

## 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

|  | Vermont | New England | United States |
|--|---------|-------------|---------------|
| Total Employment in Creative Firms     | 13,453  | 309,301     | 5,836,763     |
| Creative Payroll Employment            | 9,130   | 238,504     | 4,578,121     |
| Creative Nonemployment (self-employed) | 4,323   | 70,797      | 1,258,642     |
| Total Employment, All Industries       | 367,239 | 8,223,224   | 163,328,636   |
| Share of Creative Employment           | 3.7%    | 3.8%        | 3.6%          |

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

### Creative Occupational Employment, 2015

|                              | Vermont | New England | United States |
|------------------------------|---------|-------------|---------------|
| Total Creative Occupations   | 8,290   | 156,260     | 2,826,080     |
| Total Occupations            | 303,550 | 7,057,990   | 137,896,660   |
| Share of Creative Employment | 2.7%    | 2.2%        | 2.0%          |

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

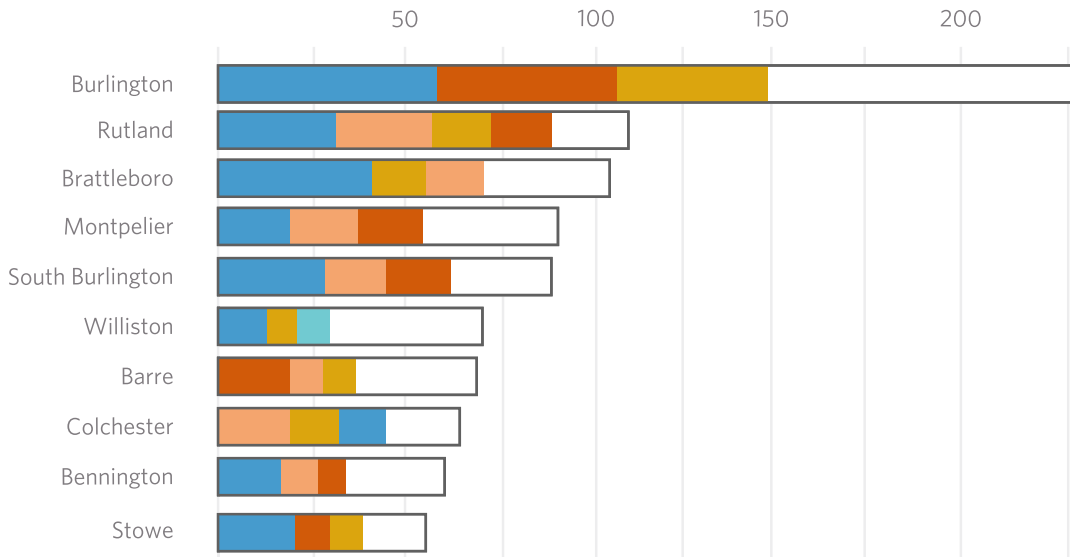
### Industry and Occupation Rankings, 2015

| Category   | Vermont   | New England   |
|--|---|---|
| <b>Top 10 Creative Industry Groups by Employment</b> | Media (2,296)<br>Art and Electronics-Related Retail (1,408)<br>Publishing (1,110)<br>Printing (865)<br>Architecture and Design (842)<br>Visual Arts, Music and Other Performing Arts (675)<br>Culture and Preservation (553)<br>Motion Picture and Teleproduction (388)<br>Materials Manufacturing (282)<br>Marketing (280) | Media (65,761)<br>Art and Electronics-Related Retail (34,923)<br>Publishing (23,177)<br>Printing (22,952)<br>Architecture and Design (18,702)<br>Visual Arts, Music and Other Performing Arts (18,022)<br>Motion Picture and Teleproduction (12,014)<br>Culture and Preservation (11,840)<br>Marketing (11,631)<br>Arts and Architectural Manufacturing (9,297) |
| <b>Top 5 Creative Workforce Occupations</b>          | Public Relations Specialist (840)<br>Librarians (700)<br>Library Technicians (540)<br>Graphic Designers (510)<br>English Language and Literature Teachers, Postsecondary (490)  | Public Relations Specialist (12,890)<br>Librarians (10,310)<br>Graphic Designers (9,870)<br>Art, Drama, and Music Teachers, Postsecondary (7,700)<br>Library Technicians (7,540)  |
| <b>Top 5 Artist Occupations</b>                      | Designers (1,996)<br>Writers (848)<br>Visual Artists (745)<br>Musicians (612)<br>Photographers (395)  | 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

VERMONT

### 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 - Vermont

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

Collaboration with other artists/ creatives

Affordable health care

Distribution for your work (art markets and online)

Equipment to make your work (including software, computer, printers, tools)

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

Retirement or savings plans

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

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

Distribution for your work (art markets and online)

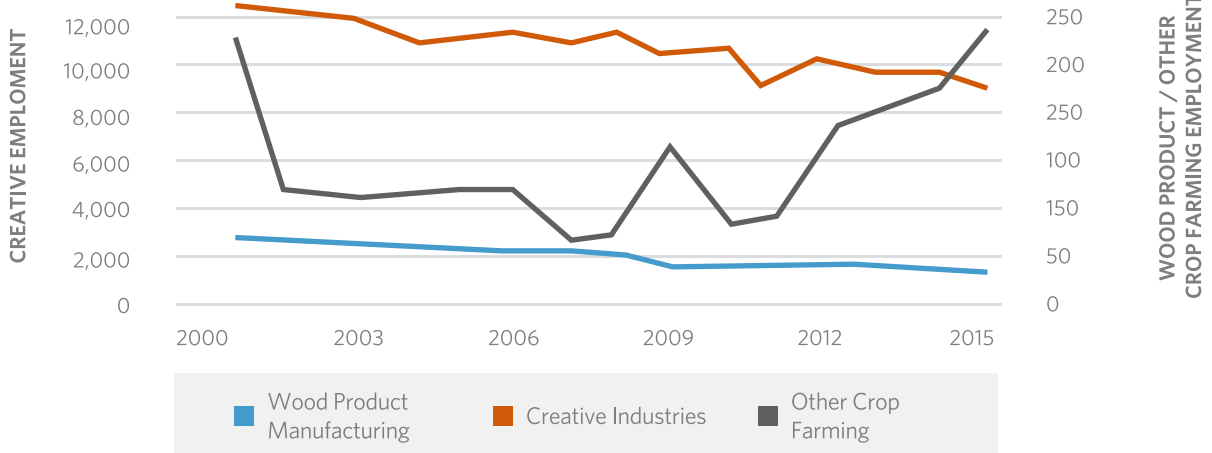
Loans or investment capital

Source: Creatives Count Survey

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### Change of Employment Over Time

Employment in Creative Industries Compared to Wood Products, and Other Crop Farming, Vermont 2001 - 2015



Source: QCEW and County Business Patterns