

THE JOBS IN NEW ENGLAND'S CREATIVE ECONOMY AND WHY THEY MATTER



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>).

Creative Enterprise Employment, 2015

	Connecticut	New England	United States
Total Employment in Creative Firms	79,971	309,301	5,836,763
Creative Payroll Employment	59,543	238,504	4,578,121
Creative Nonemployment (self-employed)	15,428	70,797	1,258,642
Total Employment, All Industries	1,932,670	8,223,224	163,328,636
Share of Creative Employment	3.9%	3.8%	3.6%

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

Creative Occupational Employment, 2015

	Connecticut	New England	United States
Total Creative Occupations	34,580	156,260	2,826,080
Total Occupations	1,659,430	7,057,990	137,896,660
Share of Creative Employment	2.1%	2.2%	2.0%

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

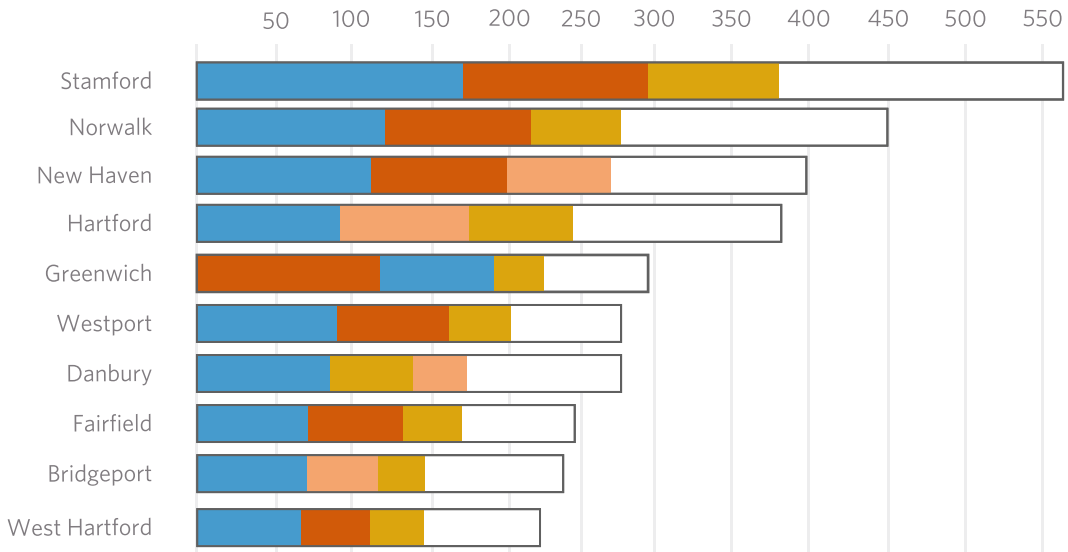
Industry and Occupation Rankings, 2015

Category	Connecticut	New England
Top 10 Creative Industry Groups by Employment	Media (20,142) Art and Electronics-Related Retail (8,932) Printing (5,183) Publishing (4,468) Motion Picture and Teleproduction (4,419) Visual Arts, Music and Other Performing Arts (4,209) Architecture and Design (3,464) Marketing (3,146) Culture and Preservation (2,199) Arts and Architectural Manufacturing (1,632)	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	Librarians (2,370) Graphic Designers (2,190) Producers and Directors (2,040) Library Technicians (1,690) Advertising Sales Agents (1,660)	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 (11,127) Architects (3,539) Writers (3,156) Musicians (2,916) Producers and Directors (2,728)	Designers (46,165) Writers (14,288) Architects (13,148) Visual Artists (11,037) Musicians (9,752)

Source: QCEW, OES, ACS PUMS

CONNECTICUT

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 - Connecticut

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

Collaboration with other artists/ creatives

Distribution for your work (art markets and online)

Affordable healthcare

Being able to afford materials

Source: Creatives Count Survey

Top Five Unmet Career Needs of Creative Workers - Connecticut

Distribution for your work (art markets and online)

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

Affordable studio or rehearsal space

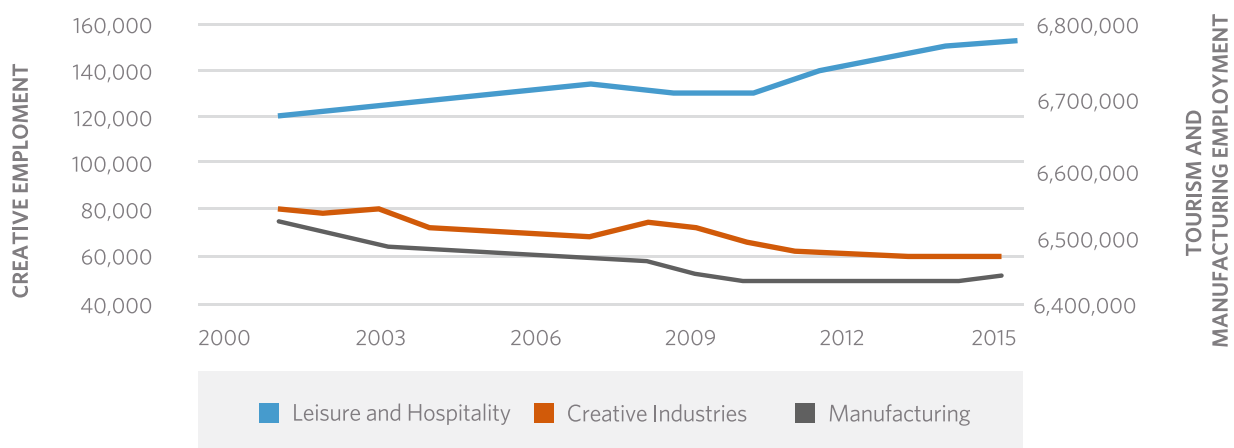
Recognition for your work (press, awards, etc.)

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

Source: Creatives Count Survey

Change of Employment Over Time

Employment in Creative Industries Compared to Tourism and Manufacturing Industries, Connecticut 2001 - 2015



Source: QCEW and County Business Patterns