioning engineer, service engineer, electrical technicians, QA technician, technical assistant, building inspectors, IT user support, computer operator, network technician, systems administrator, systems support);

EXCLUDES DRAFTSMEN CODED AS A CREATIVE OCCUPATION - SEE APPENDIX 3

61 Health and social welfare associates

(inc. nurses, paramedics, dietician, radiographers, chiropodists, dental technician, therapists, physiotherapist, occ. therapist, welfare workers, youth worker, welfare officer)

62 Protective service officers

(including army, police, fire, customs, prison service officers, coastguard)

63 Other culture media and sports occupations

(including sports players, referee, sports coach, fitness instructors)

64 Legal and financial associate

(including conveyancer, barristers clerk, legal executive/assistant, insurance assessor, valuation surveyor, financial broker, commodity trader, insurance broker, underwriter, tax consultant, mortgage consultant, financial adviser, investment analyst, export agent, accounting technician, financial controller, management information officer)

- 65 Other sales and related associate**
 Professionals, estate agent, letting agent
 AUCTIONEERS CODED AS A CREATIVE OCCUPATION - SEE APPENDIX 3
- 66 Other business and public service associate**
 Professionals (including senior/higher executive officers in local/central government, personnel/HR, recruitment consultant, trainers, careers advisers, trading standards officers, air traffic control, aircraft pilot, train drivers)
 CONSERVATION OFFICER CODED AS A CREATIVE OCCUPATION - SEE APPENDIX 3
- 67 Other administrative and secretarial occupations**
 (including civil service executive/admin officers, credit controllers, clerks, insurance clerks, stock control clerks, telephonists, general officer clerks, secretaries, typists, receptionists, personal assistants)
 LIBRARY ASSISTANTS CODED AS A CREATIVE OCCUPATION - SEE APPENDIX 3
- 68 Other skilled trades**
 (including farmers, gardeners, groundsmen, metal working, welders, tool makers, motor mechanics, electricians, computer engineers, bricklayers, plumbers, carpenters, joiners, other construction trades, plasterers, painters and decorators, butchers, chefs,
 STONEMASONS, TAILORS, WEAVERS, PRINTERS, FURNITURE MAKERS AND FLORISTS CODED AS A CREATIVE OCCUPATION - SEE APPENDIX 3
- 69 Personal service occupations**
 (including nursing assistants, dental nurses, care workers, nursery nurses, playgroup leaders, teaching assistants, veterinary nurses, travel agents, tour guides, hairdressers, beauticians, housekeepers, caretakers, pest control, undertakers)
- 70 Sales and customer service occupations**
 (including cashiers, sales assistants, market traders, debt collectors, call centre workers, customer care)
- 71 Other process, plant and machine operatives**
 (including food process operatives, scaffolders, van drivers, cab drivers, bus drivers, forklift truck drivers)
 TEXTILE PROCESS OPERATIVES/ASSEMBLERS/ CUTTERS OR SEWING MACHINISTS CODED AS A CREATIVE OCCUPATION - SEE APPENDIX 3
- 72 Elementary occupations**
 (including farm workers, builders labourers, packers, postal workers, porters, shelf fillers, waiters, bar staff, traffic wardens, security guards and cleaners)

Appendix D - CGCF Survey Questionnaire

Please complete the form as fully as you can and return it in the reply paid envelope.

If you prefer, you can fill this form in online at:
www.employmentresearch.co.uk/cgcf.htm

or, contact our Researcher, Will Hunt on 01273 873641, or email your number to him on: creative@ies.ac.uk and he will take your responses to the questions by phone.

Thank you for completing the questionnaire. Your responses will directly influence course design and higher education planning and lead to a greater understanding about the value of a creative arts education.

a study of the career patterns of graduates from UK courses in art, design, craft & media



Section A: Background information about your degree

A1 What was the full name/title of your undergraduate degree course? Write in e.g. BA Fine Art, FdA Fine Art.

A2a What was the MAIN subject of your undergraduate degree? Please write in.

A2b If applicable, what was the second subject of your undergraduate degree? Please write in.

A3 What was the name of your institution? Please write in.

A4 When did you start your course? Please enter the year e.g. 2001.

A5 When did you end the course? Please enter the year e.g. 2004.

A6 What is the classification of your degree? Please tick ONE only.

- | | | | |
|--------------------------------|---|-------------------------------------------------|---|
| First <input type="checkbox"/> | 1 | Pass <input type="checkbox"/> | 5 |
| 2:1 <input type="checkbox"/> | 2 | Pass (FdA) <input type="checkbox"/> | 6 |
| 2:2 <input type="checkbox"/> | 3 | Other (please specify) <input type="checkbox"/> | 7 |
| Third <input type="checkbox"/> | 4 | <input type="checkbox"/> | 7 |

A7 Did you undertake course related work placement(s) during your course? Please tick all that apply.

- Yes, as a course requirement Continue
Yes, not as part of the course Continue
No Go to A8

A7a If YES, how many work placements did you do? Please write number in box.

A7b What was the TOTAL time spent on your work placement(s)? Please tick ONE only.

- | | | | |
|-----------------------------------------|---|-----------------------------------------|---|
| Up to 5 weeks <input type="checkbox"/> | 1 | 25 to 34 weeks <input type="checkbox"/> | 4 |
| 6 to 12 weeks <input type="checkbox"/> | 2 | 35 to 44 weeks <input type="checkbox"/> | 5 |
| 13 to 24 weeks <input type="checkbox"/> | 3 | 45 weeks plus <input type="checkbox"/> | 6 |

A7c In general, how useful was (were) your work placement(s) to the development of your career? Please tick ONE box only.

- | | | | |
|--------------------------------------------|---|----------------------------------------|---|
| Not at all useful <input type="checkbox"/> | 1 | Fairly useful <input type="checkbox"/> | 3 |
| Not very useful <input type="checkbox"/> | 2 | Very useful <input type="checkbox"/> | 4 |

A8 Did you undertake any vacation/term-time work during your course? Please tick all that apply.

- Yes, during vacation(s) Continue
Yes, during term-time Continue
No Go to A9

A8a In general, how useful was your vacation/term-time work to the development of your career? Please tick ONE box only.

- | | | | |
|--------------------------------------------|---|----------------------------------------|---|
| Not at all useful <input type="checkbox"/> | 1 | Fairly useful <input type="checkbox"/> | 3 |
| Not very useful <input type="checkbox"/> | 2 | Very useful <input type="checkbox"/> | 4 |

A14 Overall, how well would you say your course prepared you for the world of work? Please tick ONE box. *Not at all well* ¹ *Fairly well* ³
Not very well ² *Very well* ⁴

A15 Is there anything else you would like to say about your course that you feel is important? Please describe below.

A16 Have you accessed any of the following since you finished your degree? Please tick ONE box for each row.

	<i>Yes, and it was useful</i>	<i>Yes, but it was not useful</i>	<i>No, had no need to</i>	<i>No, did not realise it was available</i>	<i>No, not available</i>
	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
a) Careers advice.....	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
b) Information about vacancies/work opportunities	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
c) Networking opportunities	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
d) Opportunities for continuing professional development and developing new skills.....	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
e) Access to studio space/facilities	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
f) Business start-up advice/support.....	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵

Section B: Activities since graduating

B1 Which of the activities below are you (a) currently doing, (b) have done at ANY time since completing your course? Please tick as many as applicable for each time column.

	<i>(a) Current activity</i>	<i>(b) Activity since completing the course</i>
	<input type="checkbox"/>	<input type="checkbox"/>
a) Temporary employment (contract less than 3 months)	<input type="checkbox"/>	<input type="checkbox"/>
b) Fixed term employment (contract more than 3 months)	<input type="checkbox"/>	<input type="checkbox"/>
c) Permanent employment.....	<input type="checkbox"/>	<input type="checkbox"/>
d) Self employed (running own business).....	<input type="checkbox"/>	<input type="checkbox"/>
e) Self employed (freelance/on a commission).....	<input type="checkbox"/>	<input type="checkbox"/>
f) Further study, education or training	<input type="checkbox"/>	<input type="checkbox"/>
g) Independent study/informal learning	<input type="checkbox"/>	<input type="checkbox"/>
h) Developing a portfolio/creative practice or doing studio work.....	<input type="checkbox"/>	<input type="checkbox"/>
i) Voluntary/unpaid work/work experience	<input type="checkbox"/>	<input type="checkbox"/>
j) Unemployed and looking for work.....	<input type="checkbox"/>	<input type="checkbox"/>
k) Time out/career break.....	<input type="checkbox"/>	<input type="checkbox"/>
l) Maternity/family caring responsibility	<input type="checkbox"/>	<input type="checkbox"/>
m) Other <i>(please specify below)</i>	<input type="checkbox"/>	<input type="checkbox"/>

B2 Since graduating from your course, have you done any paid teaching or lecturing? Please tick all that apply. *Yes, related to art, design, craft and media*
Yes, in another subject
No

B3 Since graduating from your course, have you worked in... Please tick all that apply.

	<i>Yes, paid</i>	<i>Yes, unpaid</i>	<i>No</i>
i) the creative industries (for an employer involved in the practice/production of art, design, craft or media)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii) an area directly related to your degree?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 for an exhibition?

Yes ¹ Continue
 No ² Go to Section D

C2 How many of these activities/jobs are you doing at present?

One ¹ Two ² Three ³ 4 plus ⁴

If you are doing more than three activities/jobs, please tell us about the three you spend most time on.

C3 Which best describes your status in EACH activity/job? Tick ONE box only in each COLUMN. Please use the first column for your main activity/job.

	Activity/ Job 1	Activity/ Job 2	Activity/ Job 3
Self employed/freelance (own business/freelance/commission work etc.)	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹
Permanent employment (with wage/salary)	<input type="checkbox"/> ²	<input type="checkbox"/> ²	<input type="checkbox"/> ²
On a temporary/fixed term contract (with wage/salary)....	<input type="checkbox"/> ³	<input type="checkbox"/> ³	<input type="checkbox"/> ³
Unpaid work/volunteering/work related to your creative practice	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴

C4 What label or title best describes each of these activities/jobs? Please write in for each.

C5 When did you start this activity/job?

Please give in MM / YYYY (e.g. 06/2007)

___ / ___ ___ / ___ ___ / ___

C6 In which industry/sector is each job/activity? Please tick ONE box only in each COLUMN.

	Activity/ Job 1	Activity/ Job 2	Activity/ Job 3
Advertising and publicity	<input type="checkbox"/> ⁰¹	<input type="checkbox"/> ⁰¹	<input type="checkbox"/> ⁰¹
Architecture.....	<input type="checkbox"/> ⁰²	<input type="checkbox"/> ⁰²	<input type="checkbox"/> ⁰²
Art market and antiques (incl. fine arts practice)	<input type="checkbox"/> ⁰³	<input type="checkbox"/> ⁰³	<input type="checkbox"/> ⁰³
Computer/video games and software	<input type="checkbox"/> ⁰⁴	<input type="checkbox"/> ⁰⁴	<input type="checkbox"/> ⁰⁴
Crafts	<input type="checkbox"/> ⁰⁵	<input type="checkbox"/> ⁰⁵	<input type="checkbox"/> ⁰⁵
Cultural heritage (museums, galleries, libraries and arts facilities).....	<input type="checkbox"/> ⁰⁶	<input type="checkbox"/> ⁰⁶	<input type="checkbox"/> ⁰⁶
Design.....	<input type="checkbox"/> ⁰⁷	<input type="checkbox"/> ⁰⁷	<input type="checkbox"/> ⁰⁷
Fashion, textiles and apparel	<input type="checkbox"/> ⁰⁸	<input type="checkbox"/> ⁰⁸	<input type="checkbox"/> ⁰⁸
Film, video and photography.....	<input type="checkbox"/> ⁰⁹	<input type="checkbox"/> ⁰⁹	<input type="checkbox"/> ⁰⁹
Performing arts and music.....	<input type="checkbox"/> ¹⁰	<input type="checkbox"/> ¹⁰	<input type="checkbox"/> ¹⁰
Publishing and literary arts (incl. news)	<input type="checkbox"/> ¹¹	<input type="checkbox"/> ¹¹	<input type="checkbox"/> ¹¹
TV and Radio	<input type="checkbox"/> ¹²	<input type="checkbox"/> ¹²	<input type="checkbox"/> ¹²
National/local government	<input type="checkbox"/> ¹³	<input type="checkbox"/> ¹³	<input type="checkbox"/> ¹³
IT/business services	<input type="checkbox"/> ¹⁴	<input type="checkbox"/> ¹⁴	<input type="checkbox"/> ¹⁴
Manufacturing/engineering	<input type="checkbox"/> ¹⁵	<input type="checkbox"/> ¹⁵	<input type="checkbox"/> ¹⁵
Health and social work.....	<input type="checkbox"/> ¹⁶	<input type="checkbox"/> ¹⁶	<input type="checkbox"/> ¹⁶
Banking and finance	<input type="checkbox"/> ¹⁷	<input type="checkbox"/> ¹⁷	<input type="checkbox"/> ¹⁷
Retailing	<input type="checkbox"/> ¹⁸	<input type="checkbox"/> ¹⁸	<input type="checkbox"/> ¹⁸
Hotel and catering.....	<input type="checkbox"/> ¹⁹	<input type="checkbox"/> ¹⁹	<input type="checkbox"/> ¹⁹
Leisure	<input type="checkbox"/> ²⁰	<input type="checkbox"/> ²⁰	<input type="checkbox"/> ²⁰
Research and development.....	<input type="checkbox"/> ²¹	<input type="checkbox"/> ²¹	<input type="checkbox"/> ²¹
Education.....	<input type="checkbox"/> ²²	<input type="checkbox"/> ²²	<input type="checkbox"/> ²²
Non-profit making organisations/charities.....	<input type="checkbox"/> ²³	<input type="checkbox"/> ²³	<input type="checkbox"/> ²³
Other (please specify below each column as appropriate).	<input type="checkbox"/> ²⁴	<input type="checkbox"/> ²⁴	<input type="checkbox"/> ²⁴

C7 Is this activity/job full-time or part-time? Please tick ONE box only in each COLUMN.

	Activity/ Job 1	Activity/ Job 2	Activity/ Job 3
Full-time (25 or more hours a week)	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹
Part-time (less than 25 hours a week)	<input type="checkbox"/> ²	<input type="checkbox"/> ²	<input type="checkbox"/> ²

C8 Approximately, how many other people are there in the organisation as a whole (excluding yourself) in which you undertake each activity/job? Please tick ONE box only in each COLUMN.

	Activity/ Job 1	Activity/ Job 2	Activity/ Job 3
No others (freelance/sole trader/solo activity).....	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹
1 to 10.....	<input type="checkbox"/> ²	<input type="checkbox"/> ²	<input type="checkbox"/> ²
11 to 50.....	<input type="checkbox"/> ³	<input type="checkbox"/> ³	<input type="checkbox"/> ³
51 to 250.....	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁴
Over 250.....	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁵	<input type="checkbox"/> ⁵
Don't know.....	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁶

C9 Please indicate the extent to which you agree or disagree with the following statements about your current working situation. Please tick ONE box on each ROW.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
a) I am satisfied with my work	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
b) I feel underemployed in my work.....	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
c) I feel I am able to be creative in my work	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
d) Generally, my work is relevant to art, design, craft and media.....	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
e) Generally, my work is related to the subject of my degree	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
f) I have little autonomy and independence in my work.....	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
g) I feel there are career opportunities open to me	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
h) I feel that my work is in my chosen career	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵

Section D: Further study

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

Yes ¹ Continue No ² Go to Section E

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

D3 Have you done any courses leading to a postgraduate qualification since graduating? Please tick ONE box and then provide details as indicated.

Yes ¹ continue No ² go to D4

D3a If YES, what was/were the title(s) of the qualification?

Masters (MA/MSc/MPhil)

PhD/DPhil

PGCE

PG Diploma

Other postgraduate qualification (please specify below)

D3b What was the subject of the course?

D3c In which institution did you do the course?

D4 Have you done any short skills based courses since graduating?

No

Yes, in an art, design, craft or media subject

Yes, in a business skills area

Yes, other (please specify subject below)

D5 If you have done any other further study, education or training that you have not already told us about, please briefly describe below.

D6 Why did you undertake this course/these courses? Please tick ALL that apply.

- | | | | |
|-------------------------------------------------|--------------------------|-----------------------------------------------------|--------------------------|
| a) To obtain a professional qualification | <input type="checkbox"/> | g) To develop further skills/knowledge..... | <input type="checkbox"/> |
| b) To enhance my job opportunities..... | <input type="checkbox"/> | h) To develop my creative practice | <input type="checkbox"/> |
| c) To make more contacts..... | <input type="checkbox"/> | i) To give me time to decide on a career..... | <input type="checkbox"/> |
| d) Out of interest/personal fulfilment | <input type="checkbox"/> | j) To help me earn more money in the long term..... | <input type="checkbox"/> |
| e) Because I had nothing else to do..... | <input type="checkbox"/> | k) Other (please specify) | <input type="checkbox"/> |
| f) At request of my employer | <input type="checkbox"/> | | <input type="checkbox"/> |

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)? Please write in.

E2a Have your aspirations changed? Yes ¹ No ² Unsure ³

E2b If YES, what kind of career do you now aspire to? Please write in.

E3 How close to your chosen career do you consider yourself to be? Please tick ONE box.

Not at all close <input type="checkbox"/> ¹	Very close <input type="checkbox"/> ⁴
Not very close <input type="checkbox"/> ²	In my chosen career <input type="checkbox"/> ⁵
Fairly close <input type="checkbox"/> ³	Not applicable <input type="checkbox"/> ⁶

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? Please tick ONE box.

Not at all likely <input type="checkbox"/> ¹	Fairly likely <input type="checkbox"/> ³
Not very likely <input type="checkbox"/> ²	Very likely <input type="checkbox"/> ⁴

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? Please give your reasons in the space below.

E6 How important are the following in the decisions you make about your career? Please tick ONE box for each row.

	<i>Not at all important</i>	<i>Not very important</i>	<i>Fairly important</i>	<i>Very important</i>
a) Earning a good salary.....	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
b) Being able to work for myself	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
c) Being able to pursue/maintain my creative practice	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
d) Being recognised/respected by my peers	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
e) Making full use of my knowledge and skills.....	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
f) Having time with my family and friends	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
g) Having a stable/regular source of income	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
h) Being able to try new things	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
i) Working with people from different disciplines	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
j) Having time to pursue hobbies/interests outside the workplace.....	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
k) Being able to continue to improve knowledge and skills	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
l) Being able to contribute to society/help others.....	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
m) To identify myself as an artist/designer	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴
n) Other (please specify)	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴

E7 During the next five years, how likely do you think it is that you will be doing any of the following? Please tick ONE box for each row.

	<i>Not at all likely</i>	<i>Not very likely</i>	<i>Fairly likely</i>	<i>Very likely</i>	<i>Not applicable</i>
a) Doing the same as present	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) Doing a higher level job in the same career	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) Changing working hours	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) Doing a range of jobs/activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) Working freelance	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) Running my own business	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
g) Changing career direction	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
h) Training / learning new skills	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
i) Doing something completely different	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
j) Parenthood/looking after dependents	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
k) Other (<i>please specify</i>)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section F: About you

F1 Where is/was your main area of residence? i) before starting your UNDERGRADUATE degree course, and ii) currently. Please tick ONE box for each column.

	<i>i) Before your course</i>	<i>ii) Current residence</i>
Northern Ireland	<input type="checkbox"/> 01	<input type="checkbox"/> 01
Scotland	<input type="checkbox"/> 02	<input type="checkbox"/> 02
Wales	<input type="checkbox"/> 03	<input type="checkbox"/> 03
East Anglia	<input type="checkbox"/> 04	<input type="checkbox"/> 04
East Midlands	<input type="checkbox"/> 05	<input type="checkbox"/> 05
Greater London	<input type="checkbox"/> 06	<input type="checkbox"/> 06
North East England	<input type="checkbox"/> 07	<input type="checkbox"/> 07
North West England	<input type="checkbox"/> 08	<input type="checkbox"/> 08
South East England	<input type="checkbox"/> 09	<input type="checkbox"/> 09
South West England	<input type="checkbox"/> 10	<input type="checkbox"/> 10
West Midlands	<input type="checkbox"/> 11	<input type="checkbox"/> 11
Yorkshire & Humberside	<input type="checkbox"/> 12	<input type="checkbox"/> 12
Other UK (e.g. Channel Islands/Isle of Man).....	<input type="checkbox"/> 13	<input type="checkbox"/> 13
Overseas country (<i>please specify below</i>)	<input type="checkbox"/> 14	<input type="checkbox"/> 14

F2 When you began your UNDERGRADUATE degree course, how were you classed? Please tick ONE box.

- A 'home' (i.e. UK domiciled) student 1
- A European Union (EU) student 2
- A non-EU/overseas student 3
- Don't know 4

F3 What was your age on your last birthday? Enter in years.

F4 What is your gender?

- Male 1
- Female 2

F5a Do you consider yourself to have a disability? (e.g. dyslexia, hearing impairment etc.)

- Yes 1
- No 2

F5b If YES, please give brief details.

F6 Do you have any children who normally live with you and who are financially dependent on you?

- Yes 1
- No 2

F7 Which of the following qualifications did you have PRIOR to starting your undergraduate degree course? Please tick ALL that apply.

- | | | |
|--------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------|
| a) Art and Design Foundation Course <input type="checkbox"/> | e) Access to HE <input type="checkbox"/> | i) AVCE/VCE..... <input type="checkbox"/> |
| b) Foundation degree (2 year) <input type="checkbox"/> | f) BTEC National/SCOTVEC dip/cert.. <input type="checkbox"/> | j) NVQ/SVQ Level 3, GNVQ Advanced <input type="checkbox"/> |
| c) HNC/HND..... <input type="checkbox"/> | g) A/AS level/Advanced Highers/Highers..... <input type="checkbox"/> | k) Other (please specify) <input type="checkbox"/> |
| d) First degree (BA/BSc) <input type="checkbox"/> | h) GCSEs/Scottish Standard Grades.. <input type="checkbox"/> | <input type="checkbox"/> |

F8 How would you describe your ethnic group? Please tick ONE box.

- | | |
|---------------------------------------------------|---------------------------------------------------|
| White <input type="checkbox"/> 1 | Black or Black British <input type="checkbox"/> 4 |
| Mixed <input type="checkbox"/> 2 | Chinese <input type="checkbox"/> 5 |
| Asian or Asian British <input type="checkbox"/> 3 | Other (please specify) <input type="checkbox"/> 6 |
| <input type="text"/> | |

F9 Has anyone else in your family studied at university/polytechnic or college of higher education?

- | | |
|---------------------------------------------------|-------------------------------------|
| Yes, parent(s) <input type="checkbox"/> | No <input type="checkbox"/> |
| Yes, other family member <input type="checkbox"/> | Don't know <input type="checkbox"/> |

F10 What is your personal gross annual income? Please tick ONE box only.

- | | |
|--------------------------------------------|--------------------------------------------|
| £5,000 or less <input type="checkbox"/> 1 | £20,001-£30,000 <input type="checkbox"/> 5 |
| £5,001-£10,000 <input type="checkbox"/> 2 | £30,001-£40,000 <input type="checkbox"/> 6 |
| £10,001-£15,000 <input type="checkbox"/> 3 | £40,001-£50,000 <input type="checkbox"/> 7 |
| £15,001-£20,000 <input type="checkbox"/> 4 | over £50,000 <input type="checkbox"/> 8 |

F11 How well would you say that you are managing financially these days? Please tick ONE box only.

- | | |
|-----------------------------------------------|-------------------------------------------------|
| Living comfortably <input type="checkbox"/> 1 | Finding it difficult <input type="checkbox"/> 3 |
| Getting by <input type="checkbox"/> 2 | Don't know/Not sure <input type="checkbox"/> 4 |

G: Future contact

Data Protection Act 1998: The personal and sensitive information you provide in this form will be processed by IES and Employment Research Ltd (the research team), on behalf of the partnership of universities and colleges funding the research (the research partners and data controller), ONLY for the purpose of the Creative Graduates Creative Futures research study in compliance with their duties and obligations under the Act. The research partner organisations will not have access to individual responses and no individual will be identified in any report or summary data provided to them.

G1 We will donate 50p to charity for each questionnaire returned to us and have selected three charities to benefit. Please indicate which of these you would like your 50p to go to.

- | |
|-----------------------------------------------------------------|
| Art for Refugees in Transition (ART) <input type="checkbox"/> 1 |
| Marie Curie Cancer Care <input type="checkbox"/> 2 |
| UNICEF <input type="checkbox"/> 3 |

G2 There is a top prize of £1000 in gift vouchers and a total prize fund of £3000 for 20 winners.
Please tick the box if you would like to be entered into the prize draw.

G3 The research team want to explore career stories in a little more detail. Please tick the box if you are willing to be contacted by email/telephone to discuss your early career experiences further.

G4 Please tick the box if you would like to receive information by email about the findings from the research.

G5 Please provide your contact details below. You will only be contacted for the purpose(s) you have indicated above. No other organisation will have access to your details.

Name:

Email address:

Telephone number:

Home address:

**Thank you once again for your help - your response will make a difference.
We welcome any further comments. Please provide these on a separate sheet.
Please return your questionnaire and extra sheets in the reply paid envelope to:
Employment Research, SEA 1044, FREEPOST, PO Box 2106, Hove, East Sussex, BN3 5ZB**