



Creative Workers & Creative Industries

Creativity at Work:
Creative North Carolina

Data from EMSI, Economic Modeling Specialists Intl. through the WESTAF, Western States Arts Federation for the North Carolina Arts Council

There are 2 ways to measure North Carolina's Creative Workforce:

1



Workers

Measures **creative workers**
in **all industries**

or

2



Industry

Measures **all workers**
in the **creative industries**

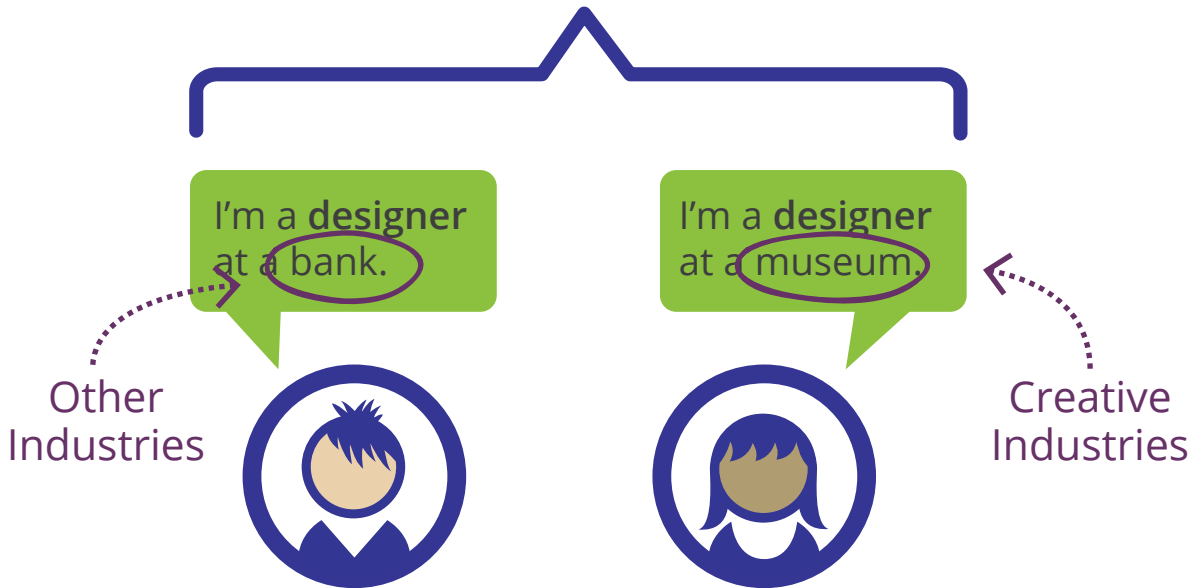
1



Workers

North Carolina has 143,730 total creative workers within all of its industries.

Creative Workers

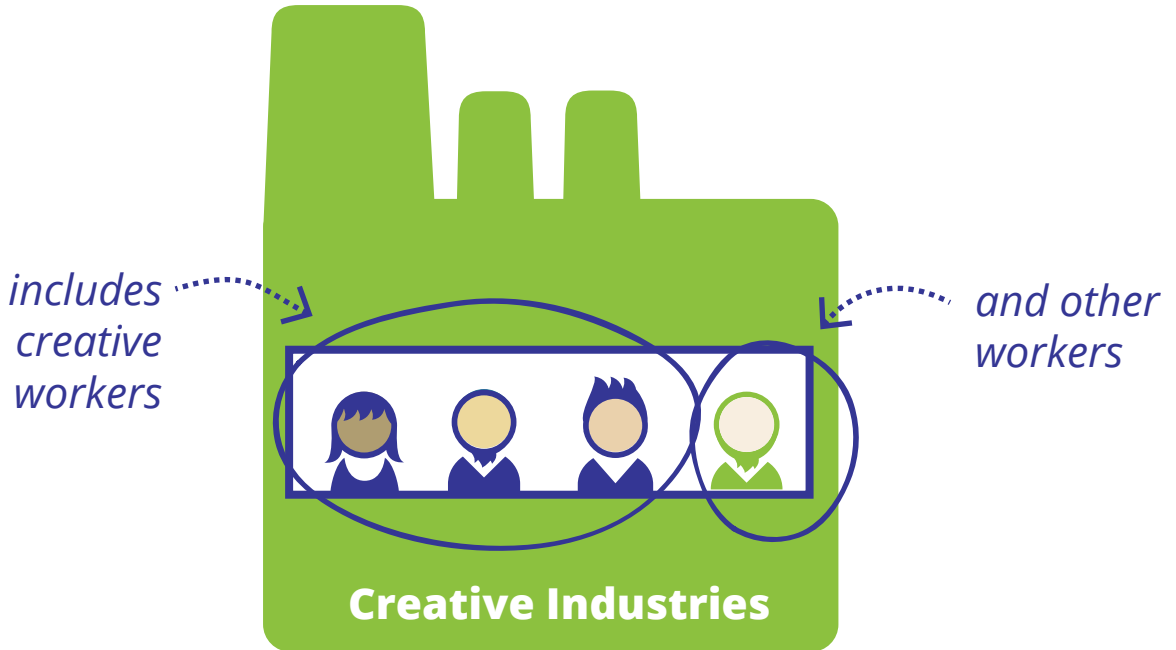


1



Workers

North Carolina has 174,787 total workers within the creative industries, which is more than 3% of the state's workforce.



1



Workers

There are a wide range of creative occupations that are included when measuring North Carolina's (NC) creative workers.

A few of the occupations:



**Now let's look at
how many workers
are in Creative Industries.**



2



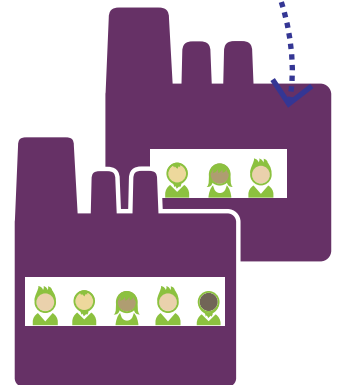
Industry

North Carolina's creative industries create jobs in other industries, referred to as indirect jobs. Indirect jobs and jobs within the creative industries are responsible for 336,284 jobs. This figure represents over 6% of the state's workforce.

*jobs within
the creative
industries*



*other industries, with
jobs created by the
creative industries
(indirect jobs)*





There are different types of creative industries.

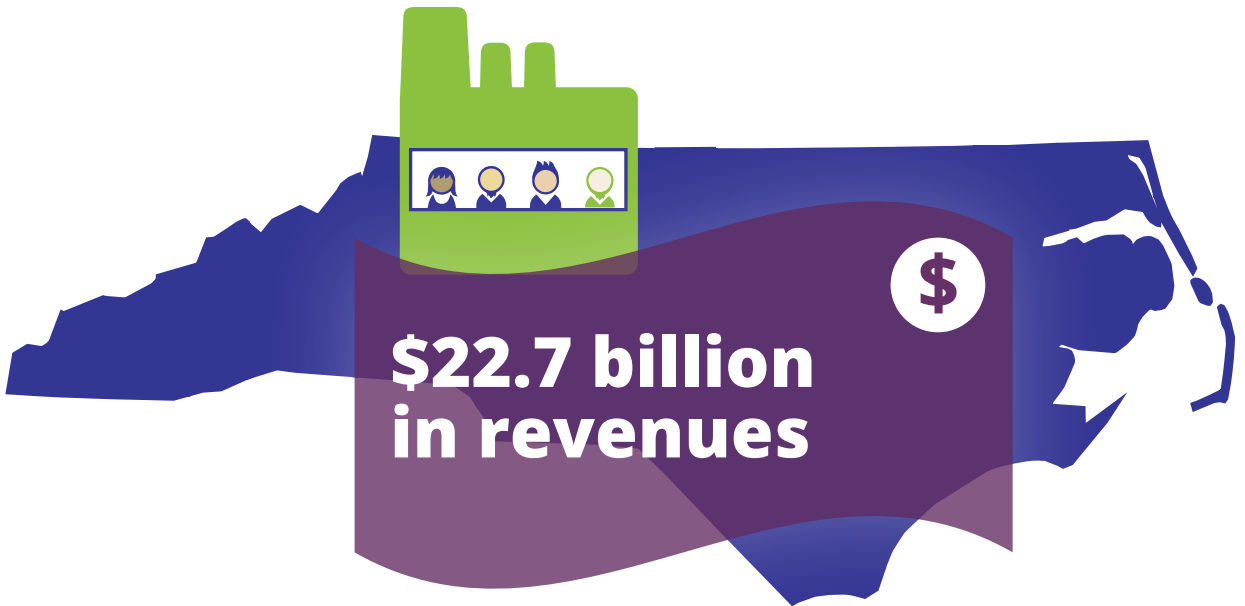
Publishing & Printing	<i>newspapers, books, software, lithographers</i>	35,477
Entertainment & Information	<i>film, television, radio, advertising</i>	34,568
Artists*	<i>theaters, dance, music, writers</i>	33,342
Design Services	<i>architects, designers, photographers</i>	27,885
Retail	<i>jewelers, book stores, art dealers, florists</i>	20,656
Community Services	<i>libraries, museums, fine arts schools, arts councils</i>	12,437
Design Manufacturing	<i>pottery, jewelry, musical instruments, woodwork</i>	10,422

2



Industry

North Carolina's creative industries produced \$22.7 billion in revenues.



2



Industry

North Carolina's creative industries produced over \$9 billion in exports.

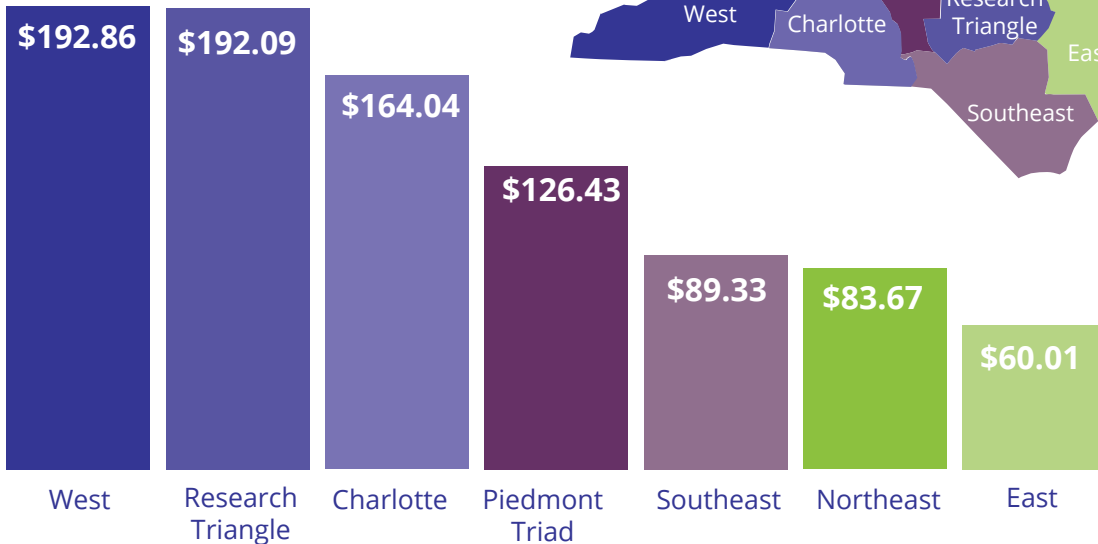




Industry

A select group of consumer oriented industries* generates average sales of more than \$144 per person. More than half of this spending is at art galleries and purchases from individual artists.

Per Capita Consumer Spending by Economic Development Region



* The selected industries include sales in photography, music, book and record stores as well as art gallery and individual artist sales and performing arts participation.

Different ways to measure North Carolina's creative workforce

Workers



Industry



Nonprofit

