VERMONT'S CREATIVE ECONOMY

40,894 JOBS*
9.3% of all Vermont employment

Vermont's share of creative economy jobs is higher than the average across the United States.

The majority of those jobs are in:
- design: graphic design services, architecture, landscape, interior design, industrial design services, printing, other specialized design
- speciality foods: retail and commercial bakeries, breweries, spice and extract companies, specialty canning, chocolate and confectionary manufacturing, cheese manufacturing
- visual arts & crafts: photography, sculpting, painting, jewelry, pottery, textiles, pressed and blown glass, art dealers, galleries, craft making, craft stores

Self-Employment

50% Vermont
40% USA

The creative sector has always had a high proportion of self-employment; this is especially true in Vermont where nearly 50% of Vermont's creatives are self-employed or freelance (as compared to less than 40% nationally).

For Further Study

USA 14%
Vermont 8%

GROWTH. The research indicated that while the concentration of creative sector jobs in Vermont is higher than the national average, the pace of Vermont's creative sector growth from 2010-2018 was lagging (8% growth vs. 14% nationally), which warrants further study.