

2015

# CREATIVE WORKERS & CREATIVE INDUSTRIES

Creativity at Work: Creative North Carolina



Data from EMSI, Economic Modeling Specialists Intl. through Creative Vitality Suite, a product of WESTAF, Western States Arts Federation for the North Carolina Arts Council

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

1

## Workers

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



or

2

## Industries

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



North Carolina has 153,216 total creative workers within all of its industries.

Other  
Industries

I'm a **designer**  
at a bank.



Creative  
Industries

I'm a **designer**  
at a museum.



Creative Workers

North Carolina has 189,030 total workers within the creative industries, which is more than 3% of the state's workforce.



Creative Industries

# Creative 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:

*Number of jobs  
in NC*

**23,434** Photographers

**13,665** Musicians and Singers

**12,652** Writers and Authors

**12,288** Graphic Designers

**6,203** Public Relations Specialists

**5,979** Fine Artists

**5,386** Editors

**4,665** Librarians

**4,008** Interior Designers

**3,980** Music Directors & Composers

**3,938** Architects except landscape and naval

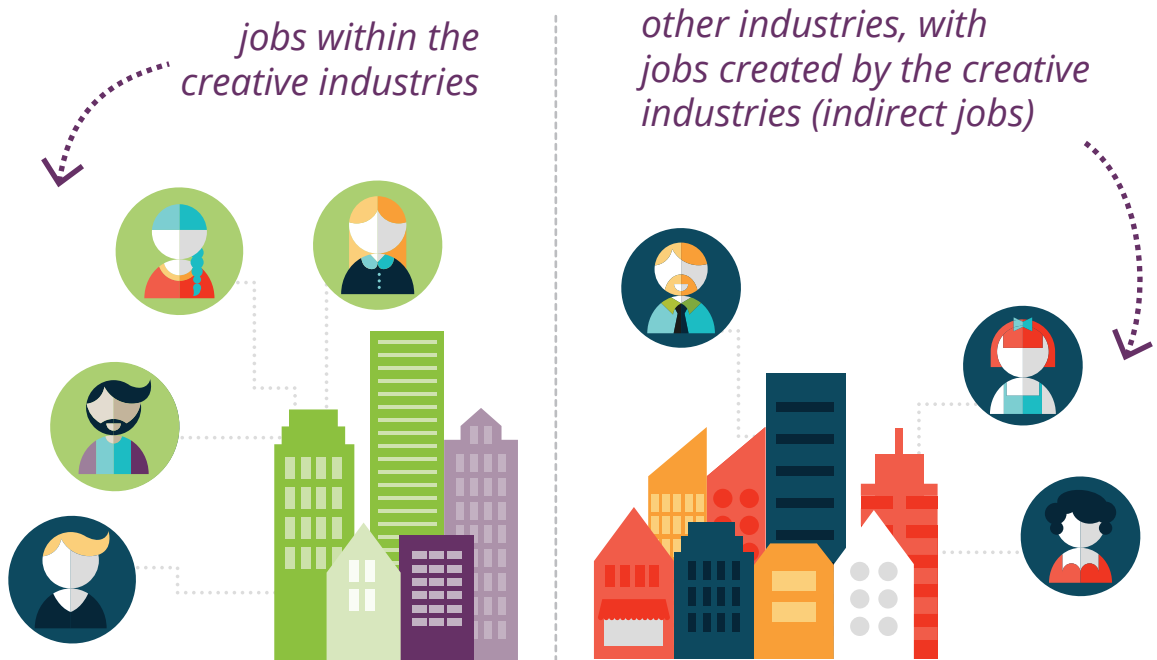
Now let's look at how many workers are in Creative Industries.



## Indirect and Direct Jobs in Creative Industries

**381,974** jobs

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 381,974 jobs. This figure represents over 6% of the state's workforce.



## Creative Industry Jobs

There are different types of creative industries.

*\*Independent Artists, Writers & Performers/Theater, Dance & Music companies have the third greatest number of creative sector jobs.*

<b>Publishing &amp; Printing</b>	<i>newspapers, books, software, lithographers</i>	<b>39,300</b>
<b>Entertainment &amp; Information</b>	<i>film, television, radio, advertising</i>	<b>37,192</b>
<b>Artists*</b>	<i>theaters, dance, music, writers</i>	<b>35,138</b>
<b>Design Services</b>	<i>architects, designers, photographers</i>	<b>30,045</b>
<b>Retail</b>	<i>jewelers, book stores, art dealers, florists</i>	<b>21,866</b>
<b>Community Services</b>	<i>libraries, museums, fine arts schools, arts councils</i>	<b>14,072</b>
<b>Design Manufacturing</b>	<i>pottery, jewelry, musical instruments, woodwork</i>	<b>11,417</b>



North Carolina's creative industries produced \$26 billion in revenues.



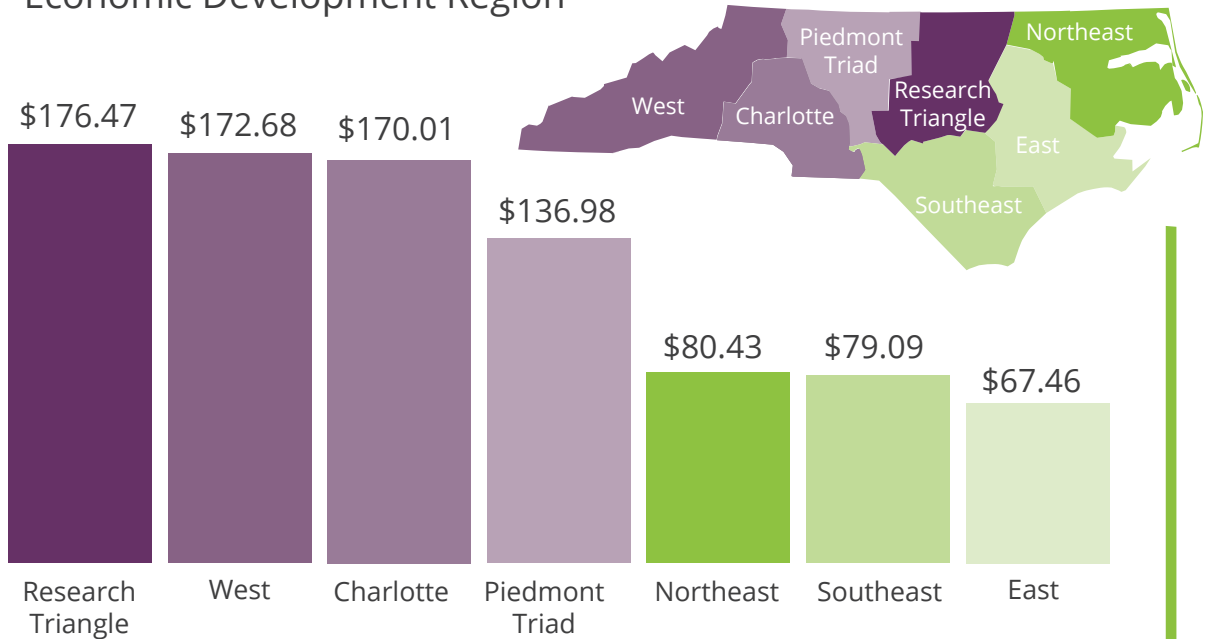
North Carolina's creative industries produced over \$10 billion in exports.



## Creative Industries Revenues in EDRs

A select group of consumer oriented industries\* generates average sales of \$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



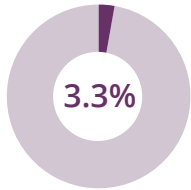
\* The selected industries include sales in photography, music, book and record stores as well as art gallery and individual artist sales and performing arts participation.

# Different ways to measure North Carolina's creative workforce

**5,662,407**  
Total North  
Carolina  
Workforce

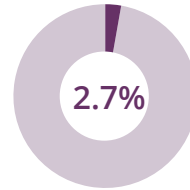
## Workers

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**189,030**  
All workers in the  
creative industries

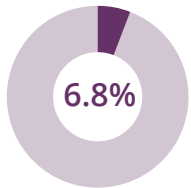
or



**153,216**  
Creative workers  
in all industries

## Industry

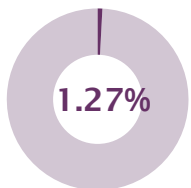
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**381,974**  
Creative Industry  
Direct & Indirect Jobs

## Nonprofit

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**71,977**  
Nonprofit Arts and  
Culture FTE Jobs



 **Creative Vitality**<sup>™</sup>  
SUITE

[cvsuite.org](https://cvsuite.org)