2019 CREATIVE INDUSTRIES

JOBS
14,153
2019
UP 23% FROM 2015

LEISURE AND HOSPITALITY 40%
MANUFACTURING 15%
TRADE 14%
PROFESSIONAL AND BUSINESS SERVICES 12%
INFORMATION 10%
OTHER SERVICES 7%
EDUCATION AND HEALTH SERVICES 2%
CONSTRUCTION 1%

EARNINGS
$492 M
2019
UP 34% FROM 2015

Top 5 Creative Industries by EARNINGS
1. Independent Artists, Writers & Performers
2. Graphic Design Services
3. Musical Instrument Manufacturing
4. Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures
5. Art Dealers

SALES
$1.6 B
2019
UP 44% FROM 2015

Top 5 Creative Industries by SALES
1. Independent Artists, Writers & Performers
2. Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures
3. Jewelry Stores
4. Motion Picture and Video Production
5. Graphic Design Services

Full report available at ashevillearts.com
2019 CREATIVE OCCUPATIONS

Top 5 Creative Occupations
1. Photographers
2. Musicians & Singers
3. Writers & Authors
4. Fine Artists
5. Graphic Designers

DEMOGRAPHICS

RACE/ETHNICITY
- White non-Hispanic 83%
- Black non-Hispanic 7%
- Latinx 4%
- Asian 3%
- Two or More Races 2%
- Indigenous 1%

GENDER
- Male 51%
- Female 49%

AGE
- Under 25: 7%
- 25 - 34: 20%
- 35 - 44: 23%
- 45 - 54: 17%
- 55 - 64: 20%
- 65+: 12%

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