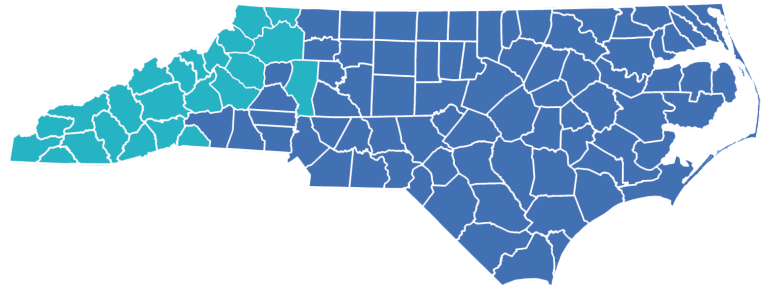


The Western North Carolina snapshot includes the 23 member counties of WNC Arts. Data from 40 core arts industries was gathered using the North American Industry Classification System (NAICS) to estimate industry activity, and the Standard Occupational Classification (SOC) System was used to identify 41 core arts occupations.



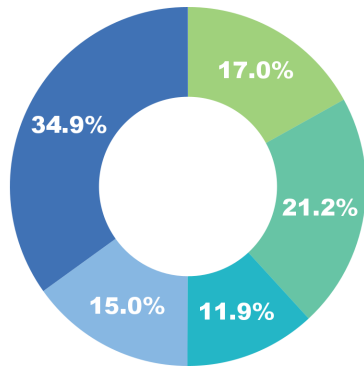
Please note: The Creative Economy was majorly impacted by the COVID-19 pandemic beginning in March 2020.

SECTOR & INDUSTRY

In the NAICS hierarchical structure a Sector is at the top and an Industry is the most granular or final level.



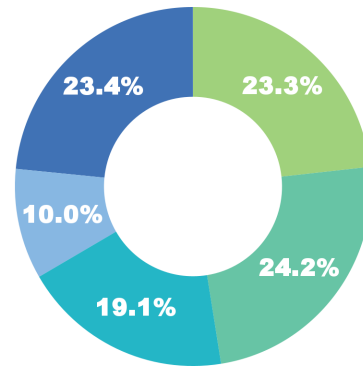
2021 Earnings by Sector



Total \$312,002,099

▼ 6.11% (2019-2021)

2021 Sales by Sector



Total \$782,906,368

In-Region \$392,687,716 | Exports \$390,218,652

Top 5 Core Creative Industries by Earnings

1	Independent Artists, Writers, and Performers
2	Graphic Design Services
3	Jewelry Stores
4	Art Dealers
5	Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers

Top 5 Core Creative Industries by Sales

1	Independent Artists, Writers, and Performers
2	Jewelry Stores
3	Motion Picture and Video Production
4	Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers
5	Musical Instrument Manufacturing

OCCUPATION

2021 Total # of Jobs

15,994

% Change (2019-2021)

▼ 9%

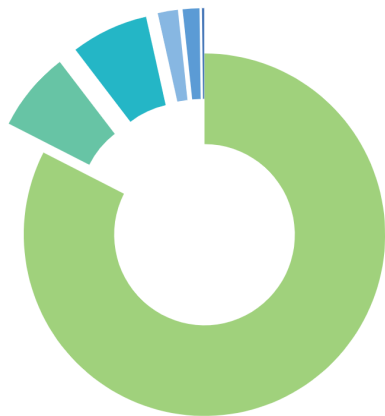


Top **5** Core Creative Occupations



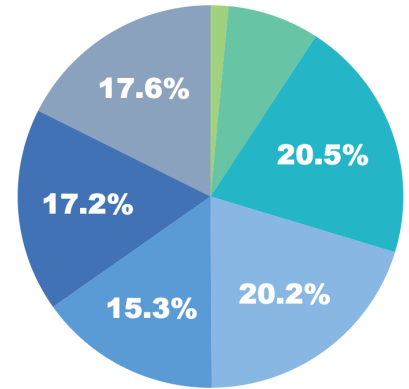
Demographics

Race/Ethnicity



- 82.4% White
- 7.1% Hispanic or Latino
- 6.9% Black of African American
- 1.8% Two or More Races
- 1.5% Asian
- 0.2% American Indian or Alaska Native
- 0% Native Hawaiian or Pacific Islander

Age



- 14-18: 1.5%
- 19-24: 7.7%
- 25-34: 20.5%
- 35-44: 20.2%
- 45-54: 15.3%
- 55-64: 17.2%
- 65+: 17.6%

Gender

50.8% Male
49.2% Female



ENDNOTES:

- All data reflects a snapshot or point in time and may be subject to periodic adjustment. Margins of error may apply.
- Data in this analysis includes estimates for four Class of Worker categories: QCEW, Non-QCEW, Self-Employed, and Extended Proprietors.

