

# IMPACT OF MINNESOTA'S ARTISTS AND CREATIVE WORKERS<sup>(1)</sup>

## ARTISTS AND CREATIVE WORKERS ARE EVERYWHERE

MINNESOTA IS HOME TO AN ASTONISHING

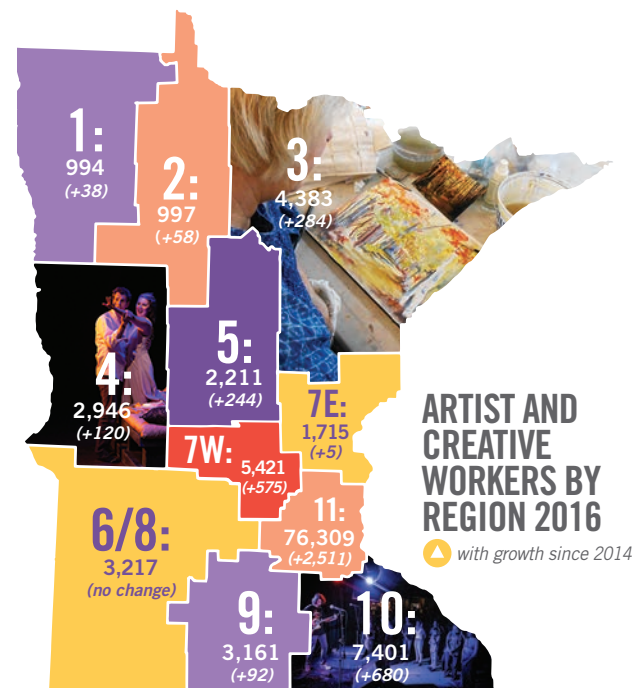
# 108,755

## ARTISTS AND CREATIVE WORKERS

And they make their living in every county.

▲ This is an increase of **4,607 creative workers** from two years ago, when the total was 104,148.

While Minnesota's artists and creative workers live in every county, **70 percent** of all Minnesota artists and creative workers are concentrated in the seven-county metro area.

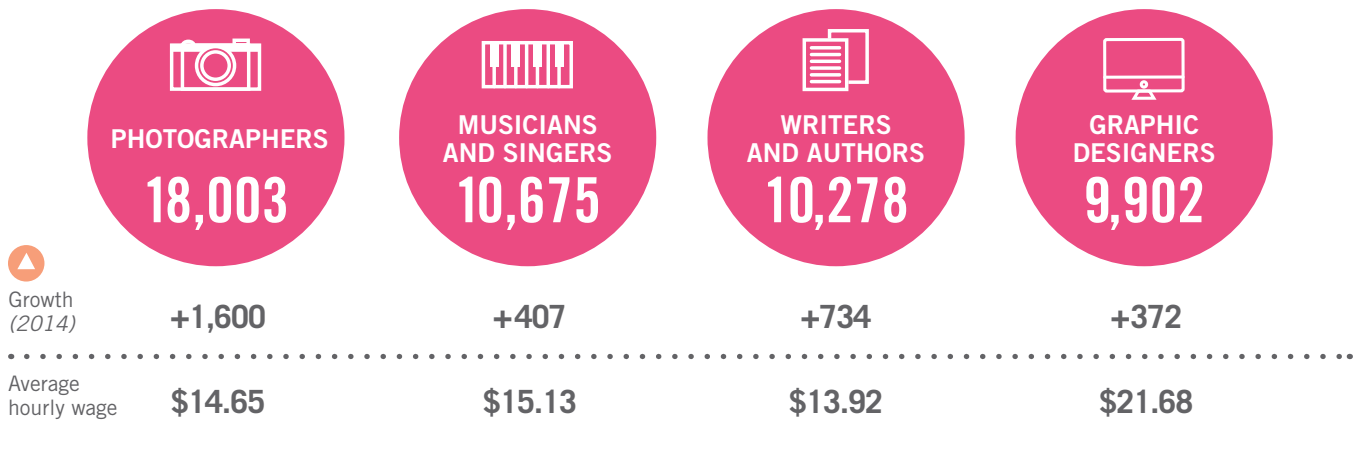


## WHO ARE CREATIVE WORKERS?

We define artists and creative workers as people who make their living wholly or in part by working for for-profits, non-profits, or are self-employed in one of the following **40 creative occupations:**

architects • landscape architects • directors of religious activities and education (for example, choir directors) • curators • librarians • art directors • craft artists • fine artists including painters, sculptors and illustrators • multimedia artists and animators • commercial and industrial designers • fashion, floral, graphic and interior designers • merchandise displayers and window trimmers • set and exhibition designers • actors • producers and directors • dancers • choreographers • music directors and composers • musicians and singers • radio and television announcers and public relations specialists • editors • technical writers • writers and authors • media and communications workers • audio and video equipment technicians • broadcast technicians • sound engineering technicians • photographers • camera operators • television • video and motion picture • film and video editors • media and communication equipment workers • theatrical and performance makeup artists • musical instrument repairers and tuners • advertising and promotions managers • public relations and fundraising managers • agents and business managers of artists and performers

# CREATIVE OCCUPATIONS WITH THE GREATEST NUMBER OF JOBS IN 2016



There were 39.46 creative jobs per 1,000 workers in Minnesota in 2016. ▲ This is a growth of 2.46 jobs per 1,000 since 2014.

## ARTIST WORKFORCE DEMOGRAPHICS 2016

	NUMBER OF ARTISTS AND CREATIVE WORKERS	PERCENT OF TOTAL ARTISTS AND CREATIVE WORKERS	DISTRIBUTION OF WORKERS OF ALL TYPES IN THE ENTIRE MINNESOTA WORKFORCE <sup>(2)</sup>	DIFFERENCE BETWEEN CREATIVE WORKFORCE AND THE ENTIRE MINNESOTA WORKFORCE
<b>WHERE THEY LIVE</b>				
Twin Cities 7-County Region	76,309	70.2%	56.3%	13.9%
Greater MN	32,446	29.8%	43.7%	-13.9%
<b>RACE/ETHNICITY</b>				
White (non-Hispanic)	95,613	88.0%	82.4%	5.6%
Black or African American	3,487	3.2%	5.4%	-2.2%
American Indian/AK Native	153	0.1%	1.0%	-0.9%
Asian	3,610	3.3%	4.9%	-1.6%
Hispanic or Latino	3,524	3.2%	4.6%	-1.4%
Two or more races	2,325	2.1%	1.9%	0.2%
<b>AGE</b>				
16–24	5,534	5.0%	18.0%	-13%
25–34	23,005	21.2%	21.1%	0.1%
35–44	23,482	21.6%	19.1%	2.5%
45–54	25,555	23.5%	21.6%	1.9%
55–99	31,154	28.7%	20.2%	8.5%
<b>GENDER</b>				
Female	53,163	48.9%	49.9%	-1.0%
Male	55,568	51.1%	50.1%	1.0%



# THE ECONOMIC IMPACT OF ARTIST SPENDING

TOTAL ECONOMIC IMPACT FROM ARTISTS AND CREATIVE WORKERS 2016

**\$671 MILLION**

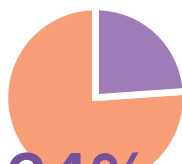
Artistic spending by Minnesota's 108,755 full-time and part-time artists and creative workers has a far-reaching impact. Artists buy supplies, contract for services, rent studios and more. These actions, in turn, support jobs, create income and generate government revenue. These results send a strong signal that when we support Minnesota's creative workers we not only enhance our quality of life, but also invest in Minnesota's economic well-being. Individual artists and creative workers comprise a significant industry in Minnesota.

## ANNUAL AMOUNT SPENT PER ARTIST ON THEIR ART<sup>(3)</sup>

*(not including hobbyists, students or retired)*

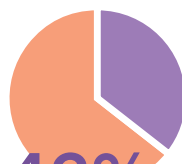
 FULL-TIME ARTISTS **\$12,588**
 PART-TIME ARTISTS **\$4,699**
 ALL ARTISTS ON AVERAGE **\$6,116**

PERCENT OF ARTISTS THAT ARE FULL-TIME VS PART-TIME<sup>(3)</sup>



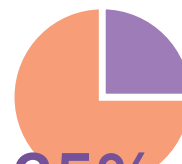
**24%**  
FULL-TIME ARTIST

ENTIRELY SUPPORTED THROUGH THEIR CREATIVE WORK



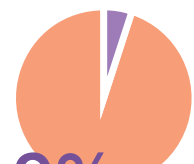
**42%**  
PART-TIME ARTIST

PARTIALLY SUPPORTED THROUGH THEIR CREATIVE WORK



**25%**  
HOBBY ARTIST

NO INCOME FROM THEIR CREATIVE WORK

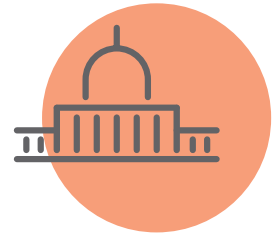


**9%**  
OTHER

STUDENT OR RETIRED

# GOVERNMENT REVENUES AND OTHER IMPACTS FROM ARTIST SPENDING CONTINUE TO GROW

## 2016 GOVERNMENT REVENUE GENERATED BY ARTIST SPENDING



LOCAL GOVERNMENT REVENUE GENERATED

**\$19 MILLION** +

STATE GOVERNMENT REVENUE GENERATED

**\$68 MILLION**

TOTAL GOVERNMENT REVENUES =

**\$87 MILLION**

▲ INCREASE FROM 2014: **\$3.5 MILLION**

Revenue to State and Local Government includes all funds collected by Minnesota's city, county and state governments, schools and special districts. It's not exclusively tax revenue (e.g., income tax, sales tax, property tax); it also includes license fees, utility fees, filing fees, etc.

### FULL-TIME EQUIVALENT JOBS SUPPORTED BY ARTIST SPENDING

**18,300** ▲ INCREASE FROM 2014: **747**

Full-Time Equivalent (FTE) Jobs describes the total amount of labor employed within the State of Minnesota that is supported by the artistic spending of individual artists and creative workers. Economists measure FTE jobs, rather than the total number of employees, because it is a more accurate measure that accounts for both full-time and part-time employment. They include jobs in all industrial sectors that are supported each time the money from the original artistic expenditure is "re-spent" within Minnesota.

### RESIDENT HOUSEHOLD INCOME GENERATED BY ARTIST SPENDING

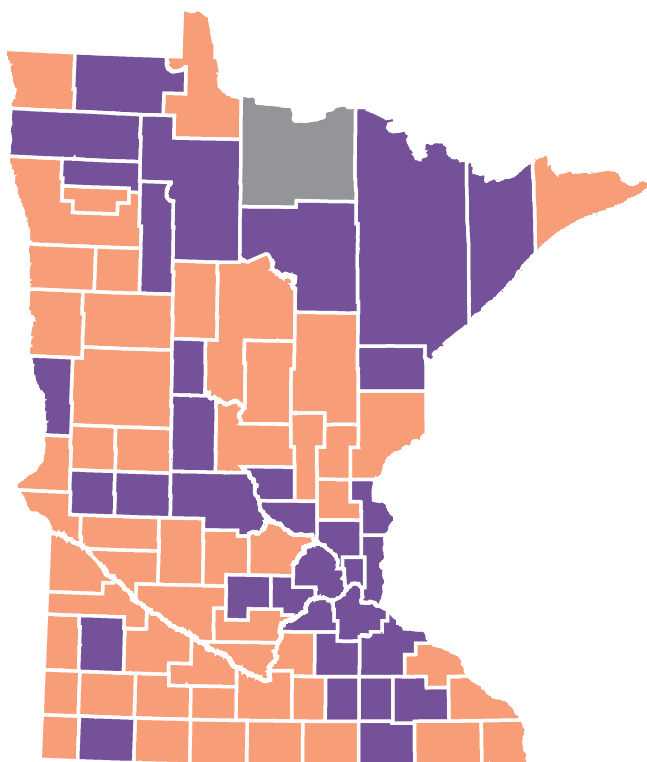
**\$515 MILLION**  
▲ INCREASE FROM 2014: **\$21 MILLION**

Resident Household Income (also called Personal Income) includes salaries, wages and entrepreneurial income paid to Minnesota residents. It is the money that residents earn and use to pay for food, housing, other living expenses and disposable income. This is the income paid on behalf of the full-time equivalent jobs supported by artistic expenditures.

# CREATIVE WORKER WAGES

In many rural Minnesota counties, **the creative worker average wage is higher than the average wage** for all other occupations in that county. In most metro counties, the opposite is true. However, overall **artist and creative worker wages are highest in the seven county metro area.**

## AVERAGE HOURLY WAGES FOR CREATIVE ECONOMY WORKERS, 2014



- Above average wage
- Below average wage
- Same as average wage

WHILE THE RISING ECONOMY IN BOTH MINNESOTA AND THE UNITED STATES HAS PUSHED THE AVERAGE WORKER WAGE HIGHER OVER THE LAST TWO YEARS, THE AVERAGE CREATIVE WORKER WAGE IN MINNESOTA HAS DECREASED SLIGHTLY.

**USA** AVERAGE HOURLY WAGE<sup>(4)</sup> 2016  
**\$25.78** ▲ UP \$1.08/HOUR FROM 2014<sup>(5)</sup>

**MN** AVERAGE HOURLY WAGE<sup>(4)</sup> 2016  
**\$26.10** ▲ UP \$1.30/HOUR FROM 2014<sup>(5)</sup>

**MN** AVERAGE ARTIST AND CREATIVE WORKER HOURLY WAGE 2016  
**\$22.13** ▼ DOWN \$.09 FROM 2014<sup>(6)</sup>