In the United States, creative industries generate $919.7B in economic activity and account for 4.3% of our nation’s gross domestic product—a larger share of the economy than transportation, agriculture, and construction, according to the US Bureau of Economic Analysis.

In Vermont, the arts and culture sector added $1.1B billion in value to Vermont's GDP, ranking a close third behind retail and construction.

VERMONT's CREATIVE SECTOR

9.3% of all Vermont jobs
Higher Than US Average

that's 41K VT CREATIVE SECTOR JOBS

At 9.3%, Vermont has a greater share of creative sector jobs than the US average.

The majority of those jobs are in design, specialty foods, and visual arts and crafts.

Nearly 50% of Vermont's creatives are self-employed or freelance (compared to 40% nationwide).

Growth in Vermont's creative sector is lagging (8% growth from 2010 to 2018 vs. 14% nationally).

in non-traditional creative occupations:
- theater security guard
- ad agency accountant
- museum custodian
- prep cook in artisan restaurant

in creative jobs in other industries:
- k-12 music teacher
- industrial designer
- retail photographer
- non-profit marketer

in creative jobs in creative industries:
- architect
- freelance writer
- chocolatier
- muralist

Statistics are from "Assessing Vermont's Creative Economy," Mt. Auburn Associates (2019). For this report and more economic data, visit the "Vermont Creative Sector Today" section of the CreateVT Action Plan at vermontcreativenetwork.org/actionplan

The Vermont Creative Network (VCN) is a broad collective of organizations, businesses, and individuals working to advance Vermont's creative sector. Authorized by the Vermont Legislature in 2016, the VCN is a program of the Vermont Arts Council. Learn more about the VCN at vermontcreativenetwork.org