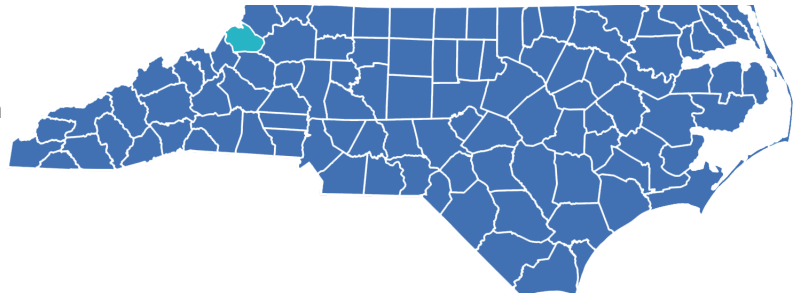


This report is made possible by the **Watauga County Arts Council**. Data from 40 core arts industries was gathered using the North American Industry Classification System (NAICS) to estimate industry activity, and the Standard Occupational Classification (SOC) System was used to identify 41 core arts occupations.



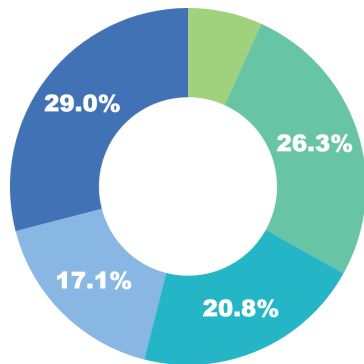
Please note: The Creative Economy was majorly impacted by the COVID-19 pandemic beginning in March 2020.

SECTOR & INDUSTRY

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



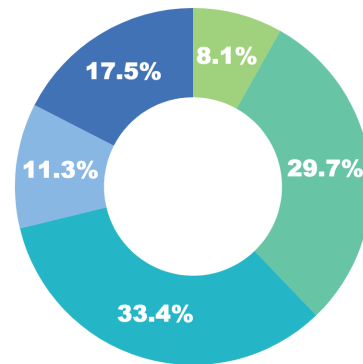
2021 Earnings by Sector



Total \$11,914,318

▲ 2.99% (2019-2021)

2021 Sales by Sector



Total \$30,735,464

In-Region \$17,066,102 | Exports \$13,669,362

Top 5 Core Creative Industries by Earnings

1	Independent Artists, Writers, and Performers
2	Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers
3	Book Publishers
4	Motion Picture and Video Production
5	Photography Studios, Portrait

Top 5 Core Creative Industries by Sales

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

OCCUPATION

2021 Total # of Jobs

849



% Change (2019-2021)

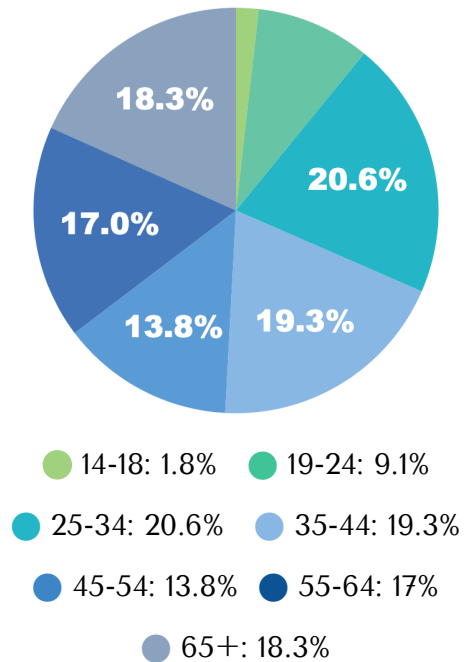
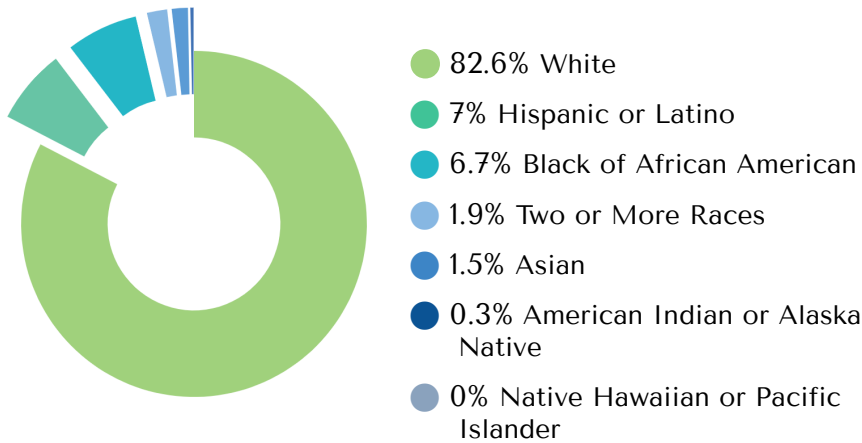
▼ 9%



Demographics

Race/Ethnicity

Age



Gender

49.4% Male
50.6% 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.

