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*

2. **Industry**
   - Measures *all workers in the creative industries*
North Carolina has 139,294 total creative workers within all of its industries.

Creative Workers

I’m a designer at a bank.

I’m a designer at a museum.

Other Industries

Creative Industries
North Carolina has 164,673 total workers within the creative industries, which is more than 3% of the state’s workforce.
There are a wide range of creative occupations that are included when measuring North Carolina’s (NC) creative workers.

A few of the occupations:

- **Photographers**: 21,263
- **Musicians and Singers**: 11,961
- **Graphic Designers**: 10,948
- **Writers and Authors**: 9,865
- **Public Relations Specialists**: 6,170
- **Librarians**: 4,807
- **Art Directors**: 4,646
- **Editors**: 4,384
- **Architects except landscape & naval**: 4,132
- **Interior Designers**: 3,712
Now let’s look at how many workers are in Creative Industries.
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 334,000 jobs. This figure represents 6% of the state’s workforce.
There are different types of creative industries.

*Independent Artists, Writers & Performers/Theater, Dance & Music companies provide almost as many direct jobs as Entertainment & Information - and have more jobs than Publishing & Printing*

<table>
<thead>
<tr>
<th>Industry</th>
<th>Description</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment &amp; Information</td>
<td>film, television, radio, advertising</td>
<td>32,935</td>
</tr>
<tr>
<td>Artists*</td>
<td>theaters, dance, music, writers</td>
<td>31,267</td>
</tr>
<tr>
<td>Publishing &amp; Printing</td>
<td>newspapers, books, software, lithographers</td>
<td>30,532</td>
</tr>
<tr>
<td>Design Services</td>
<td>architects, designers, photographers</td>
<td>27,308</td>
</tr>
<tr>
<td>Retail</td>
<td>jewelers, book stores, art dealers, florists</td>
<td>20,401</td>
</tr>
<tr>
<td>Community Services</td>
<td>libraries, museums, fine arts schools, arts councils</td>
<td>12,538</td>
</tr>
<tr>
<td>Design Manufacturing</td>
<td>pottery, jewelry, musical instruments, woodwork</td>
<td>9,692</td>
</tr>
</tbody>
</table>
North Carolina’s creative industries produced nearly $20 billion in revenues.
North Carolina’s creative industries produced $8 billion in exports.
A select group of consumer oriented industries* generates average sales of more than $114 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

<table>
<thead>
<tr>
<th>Region</th>
<th>Per Capita Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Triangle</td>
<td>$145.68</td>
</tr>
<tr>
<td>West</td>
<td>$139.16</td>
</tr>
<tr>
<td>Charlotte</td>
<td>$134.00</td>
</tr>
<tr>
<td>Piedmont Triad</td>
<td>$116.91</td>
</tr>
<tr>
<td>Northeast</td>
<td>$66.78</td>
</tr>
<tr>
<td>East</td>
<td>$62.90</td>
</tr>
<tr>
<td>Southeast</td>
<td>$50.75</td>
</tr>
</tbody>
</table>

* 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**
- 164,673 All workers in the creative industries (3.0%)
- 139,294 Creative workers in all industries (2.6%)

**Industry**
- 334,000 Creative Industry Direct & Indirect Jobs (6.1%)

**Nonprofit**
- 43,605 Nonprofit Arts and Culture FTE Jobs (0.8%)