

HIGHLIGHTS FROM

The Creative Economy: *A New Definition*

A research framework for New England and beyond, including an economic analysis of New England's cultural industries and workforce



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New England Foundation for the Arts, 2007

www.nefa.org

National Endowment for the Arts

Connecticut Commission on Culture and Tourism

Maine Arts Commission

Massachusetts Cultural Council

New Hampshire State Council on the Arts

Rhode Island State Council on the Arts

Vermont Arts Council



New England
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New England Foundation for the Arts (NEFA) and the six New England state arts agencies have partnered on region-wide research projects for 30 years to demonstrate the cultural sector's economic force.

Progressing from a series of paper surveys limited to the non-profit sector to a thorough and demonstrative analysis of all types of organizations and individuals, this research has become the foundation for local and statewide efforts to build New England's Creative Economy. NEFA has now refined its methodology for analyzing this important economic sector.

The term 'creative economy' has taken on multiple meanings and definitions, and comparison among various research efforts has become nearly impossible.

To address this, and establish a core definition of the creative economy that could be employed throughout the U.S., NEFA asked longtime research partners Gregory Wassall, Ph.D. and Douglas DeNatale, Ph.D. to review creative economy approaches advanced since the *Creative Economy Initiative* report, produced in 2000 by Mt. Auburn Associates with NEFA and the New England Council. The resulting white paper provides the basis for the first part of our 2007 report.

With *The Creative Economy: A New Definition*, NEFA puts forth a research framework for the creative economy of New England.

The report includes a definition of cultural enterprise and cultural worker categories from widely available U.S. federal data sources; protocol for measuring these categories; data on cultural enterprise employment in each state of New England and data and demographics on cultural workers in each state of New England.

NEFA employs this more consistent framework to update New England's creative economy data and analysis.

Our aim is to use our objective, regional perspective to provide tools and resources for the advocacy work of others on the local, state, regional, national and international levels.

CultureCount (www.culturecount.org) is NEFA's online resource for engaging New England's creative economy sector.

A searchable, organization-level compilation of data that is constantly growing and being updated, CultureCount is New England's cultural database.

The full version of *The Creative Economy: A New Definition* can be downloaded online at www.nefa.org/pubs.

▶ New England’s Top 10 Cultural Enterprise industries and Cultural Workforce occupations match those of the U.S., showing that New England has high concentrations of nationally important industries and occupations.

▶ NEFA’s new creative economy definition presents a base of standardized, readily available data sources that is a foundation for local creative economy research in the U.S. This shared framework and methodology will enhance all creative economy research and avoid conflicting and confusing results that erode the value of this work for public policy.

▶ Building on the work of the Creative Economy Initiative¹, NEFA’s definition includes additional

TABLE 6.
Top Ten Cultural Workforce Occupations in New England and the United States, Ranked by Employment

NEW ENGLAND	EMPLOYMENT	UNITED STATES	EMPLOYMENT
Designers	48,513	Designers	751,928
Librarians	16,118	Visual Artists and Related Workers	233,661
Visual Artists and Related Workers	14,186	Advertising Sales Agents	214,088
Architects	13,969	Architects	196,705
Writers and Authors	12,692	Librarians	191,828
Editors	12,030	Editors	180,903
Library Assistants, Clerical	11,507	Writers and Authors	163,690
Advertising Sales Agents	11,107	Musicians, Singers, and Related Workers	163,453
Musicians, Singers, and Related Workers	8,388	Library Assistants, Clerical	154,698
Public Relations Specialists	7,876	Public Relations Specialists	145,630

Source: Cultural Workforce employment data are from the 2000 Decennial Census Public Use Microdata Survey*

data categories that focus on the production and distribution of cultural goods and services: the creative economy's "cultural component."

- ▶ Three New England states (MA, CT & RI) rank in the top 10 in the country for the number of artists as a percentage of the workforce. All New England states are in the top 25.

- ▶ NEFA's research framework promotes data gathering and analysis on a regular basis. This is necessary for testing the hypothesis that a relatively higher concentration of creative enterprises and creative workers yields a competitive edge by elevating an area's quality of life and ability to attract economic activity.

- ▶ Cultural enterprises and cultural workers play

TABLE 8.
Artistic Occupations Within the Cultural Workforce
Ranked by Percentage in the State Labor Force

OCCUPATION	STATE RANK WITHIN THE U.S.:					
	CT	ME	MA	NH	RI	VT
Architects	10	39	1	31	17	4
Designers	4	21	2	14	5	29
Visual Artists	12	4	14	19	30	3
Photographers	9	33	28	27	1	47
Writers	8	6	4	11	7	3
Actors	15	43	13	42	16	44(T)
Producers & Directors	3	21	6	45	19	35
Dancers	45	8	36	40	11	44
Musicians	10	28	9	41	37	38
Announcers	23	25	48	35	17	3
Entertainers, All Other	34	12	35	22	27	17
All Artistic Occupations	5	17	4	25	9	13

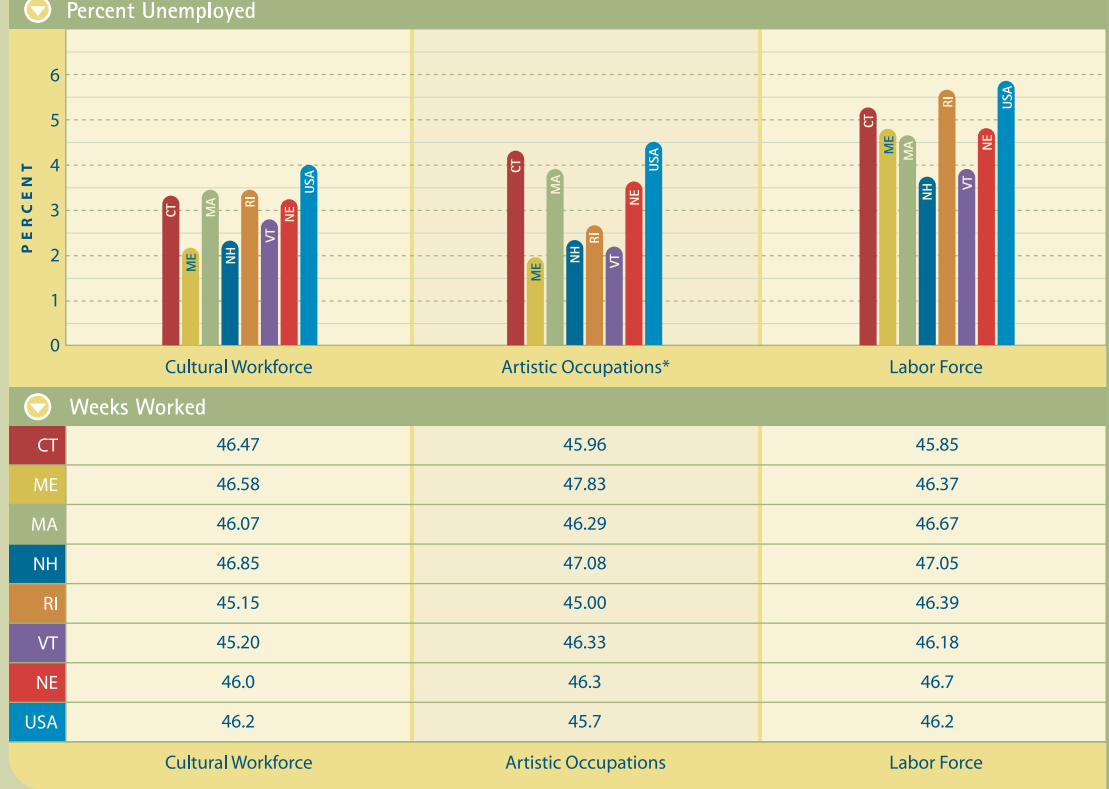
Source: U. S. Commerce Department 2000 Census Public Use File.
These artistic occupations represent a subset of the entire cultural workforce occupations, which can be found in Appendix Table A2

TABLE 15.
New England Cultural Workforce:
Weeks Worked & Unemployment

- Connecticut
- Rhode Island
- Maine
- Vermont
- Massachusetts
- New England
- New Hampshire
- USA

an important role in New England's economy, with a greater portion of cultural workers and 12.8% higher cultural enterprise employment than the U.S. as a whole. These firms and professionals complement many of the region's other strengths: a strong tourism base and concentrations in higher education, high technology, medical care, finance and insurance.

▶ As in the U.S., the unemployment rate of cultural workers in New England in 2000 was almost two percentage points below the overall rate. Cultural workers also had fairly stable wages and steady, full-time employment.



Source: U. S. Commerce Department 2000 Census Public Use File.

*Artistic occupations represent a subset of the entire cultural workforce occupations, which can be found in Appendix Table A2

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¹ The Creative Economy Initiative was a partnership of New England's business, government, cultural and educational leaders committed to strengthening the region's economic vitality by fostering its creative economy. In 2001, the group released a study conducted by Mt. Auburn Associates entitled *The Role of the Arts and Culture in New England's Economic Competitiveness*, which named "the Creative Cluster" a sector that includes non-profit and commercial enterprises and individual artists.

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The creative economy includes businesses and organizations that are from creative or cultural industries like architecture firms, fine arts schools or publishing houses; and individuals who work in creative occupations, like photographers, performing artists or motion picture editors.

Cultural organizations in New England employ 274,719 people – nearly 4% of total employment in the region!