

2016

# South Arts

## Measuring the Creative Industry

### Creative Industry\*\* Earnings

**\$57.8** Billion in Earnings

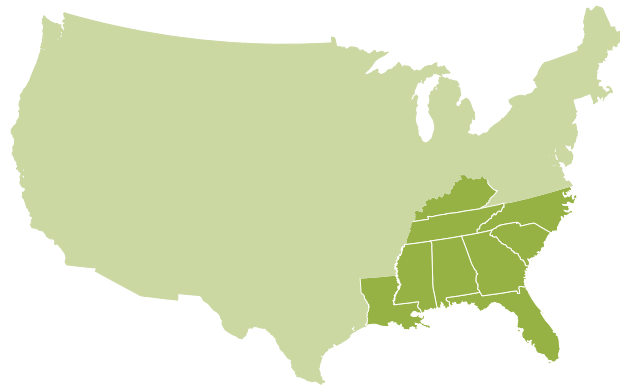
Creative industries in the South Arts region generated \$57.8 billion in earnings.

**\$39,098** per worker

The average creative worker in the creative industries in South Arts earns \$39,098 yearly.

### South Arts

States include: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.



### 2016 Creative Industry\*\* Jobs

*See reverse for methods of measuring creative employment*

**41,067**

New jobs since 2015

**1,478,031** Total Jobs

In 2016, in the South Arts region there were 1,478,031 workers in creative industries. This includes both direct and indirect jobs.

### 2016 Workers in Creative Occupations\*

**45,618**

New jobs since 2015

**1,776,464** Total Jobs

In 2016, in the South Arts region there were 1,776,464 workers in creative occupations\*.

*Supporting the National Endowment for the Arts helps retain creative jobs either through direct subsidy or by helping to nurture a creative sector environment for creative workers.*

\* Includes 58 creative occupations that are directly arts-related as defined by O\*net score (onetonline.org). The data incorporate the full spectrum of workers: full-time, part-time, self-employed and extended proprietors. In arts and creative industries many employees are self-employed or part-time workers.

\*\* Includes 72 creative industries that are directly arts-related.

The Creative Vitality Suite is a research-based economic data project that provides high-quality creative economy data and reporting. Using nearly 100 different national, vetted, and third-party data streams, the Creative Vitality Suite provides an accurate measure of your area's creative jobs within the for-profit and nonprofit sectors. For more information, contact the Creative Vitality Suite Team at (303) 629-1166 or at [cvsuite@westaf.org](mailto:cvsuite@westaf.org).

## This report presents two methods for measuring creative employment:

