

2016

Western States Art Federation

Measuring the Creative Industry

Creative Industry** Earnings

\$156.2 Billion in Earnings

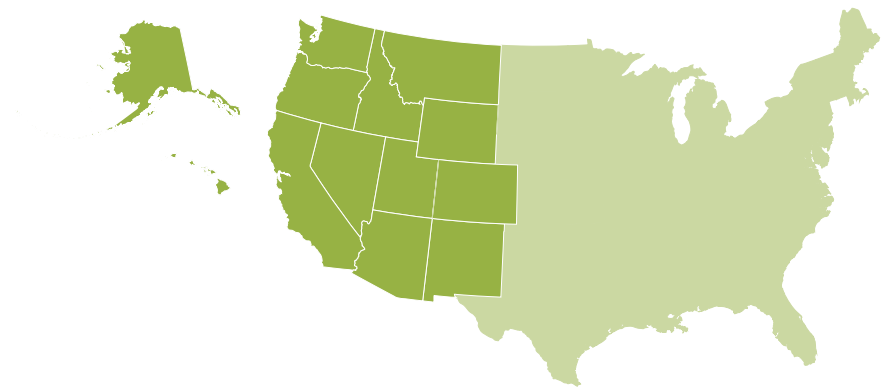
Creative industries in the Western States Art Federation region generated \$156.2 billion in earnings.

\$64,494 per worker

The average creative worker in the creative industries in Western States Art Federation earns \$64,494 yearly.

Western States Art Federation

States include: Alaska, Arizona, California, Colorado, Hawai'i, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.



2016 Creative Industry** Jobs

See reverse for methods of measuring creative employment

80,828

New jobs since 2015

2,422,379 Total Jobs

In 2016, in the Western States Art Federation region there were 2,422,379 workers in creative industries. This includes both direct and indirect jobs.

2016 Workers in Creative Occupations*

79,360

New jobs since 2015

2,448,311 Total Jobs

In 2016, in the Western States Art Federation region there were 2,448,311 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.

This report presents two methods for measuring creative employment:

