UK Games Industry Workforce Demographics Survey 2025

Professor Mark Taylor

July 2026

ukie.org.uk

Report author: Professor Mark Taylor

Additional research by: Luke Hebblethwaite

In collaboration with: Cinzia Musio and Colm Seeley

Design and layout by: **EN-TE | en-te.co.uk**

For questions about this report, please contact Ukie at: colm@ukie.org.uk

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Introduction

This report summarises the results from the third UK Games Industry Workforce Demographics Survey. The first survey took place in Autumn 2019, and the second in Autumn 2021. The data that we're reporting on here was collected from the middle of November 2025 until the end of January 2026.

Overall, 1,610 people completed the survey. This is a significant decrease on the 3,603 people who completed the previous edition in 2021. This decrease is reflective of decreasing response rates to large surveys in general. It's also potentially reflective of consequences of a large number of job losses that have taken place in the industry over that period.[1]

These 1,610 people were recruited via two main channels. First, the survey was widely publicised, with people working in the games industry being encouraged to complete the survey. This publicity included channels such as Ukie's social media, social media from organisations working in and around the UK games industry, and the UK Games Industry Slack. Second, a number of employers within the UK games industry circulated the survey around their staff. The questions that people answered were identical regardless of which route they took to arriving at it.

Around 71% of participants came via an open link, and around 29% followed a link circulated by their employer. In 2021, these figures were 36% and 64% respectively. Comparisons with previous work are challenging owing to the significant difference in sample composition and should be read with this in mind. This is discussed in more detail in the methodology section.

We asked people questions in three main areas. In the first part of the survey we asked people questions about their job, such as the kind of work they do, whether they're employed, freelance, or something else, and how many hours they usually work.

In the second, we asked people questions about themselves, such as their age, gender, and social background.

Finally, we asked people questions about their attitudes. This included questions about how they felt about their place of work and about the UK games industry, as well as questions about their plans for the future.

This final section of the questionnaire was explicitly optional, with people given an option to skip these questions. 90% of people chose to answer these questions, which is the same figure as it was in 2021.

The structure of the questionnaire is very similar to the previous edition. However, there are some additions. For example, we asked some questions about any training or development that people had, and about whether they'd left a job in the UK games industry in the last three years. This report includes summaries of each of the questions that we asked people throughout the questionnaire. The differences in the composition of the sample across different years of data means that we should be cautious about comparing estimates over time.

As in the previous editions of this work, most of the questions that we asked people were phrased in exactly the same way as other key data sources. These include the Labour Force Survey and the 2021 Census of England and Wales. Because this was our approach, we're able to put several of the figures that we're reporting into the context of the country overall, or in relation to different industries.

This report starts by summarising the results about the kinds of work that people do in the UK games industry, followed by people's personal characteristics and backgrounds, and then their attitudes.

Following these overviews, we then present some analysis of a few areas in more detail. We start by describing how the profile of respondents differs across different levels of seniority. This is followed by a section about the impact of job losses in the UK games industry among people who completed the survey. Finally, we present more detail about the international workers who participated.

This is the full version of the report on the 2025 UK Games Industry Workforce Demographics Survey. It's accompanied by an executive summary, which can be downloaded from the same page on Ukie's website.

*"Overall, **1,610 people** completed the survey"*

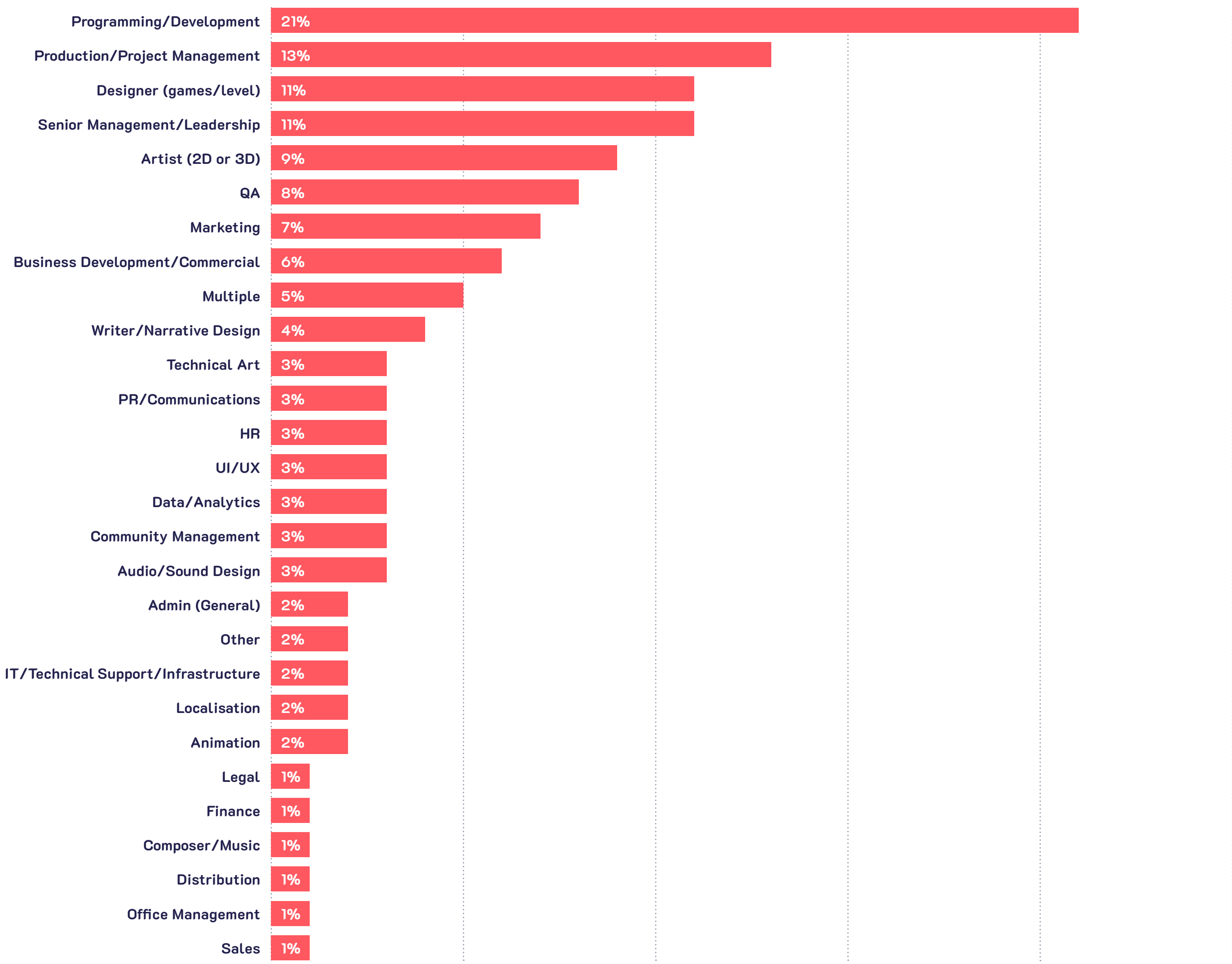
1 Who completed the survey?

1.1: Job roles

People were first asked about their job role. They were presented with a list of roles and asked to select which of them described their own job role. People could select as many roles as they felt applied; 79% of people selected one role, 14% two roles, 5% three roles, and 2% four or more. People who selected four or more roles have been grouped into a "Multiple" category.

This distribution of job roles is very similar to what we reported four years ago, There have been increases in designers, from 8% to 11%, and among people who selected four or more job roles, from 2% to 5%. In all other cases, the changes are smaller.

Figure 1: Which of these describes your job role?



In what follows, we report on a smaller set of roles. This is because many of the job roles we cover here have relatively few people working in them, meaning we cannot break these figures down by other characteristics. We are using the same set of roles as our two previous reports, allowing comparisons over time. The exceptions to this are for IT and localisation, due to issues with sample size. These grouped roles and their populations can be seen in figure 2.

1.2: Contract type and position

The most common type of contract type represented is full-time employees on open-ended contracts, at 73%. The next most common type is company owners and directors, at 11%. This latter figure is high; however, it is important to note that 65% of this group report working at an organisation that employs 9 or fewer people. Compared with the overall workforce, respondents are more likely to be working full-time[2]. The percentage of respondents working in the UK games industry who are freelancers also appears to be lower than in other countries[3].

Figure 2: Games industry job roles grouped into broader categories

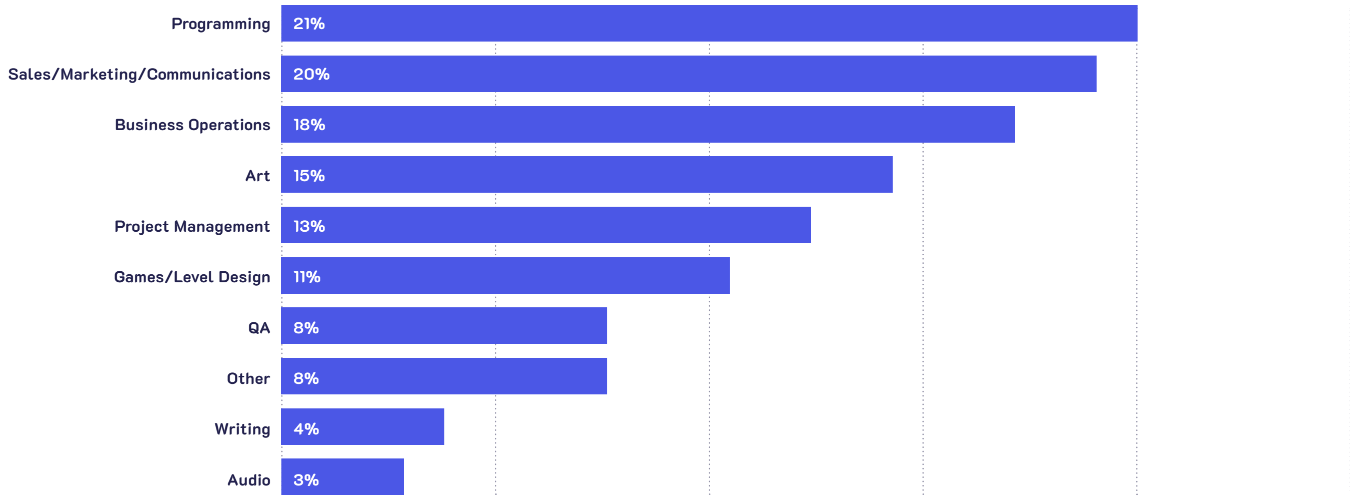


Figure 3: Which of the following best describes your relationship with your place of work?

Compared with the previous survey, this represents a significant decrease in the percentages of full-time employees on open-ended contracts, from 82% to 73%. The percentage of company owners and directors has increased from 6% to 11%, and the percentage of freelancers has doubled from 3% to 6%. There has not been an equivalent increase across the broader economy[4], or among creative workers[5], in that period.

We asked two questions about people's seniority at work. First, we asked whether people had formal responsibility for supervising other people's work; 41% of people responded that they did. This is the same figure as for our previous report, which indicates that the increase in the representation of company owners and directors we showed in section 1.2 does not necessarily correspond to an increase in seniority overall.

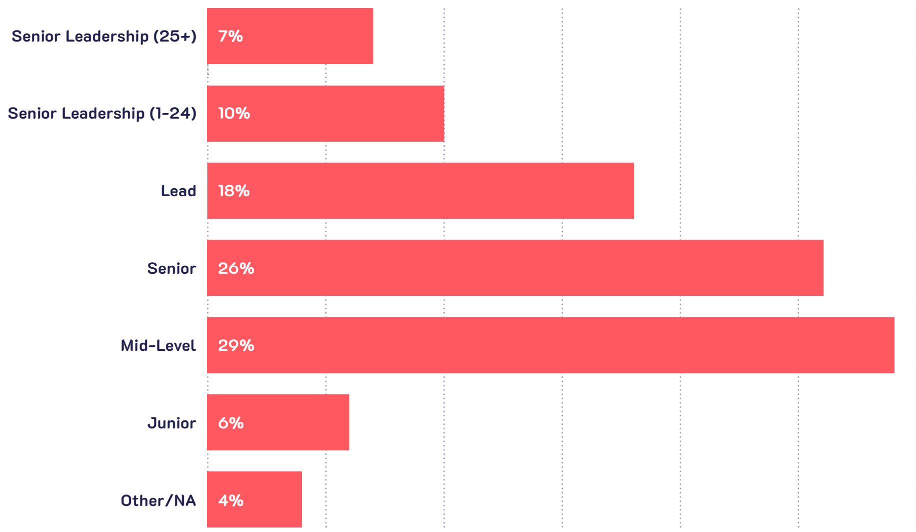
In the second question, we presented people with a list of categories, and asked which of them best describes their role.

The representation of people in senior leadership - 7% in organisations of 25 people or more, 10% in smaller organisations - is relatively high, and a major increase on our previous report, where the figures were 4% in both cases.

In 2021, there was an additional category "Managerial", which 14% of respondents chose. It was removed in this edition after feedback about its ambiguity alongside other roles. The increase in people in senior leadership in 2025 may reflect how the responses of people previously in "managerial" roles have redistributed within the condensed set of roles in 2025.

Overall, the largest change compared with our previous report is in the smaller number of people in junior roles: a decrease from 13% to 6%.

Figure 4: Which of these best describes your position in your place of work?



1.3: Time in the workplace and the sector

Figure 5 shows the responses to the 95% of participants who told us about how long they had worked for their current employer. People may have skipped the question for several reasons, such as being freelance. This question was introduced for the first time in this version of the survey, which means we cannot draw comparisons with previous reports.

Considering the results in figure 6, there has been a significant increase in people who have been working in the industry for longer periods compared to our previous report. For example, in 2021, 12% of people reported having been working in the sector for a year or less compared with 3% this year.

This is consistent with the decrease in people reporting working in junior roles shown in section 1.2. It is also consistent with a sector where fewer people have been able to access a first job in the industry due to a decrease in entry-level vacancies[6].

Figure 5: For how long have you worked for your current employer?

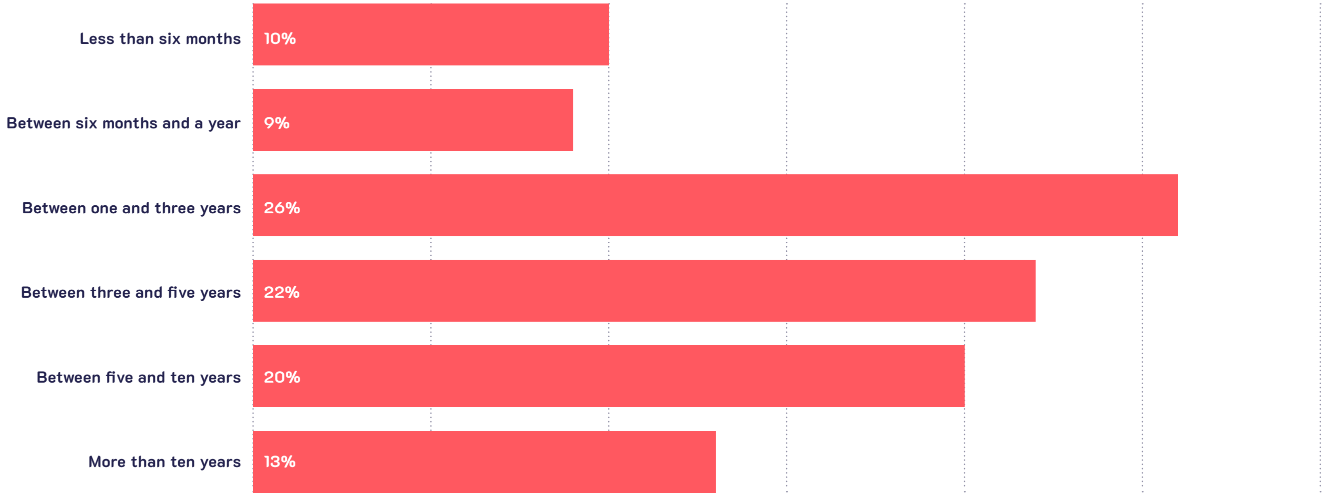
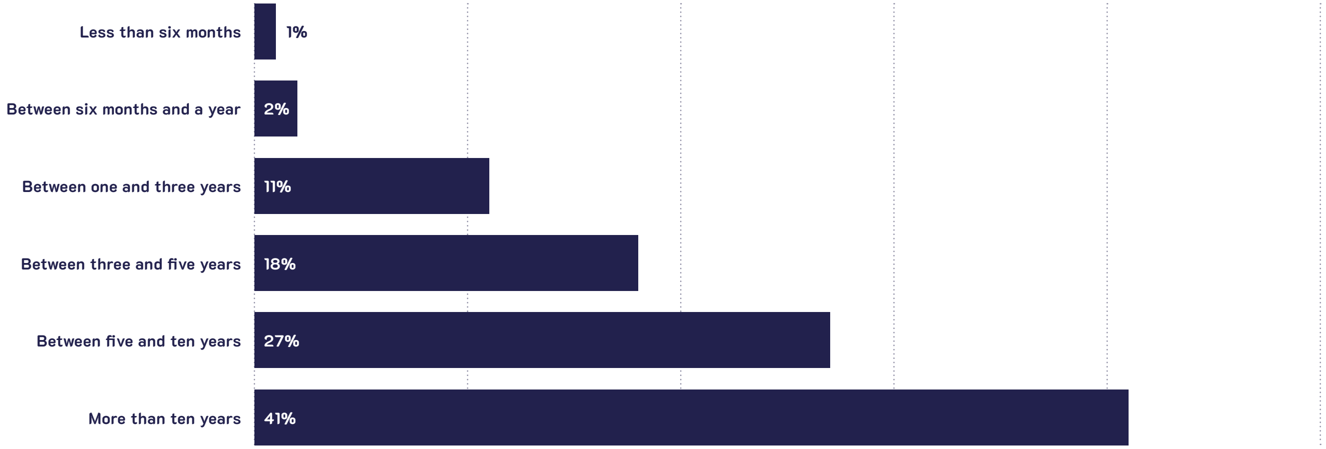


Figure 6: For how long have you worked in the games / interactive entertainment sector?



1.4: Promotion and progression

As in 2021, we asked people two questions about their career development during the previous three years. First, we asked whether people had been promoted, and second, we asked if they had gained a more senior role at another organisation. This is because it is fairly common for people's career progression to be accomplished by changing employer[7]. We describe the latter case as a "diagonal move".

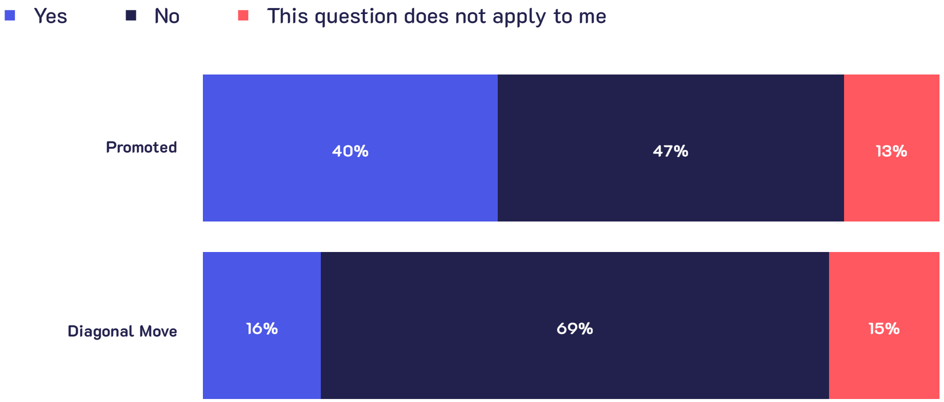
In each case, people could respond either "Yes" or "No", as well as "This question does not apply to me". This is because, at small organisations, this question might not be relevant, as an organisation of a small number of people may not include formal progression opportunities.

The 47% of people who reported not having been promoted is a slight increase on the equivalent figure from 2021, which is 42%.

For diagonal moves, the change is larger; 69% of people reported having not made a diagonal move, compared with 61% in 2021.

This may reflect two different patterns. The first is that our respondents are more likely to have been in more senior roles in 2025 compared with 2021, meaning that promotions may be less frequent. The second is that the job market in games was less fluid by 2025 than in 2021, making it more challenging to move role. This would particularly account for the decrease in people having made diagonal moves.

Figure 7: Responses to 'Have you been promoted?' and 'Have you moved company into a more senior role?'

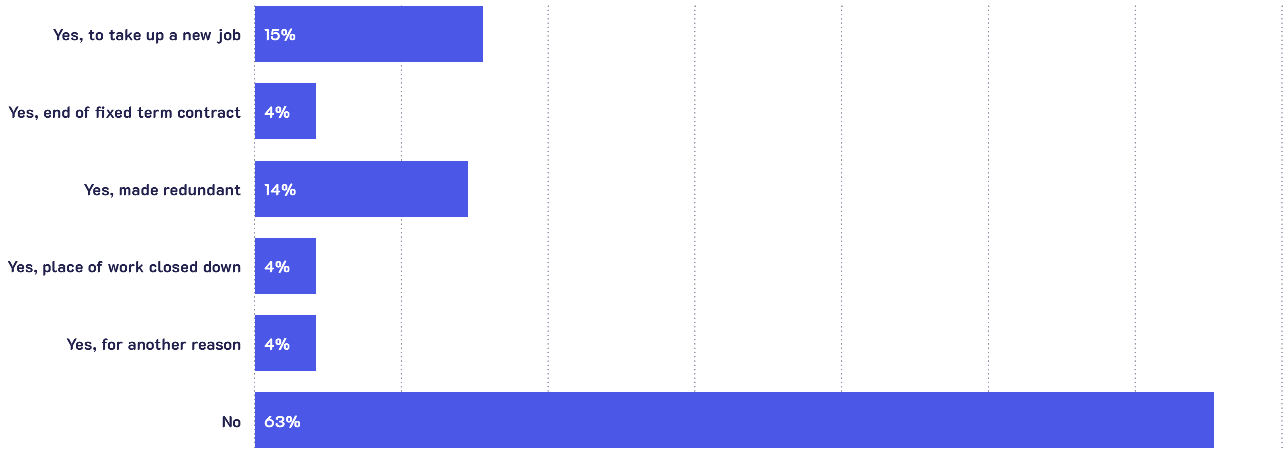


1.5: Leaving jobs

We asked people whether they had left a job in the UK games industry for any reason in the last three years. Job losses have significantly affected the industry since the last edition of this work, and so understanding the impacts of this was a major priority.

These figures are not presented as describing the full extent of the impact of job losses on the UK games industry because the survey is unlikely to have captured many of those who lost their jobs but have not re-entered the industry. The survey design did not explicitly exclude this group of people, but was distributed primarily through channels that reach current UK games industry employees.

Figure 8: In the last three years, have you left a job in games?



Overall, 63% of people responded that they had not left a job in the UK games industry in the previous three years. Another 15% of people had left a job in order to take on a new job. 14% of people had been made redundant, 4% had left a job because their place of work had closed down, and 4% had left a job due to the end of a fixed term contract. These latter three categories more closely capture the extent of the impacts of job losses on the industry. We should note that these figures sum to more than 100%, as some people have left jobs more than once over the three year period that we asked about.

This figure is in line with similar data from across the European games industry which used a similar approach to data collection, finding that 26% of people had been affected by layoffs[8].

Among people who had left a job in the preceding three years, we asked a follow-up question of how long it took before they obtained a new role. Figure 9 shows the distribution of responses to that question.

Of people completing the survey who reported that they had left a job, half had started a new role within the following three months. For a further 18% of people, they had started a new role within three and six months, while for 22% people it took longer. The 10% of people who report that the question does not apply to them may include people who are continuing to seek new roles in the industry.

It is hard to understand whether respondents' experiences of job losses are similar to other groups of people because of data limitations. However, Skillsearch collected data in 2025, where 43% of people completing the survey were from the UK. They found that 54% of people who had been made redundant had found a new role within 3 months, suggesting similarities[9].

Figure 9: After how long did you start a new job in the UK games industry?

1.6: Training

We asked a new set of questions about education and/or training. Overall, 49% of respondents had received some education or training. For 32%, that was through their place of work; for 13%, organised independently of their place of work; and for 4%, both. The 32% of respondents receiving training through their place of work is higher than the figure for the overall workforce, which is 18%[10].

Figure 11 summarises what that education or training addressed.

In order to put these figures into context, we also show how rates of different forms of training vary by levels of seniority. We focus on the four forms of training that people are most likely to report they have experienced: management and leadership, technical skills, the use of new technology, and bullying, harassment and discrimination.

Figure 10: Subject of education or training

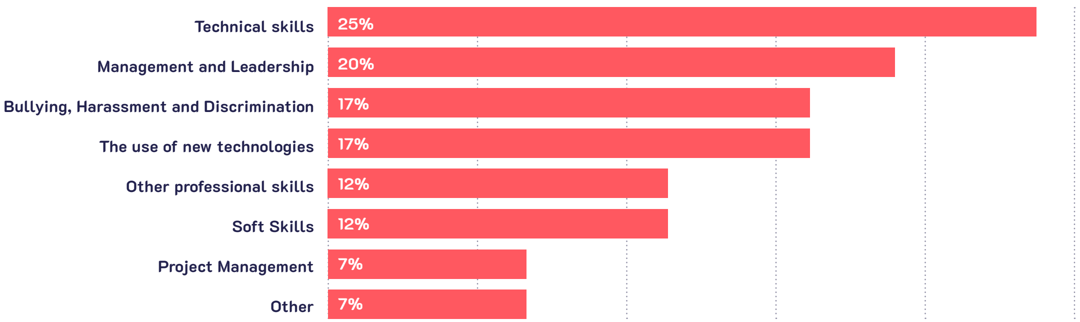
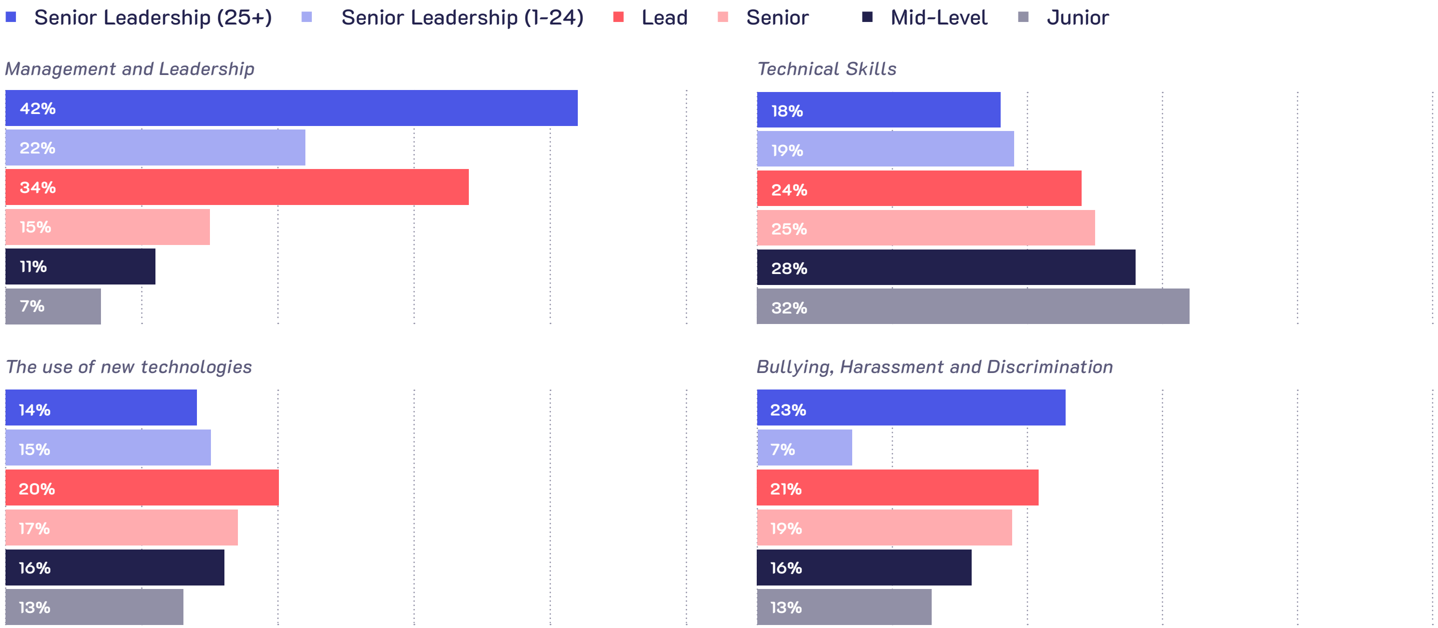


Figure 11: Subjects of education or training at different levels of seniority



1.7: Hours worked

We asked two questions about the hours people typically work. First, we asked about people's usual weeks, and then about the heaviest week they'd had in the last twelve months. This allows us both to generate estimates of usual practice, as well as the extent of "crunch".

Figure 12 presents the number of hours that people reported usually working.

In the broader UK workforce, the average weekly hours for full time workers is 36.6 hours[11], suggesting that games is not a significant outlier. Comparison data suggests that the average figure for games workers internationally is higher[12]. The 2021 survey reported an identical figure of 74% of respondents working 33-40 hours per week. However, there is a slight increase in the percentage of people reporting working fewer hours than this: 10% in total in 2025 compared with 7% for data collected in 2021. This may reflect more people choosing to work part-time, or could also reflect people working fewer hours than they would like to.

The 29% of people reporting working for more than 50 hours in at least one week in the last twelve months is the same figure as for the equivalent data collected in 2021. This indicates that the extent of "crunch" in the UK games industry has not changed significantly over that period.

Figure 12: How many hours per week do you usually work? (excluding meal breaks)

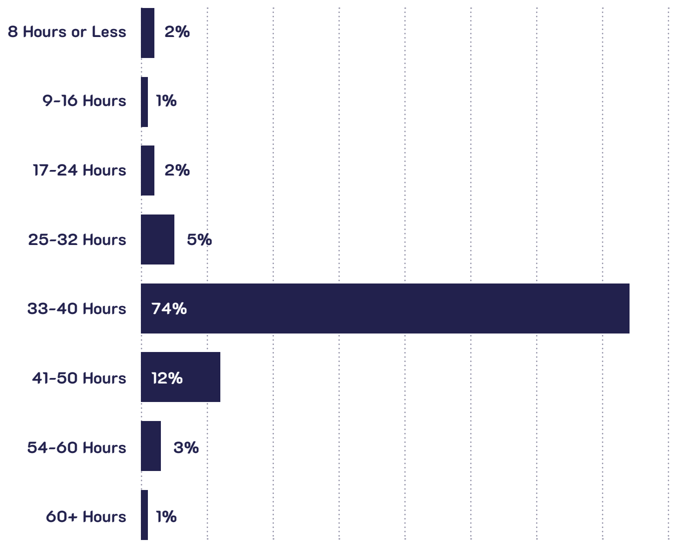
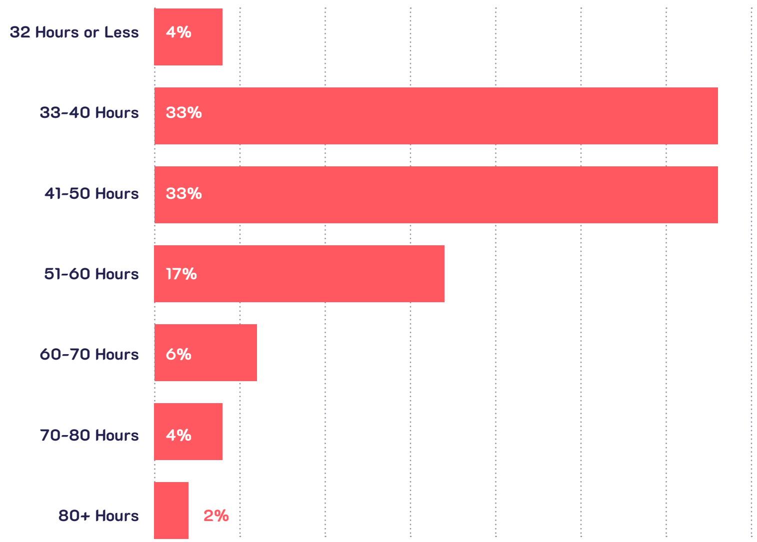


Figure 13: During the last twelve months, what is the largest number of hours you have worked in a single week? (excluding meal breaks)

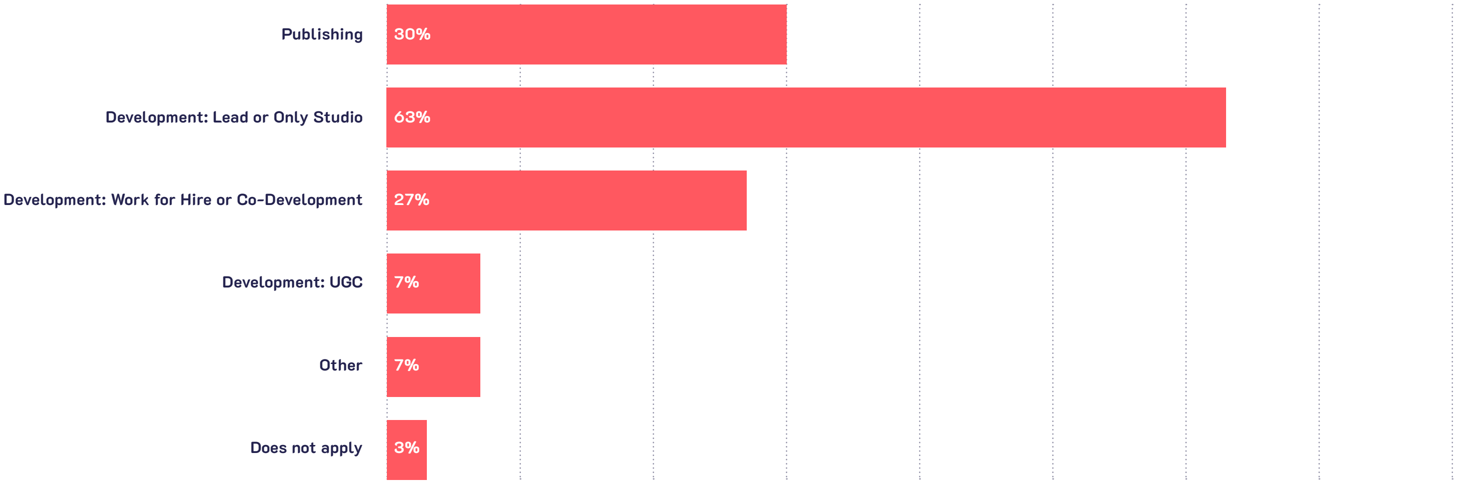


1.8: Type and size of workplace

This section covers two main questions about people's workplaces: about the kind of work that they do, and the number of people who work there. We've used "UGC" to capture developers creating games or content within existing game platforms. This was a new question within the questionnaire and represents a first look at the distribution of activity in the UK games industry following several years of significant change. Respondents were able to select multiple responses here, as workplaces may pursue multiple activities, so the percentages do not sum to 100%.

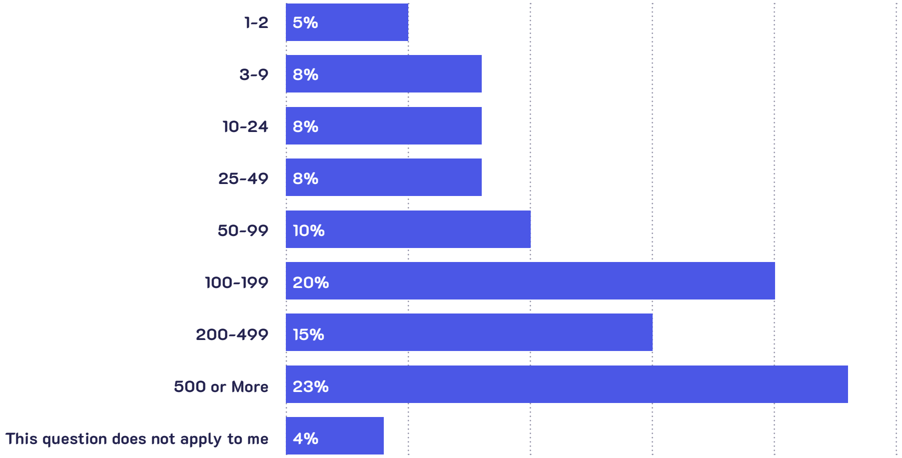
This represents a significant shift since the data collected in 2021, where - on average - people worked in larger workplaces. In that year, 26% of people worked in a workplace employing 500 or more people, and another 26% worked in a workplace employing 200-499 people: 52%, compared with 38% of people in this data.

Figure 14: Which of these describes the work done at your workplace?



This is likely to, at least in part, represent a shift in the overall distribution of the UK games industry. The scale of change in the industry has led to there being fewer large organisations, both as a consequence of some large organisations having closed down, and other organisations having decreased in scale. It is also consistent with analysis that shows increases in micro- and small-sized studios during the period May 2024 to September 2025[13].

Figure 15: How many people are employed at the place where you work?



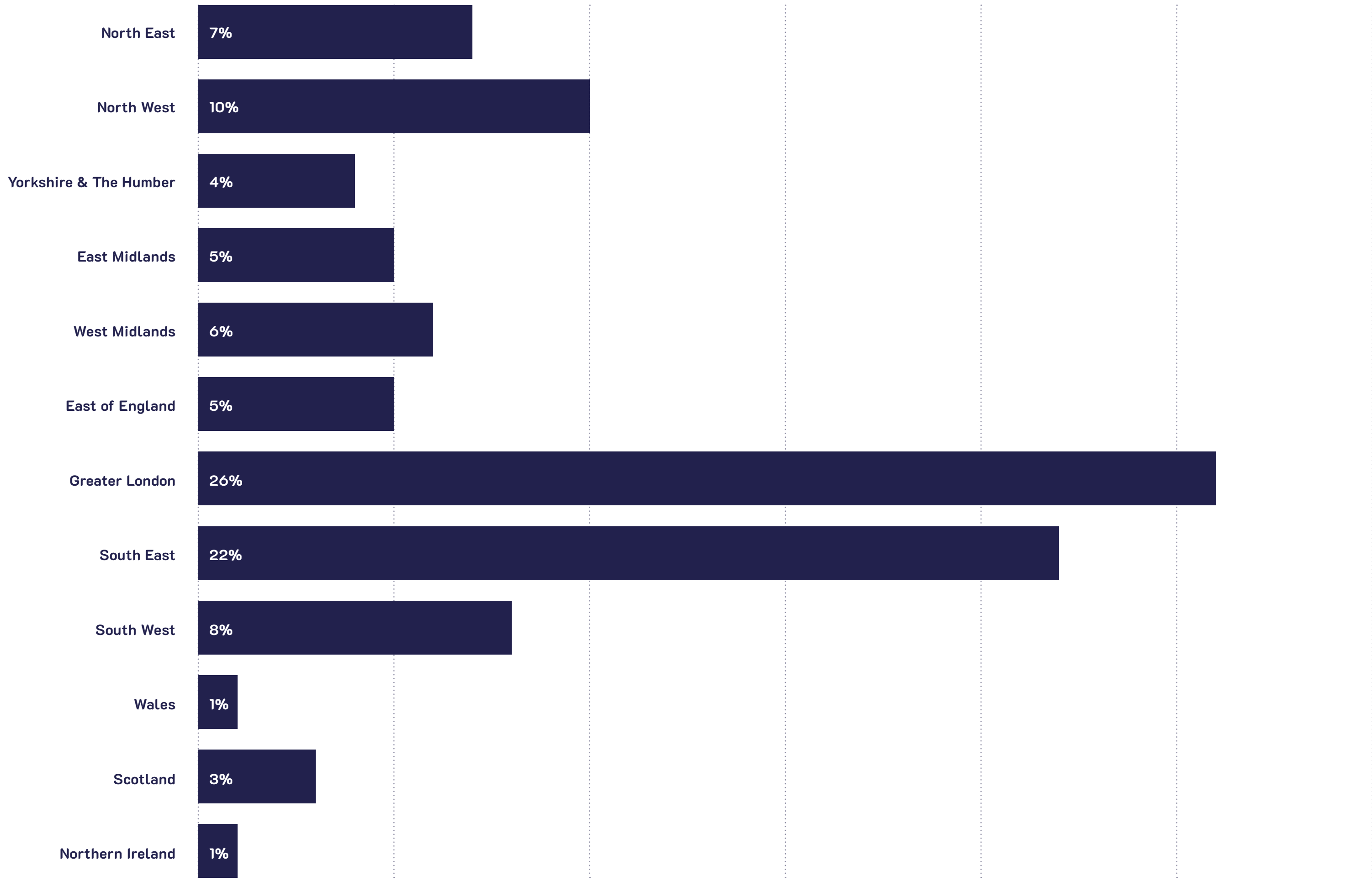
1.9: Region of workplace

We asked people where their place of work is located.

A smaller percentage of our respondents reported working in Greater London (26%) compared with other screen industries[14].

This represents a large change compared with the data collected in 2021, when 37% of people responded that their place of work was in Greater London. Most regions have seen small percentage increases. For example, the East of England has gone from 3% to 5%, and the South West has gone from 6% to 8%. The only other region to have seen a decrease is the West Midlands, from 8% to 6%.

Figure 16: In which region is the place where you work?



1.10: Working locations

We asked people where they have mainly worked in the last month.

In the broader workforce, mainly working from home is less common (15%) and working mainly from a particular workplace more common (52%)[15]. However, we should note that working from home, and particularly hybrid working, are more common among people with higher educational qualifications, and a majority of participants in all editions of our UK games workforce surveys have consistently told us that they hold a degree qualification or higher (see section 2.12).

When we asked this question in 2021, 80% of people had been working from home; however, this should be put into the context of higher rates of working from home in general as a consequence of the Covid-19 pandemic. In that year, we also asked about people's preferred option in future, where 10% selected in the office, 38% from home, and 52% a mix of both. We did not ask that same question again this time.

We also asked about how frequently, if at all, people were required to work from a particular location, such as an office.

Figure 17: In the last month, where have you mainly worked?

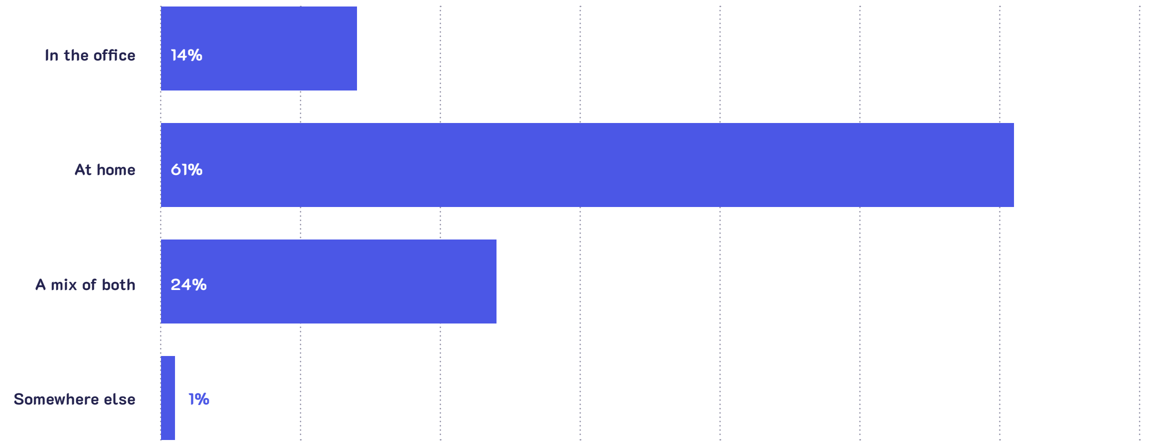
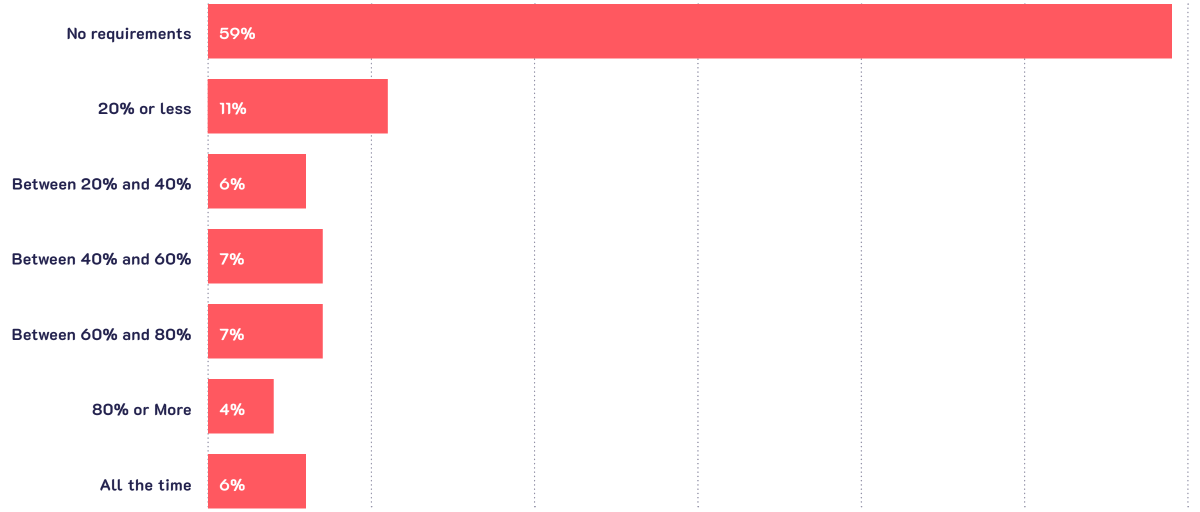


Figure 18: In an average week, what proportion of your working hours are required to be in a particular location, such as in the office?



2 Who works in games?

In the next section of the questionnaire, we asked people questions about themselves.

This section summarises people's responses to these questions. In most cases, we've used the same question phrasing as is used in major national surveys, which allows us to compare the figures for our participants with other relevant comparisons. We've also used the same question phrasing as we did in 2019 and 2021, which allows us to draw comparisons with those time points, though note that this edition of the UK Games Workforce Demographics Survey has a significant difference in sample composition, so direct comparisons should be treated with caution.

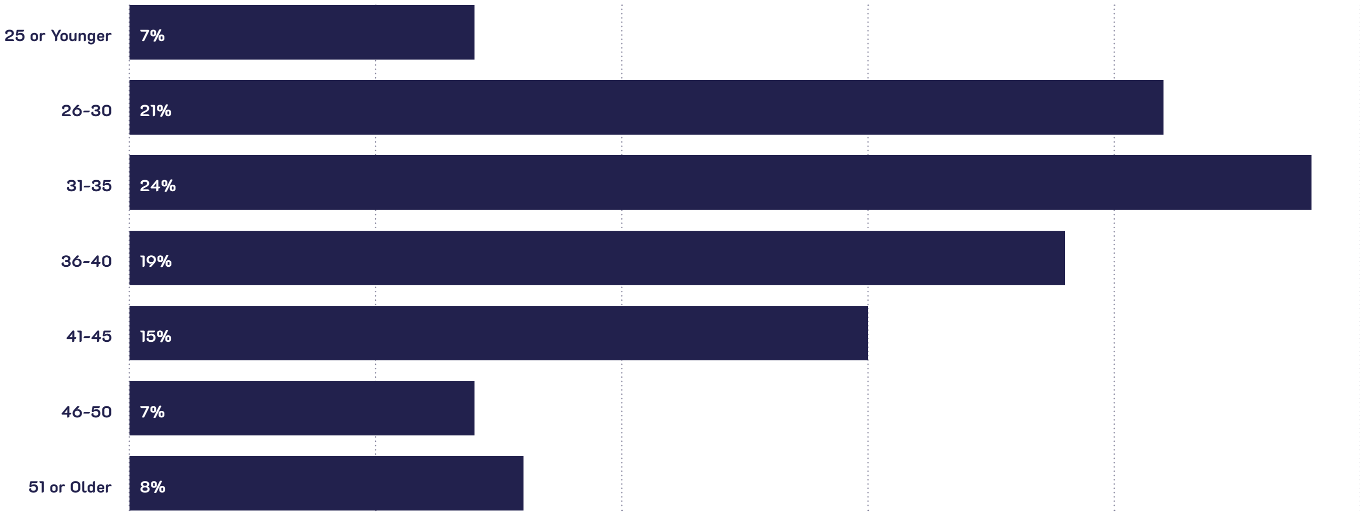
2.1: Age

Just over half (52%) of people who completed the survey are 35 or younger, while 15% are 46 or older. This is a significantly younger age profile than the wider UK workforce, where around 33% of people are 34 or younger, and around 44% are 45 or older[16].

We've previously reported that people who completed the survey in 2021 were, on average, a little older than the people who completed it in 2019. This trend has continued with this data. The percentage of people who are 25 or younger has almost halved, from 13% to 7%, while the percentage of people who are 41 or older has increased from 22% to 29%.

As with the figure in section 1.3, which shows that this data includes fewer people in junior roles than in the equivalent data that we collected in 2021, this may reflect a change in the composition of the games workforce, where there have been fewer hires in junior roles in recent years, and where people who are newer to working in games may have been more likely to have lost a job.

Figure 19: Which category below includes your age?



2.2: Ethnic group

We asked people “What is your ethnic group?”. We presented with the same options as in the 2021-2022 UK Censuses across England and Wales, Scotland, and Northern Ireland.

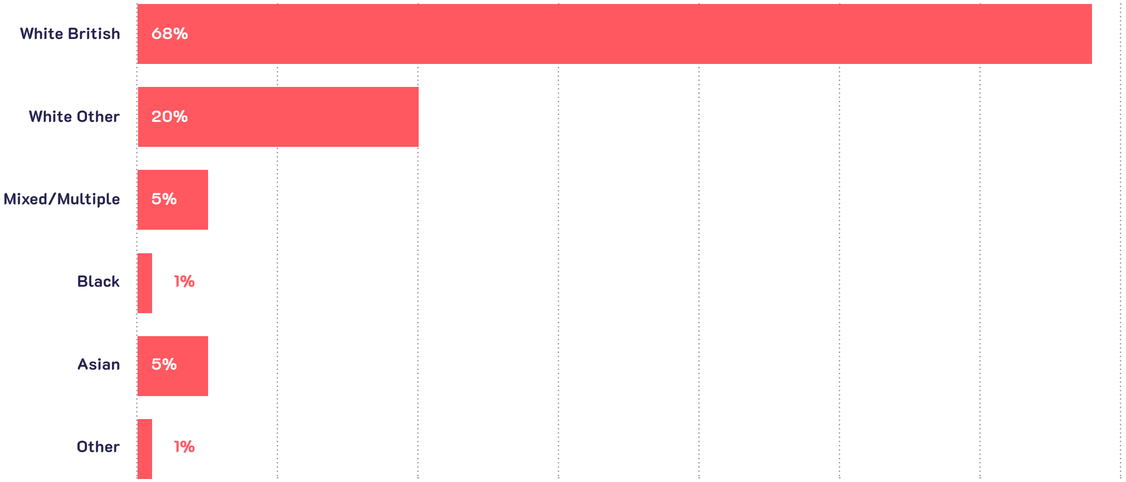
In this figure, we’ve grouped together categories into broader groups. For example, people who selected “Asian/Asian British: Indian” are recorded in the “Asian” category.

Compared with the overall workforce, this means that respondents had a larger percentage of White people: 88% compared with 82%[17]. Black people were underrepresented, making up 5.45% of the broader UK workforce but just 1% of our sample. It also means that respondents had a slightly larger percentage of White people than the broader screen industries, for which the figure is 86%[18].

Compared with our last report, this represents some changes. The largest change is that the percentage of people who selected a White ethnic group other than White British has decreased from 24% to 20%. The percentage of people selecting White British has increased from 66% to 68%, while the percentage of people selecting Mixed or Multiple ethnic groups has increased from 2% to 5%. The percentage of Black people has decreased from 2% to 1%.

As in our previous reports, for any further analysis between ethnic groups, we have grouped together people in the Mixed/multiple, Black, Asian, and Other groups. This is because the numbers of people within each of these categories is small. We call this category Ethnic Minorities. We do not use this term to describe any individuals, recognising that this group is diverse and made up of people from different backgrounds.

Figure 20: What is your ethnic group?



2.3: Nationality

Compared with other industries, respondents are significantly more likely to hold nationalities of other countries. In the broader workforce, around 86% are UK nationals compared with 76% in the UK games industry. The number of workers with EU/EEA nationalities in the broader workforce (6.4%) is less than half that of our sample (16%), while both have 8% of workers from the rest of the world[19].

There have been changes since 2021. The percentage of people with UK nationality has increased from 71% to 76%, and the percentage of people from other countries in Europe has decreased from 20% to 16%.

This may reflect the changes in requirements for people to work in the UK. People working in games in 2021 were likely to have moved to the UK when citizens of countries in the European Union had freedom of movement. In addition, there has been an increase in migration to the UK from people outside of the EU since 2022[20],

Figure 21: What is your nationality?

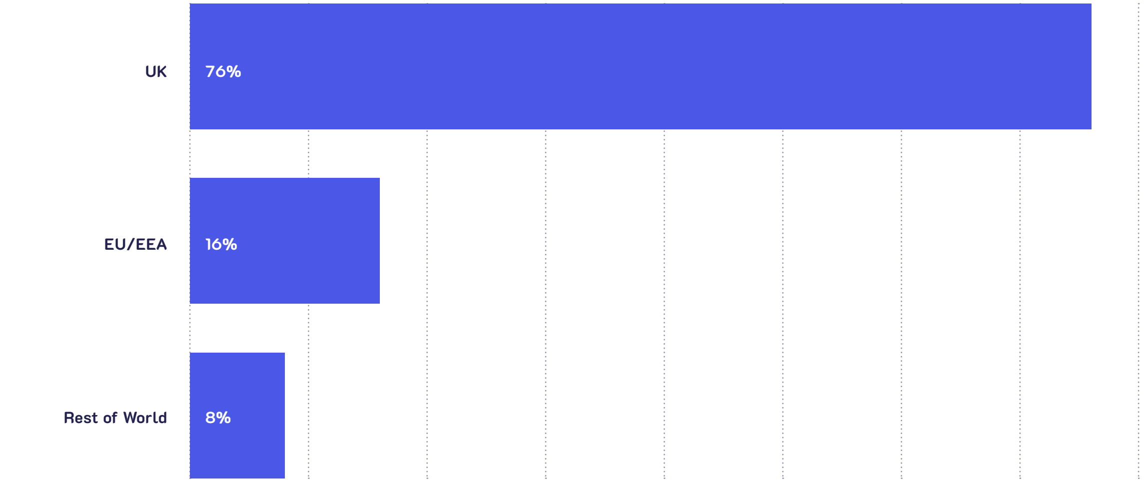


Figure 22: Pre-settled status and visas of international workers

which has been a period of contraction in the UK games industry.

Following the question about nationality, people who responded that they held the nationality of a non-UK country were asked about whether any of the following applied to them:

- I hold pre-settled status or settled status, such as Indefinite Leave to Remain, or through the EU Settlement Scheme
- I hold a long-term work visa (two years or more), such as a Skilled Work Visa or a UK Ancestry Visa
- I hold a short-term work visa (up to two years), such as a Youth Mobility Visa or a Graduate Visa
- I hold an investor, business investment or talent visa, such as a Global Talent Visa or an Innovator Founder Visa
- None of these

Fewer than 1% of respondents reported that they held either a short-term work visa, or an investor, business investment or talent visa, so we do not report on those groups here.

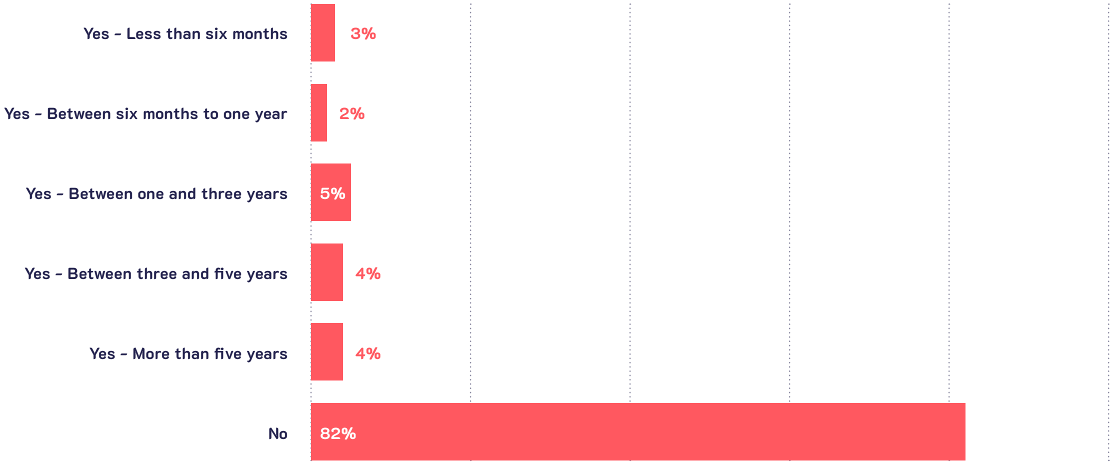
Figure 22 reports percentages only for the 24% of people who reported a nationality other than UK.

Overall, this means that around 4% of respondents hold visas, while around 11% of people working in the UK games industry hold pre-settled status or settled status.

2.4: International working

In this edition of the survey, we introduced a new question about whether people had ever worked in games outside of the UK, and for how long.

Figure 23: Have you ever worked in the games industry outside of the UK?



2.5: Gender

We asked people "What is your gender?", For clarity and anonymity, we have combined responses to the non-binary and 'other' options.

62% of people stated that they were male, 33% female, and 5% either non-binary or another gender. As with previous reports, this means that the percentage of women who responded to the survey is significantly lower than in the overall workforce, where the figure is 49%, but is in line with the figure for information and communication industries, which is 32%[21]. Compared with other games industries across Europe, 33% is above-average but not disproportionately so; for example, it is the same figure as Serbia, while the figure for Germany is 25%[22].

The percentage of people who reported that they were non-binary or another gender - 5% - is significantly higher than estimates for the UK population. For example, the 2021 Census in England and Wales estimates that 0.06% of people describe themselves as non-binary[23]. However, it is lower than the most recent estimate from the IGDA developer satisfaction survey, which is 8%[24].

Figure 24: What is your gender?

These figures represent a change from our estimate based on data from 2021. The percentage of men has decreased from 67%,to 62%; the percentage of women has increased from 30% to 33%, and the percentage of non-binary people and other genders has increased from 3% to 5%.

As with our previous reports, there is a relationship between gender and age, where the percentages of men among older age groups are significantly higher than among younger age groups.

Gender at birth

We asked a follow up question to this question about gender: "Is this the same as your sex registered at birth?". 6% of people responded "No" to this question. Of those 6%, 4% were people who had either responded that they were non-binary, or that their gender was neither male, female, nor non-binary; for 2%, they had answered that their gender was either male or female. This compares with a figure of around 0.5% from the 2021 Census in England and Wales[25].

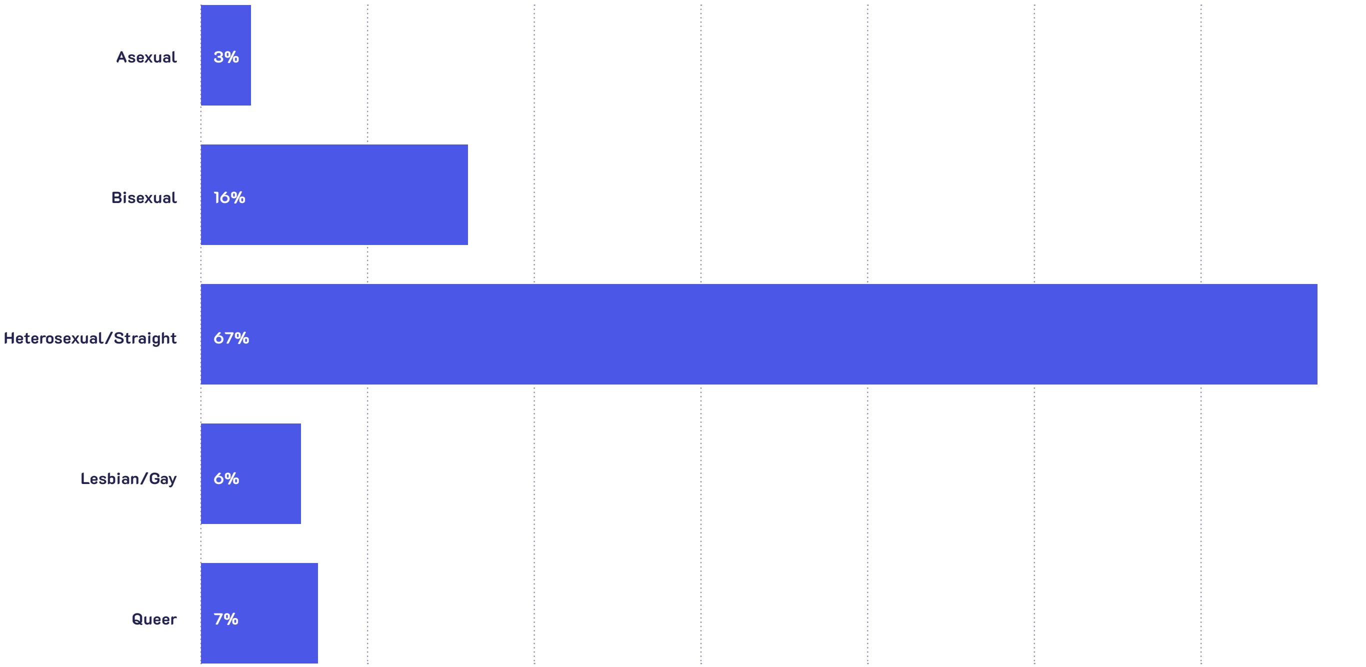
2.6: Sexuality

The 67% of people who responded to the survey who are heterosexual/straight is significantly lower than in the general population, and in the working population. The most recent estimates from the UK[26] are that around 93% of the 16+ population in the UK are heterosexual/straight, while 3.7% of people are lesbian, gay or bisexual.

This estimate is also a significant change on the data we collected in 2021. The largest increases are among people who reported being bisexual (from 12% to 16%), and who reported being queer (from 3% to 7%). The percentage of people in our sample of games workers who are heterosexual/straight is lower than in other screen industries[27].

In our previous reports, we showed that men were more likely to report being heterosexual/straight, while younger people were less likely to do so. These patterns are once again present in this data. This suggests that the changing profile of people's sexualities among people who completed the survey is a consequence of the changing gender balance among people who did so. This relationship is also seen across national comparisons: around 8% of people 16-24 are lesbian, gay or bisexual, and particularly large fractions of younger people are bisexual[28].

Figure 25: Which of the following best describes how you think about yourself?

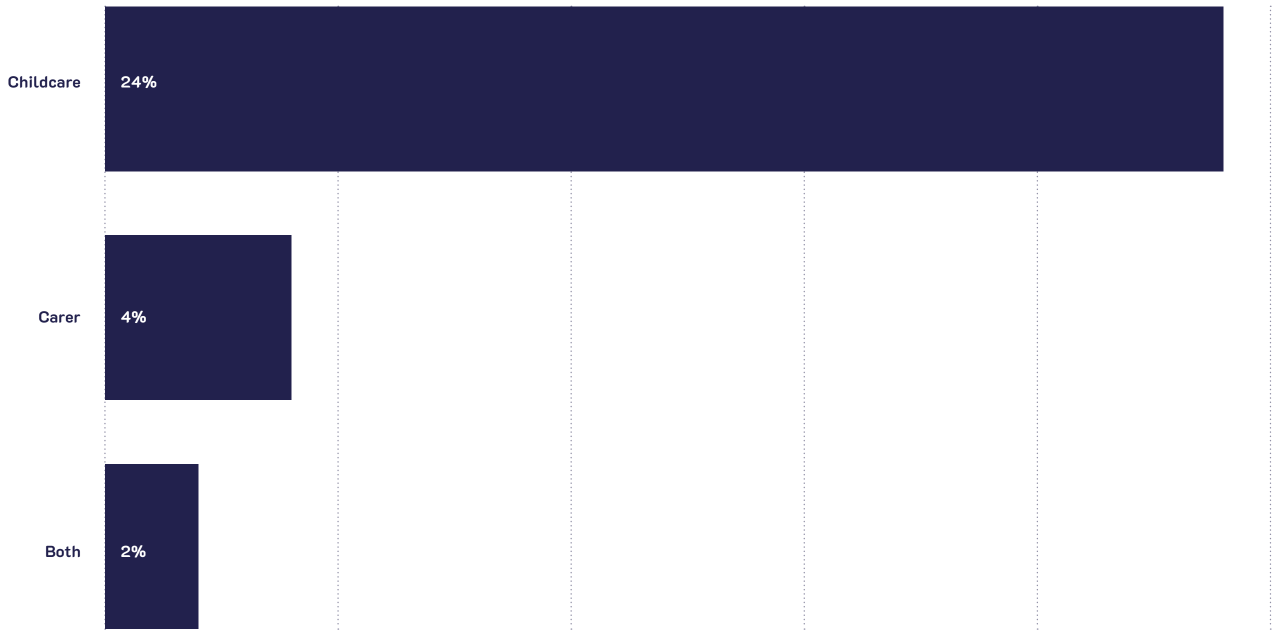


2.7: Caring responsibilities

The 6% of people reporting carer responsibilities is lower than the national average of around 9% , and is around the same as participants in research delivered by the Film and TV charity, which also finds a similar percentage of workers with childcare responsibilities[29].

This represents an increase in the percentage of respondents with caring responsibilities. In our previous report on 2021 data, the figure was 26% rather than 30%. This increase is consistent with the fact that the sample contains a smaller percentage of younger people, as the older people in the sample are more likely to report caring responsibilities.

Figure 26: Do you have any caring responsibilities outside work?



2.8: Conditions

We asked people about any long-term conditions they have in three groups.

- neurodevelopmental conditions, including autism and ADHD.
- mental health conditions, including anxiety and depression.
- physical health conditions, including chronic illnesses and any other long-term conditions.

Following feedback, we made one change to these options compared with our previous data collection, adding “Any other chronic illness” to the final group.

We have grouped responses to physical health conditions together, as the number of people selecting each individual long-term physical health condition is very small, beyond the “Other” categories. We have also grouped together mental health conditions other than anxiety, depression, obsessive-compulsive disorder, and post-traumatic stress disorder, for the same reason. Figure 27 combines the questions about mental and physical health conditions, and in figure 28, we present people’s answers to the questions about neurodevelopmental conditions.

Figure 27: Physical health conditions and mental health conditions

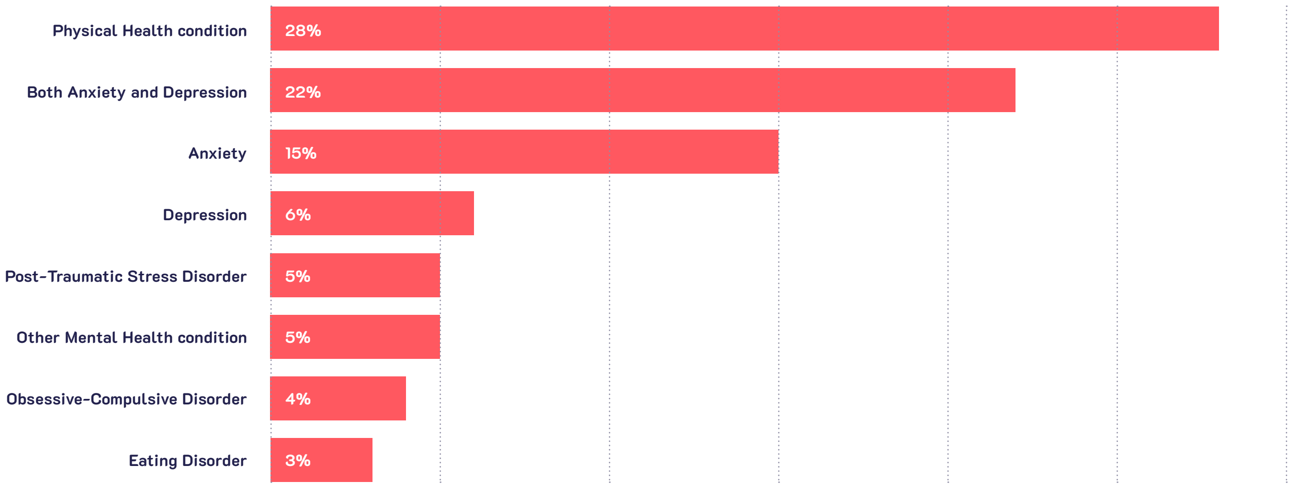
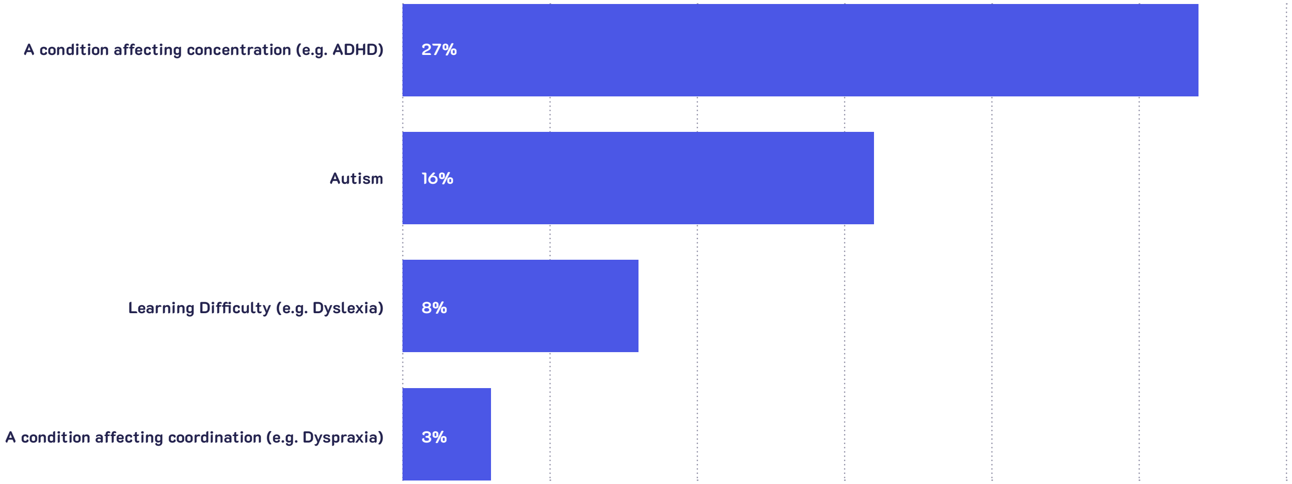


Figure 28: Neurodevelopmental conditions



While we have measured these conditions in a different way from other reporting, this suggests that rates of anxiety and depression are higher for our respondents than in the general population, where around 20% of people experience a mental health condition such as anxiety or depression in an average week[31], and where around 36% of people have a long-term health condition of any description[32].

These figures also represent increases relative to our previous reporting. The largest increase is among people who report physical health conditions, increasing from 18% to 28%. However, the introduction of the explicit “Other chronic health condition” is captured within this category, which is likely to explain part of the change. The percentage of people reporting both anxiety and depression has increased from 18% to 22%. This may be in part due to changing circumstances in the UK games industry, which we discuss in more detail in section 5.10.

The figures for learning difficulty and conditions affecting coordination are similar to those we reported in 2021. However, for conditions affecting concentration such as ADHD, and autism, these figures represent major increases - from 10% to 27%, and from 4% to 16% respectively.

These estimates are higher than their equivalents in the general population: around 12% for ADHD and 0.9% for autism[33]. However, this data also shows that younger people are more likely to have each of ADHD and autism than older people, and that overall rates of positive ADHD screenings have increased over the period between 2007 and 2023/2024. Autism diagnoses have also significantly increased over time[34]. We should reiterate the fact that we have measured neurodevelopmental conditions differently, with people self-describing the conditions they have, whereas this comparison data refers to people receiving diagnoses.

2.9: Difficulties, aids and adaptation, and disability

Substantial difficulties include categories such as communication, sight, and manual dexterity. Aids or adaptations include those used for hearing, vision, and using computers.

The percentage of people who consider themselves disabled is a significant increase on our last reporting, at 10% from 4%. There are also large increases in the two other categories, with difficulties rising from 7% to 9% and aids and adaptations rising from 2% to 5%. This increase is consistent with the increase in the percentage of people who report long-term physical health conditions.

Figure 29: Difficulties, aids and adaptation, and disability

2.10 Social background and school type

In order to ask people about their social background, we asked people to think back to when they were about 14, and to tell us about the occupation of the main income earner in their household at that time. This is the same way that we've asked this question for all editions of this work, and the approach suggested by the Social Mobility Commission[35].

Overall, 64% of people reported that they grew up in a household where the main income earner worked in a managerial or professional job. This is significantly higher than the figure in the overall workforce, which is 37%[36]. It is also higher than the equivalent figures for several other creative industries. For example, among people working in arts, culture and heritage occupations, the figure is around 60%[37], and this does not include people who did not answer the question. The 13% of people from semi-routine and routine backgrounds can be compared with 27% of people working in television[38].

This 64% figure is the same as the equivalent figure for our 2021 data.

We used another measure of social background, which was the kind of school that people spent most time attending between the ages of 11 and 18.

These figures represent a small change on the data collected in 2021. The largest change is that the percentage of people who reported having attended a non-selective state school has risen from 49% to 54%. The figures for each of selective state schools and schools outside of the UK have each decreased by 2%, while the percentage of people who attended an independent or fee-paying school has remained the same. The dip in percentage of people who attended schools outside of the UK is likely reflective of the corresponding dip in the percentage of people with non-UK nationalities which we showed in section 2.3.

Figure 30: Please tell us about the occupation of the person who was the main wage earner in your household when you were aged 14

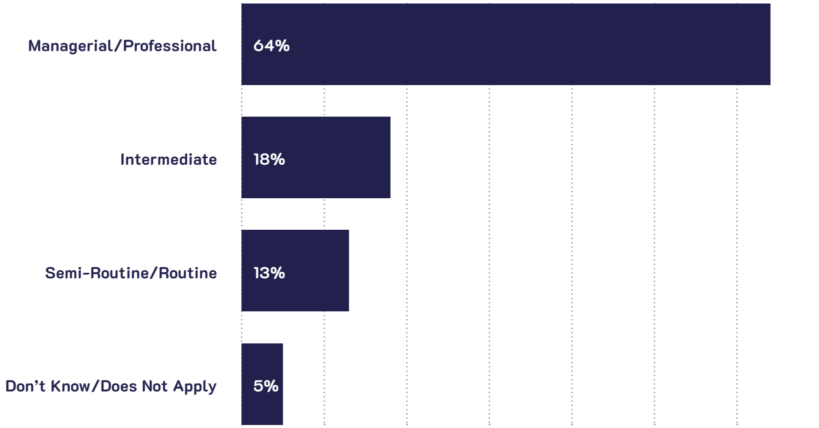
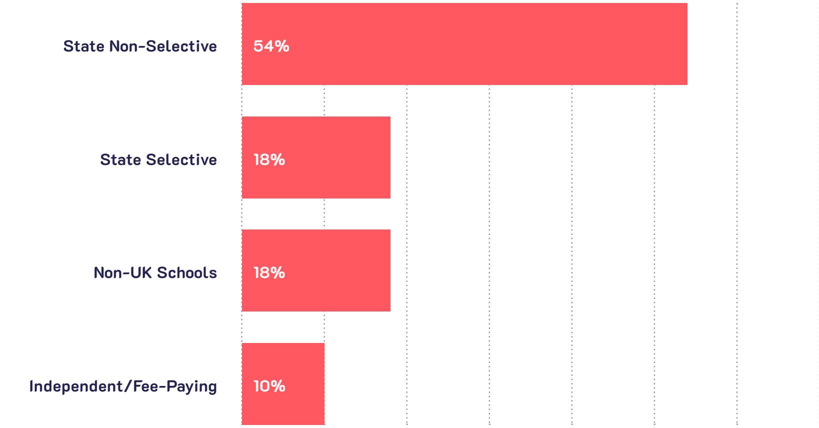


Figure 31: Which type of school did you attend for the most time between the ages of 11 - 16?



2.11: Education

First, we asked people their highest achieved level of education. We have grouped together different qualifications here, as some categories had very few responses. A total of 84% of respondents hold degrees. As with previous reporting, this shows that the level of qualification amongst respondents is much higher than in the broader population, where 41% of people hold any type of higher education qualification[39]. It is also higher than in the broader workforce, where the figure is 51%, and for the broader creative industries, where the figure is 75%[40].

These figures are also very similar to those based on data collected in 2021, with 1% increases for both undergraduate and postgraduate qualifications.

Compared with data collected in 2021, this represents a slight increase in the percentages of people having studied games-specific qualifications, from 28% to 32%. The figures for other subjects are broadly similar.

Figure 32: What is your highest achieved level of education?

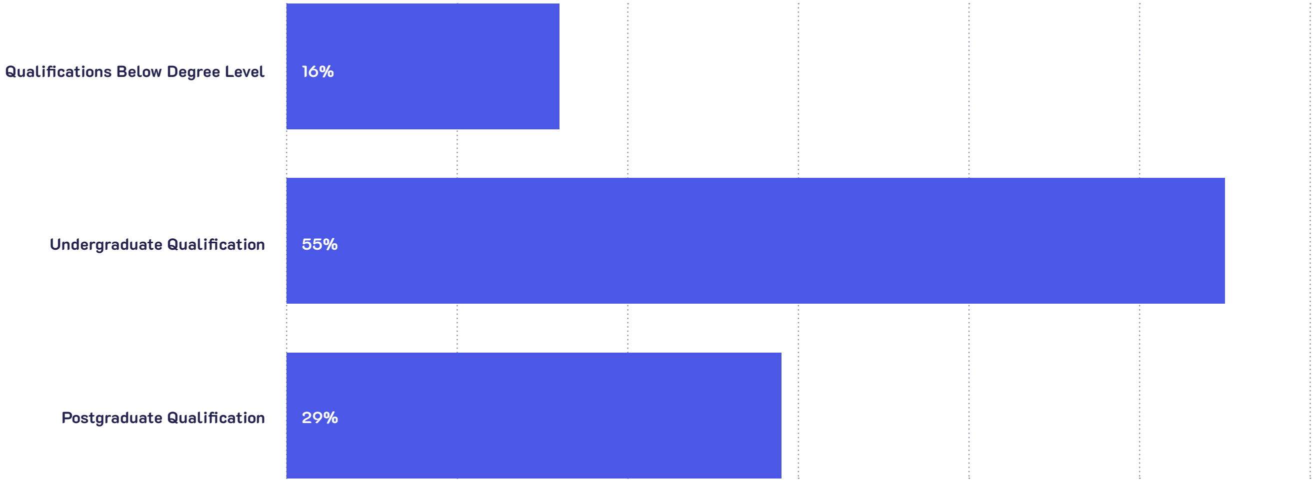


Figure 33: What is the subject of your highest achieved qualification?

3 Attitudes

Following the questions that we asked people about themselves, we then asked a set of questions about their attitudes. People completing the Workforce Demographics Survey were presented with the option to skip these questions, and to end the survey after the questions about their education. Overall, 90% opted to answer these questions about their attitudes, the same figure as in 2021.

We asked people about their attitudes in three sections: about their general feelings, about their future plans, and about their attitudes towards inappropriate behaviour and how it's dealt with. Across all three sections, we asked separate questions in relation to people's workplaces and the UK games industry. For example, we asked people to rate how strongly they agreed with both the statement "I would recommend my employer as a great place to work", and "I would recommend the UK games industry as a great place to work".

The majority of these questions have been derived from the Civil Service People Survey, as they were in 2021. This survey had a total of 343,961 responses in 2025, and it is the largest workplace survey of which we are aware in the UK. While the Civil Service is not representative of the broader UK workforce, it nonetheless provides a helpful comparison.

We anticipated more negative attitudes both to people's workplaces and to the UK games industry as a consequence of the changes to the industry between periods of survey data collection. For example, people are less likely to agree with the statement "I would recommend the UK games industry as a great place to work" if they have seen more instances of their friends and colleagues lose their jobs in the last few years. While evidence on changes in attitudes is limited, international evidence suggests that people are concerned about their long-term futures working in games[41].

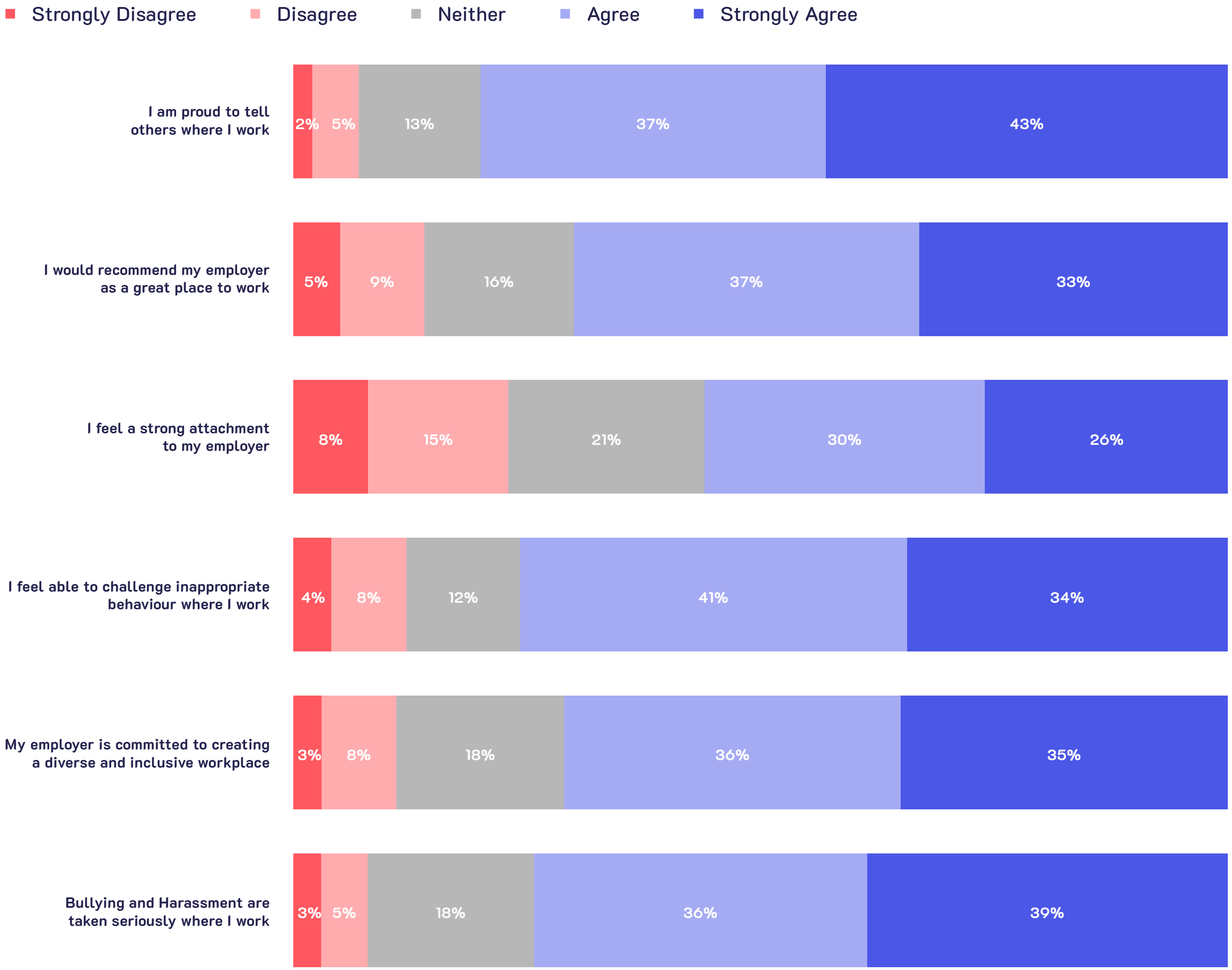
3.1: General attitudes: current workplace

Overall, a majority of people agreed, or strongly agreed, with each of these statements. The most positive result is for people feeling proud to tell others where they work, with 80% agreeing.

In general, these results are more positive than the equivalents for the Civil Service People Survey. This difference is largest for the question about people being proud to tell others where they work, with 80% compared with 65%. There is only one question where the results are less positive for respondents working in games than in the Civil Service, on whether people agree that their employer is committed to creating a diverse and inclusive workplace, where the 71% figure for our sample can be compared with 77% for the Civil Service.

These figures are less positive than the equivalents from 2021 in all cases. For example, the 80% of people who are proud to tell others where they work is a decrease from 87%, and the 70% of people who would recommend their employer as a great place to work is a decrease from 83%.

Figure 34: General attitudes towards people's current workplace

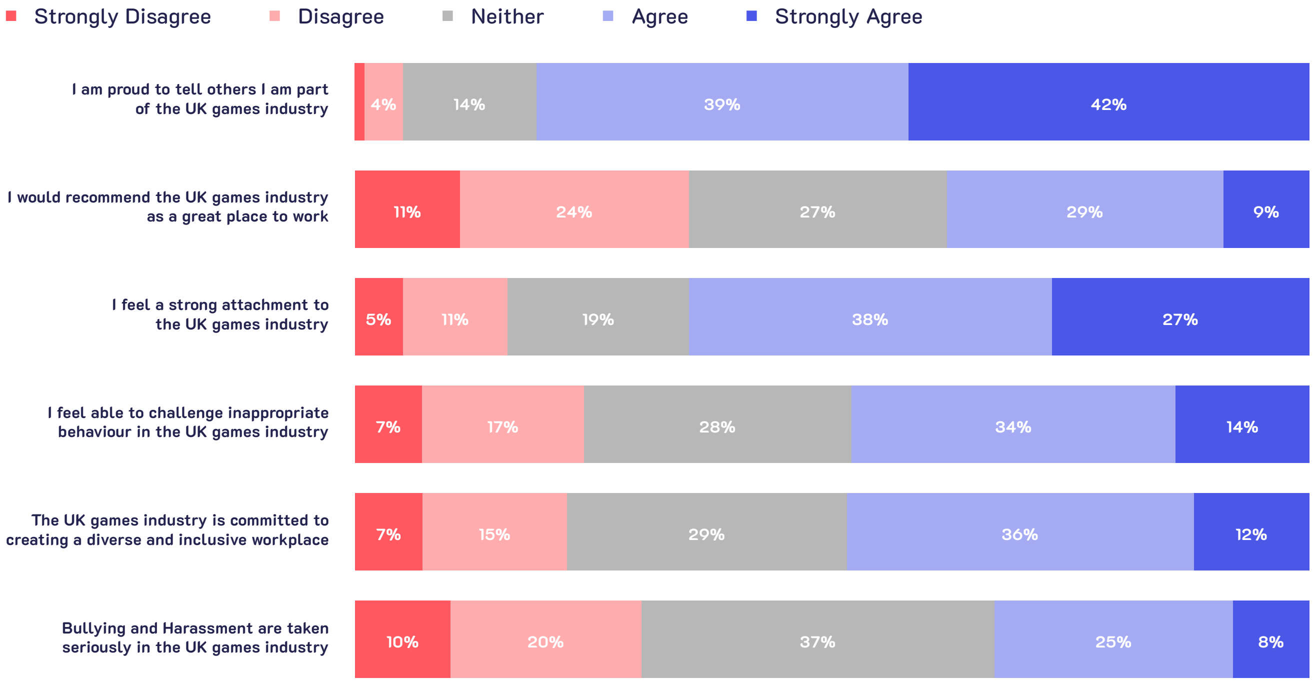


3.2: General attitudes: the UK games industry

People's responses to questions about the UK games industry are significantly more negative than the equivalent questions about their workplaces. There are two items where a majority of people agree with the statements in question: that they are proud when they tell others that they are part of the UK games industry, at 81%, and that they feel a strong personal attachment to the UK games industry, at 65%. Far fewer people agree that they would recommend the UK games industry as a great place to work, and that bullying and harassment are taken seriously, at 38% and 33% respectively.

Across these questions, relatively large percentages of people selected "Neither agree nor disagree". This is particularly the case for the statement about bullying and harassment, with 37% of people selecting the neutral option. The item where the most people disagreed was about recommending the UK games industry as a great place to work, at 35%.

Figure 35: General attitudes towards the UK games industry



Compared with our previous report, there is a very large decrease in the percentage of people agreeing that they would recommend the UK games industry as a great place to work, from 66% to 38%. The other changes are much smaller. The percentage of people agreeing that they have a strong personal attachment to the UK games industry increased from 58% to 65%.

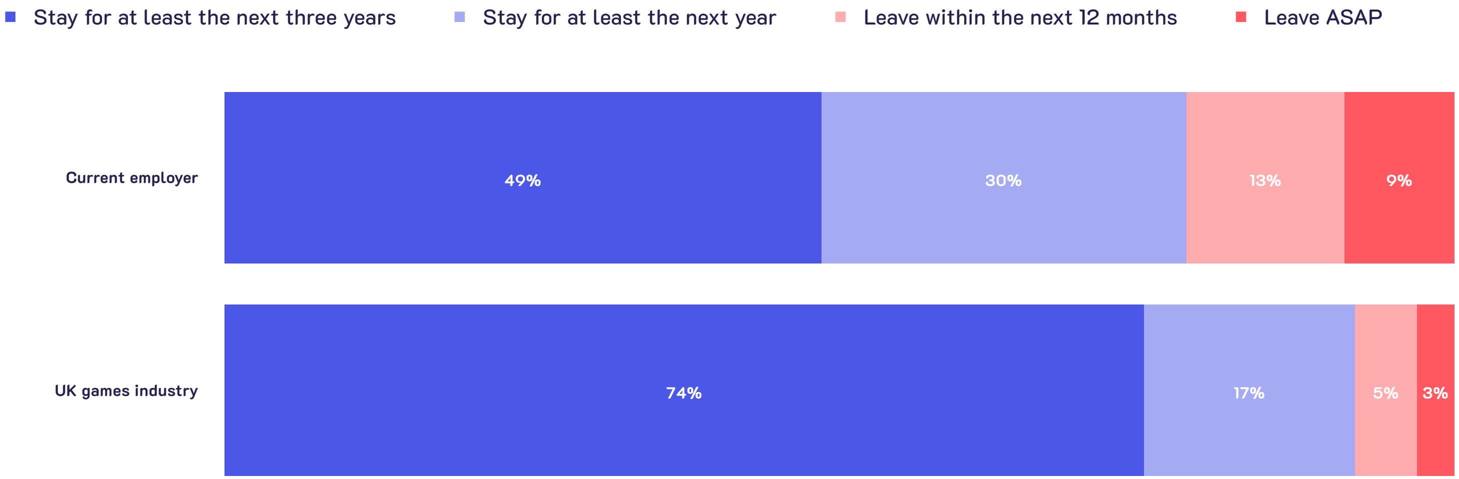
3.3: Plans for remaining or leaving

We asked how long people wanted to work at their current place of work, and in the UK games industry.

The percentages of respondents planning to stay at their employers and in the UK games industry – 49% and 74% respectively – are identical to the equivalents from our previous report.

However, the percentages of respondents who would like to leave their employers and the UK games industry more quickly have increased. 9% of people would like to leave their current place of work as soon as possible, and 3% would like to leave the UK games industry as soon as possible; the equivalent figures for data collected in 2021 were 4% and 1% respectively. The percentages of people who would like to leave within the next twelve months have also increased, but by smaller margins.

Figure 36: Responses to "Which of the following statements most reflects your thoughts about your current place of work / the UK games industry?"



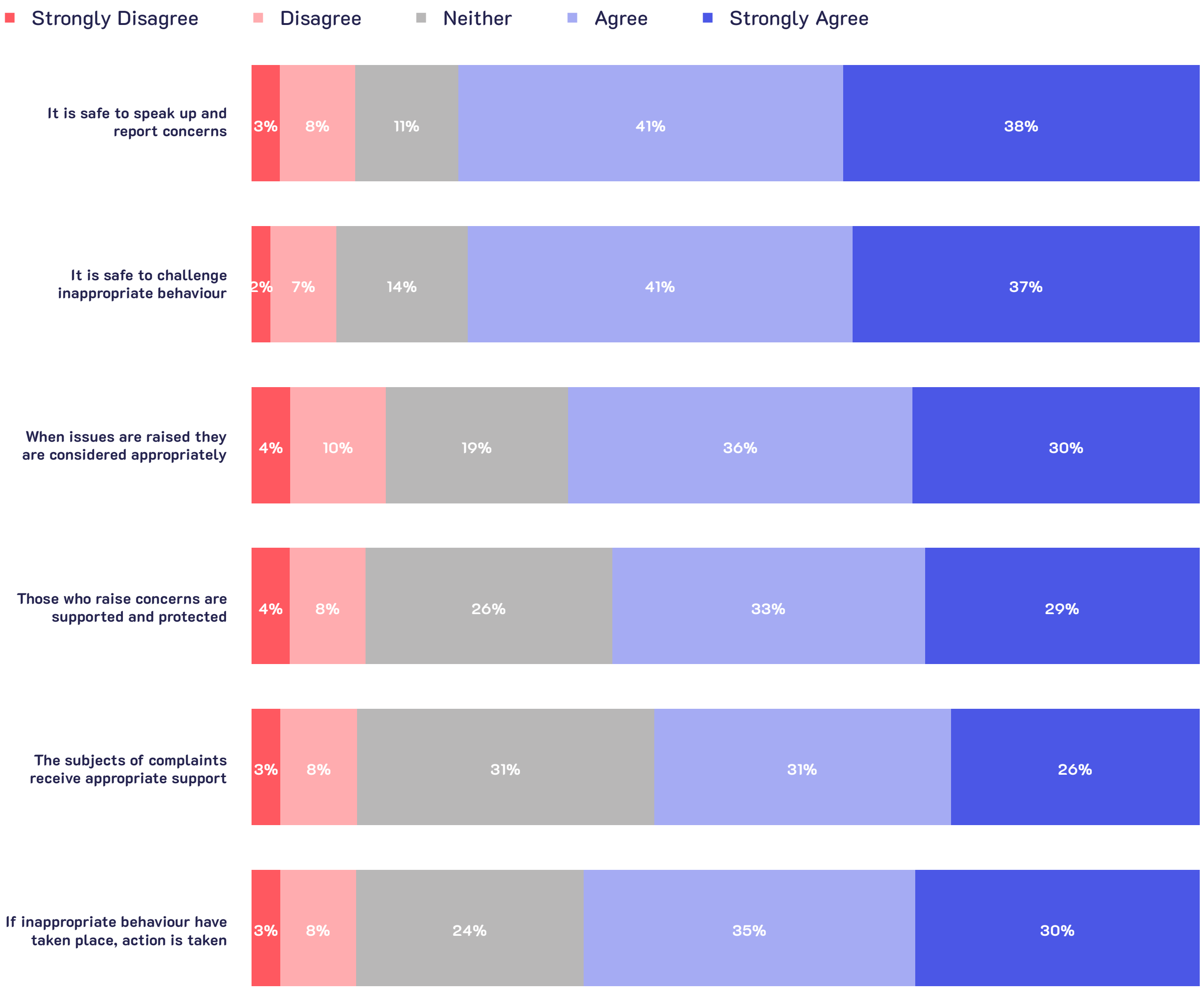
3.4: Attitudes to raising concerns and inappropriate behaviour: current workplace

Overall, a clear majority of respondents agree or strongly agree with each of the items about bullying and harassment.

Compared with the data we collected in 2021, these figures are moderately less positive. For example, 79% of people agreed it is safe to speak up and raise concerns, compared with 86% in 2021. Each of the changes is of a similar scale.

The questions about raising concerns and inappropriate behaviour are derived from a one-off survey of the Civil Service which took place in 2018[42]. For this reason, we do not have more up-to-date comparison figures.

Figure 37: Attitudes towards raising concerns and inappropriate behaviour in people's current workplace



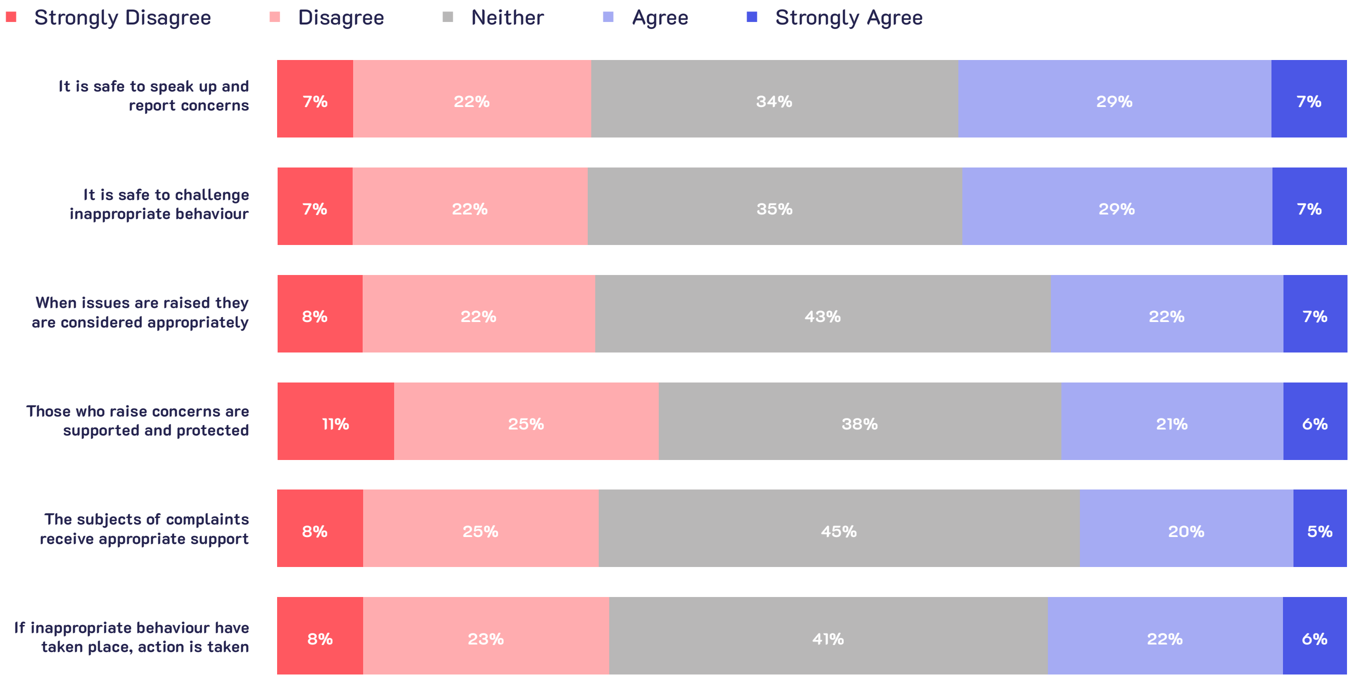
3.5: Attitudes to raising concerns and inappropriate behaviour: the UK games industry

Far fewer respondents agreed with the statements about raising concerns and inappropriate behaviour in the UK games industry compared with questions about their specific workplaces. The items with the largest percentages of people agreeing are about it being safe to speak up and raise concerns, and about it being safe to challenge inappropriate behaviour.

In each case, the most common response is "Neither". This may reflect uncertainty or mixed feelings. For many people, this question may capture what is most common in workplaces other than the respondent's own, and so they may not feel confident answering these questions.

For some of these items, more people disagreed with the statement than agreed with them. This difference is largest for the item that those who raise concerns are supported and protected, where 36% of people disagreed, compared with 27% of people agreeing.

Figure 38: Attitudes towards raising concerns and inappropriate behaviour in the UK games industry



The responses to these questions are more negative than their equivalents in 2021. The most positive items in this case - with 36% of people agreeing with the first two statements - can be compared with 44% and 41% of people agreeing with these same statements in 2021. There are similar changes for each of these items.

3.6: Comparing differences in attitudes

In our previous report, we published data on how attitudes varied between different groups. Specifically, we showed how attitudes varied by each of the following:

- Seniority
- Organisation size
- Gender
- Sexuality
- Conditions and disability

We did this by combining responses to questions into four batches. For example, someone who strongly agreed with all of the statements in relation to their general attitudes to their workplace, which we cover in section 3.1, would receive a score of 100% in relation to “Workplace: overall attitudes”, while someone strongly disagreeing would receive a score of 0%. We took average scores across the different groups.

In most cases, the changes that we have seen in this report, such as the more negative responses to the questions about attitudes to inappropriate behaviour in the UK games industry, are fairly evenly distributed across different groups. However, this is not uniformly the case.

The differences between people’s attitudes to their workplaces are largely stable, with small if any differences outside of senior leadership, who are broadly more positive. However, while this was previously the case in terms of attitudes towards the broader games industry as well, this is no longer the case, with more positive attitudes from people in lead roles compared with people in junior roles. While these differences are not enormous - five percentage points - they are noteworthy as increases.

The differences in respondents' attitudes towards their workplaces across differently-sized organisations have decreased. Previously, people in larger organisations had less positive attitudes towards their workplaces. In this newer data, attitudes are fairly similar for organisations employing 10-24 people and those employing 500 or more, as they are for all of the scales in between. It is only among organisations employing nine or fewer people where attitudes towards people's workplaces are more positive.

The differences we previously saw in relation to gender and sexuality, where men who responded to the survey are a little more positive than women, and where women are a little more positive than non-binary people, have broadly persisted. However, there are exceptions in relation to attitudes to inappropriate behaviour in the UK games industry. While previously men were the most positive group, followed by women, and followed by non-binary people, these differences have now widened, with a six percentage point gap between men and women increasing to ten percentage points, and a 14 percentage point gap between men and non-binary people having increased to 19 percentage points. We illustrate these changes in figure 39.

Figure 39: Attitudes and gender of respondents

Finally, the scales of the differences that we previously saw between people with different conditions have remained consistent; any changes are within a percentage point or two.

4 Seniority and people's characteristics

In section 2, we showed the characteristics of the people who completed the survey across a range of different dimensions. However, we shouldn't expect that these characteristics are evenly distributed across the UK games industry. In this section, we show how people's characteristics, as covered in section 2, vary across different levels of seniority among respondents. This allows us to understand whether there are some characteristics that are more evenly distributed, and whether there are others that are concentrated at particular levels.

4.1: Seniority and age

We do not present full data here, because the percentages of younger people in certain age groups in senior leadership roles, and older people in certain age groups in junior roles, are very low.

However, the pattern of seniority by age group is as we would expect. Among people in junior roles, 71% are 30 or younger, while the figure for people in mid-level roles is 50%, compared with 28% for respondents to the survey overall. On the other side, 33% of people in senior leadership roles in larger organisations are 51 or older, compared with 8% across all participants.

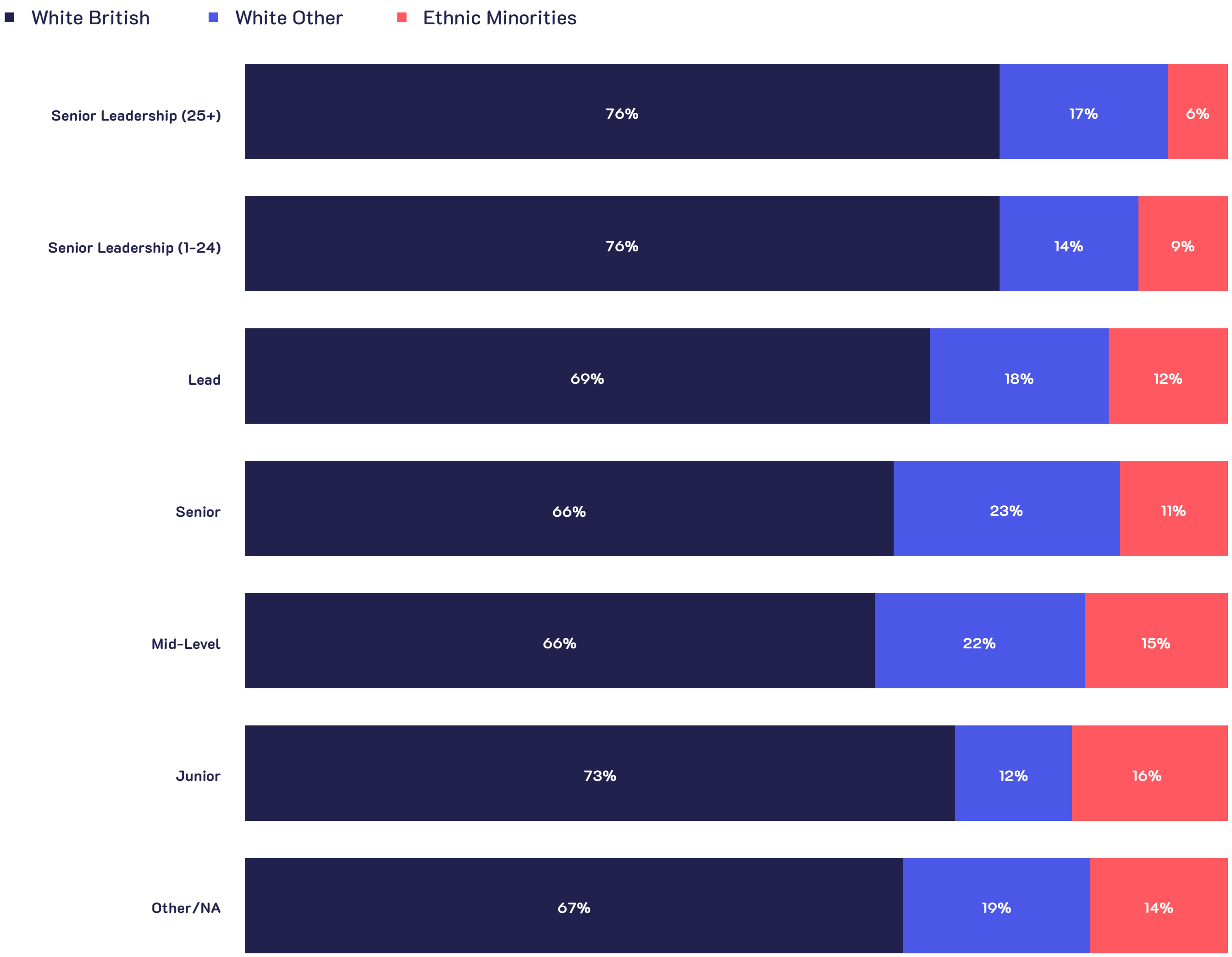
This pattern is as we would expect. We include this in order to contextualise some of our subsequent analysis, as younger people are more likely to have certain characteristics. For example, national data suggests that 8% of people aged 16-24 describe themselves as lesbian, gay or bisexual, compared with 1.2% of people who are 65 or older[42].

4.2: Seniority and ethnic group

There is a higher representation of White British people among junior roles than at other levels outside senior leadership. This accompanies a much lower percentage of people from other White ethnic groups - 12% compared with 20% across the broader sample. This may reflect fewer people from other countries in Europe working in junior roles, due to changes in migration post-Brexit. We address this in section 6, where we focus on nationality.

Off-screen roles in television also show a pattern where people from Ethnic Minorities are less represented in more senior roles: 13%, compared with 14.5% of non-senior roles[43]. The scale of the differences in games appears larger, with a difference of 15% of Ethnic Minorities among mid-level roles and 16% among junior roles, compared with 6% and 9% in senior leadership. However, the fact that levels of seniority are understood differently across industries means that we cannot make the comparison directly.

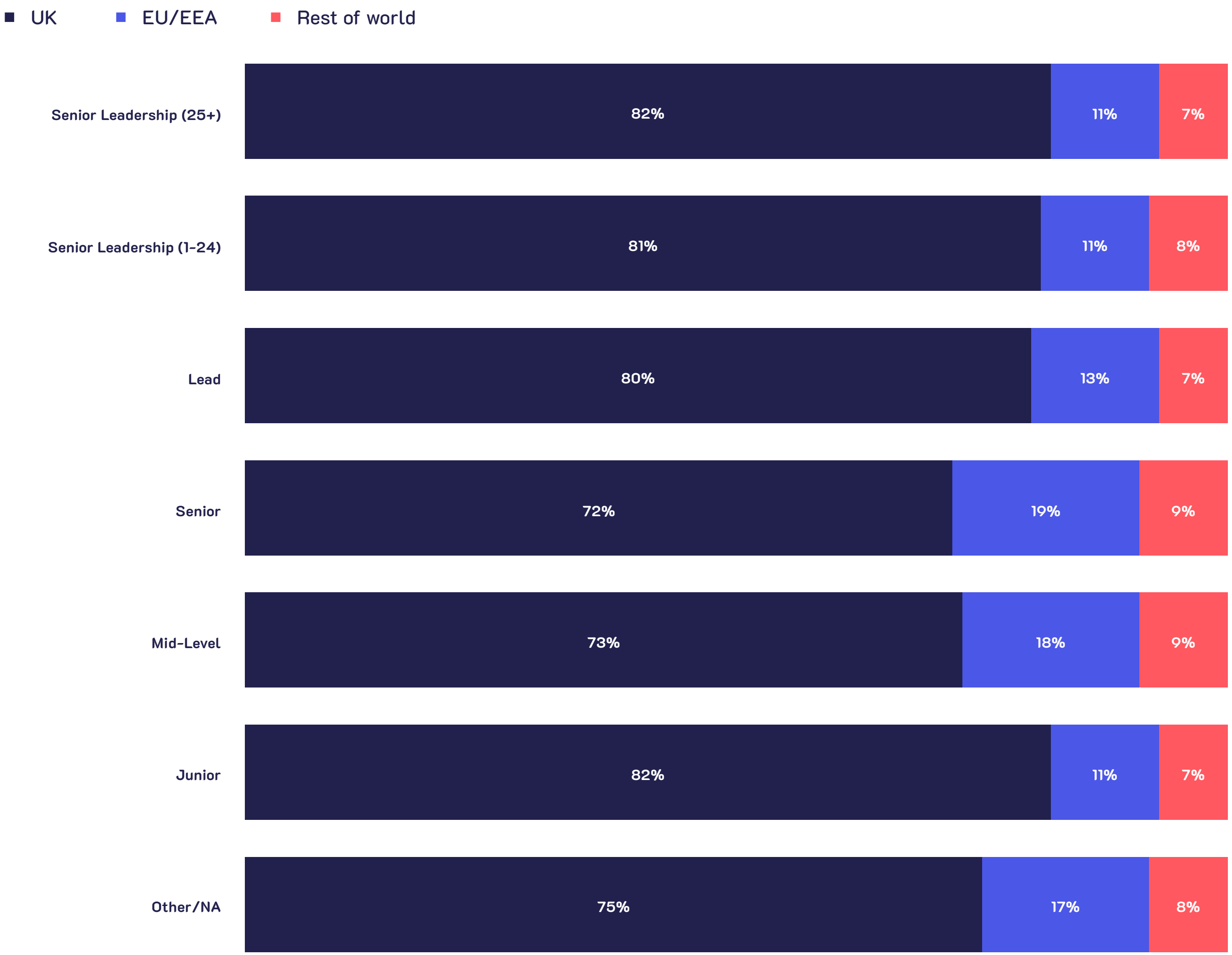
Figure 40: Seniority and ethnic group



4.3: Seniority and nationality

The differences in nationalities across levels of seniority echo the differences by ethnic group, where we saw smaller percentages of Ethnic Minorities among junior, lead, and senior leadership roles, and higher percentages in mid-level and senior roles.

Figure 41: Seniority and nationality

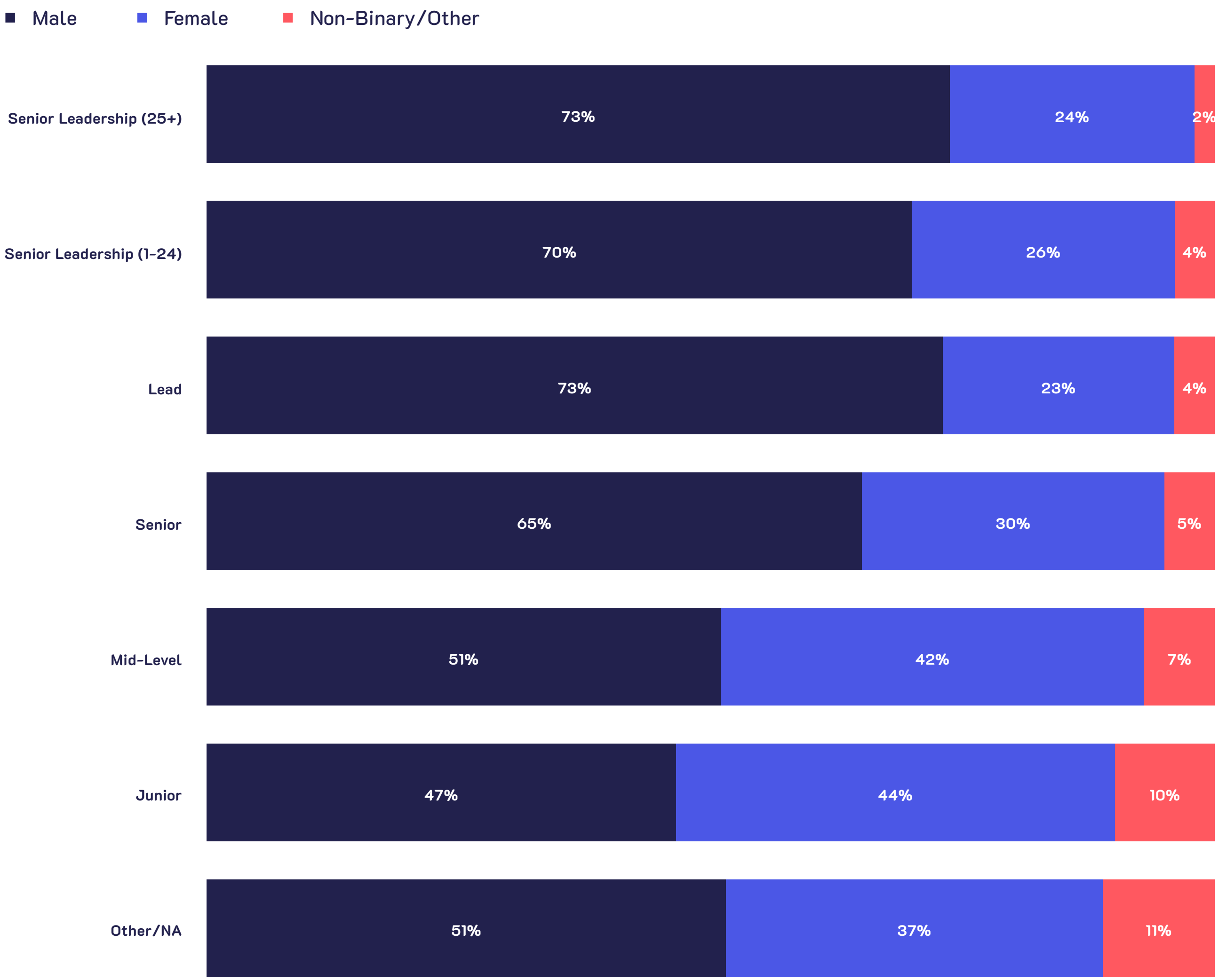


4.4: Seniority and gender

The differences between cis and trans people in levels of seniority are similar to figure 42, with smaller percentages of trans people in senior roles. Publishing data on trans people at each level of seniority may be disclosive, and so is not presented here.

It is difficult to draw direct comparisons with other industries, since terms for different levels of seniority vary. However, data about TV production also shows gender differences by seniority. 49.3% of people in off-screen senior roles are women, compared with 55.5% of people in non-senior roles[44]. This report does not include data on non-binary people.

Figure 42: Seniority and gender



4.5: Seniority and sexuality

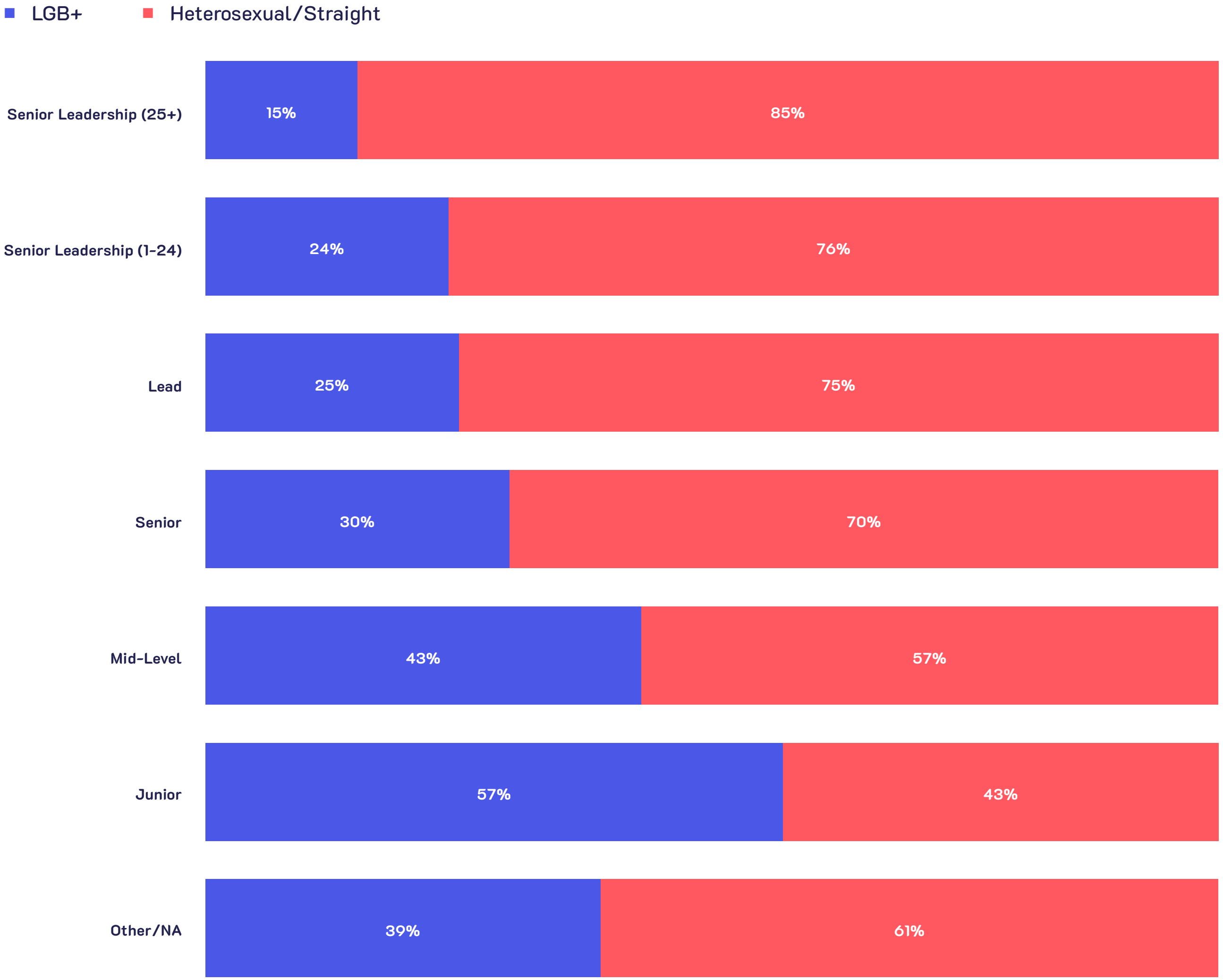
As mentioned in section 4.1, there is a strong relationship between age and how people describe their sexuality. It is therefore likely that this relationship is heavily driven by the fact that people in junior roles are much more likely to be younger than people in more senior roles.

Comparison data with TV once again shows a similar, but less extreme pattern, with 16.6% of people in senior roles being LGB+ compared with 19.9% of people in other roles[45].

We should also note that, while the 85% of people in senior leadership who are heterosexual/straight represent the largest proportion of any level of seniority, this remains below the national average of around 93%[46].

For clarity, we are using the term LGB+ here as we are specifically referring to sexuality rather than gender, which can be found in section 4.5. When referring to the community, we continue using the term LGBTQIA+.

Figure 43: Seniority and sexuality



4.6: Seniority and conditions

In each panel, we show the percentages of people in roles with different levels of seniority who reported that they have particular conditions. The exception is the bottom-right panel, which shows the percentages of people with different levels of seniority who reported that they consider themselves disabled.

There is not a clear pattern of physical health conditions by levels of seniority.

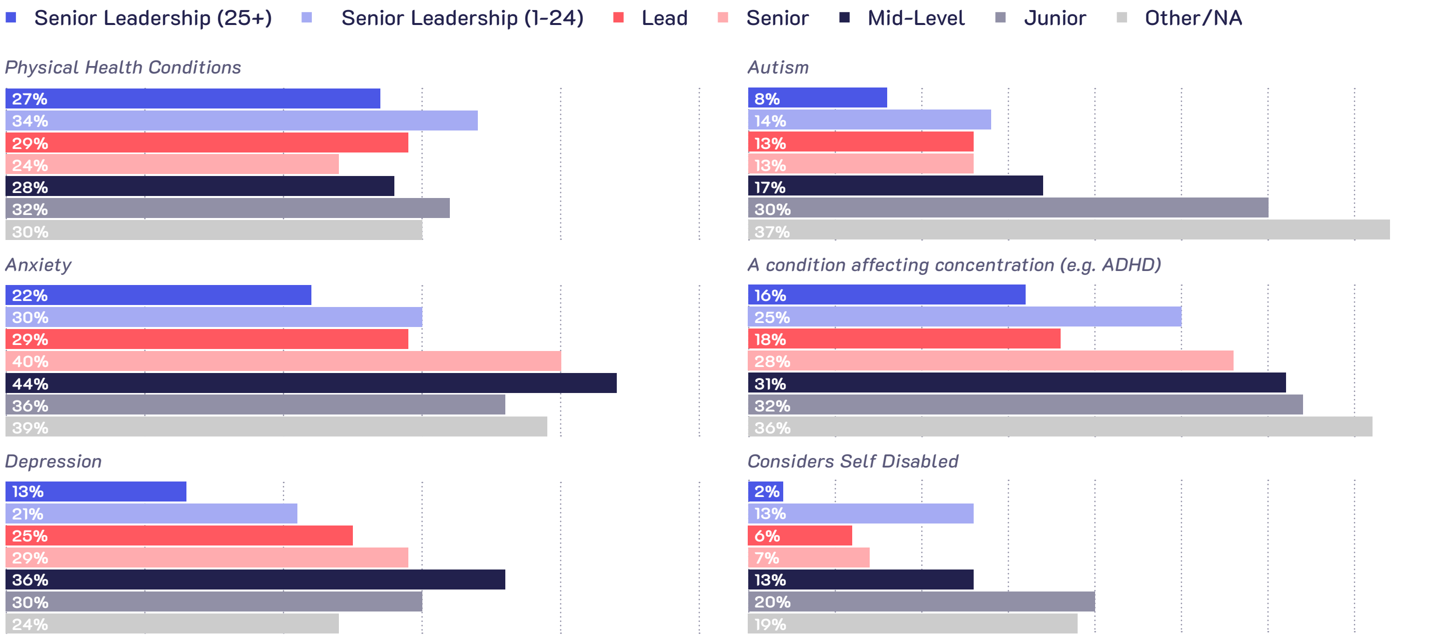
People in mid-level roles are the most likely to report both anxiety (44%) and depression (26%). In both cases, the percentages of people reporting each condition decrease with increasing seniority. This is particularly the case for depression, where the rates among people in senior leadership roles in larger organisations are 13%.

People in junior roles are far more likely to state that they are autistic than people in more senior roles, at 30%. For people to whom the question does not apply, such as freelancers, the rate is higher at 37%. At other levels of seniority, rates are fairly similar, between 13% and 17%, although rates are lower (8%) among people in senior leadership roles in larger organisations. Once again it is important to reiterate that, while the lowest for different groups in our sample, these rates are higher than in the general population.

For conditions affecting concentration, such as ADHD, there is broadly a pattern wherein more senior people are less likely to state they have such a condition. However, these differences are smaller than for autism. As with autism, all of these rates are higher than in the general population.

Finally, people in junior roles are the most likely to consider themselves disabled, at 20%. It is notable that rates are relatively high among people in senior leadership in smaller organisations (13%).

Figure 43: Seniority and sexuality

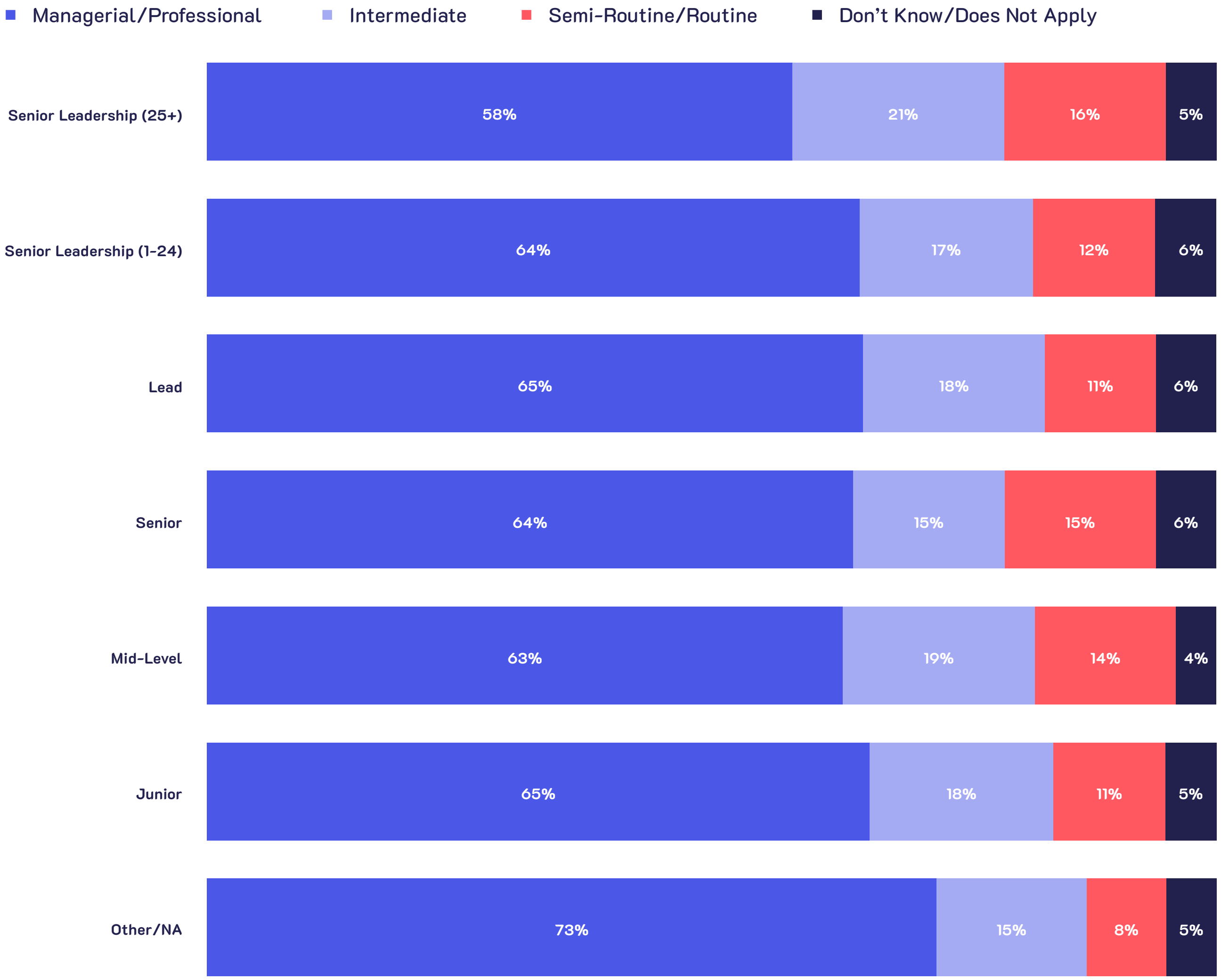


4.7: Seniority and social background

For people in junior roles through to lead roles, as well as people in senior leadership in smaller organisations, between 63% and 65% of people grew up in a household with a parent in a managerial or professional role.

People to whom the question does not apply were more likely to be from these backgrounds, while those in senior leadership roles in large organisation were the least likely to be, at 58% of respondents. This latter difference may reflect the fact that people in senior leadership roles are also more likely to be older and are less likely to have grown up in such households[47]. However, it may also reflect a landscape where accessing junior roles, and sustaining oneself while the cost of living has become greater, is increasingly challenging for people from a range of backgrounds.

Figure 45: Seniority and social background (occupation of household main income earner at 14)



4.8: Differences in promotion and progression

We conclude this section with a brief discussion of promotion and progression.

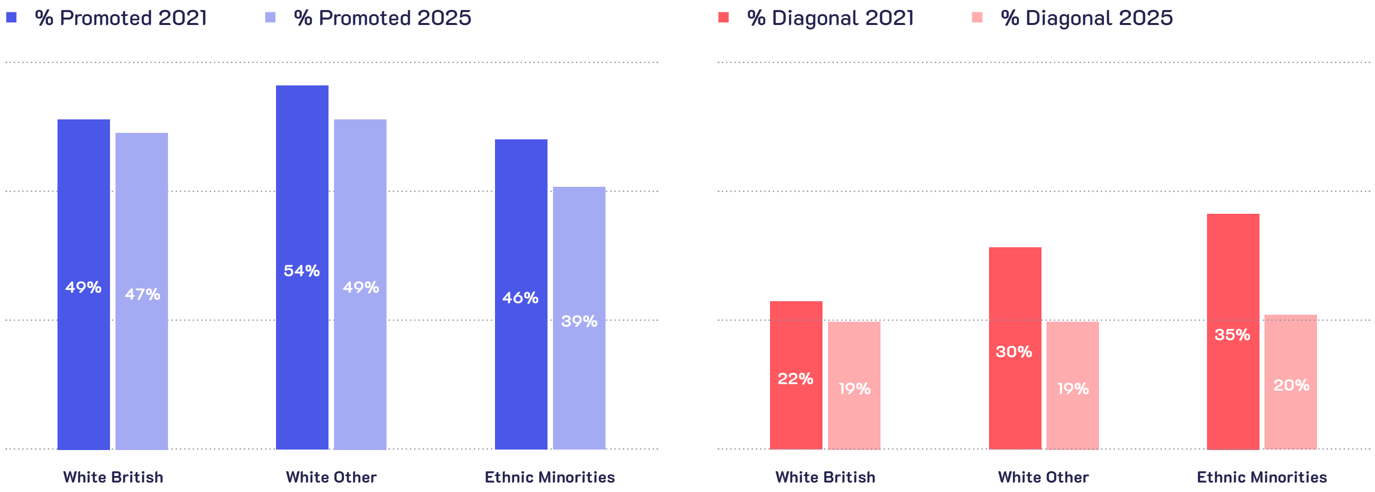
In our previous report, we summarised data on differences in promotion and progression between different groups. This showed, for example, that people aged between 26 and 40 were the most likely to have been promoted, and that autistic people were less likely to have been promoted.

Most of the patterns that we showed in that report are similar in the more recent data. However, there is one exception.

Previously, rates of promotion for respondents from Ethnic Minorities were lower than for White people. However, Ethnic Minorities were more likely to have made diagonal moves than White people. In this data, this pattern has changed. White people are still more likely to have been promoted, but there are no longer differences between ethnic groups in rates of diagonal moves. Overall, this means that White people are more likely to have taken on more senior roles in the last three years.

We have illustrated this in figure 46.

Figure 46: Ethnic group and promotion and diagonal moves



4.9: Summary

For most characteristics, we see a pattern where people from marginalised groups are more likely to be in more junior roles. In some cases, this may reflect differences between cohorts. For example, we have seen broader evidence that younger people are more likely to state that they are LGBTQIA+, and so the greater representation among LGBTQIA+ people among junior roles may be a consequence of the fact that people among these roles are more likely to be younger.

The key exception to these patterns is around nationality and ethnic group: respondents in junior roles are less likely than people in mid-level and senior roles to hold nationalities of other countries, or to be members of Ethnic Minorities. This likely reflects changes in migration regimes post-Brexit.

5 Job and industry leavers

In section 1.6, we drew attention to the number of people who had left a job for reasons including having been made redundant, and their place of work having closed down. In section 3.3, we presented figures on people's plans for staying in the UK games industry.

In this section, we analyse responses to these two questions together. This presents us with an opportunity for a deeper understanding of people who have left jobs in the UK games industry, and who are planning on leaving the UK games industry altogether.

Throughout, we draw attention to two groups. The first group is people who have left a job because they were made redundant, their work closed down, or they came to the end of a fixed contract, who we describe as "having lost their job". This is around 22% of respondents to the survey.

The second group is people who stated that they were looking to leave the UK games industry either as soon as possible or within the next twelve months, who we describe as "looking to leave". This is about 8% of respondents to the survey.

While there is some overlap between these two groups, they are distinct. The figures that we report about people who are looking to leave the UK games industry are based on the entire survey sample, not only people who have lost jobs in the last three years.

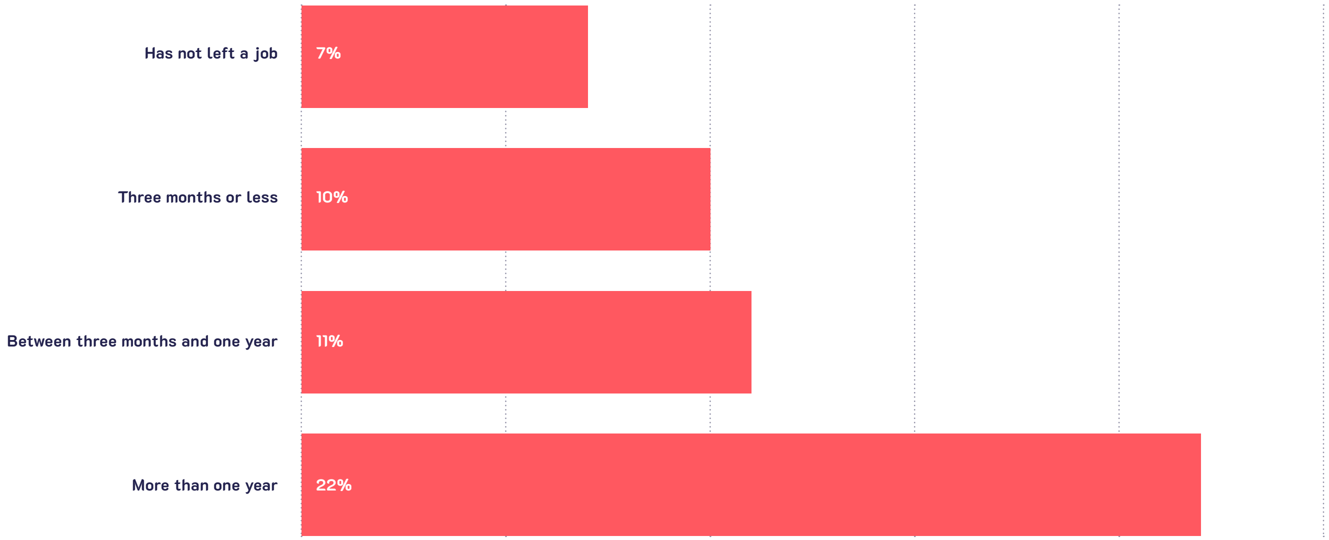
5.1: Job losses and planning to leave

Respondents who have experienced job losses are much more likely to be looking to leave the UK games industry than people who have not: 13%, compared with 7% of people who have not experienced job losses.

However, as we showed in section 1.6, job losses were not experienced evenly. Around half of people who left a job had found a new role within three months, but for a significant fraction of people, it took over a year, if they found a new role at all. We therefore show variations in whether people are looking to leave the UK games industry by how long it took them to find a new role, shown in figure 48.

Figure 47: Experience of job loss and intention to leave the UK games industry

Figure 48: Time to find a new job after experiencing a job loss and intention to leave the UK games industry



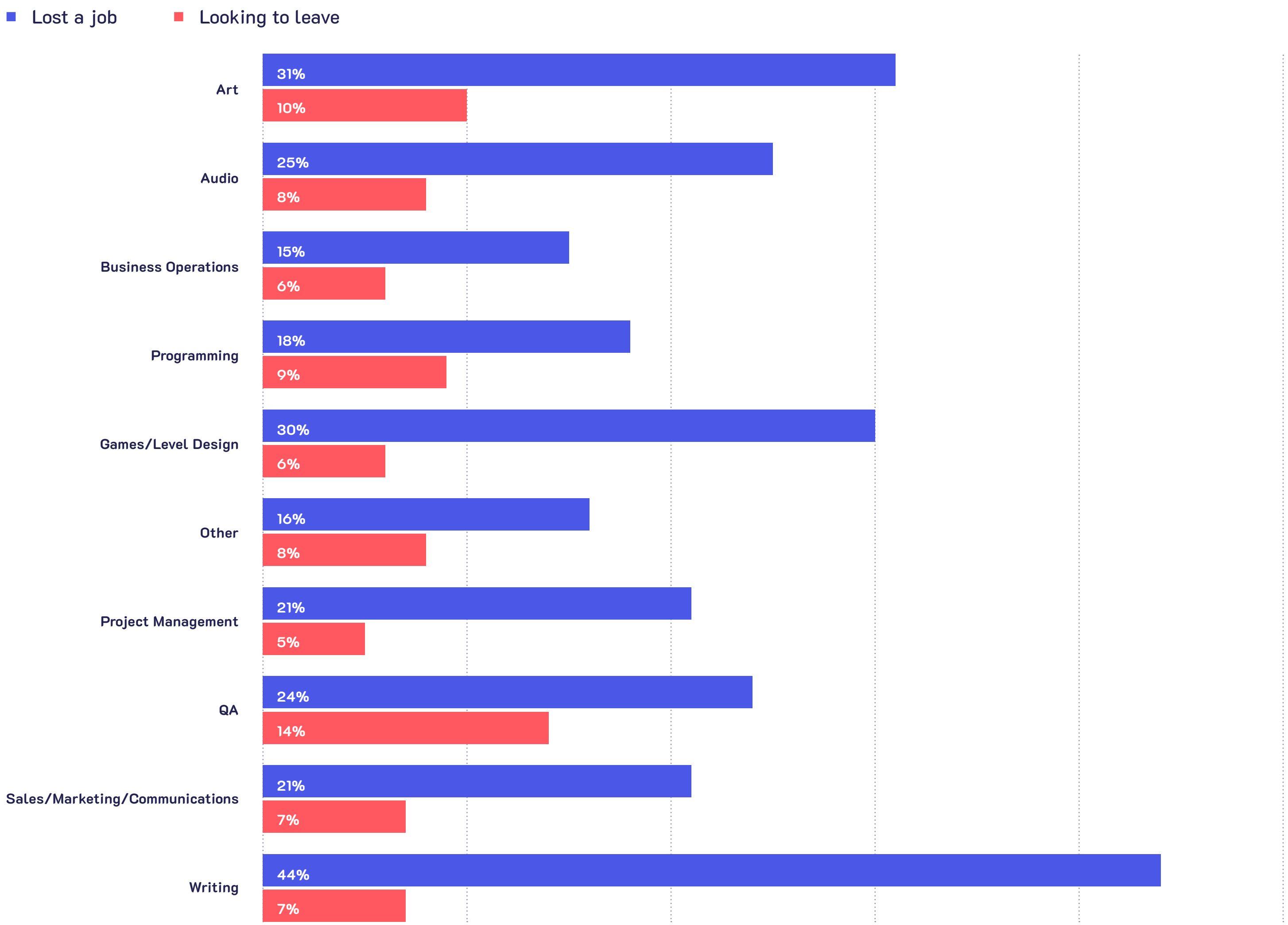
5.2: Leavers and role

Here, we show how respondents who have lost jobs, or who are looking to leave the industry, are distributed across different roles.

Writers are by far the most likely to have lost their job, at 44%. They are followed by people working in art and in games and level design, at 31% and 30% respectively. People working in business operation roles and in the "other" category are the least likely to have lost jobs.

However, people with roles most affected by job losses are not also those who are most likely to be looking to leave. For example, just 7% of writers are looking to leave. People working in QA are the most likely to be looking to leave, at 14%, just under twice the overall average of 8%.

Figure 49: Job losses and job role; intention to leave the UK games industry and job role



5.3: Leavers and current organisation size

These figures show how having lost a job, or looking to leave, varies by the size of organisation that respondents work at, and by the kind of work done at that organisation.

There is a strong relationship between organisation size and whether someone has lost a job. 36% of people currently working on their own, or with one other person, report having lost their job in the last three years. Just 13% of people working in organisations of 500 people or more report having lost a job in the same period. We should note that these figures correspond to where people were working at the time of the survey, so do not represent the sizes of the organisations where they were working when they experienced a job loss.

Of the people who responded that the question does not apply to them, 53% report having lost a job. This may capture people who are freelancing having lost a

Figure 50: Job losses and organisation size; intention to leave the UK games industry and organisation size

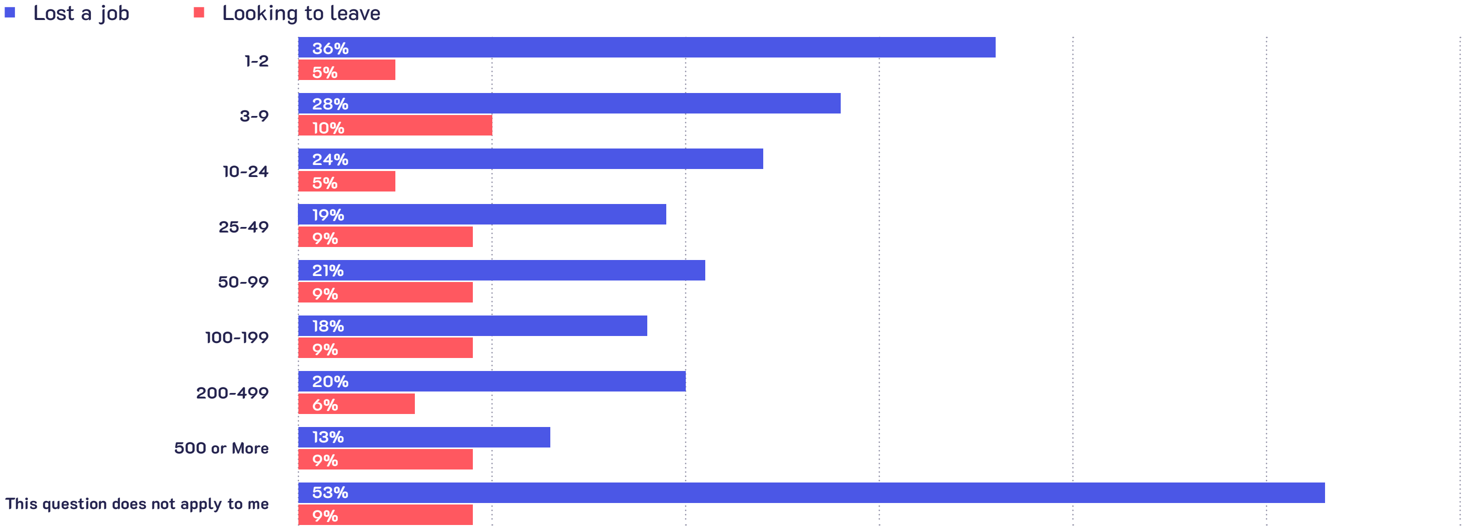
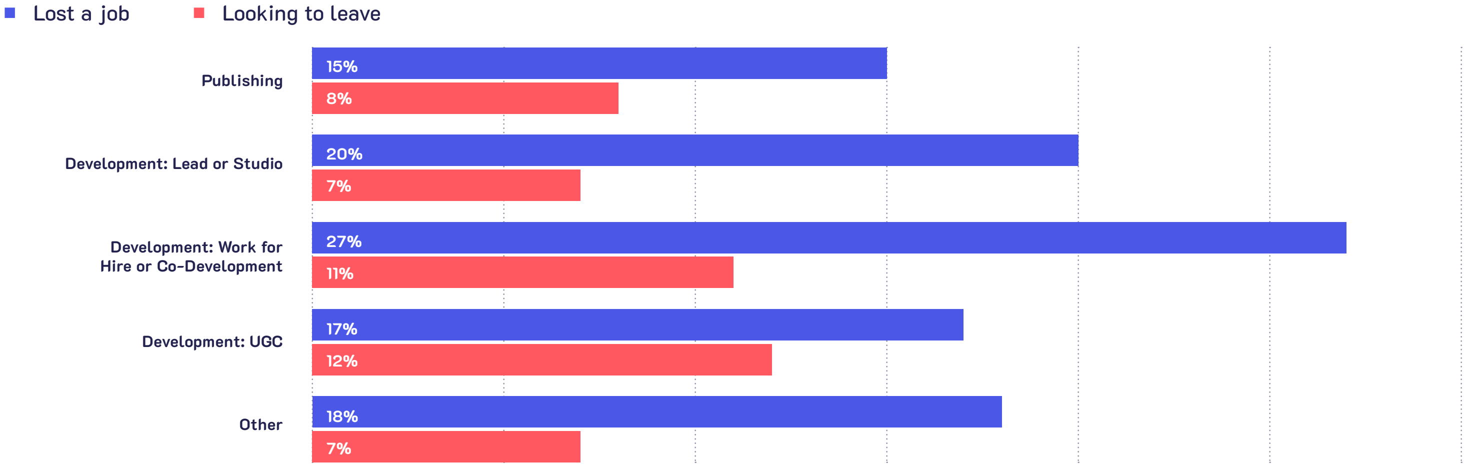


Figure 51: Job losses and type of current workplace; intention to leave the UK games industry and type of current workplace



job, as well as people who are not currently in paid employment following a job loss.

People currently working in studios involving work for hire or co-development are the most likely to have experienced job losses in the last three years, at 28%. Given that 20% of people responding to the survey work at studios involving work for hire or co-development overall, this is a significant overrepresentation.

They are followed by people currently working in development where their employer is the lead or only studio working on projects, at 20%. People currently working at publishers are the least likely to have previously lost their jobs, at 15%.

People at workplaces with co-development or user-generated-content development are the most likely to express that they are looking to leave the UK games industry in the next twelve months.

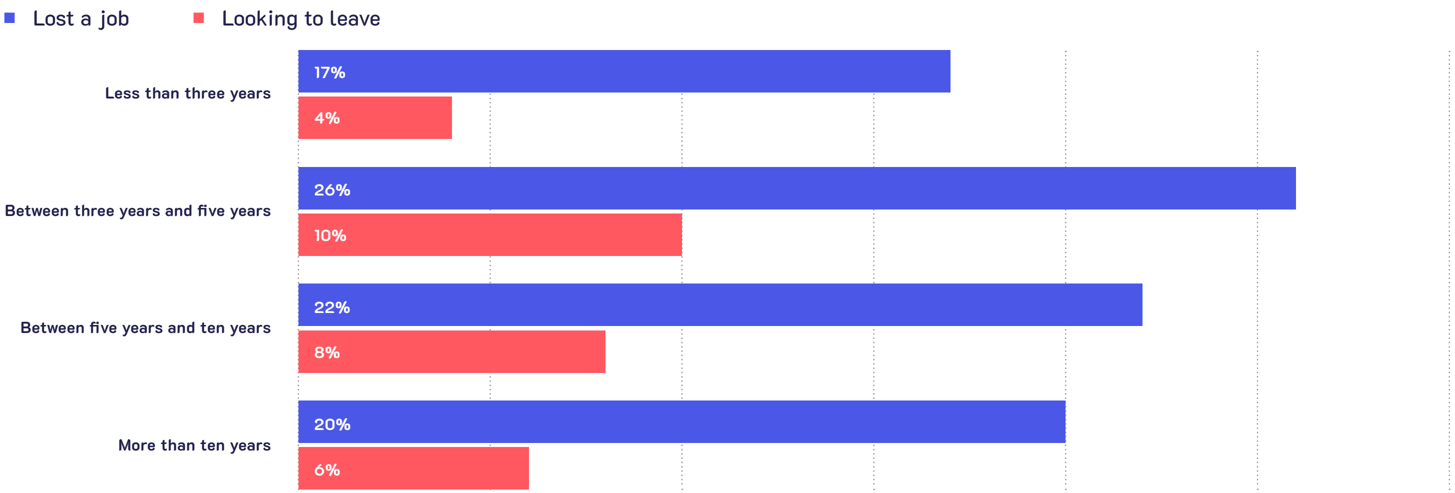
5.4: Leavers and time in the sector; leavers and age

Here, we show how job losses and approaches to leaving the UK games industry vary by how long people have worked in the industry. As the numbers of people in the sample who have worked in the industry for a year or less are fairly small, we have combined those people with people who have worked in the industry for less than three years.

People who have worked in the UK games industry for less than three years are the least likely to have lost a job, at 17%; however, people who have worked in the industry for three to five years are the most likely to have lost a job, at 26%.

The patterns are similar for people's responses about whether they aim to leave the sector in the next year. Among people who have been in the industry for less than three years, 4% are aiming to leave, less than half the figure (10%) for people who

Figure 52: Job losses and time in sector; intention to leave the UK games industry and time in sector



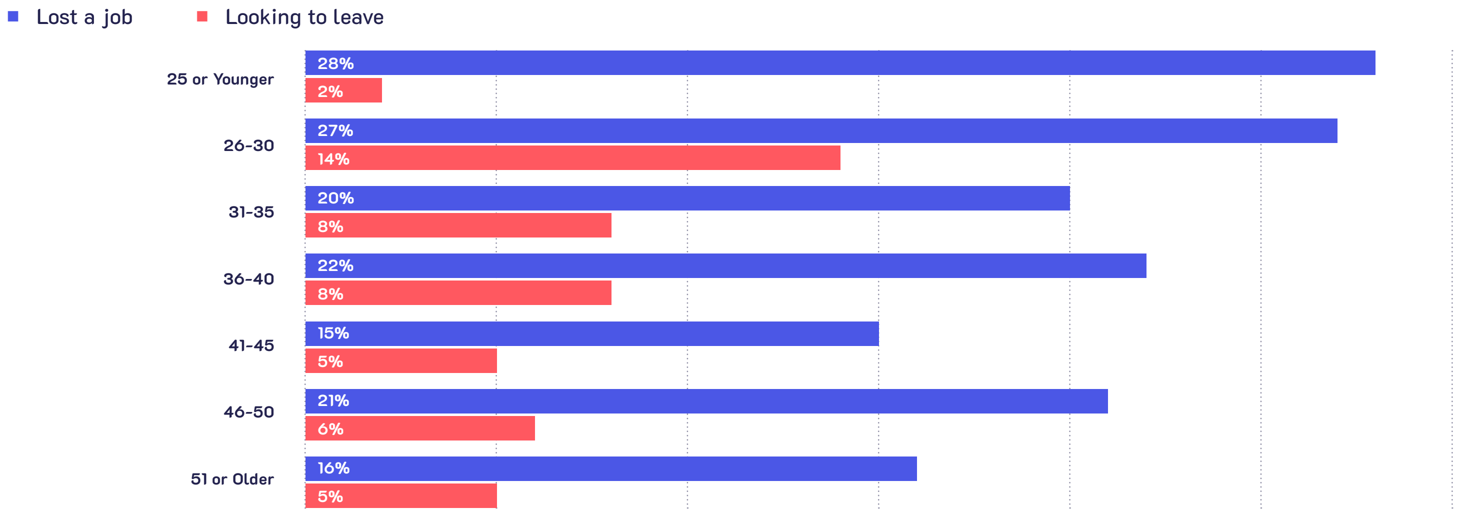
have worked in the industry for between three and five years.

Next, we move to describing the relationships between people's characteristics and whether they have lost a job, or they are looking to leave the UK games industry.

Younger respondents are the most likely to have lost a job.

People aged 26-30 are by far the most likely to be looking to leave, at 14%. For other age groups these figures are much lower, with just 2% of people who are 25 or younger looking to leave. For other age groups, the figures are between 5% and 8%.

Figure 53: Job losses and age; intention to leave the UK games industry and age



5.5: Leavers and ethnic group; leavers and nationality

Here, we analyse how job losses, and respondents' intentions to leave the UK games industry, vary by ethnic group and nationality.

White British people are the least likely to have lost a job (20%), and the least likely to be looking to leave the UK games industry (7%). People from Ethnic Minorities and people from White ethnic groups other than British responded similarly. Both groups were equally likely to have experienced a job loss, at 24% of members, while 11% of people in each group were looking to leave the UK industry in the next twelve months.

People with UK nationality and people with nationalities of other countries in the European Union and European Economic Area are equally likely to have lost a job, at 21%. The figure is higher for people who are from other countries: 27%.

Figure 54: Job losses and ethnic group; intention to leave the UK games industry and ethnic group

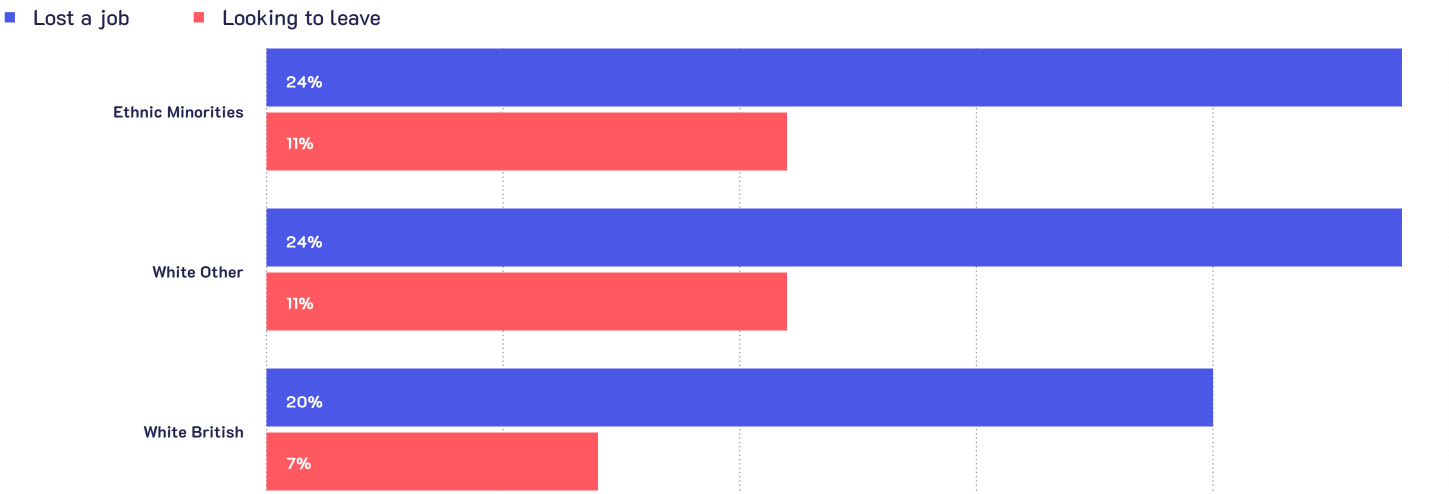
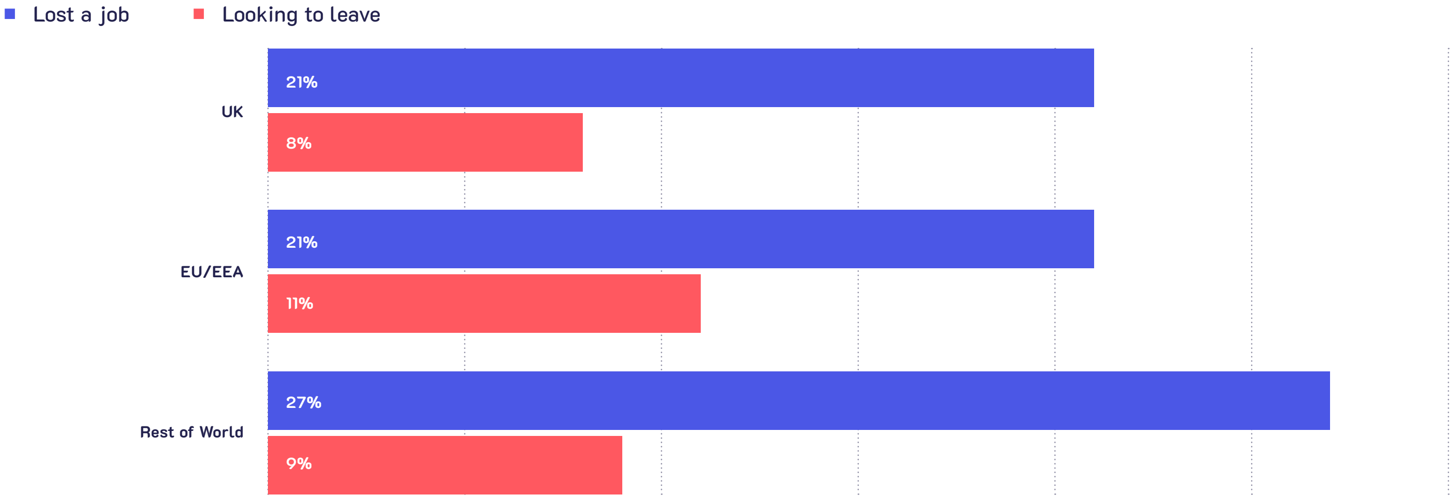


Figure 55: Job losses and nationality; intention to leave the UK games industry and nationality



Respondents from countries in the European Union and European Economic Area are more likely than other groups to state that they are looking to leave the UK games industry in the next twelve months. Because of the phrasing of the question, it might be that people with nationalities from countries outside the UK are aiming to leave the UK games industry specifically, as opposed to leaving the games industry entirely.

These differences are similar in scale to the differences we saw between people from different ethnic groups.

5.6: Leavers and gender; leavers and sexuality

These figures show differences by gender and sexuality among our respondents.

Men are both the least likely group to have lost a job (20%) and the least likely to be looking to leave the UK games industry (6%). For women, the figures are 23% and 8% respectively, while for non-binary people and people of other genders the figures are 29% and 11% respectively.

Here, we compare people who are heterosexual/straight and people who are not; we also compare cis and trans people. This is so that we can understand gender and sexual minorities together. These categories are not exclusive from one another, so, for example, some people are trans and not straight.

LGBTQIA+ people are the most likely to report having lost a job, at 30% for Trans people and 26% for LGB+ people respectively; for cis people, the figure is 20%, while for heterosexual/straight people the figure is 18%.

These differences in whether people have lost a job are not reflected in whether people are looking to leave the UK games industry. LGB+ people are the most likely to state they are looking to leave, but at 9% compared with 7% of straight people, this difference is not large.

Figure 56: Job losses and gender; intention to leave the UK games industry and gender

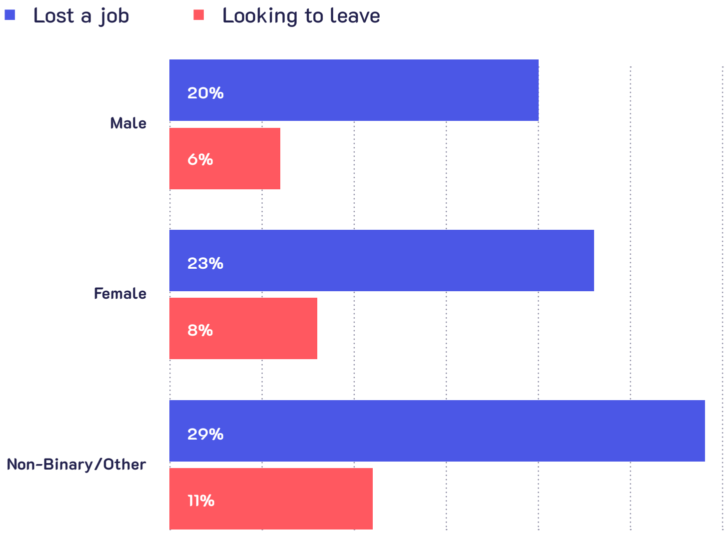
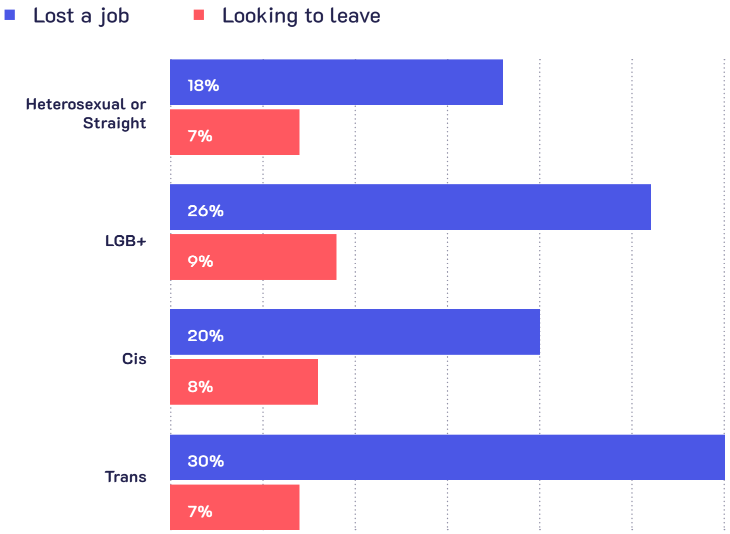


Figure 57: Job losses and gender and LGBTQIA+ People; intention to leave the UK games industry and gender and LGBTQIA+ People



5.7: Leavers and different conditions

In this figure, we've combined data on different physical health conditions into a single category. Once again these categories are not mutually exclusive. For example, we saw in section 2.8 that a large percentage of respondents working in games have both anxiety and depression.

There are no differences between respondents who report physical health conditions and those who don't in terms of whether they have lost a job: the figure is 21% for both groups.

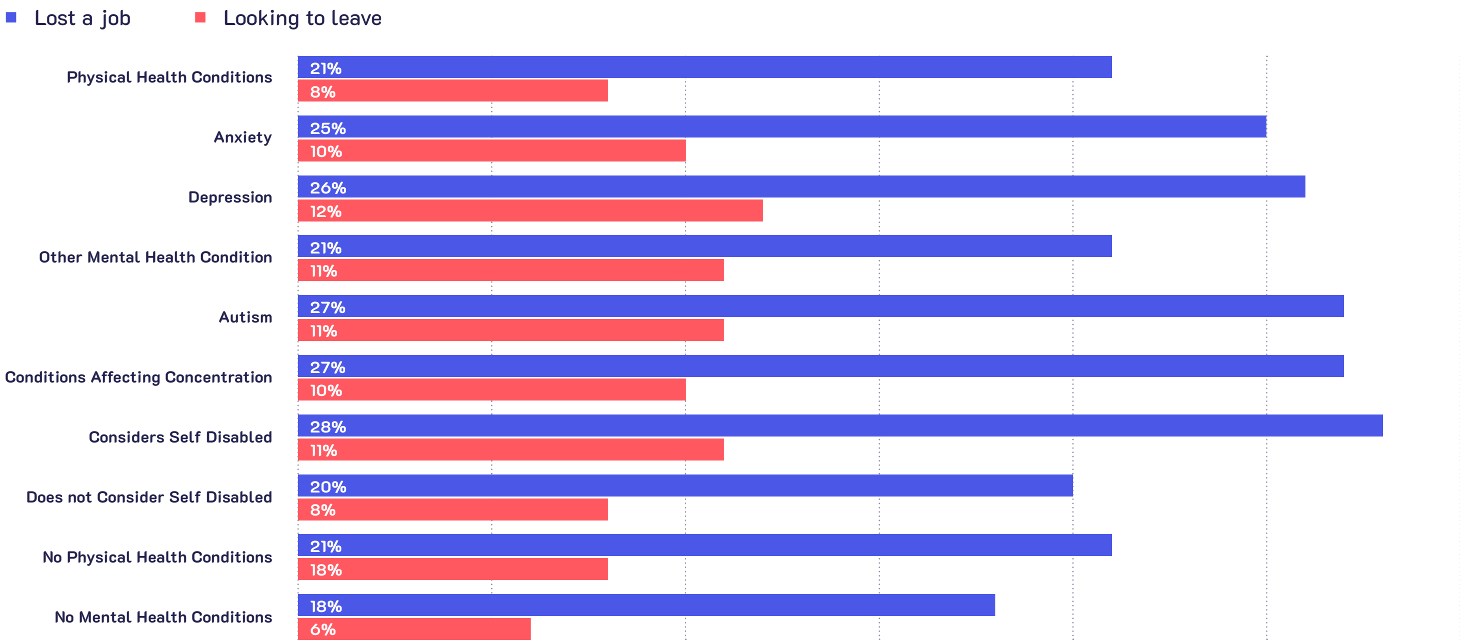
For mental health conditions, the picture is different. 25% of people with anxiety, and 25% of people with depression, have lost a job, compared with 18% of people who have not. It is likely that these facts are linked, since losing a job is associated with increasing incidences of mental health conditions as a consequence[48].

Autistic people, and people with conditions affecting concentration such as ADHD, also report above-average rates of having lost a job, at 27% for both groups.

Finally in relation to job losses, people who consider themselves disabled are more likely to report having lost a job (28%) than people who do not (20%).

Moving to whether people are looking to leave the UK games industry in the next twelve months, there are some further differences between groups. People who report no mental health conditions are the least likely to be looking to leave, at 6%, while there are no differences between people who do and do not report physical health conditions. People with depression are the most likely to be looking to leave, at 12%.

Figure 58: Job losses and different conditions; intention to leave the UK games industry and different conditions



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5.8 Summary

This analysis presents two major trends.

The first is that there are some patterns across types of role and organisation among our respondents. People now working at larger organisations are less likely to have lost a job, although there are no systematic differences by organisation size in terms of whether people are looking to leave, People who have been working in the UK games industry for between one and three years are both the most likely to have lost a job, and to be looking to leave.

There is also evidence that respondents from marginalised groups are most likely to have lost a job. For example, White British people are less likely than other ethnic groups to have lost a job, men are less likely than women and non-binary people to have lost a job, and LGBTQIA+ people are more likely to have lost a job.

6 International workers

In section 2.3, we saw that around 24% of respondents to the survey hold nationalities of countries from outside the UK, and around half of those people hold pre-settled status.

We have also seen some important patterns around international workers. In section 5, we showed that respondents who hold nationalities from countries outside the UK, EU, and EEA are more likely to have been subject to job losses, while people from countries in the EU and EEA are more likely to be looking to leave the UK games industry in the next twelve months.

Meanwhile, in section 4, we showed that there is a relationship between seniority and nationality. The percentages of respondents with UK nationality are highest among people in senior leadership roles, and among juniors; they are lower among people in senior and mid-level roles.

These patterns - likely associated with changing conditions through which people from other countries in Europe are able to live and work in the UK - have motivated us to go into further detail on the international workers. We focus on the kinds of work that people who hold other nationalities do, and their histories in the UK games industry.

6.1: International workers and job roles

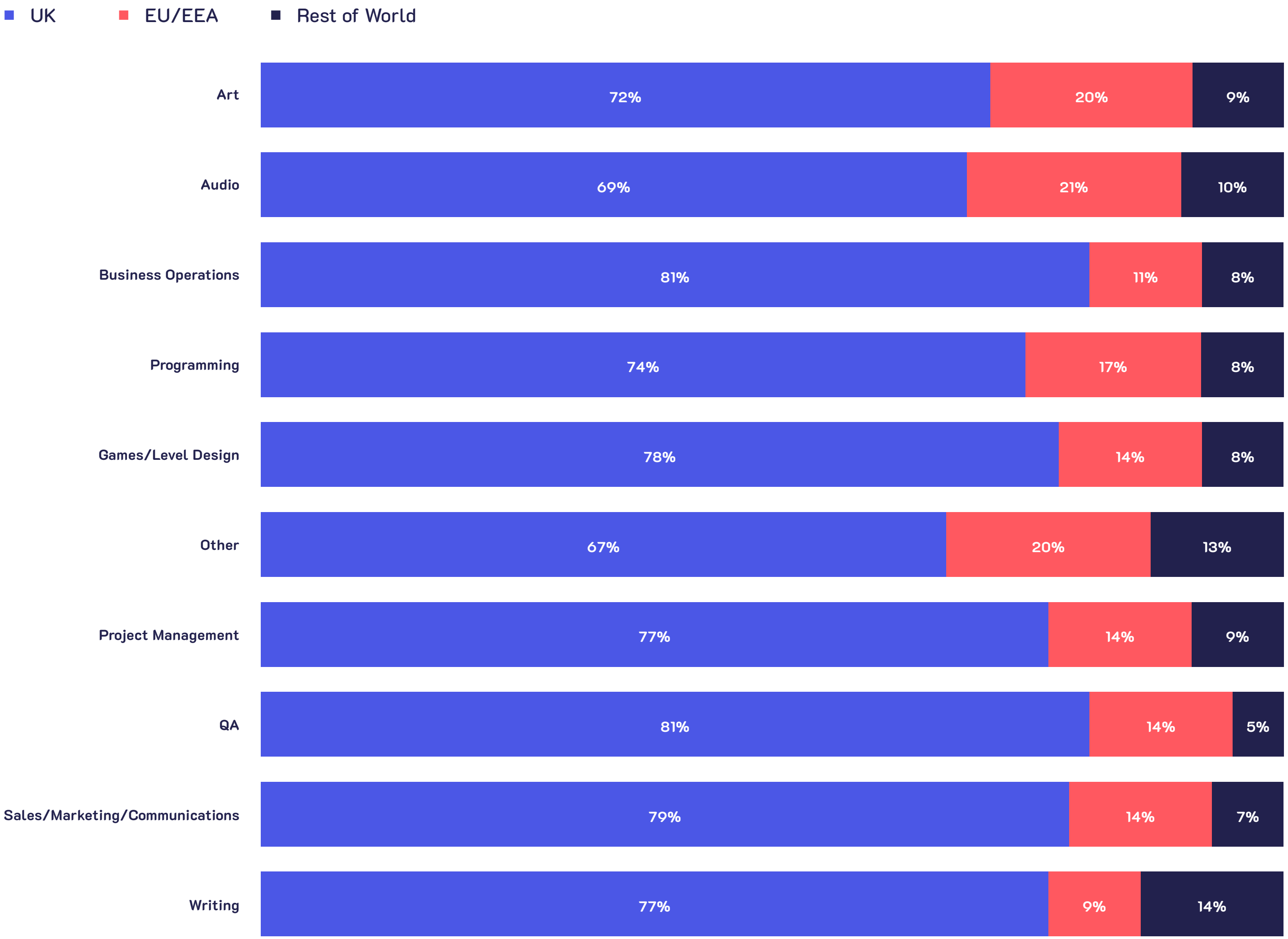
There is significant variation in the nationalities of respondents working in different job roles.

The largest percentage of people holding non-UK nationalities (33%) is in the “Other” category. This category is diverse, and it is likely that there is significant variation across different roles within the category. We should note that this category includes localisation, which we showed in our previous work has a particularly high percentage of people with non-UK nationalities.

Behind people in this group, the categories with above-average percentages of people with nationalities from outside the UK are audio (31%), art (29%), and programming (25%).

On the other pole, the occupations with the fewest people with non-UK nationalities are business operations and QA (both 19%).

Figure 59: Nationality and job roles



6.2: International workers and time in the sector

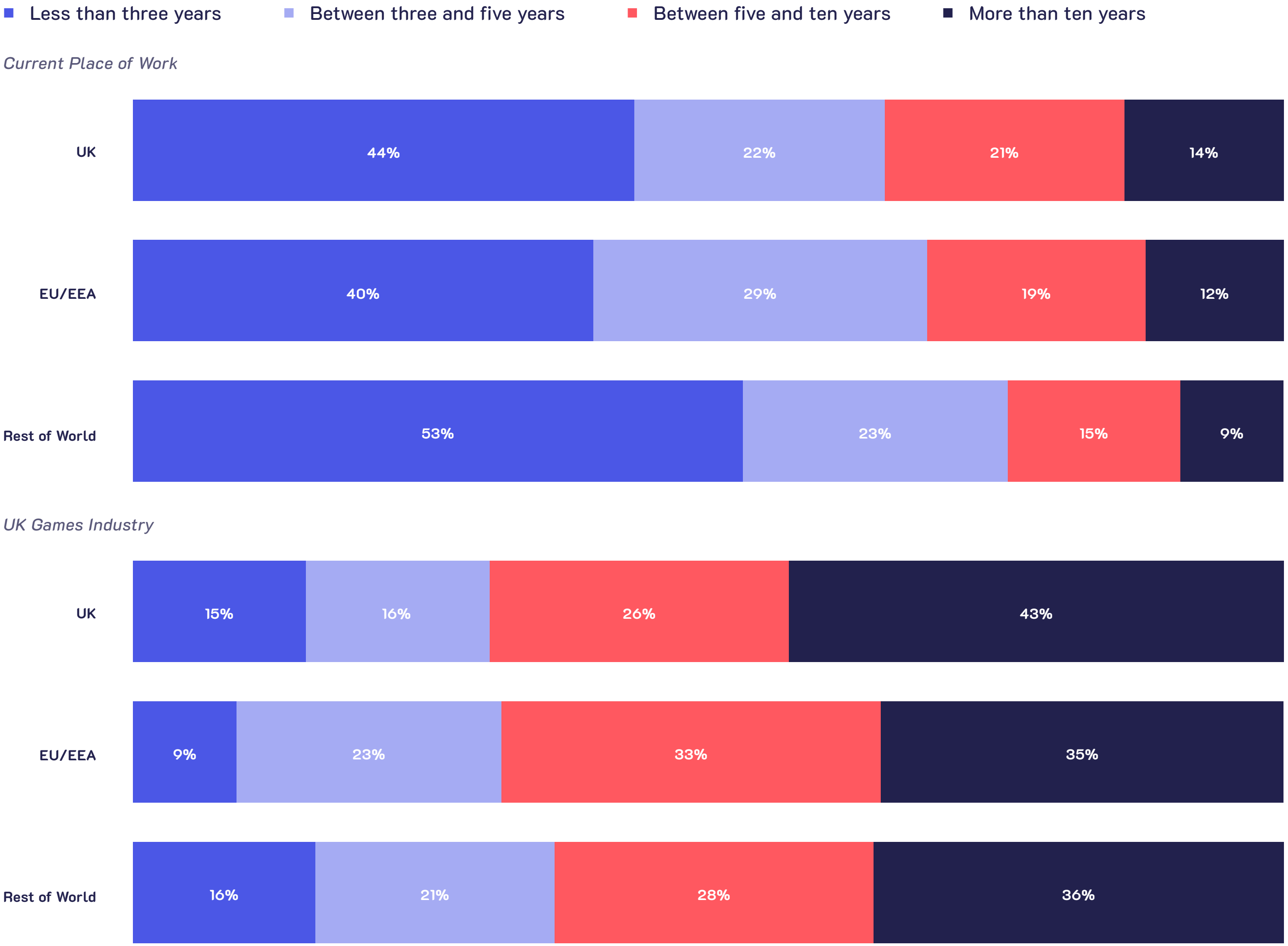
Figure 60 shows two things: the amount of time that people have worked at their current place of work, and the amount of time that people have worked in the UK games industry overall.

In general, the differences in the time respondents have spent at their current place of work between the UK and elsewhere in Europe are small.

There are relatively few people from the EU/EEA whose tenure is three years or less. This aligns with the relatively small number of people in junior roles from the EU and EEA that we showed in section 4.3.

By contrast, there is a higher proportion of people with UK nationality who have worked in the industry for ten years or more: 43%, compared with 35% of people from countries in the EU/EEA, and 36% of people from other countries.

Figure 60: Nationality and time in current place of work; nationality and time in UK games industry

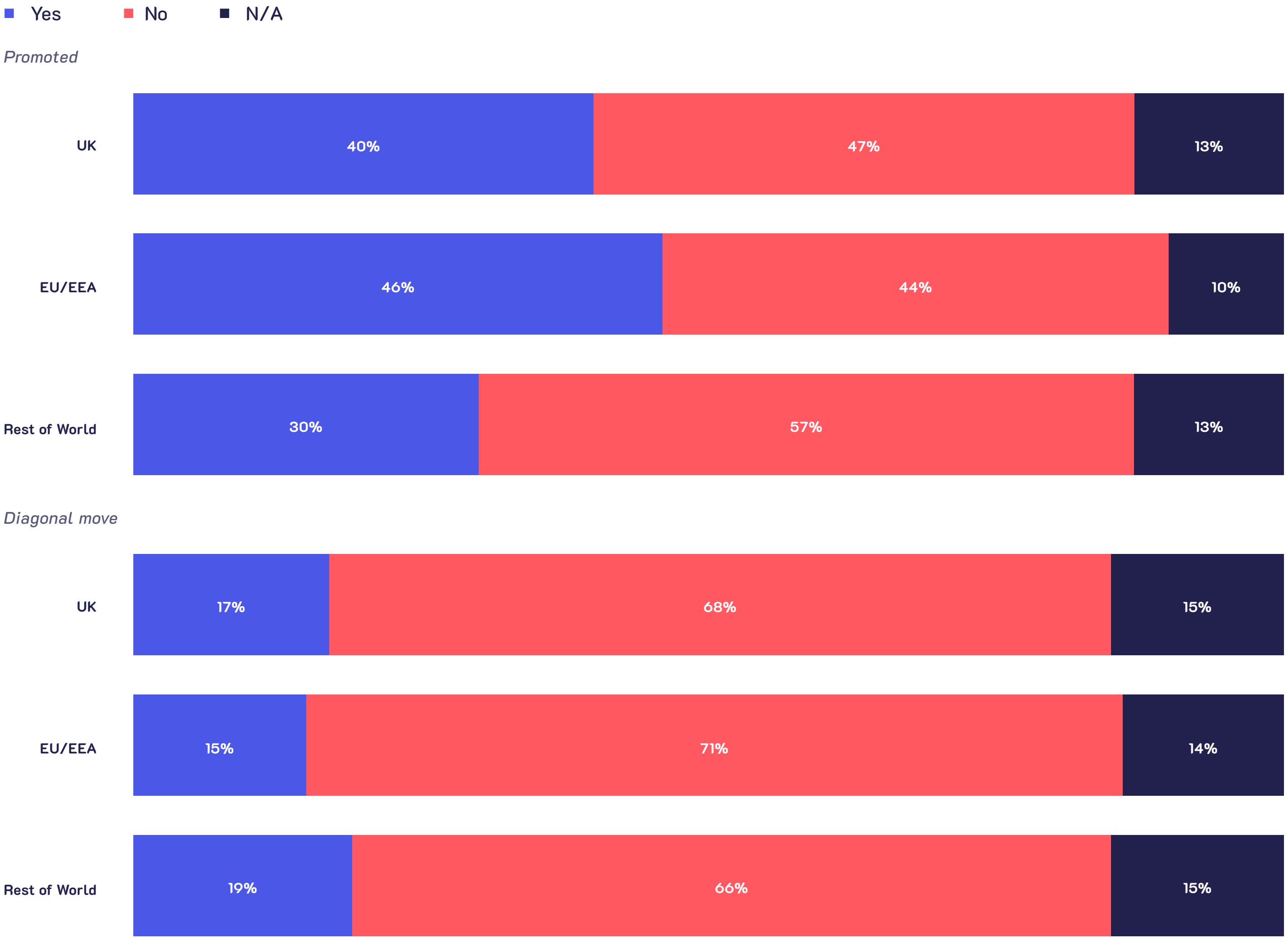


6.3: International workers and career progression

Figure 61 shows that respondents from the EU/EEA are the most likely to have been promoted in the last three years, at 46%. This is, again, likely to be associated with the fact that they are less likely to be new to the industry. However, the figure for people from outside the UK, EU, and EEA is significantly lower - 30% - despite the fact that they are around as likely as people from the UK to have been working in the UK games industry for at least that amount of time.

By contrast, diagonal moves, where someone has moved to a more senior role in another organisation, are relatively rare for respondents holding different nationalities. While there are some differences - people with nationalities from outside the UK and EU/EEA are highest, at 19%, while those for people from the EU/EEA are lowest at 15% - they are much smaller than the equivalent differences for promotion. This could be related to complications of changing a visa sponsor for diagonal moves among people who do not already hold settled status.

Figure 61: Nationality and promotion; nationality and diagonal moves



6.4: International workers and type of workplace, organisation size

Figure 62 shows that most different types of workplaces employ similar percentages of respondents from different parts of the world.

The percentage of people with UK nationality is highest (84%) for those working in organisations in the “other” category, which includes activity such as specialist marketing, business services, and platform services.

Larger organisations have, on average, higher percentages of people holding non-UK nationalities than smaller organisations. Organisations with 24 or fewer people have the highest percentages of people with UK nationality, at 80%; this figure decreases to 71% for organisations employing 500 people or more.

These differences are driven by the percentages of people with EU/EEA nationality at organisations of different scales. Among smaller organisations, the figure is 12%, rising to 19% for the largest organisations. This difference may be a consequence of the demands and cost associated with acquiring a sponsor licence. For people who hold nationalities from other countries, the figures are fairly consistent, between 7% and 9% at all scales.

We have grouped together organisations with between 1 and 24 people, and 25 and 99 people, due to small numbers in some of the more precise categories.

Figure 62: Nationality and type of workplace

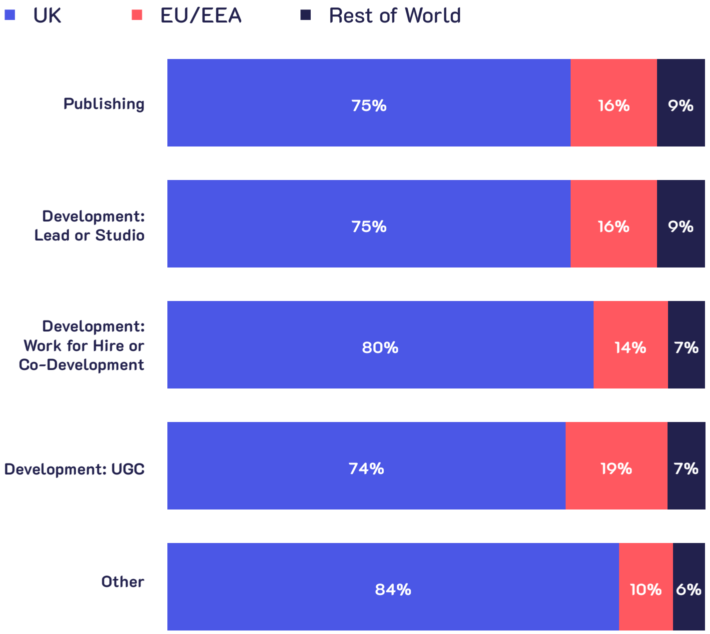
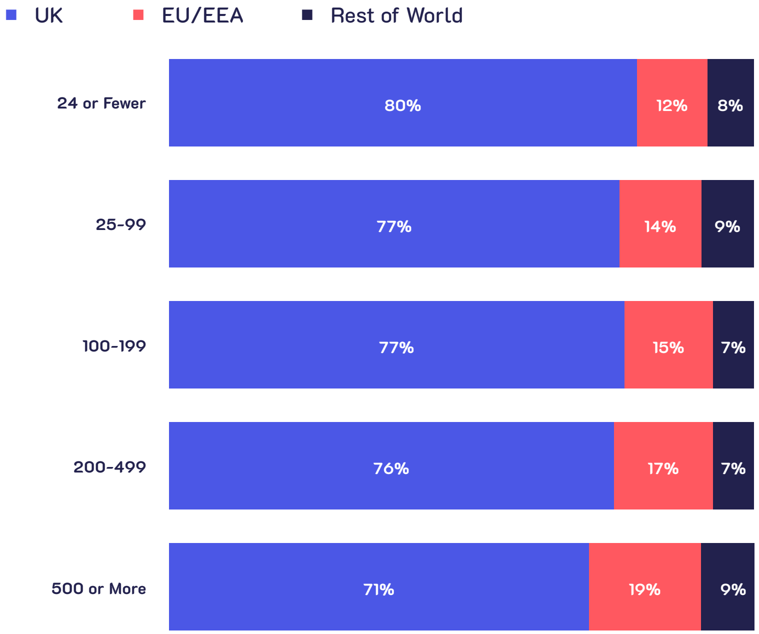


Figure 63: Nationality and organisation size



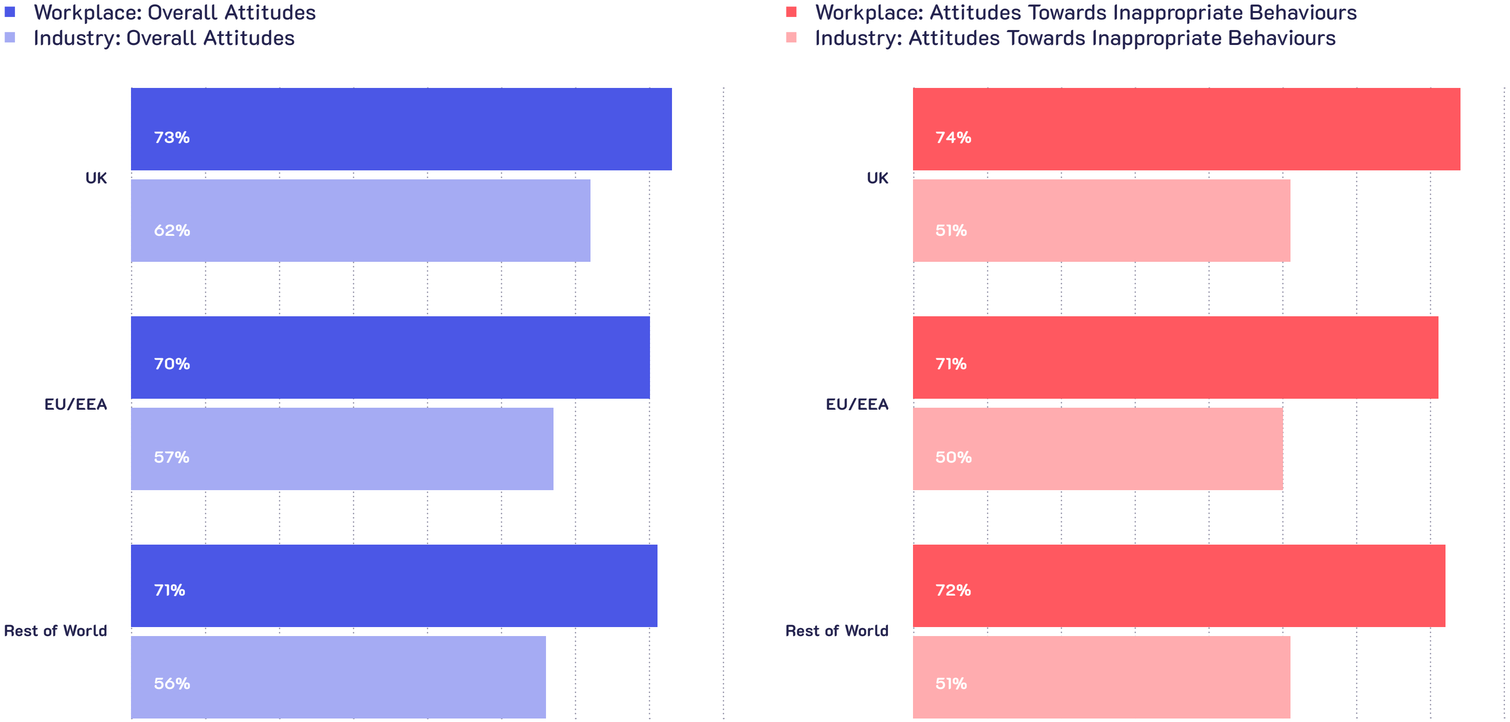
6.5: International workers and attitudes

We conclude this section by revisiting the questions about attitudes, which we described in section 3.

As in that section, we combine people's responses to different questions. This means that we produce overall scores based on people's attitudes in general, and on people's attitudes to raising concerns and inappropriate behaviour specifically, both at people's workplaces and across the UK games industry.

In three out of the four cases, respondents' attitudes are fairly similar, regardless of their nationality. This applies in the case of people's overall attitudes towards their workplaces, and in the cases of people's attitudes to inappropriate behaviour both at people's workplaces and across the UK games industry.

Figure 64: General attitudes and attitudes towards raising concerns and inappropriate behaviour in people's current workplace and in the UK games industry of different nationalities of respondents



In the case of overall attitudes towards the UK games industry, the picture is different. People with UK nationality are more positive, with an average score of 62%, compared with 57% for people from countries in the EU/EEA, 56% for people from other countries.

In order to identify what might be driving the differences in this, we follow up by reporting the distributions of people's responses to the questions in this batch, shown in figure 65.

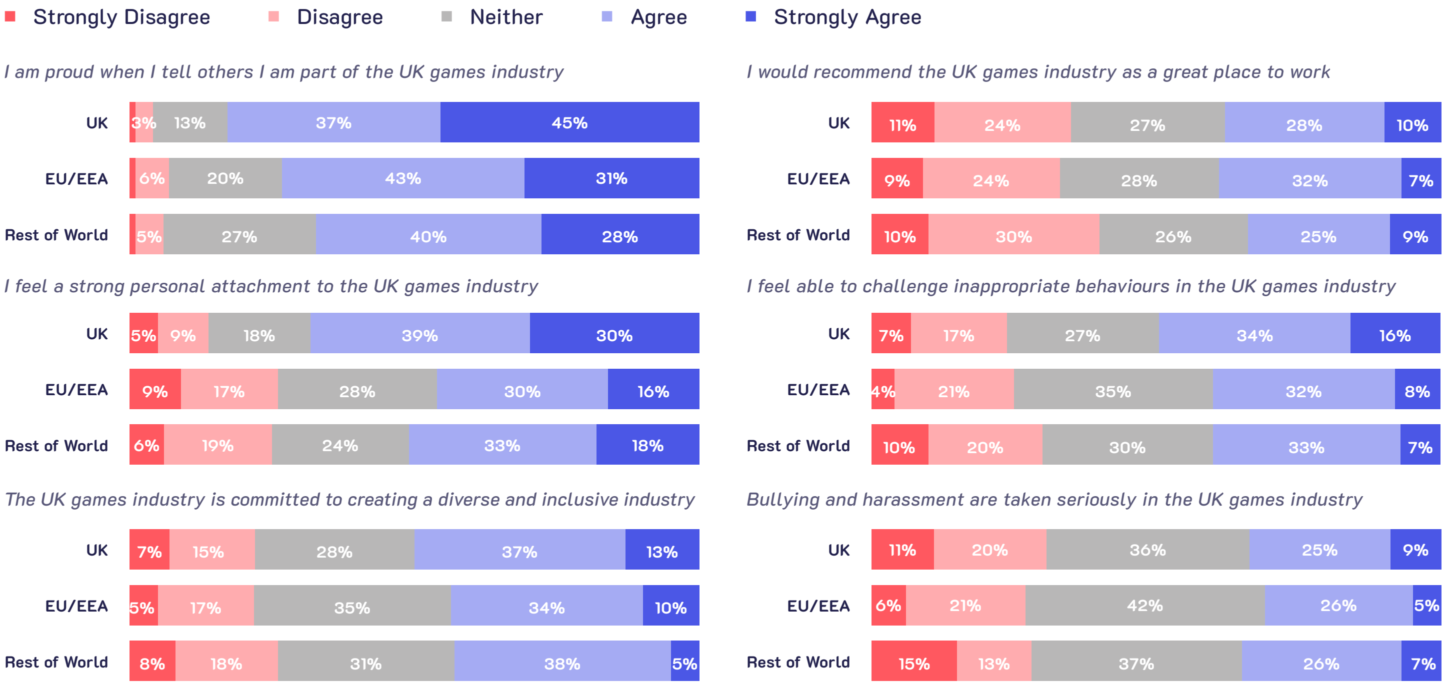
In one case, differences are small if present at all. The percentages of people agreeing with the statement that bullying and harassment are taken seriously in the UK games industry are similar for people coming from different countries.

In other cases, there are some moderate differences. Larger percentages of respondents with UK (38%) and EU/EEA (39%) nationalities would recommend the UK games industry as a great place to work than people from other countries (34%).

Other questions see larger differences. 82% of respondents with UK nationality are proud to tell others that they are part of the UK games industry, compared with 71% of people with EU/EEA nationality and 68% of people with other nationalities; 69% of people with UK nationality hold strong personal attachments to the UK games industry, compared with 46% of people with EU/EEA nationality, and 51% of people with other nationalities. Due to the question being asked, we do not know whether this is related to being in the UK, or the games industry at large. The worries related to instability within the industry and holding a visa could be an explanation for this.

While the differences are smaller, two items are indicative of concerns. 50% of respondents with UK nationality feel able to challenge inappropriate behaviour in the UK games industry, compared with 40% of people with other nationalities. 50% of people with UK nationality also agree that the UK games industry is committed to creating a diverse and inclusive industry, compared with 44% of people with EU/EEA nationality, and 43% of people holding other nationalities.

Figure 65: General attitudes towards the UK games industry of different nationalities of respondents



6.6: Summary

There are some variations in the kind of work done between respondents holding different nationalities. People holding nationalities from countries other than the UK are more likely to work in larger organisations, and are more likely to work in roles including art and audio. People from outside the EU/EEA are, in general, newer to their current workplaces and to the UK games industry, and less likely to be promoted.

While respondents holding different nationalities broadly have similar attitudes, this is not always the case, with people from outside the UK holding less positive attitudes towards the UK games industry in general.

7 Thanks

The UK Games Workforce Demographics Survey is only possible with the support and participation of the members of the UK games industry, who have contributed not only by their generous participation in the questionnaire, but through their valued input in the design process and by sharing and promoting the questionnaire among their employees, peers and beyond.

In particular, we would like to thank

- Everyone who participated in our feedback interviews in the Summer of 2025 and helped define the content and sharpen the questionnaire design for this edition.
- Every organisation who distributed a link to their workforce and responded to reminder emails with grace and enthusiasm.
- The Ukie Pulse Survey Network for their suggestions of new topic areas to explore.
- Ukie staff members past and present who worked to define, improve and deliver both this and previous editions of this work.
- The Raise The Game Strategic Partners, who have supported the UK Games Workforce Demographics Survey and work tirelessly to improve the representation of the games industry: Code Coven, Games Leadership, Into Games, Many Cats Studios, Mayamada, Melanin Gamers, Limit Break Mentorship. Out Making Games, Safe in Our World, Special Effect, POC in Play, Women in Games.
- The UK Games Industry Slack Admins, who shared the link to their community and helped us enrich the data: Callum Underwood, Gemma Cooper, Hollie Emery, Jonny Hughes, Kat Welsford, Kirsty Gillmore, Kris Winters, Leon Hijazi-Killin, Mike Anderson, MJ Lewis, Moo Yu, Sally Blake and Will Lowther

Most importantly, all of the 1,610 people who took the time to answer our questions and build this renewed picture of the UK games workforce in 2026 after a period of intense change and challenge for the industry.

8 Methodological appendices

This section briefly describes the approach to data collection and analysis. The overall project was granted ethical approval by the University of Sheffield (ethics application 070761).

Data were collected via survey, with the eligible population being people in the UK games industry. The survey was hosted via the Qualtrics platform. The approach taken to data collection and analysis is the same as in previous UK Games Industry Censuses, which took place in 2019 and 2021. Reports on these were published in 2020 and 2022 respectively.

8.1: Questionnaire design

In determining the questions to answer, we had two main goals. The first was to understand how the people responding to the survey compared with other groups, including people working in games industries in other countries, and with the broader workforce in the UK. The second was to ensure that the experience of completing the survey was not time-consuming, nor did any questions feel invasive or distressing to answer, as far as possible.

Most of the questions that we asked were asked in the same ways as in 2019 and 2021. Some of the questions were the same as in 2021 only, having been introduced for the first time in that year. However, there were some tweaks to some of the questions in response to changes in the external landscape, while other questions were introduced for the first time. Where this is the case, this has been made explicit in the relevant sections where we describe people's answers to these questions.

Where possible, questions that we have asked previously, and questions that we introduced for the first time in 2025, have used identical phrasing to their equivalents in other surveys. Examples of other surveys where we have used the same language include the 2021 Census in England and Wales, and the Labour Force Survey. Using identical language allows us to compare our results, while acknowledging that differences in our approaches to data collection will also have implications.

During the spring and summer of 2025, we held several conversations with people working in and around the UK games industry. These conversations were with people in a range of roles, and in a range of different kinds of organisations. In these conversations, we discussed different priorities for what the survey might cover, as well as ensuring that people completing the survey might find the process light-touch and manageable. These conversations informed, but did not determine, the questions that we asked.

There were no major changes to the questionnaire design as a consequence of these conversations. However, we did introduce a number of questions. These include the questions about people having left jobs, and visas that people held. The structure of the questionnaire was therefore very similar to the equivalent in 2021.

The vast majority of questions could be skipped by respondents who did not wish to answer them. The only exceptions to this were the questions at the start where respondents were asked to confirm that they understood the purpose of the survey and how their data would be used, and a question asking whether they wished to answer questions about their attitudes, or conclude the survey at that point.

8.2: Recruitment

The 2025 UK Games Workforce Demographics Survey exercise was announced at the Ukie AGM on the 1st of October 2025, and data collection opened on the 13th of November 2025. The survey was originally launched to remain open for a period of four weeks. This period was subsequently extended, with the data collection formally concluding on the 31st of January 2026. A clear majority of respondents (81%) completed the survey in the first four weeks during which the survey was open.

The survey was open via two main channels, which we describe in section 1 of this report. Organisations received custom URLs through which recruitment could be monitored. The academic team were not aware of which links corresponded to which organisations, only having information about anonymous identifiers. The Ukie team did not have access to individual-level data at any stage of the process.

As with any research project, there are risks of bias associated with different recruitment methods. In this case, the balance of recruitment via different sources had a majority of respondents - 71% - arriving at the survey via an open link, either direct from Ukie communications, shared via social media, or via the UKGI Slack. People who are responsive to these channels are unlikely to be representative of the broader UK games industry workforce. This is likely to have implications for the distributions of responses to questions about seniority and age, amongst others. It is also the case that any research project including a public-facing element is vulnerable to attacks from malicious actors, such as people who might actively choose to undermine efforts associated with diversity in the UK games industry or more broadly. After survey data collection concluded, we undertook a period of data cleaning. This included classification of open text responses, such as people's descriptions of what they did in their day-to-day roles. It also involved analysis of possible spurious or malicious responses, which may have represented examples of trolling. The eventual sample size on which the analysis in this report is based is 1,610.

8.3: Job classification

In some figures, such as those found in sections 1.1, 3.1, and 5.1, we have combined job roles together. This is because there were some roles where the numbers of people responding were small, so analysing differences within them may be disclosive.

Job Title	Category
Animation	Art
Artist (2D or 3D)	Art
Technical art	Art
UI / UX (user interface / user experience)	Art
VFX	Art
Audio / sound design	Audio
Composer / music	Audio
Admin / general	Business operations
Finance	Business operations
HR (human resources)	Business operations
Legal	Business operations
Office management	Business operations
Operations	Business operations
Senior management / leadership	Business operations
Programming / developments	Programming
Designer (games / level)	Design
IT / technical support / infrastructure	IT
Localisation	Localisation
Other	Other
Production / project management	Project management
QA (quality assurance)	QA
Community Management	Sales / marketing / communications
Marketing	Sales / marketing / communications
PR (public relations) / communications	Sales / marketing / communications
Consumer / customer services	Sales / marketing / communications
Business development / commercial	Sales / marketing / communications
Data / analytics	Sales / marketing / communications
Distribution	Sales / marketing / communications
Sales	Sales / marketing / communications
User research	Sales / marketing / communications
Writer / narrative	Writing

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For questions about this report,
please contact Ukie at: **colm@ukie.org.uk**