


Creative Employer Skills Survey



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HM Government



What is the Creative Employer Skills Survey?

The Creative Employer Skills Survey is a new survey of 1,300 businesses across the creative industries in England, Scotland, Wales, and Northern Ireland.

It is co-funded by the Department for Culture, Media and Sport (DCMS) and the Creative Industries Council (CIC).

What sectors make-up the Creative Industries?

The creative industries include: Advertising and marketing; Architecture; Crafts; Design and designer fashion; Film, TV, video, radio and photography; Computer Games; IT, software and computer services; Publishing; Museums, galleries and libraries; Music; and Performing and visual arts.

What are the aims of the project?

The survey is part of a wider skills audit process being led by the Creative PEC and Work Advance. It aims to address critical evidence gaps on skills issues in the creative industries and inform the Creative Industries Sector Plan and subsequent skills provision for the sector.

Why do you need to talk to me?

Your establishment has been chosen at random to make sure we get a truly representative picture of all creative businesses (large and small) in England, Scotland, Wales and Northern Ireland. Your co-operation will ensure that views expressed are representative of all employers in your creative sub-sector.

Who should complete the survey?

We are looking to speak with establishments with 2 or more employees. The survey asks about recruitment, human resources and workplace skills, so we are keen to speak to the most senior person at your site that has responsibility for these sorts of issues.

What does participation involve?

Participation will involve a telephone interview with an interviewer from MMarket Solutions. On average interviews last around 15 minutes. However, the interview length may vary depending on the answers that you give. The interview will take place at a time that is convenient for you.

Why ask about issues specific to one business site and not my whole organisation?

We know that skills issues can vary geographically. Hence the survey asks about site-specific topics to build a complete picture of issues at a local level.

What are you collecting information on?

We collect information on areas including: recruitment and recruitment difficulties; the skills of the existing workforce; what training employers offer; and what types of workers and skills they expect to need in future.

Why should I participate?

The survey aims to help Government and other organisations to assist employers like you, by better understanding the skills challenges that creative employers face within their workforce and when recruiting, and the skills that will be important to creative businesses in future.

I have also been contacted to participate in the Creative PEC's Creative Business Panel Survey. What's the difference?

The Creative Business Panel Survey examines wider topics important to creative employers, such as research & development, technology, investment and sustainability. It is an online survey that you could complete at your convenience.

Will my responses be confidential?

The information you share will be treated in the strictest confidence under the Code of Conduct of the Market Research Society and in accordance with the Data Protection Act (2018) and General Data Protection Regulations (GDPR). You can view MMarket Solutions' Privacy Policy (<https://mmarketsolutions.co.uk/privacy-policy>).

How do I know the research agency contacting me is legitimate?

MMarket Solutions is a well-established market research agency. If you would like to check our credentials you can call the Market Research Society for free on 0800 975 9596.

Will I be able to access the results of the survey?

Yes. The results of the survey will be included in the Creative Industries Skills Audit report, which will be published on the Creative PEC website (pec.ac.uk) in Autumn 2025. If you participate in the survey, you will also be asked if you would like us to email you a copy of the report.

Who can I contact for further information about the survey or the wider research?

If you need to contact us about the survey, or the wider skills audit process, please email us at research@mmarketsolutions.co.uk and one of the research team will get back to you.