Creative Workers & Creative Industries
Creativity at Work: Creative North Carolina

2016

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:

1. Measures creative workers in all industries
2. Measures all workers in the creative industries
North Carolina has a total of 161,105 creative workers within all of its industries.
North Carolina has a total of 196,548 workers within the creative industries, which is more than 3% of the state’s workforce.
A wide range of creative occupations are included when measuring North Carolina’s creative workers.

83,575
And Many More...

24,980
Photographers

14,561
Musicians and Singers

13,135
Writers and Authors

12,455
Graphic Designers

6,588
Public Relations Specialists

5,810
Fine Artists
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.
There are different types of creative industries.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing &amp; Printing</td>
<td>newspapers, books, software, lithographers</td>
<td>40,342</td>
</tr>
<tr>
<td>Entertainment &amp; Information</td>
<td>film, television, radio, advertising</td>
<td>39,170</td>
</tr>
<tr>
<td>Artists</td>
<td>theaters, dance, music, writers</td>
<td>37,616</td>
</tr>
<tr>
<td>Design Services</td>
<td>architects, designers, photographers</td>
<td>30,469</td>
</tr>
<tr>
<td>Retail</td>
<td>jewelers, book stores, art dealers, florists</td>
<td>21,854</td>
</tr>
<tr>
<td>Community Services</td>
<td>libraries, museums, fine arts schools, arts councils</td>
<td>14,768</td>
</tr>
<tr>
<td>Design Manufacturing</td>
<td>pottery, jewelry, musical instruments, woodwork</td>
<td>12,329</td>
</tr>
</tbody>
</table>
North Carolina’s creative industries produced $29 billion in revenues.
North Carolina’s creative industries produced over $10 billion in exports.
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.

* 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**
- 196,548 All workers in the creative industries (3.4% of total workforce)
- 161,105 Creative workers in all industries (2.7% of total workforce)

**Industry**
- 417,002 Creative Industry Direct & Indirect Jobs (7.2% of total workforce)

**Nonprofit**
- 71,977 Nonprofit Arts and Culture FTE Jobs (1.2% of total workforce)

5,774,796 Total North Carolina Workforce