



These highlights are from *The Jobs in New England's Creative Economy and Why They Matter*, a report produced by The New England Foundation for the Arts (NEFA) to quantify and spotlight New England's creative sector to strengthen its identity, capacity, and support. The study's findings rely on existing data, a regional survey, and valuable contributions from the state arts agencies and other regional partners. All the state highlight sheets and the larger study can be found [here](http://www.nefa.org/NECreativeJobsMatter) (<http://www.nefa.org/NECreativeJobsMatter>).

MASSACHUSETTS

Creative Enterprise Employment, 2015

	Massachusetts	New England	United States
Total Employment in Creative Firms	149,438	309,301	5,836,763
Creative Payroll Employment	115,882	238,504	4,578,121
Creative Nonemployment (self-employed)	33,556	70,797	1,258,642
Total Employment, All Industries	3,930,294	8,223,224	163,328,636
Share of Creative Employment	3.8%	3.8%	3.6%

Source: US Bureau of Labor Statistics QCEW, County Business Patterns, Nonemployer Statistics

Creative Occupational Employment, 2015

	Massachusetts	New England	United States
Total Creative Occupations	79,270	156,260	2,826,080
Total Occupations	3,396,840	7,057,990	137,896,660
Share of Creative Employment	2.3%	2.2%	2.0%

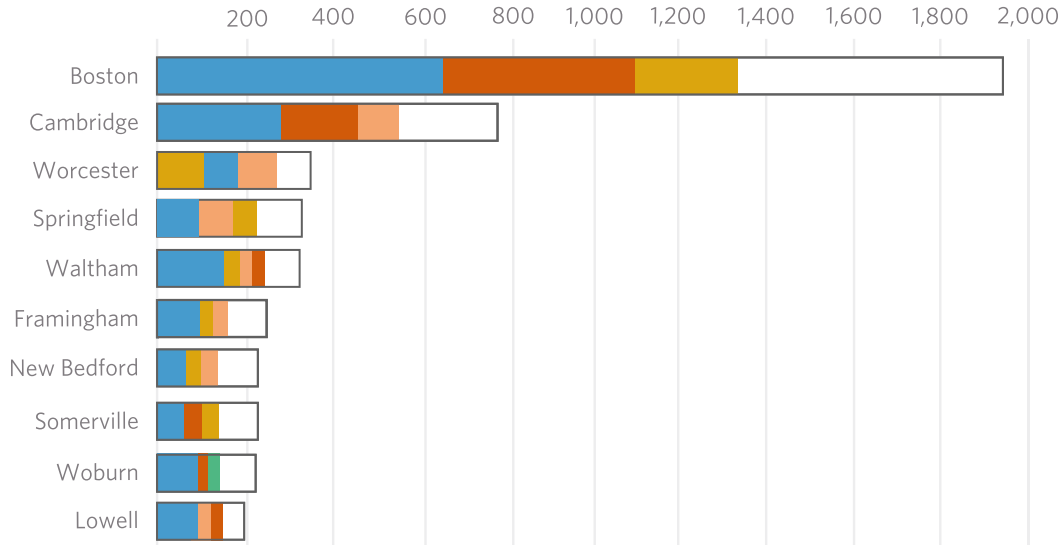
Source: US Bureau of Labor Statistics Occupational Employment Statistics (OES)

Industry and Occupation Rankings, 2015

Category	Massachusetts	New England
<b>Top 10 Creative Industry Groups by Employment</b>	Media (32,055) Art and Electronics-Related Retail (14,556) Publishing (12,960) Architecture and Design (11,508) Printing (11,132) Visual Arts, Music and Other Performing Arts (9,422) Culture and Preservation (6,294) Marketing (5,891) Motion Picture and Teleproduction (4,870) Arts and Architectural Manufacturing (3,300)	Media (65,761) Art and Electronics-Related Retail (34,923) Publishing (23,177) Printing (22,952) Architecture and Design (18,702) Visual Arts, Music and Other Performing Arts (18,022) Motion Picture and Teleproduction (12,014) Culture and Preservation (11,840) Marketing (11,631) Arts and Architectural Manufacturing (9,297)
<b>Top 5 Creative Workforce Occupations</b>	Public Relations Specialist (7,190) Graphic Designers (4,890) Art, Drama, and Music Teachers, Postsecondary (4,790) Librarians (4,770) Public Relations and Fundraising Managers (3,840)	Public Relations Specialist (12,890) Librarians (10,310) Graphic Designers (9,870) Art, Drama, and Music Teachers, Postsecondary (7,700) Library Technicians (7,540)
<b>Top 5 Artist Occupations</b>	Designers (22,871) Architects (7,729) Writers (6,982) Visual Artists (5,015) Musicians (4,571)	Designers (46,165) Writers (14,288) Architects (13,148) Visual Artists (11,037) Musicians (9,752)

Source: QCEW, OES, ACS PUMS

### Top 10 Communities By Number Of Creative Enterprises



\*Colored bars denote the top three types of creative enterprises in the community.



#### Top Five Resources of Importance for Creative Worker Career Advancement - Massachusetts

Earned income from your creative skills (include teaching, sales of your art, etc.)

Affordable health care

Collaboration with other artists/ creatives

Payments for gigs, grants, and donations to support my work

Affordable studio or rehearsal space

Source: Creatives Count Survey

#### Top Five Unmet Career Needs of Creative Workers - Massachusetts

Affordable studio or rehearsal space

Earned income from your creative skills (include teaching, sales of your art, etc.)

Payments for gigs, grants, and donations to support my work

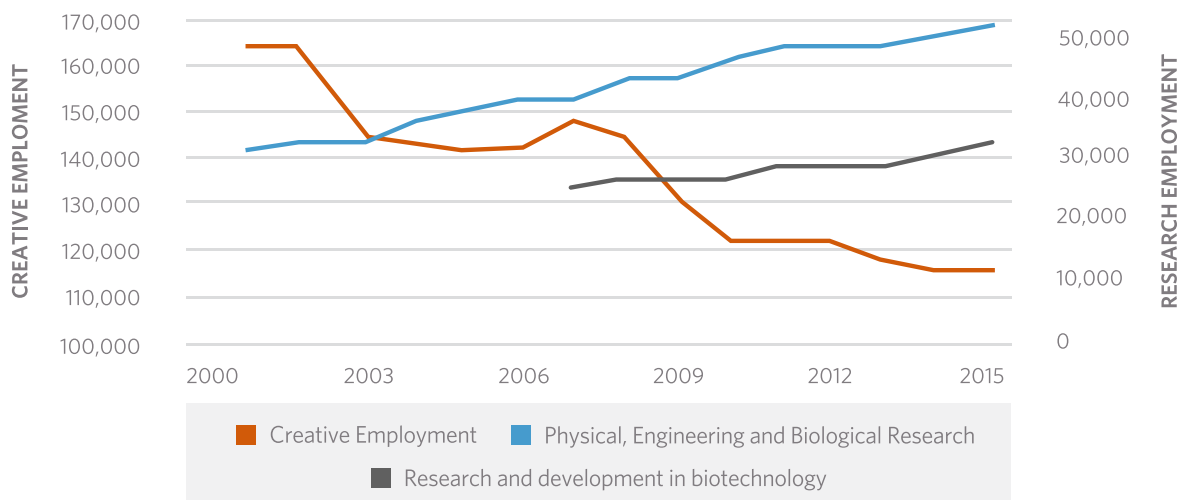
Performance or exhibition space for your work

Business and legal advice (tax preparation, contracts, etc.)

Source: Creatives Count Survey

### Change of Employment Over Time

Employment in Creative Industries Compared to Research Industries, Massachusetts 2001 - 2015



Source: QCEW and County Business Patterns