

vermont CREATIVE network



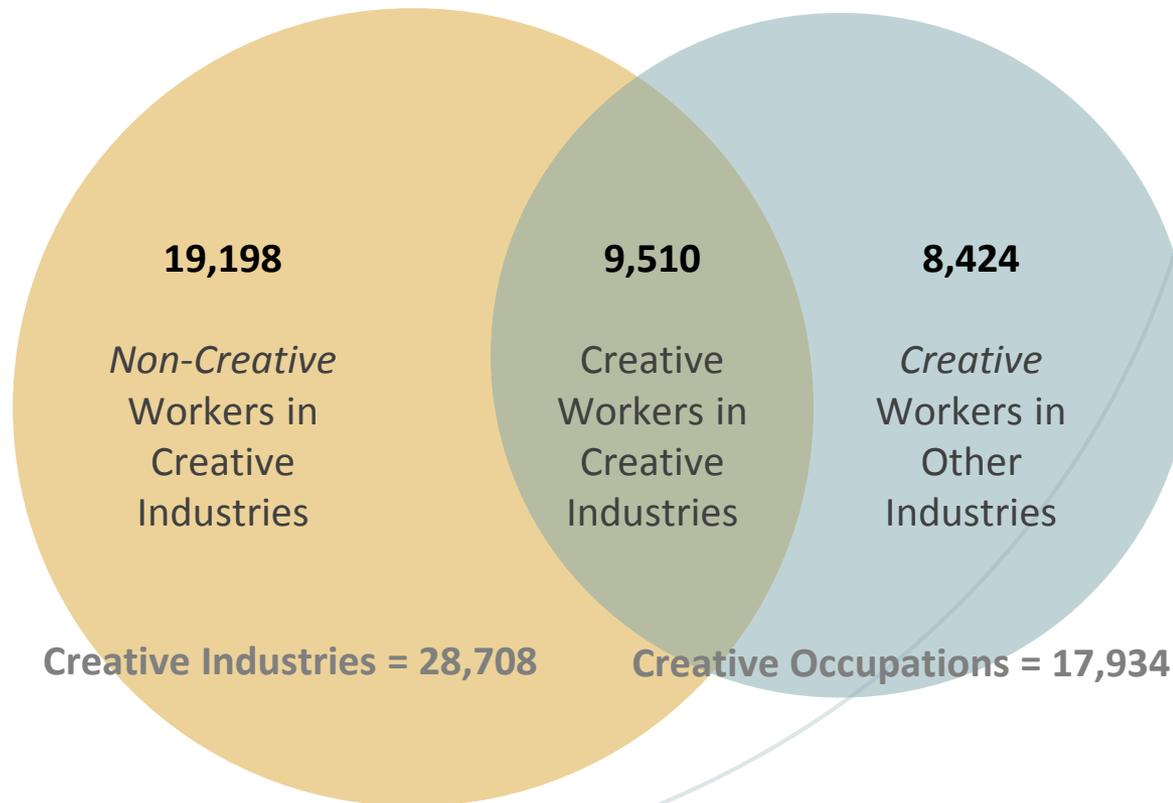
Vermont Creative Sector Economy

Prepared for the Vermont Arts Council
Prepared by FutureWorks

vermont
CREATIVE
network

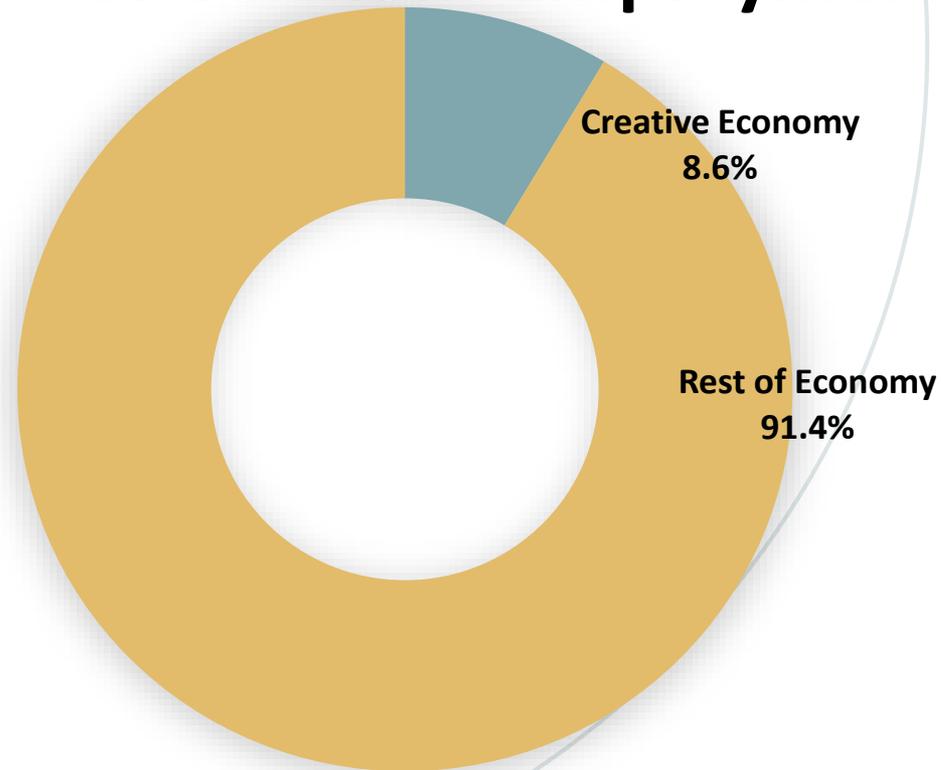
Vermont Creative Sector Economy

Total Employment = 37,132



Vermont Creative Sector Economy

Percent of Vermont Employment

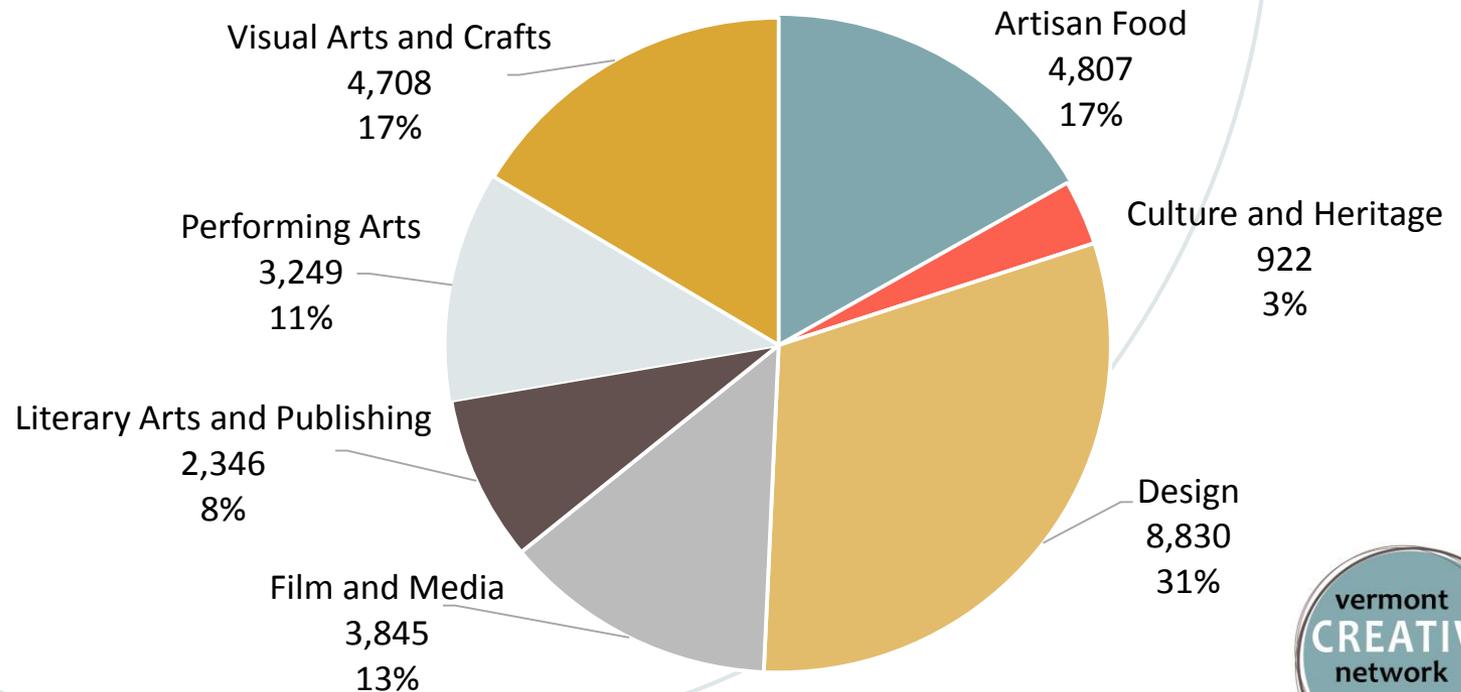


Total jobs in state economy
(2015) = 432,478



Vermont Creative Sector Economy

Employment distribution by industry segment



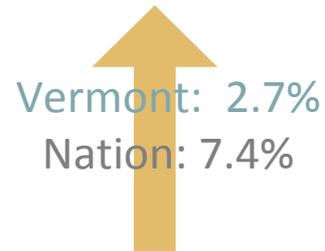
Vermont Creative Sector Economy

Creative Sector

Vermont's industry concentration relative to U.S., 2015



Percent change in employment 2010-2015



Vermont Creative Sector Economy

Benchmarks

Industry Summary for: Creative Industries

28,708	2.7%	\$34,906
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
32% above National average	Nation: 7.4%	Nation: \$53,433

Industry Summary for: Agribusiness, Food Processing and Technology

17,845	19.2%	\$37,386
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
42% above National average	Nation: 4.8%	Nation: \$41,374

Industry Summary for: Forest and Wood Products

10,617	0.0%	\$38,514
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
71% above National average	Nation: 7.4%	Nation: \$48,818

Industry Summary for: Tourism

32,602	10.6%	\$30,909
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
NA% above/below National average	Nation: NA	Nation: \$34,753

Vermont Creative Sector Economy

Benchmarks

Industry Summary for: Creative Industries

28,708	2.7%	\$34,906
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
32% above National average	Nation: 7.4%	Nation: \$53,433

Industry Summary for: Business and Financial Services

40,891	4.2%	\$64,423
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
25% below National average	Nation: 12.2%	Nation: \$82,084

Industry Summary for: Education and Knowledge Creation

17,146	1.5%	\$34,648
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
79% above National average	Nation: 4.6%	Nation: \$51,727

Industry Summary for: Information Technology and Telecommunications

17,220	-2.0%	\$81,336
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
2% above National average	Nation: 11.2%	Nation: \$104,376

Vermont Creative Sector Economy

Benchmarks

Industry Summary for: Creative Industries

28,708	2.7%	\$34,906
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
32% above National average	Nation: 7.4%	Nation: \$53,433

Industry Summary for: Healthcare Sector

42,284	7.4%	\$59,173
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
9% above National average	Nation: 10.3%	Nation: \$61,166

Industry Summary for: Manufacturing Sector

35,140	3.6%	\$64,956
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
17% above National average	Nation: 7.9%	Nation: \$76,422

Industry Summary for: Advanced Materials

12,904	-4.5%	\$77,999
Jobs (2015)	% Change (2010-2015)	Avg. Earnings Per Job (2015)
3% above National average	Nation: 7.1%	Nation: \$93,098

Vermont Creative Sector Economy

Notes and Sources

Definition of the Creative Economy

The **creative economy** consists of businesses, non-profit organizations and self-employed individuals who are engaged in the origination, production and distribution of goods and services that are rooted in artistic and creative content. It is defined by combining (a) those employed in *creative industries* and (b) those employed in *creative occupations* inside and outside of creative industries. Employment in *creative industries* is captured through data organized by the North American Industry Classification codes (NAICS) and employment in *creative occupations* is captured through employment organized by the Standard Occupational Classification codes (SOC).

The organization of the NAICS and SOC codes for the definition of creative economy in this study is a derivative of previous work and extensive analysis to define the creative economy as an economic cluster. These definitions principally derive from the work of Mt. Auburn Associates (see Beth Siegel, Stephen Michon, et. al. “The Creative Economy Initiative: The Role of the Arts and Culture in New England’s Economic Competitiveness, A New England Council Report,” Mt. Auburn Associates, June 2000), Michael Kane Consulting and Stu Rosenfeld.

FutureWorks consulted with the Vermont Arts Council to refine and arrive at a definition of the creative economy that fits the scale and unique attributes of Vermont’s creative economic activity. The full definition of the creative economy with its list of 135 6-digit NAICS codes and 54 5-digit SOC codes is available as a separate document.

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Notes and Sources

Data Sources

The primary source of data is EMSI and its 2016.2 data set of QCEW Employees, Non-QCEW Employees, Self-Employed, and Extended Proprietors. All calculations are from FutureWorks.

EMSI data have various sources depending on the class of worker. (1) QCEW Employees data are primarily from the Bureau of Labor Statistics national employment statistics program Quarterly Census of Employment and Wages (QCEW), and includes supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, Bureau of Economic Analysis (BEA) State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports.

All data is for the State of Vermont, unless otherwise noted.

The definitions of the industry clusters are from the Center for Regional Development at Purdue University and EMSI. The definition of Tourism is from the VT Department of Marketing and Tourism 2013 Benchmark study. For comparison, FutureWorks uses the industry portion of the definition of the creative economy to benchmark these industry clusters to Vermont's creative industries. The full list of Purdue and Vermont Tourism industry cluster definitions is available as a separate document.