



# Creative Workers & Creative Industries

Creativity at Work:  
Creative North Carolina



**North Carolina Arts Council**  
*Fifty years of leadership*



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

Data from EMSI, Economic Modeling Specialists Intl. made available by WESTAF and the North Carolina Arts Council

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



**Workers**

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



**Industry**

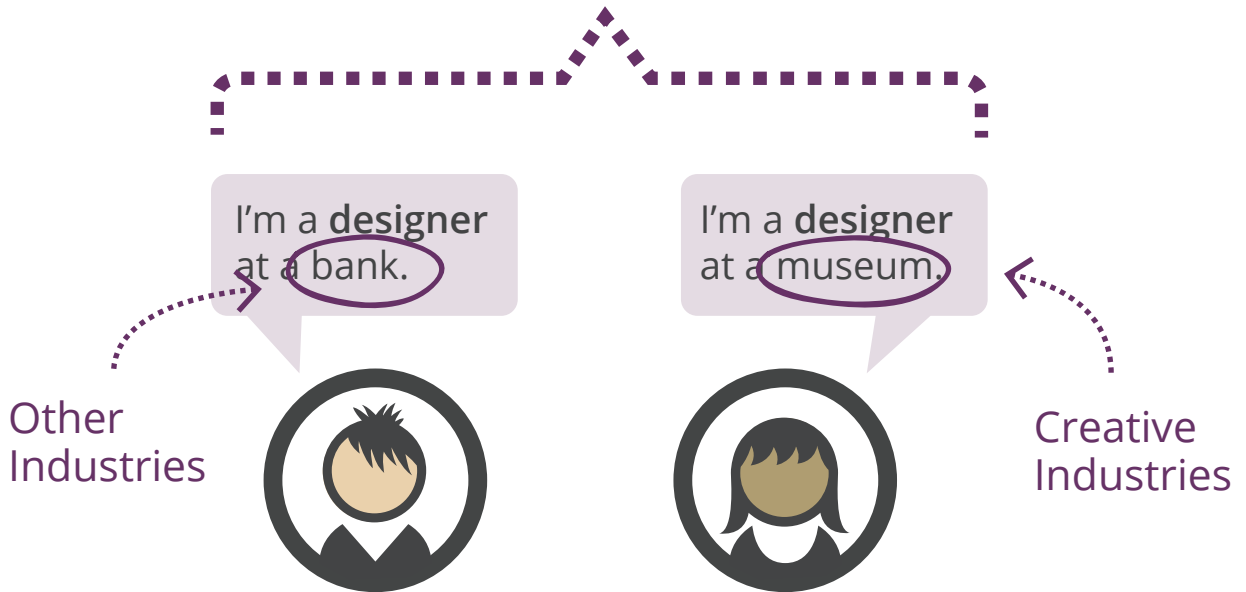
Measures **all workers**  
in the **creative industries**



**Workers**

**North Carolina has a total of 161,105 creative workers within all of its industries.**

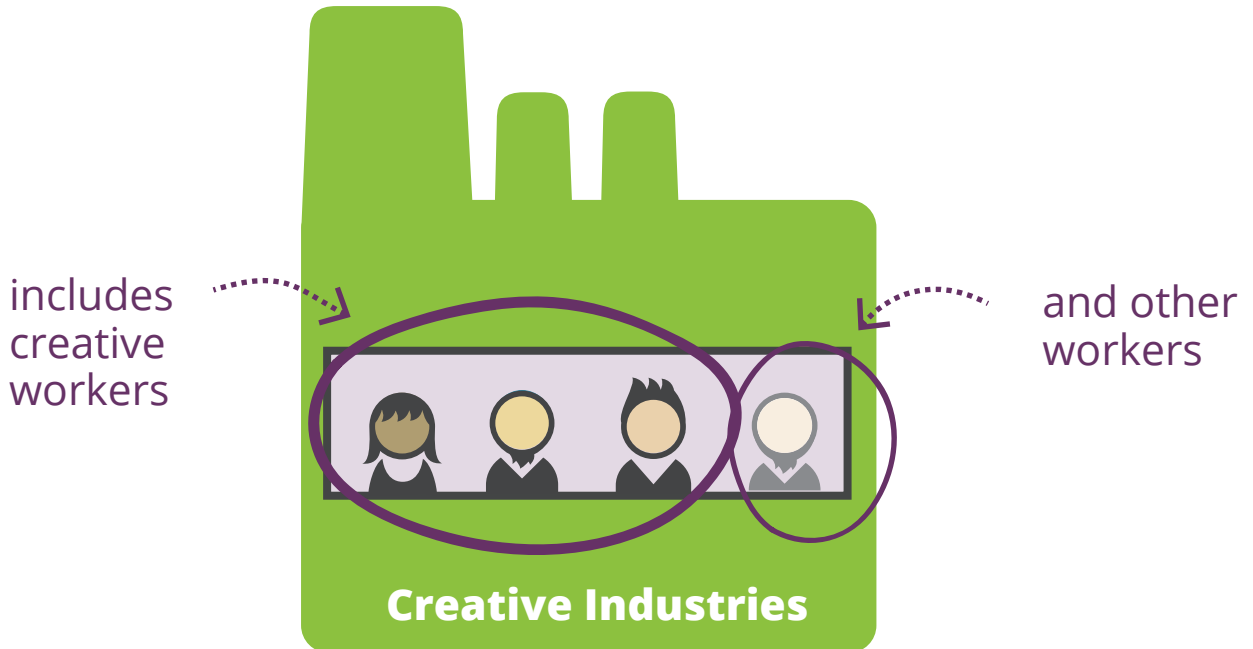
### **Creative Workers**





## Workers

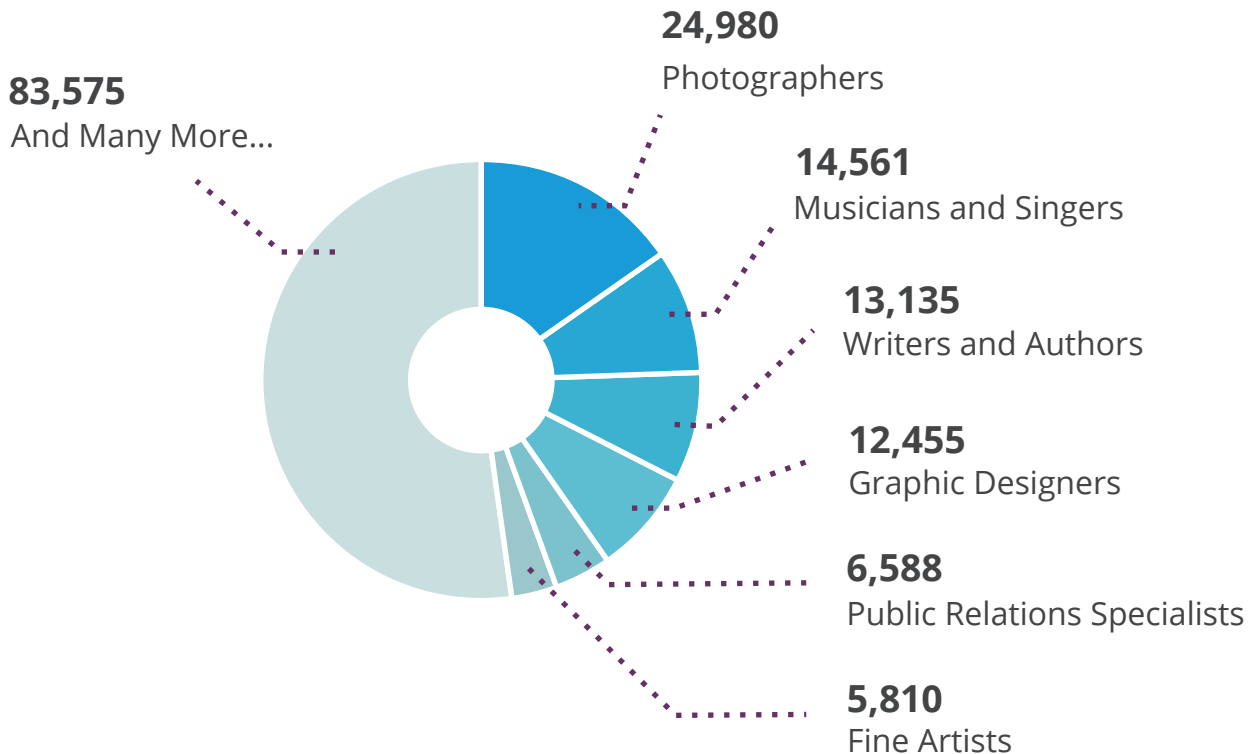
North Carolina has a total of 196,548 workers within the creative industries, which is more than 3% of the state's workforce.



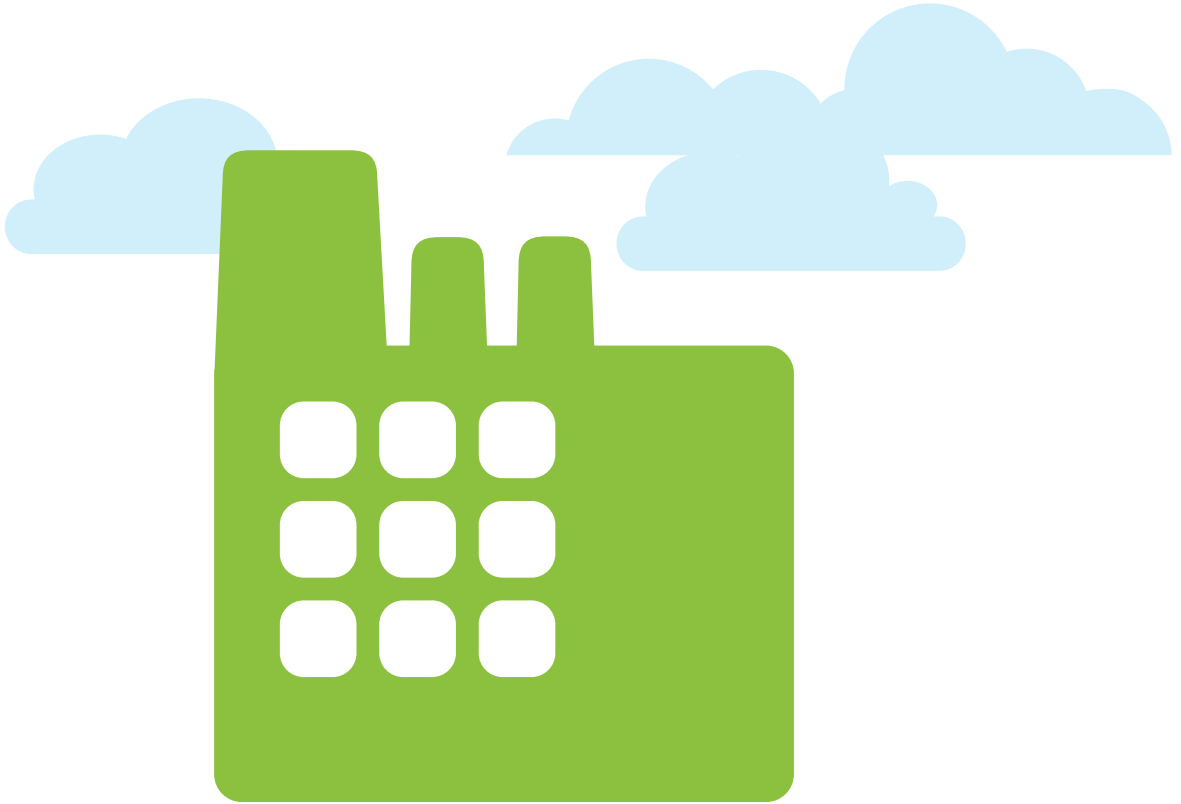


## Workers

A wide range of creative occupations are included when measuring North Carolina's creative workers.



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



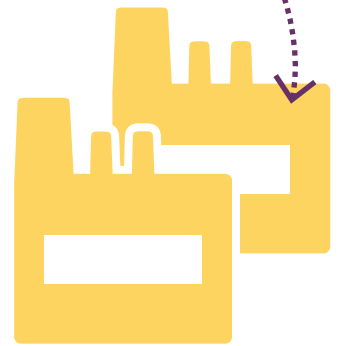
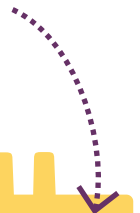


**North Carolina's creative industries create indirect jobs in other industries. Indirect jobs and jobs within the creative industries are responsible for 417,002 jobs. This figure represents over 7% of the state's workforce.**

jobs within  
the creative  
industries



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





## Industry

There are different types of creative industries.

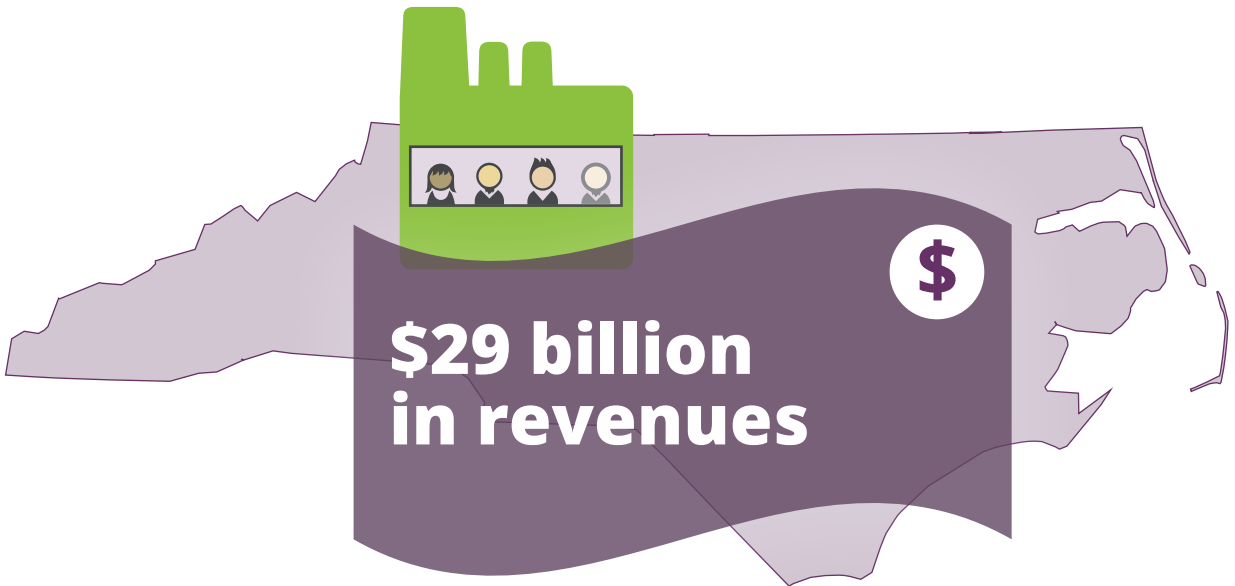
<b>Publishing &amp; Printing</b>	<i>newspapers, books, software, lithographers</i>	<b>40,342</b>
<b>Entertainment &amp; Information</b>	<i>film, television, radio, advertising</i>	<b>39,170</b>
<b>Artists</b>	<i>theaters, dance, music, writers</i>	<b>37,616</b>
<b>Design Services</b>	<i>architects, designers, photographers</i>	<b>30,469</b>
<b>Retail</b>	<i>jewelers, book stores, art dealers, florists</i>	<b>21,854</b>
<b>Community Services</b>	<i>libraries, museums, fine arts schools, arts councils</i>	<b>14,768</b>
<b>Design Manufacturing</b>	<i>pottery, jewelry, musical instruments, woodwork</i>	<b>12,329</b>





## Industry

**North Carolina's creative industries produced \$29 billion in revenues.**





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

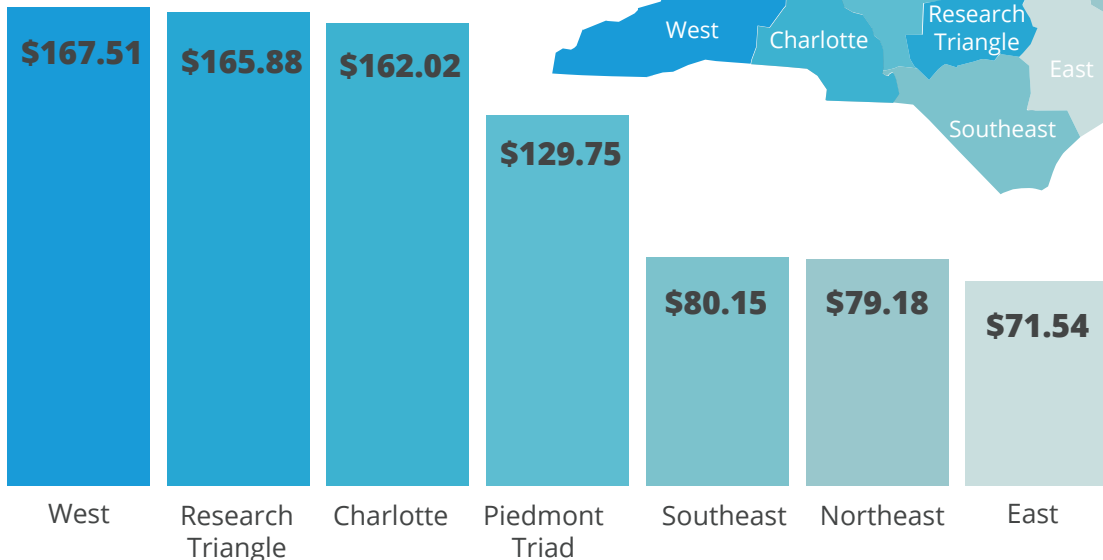




## Industry

A select group of consumer-oriented industries\* generates average sales of more than \$136 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

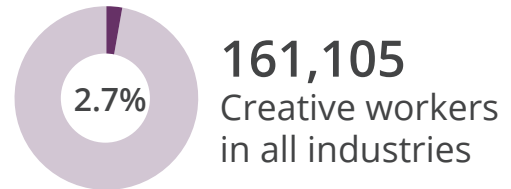
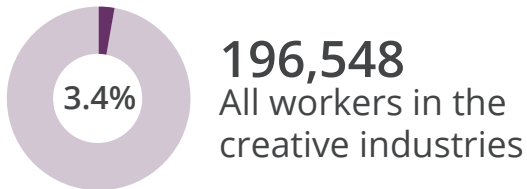


\* The selected industries include sales in photography, music, book and record stores as well as art gallery and individual artist sales and performing arts participation.

# Different ways to measure North Carolina's creative workforce

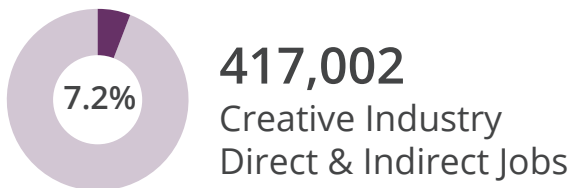
## Workers

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## Industry

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## Nonprofit

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