

## 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 <a href="http://www.nefa.org/NECreativeJobsMatter">http://www.nefa.org/NECreativeJobsMatter</a>).

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 |
|-----------------------------------|-------------|-------------|---------------|
| <b>Total Creative Occupations</b> | 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)

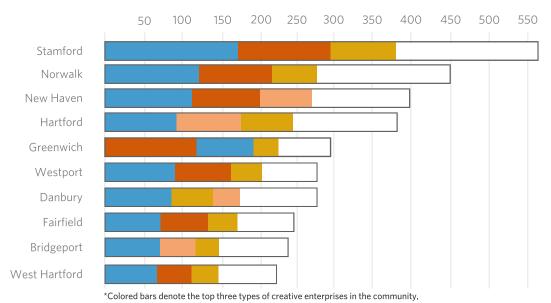
Industry and Occupation Rankings, 2015

| Category                                            | Connecticut                                                                                                                                                                                                                                                                                                                 | New England                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Top 10 Creative<br>Industry Groups<br>by Employment | Media (20,142) Art and Electonics-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 Electonics-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<br>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<br>Occupations                         | Designers (11,127)<br>Architects (3,539)<br>Writers (3,156)<br>Musicians (2,916)<br>Producers and Directors (2,728)                                                                                                                                                                                                         | Designers (46,165)<br>Writers (14,288)<br>Architects (13,148)<br>Visual Artists (11,037)<br>Musicians (9,752)                                                                                                                                                                                                                       |

Source: QCEW, OES, ACS PUMS



## Top 10 Communities By Number Of Creative Enterprises







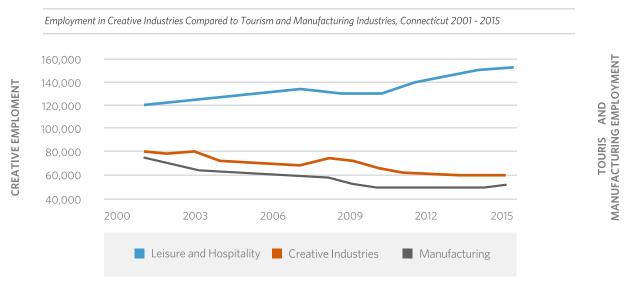






| Top Five Resources of Importance for Creative<br>Worker Career Advancement - Connecticut | Top Five Unmet Career Needs of Creative<br>Workers - Connecticut |
|------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| Earned income from your creative skills (include teaching, sales of your art, etc.)      | Distribution for your work (art markets and online)              |
| (include teaching, sales of your art, etc.)                                              | Earned income from your creative skills                          |
| Collaboration with other artists/ creatives                                              | (include teaching, sales of your art, etc.)                      |
| Distribution for your work (art markets and online)                                      | Affordable studio or rehearsal space                             |
| Affordable healthcare                                                                    | Recognition for your work (press, awards, etc.)                  |
| Being able to afford materials                                                           | Business and legal advice (tax preparation, contracts, etc.)     |
| Source: Creatives Count Survey                                                           | Source: Creatives Count Survey                                   |

## **Change of Employment Over Time**



Source: QCEW and County Business Patterns

