



These highlights are from *The Jobs of 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>).

Creative Enterprise Employment, 2015

	New Hampshire	New England	United States
Total Employment in Creative Firms	26,971	309,301	5,836,763
Creative Payroll Employment	21,109	238,504	4,578,121
Creative Nonemployment (self-employed)	5,862	70,797	1,258,642
Total Employment, All Industries	740,151	8,223,224	163,328,636
Share of Creative Employment	3.6%	3.8%	3.6%

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

Creative Occupational Employment, 2015

	New Hampshire	New England	United States
Total Creative Occupations	11,760	156,260	2,826,080
Total Occupations	635,360	7,057,990	137,896,660
Share of Creative Employment	1.9%	2.2%	2.0%

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

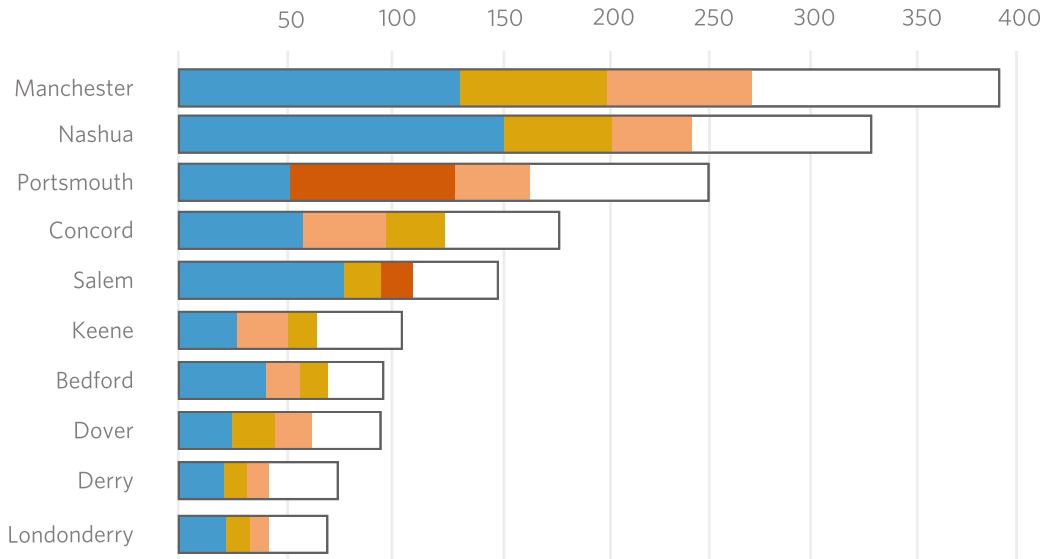
Industry and Occupation Rankings, 2015

Category	New Hampshire	New England
Top 10 Creative Industry Groups by Employment	Art and Electronics-Related Retail (5,191) Media (4,976) Printing (2,441) Publishing (1,489) Visual Arts, Music and Other Performing Arts (1,355) Architecture and Design (1,040) Marketing (1,034) Machinery and Communications Manufacturing (869) Motion Picture and Teleproduction (840) Wholesale Art Stores (633)	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)
Top 5 Creative Workforce Occupations	Public Relations Specialist (1,000) Librarians (950) Graphic Designers (870) Library Assistants, Clerical (840) Library Technicians (620)	Public Relations Specialist (12,890) Librarians (10,310) Graphic Designers (9,870) Art, Drama, and Music Teachers, Postsecondary (7,700) Library Technicians (7,540)
Top 5 Artist Occupations	Designers (3,332) Writers (1,242) Visual Artists (1,095) Musicians (669) Architects (631)	Designers (46,165) Writers (14,288) Architects (13,148) Visual Artists (11,037) Musicians (9,752)

Source: QCEW, OES, ACS PUMS

NEW HAMPSHIRE

Top 10 Communities By Number Of Creative Enterprises



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



Arts and Electronics Stores - Retail + Wholesale



Architecture and Design



Visual Arts, Music and Other Performing Arts



Media and Marketing



Total Enterprises

Top Five Resources of Importance for Creative Worker Career Advancement - New Hampshire

- Earned income from your creative skills (include teaching, sales of your art, etc.)
- Equipment to make your work (include software, computer, printers, tools)
- Affordable health care
- Collaboration with other artists/ creatives
- Payments for gigs, grants and donations to support my work

Source: Creatives Count Survey

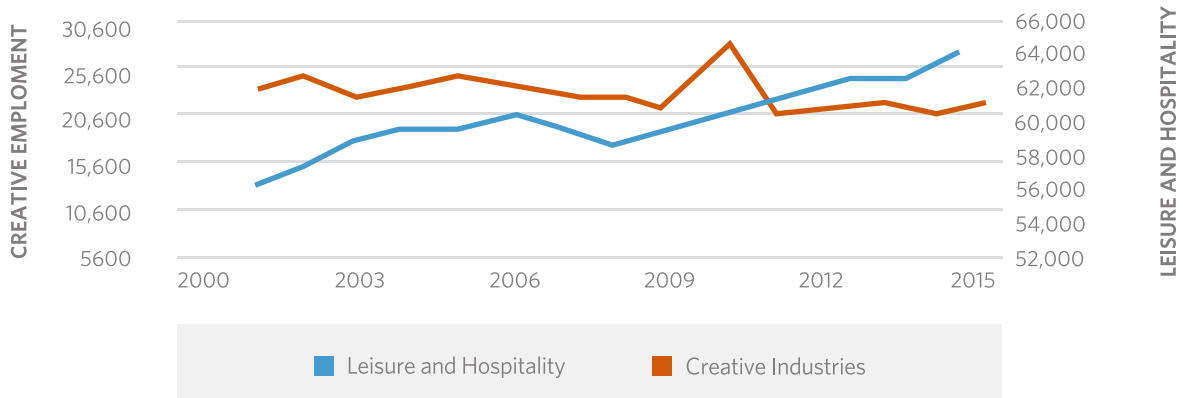
Top Five Unmet Career Needs of Creative Workers - New Hampshire

- Retirement or savings plans
- Earned income from your creative skills (include teaching, sales of your art, etc.)
- Payments for gigs, grants and donations to support my work
- Affordable health care
- Business and legal advice (tax preparation, contracts, etc.)

Source: Creatives Count Survey

Change of Employment Over Time

Employment in Creative Industries Compared to Tourism Industries, New Hampshire 2001 - 2015



Source: QCEW and County Business Patterns