Otis College of Art and Design

FEBRUARY 2016

2015 OTIS REPORT ON THE CREATIVE ECONOMY

FAST FACTS

744,100 Jobs
(direct, indirect, induced)
IN L.A. REGION

L.A. REGION CREATIVE INDUSTRY OUTPUT ALMOST
$177 Billion
(direct, indirect, induced)

Nearly
1 in 6 Jobs
IN L.A. COUNTY

L.A. REGION'S LARGEST CREATIVE INDUSTRY EMPLOYERS
Entertainment
Fashion
Publishing

Prepared for Otis College of Art and Design by the
Los Angeles County Economic Development Corporation.

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2015 OTIS REPORT ON THE CREATIVE ECONOMY

2015 Otis Report on the Creative Economy of the Los Angeles Region

LAEDC

Prepared for Otis College of Art and Design by the
Los Angeles County Economic Development Corporation.

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Download the full report, view highlights from the creative economy launch event, and learn more about other resources at **www.otis.edu/econreport**

REPORT CONTENTS

BRUCE W. FERGUSON

PRESIDENT
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For nearly a decade the **Otis Report on the Creative Economy (Otis Report)** has illustrated the enormous impact the creative industries have had on the health and stability of the overall economy. Since 2007, Otis has commissioned the Los Angeles County Economic Development Corporation (LAEDC) to measure, assess, and project the economic impacts of the creative industries in the Los Angeles region. The **Otis Report** has expanded and flourished over the years to become a powerful advocacy tool for the nonprofit arts community, bringing together leaders across disciplines and sectors to advance policies in support of arts education, and inspiring countless municipalities, both in the U.S. and abroad, to research and document the economic contributions of artists and creative businesses in their own communities.

In 2013, with the generous support of the California Arts Council, Otis and the LAEDC were able to broaden the scope of analysis to include a statewide report. 2015 marks the third iteration of the annual **Otis Report** on the Creative Economy of California. The full California Report will be unveiled at a public hearing in Sacramento before the Joint Committee on the Arts—a committee consisting of representatives from both the California Senate and Assembly. Further information on the release of the statewide report can be found at the California Arts Council's website, at http://www.arts.ca.gov.

New to this year's **Otis Report** is a comparative analysis of the number and relative concentration of creative jobs in the top five Metropolitan Statistical Areas of the United States. Specifically, L.A.'s Statistical Metropolitan Area (also referred to as the L.A. region in this report) contains over 418,000 creative jobs out of the total 4,955,400 salary and wage jobs in the area—a share of over 8.4%. New York's Metropolitan Area comes in second with 402,000 creative jobs out of 7,515,400, which translates to 5.4% of the share. Chicago comes in third with 133,800 jobs out of 3,794,400, or around 3.5% of the total share of salary and wages jobs. There is no other metropolitan area that can boast the highest number and greatest concentration of creative industries jobs as Los Angeles.

Here are a few highlights of the 2015 Otis Report related specifically to the Los Angeles region:

- The total economic output of the creative industries in 2014 totaled $176.9 billion (direct, indirect, and induced effects), which corresponds to nearly 13% of the region's gross domestic product of $861 billion.
- The creative industries in the L.A. region generated an additional $7.7 billion in tax revenue (property, state, local personal income, and sales), which was nearly half of the $15.5 billion in tax revenues generated by creative industries statewide.

- The creative industries in the Los Angeles region include over 744,100 jobs (direct, indirect, and induced).
- These jobs had a total labor income of $53.4 billion (direct, indirect, and induced).

The **Otis Report** demonstrates that creativity and innovation thrive in Los Angeles, and the current renaissance happening throughout the city echoes this. New businesses, motion picture and television studios, restaurants, museums, start-ups, and tech hubs exhibit how the creative economy is intimately tied to the health and well-being of our citizens and communities. In an increasingly globalized world, where creative thinking and innovation are at the core of advancement, it is critical that leaders from the public, private, and nonprofit sectors work together to nurture and challenge the creative economy to continue to flourish and thrive.

AKNOWLEDGEMENTS

This year's **Otis Report** would not have been possible without the generous support of the many organizations and companies that have invested their resources to advance creativity and innovation in our community. On behalf of the College, I would like to express my deepest appreciation to the Los Angeles County Economic Development Corporation's Kyser Center for Economic Research for again creating a compelling and rich analysis.

I would also like to thank our report sponsors for their incredible support and leadership: the California Arts Council, Mattel, the City of Los Angeles, Department of Cultural Affairs, and City National Bank. Special thanks to this year's event sponsors include our friends at DPR Construction, Arthur J. Gallagher & Co., Bon Appétit Management Company, Hirtle, Callaghan & Co., and Moss Adams LLP. Additional support was provided by Marsh. Thank you to our media partners Arts for LA, Arts Orange County, Californians for the Arts, and LAX Coastal Chamber of Commerce.

Finally, thank you and congratulations to our creative colleagues for their success and determination in making Los Angeles the creative epicenter of the globe. We look forward to continued growth and many more triumphs in the years to come.

Bruce W. Ferguson
President
Otis College of Art and Design

Otis prepares diverse students of art and design to enrich our world through their creativity, their skill, and their vision. The College offers an interdisciplinary education for approximately 1,200 full-time students, awarding BFA degrees in Architecture/Landscape/Interiors, Communication Arts, Digital Media, Fashion Design, Fine Arts, Product Design, and Toy Design, and MFA degrees in Fine Arts, Graphic Design, Public Practice, and Writing. Through Continuing Education & Pre-College Programs, Otis offers a wide range of art and design courses and programs for all ages, including children and teens. For information, visit www.otis.edu.

EXECUTIVE SUMMARY

The creative industries of the Los Angeles region (Los Angeles and Orange counties) turned in a solid performance in 2014 in terms of employment, labor income, and output. Over the five year period covered in this report (2009 to 2014), direct wage and salary employment in the region's creative industries increased by 11,400 jobs (up by 2.8%) to 418,200. This was a considerable improvement over the previous five-year cycle (2008 to 2013) during which, employment contracted by 48,000 jobs (down by 10.5%). In spite of the improvement, however, job growth in the creative sectors lagged the 8.3% growth rate recorded for all of region's industries from 2009 to 2014. Much of the difference can be explained by the creative economy's higher concentration of manufacturing jobs, which have not fared as well as jobs in other parts of the economy in the aftermath of the Great Recession.

The Los Angeles region can clearly lay claim to being the Creative Capital of the U.S. With more than 418,000 wage and salary workers in the creative industries, the Los Angeles region is home to the largest number of creative workers of any metropolitan area in the country, outdistancing the New York City metropolitan area by 14,000 jobs, despite New York's larger job base. Chicago is a distant third with 134,000 jobs, while San Francisco and Seattle are fourth and fifth, each with fewer than 100,000 creative economy jobs

Total direct labor income in the creative industries of the Los Angeles region amounted to $36.1 billion in 2014 or 13.1% of the annual private sector wage and salary payroll in the region. Of that total, the entertainment sector contributed $15.1 billion (primarily motion picture and video production) or nearly half of the total (41.7%), followed by the visual and performing arts at $6.0 billion, and fashion at $4.2 billion.

In addition to wage and salary employment, growth in the creative industries is also driven by talented self-employed individuals. In 2013 (latest data available), there were 166,404 nonemployer firms in the Los Angeles region's creative industries that earned revenues of $7.7 billion. Between 2008 and 2013, the number of self-employed workers in Los Angeles and Orange counties increased by 15.0% (21,682 firms), slightly outpacing the region's 14.4% increase across all industries.

While direct job counts in the creative industries of the Los Angeles region were impressive (418,200 in 2014), they were only one part of a much larger employment picture. Direct employees are those who work in the creative industries themselves. Indirect jobs are created when firms in those industries make purchases from their suppliers and vendors. Additional induced jobs are generated when the direct and indirect employees spend their wages on consumer goods and services. In that sense, every job within the creative sector supports or sustains other jobs in the region.

Direct, indirect and induced employment in the creative industries of the Los Angeles region totaled 744,100 jobs in 2014, up from 695,100 in 2013. The labor income earned by these 744,100 million wage and salary workers was $53.4 billion. Activity in the creative sectors not only triggers jobs and spending, but it also results in tax revenues for state and local government that help to fund local services like education and public safety. Property taxes, state and local personal income and sales taxes generated directly and indirectly by the creative industries were $7.7 billion across the region in 2014.

The creative industries of Los Angeles and Orange County also generated $176.9 billion in economic output. Of that, $109.1 billion was value-added (corporate profits and labor income). This net economic contribution was the equivalent of 12.7% of the region's gross product ($860.6 billion) in 2014, up from a share of 10.6% in 2013, an indication that the contribution of the creative industries to the region's economy is growing.

The Los Angeles region continues to make steady economic progress. Over the period 2014 to 2019, wage and salary employment in Los Angeles County is expected to grow by 4.5% and in Orange County by 8.0%. However, the LAEDC projects creative industry employment will grow faster over that period in both counties. Creative employment is expected to increase by 7.0% in Los Angeles County from 360,300 wage and salary jobs in 2014 to 385,400 in 2019[1]. In Orange County, creative economy employment is expected to increase by 9.7% from 53,400 jobs to 58,100 over the same period.

1 Employment forecasts do not include employment at fine and performing arts schools.

All of the creative industries in both counties will experience wage and salary job gains. With a long-awaited lift off in the housing market anticipated in 2016, there will be increased demand for architecture and interior design, as well as furniture and the decorative arts. This will drive demand upstream to industrial design. As the national and state economies continue to expand, household expenditures on art, entertainment and toys should grow and lend support to the creative industries. Throughout this period, job gains will gradually narrow but not close the gap between current creative economy employment and the pre-recession peak level of 464,200 jobs that prevailed in 2007.

As demonstrated above, the creative industries of the Los Angeles region make a significant contribution to economic growth and employment. They also foster innovation and spillover effects that enhance other industries. The creative industries help drive the region's economy by attracting investment, tourism, consumer spending and by generating tax revenues. In a post-industrial society, activities based on creativity and culture are an essential feature of a flourishing economy. Creativity and culture also have a non-monetary value in that they contribute to inclusive social development, dialogue and understanding between people.

Given the large economic contribution of the creative industries to the regional economy, it is important to ask how stakeholders can nurture, support and grow the creative economy. Creativity is unique in that it relies on an unlimited resource: human ingenuity. Growth strategies in the creative economy should therefore focus on harnessing the development potential of this unlimited resource.

To strengthen the creative economy, a good place to start is at the beginning of the creative pipeline, preK-12 education. Education in the arts is a necessary part of preparing students to meet the demands of the twenty-first century workforce where workers now have to compete in a global labor market. Arts education fosters creative, critical thinking, problem solving and collaboration. In this sense, creativity has become as important in modern education as mastering specific language and computational skills.

California has one of the strongest polices on arts education in the nation, but uneven implementation and funding issues have resulted in huge disparities in the Los Angeles region between schools in affluent areas compared with those in low income areas. Closing these gaps would go a long way toward creating an even playing field for all of the children in the region and ensuring a future workforce with the skills necessary to gain entry into today's economy. Additionally, companies' decisions about where to locate their businesses are often influenced by factors such as the ready availability of a skilled and creative workforce.

Support for the creative industries must also include policies and initiatives that increase the competitiveness of the region's creative firms and increase awareness of the state's creative and cultural products beyond its borders. Initiatives may come from state and/or local governments, but the creative industries themselves should play the dominant role in this process.

While it is beyond the scope of this report to recommend specific development strategies, the following is a sampling of strategies that are available:

- A regional branding initiative
- Marketing and partnerships that promote cultural tourism
- Capacity building through programs that teach business skills to entrepreneurs, professional education, consulting and coaching for business startups
- Building physical infrastructure (e.g. affordable housing/spaces for artists to work; improving mobility for people and freight)
- Creative business incubation
- Training programs that meet the specific needs of targeted industries
- Access to finance

Much has been written about the need for employees in the new economy to work collaboratively to facilitate the exchange of ideas that leads to innovation. The same holds true for firms and businesses. This is one of the primary benefits of industry clustering. While the disparate set of industries that make up the creative economy do not naturally form a cluster, they are a source of significant spillover effects on innovation and productivity, tourism and branding, education and social innovation. Strengthening ties among the creative industries, as well as those between the creative industries and the broader economy, would encourage cross-innovation, lend vitality to existing industries, and contribute to the emergence of new industries.

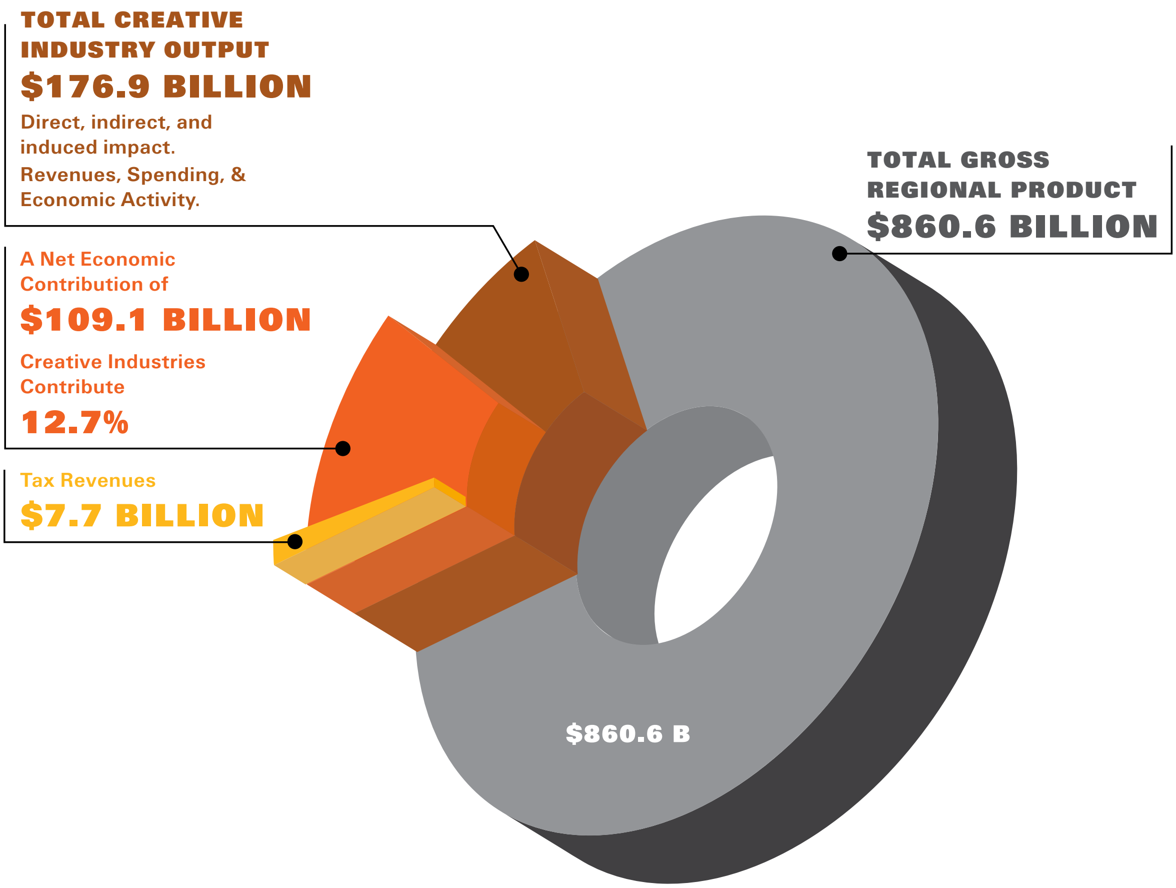
TABLE 1:
2015 CREATIVE ECONOMY REPORT: NUMBERS AT A GLANCE

2014 Employment	Los Angeles County	Orange County	LA/OC Region
Direct Jobs	364,200	54,000	418,200
Direct creative industries workers as % of all private wage and salary workers	10.0%	4.0%	8.4%
Total jobs: direct, indirect and induced	650,900	93,200	744,100
Total creative industries workers as % of all private wage and salary workers	18.0%	7.0%	15.0%
2014 Labor Income	**Los Angeles County**	**Orange County**	**LA/OC Region**
Direct labor income	$32.6 billion	$3.5 billion	$36.1 billion
Total labor income: direct, indirect and induced	$47.7 billion	$5.7 billion	$53.4 billion
2014 Taxes and Output	**Los Angeles County**	**Orange County**	**LA/OC Region**
State and local taxes	$6.9 billion	$0.8 billion	$7.7 billion
Total creative industries output	$158.2 billion	$18.7 billion	$176.9 billion
Creative industries value-added (Corporate profits and labor income)	$99.4 billion	$9.8 billion	$109.1 billion
Total regional gross product	$634 billion	$226.5 billion	$860.6 billion
Creative industries value-added as % of gross product	15.7%	4.3%	12.7%
2013 Nonemployer Firms	**Los Angeles County**	**Orange County**	**LA/OC Region**
Number of firms	141,954	24,450	166,404
Revenues	$6.7 billion	$1.0 billion	$7.7 billion

L.A.
O.C.

ECONOMIC CONTRIBUTION

LOS ANGELES REGION 2014
(L.A. AND ORANGE COUNTIES)



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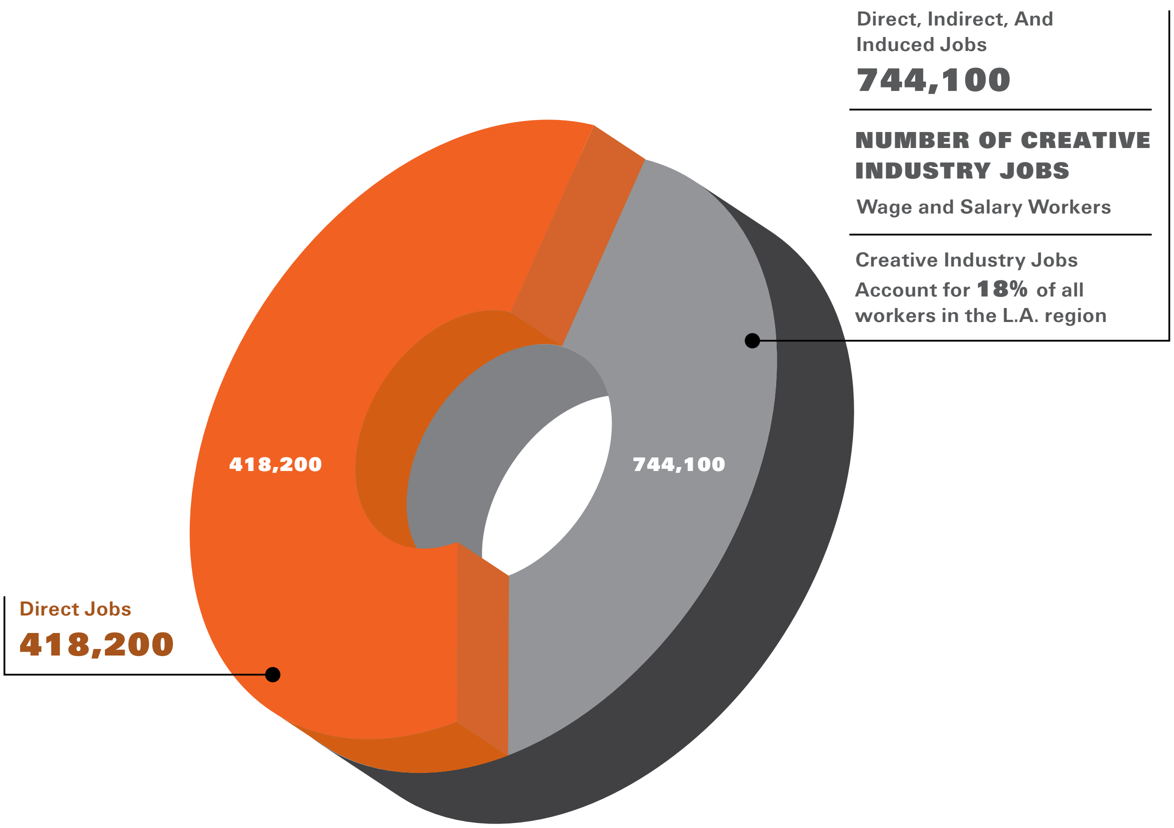
EMPLOYMENT

LOS ANGELES REGION 2014 (L.A. AND ORANGE COUNTIES)



L.A.
O.C.

JOBS

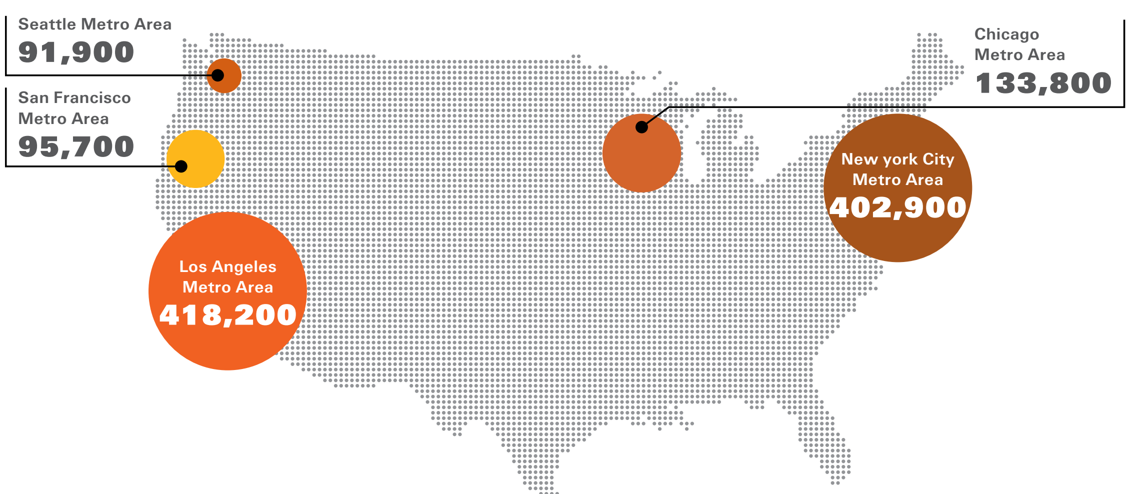
LOS ANGELES COUNTY 2014

18% of wage and salary employment

L.A.
O.C.

LOS ANGELES IS THE CREATIVE CAPITAL OF THE U.S.

TOP 5 CREATIVE METRO AREAS IN THE U.S.



About the Kyser Center for Economic Research

The Kyser Center for Economic Research was named in November 2007 in honor of the LAEDC's first Chief Economist, Jack Kyser. The Kyser Center's economic research encompasses the Southern California region, which includes: the counties of Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura. The center also tracks developments and produces forecasts, studies, and reports on the California, national and international economies.

The economy of the greater Los Angeles region is driven by more than its famed entertainment industry. The region's broad economic base also includes aerospace, automotive, biotechnology, fashion, manufacturing and international trade. The Kyser Center conducts research on the individual industries of the region to better understand ongoing changes in the economy.

The Kyser Center is highly regarded for its accurate and unbiased assessment of the economy. Kyser Center economists are also sought-after public speakers and frequent contributors to media coverage of the economy. At the heart of the Kyser Center is its mission to provide information, insights and perspectives to help business leaders, government officials and the general public understand and take advantage of emerging trends.

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LAEDC

Prepared for Otis College of Art and Design by the
Los Angeles County Economic Development Corporation.

2015 OTIS REPORT
ON THE
CREATIVE ECONOMY
OF THE
LOS ANGELES REGION

WHAT IS THE CREATIVE ECONOMY?

Creativity is one of the Los Angeles region's foremost economic assets and the creative economy is undeniably important to the region's economic growth. In this report, the creative economy is defined as the businesses and individuals involved in producing cultural, artistic, and design goods and services. It consists of creative professionals and enterprises that take powerful, original ideas and transform them into practical and often beautiful goods, or inspire us with their artistry.

The creative economy also includes organizations that provide a venue for artists to share their work with the public such as museums, art galleries and theaters. Finally, the creative economy includes activities one does not instinctively associate with creativity such as apparel, toy and furniture manufacturing - all industries that depend on good design.

In a broader sense, the creative economy must include a support system that teaches, nurtures and sustains creative activity: arts programs in preK-12 schools, post-secondary arts institutions to develop talent, and philanthropic foundations along with other nonprofit funding organizations to provide financial resources, incentives, and services to the creative arts.

In today's economy, the market value of products and services is increasingly determined by a product's uniqueness, performance and aesthetic appeal. More companies are seeking employees with creativity and out-of-the-box thinking as well as problem solving and communication skills. Business location decisions are also influenced by factors such as the availability of a creative workforce and the quality of life available to employees. The talent that drives the creative economy provides a competitive advantage that reaches across almost every industry in the Los Angeles region.

Regions acquire a competitive advantage when they attract creative employees because creative thinkers encourage innovation, which in turn fosters economic growth. In recent years, advanced technology jobs have been outsourced in much the same way basic manufacturing jobs have been sent offshore. But original artistic creation, innovative design and other higher-level creative work cannot be outsourced so easily. Creativity builds brand awareness and attracts talented people to a dynamic environment.

Because creativity is a dynamic function of humanity, the creative economy is a vibrant and vital force in society. Intellectual and aesthetic sensibilities lead individuals to express themselves through the arts, solve problems through design, and seek out what is beautiful and original. In many ways, the Los Angeles region is unique because of its combination of place, resources and open attitudes toward new ideas. This openness to new ideas and the ability to make associations and connections that other people do not see is one of the defining characteristics of creativity. Here, new ideas are constantly given form and brought to life by creative people.

NATIONAL AND GLOBAL ECONOMIC CONTEXT

The industries of the creative economy in the Los Angeles region respond to the ebbs and flows of the overall economy, not just locally and statewide, but nationally and globally as well. This section briefly summarizes recent and anticipated economic conditions and their likely effects on the state's creative industries.

The year 2015 was marked by steady growth in the U.S. economy, with gross domestic product (GDP) expected to match the previous year's growth rate of 2.4%. GDP growth has been modest, but it has also been steady and the source of solid job gains for several years running. By 2015, the U.S. was closing in on full employment with an unemployment rate of 5.0%. This was an important milestone for the economy, as it signals a return to a more normal labor market. At the same time, a pickup in wage gains drove growth in household incomes, and, in turn, consumer expenditures, which make up two-thirds of the domestic economy. Apart from the energy sector, most industries of the national economy grew, adding jobs and undertaking capital expenditures on technology, equipment, and buildings. International trade was a mixed bag in 2015. A stronger dollar enabled U.S. consumers and businesses to import more for less, but at the same time it made it more difficult for U.S. exporters to make sales given weakness among the nation's major trading partners.

GDP growth is expected to accelerate to 2.8% in 2016, with most industries adding jobs and continuing their capital expenditures. Wage gains will spur increases in consumer spending, while business spending will maintain momentum. Meanwhile, housing and construction is expected to do well as a result of demographic changes: the oldest Millennials are now in their early thirties, the stage of life to form new households and exert greater demand for both rental and owneroccupied housing. Inflation, which was nearly nonexistent in 2015, is increasing somewhat but will stay below two percent over the foreseeable future. Finally, international trade will again face challenges in 2016 as the dollar appreciates further and U.S. trading partners see only marginal improvement in their economies, if any at all.

California has outpaced the nation in terms of both economic growth and job creation over the past year. Nearly all of California's industries added jobs in 2015 and will do so again in 2016. With improvements across much of the state, California's unemployment rate has converged on long-run normal levels. Personal income, which has improved during the last several years, will grow more quickly going forward.

What does all this mean for the creative industries of the Los Angeles region? A number of creative industries are related directly or indirectly to real estate and construction: architecture and interior design, furniture and decorative arts, and product/industrial design. These industries should benefit from strength in real estate and construction during 2016. Other creative sectors may be more reliant on overall consumer spending or spending by individual consumer segments. These include art galleries, fashion, entertainment, toys, visual and performing arts, and digital media. Continued growth in consumer spending in the year 2016 should provide a boost to these industries. Both communications and printing and publishing may be facing structural changes, but they also tend to be pro-cyclical with the overall economy. As such, the outlook for continued growth implies that these sectors will see further expansion in the year ahead.

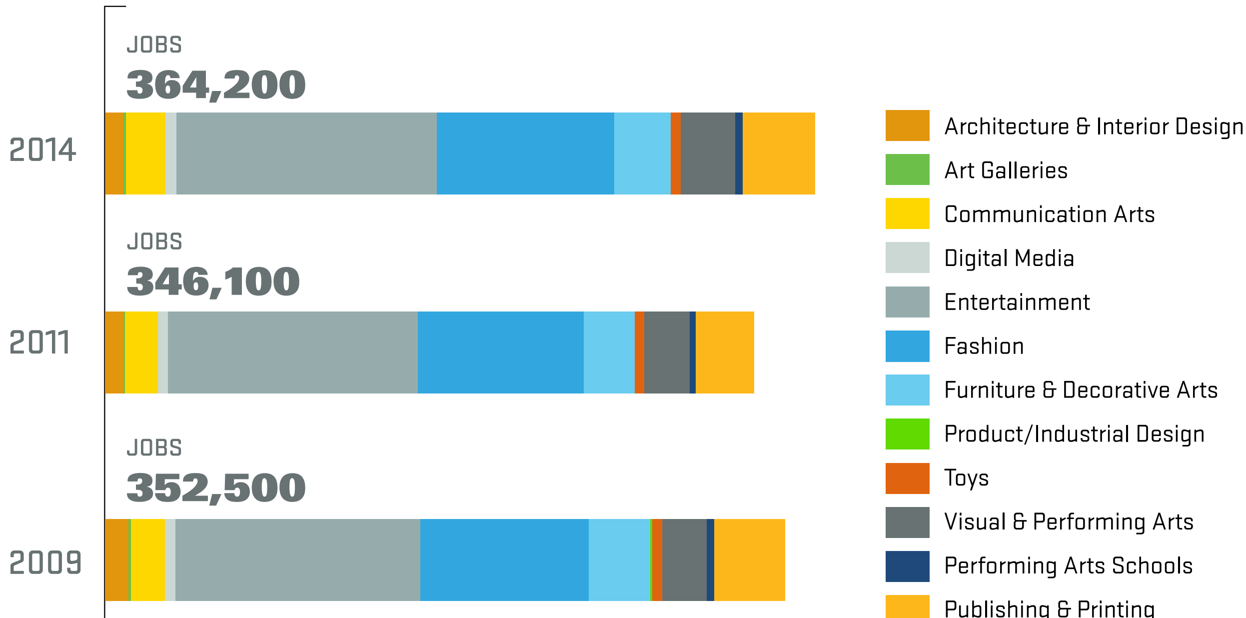
CREATIVE INDUSTRY TRENDS

EMPLOYMENT

A total of 364,200 wage and salary workers in Los Angeles County were employed directly in the creative industries in 2014. By sector, the largest employment counts were in entertainment (135,200 jobs), fashion (89,200 jobs), and publishing and printing (32,300 jobs). Although Los Angeles' iconic entertainment industry consistently employs the largest number of workers by far – over 37% of total wage and salary employment – the creative economy of Los Angeles is diverse with jobs distributed across a wide array of industries.

Direct employment in **Los Angeles County's** creative industries reached its peak in this cycle in 2007 at 400,500 jobs. Like total employment in the region, creative employment fell sharply during the recession. Los Angeles County as a whole recovered all of its recession-era job losses by 2014 and has been in record

JOB TRENDS IN LOS ANGELES COUNTY 2009–2014



Source: California EDD, QCEW Data

territory since then, but the creative economy is still 36,300 jobs shy of its pre-recession peak. The five-year period (2009-2014) examined in this report captures the end of the recession, recovery and expansion with a gain of 3.3% or 11,700 jobs. By comparison, last year's report covered the previous five-year period (2008-2013), which included the entire recession and the early recovery years, and saw employment decrease by 9.6% or 37,600 jobs.

Creative industries employment saw a larger decline relative to the overall regional economy (14.5% vs. 8.0%) during the recession and has been slower to recover. This can be explained in large part by the disproportionate share of manufacturing jobs in the creative economy. In 2014, manufacturing jobs were 10.0% of total nonfarm wage and salary employment in Los Angeles County, but 26.3% of total creative economy employment. Between 2009 and 2014, total job counts in the county's manufacturing sector declined by 7.2%, with manufacturing employment in the creative industries declining at a roughly similar rate (6.1%). With manufacturing accounting for a larger share of creative economy employment compared to the county as a whole, and with creative manufacturing experiencing similar job losses as other manufacturing sectors, the result has been a weaker turnaround in the creative industries overall when compared to total county employment.

It is encouraging to note that more recently the decline in employment in some manufacturing sectors has slowed or even reversed. While employment continues to contract in textiles and apparel manufacturing along with publishing and printing, jewelry, furniture and toy manufacturing have all posted small gains over the last five years.

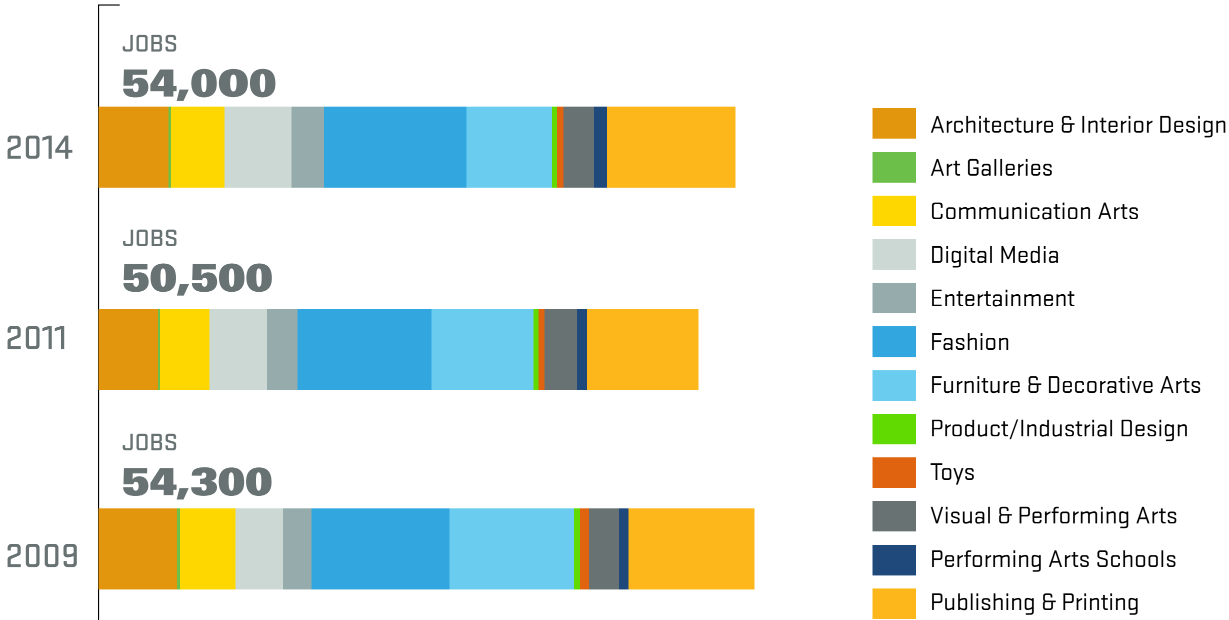
Although some manufacturing jobs are returning as the economy nears full employment, it is unlikely that manufacturing employment will regain prerecession levels. Over the past three decades, manufacturing has shifted to more capital intensive production, increasing output while using less labor. As a result, manufacturing employment has shown a trend decline, not just in the Los Angeles region, but across the U.S.

Conversely, the share of services employment has been on the rise: design, retail and wholesale. Service sector jobs that require specialized skills (which exist in abundance in Los Angeles) or serve the local population are much harder to outsource. Many local firms choose to maintain domestic design facilities and/or research and development activities in the U.S. precisely because these are high value-added activities, less easily replicated elsewhere. Between 2009 and 2014, creative industries employment in the service sector increased by 9.4%, with design and wholesale employment now accounting for 74% of creative industries employment.

Turning to more recent trends, creative industries employment in Los Angeles County increased by 2.4% or nearly 8,600 jobs in 2014 compared with the previous year. The creative industries grew marginally faster than the 2.3% growth rate posted for total private nonfarm employment in Los Angeles. Over the year, the visual and performing arts sector recorded the largest gain in both numerical and percentage terms, adding over 3,500 jobs, an increase of 12.6%. The entertainment industry also posted a notable gain, expanding by 2,500 jobs (1.9%). Within this sector, motion picture and video production employment, which accounted 77% of the jobs in the entertainment industry, increased by 2.5%. After posting small employment declines in 2012 and 2013, the expansion of the California Film Tax Credit may be having its intended effect, although at this early stage, overall improvement in the economy was probably a bigger factor.

Elsewhere, employment was up in architecture and interior design, digital media, furniture and decorative arts, publishing and printing, and at fine and performing arts schools. However, some industries recorded job declines over the year in 2014, notably art galleries, communication arts, fashion, product/industrial design and toys.

JOB TRENDS IN ORANGE COUNTY 2009–2014



Source: California EDD, QCEW Data

In **Orange County**, the creative industries employed nearly 54,000 direct workers in 2014. In contrast to Los Angeles County, the largest employment sector was publishing and printing with 12,700 jobs, followed closely by fashion with 11,100 jobs. Between 2009 and 2014, total creative industries employment in Orange County edged down by 0.5% or 300 jobs. A number of sectors saw strong gains in percentage terms, but the increase in the number of jobs was quite small. Architecture and interior design, and digital media both added 900 jobs, expanding by 18.1% and 20.3% respectively. Communication arts and fashion each added 400 jobs, while small gains were also recorded for toys, visual and performing arts, and fine and performing arts schools.

Relatively large losses were suffered by publishing and printing (down by 1,700 jobs); furniture and decorative arts (1,100 jobs); entertainment (500 jobs); and art galleries (100 jobs).

Comparing 2014 to 2013, creative industries employment in Orange County was up by 2,300 jobs (4.5%), the second largest annual gain since 2002 when this report series began. In comparison, overall employment in the county increased by 2.5%. In 2014, every creative industry sector in Orange County added jobs over the year with the exception of entertainment, which recorded a decline of 370 jobs distributed across every segment of the industry except motion picture distribution, which posted a slight gain.

CREATIVE LOS ANGELES: A COMPARISON

The Los Angeles region can clearly lay claim to being the Creative Capital of the U.S. With more than 418,000 wage and salary workers in the creative industries, the Los Angeles region is home to the largest number of creative workers of any metropolitan area in the country, outdistancing the New York City metropolitan area by 14,000 jobs, despite New York's larger job base. Chicago is a distant third with 134,000 jobs, while San Francisco and Seattle are fourth and fifth, each with fewer than 100,000 creative economy jobs.[2]

The Los Angeles region also had the highest concentration of creative workers of any major metropolitan area in the country with 8.4% of its wage and salary jobs in the creative industries. This placed it well ahead of New York where 5.4% of its jobs were in the creative industries. In fact, at 6.4% and 6.0% respectively, the San Jose and Seattle metropolitan areas each had higher concentrations of creative employment than New York, while San Francisco was just behind New York at 5.1%.[3]

2
New York had 7.5 million wage and salary workers in 2014, while Los Angeles had 5.0 million and Chicago had 3.8 million. San Francisco and Seattle each had less than 2 million wage and salary workers.

3
Among all Metropolitan Statistical Areas, Dalton Georgia has the highest concentration of creative employment at 34%. However, most of the creative employment is in just one industry (textile product mills), which accounts for 16,000 of 19,000 creative jobs in an Metropolitan Statistical Area with just 57,000 wage and salary workers.

TABLE 2:
Top 5 Creative Metro Areas in the U.S.

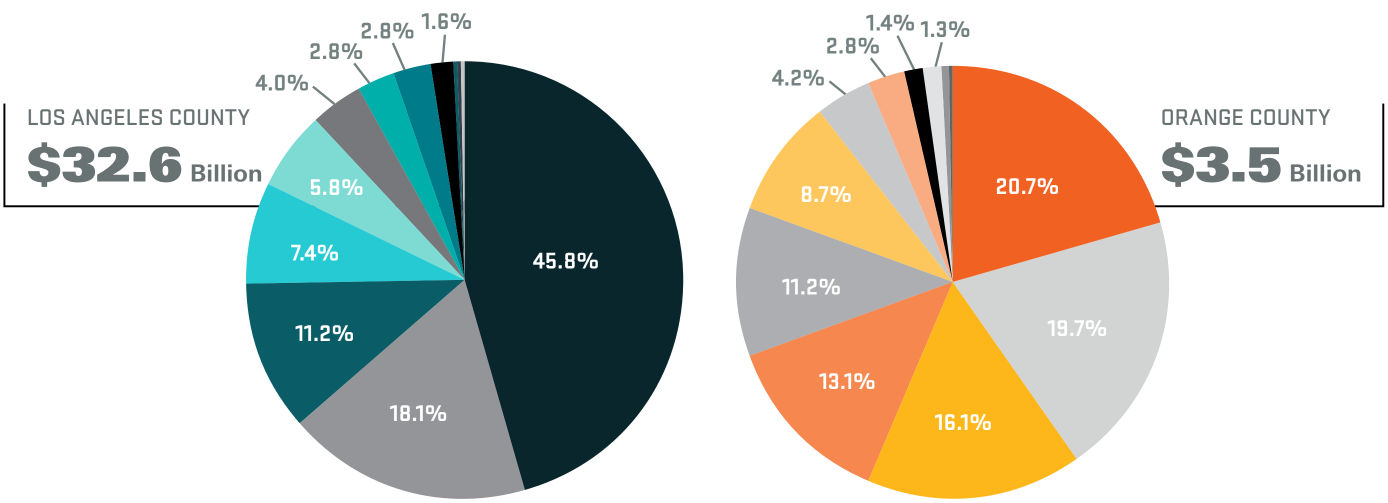
Metropolitan Statistical Area	Creative Jobs	Total Ware & Salary Jobs	Creative Share of Total
Los Angeles-Long Beach-Anaheim	418,200	4,955,400	8.4%
New York-Newark-Jersey City	402,900	7,515,400	5.4%
Chicago-Naperville-Elgin	133,800	3,794,400	3.5%
San Francisco-Oakland-Hayward	95,700	1,874,100	5.1%
Seattle-Tacoma-Bellevue	91,900	1,531,000	6.0%

LABOR INCOME

Total direct labor income in the creative industries of Los Angeles County amounted to $32.6 billion in 2014. Creative industries labor income in Orange County totaled $3.5 billion. The distribution of labor income across the creative economy provides a sense of how individual creative industries compare in size and economic contribution.

At $14.9 billion, the entertainment sector contributed the largest share (45.8%) to total creative industry payrolls in Los Angeles County. This also represents a slight increase in share from 45% in 2013. The visual and performing arts were a distant second at 18.1% ($5.9 billion), an increase from 17.7% last year; followed by fashion at 11.2% ($3.6 billion).

DIRECT LABOR INCOME OF THE CREATIVE INDUSTRIES IN 2014



45.8%	Entertainment
18.1%	Visual & Performing Arts
11.2%	Fashion
7.4%	Publishing & Printing
5.8%	Communication Arts
4.0%	Furniture & Decorative Arts
2.8%	Digital Media
2.8%	Architecture & Interior Design
1.6%	Toys
0.4%	Fine & Performing Arts Schools
0.2%	Art Galleries
0.1%	Product/Industrial Design

20.7%	Publishing & Printing
19.7%	Digital Media
16.1%	Fashion
13.1%	Architecture & Interior Design
11.2%	Furniture & Decorative Arts
8.7%	Communication Arts
4.2%	Entertainment
2.8%	Visual & Performing Arts
1.4%	Product/Industrial Design
1.3%	Toys
0.6%	Fine & Performing Arts Schools
0.2%	Art Galleries

In Orange County, total payroll was distributed across a broader range of industries. Publishing and printing generated the largest share – 20.7% ($727 million), while the next largest went to digital media with 19.7% ($691 million).

See the Industry Snapshots section of this report for the direct, indirect and induced labor income effects of individual industry sectors.

COUNTING THE SELF-EMPLOYED

A large and growing portion of the creative industries are driven by talented individuals who are self-employed. Although their contribution to the creative economy is significant, their activities are not captured in the federal and state employment data used to develop most of the job numbers in this report. The government does collect data separately on people who are classified as "nonemployer firms." These are firms consisting of one person with revenues but no additional employees. The latest nonemployer data come from the IRS for tax year 2013. It is important to note that some individuals may work on the payroll of an employer and be self-employed as well.

In 2013, there were 141,954 nonemployer firms in the creative industries in Los Angeles County and 24,450 in Orange County. Similar to trends in payroll employment, the number of self-employed individuals fell during 2008 and 2009, but turned around in 2010 and has achieved new record highs every year since 2011. In contrast, creative payroll employment is years away from regaining and surpassing its pre-recession peak.

In Los Angeles County, the number of nonemployer firms grew by 15.3% (18,823 firms) between 2008 and 2013 and in Orange County by 13.2% (2,859 firms). The growth of creative nonemployer firms closely tracks the increase in self-employed individuals across all industries: 15.2% in Los Angeles County and 11.7% in Orange County. In contrast, total wage and salary employment from 2008 to 2013 fell by 0.9% and 2.2% in Los Angeles and Orange counties respectively.

Visual and performing arts providers continued to make up the largest sector of nonemployer firms, particularly the subset of independent artists, writers and performers. Many of these people were involved in the entertainment industry as actors, screen writers, and set designers. A large number of independents also appeared in the communication arts sector as free-lance graphic artists and commercial or portrait photographers.

Revenues and receipts of creative nonemployer firms in Los Angeles County were $6.7 billion in 2013 with 40.5% of that total generated by independent artists, writers and performers. Revenues in 2013 were up by 12.7% compared with 2008. In Orange County, revenues grew by 8.8% to $967.5 million.

In spite of the overall increase between 2008 and 2013, a handful of nonemployer sectors in both Los Angeles and Orange County saw declines in the number of firms and revenues. In some cases, even though the number of firms in a sector contracted, revenues increased. In Los Angeles, employment and revenues declined in publishing and printing, while in furniture and decorative arts, a reduction in the number of firms was accompanied by an increase in revenues. In Orange County, there were declines in the number of firms and revenues for publishing and printing, while toys saw a decline in firms but a substantial gain in revenues.

In certain creative sectors, self-employment is more common than wage and salary employment (Table 3). In the visual and performing arts, there were over 2.7 self-employed persons in Los Angeles County for every salaried worker. In Orange County, the ratio was even more striking at nearly four to one. The communication arts also have a high number of self-employed workers relative to salaried employees. In 2013, there were 1.3 self-employed persons in Los Angeles County for every salaried employee, while in Orange County, there were two single-person firms for each salaried worker.

Growth rates of creative non-employer firms versus payroll employment also differed markedly by industry sector (Table 4). The fact that the growth of nonemployer firms overall continues to outpace that of wage and salary employment points to the increasing importance of self-employed individuals. This phenomenon is seen not only in the creative sectors but is occurring throughout the wider economy. One reason for this shift is that many of the jobs lost during the recession did not return with the recovery. This prompted some laid-off workers to start their own businesses as independent contractors. This is in part a cyclical effect that may gradually reverse itself now that job creation is proceeding at a healthier rate.

There is also a structural component affecting the growth of nonemployer firms in the creative industries. Competitive pressures stemming from globalization continue to exert enormous pressure on firms to cut costs. This has led to companies seeking efficiencies by using more part-time labor, more temporary labor, and outsourcing non-core tasks to independent contractors. Technological innovation has also played a role by enabling individuals to increase their productivity in ways that were not possible just a few years ago. This has allowed more creative people to strike out on their own as a matter of preference. The downside to this trend is the loss of many of the protections and benefits that come with being a wage and salary worker, prompting the question of whether a new category of worker needs to be defined.[4]

4 A Proposal for Modernizing Labor Laws for 21st Century Work: The "Independent Worker", Harris, Seth and Krueger, Alan; Brookings (December 2015).

TABLE 3:
RATIO OF SELF-EMPLOYED INDIVIDUALS TO SALARIED EMPLOYEES BY SECTOR, 2013

Industry Sector	Los Angeles County			Orange County		
	Nonemployers	Employees	Nonemploymer to Employee Ratio	Nonemployers	Employees	Nonemploymer to Employee Ratio
Architecture & Interior Design	4,937	10,300	0.48	1,699	5,300	0.32
Art Galleries	647	800	0.81	209	200	1.05
Communication Arts	26,954	20,000	1.35	8,477	4,100	2.07
Digital Media	---	5,800	---	---	5,200	---
Entertainment	20,084	132,700	0.15	1,569	2,400	0.65
Fashion	6,593	89,900	0.07	1,385	11,000	0.13
Furniture & Decorative Arts	1,601	28,600	0.06	511	6,600	0.08
Product/Industrial Design	---	400	---	---	400	---
Publishing & Printing	4,147	30,700	0.14	1,405	12,400	0.11
Toys	424	4,700	0.09	107	500	0.21
Visual & Performing Arts Providers	76,567	28,000	2.73	9,088	2,300	3.95

Note: Nonemployer data are not available for Digital Media and Product and Industrial Design
Source: California EDD QCEW data; Bureau of the Census Nonemployer Statistics

TABLE 4:
COMPARATIVE GROWTH RATES OF SALARIED EMPLOYEES TO SELF-EMPLOYED INDIVIDUALS, 2008-2013

Industry Sector	Los Angeles County		Orange County	
	Employees 2008-2013	Nonemployers 2008-2013	Employees 2008-2013	Nonemployers 2008-2013
Architecture & Interior Design	-27.9%	9.7%	-21.7%	7.5%
Art Galleries	-22.6%	1.9%	-50.3%	1.0%
Communication Arts	-3.1%	18.0%	-13.3%	19.6%
Digital Media	8.6%	---	23.9%	---
Entertainment	-7.3%	13.0%	-6.6%	21.3%
Fashion	-8.2%	5.5%	-13.1%	8.9%
Furniture & Decorative Arts	-21.0%	-3.8%	-39.4%	4.5%
Product/Industrial Design	-37.6%	---	-21.6%	---
Publishing and Printing	-20.8%	-1.0%	-17.7%	-5.6%
Toys	-21.0%	11.6%	-32.0%	-8.5%
Visual & Performing Arts Providers	7.6%	18.0%	-9.3%	12.8%
Total Employment Growth:	-9.6%	15.3%	-16.9%	13.2%

Note: Nonemployer data are not available for Digital Media and Product and Industrial Design
Source: California EDD QCEW data; Bureau of the Census Nonemployer Statistics

TABLE 5:
NUMBER OF NONEMPLOYER FIRMS FOR THE CREATIVE INDUSTRIES, 2008-2013

Creative Industry	NAICS Code	Los Angeles County						Orange County					
		2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
Architecture and Interior Design:		**4,500**	**4,311**	**4,525**	**4,666**	**4,748**	**4,937**	**1,580**	**1,601**	**1,660**	**1,677**	**1,713**	**1,699**
Architectural Services	54131	2,512	2,480	2,630	2,736	2,735	2,777	847	877	940	934	935	893
Drafting Serivces	54134	1,054	892	874	873	912	953	379	358	365	369	375	396
Landscape Design	54132	934	939	1,021	1,057	1,101	1,207	354	366	355	374	403	410
Art Galleries	45392	**635**	**623**	**627**	**628**	**655**	**647**	**207**	**208**	**209**	**196**	**205**	**209**
Communication Arts:		**22,849**	**23,071**	**24,161**	**25,191**	**26,166**	**26,954**	**7,090**	**7,214**	**7,718**	**7,916**	**8,226**	**8,477**
Specialized Design Services	5414	11,237	11,262	11,623	12,171	12,484	12,623	3,503	3,475	3,652	3,647	3,773	3,899
Advertising Agencies	5418	6,362	6,590	7,040	7,232	7,743	8,059	2,241	2,339	2,542	2,619	2,701	2,739
Photography Studios	541921	5,250	5,219	5,498	5,788	5,939	6,272	1,346	1,400	1,524	1,650	1,752	1,839
Entertainment:		**17,781**	**17,240**	**17,852**	**18,669**	**19,443**	**20,084**	**1,293**	**1,290**	**1,027**	**1,365**	**1,531**	**1,569**
Motion Picture/Video Production	5121	14,221	13,744	14,306	14,992	15,601	16,157	865	841	587	923	1,046	1,073
Sound Recording	5122	2,548	2,504	2,557	2,676	2,841	2,945	230	252	243	241	253	269
Broadcasting (except Internet)	515	1,012	992	989	1,001	1,001	982	198	197	197	201	232	227
Fashion:		**6,251**	**6,220**	**6,365**	**6,493**	**6,660**	**6,593**	**1,272**	**1,326**	**1,301**	**1,387**	**1,408**	**1,385**
Textile Mills Manufacturing	313	101	92	106	109	138	115	22	17	24	22	22	17
Apparel Manufacturing	315	2,039	2,025	2,022	2,041	2,161	2,129	416	443	443	469	471	469
Apparel Wholesaling	4243	2,424	2,460	2,559	2,588	2,620	2,588	568	555	521	581	574	560
Footwear Manufacturing	3162	53	50	51	45	57	63	na	5	3	6	10	11
Other Leather and Allied Prods Mfg	31699	122	106	110	105	106	116	15	17	13	19	26	18
Jewelry Wholesaling	42394	1,512	1,487	1,517	1,605	1,578	1,582	251	289	297	290	305	310
Furniture and Decorative Arts:		**1,665**	**1,598**	**1,594**	**1,602**	**1,637**	**1,601**	**489**	**515**	**493**	**479**	**498**	**511**
Textile Product Mills	314	142	127	124	119	144	140	29	26	28	32	36	37
Furniture Manufacturing	337	707	690	700	700	673	672	160	164	171	154	162	163
Furniture Wholesaling	4232	646	624	608	616	649	631	253	274	243	228	238	253
Pressed & Blown Glass & Glassware Mfg.	32721	90	90	94	99	97	91	23	25	23	33	35	37
Other Misc. Nonmetallic Mineral Product Mfg.	3279	80	67	68	68	74	67	24	26	28	32	27	21
Toys:		**380**	**379**	**355**	**398**	**402**	**424**	**117**	**117**	**107**	**113**	**115**	**107**
Toy Wholesaling	42392	380	379	355	398	402	424	117	117	107	113	115	107
Visual and Performing Arts Providers:		**64,880**	**64,140**	**67,378**	**70,714**	**73,212**	**76,567**	**8,054**	**7,911**	**8,185**	**8,527**	**8,853**	**9,088**
Performing Arts Cos.	7111	3,380	3,517	3,729	3,827	4,174	4,662	528	576	611	598	622	712
Agents & Managers of Artists, etc.	71141	3,935	3,950	4,231	4,530	4,719	4,642	459	432	470	488	515	463
Independent Artists, Writers, etc.	71151	57,303	56,455	59,220	62,138	64,108	67,059	7,029	6,866	7,071	7,394	7,656	7,869
Museums	7121	262	218	198	219	211	204	38	37	33	47	60	44
Publishing and Printing:		**4,190**	**4,107**	**4,111**	**4,131**	**4,299**	**4,147**	**1,489**	**1,478**	**1,481**	**1,495**	**1,424**	**1,405**
Printing & Related Support Activities	3231	1,363	1,410	1,394	1,379	1,401	1,340	578	594	605	577	559	524
Book, Periodical, Newspaper Wholesalers	42492	232	243	239	232	227	213	92	83	72	70	75	77
Publishing Industries (Except Internet)	511	2,595	2,454	2,478	2,520	2,671	2,594	819	801	804	848	790	804
Total Nonemployer Firms:		**123,131**	**121,689**	**126,968**	**132,492**	**137,222**	**141,954**	**21,591**	**21,660**	**22,181**	**23,155**	**23,973**	**24,450**

Note: Nonemployer data are not available for Digital Media and Product and Industrial Design
Source: Bureau of the Census Nonemployer Statistics

TABLE 6: REVENUES OF NONEMPLOYER FIRMS OF THE CREATIVE INDUSTRIES, 2008–2013

Value of shipments, sales, or receipts ($millions)

Creative Industry	NAICS	Los Angeles County						Orange County					
	Code	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
Architecture and Interior Design:		**$224.9**	**$179.0**	**$186.6**	**$186.1**	**$201.0**	**$217.7**	**$84.6**	**$66.5**	**$77.0**	**$80.8**	**$81.6**	**$92.1**
Architectural Services	54131	153.1	126.0	131.1	127.9	136.8	150.0	54.9	43.5	52.2	57.2	55.2	63.7
Drafting Services	541340	30.6	21.4	21.4	22.5	25.6	26.7	10.3	7.2	8.4	8.4	8.5	9.5
Landscape Design	54132	41.2	31.6	34.1	35.7	38.5	41.0	19.4	15.7	16.4	15.2	17.8	18.9
Art Galleries	**45392**	**50.6**	**38.7**	**42.0**	**43.4**	**45.5**	**48.8**	**13.9**	**13.9**	**11.6**	**14.9**	**13.5**	**12.2**
Communication Arts:		**1068.7**	**943.6**	**1035.8**	**1092.9**	**1159.9**	**1207.1**	**329.7**	**292.8**	**322.6**	**338.7**	**351.4**	**369.1**
Specialized Design Services	5414	484.3	417.3	460.1	489.1	517.4	532.3	160.7	133.8	140.5	148.9	153.0	164.0
Advertising Agencies	5418	384.5	354.6	388.8	409.6	437.8	463.6	132.5	123.4	144.1	147.4	151.4	154.8
Photography Studios	541921	199.9	171.6	186.9	194.1	204.7	211.2	36.4	35.6	37.9	42.3	47.0	50.4
Entertainment:		**873.4**	**805.1**	**825.2**	**884.0**	**943.3**	**949.8**	**50.2**	**47.5**	**51.4**	**57.2**	**59.2**	**52.6**
Motion Picture/Video Production	5121	703.4	659.5	677.1	726.2	778.1	785.8	35.8	35.3	34.4	39.8	41.6	36.5
Sound Recording	5122	123.1	103.7	104.5	113.2	119.7	115.6	7.2	5.9	6.9	7.4	8.0	7.2
Broadcasting (except Internet)	515	46.8	41.9	43.6	44.5	45.5	48.4	7.2	6.2	10.2	10.1	9.6	8.9
Fashion:		**686.4**	**618.8**	**658.5**	**706.5**	**690.0**	**690.6**	**99.2**	**89.7**	**93.7**	**112.9**	**109.0**	**109.8**
Textile Mills Manufacturing	313	3.0	3.3	3.1	4.7	7.1	6.2	.5	.4	.8	1.5	.5	.4
Apparel Manufacturing	315	125.7	110.8	118.7	117.2	116.8	117.4	20.4	21.0	23.5	27.2	25.6	28.1
Apparel Wholesaling	4243	314.5	293.3	324.2	348.3	345.0	341.5	56.1	50.0	46.2	59.5	54.7	50.2
Footwear Manufacturing	3162	2.9	3.3	3.2	2.4	2.1	2.7	n/d	.1	.1	.3	.5	.3
Other Leather and Allied Prods Mfg	31699	6.4	5.3	6.0	8.0	6.3	7.5	.9	.5	.8	.8	.4	.4
Jewelry Wholesaling	42394	233.9	202.8	203.4	226.0	212.8	215.3	21.3	17.6	22.4	23.6	27.4	30.4
Furniture and Decorative Arts		**125.1**	**112.6**	**108.2**	**120.0**	**122.7**	**125.5**	**43.9**	**39.9**	**37.7**	**40.9**	**40.0**	**44.5**
Textile Product Mills	314	9.1	11.7	11.7	9.1	8.9	8.7	.9	1.4	1.1	1.5	1.2	2.1
Furniture Manufacturing	337	47.3	44.0	41.3	48.5	44.3	51.9	11.1	11.1	11.3	9.2	10.0	9.8
Furniture Wholesaling	4232	58.9	51.3	46.2	52.0	58.3	55.6	27.8	24.6	22.6	26.2	23.9	27.9
Pressed & Blown Glass & Glassware Mfg.	327212	4.6	2.5	4.5	5.7	5.8	4.8	2.3	.8	.8	1.5	2.5	2.7
Other Misc. Nonmetallic Mineral Product Mfg.	327999	5.1	3.0	4.4	4.7	5.4	4.5	1.8	2.0	1.9	2.5	2.4	1.9
Toys:		**33.9**	**32.0**	**34.5**	**36.1**	**29.7**	**34.3**	**6.9**	**7.3**	**8.5**	**11.5**	**13.1**	**10.3**
Toy Wholesaling	42392	33.9	32.0	34.5	36.1	29.7	34.3	6.9	7.3	8.5	11.5	13.1	10.3
Visual and Performing Arts Providers:		**2657.5**	**2569.6**	**2672.3**	**2890.2**	**3144.7**	**3212.1**	**181.7**	**166.0**	**178.6**	**190.0**	**194.6**	**197.9**
Performing Arts Cos.	7111	194.6	181.3	196.4	191.4	213.8	221.0	14.1	13.6	15.1	15.7	17.3	19.9
Agents & Managers of Artists, etc.	71141	234.4	224.7	235.6	264.5	279.6	278.3	16.0	16.4	18.4	17.8	18.0	16.5
Independent Artists, Writers, etc.	71151	2222.6	2158.8	2236.4	2429.6	2645.5	2708.3	150.9	135.0	143.4	154.7	157.5	160.1
Museums	7121	5.8	4.8	3.9	4.7	5.8	4.5	.7	1.0	1.7	1.7	1.7	1.5
Publishing and Printing:		**216.1**	**195.2**	**206.4**	**202.1**	**208.4**	**206.1**	**79.2**	**70.3**	**76.5**	**77.6**	**75.0**	**78.9**
Printing & Related Support Activities	3231	78.7	74.6	81.0	77.6	83.8	75.1	38.8	36.8	41.6	43.2	41.9	40.7
Book, Periodical, Newspaper Wholesalers	42492	15.7	14.9	14.7	14.1	15.3	15.4	4.4	3.1	3.5	3.9	3.2	5.6
Publishing Industries (Except Internet)	511	121.7	105.7	110.7	110.4	109.3	115.5	36.0	30.4	31.4	30.5	29.9	32.6
Total Shipments, Sales or Receipts:		**$5,936.5**	**$5,494.5**	**$5,769.6**	**$6,161.2**	**$6,545.3**	**$6,692.1**	**$889.2**	**$793.8**	**$857.7**	**$924.6**	**$937.4**	**$967.5**

Note: Nonemployer data are not available for Digital Media and Product and Industrial Design

Source: Bureau of the Census Nonemployer Statistics

ECONOMIC CONTRIBUTION OF THE CREATIVE INDUSTRIES

EMPLOYMENT AND WAGES

While direct job counts in the creative industries of the Los Angeles region are impressive (418,200 in 2014), they are only one part of a much larger employment picture. Direct employees are those who actually work in the creative industries of the Los Angeles region. Indirect jobs are created when firms in these industries make purchases from their suppliers and vendors. Additional induced jobs are generated when the direct and indirect employees spend their wages on consumer goods and services. In that sense, every job within the creative sector supports or sustains other jobs in the region.

The ripple effect is substantial, giving rise to job gains and increases in income across a wide range of industries throughout the regional economy. In addition to the 418,200 direct jobs, the creative industries of the Los Angeles region generated 325,900 indirect and induced jobs for a total of 744,100 jobs in 2014, up from 612,400 in 2013. Moreover, labor income earned by these 744,100 wage and salary workers was $53.4 billion, up from $48.8 billion a year earlier.

The 166,404 nonemployer establishments in Los Angeles region's creative sector are excluded from the contribution analysis (direct, indirect and induced) in part because they are from a different year, and also to avoid double counting (an individual may do both contract work and be on a company payroll). However, this figure shows that a significant number of workers are employed as free-lance/contingent workers over and above the wage and salary jobs that are a part of the formal contribution analysis.

TAX EFFECTS

Activity in the creative sectors triggers jobs and spending, but it also results in tax revenues for state and local government that helps to fund local services like education and public safety. As with jobs, there is a ripple effect with tax revenues because the initial direct effects give rise to indirect and induced effects. The LAEDC calculated tax effects attributable directly and indirectly to the creative industries, including property tax, state and local income tax and sales tax revenues.

In the Los Angeles region, property taxes, state and local personal income taxes, and sales taxes generated directly and indirectly by the creative industries were $7.7 billion in 2014. By sector, fashion generated tax revenues of $2.0 billion, followed by entertainment at $1.9 billion, and publishing and printing at $670 million.

THE ECONOMIC CONTRIBUTION OF THE CREATIVE INDUSTRIES

In terms of their overall contribution to the state economy, the creative industries of the Los Angeles region generated $176.9 billion in economic output in 2014, an increase of $37.1 billion (25.5%) over the previous year, the combined result of economic growth, employment growth, and increased labor productivity. Of the $176.9 billion in economic output, $109.1 billion was value added (corporate profits and labor income). This net economic contribution of $109.1 billion was the equivalent of 12.3% of the region's gross product of $861 billion in 2014.

TABLE 7:
ECONOMIC CONTIRBUTION OF THE CREATIVE INDUSTRIES, 2014

Direct Impact		Total Impact	
Direct Jobs	418,200	Direct, Indirect and Induced Jobs	744,100
Nonemployer Establishments (2013)	166,404	Output ($Billions)	$176.9
Labor Income ($Billions)	$36.1	Labor Income ($Billions)	$53.4
		Taxes ($Billions)	$7.7

LOOKING AHEAD: THE CREATIVE ECONOMY IN 2019

The Los Angeles region marked another year of steady progress in 2015, following the cyclical expansion of the national economy. With employment growing faster than the nation, the region is expected to add over 130,000 jobs in 2015. Most industries have experienced job gains, with relatively small declines among those seeing job losses. Employment growth in the region has been led by gains in health care services, professional and business services employment, and the trade industries. Meanwhile, manufacturing employment continues to face pressure as global competition drives efficiency gains and increased automation.

Creative industries have generally participated in cyclical job gains. In a general sense, improvements in the overall economy have lifted household incomes with resulting increases in spending on entertainment, clothing, and other consumer goods. The cyclical expansion in real estate has driven large gains in architecture and interior design along with furniture and decorative arts. On the other hand, the ongoing digital revolution has fueled rapid expansion in digital media.

Will these trends continue? This section looks ahead to 2019, first with projections for the overall economy, followed by employment projections for the creative industries.

Between 2014 and 2019, California's wage and salary jobs are expected to grow by approximately two percent per year, exceeding the nation's pace of job growth throughout the period. Most of the state's industries will add jobs throughout the period, led by health care, professional and business services, construction and real-estate related activities, and leisure and hospitality. California's unemployment rate will remain below six percent, approaching the U.S. rate but remaining marginally higher, consistent with the long-term trend.

Los Angeles County's economy will see an average job growth rate of 1.2% from 2014 through 2019, but annual rates will diminish from 2.0% in 2015 to 0.5% in 2019. With these job gains, the unemployment rate in the county will approach six percent by 2019. Orange County will see job gains of about two percent per year, closer to the state's trajectory, and resulting in an unemployment rate that will approach four percent.

The LAEDC projects that creative industry employment in the Los Angeles-Orange County region will grow by 7.2% from 2014 through 2019, roughly on par with the projected growth rate for all wage and salary jobs in the region. Creative industry job counts will climb from 413,700 in 2014 to 443,500 wage and salary jobs in 2019, an increase of 29,800 jobs over the period. Growth is expected across the entire creative economy but the pace will vary by industry. The largest percentage gains will occur in those industries that are tied to real estate and construction activity: architecture and interior design, furniture and decorative arts, and industrial design. Improvement in the overall economy will yield increases in household incomes that will spur growth in art galleries, entertainment, and toys. While job gains will ensue over the period, creative employment will still fall short of the pre-recession peak of 464,100 from 2007, mainly due to recession-era declines in entertainment and manufacturing-related creative industries.

The figures above and those cited below for Los Angeles and Orange counties track changes in wage and salary employment only. As noted earlier in this report, many creative industries rely to varying degrees on free-lance workers and independent contractors along with wage and salary employees. As such, the historical and projected job counts cited here generally under-estimate total creative employment overall and employment in the individual industries.[5]

5 These figures also do not include employment and fine and performing arts schools.

Los Angeles County: Total creative industry employment in Los Angeles County has seen increases over each of the last four years. This trend will continue over the forecast period, with an increase of more than 25,000 (7.0%) from 360,300 wage and salary jobs in 2014 to 385,400 in 2019.

The largest numeric gain (4,800 jobs) will occur in the creative sector with the largest employment base, entertainment, followed by increases in visual and performing arts (4,400), furniture and decorative arts (4,300), and fashion (4,100). These four industries will account for 70% of the job gains, but other industries will see modest gains as well.

Product/industrial design, the smallest of the creative industries by job count with just over 400 workers, will see the largest percentage increase at 20.9%, which is equivalent to an increase of less than one hundred jobs. Several other industries will experience double-digit percentage increases, notably communications arts, architecture and interior design, digital media, furniture and decorative arts, and visual and performing arts.

Orange County: Creative industry employment in Orange County increased in two of the last three years, with a robust 5.3% gain occurring in 2014. Having added nearly 2,700 jobs over the previous year, wage and salary employment in the county stood at 53,400 in 2014. Job gains are anticipated over the forecast period with employment reaching 58,100 by 2019, a 9.7% increase.

Architecture and interior design will lead the county's creative industries with both the largest numeric gain (1,100 jobs) and the largest percentage increase (18.9%). Publishing and printing, fashion, furniture and decorative arts and communications arts will all see gains of between 600 and 900 jobs over the period. Smaller gains will occur in other sectors. In percentage terms, product/industrial design (14.6%), visual and performing arts (14.6%), and communication arts (13.3%) will follow architecture and interior design with increases in the low teens. Large single-digit increases are expected among the remaining industries.

TABLE 8:
LOS ANGELES COUNTY EMPLOYMENT FORECAST

Creative Industry	Number of Jobs (thousands)		2014-2019 Change	
	2014	2019f	Number	Percent
Architecture & Interior Design	11.3	13.2	1.90	16.8%
Art Galleries	0.8	0.8	0.01	1.3%
Communication Arts	19.9	23.6	3.70	18.8%
Digital Media	6.1	7.1	1.00	16.0%
Entertainment	135.2	140.0	4.80	3.6%
Fashion	89.2	93.2	4.10	4.6%
Furniture & Decorative Arts	28.9	33.1	4.30	14.8%
Product/Industrial Design	0.4	0.5	0.09	20.9%
Publishing and Printing	32.3	33.0	0.70	2.2%
Toys	4.7	4.8	0.10	2.6%
Visual & Performing Arts Providers	31.5	35.9	4.40	13.9%
Totals:	**360.3**	**385.4**	**25.11**	**7.0%**

Source: California EDD LMID, QCEW data; forecasts by LAEDC

TABLE 9:
ORANGE COUNTY EMPLOYMENT FORECAST

Creative Industry	Number of Jobs (thousands)		2014-2019 Change	
	2014	2019f	Number	Percent
Architecture & Interior Design	5.9	7.1	1.10	18.9%
Art Galleries	0.2	0.2	0.01	5.6%
Communication Arts	4.3	4.9	0.60	13.3%
Digital Media	5.2	5.6	0.40	7.9%
Entertainment	2.5	2.6	0.14	5.6%
Fashion	11.1	11.8	0.80	6.8%
Furniture & Decorative Arts	7.9	8.7	0.80	9.5%
Product/Industrial Design	0.5	0.6	0.07	14.6%
Publishing and Printing	12.7	13.7	0.90	7.5%
Toys	0.5	0.5	0.03	6.4%
Visual & Performing Arts Providers	2.6	3.0	0.40	13.8%
Totals:	**53.4**	**58.1**	**5.20**	**9.7%**

Source: California EDD LMID, QCEW data; forecasts by LAEDC

INDUSTRY SNAPSHOTS

ARCHITECTURE AND INTERIOR DESIGN

This sector includes firms that specialize in architectural services, interior design and landscape design.

Architects create beauty from functional and structural necessity. Without beauty (a highly subjective quality to be sure), a building is merely functional, while good architecture surprises, inspires and delights the observer. Interior designers make interior space functional, safe and beautiful for almost any type of building including homes, offices, restaurants, retail stores, hotels and airports. Interior designers must also understand how the look and feel of a space will affect the people who use it.

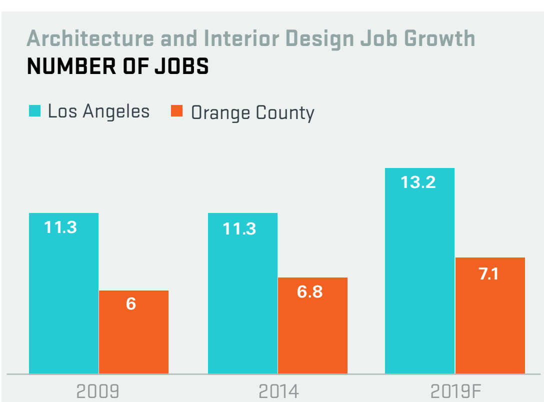
The art of landscape designers achieves a balance between the man-made and natural environments. Their work combines art, environmental sciences and ecology. Great landscape design not only creates beautiful outdoor space but can also restore sensitive ecosystems, reduce hospital stays, and conserve energy.

Los Angeles is not always the first place that comes to mind when thinking of great architecture, but the region is home to some of the world's most renowned architects and a number of iconic buildings. Many of these harbor other creative activities, such as the Walt Disney Concert Hall, the Pacific Design Center, or the new Broad Museum. The greater Los Angeles region can also take pride in the numerous public and private interior spaces as well as parks, gardens and open spaces that make the region's communities so inviting.

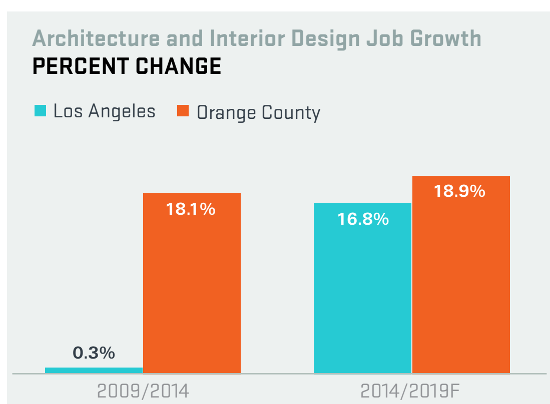
TABLE 10: ECONOMIC CONTRIBUTION OF THE ARCHITECTURE AND INTERIOR DESIGN INDUSTRY, 2014

Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2012)	Total (Direct, Indirect, Induced) Contribution			
					Output ($billions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	1,799	11,300	$908.8	4,937	$3.1	20,300	$1,367.4	$109.5
Orange County	765	5,900	462.2	1,699	1.5	10,400	704.3	57.2
Total	2,584	17,200	$1,371.0	6,636	$4.6	30,700	$2,100.0	$166.7

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers
Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC

ART GALLERIES

Los Angeles is a world-class art city, attracting ever growing numbers of influential collectors from around the globe. "You can't deny there's been a rush to Los Angeles in terms of the creative community," Michael Govan, director of the Los Angeles County Museum of Art told the New York Times.[6] From "art neighborhoods" to warehouse districts located in old industrial areas of downtown, Los Angeles is home to a growing number of galleries featuring contemporary and traditional fine art, paintings, glass art, sculpture, fine art photography and other types of visual art.

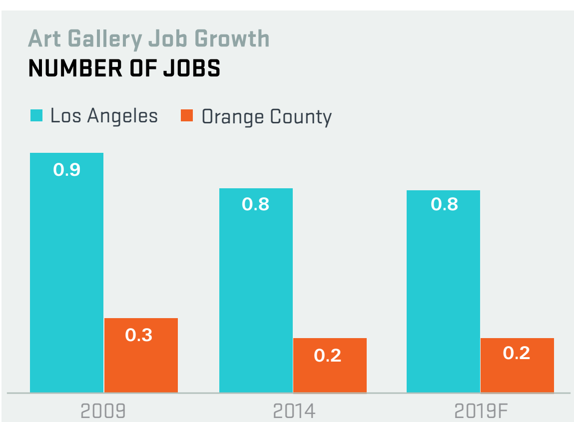
The presence of artists and art galleries not only enhances the quality of life for local residents, they are a major draw for cultural tourists as well. Apps and websites such as Curate LA have sprung up to help locals and tourists alike discover, navigate and explore the many openings and exhibitions around the region.

6
Ryzik, Melena, "New Art Galleries Enjoy a Los Angeles Advantage: Space" (September 16, 2015) www.nytimes.com/2015/09/17/arts/design/new-art-galleries-enjoy-a-los-angeles-advantage-space.html.

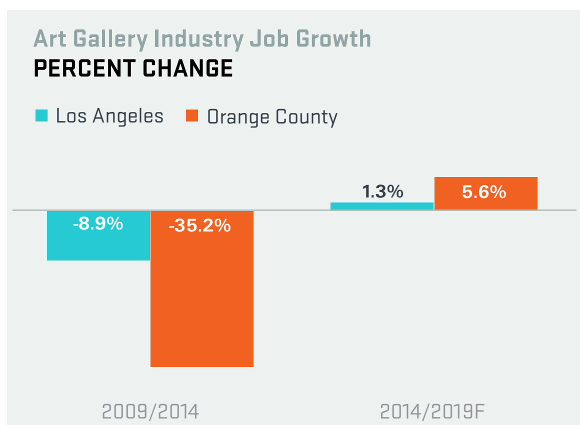
TABLE 11: ECONOMIC CONTRIBUTIONS OF ART GALLERIES, 2014

Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2012)	Total (Direct, Indirect, Induced) Contribution: Output ($millions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	231	800	$55.6	647	$78.9	1,100	$70.1	$9.3
Orange County	49	200	6.4	209	14.2	200	8.5	1.7
Total	280	1,000	$62.0	856	$93.1	1,300	$100.0	$11.0

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers
Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC

COMMUNICATION ARTS

Individuals working in the communication arts combine art and technology to communicate ideas through images and other communications media. This diverse sector is dominated by advertising agencies and firms that specialize in graphic design, and includes commercial and portrait photographers.

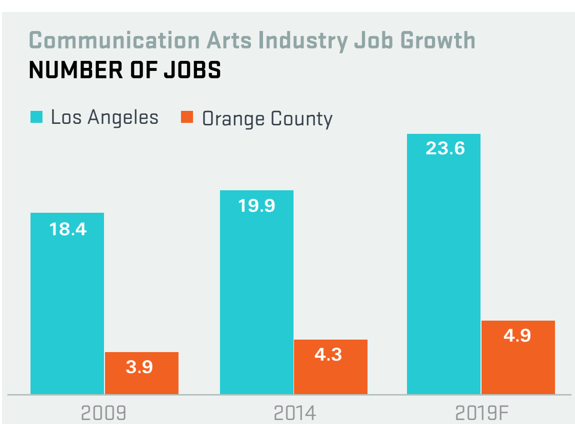
Advertising firms employ creative staff to design the content and visual elements of client ad campaigns. Working with both text and images, advertising firms create visual concepts using computer software to communicate ideas that inspire, inform or captivate consumers. They help to make an organization recognizable by selecting colors, images or logo designs that represent a particular idea or identity.

Graphic arts designers are the next largest sector. Graphic designers create "visual solutions" to communications problems using both digital and print media. Graphic designers are involved in the production of magazines, newspapers, corporate reports and other publications. They also design packaging, brochures and logos for products and businesses. An increasing number of graphic designers are involved in developing material for the Internet, interactive media and multimedia projects.

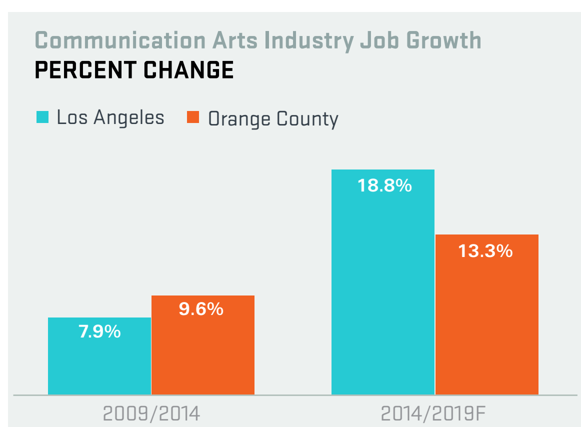
TABLE 12: ECONOMIC CONTRIBUTION OF THE COMMUNICATION ARTS INDUSTRY, 2014

Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2013)	Total (Direct, Indirect, Induced) Contribution			
					Output ($billions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	2,256	19,900	$1,898.4	26,954	$6.3	34,300	$2,606.2	$234.6
Orange County	654	4,300	305.7	8,477	1.2	6,900	444.4	42.4
Total	2,910	24,200	$2,204.1	35,431	$7.5	41,200	$3,050.6	$277.0

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers
Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC

DIGITAL MEDIA

The digital media industry in Southern California is closely related to the region's importance as the epicenter of the nation's entertainment industry and the high concentration of video game developers. The actual size of the digital media industry is difficult to calculate. There is still no precise definition of the industry, nor is there a way to cull digital media activities out of data for related sectors such as motion picture production, publishing or software design.

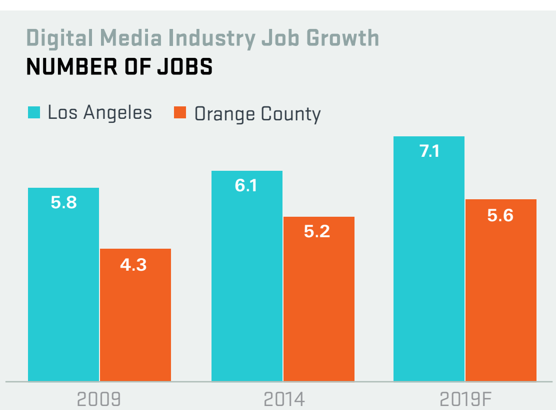
Digital media artists work in 3D/2D entertainment arts (games, animation, film), imaging (editorial, retail, comic, info-graphics), video and motion graphics (TV, web, film, corporate), and interactive media (web, mobile). Individuals working in digital media may also be employed by architectural firms to create 3D images of building designs or in the fashion industry engaged in textile design. Others work for advertising agencies and computer systems design firms and independent specialized design companies. Additionally, with the growth of digital media in entertainment, more and more digital artists are moving onto the payrolls of film studios.

Despite its potential to impact other creative sectors, traditional data sources do not fully reflect total employment in the digital media industry. Beyond industry employment, a large number of software programmers are independent contractors who are not captured by traditional data sources. Many also work for firms in other industries. While software publishing is the industry that best fits this activity and is used to produce the figures below, the employment and economic contribution of digital media activities in Southern California is much larger than indicated.

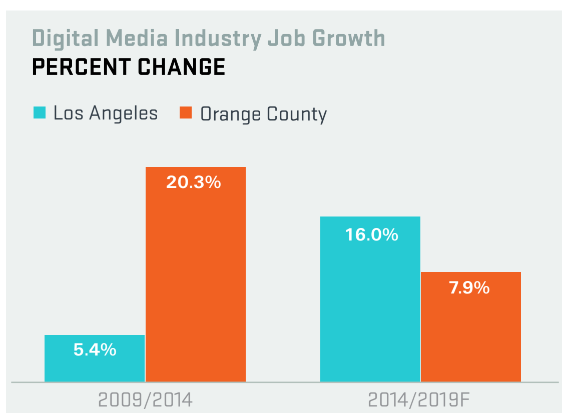
TABLE 13:
ECONOMIC CONTRIBUTION OF THE DIGITAL MEDIA INDUSTRY, 2014

Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2013)	Total (Direct, Indirect, Induced) Contribution: Output ($billions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	199	6,100	$900.1	n/a	$3.1	12,500	$1,223.1	$116.8
Orange County	124	5,200	691.0	n/a	2.9	10,200	959.7	96.9
Total	323	11,300	$1,591.1	n/a	$6.0	22,700	$2,182.8	$213.7

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers
Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC

ENTERTAINMENT

The entertainment industry is a cornerstone of the Los Angeles regional economy. Activity related to the motion picture and sound-recording industry generates huge economic benefits for the region both directly and indirectly. Filming on sound stages and on-location employs actors, camera operators and directors, but as the final credits roll, it becomes clear that the production of a movie requires workers across sectors as diverse as technical services, transportation, food services and security. Behind the scenes, the entertainment industry provides jobs for accountants, lawyers and insurance firms. Film studios and related activities are also users of large amounts of office and industrial real estate. In addition, the entertainment industry is a major source of export revenues for the region because of the royalties earned overseas by locally produced films and TV shows.

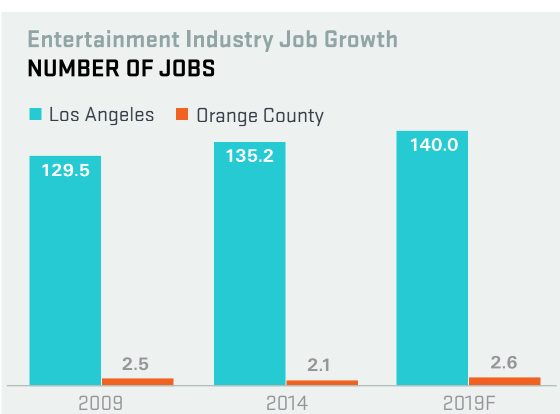
Several activities are included here: sound recording, motion picture and TV production, and cable TV broadcasting as well as radio stations. Musicians might be included here for recording film scores, but since many perform on the stage as well as in the studio, they may be counted as employees or as nonemployer firms in the visual and performing arts sector.

TABLE 14: ECONOMIC CONTRIBUTION OF THE ENTERTAINMENT INDUSTRY, 2014

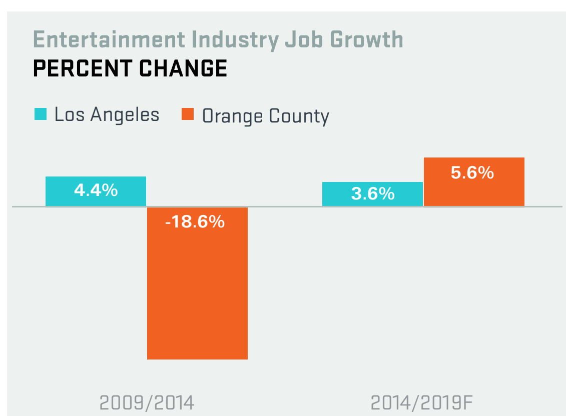
Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2013)	Total (Direct, Indirect, Induced) Contribution Output ($billions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	6,696	135,200	$14,919.0	20,084	$83.0	239,000	$20,427.6	$2,854.9
Orange County	248	2,100	$149.2	1,569	1.4	4,000	272.7	31.7
Total	6,944	137,300	$15,068.2	21,653	$84.4	243,000	20,700	$2,886.6

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers

Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC

FASHION

Apparel design, manufacturing and wholesaling make significant contributions to the Southern California economy, particularly in Los Angeles County. The fashion industry in Orange County is smaller, but has crafted its own identity distinct from Los Angeles. Southern California's fashion industry also includes textiles and jewelry manufacturing and design, as well as footwear, handbags and cosmetics manufacturing and wholesaling.

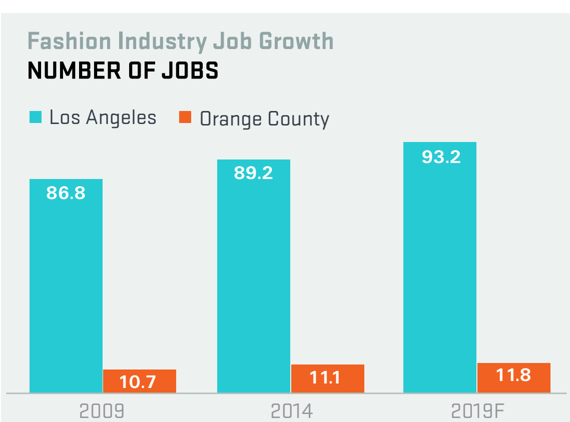
Together, Los Angeles and Orange counties employ the largest number of apparel workers in the United States and together, are one of the few places in the U.S. where apparel continues to be manufactured on a large scale. Although production of most apparel items has largely shifted to lower wage countries in Latin America and Asia, high-end items that require strict quality control and specialized skills or processing are often manufactured locally. On the opposite end of the manufacturing spectrum, the local industry is likewise a leader in "fast-fashion" – the high-volume production of inexpensive clothing reflecting current fashion trends that may come and go by the time a container makes the voyage from Asia to Los Angeles.

Design-related activity also contributes to maintaining the apparel industry's presence in Southern California. One of the great strengths of the local fashion industry is the designers responsible for the global appeal of the "Made in L.A." label. The many apparel design and merchandizing schools that are located in the region attract talented students from all over the world. Fashion is also closely linked with the entertainment industry and the region's energetic art scene.

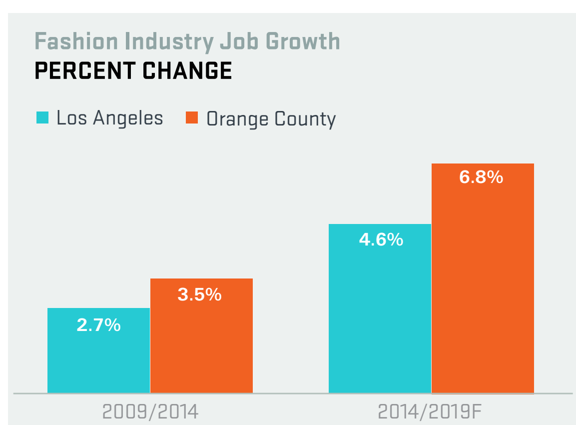
TABLE 15: ECONOMIC CONTRIBUTION OF THE FASHION INDUSTRY, 2014

Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2013)	Total (Direct, Indirect, Induced) Contribution			
					Output ($billions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	6,762	89,100	$3,648.3	6,593	$26.3	141,900	$6,564.7	$1,788.3
Orange County	697	11,200	567.3	1,385	3.7	18,000	981.0	251.2
Total	7,459	100,300	$4,215.6	7,978	$30.0	159,900	$7,545.7	$2,039.5

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers
Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC

FURNITURE AND DECORATIVE ARTS

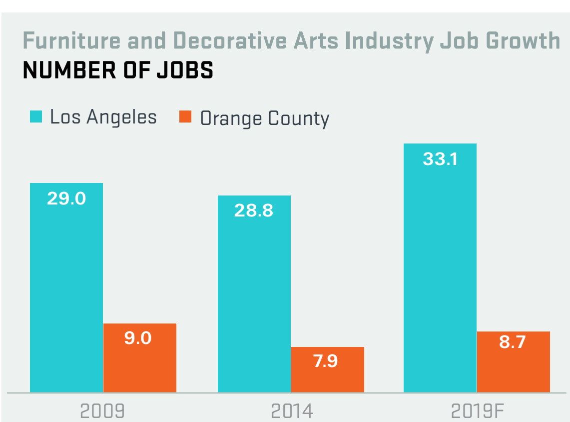
This industry group includes firms that manufacture, warehouse, import and export furniture. This includes the furniture marts such as the Pacific Design Center and the L.A. Mart. It also includes textile mills (e.g. sheets, towels and fabric window treatments), and china and pottery producers. Like apparel, these items are frequently designed locally, produced in Asia and shipped back to the U.S. for domestic distribution. The furniture marts have regular shows where manufacturers exhibit their products to wholesale buyers from around the nation.

Furniture and home furnishings is a sector that exemplifies the tension between localization and globalization. While the region's manufacturers face growing competition from inexpensive labor overseas, local designers continue to produce innovative and beautiful furnishings. Southern California is also home to hundreds of small artisans who produce hand-crafted and one-of-a-kind pieces. Additionally, the region's universities and colleges offer a number of top-rated design programs that attract students from around the world.

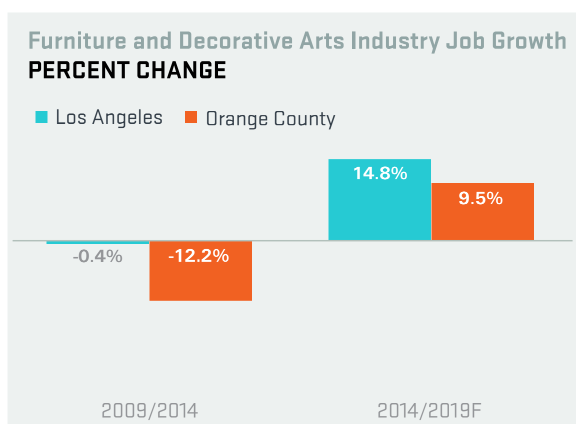
TABLE 16: ECONOMIC CONTRIBUTION OF THE FURNITURE AND DECORATIVE ARTS INDUSTRY, 2014

Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2013)	Total (Direct, Indirect, Induced) Contribution Output ($billions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	1,607	28,800	$1,291.7	1,601	$8.6	44,700	$2,157.5	$495.2
Orange County	486	7,900	393.3	511	2.5	12,200	642.6	121.7
Total	2,093	36,700	$1,685.0	2,112	$11.1	56,900	$2,800.1	$616.9

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers
Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC

PRODUCT/INDUSTRIAL DESIGN

Industrial designers develop the concepts for manufactured products, such as cars, home appliances, and mobile devices. They combine art, business, and engineering skills to make the products that people use every day. A product designer focuses on the user experience, creating style and function for a particular object. Most specialize in a particular product category such as medical equipment or consumer electronics. Other product designers may develop ideas for furniture, sporting goods or lifestyle accessories.

Producers of consumer products can no longer expect to catch the attention of the public with a product that is reasonably priced and merely functional. It must also be designed to be beautiful, unique and meaningful.

The figures shown below reflect specialized design firms that serve as outside contractors or independent consultants to manufacturers and construction firms. However, many product and industrial designers are direct employees of companies that produce and sell a wide variety of consumer products. The data in this report capture those working in creative industries like apparel or furniture manufacturing, but do not include individuals working in other industries (e.g. custom fabricated metal products or aerospace). Thus, though it is difficult to quantify, the real design base in the region is larger than shown.

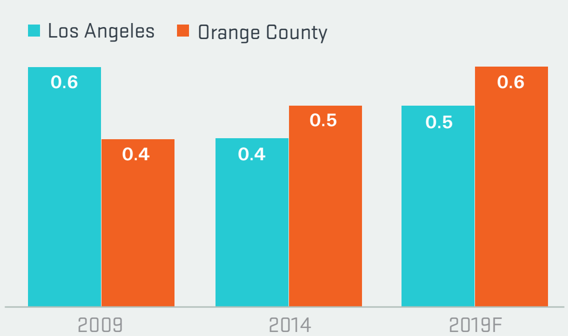
TABLE 17: ECONOMIC CONTRIBUTION OF THE PRODUCT/INDUSTRIAL DESIGN INDUSTRY, 2014

Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2013)	Total (Direct, Indirect, Induced) Contribution			
					Output ($millions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	112	400	$23.5	n/a	$63.4	600	$31.7	$3.1
Orange County	52	500	48.1	n/a	80.6	800	61.9	5.2
Total	164	900	$71.6	n/a	$144.0	1,400	$93.6	$8.3

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers

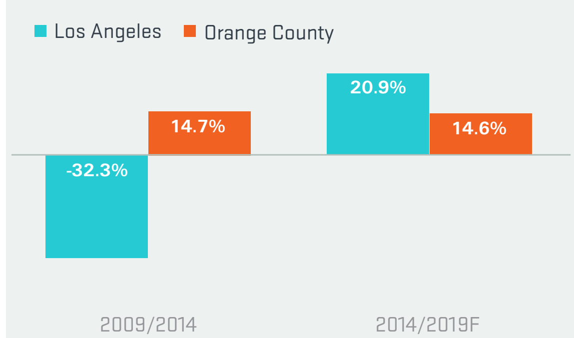
Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC

Product and Industrial Design Industry Job Growth
NUMBER OF JOBS



Source: California EDD, ES202 data; forecasts by LAEDC

Product and Industrial Design Industry Job Growth
PERCENT CHANGE



Source: California EDD, ES202 data; forecasts by LAEDC

PUBLISHING AND PRINTING

The traditional publishing and printing sector encompasses two distinct functions. Publishers produce and disseminate literature, artwork or information through books, newspapers and periodicals, directories and mailing lists, greeting cards and other materials. Printers engage in printing text and images on paper, metal, glass, apparel and other materials. This sector also includes libraries and archives, and internet publishing.

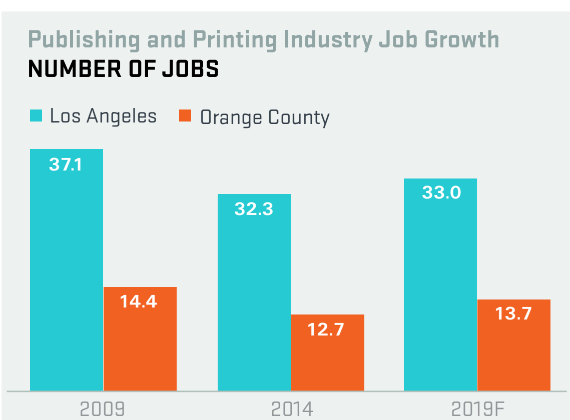
Although printing and publishing continue to be an important manufacturing industry in Southern California, it is a sector that has experienced large declines in the number of firms and workers employed over the last five years. Digital publishing displaces print media more and more each year. Growing numbers of individuals and businesses are accessing, reading and storing information in electronic formats. Digital printing technologies have also allowed smaller companies to compete in the same market as large commercial printers, while the low cost of digital printing has encouraged firms to bring their printing needs in-house.

TABLE 18: ECONOMIC CONTRIBUTION OF THE PUBLISHING AND PRINTING INDUSTRY, 2014

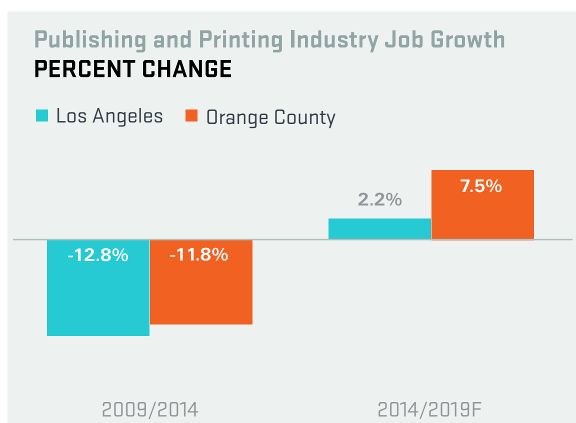
Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2013)	Total (Direct, Indirect, Induced) Contribution			
					Output ($billions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	2,031	32,300	$2,394.7	4,147	$16.6	78,500	$4,840.1	$519.2
Orange County	778	12,700	726.8	1,405	4.7	24,700	1,397.6	150.7
Total	2,809	45,000	$3,121.5	5,552	$21.3	103,200	$6,237.7	$669.9

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers

Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC

TOYS

The toy industry in the United States is highly concentrated. The top 50 toy companies in the nation generate 75% of the industry's revenues. If one were to trace a route along the 405 freeway from Van Nuys to Irvine, one would find that eight of the world's largest toy companies are either headquartered or have offices within that narrow corridor.

While the job numbers are modest, Southern California is a major force in the toy industry, having introduced a number of "firsts" to toys chests around the world such Barbie and Hot Wheels, which have remained popular with generations of children. Company names include Mattel (the world's largest toy maker), Spinmaster, Jakks Pacific, Funrise, Mega Toys, Imperial toys and The Maya Group.

Much of the actual manufacturing of toys takes place in Asia, but most design and marketing functions have been retained in the Los Angeles region because of the local creative talent pool and supportive training programs at nearby educational institutions. Toy companies are also drawn by the region's extensive warehouse and distribution system.

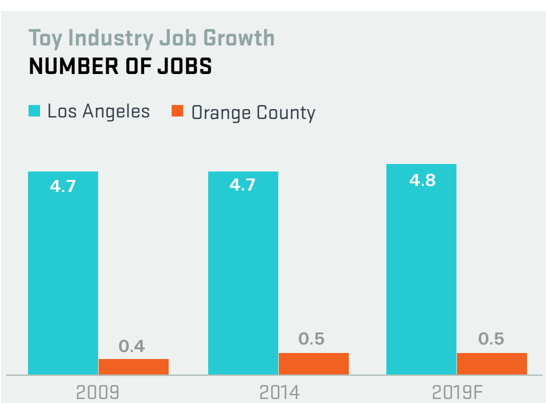
The Southern California toy industry benefits from its close ties to the area's entertainment industry through licensing agreements with the major film studios. Movie characters become toys (Frozen, Star Wars) and toys (Legos, Transformers) are made into movies. Approximately 30% of all toys sold in the U.S. are licensed.

Hollywood and the entertainment industry also help to draw design talent to the region. In addition to the entertainment industry, local toy designers draw inspiration from the fashion industry, textiles, food and music.

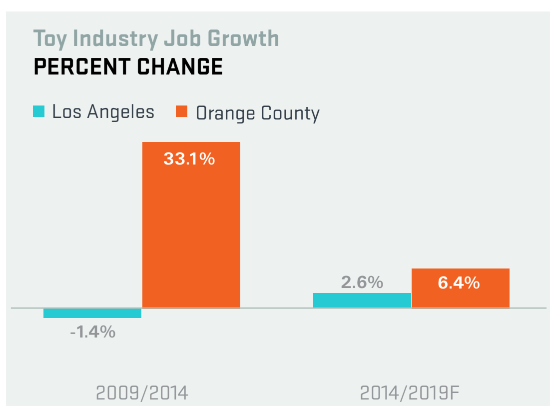
TABLE 19: ECONOMIC CONTRIBUTION OF THE TOY INDUSTRY, 2014

Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2013)	Total (Direct, Indirect, Induced) Contribution Output ($billions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	233	4,700	$513.5	424	$1.7	9,300	$762.4	$173.6
Orange County	47	500	45.7	107	0.2	900	70.8	18.7
Total	280	5,200	$559.2	531	$1.9	10,200	$833.2	$192.3

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers
Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC

VISUAL AND PERFORMING ARTS

The Los Angeles region is home to an impressive number of internationally renowned arts institutions, world-class symphonies, opera and ballet companies, and theater troupes, many of which are housed in concert halls and theaters that are works of art in their own right.

Activities in this group include theater and dance companies, musical groups, other performing arts companies and museums, as well as independent artists, writers, entertainers and their agents and managers. Many of these firms are nonprofit organizations.

Surveys of people's attitudes toward the performing arts have shown that the arts are viewed as improving the quality of life in a neighborhood or city, and are a source of community pride. People who visit museums and attend dance, music or theatrical performances say that arts promote understanding of other people, help to preserve and share cultural heritage, and contribute to lifelong learning in adults and contribute to the education and development of children. Significantly, even people who do not attend performing arts exhibitions share this view.[7]

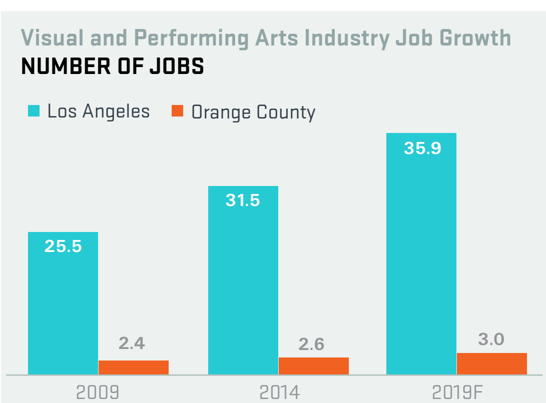
There is no question that visual and performing arts make communities more desirable places to live. From an economic development standpoint, quality of life is critical to attracting an educated and productive workforce. In today's global economy, the regions that attract and retain talent are the regions that will grow and prosper.

7 "The Value of Performing Arts in Five Communities 2," Urban Institutes (January 2004).

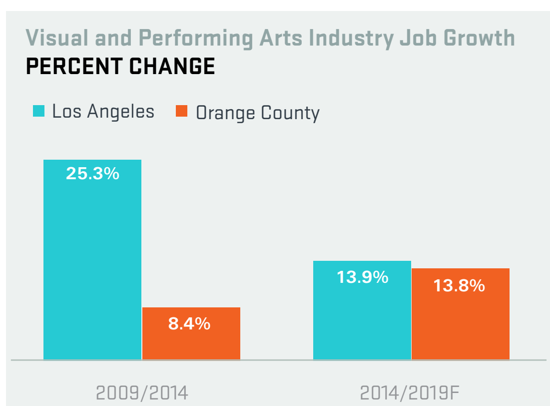
TABLE 20: ECONOMIC CONTRIBUTION OF THE VISUAL AND PERFORMING ARTS INDUSTRY, 2014

Area	Establishments	Jobs	Labor Income ($millions)	Nonemployer Estab. (2013)	Total (Direct, Indirect, Induced) Contribution Output ($billions)	Jobs	Labor Income ($millions)	Taxes[1] ($millions)
Los Angeles County	9,416	31,500	$5,902.0	76,567	$9.2	64,000	$7,503.0	$549.8
Orange County	349	2,600	97.1	9,088	0.4	3,600	153.0	17.2
Total	9,765	34,100	$5,999.1	85,655	$9.6	67,600	$7,656.0	$567.0

[1] Property, state and local personal income taxes, and sales taxes generated by earnings and spending of the direct and indirect workers
Sources: California EDD, QCEW data, Bureau of the Census; indirect contribution estimated by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC



Source: California EDD, ES202 data; forecasts by LAEDC

OCCUPATIONS IN THE CREATIVE ECONOMY

EMPLOYMENT

There are two ways to think about creative employment: individuals who work in a creative **industry** and individuals working in creative **occupations**. Up to this point, this report has concentrated on creative industries. These are the firms that produce and distribute cultural, consumer and commercial goods and services.

This section turns from industry analysis to an examination of occupations. Many of these creative occupations may be found within the set of creative industries, but they are also present in significant numbers in the broader set of industries that are outside the creative sector. Data on occupations from the U.S. Bureau of Labor Statistics makes it possible to identify and measure creative occupations within the creative industries and in the rest of the economy. It can also shed light on the extent to which creative industries employ people in functions outside of creative occupations.[8]

8
BLS Occupational Employment Statistics data only include wage and salary employees and do not cover the self-employed or owners and partners in unincorporated firms.

Unlike industry-based definitions of the creative economy, there is greater consensus among researchers regarding creative occupations. The occupational data used in this report are based on the Standard Occupational Classification (SOC) system. Of the 840 detailed occupational codes listed in the SOC system, 746 were included in the data set for the Greater Los Angeles Region, and of those, 80 have been identified as creative.

These 80 creative occupations can be found across a wide array of organizational functions. For example, within the management strata, creative occupations include advertising, marketing and public relations managers. In technical fields, there are software developers and architects, and in production-related occupations, there are tailors, cabinet makers and engravers. It is easy to imagine a marketing manager or graphic designer working in any number of industries, creative or otherwise. This illustrates the fact that creative occupations may often be found outside the creative sectors of the economy.

In 2014, there were 200,370 workers in Los Angeles County employed in creative occupations and 50,650 in Orange County. This represents 4.9% of total private occupation-based employment in Los Angeles and 3.4% in Orange County. These numbers include software developers, for which there is no comparable data for

2009 due to a change in how these occupations are coded. Because employment counts for software developers were significant in 2014, meaningful comparisons of occupational employment between 2009 and 2014 are not possible. However, if these jobs are subtracted from the 2014 total (see Table 31 and Table 32 in the appendix), job counts by occupation still increased by 12.9% (19,730 jobs) in Los Angeles County, while in Orange County, employment declined by 8.7% (3,350 jobs), an indication of the greater relative importance of technical occupations in Orange County's creative economy.

In both counties, a large number of individuals employed in creative occupations worked in art, design, entertainment or media: 58% in Los Angeles County and 34% in Orange County. Across both counties, computer and mathematical occupations (the above mentioned software developers) also employed numerous creative individuals (42,670). Many of these workers spend their days creating animated characters for film and TV, or designing video games. Given the current occupational classification system, it is still very difficult to isolate game development employment. However, there were 6,400 individuals employed as multimedia artists and animators (SOC 27-1014), which may also capture some of this activity.

The next largest group of creative workers was found in education, training, and library occupations (19,330). Due to data limitations, arts, cultural and creative activity on the region's college and university campuses is difficult to fully measure since employment data for campus museums, theater and literary publications is not disaggregated.

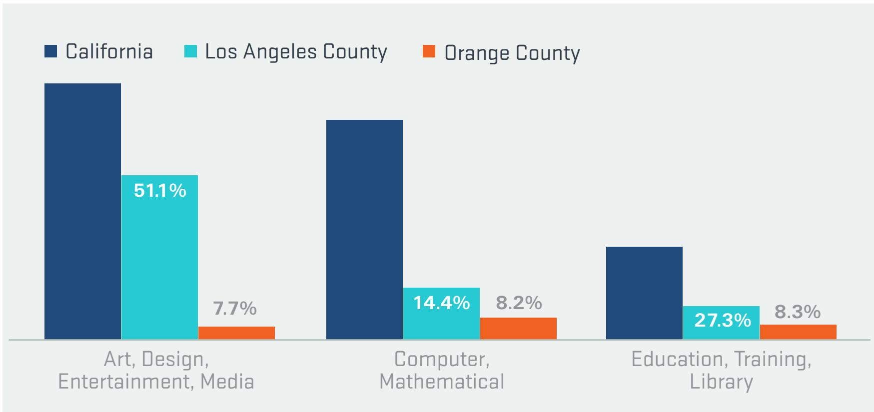
Comparing local employment shares relative to total state employment in each of the three largest occupation groups reveals that the share of art, design, entertainment and media jobs in the Los Angeles region increased from 2013, while the share of computer and mathematical jobs declined, likely due to a higher concentration of these activities in the Bay Area.

That numerous creative occupations may be found across so many industries suggests the potential for large spillover effects from creative industries and occupations to other industries within the regional economy. It also implies that it is in the region's economic interest to maintain, nurture and grow its deep pool of creative talent.

Individuals employed in creative occupations in California are heavily concentrated in the Los Angeles region. This chart shows Los Angeles and Orange County employment as a percentage of total California employment in the three largest creative occupational groups. In total, 33.3% of persons working in creative occupations in California are located in Los Angeles County and 8.4% are in Orange County.

(See Table 33 in the appendix for detail employment shares by occupation).

EMPLOYMENT IN THE THREE LARGEST CREATIVE OCCUPATION GROUPS AS A PERCENTAGE OF CALIFORNIA TOTAL, 2014



Source: California EDD, SOC Data

HOW MUCH DO CREATIVE WORKERS EARN?

Creativity is a highly valued and recognized professional attribute. Along with the ability to collaborate with co-workers and to communicate effectively, creativity is one of the most sought-after qualities in a prospective employee. The salaries received by many creative individuals working in the Los Angeles region bear this out.

In Los Angeles County in 2014, the creative occupation receiving the highest annual median wage was marketing managers at $138,050. The lowest was motion picture projectionists, which is an occupation likely to employ mostly part-time workers. In Orange County, postsecondary educators earned some of the highest median wages, with Ph.D level communications teachers topping the list at $130,760.

The median[9] wage across all occupations in Los Angeles County was $38,100 in 2014. Out of the 80 creative occupations analyzed in this report, 65 had a median annual wage greater than the county-wide average.[10] In Orange County, the median wage across all occupations was $38,790 with 64 creative occupations exceeding that threshold.

9
Although median and mean (or average) are both measures of a "typical" value for a data set, the median wage is used in this section to represent what a typical worker in a given occupation earned in 2014. The median is calculated by arranging the data from lowest to highest - the middle number is the median. If a dataset is evenly distributed, the median will be very close to the mean, but when data is

The occupations in the following charts and tables were selected because they align closely with the creative industries defined in this report. Between 2013 and 2014, there was a great deal of variation in median annual wage growth, with just over half of the selected occupations posting an increase in annual wage versus a decline. Overall, the median annual wage across all occupations barely moved in 2014 compared with the previous year: up by 0.8% in Los Angeles County and down by 0.2% in Orange County.

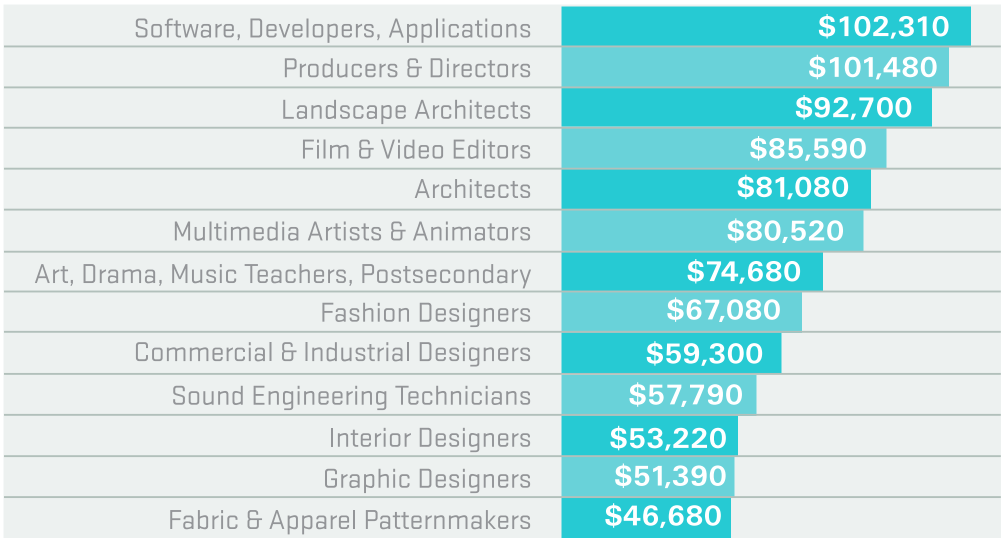
While the lack of wage growth throughout the economy has been a concern, there are several reasons why many of the creative occupations listed below in particular might have suffered a decline in wages. The first is a shift from wage and salary employment to independent contractors (nonemployers). Some of these occupations may also be concentrated in industries that are declining or are in the process of transforming through technological change. Another possibility that reflects trends in the labor markets at large, is that more people in creative occupations are working part time, which would cause a decline in the annual wage.

skewed, meaning there are exceptionally high or low values, the mean can differ from the median by a wide margin. For example, agents and business managers of artists and performers in Los Angeles County have a mean annual wage of $130,050, but a median annual wage of $88,620 – a difference of $41,430. This implies there are individuals employed in this occupation earning an exceptionally high annual wage. These individuals skew the mean wage significantly higher than the median, giving an inaccurate impression of what most people can expect to earn in this occupation.

10
There were 10 creative occupations for which median annual wage was not reported in Los Angeles County and 15 in Orange County.

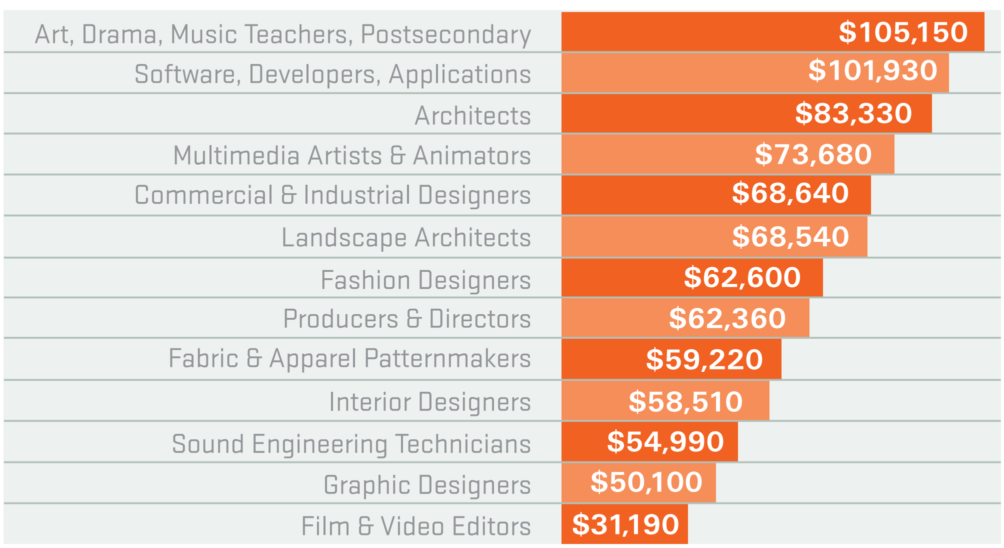
SELECTED ANNUAL MEDIAN WAGE FOR CREATIVE OCCUPATIONS, 2014

LOS ANGELES COUNTY



Source: Bureau of Labor Statistics, Occupational Employment Stastistics

ORANGE COUNTY



Source: Bureau of Labor Statistics, Occupational Employment Stastistics

TABLE 21:
EMPLOYMENT AND EARNINGS FOR SELECTED CREATIVE OCCUPATIONS, 2013 VS. 2014

LOS ANGELES COUNTY

Los Angeles County	Employment			Median Annual Wage		
Occupation	**2013**	**2014**	**#Change**	**2013**	**2014**	**%Change**
Architects	3,270	3,280	10	$81,380	$81,080	-0.4%
Art, Drama & Music Teachers	3,670	4,050	380	$70,320	$74,680	6.2%
Commercial & Industrial Designers	1,430	1,510	80	$52,810	$59,300	12.3%
Fabric & Apparel Patternmakers	1,730	1,670	-60	$52,670	$46,680	-11.4%
Fashion Designers	3,920	4,130	210	$65,440	$67,080	2.5%
Film & Video Editors	6,840	8,810	1,970	$85,800	$85,590	-0.2%
Graphic Designers	9,530	9,600	70	$52,440	$51,390	-2.0%
Interior Designers	1,820	1,500	-320	$56,760	$53,220	-6.2%
Landscape Architects	230	170	-60	$76,590	$92,700	21.0%
Multimedia Artists & Animators	6,660	5,920	-740	$84,290	$80,520	-4.5%
Producers & Directors	20,540	19,560	-980	$102,860	$101,480	-1.3%
Software Developers	15,660	16,010	350	$98,700	$102,310	3.7%
Sound Engineering Technicians	2,650	3,070	420	$73,060	$57,790	-20.9%

ORANGE COUNTY

Orange County	Employment			Median Annual Wage		
Occupation	**2013**	**2014**	**#Change**	**2013**	**2014**	**%Change**
Architects	1,220	970	-250	$86,070	$88,330	2.6%
Art, Drama & Music Teachers	Na	1,230	---	Na	$105,150	---
Commercial & Industrial Designers	450	560	110	$73,050	$68,640	-6.0%
Fabric & Apparel Patternmakers	120	110	-10	$55,660	$59,220	6.4%
Fashion Designers	560	520	-40	$60,260	$62,600	3.9%
Film & Video Editors	200	150	-50	$31,190	$33,800	8.4%
Graphic Designers	2,980	3,290	310	$48,940	$50,100	2.4%
Interior Designers	900	930	30	$58,600	$58,510	-0.2%
Landscape Architects	440	860	420	$70,140	$68,540	-2.3%
Multimedia Artists & Animators	380	480	100	$72,290	$73,680	1.9%
Producers & Directors	590	590	0	$77,870	$62,360	-19.9%
Software Developers	7,200	9,360	2,160	$111,170	$101,930	-8.3%
Sound Engineering Technicians	270	250	-20	$65,390	$54,990	-15.9%

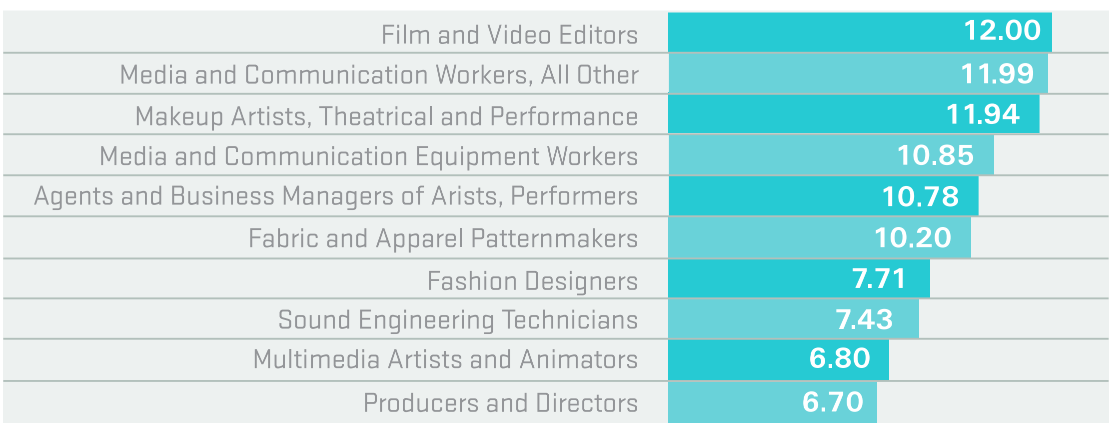
LOCATION QUOTIENTS IN THE LOS ANGELES REGION

A location quotient (LQ) can be used to quantify the concentration of a particular industry, industry cluster, occupation or demographic group in a region compared with the nation. It reveals what makes a region unique.

An LQ of 1.0 for an occupation means that a region has the same (or average) concentration of that occupation as does the nation as a whole. If the LQ of an occupation is above 1.0, the region has a higher than average concentration of that occupation. Higher-than-average location quotients for a given occupation or industry suggest a competitive advantage for that region vis-à-vis the nation and other regions with respect to that occupation or industry.

As indicated in the figures to the right, the Los Angeles Region has high LQs in a number of creative occupations, meaning they have a higher concentration of those occupations than the nation as a whole. In Los Angeles County, the ten occupations with the highest location quotients were all creative occupations. In Orange County, just one of the top ten occupations by location quotient was creative: landscape architects.

OCCUPATIONS WITH THE HIGHEST LOCATION-QUOTIENTS IN LOS ANGELES COUNTY



Source: Bureau of Labor Statistics, May 2014

ORANGE COUNTY

Painters, Paperhangers, Plasterers, Stucco Masons	6.66
Fabric Menders, Except Garment	5.89
Biomedical Engineers	5.23
Landscape Architects	4.31
Carpet Installers	4.22
Anthropologists and Archeologists	4.00
Drywall and Ceiling Tile Installers	3.97
Pediatricians, General	3.63
Grinding and Polishing Workers, Hand	3.22
Computer Hardware Engineers	3.00

Source: Bureau of Labor Statistics, May 2014

NONPROFIT SEGMENT OF THE CREATIVE ECONOMY

The importance of the arts and culture to economic development is well established. Because many arts organizations are nonprofits, they rely heavily on charitable contributions and volunteers that are not captured in typical economic statistics like employment and payroll. However, to leave these organizations out of this analysis would present an incomplete picture of the creative sector and the role it plays in the regional economy of Los Angeles and Orange counties.

Information on nonprofits is limited, but the IRS publishes some data on tax-exempt organizations as part of its Statistics of Income (SOI) program. The IRS offers the most comprehensive and standardized publicly available data on tax-exempt organizations, but there are significant limitations. The SOI files are complied annually by using information gathered from the Form 990 filed by nonprofit organizations. The SOI files include all 501(c)(3) organizations with $30 million or more in assets, all organizations filing under sections 502(c)(4) through 501(c)(9) with $10 million or more in assets, and a sample of a few thousand smaller organizations per year that are selected to represent the entire universe of nonprofit organizations.

The SOI data are cumulative and are the most recent information the IRS has on file for exempt organizations. The year designation on SOI files is based on the starting year for an organization's tax return, which is not necessarily its fiscal year.

Therefore, this data does not cover a specific calendar year but instead, provides a snapshot at the time it was accessed of the state's nonprofit arts sector (September 2015). Additionally, the SOI data do not include information pertaining to employment.

The SOI sample contained a total 2,157 nonprofit organizations in Los Angeles County classified as arts, culture and humanities organizations. In Los Angeles County, the nonprofit segment of the creative economy is spread across many types of organizations, but was most highly concentrated in organizations that promote culture and ethnic awareness (13.9% of the total); arts and cultural organizations (10.3%); theater (9.3%); music (6.4%); and film/video-related organizations (5.2%).

Nonprofit arts education also has a significant presence in the region. Based on the SOI sample, there were 15 performing arts schools in Los Angeles County and 102 nonprofit organizations dedicated to arts education.

The total income reported by nonprofits in Los Angeles County amounted to $2.2 billion. Art museums earned 21.2% of nonprofit income in the county. History museums earned 12.4% of the total, followed by cultural and ethnic awareness organizations (9.2%), symphony orchestras (7.5%), support organizations (6.7%), and arts education (6.0%).

In Orange County, there were 609 organizations listed in the SOI sample. The largest sector was cultural and ethnic awareness organizations (15.9%), arts and cultural groups (9.5%), and historical societies (8.0%). Arts education also has a visible presence in Orange County with four nonprofit performing arts schools and 25 arts education organizations. In terms of income, Orange County's performing arts centers earned the largest share (29.3%), followed by arts and cultural organizations (12.9%); symphony orchestras (10.7%) and museums (8.7%).

Another way to measure the importance of the nonprofit sector is to look at the collective value of assets owned by nonprofit organizations in the region. Based on the sample data, nonprofits in Los Angeles County reported assets valued at $6.5 billion to the IRS. The largest share of assets was concentrated in art museums and history museums, 33.2% and 16.2% respectively. This is not surprising considering the worth of the region's collections and the rising value of the real estate on which they are housed. In Orange County, nonprofits reported a total of $939 million in assets, with by far the largest share held by performing arts centers (48.9%).

Creative people, as well as many others, want diverse cultural amenities. High concentrations of cultural workers and attractions make an area more appealing by improving quality of life and by drawing visitors to the area. Additionally, the educational and outreach services provided by nonprofit arts organizations play an important role in training the next generation of creative individuals.

TABLE 22:
COMPARISON OF NONPROFIT SECTOR FIGURES REPORTED 2013 OTIS REPORT VS. 2014

	Los Angeles County			Orange County		
Based on sample:	2014	2015	% Change	2014	2015	% Change
No. of Organizations	2,329	2,157	-7.4%	559	609	8.9%
Reported Assets ($B)	$6.3	$6.5	3.2%	$0.859	$0.929	8.1%
Reported Income ($B)	$2.4	$2.2	-8.3%	$0.290	$0.285	-1.7%

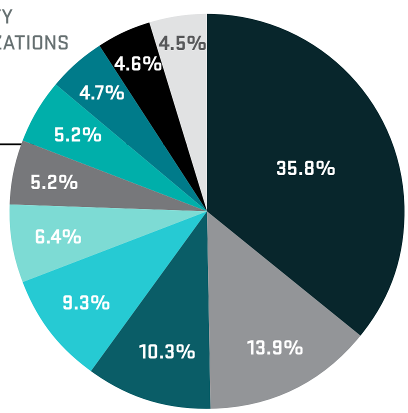
TABLE 23:
ARTS-RELATED NONPROFITS AND REGIONAL SHARES, 2015

Based on sample:	California	Los Angeles County	L.A. Share	Orange County	O.C Share
No. of Organizations	9,586	2,159	22.5%	609	6.3%
Reported Assets ($B)	$15.8	$6.5	41.1%	$0.929	5.9%
Reported Income ($B)	$7.8	$2.2	28.2%	$0.285	3.7%

LARGEST ARTS NONPROFIT SECTORS BY NUMBER OF ORGANIZATIONS BASED ON SOI SAMPLE STATISTICS[11]

LOS ANGELES COUNTY NUMBER OF ORGANIZATIONS IN SAMPLE:

2,157

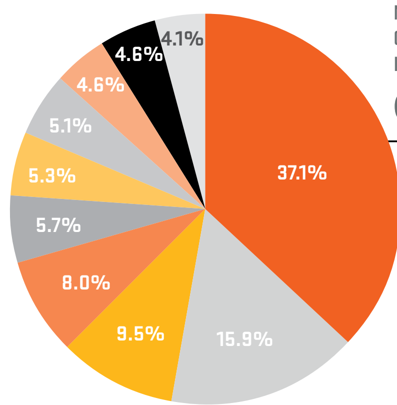


35.8% All Other Organizations
13.9% Cultural, Ethnic Awareness
10.3% Arts, Cultural Organizations
9.3% Theater
6.4% Music
5.2% Film, Video
5.2% Arts Culture and Humanities
4.7% Arts Education
4.6% Performing Arts Organizations
4.5% Dance

Source: IRS SOI Statistics

ORANGE COUNTY NUMBER OF ORGANIZATIONS IN SAMPLE:

609



37.1% All Other Organizations
15.9% Cultural, Ethnic Awareness
9.5% Arts, Cultural Organizations
8.0% Historical Societies
5.7% Music
5.3% Arts Culture and Humanities
5.1% Singing, Choral
4.6% Performing Arts Organizations
4.6% Theater
4.1% Arts Education

Source: IRS SOI Statistics

11
Note: All the figures related to the nonprofit sector cited above and in **Table 35** and **Table 36** in the appendix are derived from a representative sample of nonprofit organizations in the Los Angeles Region. While useful inferences can be made based on this sample, it does not include the entire universe of nonprofit organizations in the region.

ARTS EDUCATION: K-12 AND POST SECONDARY

Education in the arts is a necessary part of preparing students to meet the demands of the twenty-first century workforce where workers now have to compete in a global labor market. Much attention is paid to STEM (science, technology, engineering and mathematics) courses as a vehicle for preparing students to meet the challenges of an increasingly interconnected world. There is concern that too few STEM-educated students (especially young women) are entering the workforce at sufficient performance levels to meet labor-market demand. The arts and sciences are still seen as separate educational tracks with students encouraged to specialize in one or the other, but if nurturing creative students is desirable, then this kind of thinking can be limiting. One way to persuade more young people to pursue STEM-related subjects is to incorporate the arts into a STEM course of study, thus moving from STEM to STEAM.

Arts education fosters creative, critical thinking, problem solving and collaboration. In some ways, creativity has become as important in modern education as mastering specific language and computational skills. Technological innovation is moving ahead so rapidly that functional capabilities have become less important to employers than the ability of employees to reinvent and adapt themselves to a dynamic industry and economic environment. In other words, workers of all stripes need to be creative. They also need to be skilled at communicating their ideas to co-workers in a collaborative environment. It then follows that creativity training via arts education may be a component of a successful workforce development strategy.

Additionally, while no one questions the necessity of mastering language, math and science skills, a singular focus on these subjects ignores the needs of students whose talents run in a different direction. Marginalizing the arts risks marginalizing these students. When this happens, they may never develop their unique talents or realize their full potential. In addition to the individual loss, society as a whole is diminished.

There is a body of research that has shown arts education engages students in learning. When students are engaged, truancy and dropout rates decline. Student involvement in the arts is linked to higher academic performance, increased standardized test scores, and greater involvement in community service. Studies have demonstrated that students who attend schools where the arts are integrated into the classroom curriculum outperform their peers in math and reading who did not have an arts integrated curriculum. Thus, while arts education at the K-12 level may lead to cultural enrichment, it is also very important for both social and economic reasons.

California has one of the strongest policies on arts education in the nation, but uneven implementation and funding issues have resulted in huge disparities between schools in affluent areas compared with those in low-income areas. This situation creates opportunity gaps that, down the road, contribute to income and wealth inequality. In an era of tight budgets and a single-minded focus on standardized testing, arts education came to be viewed as a luxury. That mind set is changing, but change has been slow in coming.

The California Department of Education tracks student enrollment in course subject areas. This allows for the analysis of student participation in creative courses at the K-12 level. Beginning with the **2014 Otis Report on the Creative Economy of the Los Angeles Region**, this section was expanded from a discussion limited to art, dance, music and theater classes to include media, entertainment, design and information technology. This more inclusive set of creative subject areas aligns closely with the industries and occupations that define the creative economy. What follows below, and in more detail in the **appendix tables**, is a description of the region's K-12 creative talent pipeline.[12]

According to the California Department of Finance, birth projections indicate a decline contributing to lower K-12 enrollment and reduced growth for future total enrollment. Over the next 10 years, K-12 enrollment in California is projected to decline by 0.4% (23,600 students). In Los Angeles County, K-12 enrollment is expected to fall by 100,400 students (-6.5%), while in Orange County, enrollment is forecast to contract by 45,700 students (-9.1%).

Los Angeles County: K-12 student enrollment in Los Angeles was down by 0.5% in the 2014-15 academic year (AY) compared with the previous year. Enrollment in creative subject areas was also lower (down by 0.8%) even though the number of creative classes offered was up by 2.2%. The number of creative classes that met UC/CSU entrance requirements also increased, rising by 5.0%. Accounting for the decline in creative class enrollment was a drop in the number of students taking art, drama/theater, English language arts (creative writing, journalism), music, information technology (media design, game development, etc.), and fashion and interior design. Enrollment increases occurred in arts, media and entertainment, dance, engineering and architecture, and product design (graphic production, jewelry design, product design, etc.).

Looking at enrollment in creative subject areas by sex, the distribution between male and female students has been consistent over the last five years with females comprising about 51% of creative course enrollment and males 49%. There is considerable variation by subject area with girls outnumbering boys in

12
The California Department of Education course subject area data changed following the 2012-13 academic year. The data for the years 2013-14 and 2014-15 AY included new subject areas while others were deleted. For list of subject areas and courses see **Table 41** in the appendix.

dance, English language arts, drama and fashion. Conversely, there continues to be a wide gap between male and female enrollment in engineering and design, and computer courses although it is starting to narrow. For example, five years ago 31% of students enrolled in computer education courses were female. In the 2014-15 AY, the share of female students had increased to 37%. Similar trends are occurring in engineering and architecture, information and communication technology and manufacturing and product development as more girls take an interest in these subject areas.

Orange County: Total K-12 student enrollment fell by 0.4% in 2014-15 AY compared with the previous year, but creative course enrollment increased by 5.9%. The number of creative classes offered rose by 0.9% while the number of US/CSU eligible classes was unchanged.

Of the 13 creative subject areas analyzed, enrollment declined in four: dance, drama, English language arts, and fashion and interior design. There were large increases in art; arts, media and entertainment; computer education; engineering and architecture; and product development.

Looking at Orange County enrollment in creative subject areas by sex, the distribution is similar to Los Angeles County with females comprising 52% of creative course enrollment and males 48%. Again, male-female ratios vary by subject area, but enrollment in engineering and information technology classes in Orange County was even more heavily weighted toward males: 78% versus 22% for females during the 2014-15 AY.

POST-SECONDARY ARTS EDUCATION

Southern California is fortunate to enjoy both the richness and caliber of higher education programs available in the arts. The number of persons employed in postsecondary arts education is difficult to pin down. Individuals who work at fine and performing arts schools are reported in the EDD employment data (NAICS 61151). However, arts educators at colleges and universities and technical schools that offer degree programs in the visual and performing arts are not separated in the employment data.

Below is a list of universities, colleges, trade and technical schools in Los Angeles and Orange counties offering degree programs in the creative industries:

TABLE 24:
POST SECONDARY INSTITUTIONS OFFERING ARTS DEGREE PROGRAMS IN THE LOS ANGELES REGION

Independent Visual and Performing Arts	
Art Center College of Design	Laguna College of Art and Design
California Institute of the Arts	New York Film Academy, Los Angeles
The Colburn School	Otis College of Art and Design
Columbia College, Hollywood	
L.A. Film School	
Colleges and Universities	
American Film Institute	Mount St. Mary's College
Azusa Pacific University	Occidental College
Biola University	Pepperdine University
Calif. State Polytechnic University, Pomona	Pitzer College
Calif. State University, Dominguez Hills	Pomona College
Calif. State University, Fullerton	Scripps College
Calif. State University, Long beach	University of California, Irvine
Calif. State University, Los Angeles	University of California, Los Angeles
Calif. State University, Northridge	University of LaVerne
Chapman University	University of Southern California
Claremont Graduate University	Vanguard University of So. California
Claremont McKenna College	Whittier College
Concordia University, Irvine	Woodbury University
Loyola Marymount University	
Community Colleges	
Cerritos College	Los Angeles Harbor College
Citrus College	Los Angeles Mission College
Coastline Community College	Los Angeles Pierce College
College of the Canyons	Los Angeles Southwest College
Cypress College	Los Angeles Trade and Technical College
East Los Angeles College	Los Angeles Valley College
El Camino College	Moorpark College
Fashion Institute of Design and	Orange Coast College
Merchandising, Los Angeles	Pasadena City College
Fashion Institute of Design and	Rio Hondo College
Merchandising, Orange County	Saddleback College
Fullerton College	Santa Monica College
Glendale Community College	Santiago Canyon College
Golden West College	West Los Angeles College
Irvine Valley College	
Los Angeles City College	

HOW TO USE THIS REPORT

Why did we write this report? First, understanding the size and contribution of the creative industries to the state economy is a critical first step toward enabling greater statewide coordination of resources and services to support those industries. This could include statewide policies that support the creative industries infrastructure, improve access to financial investment and business support programs and in turn, ensure the sustainability of the arts and cultural assets. It may also be used for other purposes, among them:

- To justify increased emphasis on creative economy career paths through technical and university institution.
- To leverage the creative industries to increase the competitiveness of other businesses where innovation in design and aesthetic content are critical to market share.
- To develop strategies for attracting and retaining creative talent.
- To develop marketing and branding to promote creative assets both to businesses and as cultural tourism.
- To develop a support and networking structure that includes convening leadership and building collaborative connections across industries.

Otis College of Art and Design, a critical component of the creative economy, commissioned the analysis in this report to put real numbers to the business of creativity. Otis and the LAEDC carried out this research because in the state of California, creativity is fundamental to economic growth and prosperity.

STATISTICAL APPENDIX

NOTES ON METHODOLOGY & DATA

In 2007, Otis College of Art and Design commissioned the LAEDC to undertake the first comprehensive analysis of the creative economy in the Los Angeles region and evaluate its contribution to the overall regional economy. The Otis Report on the Creative Economy of the Los Angeles Region has been produced every year since then.

In 2013, however, the research methodology was changed in three ways. The first two changes involve changes in the definition of the creative economy. First, additional sub-sectors within the creative industries were added to the existing creative industries. Second, a new sector was added: publishing and printing. Both of these changes better align the creative industry definitions used in this research with the definitions that are increasingly being adopted elsewhere in the literature. The creative sectors or industries in this report encompass the following eleven areas:

- Architecture and interior design
- Art galleries
- Arts education
- Communications arts
- Digital media
- Entertainment
- Fashion
- Furniture and home furnishings
- Product and industrial design
- Publishing and printing
- Toys
- Visual and performing arts

The data collected for this report includes employment, the number of establishments, payroll activity, and other measures for all the creative economy's component sectors in California, which come from the following sources:

- U.S. Bureau of the Census
- U.S. Bureau of Labor Statistics
- California Employment Development Department
- California Department of Education
- Internal Revenue Service

Much of the industry-level information in this report comes directly from the California Employment Development Department's Quarterly Census of Employment and Wages (QCEW) series. These data are based on unemployment tax payments that all firms with employees are required to make into the state unemployment insurance fund. Because the coverage is so comprehensive, this source is the best available for employment and wage information.

The third change relates to data used in the contribution analysis component of this study. As in recent years, the IMPLAN model was used to assess the economic contribution of the creative industries to the overall economy. In conceptual terms, economic contribution analysis evaluates the ripple effect of a specific economic activity throughout the rest of the economy. Contribution analysis captures the direct impact as well as the indirect and induced impacts of that activity on employment, output, and taxes.[13]

13 Direct employees are the people working in the industry. Indirect employees work for firms in the supplier industries. Induced employment results from household spending that stems from increases in direct and indirect employment.

However, in a departure from past years, beginning in 2013, the contribution analysis began using employment and payroll data from the QCEW, rather than estimated sales, shipments, and revenues that were based on data from the Economic Census.

Because the definitions used in this study were expanded and because the methodology has been altered from previous years, the figures contained in this report are not directly comparable to studies conducted by OTIS and the LAEDC prior to 2013.

Note: Statistical information contained herein has been obtained from sources believed to be reliable but such accuracy cannot be guaranteed. The opinions expressed herein are subject to change without notice.

TABLE 25:
ECONOMIC CONTRIBUTION OF THE CREATIVE INDUSTRIES, LOS ANGELES COUNTY, 2014

					Total (Direct, Indirect, Induced) Contribution			
Industry	Establishments	Jobs	Labor Income	Nonemployer Estab. (2013)	Output ($billions)	Total Jobs	Labor Income ($Millions)	Taxes* ($millions)
Architecture and Interior Design	1,799	11,300	$908.8	4,937	$3.11	20,300	$1,367.4	$109.5
Art Galleries	231	800	55.6	647	$0.08	1,100	70.1	9.3
Communication Arts	2,256	19,900	1,898.4	26,954	$6.30	34,300	2,606.2	234.6
Digital Media	199	6,100	900.1	---	$3.10	12,500	1,223.1	116.8
Entertainment	6,696	135,200	14,919.0	20,084	$82.96	239,000	20,427.6	2,854.9
Fashion	6,762	89,200	3,648.3	6,593	$26.34	141,900	6,564.7	1,788.3
Furniture and Decorative Arts	1,607	28,800	1,291.7	1,601	$8.58	44,700	2,157.5	495.2
Product/Industrial Design	112	400	23.5	---	$0.06	600	31.7	3.1
Publishing and Printing	2,031	32,300	2,394.7	4,147	$16.58	78,500	4,840.1	519.2
Toys	233	4,700	513.5	424	$1.69	9,300	762.4	173.6
Visual and Performing Arts	9,416	31,500	5,902.0	76,567	$9.15	64,000	7,503.0	549.8
Fine and Performing Arts Schools	461	3,900	121.0	---	$0.28	4,700	162.1	12.4
Total	31,803	364,200	$32,576.7	141,954	$158.22	650,900	$47,715.9	$6,866.7

*Property, state and local personal income taxes and sales taxes generated by earnings and spending of the direct and indirect workers. Details may not add to totals due to rounding

Source: California EDD, QCEW data; Bureau of the Census; indirect contributions estimated by LAEDC

TABLE 26:
ECONOMIC CONTRIBUTION OF THE CREATIVE INDUSTRIES, ORANGE COUNTY, 2014

					Total (Direct, Indirect, Induced) Contribution			
Industry	Establishments	Jobs	Labor Income	Nonemployer Estab. (2013)	Output ($billions)	Total Jobs	Labor Income ($millions)	Taxes* ($millions)
Architecture and Interior Design	765	5,900	$305.7	1,699	$1.52	10,400	$704.3	$57.2
Art Galleries	49	200	$6.4	209	$0.01	200	8.5	1.7
Communication Arts	654	4,300	$462.2	8,477	$1.17	6,900	444.4	42.4
Digital Media	124	5,200	$691.0	---	$2.87	10,200	959.7	96.9
Entertainment	248	2,100	$149.2	1,569	$1.44	4,000	272.7	31.7
Fashion	697	11,100	$567.3	1,385	$3.72	18,000	981.0	251.2
Furniture and Decorative Arts	486	7,900	$393.3	511	$2.51	12,200	642.6	121.7
Product/Industrial Design	52	500	$48.1	---	$0.08	800	61.9	5.3
Publishing and Printing	778	12,700	$726.8	1,405	$4.72	24,700	1,397.6	150.7
Toys	47	500	$45.7	107	$0.18	900	70.8	18.7
Visual and Performing Arts	349	2,600	$97.1	9,088	$0.42	3,600	153.0	17.2
Fine and Performing Arts Schools	141	1,000	$22.2	---	$0.07	1,200	31.6	2.6
Total	4,390	54,000	$3,515.0	24,450	$18.70	93,200	$5,728.3	$797.3

*Property, state and local personal income taxes and sales taxes generated by earnings and spending of the direct and indirect workers. Details may not add to totals due to rounding

Source: California EDD, QCEW data; Bureau of the Census; indirect contributions estimated by LAEDC

TABLE 27:
CREATIVE INDUSTRIES EMPLOYMENT, LOS ANGELES COUNTY 2009-2014

Creative Industry	NAICS Code	Avg. Number of Jobs (1,000s) 2009	2014	2009-2014 Change Number	Percent
Architecture and Interior Design:		**11.3**	**11.3**	**0.0**	**0.3%**
Architectural Services	54131	7.0	7.2	0.2	2.2%
Landscape Design	54132	1.0	1.0	0.0	3.6%
Drafting Services	541340	0.3	0.2	0.0	-8.6%
Interior Design	54141	1.8	1.9	0.2	9.4%
Ornamental & Architectural Metal Work Mfg.	332323	1.2	0.9	-0.3	-24.2%
Art Galleries:	45392	**0.9**	**0.8**	**-0.1**	**-8.9%**
Communication Arts:		**18.4**	**19.9**	**1.5**	**7.9%**
Graphic Design	54143	4.3	4.8	0.4	10.1%
Advertising Agencies	54181	11.8	12.9	1.1	9.1%
Photography Studios, Portrait	541921	1.8	1.6	-0.2	-8.9%
Commercial Photography	541922	0.5	0.6	0.1	18.7%
Digital Media:		**5.8**	**6.1**	**0.3**	**5.4%**
Software Publishers	5112	5.8	6.1	0.3	5.4%
Entertainment:		**129.5**	**135.2**	**5.7**	**4.4%**
Motion Picture/Video Production	51211	98.3	104.4	6.1	6.2%
Motion Picture Distribution	51212	2.4	2.1	-0.3	-12.6%
Post Production Services	51219	8.6	7.2	-1.4	-16.1%
Sound Recording	5122	3.1	2.9	-0.2	-7.6%
Radio Stations	515112	2.1	2.3	0.2	9.5%
Television Broadcasting	515120	8.8	12.0	3.2	36.5%
Cable Broadcasting	5152	6.3	4.4	-1.9	-30.1%
Fashion:		**86.8**	**89.2**	**2.3**	**2.7%**
Textile Mills Manufacturing	313	7.7	6.4	-1.3	-16.4%
Apparel Manufacturing	315	48.1	43.9	-4.3	-8.9%
Apparel Wholesaling	4243	19.8	25.5	5.7	28.7%
Footwear Manufacturing	3162	0.5	0.4	-0.1	-18.5%
Footwear Wholesaling	42434	2.6	3.1	0.5	18.8%
Women's Handbag Manufacturing	316992	0.0	0.1	0.0	258.8%
Cosmetics Manufacturing	32562	4.2	4.7	0.5	12.4%
Jewelry Manufacturing	33991	1.3	1.8	0.5	40.7%
Jewelry Wholesaling	42394	3.8	4.6	0.7	18.6%
Other Specialized Design Svc	54149	1.4	1.8	0.4	32.3%
Furniture and Decorative Arts:		**29.0**	**28.8**	**-0.1**	**-0.4%**
Textile Product Mills	314	4.6	4.4	-0.2	-5.3%
Furniture Manufacturing	337	13.9	14.1	0.3	1.9%
Furniture Wholesaling	4232	7.5	7.8	0.3	3.6%
Electric Lighting Fixtures	33512	2.4	2.2	-0.3	-10.6%
China Plumbing Fixtures, China, Earthenware Mfg.	327111	---	---	---	----
Other China, Fine Earthenware & Pottery Mfg.	327112	---	---	---	----
Pressed & Blown Glass & Glassware Mfg.	327212	0.2	0.1	0.0	-21.7%
Other Misc. Nonmetallic Mineral Product Mfg.	327999	0.4	0.3	-0.1	-31.5%
Product/Industrial Design:	54142	**0.6**	**0.4**	**-0.2**	**-32.3%**
Publishing and Printing:		**37.1**	**32.3**	**-4.7**	**-12.8%**
Printing and Related Suport Activities	3231	18.4	14.8	-8.2	-19.9%
Book, Periodical, Newspaper Wholesalers	424920	1.6	0.6	-0.9	-59.1%
Newspaper Publishers	511110	3.5	2.8	-0.7	-18.9%
Periodical Publishers	511120	5.1	3.5	-1.6	-31.4%
Book Publishers	511130	0.7	0.6	-0.1	-20.3%
Greeting Card Publishers	511191	0.0	---	---	---
All Other Publishers	511199	0.4	---	---	---
Libraries and Archives	519120	0.9	1.2	0.3	33.5%
Internet Publishing & Broadcasting	519130	6.5	8.8	2.4	36.9%
Toys:		**4.7**	**4.7**	**-0.1**	**-1.4%**
Toy Manufacturing	33993	1.5	1.6	0.1	7.5%
Toy Wholesaling	42392	3.2	3.1	-0.2	-5.5%
Visual and Performing Arts Providers:		**25.2**	**31.5**	**6.4**	**25.3%**
Theater Companies	71111	2.0	2.1	0.1	3.5%
Dance Companies	71112	0.1	0.1	0.0	21.3%
Musical Groups	71113	3.0	3.0	0.0	0.4%
Other Performing Arts Cos.	71119	0.1	0.1	-0.1	-48.5%
Agents & Managers of Artists, etc.	71141	6.5	8.3	1.8	27.1%
Independent Artists, Writers, etc.	71151	9.7	13.7	4.0	40.9%
Museums	71211	3.6	4.2	0.6	15.7%
Musical Instrument Manufacturing	339992	---	---	---	---
Fine and Performing Arts Schools		**3.1**	**3.9**	**0.8**	**24.5%**
Fine and Performing Arts Schools	61161	3.1	3.9	0.8	24.5%

Source: California EDD, Labor Market Information Division, QCEW data

TABLE 28:
LOS ANGELES COUNTY CREATIVE INDUSTRIES EMPLOYMENT
YEAR-TO-YEAR COMPARISONS, 2009-2014

Creative Industry	NAICS Code	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
Architecture and Interior Design:		**11.3**	**10.0**	**9.8**	**10.1**	**10.3**	**11.3**	**-20.8%**	**-11.6%**	**-2.4%**	**3.2%**	**2.3%**	**10.1%**
Architectural Sevices	54131	7.0	6.3	6.4	6.5	6.7	7.2	-21.9%	-10.7%	1.0%	2.4%	2.3%	8.2%
Landscape Design	54132	1.0	0.8	0.8	0.8	0.7	1.0	-13.2%	-13.7%	-10.6%	3.3%	-5.8%	37.9%
Drafting Services	541340	0.3	0.3	0.3	0.3	0.2	0.2	-13.4%	2.3%	0.0%	-7.4%	-2.0%	-1.6%
Interior Design	54141	1.8	1.5	1.5	1.6	1.7	1.9	-27.6%	-17.8%	3.0%	6.1%	8.0%	12.8%
Ornamental & Architectural Metal Work Mfg.	332323	1.2	1.1	0.9	0.9	0.9	0.9	-9.8%	-9.0%	-22.5%	7.4%	0.2%	0.0%
Art Galleries:	45392	**0.9**	**0.7**	**0.7**	**0.8**	**0.8**	**0.8**	**-17.6%**	**-15.7%**	**3.9%**	**1.3%**	**5.9%**	**-3.1%**
Communication Arts:		**18.4**	**17.5**	**18.7**	**19.7**	**20.0**	**19.9**	**-10.7%**	**-5.2%**	**7.0%**	**5.5%**	**1.3%**	**-0.5%**
Graphic Design	54143	4.3	4.1	4.2	4.4	4.3	4.8	-20.0%	-6.0%	3.9%	5.2%	-3.3%	10.8%
Advertising Agencies	54181	11.8	11.3	12.3	13.1	13.5	12.9	-6.4%	-4.5%	9.2%	5.9%	3.6%	-4.7%
Photography Studios, Portrait	541921	1.8	1.6	1.6	1.7	1.5	1.6	-10.7%	-6.6%	-0.4%	3.2%	-10.6%	6.2%
Commercial Photography	541922	0.5	0.5	0.5	0.5	0.6	0.6	-15.2%	-9.9%	6.7%	5.9%	23.6%	-5.6%
Digital Media:		**5.8**	**5.3**	**5.1**	**5.5**	**5.8**	**6.1**	**8.4%**	**-9.6%**	**-2.4%**	**6.6%**	**6.6%**	**5.1%**
Software Publishers	5112	5.8	5.3	5.1	5.5	5.8	6.1	8.4%	-9.6%	-2.4%	6.6%	6.6%	5.1%
Entertainment:		**129.5**	**131.4**	**133.6**	**132.9**	**132.7**	**135.2**	**-9.5%**	**1.4%**	**1.6%**	**-0.5%**	**-0.2%**	**1.9%**
Motion Picture/Video Production	51211	98.3	100.8	102.1	100.5	101.8	104.4	-11.0%	2.6%	1.3%	-1.5%	1.2%	2.5%
Motion Picture Distribution	51212	2.4	2.3	2.0	1.8	1.9	2.1	11.2%	-6.1%	-13.2%	-6.5%	3.9%	10.4%
Post Production Services	51219	8.6	8.9	9.1	9.1	8.4	7.2	-6.9%	3.9%	2.2%	-0.5%	-7.1%	-14.5%
Sound Recording	5122	3.1	3.0	3.0	3.3	2.6	2.9	-6.0%	-4.0%	1.7%	7.6%	-21.5%	11.9%
Radio Stations	515112	2.1	2.0	2.4	2.5	2.1	2.3	0.8%	-4.2%	18.6%	3.8%	-17.4%	12.5%
Television Broadcasting	515120	8.8	10.2	10.7	10.6	11.4	12.0	-4.3%	15.7%	5.3%	-1.1%	7.3%	5.6%
Cable Broadcasting	5152	6.3	4.3	4.3	5.1	4.6	4.4	-6.7%	-32.0%	0.5%	19.6%	-10.4%	-4.6%
Fashion:		**86.8**	**87.0**	**85.6**	**86.9**	**89.9**	**89.2**	**-11.4%**	**0.2%**	**-1.6%**	**1.5%**	**3.5%**	**-0.8%**
Textile Mills Manufacturing	313	7.7	7.2	6.9	6.7	7.0	6.4	-16.1%	-5.5%	-4.8%	-2.0%	3.5%	-8.3%
Apparel Manufacturing	315	48.1	47.7	45.5	45.6	46.1	43.9	-12.5%	-0.9%	-4.5%	0.2%	1.1%	-4.9%
Apparel Wholesaling	4243	19.8	20.5	21.1	22.1	23.8	25.5	-4.4%	3.6%	3.0%	4.7%	7.5%	7.0%
Footwear Manufacturing	3162	0.5	0.5	0.6	0.6	0.5	0.4	-19.0%	0.6%	13.8%	-2.9%	-17.6%	-10.9%
Footwear Wholesaling	42434	2.6	2.6	2.6	2.7	2.8	3.1	-12.3%	1.2%	-1.1%	2.5%	6.6%	8.6%
Women's Handbag Manufacturing	316992	0.0	0.0	0.0	0.0	0.1	0.1	466.7%	-11.8%	26.7%	152.6%	25.0%	1.7%
Cosmetics Manufacturing	32562	4.2	4.2	4.3	4.5	4.7	4.7	-14.7%	-0.6%	2.5%	4.7%	3.9%	1.4%
Jewelry Manufacturing	33991	1.3	1.5	1.6	1.6	1.7	1.8	-20.8%	13.9%	7.0%	2.7%	4.9%	7.2%
Jewelry Wholesaling	42394	3.8	3.9	4.0	4.2	4.5	4.6	-9.6%	0.1%	4.3%	4.2%	6.4%	2.5%
Other Specialized Design Svc	54149	1.4	1.4	1.5	1.4	1.6	1.8	-17.2%	6.5%	4.1%	-5.8%	13.4%	11.8%
Furniture & Decorative Arts:		**29.0**	**26.8**	**27.0**	**27.3**	**28.6**	**28.8**	**-20.0%**	**-7.5%**	**0.8%**	**0.9%**	**5.1%**	**0.7%**
Textile Product Mills	314	4.6	4.1	3.9	4.0	4.6	4.4	-20.8%	-10.3%	-5.0%	1.9%	14.3%	-4.6%
Furniture Manufacturing	337	13.9	12.9	13.0	13.1	13.6	14.1	-22.8%	-7.3%	1.1%	1.0%	3.9%	3.6%
Furniture Wholesaling	4232	7.5	7.2	7.5	7.6	7.9	7.8	-14.1%	-3.9%	3.3%	1.6%	4.5%	-1.7%
Electric Lighting Fixtures	33512	2.4	2.3	2.2	2.1	2.1	2.2	-20.7%	-6.2%	-2.7%	-3.7%	-1.4%	3.2%
China Plumbing Fixtures, China, Earthenware	327111	----	----	----	----	----	----	----	----	----	----	----	----
Other China, Fine Earthenware & Pottery Mfg.	327112	----	----	----	----	----	----	----	----	----	----	----	----
Pressed & Blown Glass & Glassware Mfg.	327212	0.2	----	0.1	0.1	0.1	0.1	-9.2%	----	----	-1.7%	-6.0%	11.8%
Other Misc. Nonmetallic Mineral Product Mfg.	327999	0.4	0.3	0.3	0.3	0.3	0.3	-15.4%	-20.7%	-7.1%	-1.3%	-1.4%	-4.5%
Product/Industrial Design:	54142	**0.6**	**0.7**	**0.8**	**0.4**	**0.4**	**0.4**	**-10.7%**	**11.6%**	**20.2%**	**-47.9%**	**0.2%**	**-3.4%**
Publishing and Printing:		**37.1**	**30.5**	**30.7**	**30.8**	**30.7**	**32.3**	**-4.2%**	**-17.7%**	**0.8%**	**0.2%**	**-0.5%**	**5.5%**
Printing and Related Support Activities	3231	18.4	13.8	14.4	13.6	13.4	14.8	3.7%	-24.9%	4.2%	-5.5%	-1.8%	10.3%
Book, Periodical, Newspaper Wholesalers	424920	1.6	0.9	0.9	0.9	0.7	0.6	21.6%	-41.8%	-1.7%	-3.8%	-19.7%	-7.5%
Newspaper Publishers	511110	3.5	3.3	3.2	3.2	3.0	2.8	-25.8%	-6.5%	-2.7%	0.3%	-6.7%	-4.8%
Periodical Publishers	511120	5.1	4.6	3.8	3.9	3.7	3.5	-12.5%	-10.9%	-16.5%	1.1%	-3.8%	-5.2%
Book Publishers	511130	0.7	0.6	0.6	0.5	0.5	0.6	-14.2%	-18.3%	-3.8%	-3.6%	-2.2%	7.6%
Greeting Card Publishers	511191	0.0	----	----	----	----	----	-47.4%	----	----	----	----	----
All Other Publishers	511199	0.4	----	----	----	----	----	-34.7%	----	----	----	----	----
Libraries and Archives	519120	0.9	0.8	0.9	0.8	1.1	1.2	-1.9%	-3.4%	3.4%	-6.4%	29.8%	9.9%
Internet Publishing & Broadcasting	519130	6.5	6.5	7.0	7.9	8.3	8.8	-3.9%	0.3%	8.0%	13.0%	5.1%	6.5%
Toys:		**4.7**	**4.5**	**4.3**	**4.5**	**4.7**	**4.7**	**-20.8%**	**-4.9%**	**-3.7%**	**3.8%**	**4.9%**	**-1.2%**
Toy Manufacturing	33993	1.5	1.4	1.5	1.6	1.7	1.6	-33.0%	-3.6%	3.3%	7.9%	3.9%	-3.6%
Toy Wholesaling	42392	3.2	3.1	2.9	2.9	3.1	3.1	-13.7%	-5.4%	-6.9%	1.7%	5.5%	0.1%
Visual and Performing Arts Providers:		**25.2**	**24.7**	**26.2**	**27.4**	**28.0**	**31.5**	**-3.1%**	**-1.9%**	**6.1%**	**4.6%**	**2.2%**	**12.6%**
Theater Companies	71111	2.0	2.0	2.0	2.1	2.0	2.1	-9.1%	-3.3%	1.2%	5.9%	-2.7%	2.6%
Dance Companies	71112	0.1	0.1	0.1	0.1	0.1	0.1	-9.6%	-32.0%	8.4%	6.7%	8.3%	42.3%
Musical Groups	71113	3.0	2.7	2.8	2.9	2.9	3.0	-8.1%	-11.8%	5.4%	3.2%	1.4%	3.2%
Other Performing Arts Cos.	71119	0.1	0.1	0.2	0.2	0.1	0.1	-17.6%	-9.6%	31.7%	0.6%	-12.9%	-50.7%
Agents & Managers of Artists, etc.	71141	6.5	6.4	6.9	7.3	7.6	8.3	3.9%	-1.5%	6.7%	6.1%	4.5%	9.1%
Independent Artists, Writers, etc.	71151	9.7	9.5	10.6	11.0	11.3	13.7	-3.6%	-2.8%	11.7%	4.1%	2.4%	21.8%
Museums	71211	3.6	3.6	3.7	3.9	3.9	4.2	-4.6%	0.8%	2.4%	3.8%	1.4%	6.5%
Musical Instrument Manufacturing	339992	---	0.3	----	----	----	----	----	---	----	----	----	----
Fine and Performing Arts Schools:		**3.1**	**3.3**	**3.5**	**3.5**	**3.7**	**3.9**	**-2.2%**	**5.5%**	**5.2%**	**0.1%**	**5.4%**	**6.4%**
Fine and Performing Arts Schools	61161	3.1	3.3	3.5	3.5	3.7	3.9	-2.2%	5.5%	5.2%	0.1%	5.4%	6.4%
TOTAL		352.5	342.3	346.1	349.6	355.6	364.2	-10.4%	-2.9%	1.1%	1.0%	1.7%	2.4%

Source: California EDD, LMID, QCEW Series

TABLE 29: CREATIVE INDUSTRIES EMPLOYMENT, ORANGE COUNTY 2009-2014

Creative Industry	NAICS Code	Avg. Number of Jobs (1,000s) 2009	2014	2009-2014 Number	Percent
Architecture and Interior Design:		**5.0**	**5.9**	**0.9**	**18.1%**
Architectural Services	54131	2.8	3.3	0.5	18.5%
Landscape Design	54132	1.1	0.9	-0.2	-16.6%
Drafting Services	541340	0.1	0.1	0.0	6.3%
Interior Design	54141	0.7	1.0	0.3	38.7%
Ornamental Architectural Metal Work Mfg.	332323	0.4	0.7	0.3	70.3%
Art Galleries:	45392	**0.3**	**0.2**	**-0.1**	**-35.2%**
Communication Arts:		**3.9**	**4.3**	**0.4**	**9.6%**
Graphic Design	54143	1.1	0.8	-0.3	-25.8%
Advertising Agencies	54181	2.1	3.0	0.8	39.2%
Photography Studios, Portrait	541921	0.6	0.4	-0.2	-30.9%
Commercial Photography	541922	0.1	0.1	0.0	-6.2%
Digital Media:		**4.3**	**5.2**	**0.9**	**20.3%**
Software Publishers	5112	4.3	5.2	0.9	20.3%
Entertainment:		**2.5**	**2.1**	**-0.5**	**-18.6%**
Motion Picture/Video Production	51211	0.6	0.7	0.0	3.1%
Motion Picture Distribution	51212	---	0.0	---	---
Post-Production Services	51219	0.1	0.1	0.0	-14.5%
Sound Recording	5122	0.1	0.1	0.0	17.4%
Radio Stations	515112	0.5	0.1	-0.4	-82.3%
Television Broadcasting	515120	0.0	0.3	0.3	796.9%
Cable Broadcasting	5152	1.2	0.8	-0.4	-31.1%
Fashion:		**10.7**	**11.1**	**0.4**	**3.5%**
Textile Mills Manufacturing	313	0.7	0.7	-0.1	-10.4%
Apparel Manufacturing	315	6.7	5.4	-1.3	-18.8%
Apparel Wholesaling	4243	2.4	3.8	1.4	59.4%
Footwear Manufacturing	3162	---	---	---	---
Footwear Wholesaling	42434	0.6	0.8	0.2	25.5%
Cosmetics Manufacturing	32562	0.3	0.4	0.2	72.5%
Jewelry Manufacturing	33991	0.1	0.1	-0.1	-42.4%
Jewelry Wholesaling	42394	0.3	0.5	0.2	67.0%
Other Specialized Design Svc	54149	0.2	0.2	0.0	1.5%
Furniture & Decorative Arts:		**9.0**	**7.9**	**-1.1**	**-12.2%**
Textile Product Mills	314	1.8	1.3	-0.5	-27.0%
Furniture Manufacturing	337	4.0	3.8	-0.2	-4.5%
Furniture Wholesaling	4232	1.4	1.7	0.2	16.2%
Electric Lighting Fixtures	33512	1.3	1.1	-0.3	-19.5%
China Plumbing Fixtures, China Earthenware Mfg.	327111	---	---	---	---
Other China, Fine Earthenware & Pottery Mfg.	327112	0.1	---	---	---
Pressed & Blown Glass & Glassware Mfg.	327212	0.0	0.0	0.0	-9.1%
Other Misc. Nonmetallic Mineral Product Mfg.	327999	0.3	---	---	---
Product/Industrial Design:	54142	**0.4**	**0.5**	**0.1**	**14.7%**
Publishing and Printing:		**14.4**	**12.7**	**-1.7**	**-11.8%**
Printing and Related Support Activities	3231	8.3	8.0	-0.3	-3.9%
Book, Periodical, Newspaper Wholesalers	424920	0.2	0.2	0.0	2.3%
Newspaper Publishers	511110	1.8	1.3	-0.5	-29.3%
Periodical Publishers	511120	1.6	1.0	-0.6	-34.7%
Book Publishers	511130	0.8	0.4	-0.4	-45.7%
Greeting Card Publishers	511191	---	---	---	---
All Other Publishers	511199	---	0.0	---	---
Libraries and Archives	519120	0.0	0.1	0.1	231.3%
Internet Publishing & Broadcasting	519130	1.7	1.7	0.0	-1.7%
Toys:		**0.4**	**0.5**	**0.1**	**33.1%**
Toy Manufacturing	33993	0.1	0.1	0.0	53.8%
Toy Wholesaling	42392	0.3	0.4	0.1	27.2%
Visual and Performing Arts Providers:		**2.4**	**2.6**	**0.2**	**8.4%**
Theater Companies	71111	0.8	0.9	0.1	17.0%
Dance Companies	71112	---	0.1	---	---
Musical Groups	71113	0.3	0.2	-0.1	-25.5%
Other Performing Arts Cos.	71119	---	0.0	---	---
Agents & Managers of Artists, etc.	71141	0.1	0.1	0.0	-13.6%
Independent Artists, Writers, etc.	71151	0.7	0.7	-0.1	-12.6%
Museums	71211	0.4	0.5	0.1	37.6%
Musical Instrument Manufacturing	339992	0.2	0.2	0.0	-0.6%
Fine and Performing Arts Schools:		**0.9**	**1.0**	**0.2**	**18.8%**
Fine and Performing Arts Schools	61161	0.9	1.0	0.2	18.8%
TOTAL		**54.3**	**54.0**	**-0.3**	**-0.5%**

Source: California EDD, Labor Market Infomation Division, ES202 data

TABLE 30:
ORANGE COUNTY CREATIVE INDUSTRIES EMPLOYMENT YEAR-TO-YEAR COMPARISONS, 2009-2014

Creative Industry	NAICS Code	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
Architecture and Interior Design:		**5.0**	**4.7**	**5.1**	**5.5**	**5.3**	**5.9**	**-25.9%**	**-6.9%**	**8.9%**	**7.8%**	**-3.4%**	**11.9%**
Architectural Sevices	54131	2.8	2.7	2.9	3.1	2.9	3.3	-32.4%	-2.9%	9.0%	7.3%	-7.1%	12.3%
Landscape Design	54132	1.1	0.9	1.0	1.0	0.8	0.9	-23.8%	-17.3%	17.5%	-1.5%	-21.0%	10.4%
Drafting Services	541340	0.1	0.1	0.1	0.1	0.1	0.1	-20.8%	2.5%	-31.7%	0.0%	12.5%	34.9%
Interior Design	54141	0.7	0.7	0.7	0.7	0.9	1.0	-6.7%	-1.5%	3.7%	1.0%	21.2%	11.1%
Ornamental & Architectural Metal Work Mfg.	332323	0.4	0.3	0.4	0.5	0.6	0.7	-5.7%	-18.6%	6.2%	53.1%	15.7%	11.2%
Art Galleries	45392	**0.3**	**0.1**	**0.1**	**0.1**	**0.2**	**0.2**	**-17.3%**	**-46.2%**	**-1.4%**	**2.8%**	**10.1%**	**7.9%**
Communication Arts:		**3.9**	**3.8**	**3.7**	**4.1**	**4.1**	**4.3**	**-18.4%**	**-1.9%**	**-3.8%**	**9.8%**	**1.5%**	**4.2%**
Graphic Design	54143	1.1	1.0	0.9	0.9	0.9	0.8	-16.7%	-7.8%	-7.7%	-7.0%	0.0%	-6.2%
Advertising Agencies	54181	2.1	2.2	2.2	2.6	2.7	3.0	-18.9%	1.7%	0.7%	18.5%	4.8%	9.4%
Photography Studios, Portrait	541921	0.6	0.5	0.5	0.5	0.4	0.4	-12.2%	-5.1%	-8.9%	-0.2%	-9.6%	-11.3%
Commercial Photography	541922	0.1	0.1	0.1	0.1	0.1	0.1	-22.2%	1.5%	-26.5%	22.7%	-13.4%	18.4%
Digital Media:		**4.3**	**4.5**	**4.9**	**5.1**	**5.2**	**5.2**	**3.8%**	**3.0%**	**9.0%**	**5.8%**	**0.3%**	**1.0%**
Software Publishers	5112	4.3	4.5	4.9	5.1	5.2	5.2	3.8%	3.0%	9.0%	5.8%	0.3%	1.0%
Entertainment:		**2.5**	**2.4**	**2.3**	**2.4**	**2.4**	**2.1**	**-2.8%**	**-4.0%**	**-5.6%**	**2.4%**	**3.5%**	**-15.3%**
Motion Picture/Video Production	51211	0.6	0.6	0.6	0.7	0.7	0.7	-6.8%	-8.9%	7.0%	11.9%	-3.4%	-2.1%
Motion Picture Distribution	51212	---	---	0.0	0.0	0.0	0.0	---	---	---	50.0%	20.8%	6.9%
Post Production Services	51219	0.1	---	0.1	0.1	0.1	0.1	---	---	---	9.8%	-7.5%	-14.5%
Sound Recording	5122	0.1	0.1	0.1	0.1	0.1	0.1	-31.7%	7.0%	-10.9%	14.6%	44.7%	-25.7%
Radio Stations	515112	0.5	0.5	0.2	0.2	0.4	0.1	-3.5%	-1.6%	-54.7%	-0.9%	84.8%	-78.3%
Television Broadcasting	515120	0.0	0.2	0.2	---	---	0.3	---	---	10.6%	---	---	---
Cable Broadcasting	5152	1.2	1.1	1.1	1.3	1.1	0.8	3.2%	-8.8%	0.3%	12.1%	-9.6%	-25.6%
Fashion:		**10.7**	**10.6**	**10.2**	**10.6**	**11.0**	**11.1**	**-15.3%**	**-1.2%**	**-3.1%**	**3.8%**	**3.4%**	**0.7%**
Textile Mills Manufacturing	313	0.7	0.7	0.7	0.7	0.7	0.7	-8.0%	-8.2%	9.8%	-0.3%	-6.2%	-5.0%
Apparel Manufacturing	315	6.7	5.9	5.6	5.6	5.4	5.4	-15.9%	-12.0%	-4.6%	-1.2%	-3.3%	1.2%
Apparel Wholesaling	4243	2.4	3.1	2.9	3.0	3.5	3.8	-10.8%	31.7%	-6.7%	3.5%	18.4%	5.9%
Footwear Manufacturing	3162	---	---	---	---	---	---	---	---	---	---	---	---
Footwear Wholesaling	42434	0.6	0.7	0.6	0.6	0.7	0.8	2.8%	7.9%	-9.4%	-3.0%	15.5%	14.6%
Women's Handbag Manufacturing	316992	---	---	---	---	---	---	---	---	---	---	---	---
Cosmetics Manufacturing	32562	0.3	0.2	0.3	0.4	0.4	0.4	-20.8%	-8.6%	14.6%	59.2%	-2.6%	6.3%
Jewelry Manufacturing	33991	0.1	0.1	0.1	0.1	0.1	0.1	-21.0%	-20.9%	-14.5%	-3.2%	-1.1%	-11.1%
Jewelry Wholesaling	42394	0.3	0.2	0.3	0.4	0.4	0.5	-9.8%	-16.3%	14.7%	37.0%	10.2%	15.3%
Other Specialized Design Svc	54149	0.2	0.3	0.3	0.4	0.4	0.2	-24.0%	43.7%	13.5%	30.4%	1.8%	-53.1%
Furniture & Decorative Arts:		**9.0**	**8.0**	**7.9**	**7.5**	**6.6**	**7.9**	**-16.9%**	**-10.7%**	**-1.4%**	**-4.8%**	**-12.9%**	**20.4%**
Textile Product Mills	314	1.8	1.6	1.4	1.3	1.3	1.3	-12.5%	-12.9%	-13.0%	-5.2%	-1.2%	2.8%
Furniture Manufacturing	337	4.0	3.6	3.8	3.8	3.7	3.8	-23.9%	-8.7%	4.9%	-1.4%	-1.2%	2.3%
Furniture Wholesaling	4232	1.4	1.5	1.5	1.5	1.5	1.7	-11.6%	3.5%	1.4%	2.2%	-1.8%	10.4%
Electric Lighting Fixtures	33512	1.3	0.9	0.9	0.9	---	1.1	-18.5%	-29.0%	-3.3%	-0.8%	---	---
China Plumbing Fixtures, China, Earthenware	327111	---	---	---	---	---	---	---	---	---	---	---	---
Other China, Fine Earthenware & Pottery Mfg.	327112	0.1	0.0	---	---	---	---	-35.4%	-23.5%	---	---	---	---
Pressed & Blown Glass & Glassware Mfg.	327212	0.0	0.0	0.0	0.0	0.0	0.0	-25.0%	0.0%	-6.1%	-41.9%	---	20.0%
Other Misc. Nonmetallic Mineral Product Mfg.	327999	0.3	0.3	0.3	---	---	---	165.6%	-11.5%	-10.3%	---	---	---
Product/Industrial Design	54142	**0.4**	**0.4**	**0.3**	**0.3**	**0.4**	**0.5**	**-18.7%**	**-7.8%**	**-24.2%**	**-5.4%**	**45.9%**	**18.9%**
Publishing and Printing:		**14.4**	**12.6**	**12.1**	**12.2**	**12.4**	**12.7**	**-3.8%**	**-12.7%**	**-4.2%**	**0.6%**	**1.6%**	**3.2%**
Printing and Related Support Activities	3231	8.3	7.5	7.4	7.5	7.4	8.0	2.5%	-10.1%	-1.3%	1.2%	-1.5%	8.6%
Book, Periodical, Newspaper Wholesalers	424920	0.2	0.1	0.2	0.2	0.2	0.2	-48.4%	-16.0%	51.0%	-10.4%	4.5%	-13.9%
Newspaper Publishers	511110	1.8	1.4	1.3	1.3	1.6	1.3	-22.6%	-24.0%	-7.3%	2.7%	17.3%	-16.7%
Periodical Publishers	511120	1.6	1.4	1.3	1.1	1.0	1.0	-11.0%	-12.5%	-10.0%	-14.1%	-6.5%	3.2%
Book Publishers	511130	0.8	0.4	0.4	0.4	0.5	0.4	-35.0%	-43.2%	-2.7%	-0.2%	5.3%	-6.4%
Greeting Card Publishers	511191	----	----	----	----	---	---	---	---	---	---	---	---
All Other Publishers	511199	----	----	----	----	---	0.0	---	---	---	---	---	---
Libraries and Archives	519120	0.0	0.0	----	0.0	0.1	0.1	-37.3%	-28.1%	---	---	90.9%	26.2%
Internet Publishing & Broadcasting	519130	1.7	1.7	1.5	1.6	1.7	1.7	51.7%	1.6%	-13.5%	7.3%	4.7%	-0.4%
Toys:		**0.4**	**0.5**	**0.5**	**0.5**	**0.5**	**0.5**	**-48.0%**	**48.0%**	**-7.2%**	**-6.5%**	**1.8%**	**1.9%**
Toy Manufacturing	33993	0.1	0.1	0.1	0.1	0.1	0.1	-22.3%	2.5%	13.4%	0.0%	20.4%	9.8%
Toy Wholesaling	42392	0.3	0.4	0.4	0.4	0.4	0.4	-52.5%	61.2%	-11.0%	-8.1%	-3.0%	-0.6%
Visual and Performing Arts Providers:		**2.4**	**2.4**	**2.5**	**2.6**	**2.3**	**2.6**	**-6.7%**	**1.5%**	**4.0%**	**1.2%**	**-8.9%**	**11.4%**
Theater Companies	71111	0.8	0.7	0.9	0.9	0.9	0.9	-2.8%	-4.1%	17.0%	3.3%	-2.7%	3.7%
Dance Companies	71112	---	---	---	0.1	---	0.1	---	---	---	---	---	---
Musical Groups	71113	0.3	0.3	0.2	0.2	0.2	0.2	-3.4%	-6.3%	-18.7%	-15.6%	19.0%	-2.7%
Other Performing Arts Cos.	71119	---	0.1	---	0.0	---	0.0	---	---	---	---	---	---
Agents & Managers of Artists, etc.	71141	0.1	0.1	0.1	0.0	0.1	0.1	-15.7%	0.0%	8.5%	-25.0%	8.3%	-1.9%
Independent Artists, Writers, etc.	71151	0.7	0.7	0.8	0.8	0.6	0.7	-9.1%	-1.3%	11.5%	-5.0%	-19.0%	3.2%
Museums	71211	0.4	0.4	0.4	0.4	0.4	0.5	-2.6%	3.9%	4.3%	6.3%	-5.3%	26.0%
Musical Instrument Manufacturing	339992	0.2	0.1	0.2	0.2	0.2	0.2	-20.8%	-12.8%	10.5%	-0.6%	-1.3%	5.2%
Fine and Performing Arts Schools		**0.9**	**0.9**	**0.9**	**0.9**	**1.0**	**1.0**	**5.5%**	**-0.7%**	**-2.0%**	**8.9%**	**6.9%**	**4.8%**
Fine and Performing Arts Schools	61161	0.9	0.9	0.9	0.9	1.0	1.0	5.5%	-0.7%	-2.0%	8.9%	6.9%	4.8%
TOTAL		**54.3**	**51.0**	**50.5**	**51.7**	**51.3**	**54.0**	**-12.1%**	**-6.0%**	**-1.0%**	**2.5%**	**-0.9%**	**5.3%**

Source: California EDD, LMID, QCEW Series

TABLE 31: LOS ANGELES COUNTY EMPLOYMENT BY CREATIVE OCCUPATION, 2009-2014

Occupational Title	SOC Code	Average Employment		2009-2014 Changes		Median Annual Wage 2014	Location Quotient	Entry Level Education
		2009	2014	Number	Percent			
Management Occupations:		**11,340**	**10,320**	**-1,020**	**-9.0%**			
Advertising and Promotions Managers	11-2011	1,640	1,670	30	1.8%	$124,810	1.89	Bachelor's Degree
Marketing Managers	11-2021	7,790	6,820	-970	-12.5%	$138,050	1.23	Bachelor's Degree
Public Relations and Fundraising Managers	11-2031	1,910	1,830	-80	-4.2%	$95,530	1.07	Bachelor's Degree
Business and Financial Operations Occupations:		**3,090**	**3,840**	**750**	**24.3%**			
Agents and Business Managers of Artists, etc.	13-1011	3,090	3,840	750	24.3%	$88,620	10.78	Bachelor's Degree
Architecture and Engineering Occupations:		**7,380**	**6,540**	**-840**	**-11.4%**			
Architects, Except Landscape and Naval	17-1011	2,660	3,280	620	23.3%	$81,080	1.23	Bachelor's Degree
Landscape Architects	17-1012	**	170	—	—	$92,700	0.31	Bachelor's Degree
Architectural and Civil Drafters	17-3011	4,720	3,090	-1,630	-34.5%	$59,290	1.13	Associate Degree
Education, Training and Library Operations:		**15,490**	**14,830**	**-660**	**-4.3%**			
Architecture Teachers, Postsecondary	25-1031	**	180	—	—	$74,630	0.82	Doctoral/Professional Degree
Anthropology and Archeology Teachers, Postsecondary	25-1061	200	120	-80	-40.0%	$88,560	0.67	Doctoral/Professional Degree
Area, Ethnic and Cultural Studies Teachers, Postsecondary	25-1062	210	180	-30	-14.3%	$78,130	0.67	Doctoral/Professional Degree
Library Science Teachers, Postsecondary	25-1082	80	40	-40	-50.0%	$102,030	0.33	Doctoral/Professional Degree
Art, Drama and Music Teachers, Postsecondary	25-1121	3,930	4,050	120	3.1%	$74,680	1.38	Doctoral/Professional Degree
Communications Teachers, Postsecondary	25-1122	830	1,040	210	25.3%	$82,740	1.17	Doctoral/Professional Degree
English Language and Literature Teachers, Postsecondary	25-1123	2,300	2,040	-260	-11.3%	$75,200	0.89	Doctoral/Professional Degree
Foreign Language and Literature Teachers, Postsecondary	25-1124	1,410	1,110	-300	-21.3%	$74,550	1.19	Doctoral/Professional Degree
History Teachers, Postsecondary	25-1125	510	410	-100	-19.6%	$80,820	0.58	Doctoral/Professional Degree
Archivists	25-4011	70	240	170	242.9%	$46,760	1.52	—
Curators	25-4012	380	330	-50	-13.2%	$63,580	0.97	Masters Degree
Museum Technicians and Conservators	25-4013	410	460	50	12.2%	$49,320	1.56	Bachelor's Degree
Librarians	25-4021	2,900	2,550	-350	-12.1%	$71,940	0.64	Masters Degree
Library Technicians	25-4031	2,120	1,890	-230	-10.8%	$43,530	0.67	Post Secondary/Non-degree Award
Audio-Visual and Multimedia Collections Specialists	25-9011	140	190	50	35.7%	$43,280	0.70	Bachelor's Degree
Art, Design, Entertainment and Media Occupations:		**93,890**	**116,040**	**22,150**	**23.6%**			
Art Directors	27-1011	3,010	3,000	-10	-0.3%	$108,830	3.02	Bachelor's Degree
Craft Artists	27-1012	350	260	—	—	$67,680	1.83	HS Diploma or Equivalent
Fine Artists, Including Painters, Sculptors and Illustrators	27-1013	850	1,380	530	62.4%	$58,700	3.81	HS Diploma or Equivalent
Multimedia Artists and Animators	27-1014	4,920	5,920	1,000	20.3%	$80,520	6.80	Bachelor's Degree
Artists and Related Workers, All Other	27-1019	460	130	-330	-71.7%	$65,270	0.56	HS Diploma or Equivalent
Commercial and Industrial Designers	27-1021	690	1,510	820	118.8%	$59,300	1.71	Bachelor's Degree
Fashion Designers	27-1022	2,790	4,130	1,340	48.0%	$67,080	7.71	HS Diploma or Equivalent
Floral Designers	27-1023	830	620	-210	-25.3%	$27,950	0.46	HS Diploma or Equivalent
Graphic Designers	27-1024	10,150	9,600	-550	-5.4%	$51,390	1.62	Bachelor's Degree
Interior Designers	27-1025	1,740	1,500	-240	-13.8%	$53,220	1.11	Bachelor's Degree
Merchandise Displayers and Window Trimmers	27-1026	2,560	1,500	-1,060	-41.4%	$31,200	0.54	HS Diploma or Equivalent
Set and Exhibit Designers	27-1027	770	1,450	680	88.3%	$57,630	4.61	Bachelor's Degree
Designers, All Other	27-1029	980	940	-40	-4.1%	$50,900	4.54	Bachelor's Degree
Actors	27-2011	**	**	—	—	*	*	—
Producers and Directors	27-2012	15,210	19,560	4,350	28.6%	$101,480	6.70	Bachelor's Degree
Dancers	27-2031	1,190	760	-430	-36.1%	*	2.26	HS Diploma or Equivalent
Choreographers	27-2032	**	**	—	—	*	*	HS Diploma or Equivalent
Music Directors and Composers	27-2041	440	590	150	34.1%	$57,050	0.89	Bachelor's Degree
Musicians and Singers	27-2042	3,540	2,600	-940	-26.6%	*	2.23	HS Diploma or Equivalent
Radio and Television Announcers	27-3011	910	1,220	310	34.1%	$37,060	1.35	Bachelor's Degree
Public Address System and other Announcers	27-3012	190	450	260	136.8%	$25,430	2.00	HS Diploma or Equivalent
Broadcast News Analysts	27-3021	**	290	—	—	$73,100	2.25	—
Reporters and Correspondents	27-3022	1,260	1,330	70	5.6%	$37,190	1.05	Associate Degree
Public Relations Specialists	27-3031	8,460	6,450	-2,010	-23.8%	$64,820	1.03	Bachelor's Degree
Editors	27-3041	4,050	3,580	-470	-11.6%	$62,170	1.22	Bachelor's Degree
Technical Writers	27-3042	1,530	1,440	-90	-5.9%	$71,580	0.99	Bachelor's Degree
Writers and Authors	27-3043	3,410	4,300	890	26.1%	*	3.29	Bachelor's Degree
Media and Communication Workers, All Other	27-3099	4,300	9,190	4,890	113.7%	$46,420	11.99	HS Diploma or Equivalent
Audio and Video Equipment Technicians	27-4011	3,850	6,550	2,700	70.1%	$47,550	3.62	Post Secondary/Non-degree Award
Broadcast Technicians	27-4012	1,420	1,860	440	31.0%	$53,140	2.33	Associate Degree
Radio Operators	27-4013	**	**	—	—	*	*	—
Sound Engineering Technicians	27-4014	2,380	3,070	690	29.0%	$57,790	7.43	Post Secondary/Non-degree Award
Photographers	27-4021	1,440	2,680	1,240	86.1%	$57,320	1.71	HS Diploma or Equivalent
Camera Operators, Television, Video, and Motion Picture	27-4031	2,150	3,620	1,470	68.4%	$58,320	6.59	Bachelor's Degree
Film and Video Editors	27-4032	4,780	8,810	4,030	84.3%	$85,590	12.00	Bachelor's Degree
Media and Communication Equipment Workers, All Other	27-4099	3,280	5,750	2,470	75.3%	$69,940	10.85	Bachelor's Degree
Personal Care and Service Occupations:		**1,290**	**2,250**	**960**	**74.4%**			
Motion Picture Projectionists	39-3021	590	220	-370	-62.7%	$21,130	1.16	Less than High School
Costume Attendants	39-3092	440	1,090	—	—	$49,490	5.81	HS Diploma or Equivalent
Makeup Artists, Theatrical and Performing	39-5091	260	940	680	261.5%	$62,940	11.94	—
Sales and Related Occupations:		**4,720**	**7,480**	**2,760**	**58.5%**			
Advertising Sales Agents	41-3011	4,720	7,480	2,760	58.5%	$65,770	1.61	HS Diploma or Equivalent
Office and Administrative Support Occupations:		**3,540**	**2,980**	**-560**	**-15.8%**			
Library Assistants, Clerical	43-4121	3,200	2,600	-600	-18.8%	$24,110	0.86	HS Diploma or Equivalent
Desktop Publishers	43-9031	340	380	40	11.8%	$46,840	0.94	Associate Degree
Installation, Maintenance and Repair Occupations:		**950**	**900**	**-50**	**-5.3%**			
Electronic Home Entertainment Equip. Installers and Repairers	49-2097	690	400	-290	-42.0%	$32,420	0.50	Post Secondary/Non-degree Award
Camera and Photographic Equipment Repairers	49-9061	260	340	—	—	$43,340	3.58	Associate Degree
Musical Instrument Repairers and Tuners	49-9063	**	160	—	—	*	*	—
Watch Repairers	49-9064	**	**	—	—	*	*	—
Production Occupations:		**11,750**	**7,990**	**-3,760**	**-32.0%**			
Bindery Workers	51-5011	1,880	**	—	—	*	*	—
Bookbinders	51-5012	**	**	—	—	*	*	—
Sewers, Hand	51-6051	830	370	-460	-55.4%	$21,710	2.08	Less than High School
Tailors, Dressmakers, and Custom Sewers	51-6052	1,280	770	-510	-39.8%	$29,940	1.26	Less than High School
Fabric and Apparel Patternmakers	51-6092	2,010	1,670	-340	-16.9%	$46,680	10.20	HS Diploma or Equivalent
Cabinetmakers and Bench Carpenters	51-7011	2,750	2,210	-540	-19.6%	$35,430	0.84	HS Diploma or Equivalent
Jewelers and Precious Stone and Metal Workers	51-9071	1,500	1,440	-60	-4.0%	$34,830	2.07	HS Diploma or Equivalent
Painting, Coating and Decorating Workers	51-9123	690	400	-290	-42.0%	$33,300	0.83	HS Diploma or Equivalent
Photographic Process Workers	51-9151	560	920	—	—	$35,150	1.06	HS Diploma or Equivalent
Etchers and Engravers	51-9194	250	210	-40	-16.0%	$37,530	0.80	HS Diploma or Equivalent
		153,440	173,170	19,730	12.9%			

Note: Computer and mathematical (software developers applications, 15-1132 and systems, 15-1133) totaled 27,200 jobs in 2014, but were left out of this table because there was no comparable data for 2009 due to a change in how these occupations were coded.

* = indicates that a wage or location quotient estimate are not available
** = indicates that an employment estimate is not available

Source: Bureau of Labor Statistics. Occupational Employment Satistics

TABLE 32: ORANGE COUNTY EMPLOYMENT BY CREATIVE OCCUPATION, 2009-2014

Occupational Title	SOC Code	Average Employment		2009-2014 Changes		Median Annual Wage 2014	Location Quotient	Entry Level Education
		2009	2014	Number	Percent			
Management Occupations:		**4,750**	**4,500**	**-250**	**-5.3%**			
Advertising and Promotions Managers	11-2011	510	370	-140	-27.5%	$90,440	1.15	Bachelor's Degree
Marketing Managers	11-2021	3,710	3,590	-120	-3.2%	$123,500	1.77	Bachelor's Degree
Public Relations and Fundraising Managers	11-2031	530	540	10	1.9%	$125,330	0.87	Bachelor's Degree
Business and Financial Operations Occupations:		**30**	**60**	**30**	**100.0%**			
Agents and Business Managers of Artists, etc.	13-1011	30	60	30	100.0%	$37,900	0.47	Bachelor's Degree
Architecture and Engineering Occupations:		**3,480**	**3,720**	**240**	**6.9%**			
Architects, Except Landscape and Naval	17-1011	1,430	970	-460	-32.2%	$88,330	0.99	Bachelor's Degree
Landscape Architects	17-1012	360	860	500	138.9%	$68,540	4.31	Bachelor's Degree
Architectural and Civil Drafters	17-3011	1,690	1,890	200	11.8%	$53,790	1.88	Associate Degree
Education, Training and Library Operations:		**4,020**	**4,500**	**480**	**11.9%**			
Architecture Teachers, Postsecondary	25-1031	**	40	—	—	$127,130	0.53	Doctoral/Professional Degree
Anthropology and Archeology Teachers, Postsecondary	25-1061	60	50	-10	-16.7%	$106,420	0.74	Doctoral/Professional Degree
Area, Ethnic and Cultural Studies Teachers, Postsecondary	25-1062	**	**	—	—	*	*	Doctoral/Professional Degree
Library Science Teachers, Postsecondary	25-1082	**	50	—	—	$130,390	1.10	Doctoral/Professional Degree
Art, Drama and Music Teachers, Postsecondary	25-1121	950	1,230	—	—	$105,150	1.15	Doctoral/Professional Degree
Communications Teachers, Postsecondary	25-1122	220	330	110	50.0%	$130,760	1.03	Doctoral/Professional Degree
English Language and Literature Teachers, Postsecondary	25-1123	810	690	-120	-14.8%	$126,960	0.82	Doctoral/Professional Degree
Foreign Language and Literature Teachers, Postsecondary	25-1124	**	210	—	—	$130,020	0.63	Doctoral/Professional Degree
History Teachers, Postsecondary	25-1125	170	180	10	5.9%	$128,060	0.69	Doctoral/Professional Degree
Archivists	25-4011	**	**	—	—	*	*	—
Curators	25-4012	**	**	—	—	*	*	Masters Degree
Museum Technicians and Conservators	25-4013	40	60	20	50.0%	$37,230	0.52	Bachelor's Degree
Librarians	25-4021	780	620	-160	-20.5%	$73,290	0.43	Masters Degree
Library Technicians	25-4031	930	820	-110	-11.8%	$43,760	0.79	Post Secondary/Non-degree Award
Audio-Visual and Multimedia Collections Specialists	25-9011	60	220	—	—	$43,160	2.23	Bachelor's Degree
Art, Design, Entertainment and Media Occupations:		**19,530**	**17,430**	**-2,100**	**-10.8%**			
Art Directors	27-1011	620	560	-60	-9.7%	$86,700	1.54	Bachelor's Degree
Craft Artists	27-1012	**	**	—	—	*	*	HS Diploma or Equivalent
Fine Artists, Including Painters, Sculptors and Illustrators	27-1013	100	130	30	30.0%	*	1.01	HS Diploma or Equivalent
Multimedia Artists and Animators	27-1014	620	480	-140	-22.6%	$73,680	1.51	Bachelor's Degree
Artists and Related Workers, All Other	27-1019	40	**	—	—	*	*	HS Diploma or Equivalent
Commercial and Industrial Designers	27-1021	520	560	40	7.7%	$68,640	1.74	Bachelor's Degree
Fashion Designers	27-1022	450	520	70	15.6%	$62,600	2.67	HS Diploma or Equivalent
Floral Designers	27-1023	480	310	-170	-35.4%	$32,720	0.63	HS Diploma or Equivalent
Graphic Designers	27-1024	3,580	3,290	-290	-8.1%	$50,100	1.52	Bachelor's Degree
Interior Designers	27-1025	890	930	40	4.5%	$58,510	1.88	Bachelor's Degree
Merchandise Displayers and Window Trimmers	27-1026	1,980	2,110	130	6.6%	$24,170	2.06	HS Diploma or Equivalent
Set and Exhibit Designers	27-1027	100	180	80	80.0%	*	1.55	Bachelor's Degree
Designers, All Other	27-1029	200	140	-60	-30.0%	$98,500	1.84	Bachelor's Degree
Actors	27-2011	480	340	-140	-29.2%	*	0.53	—
Producers and Directors	27-2012	530	590	60	11.3%	$62,360	0.55	Bachelor's Degree
Dancers	27-2031	150	160	—	—	*	1.32	HS Diploma or Equivalent
Choreographers	27-2032	480	50	-430	-89.6%	*	0.77	HS Diploma or Equivalent
Music Directors and Composers	27-2041	80	230	150	187.5%	$55,800	0.94	Bachelor's Degree
Musicians and Singers	27-2042	1,300	760	-540	-41.5%	*	1.78	HS Diploma or Equivalent
Radio and Television Announcers	27-3011	**	**	—	—	*	*	Bachelor's Degree
Public Address System and other Announcers	27-3012	**	**	—	—	*	*	HS Diploma or Equivalent
Broadcast News Analysts	27-3021	**	**	—	—	*	*	—
Reporters and Correspondents	27-3022	270	210	-60	-22.2%	$44,170	0.45	Associate Degree
Public Relations Specialists	27-3031	2,390	1,340	-1,050	-43.9%	$64,860	0.59	Bachelor's Degree
Editors	27-3041	850	910	60	7.1%	$62,840	0.85	Bachelor's Degree
Technical Writers	27-3042	570	610	40	7.0%	$76,140	1.15	Bachelor's Degree
Writers and Authors	27-3043	310	330	20	6.5%	$65,090	0.69	Bachelor's Degree
Media and Communication Workers, All Other	27-3099	240	200	-40	-16.7%	$56,260	0.71	HS Diploma or Equivalent
Audio and Video Equipment Technicians	27-4011	800	1,100	300	37.5%	$38,580	1.66	Post Secondary/Non-degree Award
Broadcast Technicians	27-4012	130	170	40	30.8%	$23,880	0.56	Associate Degree
Radio Operators	27-4013	**	**	—	—	*	*	—
Sound Engineering Technicians	27-4014	280	250	-30	-10.7%	$54,990	1.65	Post Secondary/Non-degree Award
Photographers	27-4021	610	710	100	16.4%	*	1.24	HS Diploma or Equivalent
Camera Operators, Television, Video, and Motion Picture	27-4031	50	40	—	—	$48,520	0.21	Bachelor's Degree
Film and Video Editors	27-4032	140	150	10	7.1%	$33,800	0.57	Bachelor's Degree
Media and Communication Equipment Workers, All Other	27-4099	290	70	-220	-75.9%	$58,110	0.36	Bachelor's Degree
Personal Care and Service Occupations:		**100**	**130**	**30**	**30.0%**			
Motion Picture Projectionists	39-3021	100	130	30	30.0%	$20,940	1.82	Less than High School
Costume Attendants	39-3092	**	**	—	—	*	*	HS Diploma or Equivalent
Makeup Artists, Theatrical and Performing	39-5091	**	**	—	—	*	*	—
Sales and Related Occupations:		**1,330**	**1,760**	**430**	**32.3%**			
Advertising Sales Agents	41-3011	1330	1,760	430	32.3%	$56,140	1.04	HS Diploma or Equivalent
Office and Administrative Support Occupations:		**1,170**	**810**	**-360**	**-30.8%**			
Library Assistants, Clerical	43-4121	940	680	-260	-27.7%	$34,250	0.61	HS Diploma or Equivalent
Desktop Publishers	43-9031	230	130	-100	-43.5%	$52,920	0.91	Associate Degree
Installation, Maintenance and Repair Occupations:		**620**	**90**	**-530**	**-85.5%**			
Electronic Home Entertainment Equip. Installers and Repairers	49-2097	550	**	—	—	$32,740	*	Post Secondary/Non-degree Award
Camera and Photographic Equipment Repairers	49-9061	70	90	—	—	$44,500	2.54	Associate Degree
Musical Instrument Repairers and Tuners	49-9063	**	**	—	—	*	*	—
Watch Repairers	49-9064	**	**	—	—	*	*	—
Production Occupations:		**3,500**	**2,180**	**-1,320**	**-37.7%**			
Bindery Workers	51-5011	690	**	—	—	*	*	—
Bookbinders	51-5012	**	**	—	—	*	*	—
Sewers, Hand	51-6051	80	150	70	87.5%	$22,090	2.25	Less than High School
Tailors, Dressmakers, and Custom Sewers	51-6052	630	300	-330	-52.4%	$26,880	1.35	Less than High School
Fabric and Apparel Patternmakers	51-6092	400	110	-290	-72.5%	$59,220	1.87	HS Diploma or Equivalent
Cabinetmakers and Bench Carpenters	51-7011	950	670	-280	-29.5%	$31,360	0.69	HS Diploma or Equivalent
Jewelers and Precious Stone and Metal Workers	51-9071	360	260	-100	-27.8%	$39,860	1.01	HS Diploma or Equivalent
Painting, Coating and Decorating Workers	51-9123	130	210	80	61.5%	$30,700	1.15	HS Diploma or Equivalent
Photographic Process Workers	51-9151	150	480	330	220.0%	$35,140	1.53	HS Diploma or Equivalent
Etchers and Engravers	51-9194	110	**	—	—	$32,860	*	HS Diploma or Equivalent
		38,530	35,180	-3,350	-8.7%			

Note: Computer and mathematical occupations (software developers applications, 15-1132 and systems, 15-1133) totaled 15,470 jobs in 2014, but were left out of this table because there was no comparable data for 2009 due to a change in how these occupations were coded.

• = indicates that a wage or location quotient estimate are not available
•• = indicates that an employment estimate is not available

Source: Bureau of Labor Statistics. Occupational Employment Satistics

TABLE 33:
LOS ANGELES-ORANGE COUNTY SHARES OF CALIFORNIA EMPLOYMENT BY CREATIVE OCCUPATION, 2014

Occupational Title	SOC Code	Average Employment 2014 California	LA County	Orange County	LA % of CA	OC % of CA
Management Occupations:		**43,230**	**10,320**	**4,500**	**23.9%**	**10.4%**
Advertising and Promotions Managers	11-2011	4,130	1,670	370	40.4%	9.0%
Marketing Managers	11-2021	32,520	6,820	3,590	21.0%	11.0%
Public Relations and Fundraising Managers	11-2031	6,580	1,830	540	27.8%	8.2%
Business and Financial Operations Occupations:		**4,320**	**3,840**	**60**	**88.9%**	**1.4%**
Agents and Business Managers of Artists, etc.	13-1011	4,320	3,840	60	88.9%	1.4%
Computer and Mathematical Occupations:		**189,110**	**27,200**	**15,470**	**14.4%**	**8.2%**
Software Developers, Applications	15-1132	106,660	16,010	9,360	15.0%	8.8%
Software Developers, System Software	15-1133	82,450	11,190	6,110	13.6%	7.4%
Architecture and Engineering Occupations:		**25,470**	**6,540**	**3,720**	**25.7%**	**14.6%**
Architects, Except Landscape and Naval	17-1011	10,250	3,280	970	32.0%	9.5%
Landscape Architects	17-1012	2,860	170	860	5.9%	30.1%
Architectural and Civil Drafters	17-3011	12,360	3,090	1,890	25.0%	15.3%
Education, Training and Library Operations:		**54,290**	**14,830**	**4,500**	**27.3%**	**8.3%**
Architecture Teachers, Postsecondary	25-1031	**	180	40	—	—
Anthropology and Archeology Teachers, Postsecondary	25-1061	550	120	50	21.8%	9.1%
Area, Ethnic and Cultural Studies Teachers, Postsecondary	25-1062	740	180	**	24.3%	—
Library Science Teachers, Postsecondary	25-1082	260	40	50	15.4%	19.2%
Art, Drama and Music Teachers, Postsecondary	25-1121	13,830	4,050	1,230	29.3%	—
Communications Teachers, Postsecondary	25-1122	3,180	1,040	330	32.7%	10.4%
English Language and Literature Teachers, Postsecondary	25-1123	7,630	2,040	690	26.7%	9.0%
Foreign Language and Literature Teachers, Postsecondary	25-1124	3,370	1,110	210	32.9%	6.2%
History Teachers, Postsecondary	25-1125	1,740	410	180	23.6%	10.3%
Archivists	25-4011	430	240	**	55.8%	—
Curators	25-4012	950	330	**	34.7%	—
Museum Technicians and Conservators	25-4013	1,140	460	60	40.4%	5.3%
Librarians	25-4021	8,950	2,550	620	28.5%	6.9%
Library Technicians	25-4031	10,390	1,890	820	18.2%	7.9%
Audio-Visual and Multimedia Collections Specialists	25-9011	1,130	190	220	16.8%	19.5%
Art, Design, Entertainment and Media Occupations:		**249,100**	**116,040**	**17,430**	**46.6%**	**7.0%**
Art Directors	27-1011	5,940	3,000	560	50.5%	9.4%
Craft Artists	27-1012	480	260	**	54.2%	—
Fine Artists, Including Painters, Sculptors and Illustrators	27-1013	3,190	1,380	130	43.3%	4.1%
Multimedia Artists and Animators	27-1014	9,560	5,920	480	61.9%	5.0%
Artists and Related Workers, All Other	27-1019	**	130	**	—	—
Commercial and Industrial Designers	27-1021	3,950	1,510	560	38.2%	14.2%
Fashion Designers	27-1022	5,750	4,130	520	71.8%	9.0%
Floral Designers	27-1023	3,260	620	310	19.0%	9.5%
Graphic Designers	27-1024	27,180	9,600	3,290	35.3%	12.1%
Interior Designers	27-1025	5,860	1,500	930	25.6%	15.9%
Merchandise Displayers and Window Trimmers	27-1026	8,850	1,500	2,110	16.9%	23.8%
Set and Exhibit Designers	27-1027	2,300	1,450	180	63.0%	7.8%
Designers, All Other	27-1029	1,370	940	140	68.6%	10.2%
Actors	27-2011	21,360	**	340	—	1.6%
Producers and Directors	27-2012	24,400	19,560	590	80.2%	2.4%
Dancers	27-2031	1,920	760	160	39.6%	—
Choreographers	27-2032	760	**	50	—	6.6%
Music Directors and Composers	27-2041	2,650	590	230	22.3%	8.7%
Musicians and Singers	27-2042	6,070	2,600	760	42.8%	12.5%
Radio and Television Announcers	27-3011	2,890	1,220	**	42.2%	—
Public Address System and other Announcers	27-3012	1,150	450	**	39.1%	—
Broadcast News Analysts	27-3021	510	290	**	56.9%	—
Reporters and Correspondents	27-3022	4,310	1,330	210	30.9%	4.9%
Public Relations Specialists	27-3031	21,440	6,450	1,340	30.1%	6.3%
Editors	27-3041	10,030	3,580	910	35.7%	9.1%
Technical Writers	27-3042	7,130	1,440	610	20.2%	8.6%
Writers and Authors	27-3043	7,370	4,300	330	58.3%	4.5%
Media and Communication Workers, All Other	27-3099	11,350	9,190	200	81.0%	1.8%
Audio and Video Equipment Technicians	27-4011	12,230	6,550	1,100	53.6%	9.0%
Broadcast Technicians	27-4012	3,600	1,860	170	51.7%	4.7%
Radio Operators	27-4013	**	**	**	—	—
Sound Engineering Technicians	27-4014	4,060	3,070	250	75.6%	6.2%
Photographers	27-4021	6,600	2,680	710	40.6%	10.8%
Camera Operators, Television, Video, and Motion Picture	27-4031	4,560	3,620	40	79.4%	—
Film and Video Editors	27-4032	10,080	8,810	150	87.4%	1.5%
Media and Communication Equipment Workers, All Other	27-4099	6,940	5,750	70	82.9%	1.0%
Personal Care and Service Occupations:		**3,680**	**2,250**	**130**	**61.1%**	**3.5%**
Motion Picture Projectionists	39-3021	760	220	130	28.9%	—
Costume Attendants	39-3092	1,880	1,090	**	58.0%	—
Makeup Artists, Theatrical and Performing	39-5091	1,040	940	**	90.4%	—
Sales and Related Occupations:		**18,060**	**7,480**	**1,760**	**41.4%**	**9.7%**
Advertising Sales Agents	41-3011	18,060	7,480	1,760	41.4%	9.7%
Office and Administrative Support Occupations:		**9,690**	**2,980**	**810**	**30.8%**	**8.4%**
Library Assistants, Clerical	43-4121	8,550	2,600	680	30.4%	8.0%
Desktop Publishers	43-9031	1,140	380	130	33.3%	11.4%
Installation, Maintenance and Repair Occupations:		**3,530**	**900**	**90**	25.5%	—
Electronic Home Entertainment Equip. Installers and Repairers	49-2097	2,230	400	**	17.9%	—
Camera and Photographic Equipment Repairers	49-9061	630	340	90	—	—
Musical Instrument Repairers and Tuners	49-9063	530	160	**	30.2%	—
Watch Repairers	49-9064	140	**	**	—	—
Production Occupations:		**23,520**	**7,990**	**2,180**	**34.0%**	**9.3%**
Bindery Workers	51-5011	**	**	**	—	—
Bookbinders	51-5012	**	**	**	—	—
Sewers, Hand	51-6051	1,000	370	150	37.0%	—
Tailors, Dressmakers, and Custom Sewers	51-6052	2,580	770	300	29.8%	11.6%
Fabric and Apparel Patternmakers	51-6092	1,970	1,670	110	84.8%	5.6%
Cabinetmakers and Bench Carpenters	51-7011	8,940	2,210	670	24.7%	7.5%
Jewelers and Precious Stone and Metal Workers	51-9071	3,010	1,440	260	47.8%	—
Painting, Coating and Decorating Workers	51-9123	1,800	400	210	22.2%	—
Photographic Process Workers	51-9151	3,320	920	480	27.7%	14.5%
Etchers and Engravers	51-9194	900	210	**	23.3%	—
		624,000	200,370	50,650	32.1%	8.1%

Note: 1. Occupational employment projections include self-employed, unpaid family workers, private household workers, farm and nonfarm employment.
2. "na" information is not available

Source: California EDD LMID; U.S. Bureau of Labor Statistics Current Employment Statistics and QCEW industry employment and employment statistics data

TABLE 34: LOS ANGELES-ORANGE COUNTY COMPARISON OF ANNUAL MEDIAN WAGES BY CREATIVE OCCUPATION, 2014

Occupational Title	SOC Code	Median Annual Wage 2014 ($) California	LA County	Orange County	Wage Premium vs. CA LA	OC
Management Occupations:						
Advertising and Promotions Managers	11-2011	$101,220	$124,810	$99,440	23.3%	-1.8%
Marketing Managers	11-2021	$149,560	$138,050	$123,500	-7.7%	-17.4%
Public Relations and Fundraising Managers	11-2031	$107,300	$95,530	$125,330	-11.0%	16.8%
Business and Financial Operations Occupations:						
Agents and Business Managers of Artists, etc.	13-1011	$84,560	$88,620	$37,900	4.8%	-55.2%
Computer and Mathematical Occupations:						
Software Developers, Applications	15-1132	$115,590	$102,310	$101,930	-11.5%	-11.8%
Software Developers, System Software	15-1133	$120,430	$118,620	$114,660	-1.5%	-4.8%
Architecture and Engineering Occupations:						
Architects, Except Landscape and Naval	17-1011	$85,030	$81,080	$88,330	-4.6%	3.9%
Landscape Architects	17-1012	$79,020	$92,700	$68,540	17.3%	-13.3%
Architectural and Civil Drafters	17-3011	$57,230	$59,290	$53,790	3.6%	-6.0%
Education, Training and Library Operations:						
Architecture Teachers, Postsecondary	25-1031	*	$74,630	$127,130	---	---
Anthropology and Archeology Teachers, Postsecondary	25-1061	$88,440	$88,560	$106,420	0.1%	20.3%
Area, Ethnic and Cultural Studies Teachers, Postsecondary	25-1062	$72,640	$78,130	*	7.6%	---
Library Science Teachers, Postsecondary	25-1082	$102,410	$102,030	$130,390	-0.4%	27.3%
Art, Drama and Music Teachers, Postsecondary	25-1121	$78,290	$74,680	$105,150	-4.6%	---
Communications Teachers, Postsecondary	25-1122	$86,990	$84,740	$130,760	-2.6%	50.3%
English Language and Literature Teachers, Postsecondary	25-1123	$77,450	$75,200	$126,960	-2.9%	63.9%
Foreign Language and Literature Teachers, Postsecondary	25-1124	$76,230	$74,550	$130,020	-2.2%	70.6%
History Teachers, Postsecondary	25-1125	$85,150	$80,820	$128,060	-5.1%	50.4%
Archivists	25-4011	$49,730	$46,760	*	-6.0%	---
Curators	25-4012	$62,040	$63,580	*	2.5%	---
Museum Technicians and Conservators	25-4013	$42,360	$49,320	$37,230	16.4%	-12.1%
Librarians	25-4021	$70,860	$71,940	$73,290	1.5%	3.4%
Library Technicians	25-4031	$41,930	$43,530	$43,760	3.8%	4.4%
Audio-Visual and Multimedia Collections Specialists	25-9011	$43,340	$43,280	$43,160	-0.1%	-0.4%
Art, Design, Entertainment and Media Occupations:						
Art Directors	27-1011	$105,900	$108,830	$86,700	2.8%	-18.1%
Craft Artists	27-1012	$49,380	$67,680	*	37.1%	---
Fine Artists, Including Painters, Sculptors and Illustrators	27-1013	$58,810	$58,700	*	-0.2%	---
Multimedia Artists and Animators	27-1014	$79,790	$80,520	$73,680	0.9%	-7.7%
Artists and Related Workers, All Other	27-1019	$55,940	$65,270	*	16.7%	---
Commercial and Industrial Designers	27-1021	$67,600	$59,300	$68,640	-12.3%	1.5%
Fashion Designers	27-1022	$66,320	$67,080	$62,600	1.1%	-5.6%
Floral Designers	27-1023	$29,220	$27,950	$32,720	-4.3%	12.0%
Graphic Designers	27-1024	$53,710	$51,390	$50,100	-4.3%	-6.7%
Interior Designers	27-1025	$55,010	$53,220	$58,510	-3.3%	6.4%
Merchandise Displayers and Window Trimmers	27-1026	$28,010	$31,200	$24,170	11.4%	-13.7%
Set and Exhibit Designers	27-1027	$53,390	$57,630	*	7.9%	---
Designers, All Other	27-1029	$56,030	$50,900	$98,500	-9.2%	75.8%
Actors	27-2011	*	*	*	---	---
Producers and Directors	27-2012	$93,830	$101,480	$62,360	8.2%	-33.5%
Dancers	27-2031	*	*	*	---	---
Choreographers	27-2032	$79,920	*	*	---	---
Music Directors and Composers	27-2041	$53,220	$57,050	$55,800	7.2%	4.8%
Musicians and Singers	27-2042	*	*	*	---	---
Radio and Television Announcers	27-3011	$34,720	$37,060	*	6.7%	---
Public Address System and other Announcers	27-3012	$25,230	$25,430	*	---	---
Broadcast News Analysts	27-3021	$59,890	$73,100	*	---	---
Reporters and Correspondents	27-3022	$41,150	$37,190	$44,170	-9.6%	7.3%
Public Relations Specialists	27-3031	$64,710	$64,820	$64,860	0.2%	0.2%
Editors	27-3041	$60,420	$62,170	$62,840	2.9%	4.0%
Technical Writers	27-3042	$81,860	$71,580	$76,140	-12.6%	-7.0%
Writers and Authors	27-3043	$73,370	*	$65,090	---	-11.3%
Media and Communication Workers, All Other	27-3099	$46,530	$46,420	$56,260	-0.2%	20.9%
Audio and Video Equipment Technicians	27-4011	$46,090	$47,550	$38,580	3.2%	-16.3%
Broadcast Technicians	27-4012	$45,650	$53,140	$23,880	16.4%	-47.7%
Radio Operators	27-4013	*	*	*	---	---
Sound Engineering Technicians	27-4014	$57,890	$57,790	$54,990	-0.2%	-5.0%
Photographers	27-4021	$40,200	$57,320	*	42.6%	---
Camera Operators, Television, Video, and Motion Picture	27-4031	$58,070	$58,320	$48,520	0.4%	-16.4%
Film and Video Editors	27-4032	$79,250	$85,590	$33,800	8.0%	-57.4%
Media and Communication Equipment Workers, All Other	27-4099	$69,660	$69,940	$58,110	0.4%	-16.6%
Personal Care and Service Occupations:						
Motion Picture Projectionists	39-3021	$20,950	$21,130	$20,940	0.9%	0.0%
Costume Attendants	39-3092	$53,850	$49,490	*	-8.1%	---
Makeup Artists, Theatrical and Performing	39-5091	$59,890	$62,940	*	5.1%	---
Sales and Related Occupations:						
Advertising Sales Agents	41-3011	$57,640	$65,770	$56,140	14.1%	-2.6%
Office and Administrative Support Occupations:						
Library Assistants, Clerical	43-4121	$28,240	$24,110	$34,250	-14.6%	21.3%
Desktop Publishers	43-9031	$45,650	$46,840	$52,920	2.6%	15.9%
Installation, Maintenance and Repair Occupations:						
Electronic Home Entertainment Equip. Installers and Repairers	49-2097	$37,080	$32,420	$32,740	-12.6%	-11.7%
Camera and Photographic Equipment Repairers	49-9061	$42,860	$43,340	$44,500	1.1%	---
Musical Instrument Repairers and Tuners	49-9063	$30,820	*	*	---	---
Watch Repairers	49-9064	$50,570	*	*	---	---
Production Occupations:						
Bindery Workers	51-5011	*	*	*	---	---
Bookbinders	51-5012	*	*	*	---	---
Sewers, Hand	51-6051	$22,760	$21,710	$22,090	-4.6%	-2.9%
Tailors, Dressmakers, and Custom Sewers	51-6052	$30,070	$29,940	$26,880	-0.4%	-10.6%
Fabric and Apparel Patternmakers	51-6092	$47,550	$46,680	$59,220	-1.8%	24.5%
Cabinetmakers and Bench Carpenters	51-7011	$32,690	$35,430	$31,360	8.4%	-4.1%
Jewelers and Precious Stone and Metal Workers	51-9071	$35,770	$34,830	$39,860	-2.6%	11.4%
Painting, Coating and Decorating Workers	51-9123	$30,620	$33,300	$30,700	8.8%	0.3%
Photographic Process Workers	51-9151	$31,120	$35,150	$35,140	12.9%	12.9%
Etchers and Engravers	51-9194	$32,110	$37,530	$32,860	16.9%	2.3%

Note:

1. Occupational employment projections include self-employed, unpaid family workers, private household workers, farm and nonfarm employment
2. "na" information is not available

Source: California EDD LMID; U.S. Bureau of Labor Statistics Current Employment Statistics and QCEW industry employment and employment statistics data

TABLE 35:
LOS ANGELES COUNTY ARTS-RELATED NONPROFIT SECTOR

NTEE Code	Description	Number of Organizations	Asset Amount ($1,000s)	Income Amount ($1,000s)	Form 990 Revenue Amount ($1,000s)
A01	Alliance/advocacy organizations	11	$1,563	$4,699	$4,656
A02	Management and technical assistance	6	$0	$4	$0
A03	Professional societies, associations	7	$239	$149	$149
A05	Research institutes and/or public policy analysis	3	$1,306	$460	$121
A11	Single organization support	29	$409,124	$149,589	$60,374
A12	Fund raising and/or fund distribution	34	$429,059	$22,216	$20,714
A19	Nonmonetary support N.E.C.*	9	$1,684	$5,265	$5,234
A20	Arts, cultural organizations - multipurpose	222	$185,223	$66,241	$60,513
A23	Cultural, ethnic awareness	299	$473,054	$205,067	$56,776
A24	Folk arts	2	$36	$24	$23
A25	Arts education	102	$59,981	$133,622	$130,264
A26	Arts council/agency	15	$1,520	$2,702	$2,580
A27	Community celebrations	2	$2,308	$5,777	$5,777
A30	Media, communications organizations	31	$1,881	$4,996	$4,447
A31	Film, video	113	$120,706	$82,800	$80,689
A32	Television	20	$42,513	$31,943	$31,805
A33	Printing, publishing	34	$13,322	$11,119	$11,015
A34	Radio	15	$477	$611	$611
A40	Visual arts organizations	41	$4,566	$5,248	$4,900
A50	Museums, museum activities	42	$245,121	$56,717	$49,176
A51	Art museums	42	$2,176,107	$472,330	$243,552
A52	Children's museums	3	$24,692	$8,993	$4,615
A54	History museums	45	$1,062,989	$276,921	$155,177
A56	Natural history, natural science museums	4	$10,472	$1,373	$1,201
A57	Science and technology museums	8	$118,254	$59,294	$40,201
A60	Performing arts organizations	99	$20,053	$13,942	$13,334
A61	Performing arts centers	20	$93,395	$56,472	$55,510
A62	Dance	98	$5,437	$7,706	$6,810
A63	Ballet	16	$1,131	$7,053	$6,595
A65	Theater	201	$140,654	$111,742	$102,889
A68	Music	138	$32,067	$24,501	$16,382
A69	Symphony orchestras	33	$283,410	$168,071	$159,002
A6A	Opera	22	$84,371	$67,283	$65,816
A6B	Singing, choral	51	$6,422	$8,753	$8,330
A6C	Music groups, bands, ensembles	26	$1,132	$1,487	$1,416
A6E	Performing arts schools	15	$384,675	$112,084	$66,120
A70	Humanities organizations	53	$10,295	$8,544	$7,940
A80	Historical societies, related historical activities	82	$47,267	$9,481	$6,112
A82	Historical societies & historic preservation	17	$19,360	$9,317	$5,083
A84	Commemorative events	16	$5,507	$1,134	$281
A90	Arts service organizations and activities	18	$1,103	$1,789	$1,634
A99	Arts culture and humanities N.E.C.*	113	$24,625	$15,033	$10,151
		2,157	$6,547,104	$2,232,551	$1,507,976

* Not otherwise classified

Source: IRS SOI Statistics

TABLE 36:
ORANGE COUNTY ARTS-RELATED NONPROFIT SECTOR

NTEE Code	Description	Number of Organizations	Asset Amount ($1,000s)	Income Amount ($1,000s)	Form 990 Revenue Amount ($1,000s)
A01	Alliance/advocacy organizations	0	$0	$0	$0
A02	Management and technical assistance	0	$0	$0	$0
A03	Professional societies, associations	2	$25	$12	$12
A05	Research institutes and/or public policy analysis	0	$0	$0	$0
A11	Single organization support	12	$1,730	$831	$703
A12	Fund raising and/or fund distribution	8	$282	$101	$88
A19	Nonmonetary support N.E.C.*	0	$0	$0	$0
A20	Arts, cultural organizations - multipurpose	58	$103,750	$36,834	$35,688
A23	Cultural, ethnic awareness	97	$3,977	$2,261	$2,135
A24	Folk arts	0	$0	$0	$0
A25	Arts education	25	$505	$1,561	$1,478
A26	Arts council/agency	6	$805	$783	$676
A27	Community celebrations	0	$0	$0	$0
A30	Media, communications organizations	7	$32	$92	$92
A31	Film, video	11	$531	$710	$710
A32	Television	6	$20,544	$15,135	$14,702
A33	Printing, publishing	12	$3,980	$3,232	$3,107
A34	Radio	2	$180	$686	$515
A40	Visual arts organizations	9	$3,452	$813	$717
A50	Museums, museum activities	17	$73,572	$24,792	$23,437
A51	Art museums	4	$28,094	$5,823	$4,854
A52	Children's museums	3	$4,801	$3,875	$3,619
A54	History museums	13	$26,173	$5,983	$3,667
A56	Natural history, natural science museums	0	$0	$0	$0
A57	Science and technology museums	1	$28,331	$10,538	$10,538
A60	Performing arts organizations	28	$555	$1,018	$966
A61	Performing arts centers	6	$454,617	$83,436	$58,295
A62	Dance	24	$471	$687	$675
A63	Ballet	13	$8,952	$6,090	$3,894
A65	Theater	28	$77,575	$19,945	$19,032
A68	Music	35	$637	$1,720	$1,646
A69	Symphony orchestras	12	$42,061	$30,442	$26,118
A6A	Opera	3	$150	$608	$608
A6B	Singing, choral	31	$2,996	$5,797	$4,819
A6C	Music groups, bands, ensembles	18	$94	$582	$407
A6E	Performing arts schools	4	$39	$445	$445
A70	Humanities organizations	20	$20,080	$13,626	$13,223
A80	Historical societies, related historical activities	49	$15,029	$3,997	$2,625
A82	Historical societies & historic preservation	2	$774	$165	$101
A84	Commemorative events	8	$1,624	$642	$592
A90	Arts service organizations and activities	3	$0	$0	$0
A99	Arts culture and humanities N.E.C.*	32	$2,827	$1,459	$1,417
		609	929,246	284,720	241,605

* Not otherwise classified

Source: IRS SOI Statistics

TABLE 37:
LOS ANGLES COUNTY K-12 CREATIVE COURSE ENROLLMENT BY SEX

	Academic Year														
Course Subject Area	2014-15			2013-14			2012-13			2011-12			2010-11		
	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total
Agriculture and Natural Resources	741	878	1,619	1,037	1,320	2,357	---	---	---	---	---	---	---	---	---
Art	76,271	76,704	152,975	76,324	78,162	154,486	73,532	75,010	148,542	72,326	73,738	146,064	79,573	81,478	161,051
Arts, Media and Entertainment	18,687	23,049	41,736	18,004	21,878	39,882	17,063	20,407	37,470	16,305	20,117	36,422	10,532	12,291	22,823
Building Trades and Construction	1,245	3,517	4,762	1,528	3,965	5,493	1,619	4,337	5,956	1,114	3,691	4,805	1,514	3,692	5,206
Computer Education	266	461	727	213	433	646	262	499	761	343	668	1,011	342	771	1,113
Consumer and Family Studies	---	---	---	---	---	---	1,398	285	1,683	1,641	286	1,927	1,648	324	1,972
Dance	11,356	2,280	13,636	10,803	1,992	12,795	9,630	2,071	11,701	10,260	2,848	13,108	8,286	2,284	10,570
Drama/Theater	19,913	15,266	35,179	20,491	15,555	36,046	17,745	12,734	30,479	18,048	12,795	30,843	19,476	14,630	34,106
Engineering and Architecture	4,213	10,165	14,378	3,744	9,068	12,812	2,781	6,658	9,439	2,573	6,260	8,833	1,311	3,875	5,186
English Language Arts	27,235	26,494	53,729	28,896	28,813	57,709	25,798	25,909	51,707	27,092	26,591	53,683	27,448	26,854	54,302
Fashion and Interior Design	1,974	376	2,350	2,344	460	2,804	764	175	939	1,008	266	1,274	866	152	1,018
Fine and Performing Arts (IB)*	---	---	---	---	---	---	289	166	455	236	179	415	217	184	401
Information and Communication Technology	1,443	2,017	3,460	1,533	2,058	3,591	479	868	1,347	560	825	1,385	319	568	887
Manufacturing and Product Development	1,178	1,720	2,898	743	1,267	2,010	528	1,146	1,674	563	1,276	1,839	518	1,126	1,644
Marketing Sales and Service	---	---	---	---	---	---	133	75	208	251	134	385	157	83	240
Music	63,094	58,012	121,106	63,484	58,263	121,747	60,422	57,667	118,089	67,026	63,768	130,794	60,540	60,671	121,211
Creative Courses Totals:	**227,616**	**220,939**	**448,555**	**229,144**	**223,234**	**452,378**	**212,443**	**208,007**	**420,450**	**219,346**	**213,442**	**432,788**	**212,747**	**208,983**	**421,730**
All Courses Totals:	**2,833,806**	**2,984,925**	**5,818,731**	**2,842,651**	**2,975,024**	**5,817,675**	**2,251,156**	**2,367,010**	**4,618,166**	**2,886,439**	**3,013,782**	**5,900,221**	**2,811,087**	**2,934,769**	**5,745,856**

* **IB:** International Baccalaureate diploma program is a two-year comprehensive and rigorous pre-university curriculum leading to an IB diploma. Successful IB candidates are typically granted advanced placement credit at the finest universities and colleges in the nation.

Source: California Department of Education, DataQuest

TABLE 38:
LOS ANGELES COUNTY K-12 CREATIVE COURSES MEETING UC/CSU REQUIREMENTS

	Academic Year									
Course Subject Area	2014-15		2013-12		2012-13		2011-12		2010-11	
	#Classes	#Classes Meeting UC/CSU Req'ts	#Classes	#Classes Meeting UC/CSU Req'ts	#Classes	#Classes Meeting UC/CSU Req'ts	#Classes	#Classes Meeting UC/CSU Req'ts	#Classes	#Classes Meeting UC/CSU Req'ts
Agriculture and Natural Resources	85	6	116	0	---	---	---	---	---	---
Art	7,577	5,105	7,375	5,079	6,210	3,856	6,503	3,629	6,339	3,772
Arts, Media and Entertainment	1,706	888	1,642	719	1,391	638	1,350	504	762	404
Building Trades and Construction	227	0	238	0	217	5	183	11	175	2
Computer Education	31	0	36	0	35	2	45	2	53	4
Consumer and Family Studies	---	---	---	---	62	0	74	2	75	0
Dance	512	244	496	219	397	154	438	161	345	157
Drama/Theater	1,589	1,007	1,514	908	1,104	631	1,134	645	1,172	720
Engineering and Architecture	552	314	485	247	346	133	335	114	208	65
English Language Arts	3,214	2,314	3,207	2,186	2,417	1,621	2,190	1,369	2,149	1,485
Fashion and Interior Design	138	5	178	4	44	5	64	6	53	4
Fine and Performing Arts (IB)*	---	---	---	---	22	21	17	16	19	12
Information and Communication Technology	159	14	176	25	46	4	55	1	29	6
Manufacturing and Product Development	129	15	100	5	61	25	69	35	61	40
Marketing Sales and Service	---	---	---	---	15	0	19	0	8	0
Music	4,027	1,697	3,963	1,659	3,592	1,528	3,980	1,492	3,550	1,447
Creative Courses Totals:	**19,946**	**11,609**	**19,526**	**11,051**	**15,959**	**8,623**	**16,456**	**7,987**	**14,998**	**8,118**
All Courses Totals:	**273,583**	**101,200**	**268,462**	**99,213**	**190,385**	**88,238**	**249,599**	**78,969**	**230,819**	**71,124**

* **IB:** International Baccalaureate diploma program is a two-year comprehensive and rigorous pre-university curriculum leading to an IB diploma. Successful IB candidates are typically granted advanced placement credit at the finest universities and colleges in the nation.

Source: California Department of Education, DataQuest

Notes:
1. Course enrollments include only the number of K-12 public students enrolled in the class on "Information Day," a Wednesday in early October of the school year indicated.
2. Since this data is collected on a single day in fall, courses that are only offered later in the year will not be included on this report.
3. Keep in mind that the course enrollment totals may be duplicating counts of students (a single student may be enrolled in more than our "Creative" course) and should not be mistaken as official enrollment.

TABLE 39: ORANGE COUNTY K-12 CREATIVE COURSE ENROLLMENT BY SEX

	Academic Year														
Course Subject Area	2014-15			2013-14			2012-13			2011-12			2010-11		
	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total	Female	Male	Total
Agriculture and Natural Resources	397	128	525	340	83	423	---	---	---	---	---	---	---	---	---
Art	20,649	20,543	41,192	18,131	18,318	36,449	21,696	22,289	43,985	20,678	20,981	41,659	22,817	23,474	46,291
Arts, Media and Entertainment	11,233	13,045	24,278	10,338	11,975	22,313	8,421	10,674	19,095	8,318	9,601	17,919	6,357	7,261	13,618
Building Trades and Construction	210	745	955	220	684	904	157	662	819	163	917	1,080	101	651	752
Computer Education	107	233	340	117	168	285	55	147	202	74	231	305	5,916	7,415	13,331
Consumer and Family Studies	---	---	---	---	---	---	152	24	176	230	22	252	158	33	191
Dance	3,961	394	4,355	4,552	421	4,973	5,072	439	5,511	5,812	612	6,424	5,205	363	5,568
Drama/Theater	5,273	3,791	9,064	5,611	4,181	9,792	5,706	3,829	9,535	6,089	4,229	10,318	6,307	4,763	11,070
Engineering and Architecture	413	2,096	2,509	334	1,511	1,845	335	1,528	1,863	252	1,305	1,557	121	594	715
English Language Arts	3,115	2,104	5,219	3,082	2,160	5,242	3,106	1,979	5,085	8,711	7,955	16,666	8,919	7,930	16,849
Fashion and Interior Design	579	141	720	625	140	765	460	93	553	487	85	572	390	84	474
Fine and Performing Arts (IB)*	---	---	---	---	---	---	135	135	270	102	23	125	65	47	112
Information and Communication Technology	247	520	767	50	126	176	144	262	406	94	193	287	101	160	261
Manufacturing and Product Development	235	670	905	185	431	616	62	184	246	92	164	256	92	138	230
Marketing Sales and Service	---	---	---	---	---	---	161	124	285	180	122	302	---	---	0
Music	25,058	22,116	47,174	24,588	21,955	46,543	23,597	21,602	45,199	28,016	26,158	54,174	23,403	22,811	46,214
Creative Courses Totals:	**71,477**	**66,526**	**138,003**	**68,173**	**62,153**	**130,326**	**69,259**	**63,971**	**133,230**	**79,298**	**72,598**	**151,896**	**79,952**	**75,724**	**155,676**
All Courses Totals:	**886,704**	**922,244**	**1,808,948**	**878,186**	**910,371**	**1,788,557**	**726,948**	**758,828**	**1,485,776**	**905,009**	**942,460**	**1,847,469**	**902,280**	**940,338**	**1,842,618**

* **IB:** International Baccalaureate diploma program is a two-year comprehensive and rigorous pre-university curriculum leading to an IB diploma. Successful IB candidates are typically granted advanced placement credit at the finest universities and colleges in the nation.
Source: California Department of Education, DataQuest

Notes:

1. Course enrollments include only the number of K-12 public students enrolled in the class on "Information Day," a Wednesday in early October of the school year indicated.
2. Since this data is collected on a single day in fall, courses that are only offered later in the year will not be included on this report.
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TABLE 40: ORANGE COUNTY K-12 CREATIVE COURSES MEETING UC/CSU REQUIREMENTS

	Academic Year									
Course Subject Area	2014-15		2013-14		2012-13		2011-12		2010-11	
	#Classes	#Classes Meeting UC/CSU Req'ts	#Classes	#Classes Meeting UC/CSU Req'ts	#Classes	#Classes Meeting UC/CSU Req'ts	#Classes	#Classes Meeting UC/CSU Req'ts	#Classes	#Classes Meeting UC/CSU Req'ts
Agriculture and Natural Resources	26	6	27	5	---	---	---	---	---	---
Art	1,571	1,064	1,625	1,114	1,508	1,039	1,552	1,017	1,464	1,022
Arts, Media and Entertainment	941	640	914	629	666	437	686	399	471	288
Building Trades and Construction	44	0	38	0	34	0	37	0	29	0
Computer Education	11	3	11	2	7	0	12	0	308	17
Consumer and Family Studies	---	---	---	---	8	0	14	0	9	0
Dance	151	97	175	103	174	109	192	126	179	122
Drama/Theater	354	185	381	191	328	169	335	173	366	188
Engineering and Architecture	125	39	91	28	77	22	61	19	31	5
English Language Arts	213	122	213	100	191	100	592	125	584	102
Fashion and Interior Design	46	4	42	6	22	2	24	2	17	0
Fine and Performing Arts (IB)*	---	---	---	---	12	12	11	7	10	10
Information and Communication Technology	27	19	5	0	13	0	9	0	8	0
Manufacturing and Product Development	39	2	27	2	12	1	11	0	8	5
Marketing Sales and Service	---	---	---	---	17	0	12	0	---	---
Music	1,626	593	1,578	595	1,238	548	1,603	639	1,242	553
Creative Courses Totals:	**5,174**	**2,774**	**5,127**	**2,775**	**4,307**	**2,439**	**5,151**	**2,507**	**4,726**	**2,312**
All Courses Totals:	**66,350**	**24,645**	**64,666**	**23,998**	**48,225**	**23,079**	**62,970**	**22,350**	**61,199**	**22,282**

* **IB:** International Baccalaureate diploma program is a two-year comprehensive and rigorous pre-university curriculum leading to an IB diploma. Successful IB candidates are typically granted advanced placement credit at the finest universities and colleges in the nation.
Source: California Department of Education, DataQuest

Notes:

1. Course enrollments include only the number of K-12 public students enrolled in the class on "Information Day," a Wednesday in early October of the school year indicated.
2. Since this data is collected on a single day in fall, courses that are only offered later in the year will not be included on this report.
3. Keep in mind that the course enrollment totals may be duplicating counts of students (a single student may be enrolled in more than our "Creative" course) and should not be mistaken as official enrollment.

TABLE 41:
K-12 CREATIVE COURSES BY SUBJECT AREA

Agriculture and Natural Resources	Photographic laboratory and darkroom	**Information Technology**
Floriculture & floral design	Photography production and technology	3D Media Design 1
Introduction to ornamental horticulture	Radio production	Computer graphics and media technology
Landscape design	Stage design and production	Computer programming and game design
	Stage production	Game design and development
Art	Television production	Graphic communications
Advertising design	Three-dimensional design	Multimedia and animation
AP Art History	Two-dimensional design	
AP Studio art: drawing	Visual art and related careers	**Manufacturing and Product Development**
AP Studio art: three dimensional		Advanced/specialized graphic production
Art appreciation (elem sch std)	**Building and Construction Trades**	Advanced/specialized product design
Art appreciation (sec sch std)	Cabinet making	Drafting/computer aided design
Art history	Furniture making	Exploring manufacturing and design
Ceramics (Beginning and Advanced)	Introduction to woodworking principles	Graphic production technologies
Cinematography/Artistic Videos (Begin or Adv)	Millwork and cabinet manufacturing	Jewelry design, fabrication and repair
Crafts		Principles of manufacturing and design
Design	**Computer Education**	Product development
Digital Art/Computer Art/Artistic Graphics	MYP IB Design Technology	Silk screen making and printing
Drawing	Web design	
Fashion design		**Music**
Fibers and textiles	**Dance**	AP Music theory
Fundamentals of Art (elem sch std)	Advanced dance study (independent or studio)	Band
Fundamentals of Art (sec sch std)	Ballet, modern, jazz, world dance	Chorus/choir/vocal ensemble
IB Visual arts	Dance choreography and production	Composition/songwriting
Jewelry	Dance, movement & rhythmic fund. (elem sch std)	Computers and electronics/digital music
Lettering/calligraphy	Dance, movement, & rhythmic fund. (sec sch std)	Gen/classroom/exploratory music
Multicultural art/folk art	Folk/traditional dance	Gen/classroom/introduction to music
MYP Visual arts	Other dance course	IB Music
Other art course		Instrumental ensemble
Painting	**Drama/Theater**	Instrumental music lessons (elem sch std)
Photography (beginning or advanced)	Advanced theater	Instrumental music lessons (sec sch std)
Printmaking	History/appreciation of theater arts	Music appreciation/history/literature
Sculpture	IB Theater	Music theory
	Media/film/video/television production	Musical theater
Arts, Media, and Entertainment	MYP Drama	MYP Music
Advanced cinema/film/video product	Other drama/theater courses	Orchestra/symphony
Advanced dance/choreography	Technical theater/stagecraft	Other music course
Advanced game design	Theatre/creative dramatics (elem sch std)	Voice class
Advanced graphic communications	Theatre /play production (sec sch std)	
Advanced professional music		
Advanced theater performance	**Engineering and Architecture**	
Arts management	Architectural and structural engineering	
Broadcast production	Engineering design level 2	
Broadcasting technology	Engineering technology level 2	
Commercial art	Environmental engineering level 2	
Commercial photography	Principles of design	
Film making	Principles of engineering design	
Film/cinema/video production	Principles of engineering technology	
Game design	Principles of environmental engineering	
Intermediate animation	Technical drafting	
Intermediate dance performance		
Intermediate game design	**English language arts**	
Intermediate graphic technology	Advanced composition	
Intermediate musical performance	Composition	
Intermediate state technology	Journalism	
Intermediate theater performance		
Internet publishing	**Fashion and Interior Design**	
Intro to animation	Apparel design and construction	
Intro to multimedia production	Apparel manufacturing, production and maint.	
Intro to professional dance	Cosmetology	
Intro to professional music	Environmental design	
Intro to professional theater	Fashion merchandising	
Introduction to graphic arts	Fashion, textiles and apparel	
Introduction to media arts	Housing and furnishings	
Introduction to stage technology	Interior design, furnishings	
Other arts, media and entertainment		

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Download the full report, view highlights from the creative economy launch event, and learn more about other resources at **www.otis.edu/econreport**

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