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 143,730 total creative workers within all of its industries.
North Carolina has 174,787 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:

- **22,205** Photographers
- **12,771** Musicians and Singers
- **11,228** Graphic Designers
- **10,741** Writers and Authors
- **6,068** Public Relations Specialists
- **4,650** Librarians
- **4,602** Editors
- **4,318** Multimedia Artists & Animators
- **4,183** Architects (except landscape & naval)
- **3,935** Art Directors
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 336,284 jobs. This figure represents over 6% of the state’s workforce.
There are different types of creative industries.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Examples</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publishing &amp; Printing</td>
<td>newspapers, books, software, lithographers</td>
<td>35,477</td>
</tr>
<tr>
<td>Entertainment &amp; Information</td>
<td>film, television, radio, advertising</td>
<td>34,568</td>
</tr>
<tr>
<td>Artists*</td>
<td>theaters, dance, music, writers</td>
<td>33,342</td>
</tr>
<tr>
<td>Design Services</td>
<td>architects, designers, photographers</td>
<td>27,885</td>
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<tr>
<td>Retail</td>
<td>jewelers, book stores, art dealers, florists</td>
<td>20,656</td>
</tr>
<tr>
<td>Community Services</td>
<td>libraries, museums, fine arts schools, arts councils</td>
<td>12,437</td>
</tr>
<tr>
<td>Design Manufacturing</td>
<td>pottery, jewelry, musical instruments, woodwork</td>
<td>10,422</td>
</tr>
</tbody>
</table>
North Carolina’s creative industries produced $22.7 billion in revenues.
North Carolina’s creative industries produced over $9 billion in exports.
A select group of consumer oriented industries* generates average sales of more than $144 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**
- 174,787 All workers in the creative industries (3.2%)
- 143,730 Creative workers in all industries (2.6%)

**Industry**
- 336,284 Creative Industry Direct & Indirect Jobs (6.1%)

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

Total North Carolina Workforce: 5,466,216