



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**

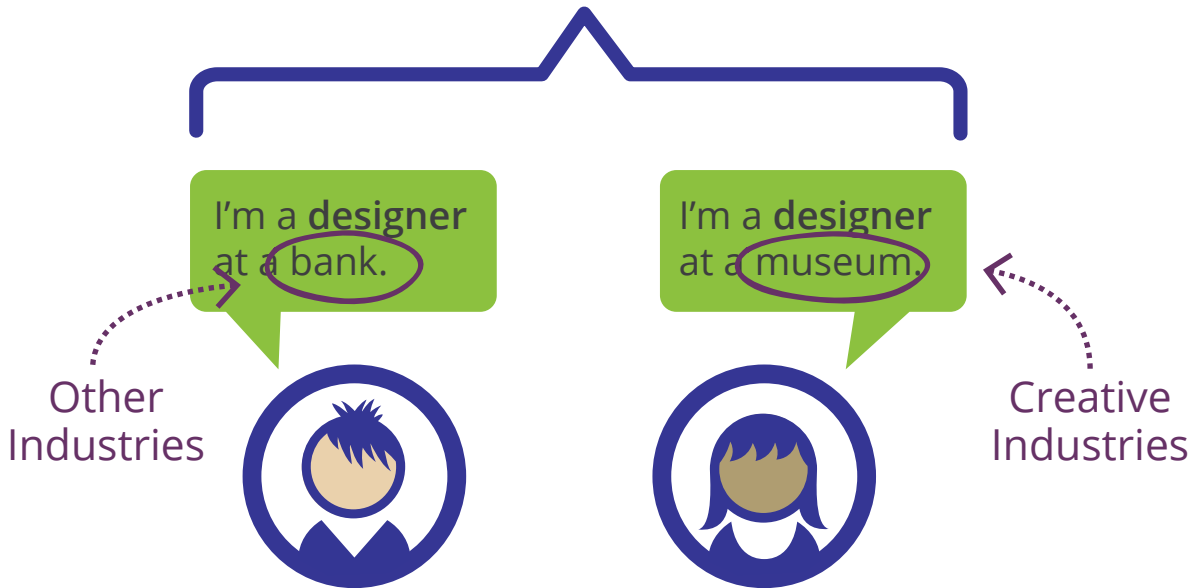
1



Workers

North Carolina has 144,256 total creative workers within all of its industries.

Creative Workers

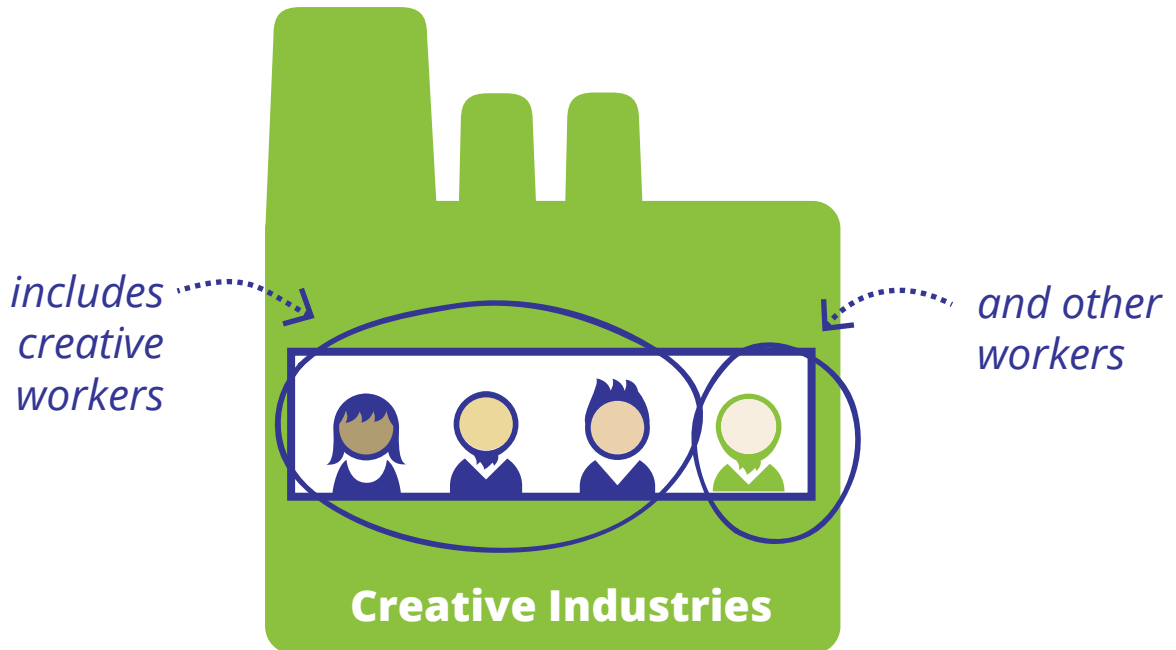


1



Workers

North Carolina has 177,632 total workers within the creative industries, which is more than 3% of the state's workforce.



1



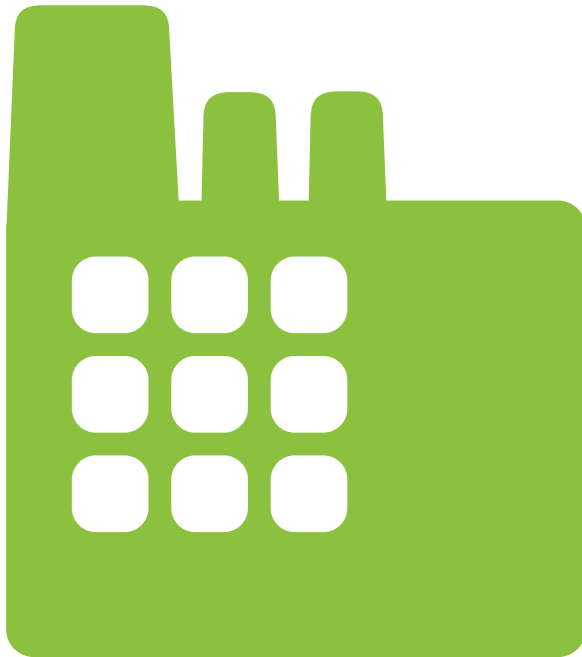
Workers

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



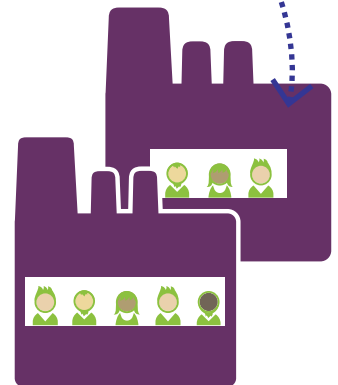
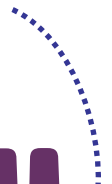
Industry

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 340,360 jobs. This figure represents over 6% of the state's workforce.

*jobs within
the creative
industries*



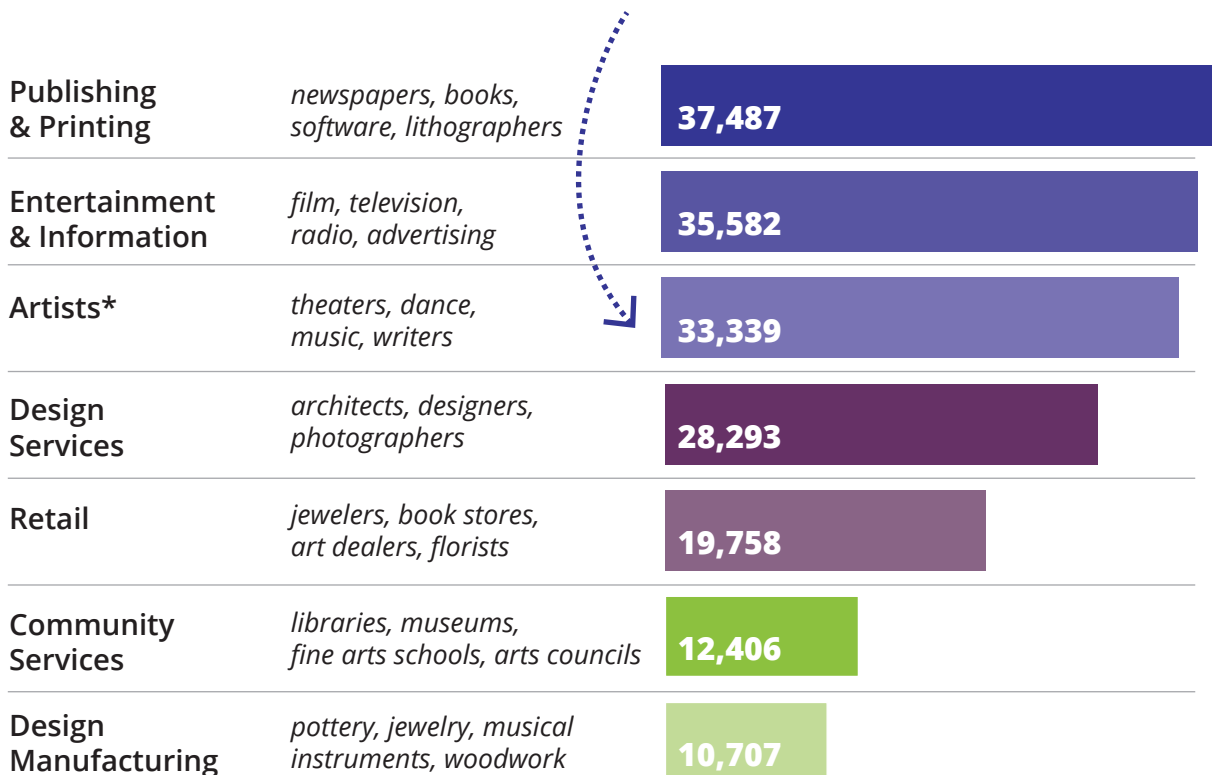
*other industries, with
jobs created by the
creative industries
(indirect jobs)*





There are different types of creative industries.

**Independent Artists, Writers & Performers/Theater, Dance & Music companies provide almost as many direct jobs as Entertainment & Information.*

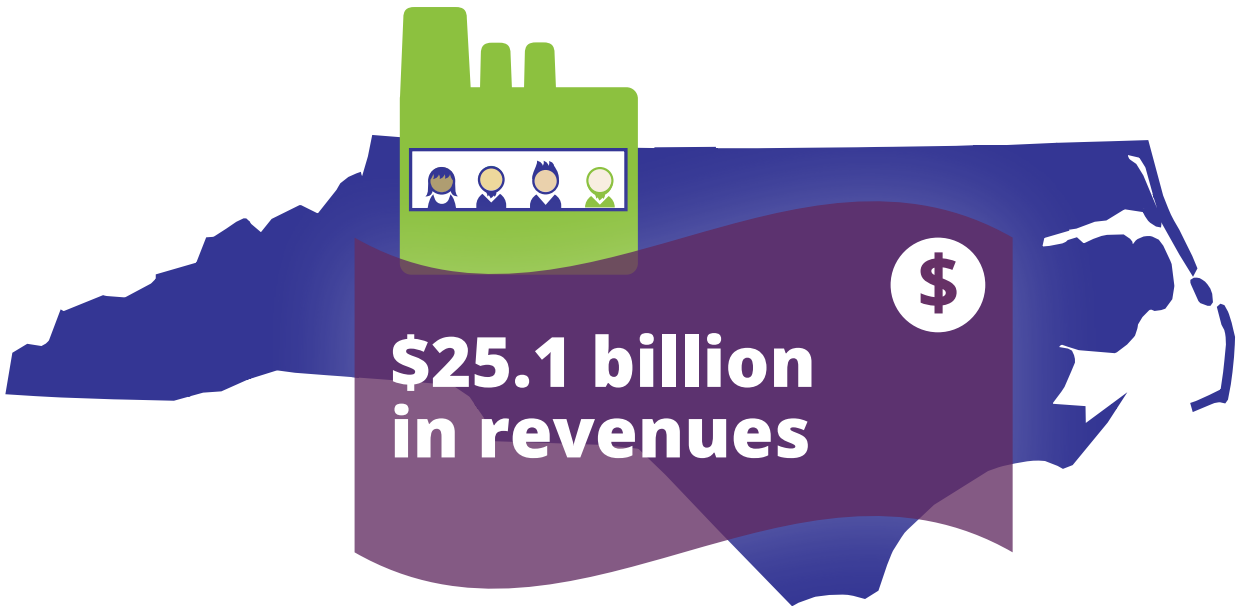


2



Industry

North Carolina's creative industries produced \$25.1 billion in revenues.



2



Industry

North Carolina's creative industries produced over \$10 billion in exports.

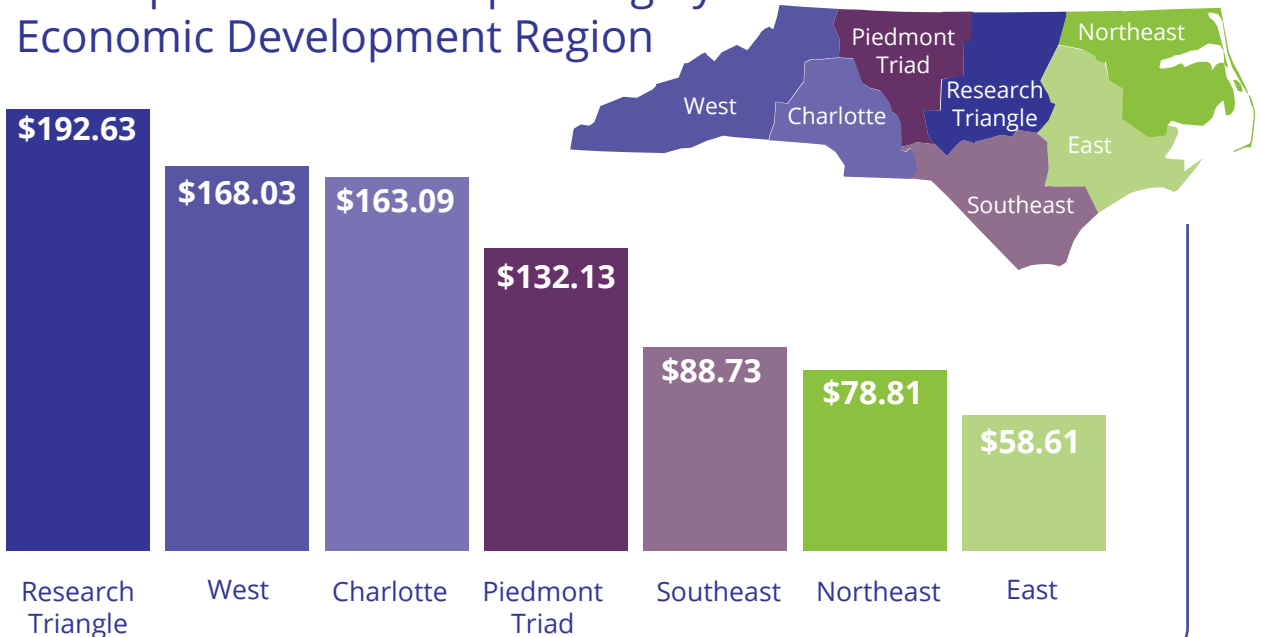




Industry

A select group of consumer oriented industries* generates average sales of more than \$142 per person. More than half of this spending is at art galleries and purchases from individual artists.

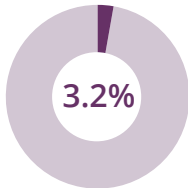
Per Capita Consumer Spending by Economic Development Region



* 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.

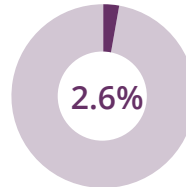
Different ways to measure North Carolina's creative workforce

Workers



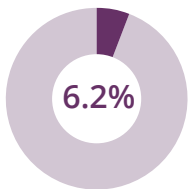
177,632
All workers in the
creative industries

or



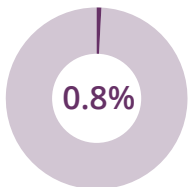
144,256
Creative workers
in all industries

Industry



340,360
Creative Industry
Direct & Indirect Jobs

Nonprofit



43,605
Nonprofit Arts and
Culture FTE Jobs