



CREATIVE VITALITY INDEX Wake County

WHAT IS IT?

Every city is interested in attracting—and keeping—the creative worker. And how does the concentration of creative workers in Raleigh and Wake compare to others nationally? The Creative Vitality Index (CVI) is an annual measure of the health of the creative economy in a specific area—it includes for-profit and not-for-profit arts-related enterprises. Using available federal data on employment and other indicators, the Creative Vitality Index reflects the vigor of this sector of our economy.

The Index is calculated with three components:



There are 59 creative occupations represented, as well as total industry sales for bookstores, photography stores, art galleries, CDs/records/musical instruments and for-profit performing arts companies; and nonprofit arts organization revenues.

HOW DID WE DO?

For comparison purposes, the national baseline (average) score for the Creative Vitality Index is 1.00. An area's score reflects a value relative to this national baseline; a score of 1.0 or greater means that the area has a relatively strong arts sector, but that we are no longer above the national average. The **2017 updated index value** for Wake County was **1.00**, reflecting a creative economy in line with the national average.

HIGHLIGHTS FROM WAKE COUNTY CVI STUDY:

- **Wake County gained 492 creative jobs** since last reported in January 2018. This was up 2 percent over 2016. Revenue of nonprofit arts groups decreased, however, to \$91.8M, down 4 percent.
- Among the 59 creative occupations in the index, Wake's highest numbers are for postsecondary teachers; graphic designers; public relations specialists; ushers/lobby attendants/ticket takers; and advertising sales agents. The last three are new to the list of top categories for Wake County, supplanting photographers, musicians/singers, and writers and authors from previous years.
- Wake County saw a gain of more than **\$105 million in industry earnings, to \$2.1B.** Software publishers continue to lead the way in our creative industries sector, with advertising agencies in second place.

Comparison of Metropolitan Statistical Area CVIs

REGION	CVI Value as compared to National Average of 1	CVI Value	Population
	2017	2016	2017
Washington-Arlington-Alexandria	2.37	2.41	6,207,564
Nashville-Davidson-Murfreesboro-Franklin	2.35	2.21	1,895,156
Los Angeles-Long Beach-Anaheim	2.09	2.15	13,389,335
New York-Newark-Jersey City	2.14	1.95	20,244,333
Boston-Cambridge-Quincy	1.63	1.62	4,830,610
Austin-Round Rock	1.42	1.39	2,107,542
Seattle-Tacoma-Bellevue	1.29	1.38	3,849,862
Minneapolis-St. Paul	1.34	1.37	3,581,214
Salt Lake City	1.29	1.28	1,200,325
Portland-Vancouver-Hillsboro	1.23	1.22	2,453,968
Denver-Aurora-Lakewood	1.16	1.17	2,902,088
Atlanta-Sandy Springs-Roswell	1.04	1.07	5,868,775
San Diego-Carlsbad	1.07	1.07	3,353,306
Durham-Chapel Hill	1.06	1.05	567,653
Wake County	1.00	1.00	1,068,803
Indianapolis-Carmel-Anderson	0.94	0.97	2,022,761
Kansas City	0.92	0.94	2,119,174
Raleigh	0.85	0.85	1,328,868
Louisville-Jefferson County	0.74	0.83	1,291,689
Charlotte-Concord-Gastonia	0.77	0.80	2,513,825
San Antonio-New Braunfels	0.73	0.73	2,473,886

Source: WESTAF

Approx. 1.0 to 1.3 million in population.