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## The Creative Economy in U.S. Metros

### Arts and Design sectors are gaining importance in regional economies



*In this brief we examine recent employment growth and concentration data in 381 U.S. metropolitan areas related to the four key sectors that comprise much of the country's creative economy.*

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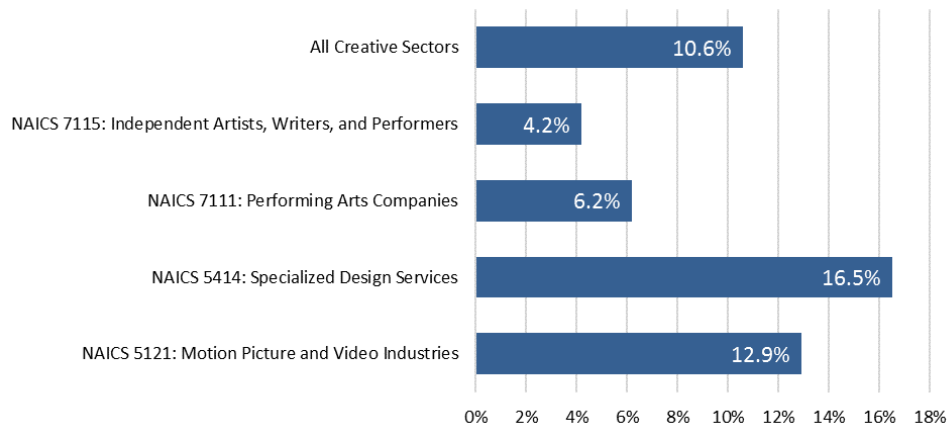
In most cities and metro areas, role of the arts and the creative economy has been given little, if any, attention in relation to business targeting and economic growth strategies. Even in many communities that do embrace the importance the creative economy, it is viewed more as a quality of place enhancement than as a core piece of economic development programs. This view overlooks the importance of the jobs and earnings that comprise these sectors.

While the exact definition of the creative economy is difficult to pin down, a recent review of several local and regional studies<sup>1</sup> concluded that certain sectors appeared in the vast majority of research. Among four-digit NAICS categories, there were four sectors that were particularly prominent:

- NAICS 5121: Motion Picture & Video Industries
- NAICS 5414: Specialized Design Services
- NAICS 7111: Performing Arts Companies
- NAICS 7115: Independent Artists, Writers & Performers

These four sectors alone account for about 1.2 million jobs across the U.S. (including self-employment), with average annual earnings of \$56,000. Employment in these sectors has increased by 10.6% over the past five years, with particularly strong growth for Specialized Design Services and Motion Picture & Video Industries, as shown below.

Job Growth in U.S. Creative Sectors, 2011-2016



Source: EMSI Q2 2016 Dataset; Garner Economics

<sup>1</sup> "America's Creative Economy," published August 2013 by The Creative Economy Coalition.

Among the 381 metropolitan areas in the U.S., employment growth in these sectors has exceeded 30% in 54 regions. While the rapid growth in many areas is mainly a function of a very small sector, other larger metro areas have seen very strong growth in these sectors for a variety of reasons. In Canton, OH, there has been strong growth in the Specialized Design Services sector, related to the resurgence of the area’s automobile industry. In many communities including Baton Rouge, LA, Savannah, GA, Trenton, NJ, Portland, OR and New Orleans, LA, there has been rapid expansion in the motion picture and television industries. University-oriented communities such as Austin, TX, Lawrence, KS, and Durham, NC have built on their strong bases of cultural activity.

## 15 US Metro Areas with Fastest Growing Creative Sectors

Metro Areas with at least 500 persons employed in these sectors

Metro Area	2011 Employment	2016 Employment	% Change
Canton-Massillon, OH	582	1,468	152.1%
Baton Rouge, LA	1,423	3,360	136.1%
Savannah, GA	723	1,455	101.4%
Trenton, NJ	1,032	1,725	67.1%
New Orleans-Metairie, LA	4,250	6,522	53.5%
Kalamazoo-Portage, MI	630	920	46.2%
Austin-Round Rock, TX	8,073	11,526	42.8%
Lawrence, KS	378	540	42.8%
Killeen-Temple, TX	414	587	41.8%
Lubbock, TX	581	821	41.4%
Stockton-Lodi, CA	778	1,093	40.4%
Portland-Vancouver-Hillsboro, OR-WA	10,955	15,352	40.1%
Ogden-Clearfield, UT	1,267	1,737	37.1%
Charlotte-Concord-Gastonia, NC-SC	4,713	6,421	36.2%
Durham-Chapel Hill, NC	1,426	1,941	36.1%

Source: EMSI Q2 2016 Dataset; Garner Economics

Although there has been strong growth in many regions, two metro areas continue to dominate the U.S. creative economy: Los Angeles and New York. With 219,000 jobs in these four sectors, the Los Angeles metro area alone accounts for 19% of all creative jobs in the U.S. Los Angeles’ dominance is not restricted to the motion picture and TV industry – while the region does have a very high location quotient (LQ)<sup>2</sup> of 7.48 in this sector, it also has high concentrations of independent artists, writers, and performers (LQ of 3.34) and of specialized design services (LQ of 2.07). New York has about 150,000 jobs in creative sectors, and its greatest concentration is for performing arts companies (LQ of 2.49). No other metro area has more than 35,000 jobs in these sectors.

Despite the dominance of these two markets, there are several smaller metro areas with strong creative economies as well. Among the 15 metro areas with the highest average location quotient in these sectors, nine are smaller areas with well-established arts communities. These include: Kahului-Wailuka-Lahaina, HI (Maui); Santa Fe, NM; North Port-Sarasota-Bradenton, FL; Medford, OR; and Kingston, NY. Among the 15 metros with the greatest concentrations in creative sectors, employment has increased in

<sup>2</sup> A location quotient (LQ) is the measure of how concentrated a particular industry is in a particular region relative to national averages. If a given industry represents 5.0% percent jobs in the national economy and 10% of jobs in the region, that region’s LQ would be 2.00.

these sectors over the past five years for 14 of the regions – the only exception is Santa Fe, which lost 16% of its employment base in these sectors.

## 15 US Metro Areas with Highest Concentrations of Creative Jobs

Ranked by Average Location Quotient Among All Four Sectors

Metro Area	2011 Employment	2016 Employment	% Change	Average LQ*
Los Angeles-Long Beach-Anaheim, CA	203,468	218,622	7.4%	3.60
Kahului-Wailuku-Lahaina, HI	975	1,192	22.2%	2.82
Santa Fe, NM	1,437	1,211	-15.7%	2.71
North Port-Sarasota-Bradenton, FL	3,598	3,847	6.9%	2.60
Medford, OR	1,100	1,242	12.9%	2.42
Kingston, NY	911	1,028	12.8%	2.25
New York-Newark-Jersey City, NY-NJ-PA	133,767	149,868	12.0%	2.09
Pittsfield, MA	741	766	3.4%	1.97
Nashville-Davidson--Murfreesboro--Franklin, TN	12,506	13,041	4.3%	1.90
Myrtle Beach-Conway-North Myrtle Beach, SC-NC	1,417	1,710	20.7%	1.89
San Francisco-Oakland-Hayward, CA	32,476	34,324	5.7%	1.86
Santa Cruz-Watsonville, CA	1,323	1,452	9.7%	1.72
Missoula, MT	591	745	26.2%	1.71
Portland-Vancouver-Hillsboro, OR-WA	10,955	15,352	40.1%	1.68
Las Vegas-Henderson-Paradise, NV	9,253	10,665	15.3%	1.67

\* Average of the location quotients for all four creative sectors.

Source: EMSI Q2 2016 Dataset; Garner Economics

The remaining larger metro areas in terms of the concentration of creative employment include Nashville, which is well known as the capital of the country music industry; San Francisco and Portland, which are heavily concentrated in specialized design services; and Las Vegas, which is dominated by the performing arts sector.

A full listing of employment, employment change, and location quotients for all U.S. metro areas is provided beginning on the next page. We encourage economic development professionals to take a close look at this information to understand how your area ranks relative to other regions in terms of supporting the creative economy. The role of these sectors has become an increasingly important element of the psychology behind the locational decisions of companies.

## All U.S. Metro Areas: The Creative Economy

Metro Area	Employment in Creative Sectors			Location Quotient by NAICS			
	2011	2016	% Change	5121	5414	7111	7115
Abilene, TX	296	273	-7.9%	0.62	0.46	0.14	0.37
Akron, OH	1,281	1,549	20.9%	0.40	0.85	0.48	0.68
Albany, GA	141	123	-13.2%	0.28	0.17	0.22	0.30
Albany, OR	161	191	18.1%	0.38	0.37	0.69	0.83
Albany-Schenectady-Troy, NY	1,922	2,123	10.4%	0.36	0.52	0.79	1.01
Albuquerque, NM	2,766	2,964	7.2%	1.25	0.63	0.55	1.01
Alexandria, LA	139	149	7.1%	0.43	0.15	0.13	0.36
Allentown-Bethlehem-Easton, PA-NJ	1,675	1,894	13.1%	0.54	0.86	0.79	0.68
Altoona, PA	99	111	11.5%	0.08	0.21	0.45	0.38
Amarillo, TX	502	458	-8.8%	0.39	0.36	0.97	0.50
Ames, IA	160	206	28.9%	0.35	0.87	0.69	0.44
Anchorage, AK	804	872	8.4%	0.59	0.27	0.54	0.82
Ann Arbor, MI	1,159	1,403	21.1%	0.27	0.97	1.25	1.26
Anniston-Oxford-Jacksonville, AL	80	90	11.8%	0.33	0.13	0.07	0.37
Appleton, WI	382	435	13.9%	0.09	0.91	0.45	0.57
Asheville, NC	1,294	1,761	36.1%	0.71	1.27	0.99	1.74
Athens-Clarke County, GA	561	592	5.4%	0.44	1.03	0.81	1.16
Atlanta-Sandy Springs-Roswell, GA	16,070	20,686	28.7%	0.90	1.39	0.71	0.98
Atlantic City-Hammonton, NJ	501	453	-9.6%	0.28	0.56	0.53	0.59
Auburn-Opelika, AL	158	209	32.0%	0.45	0.45	0.16	0.65
Augusta-Richmond County, GA-SC	782	861	10.1%	0.24	0.46	0.36	0.85
Austin-Round Rock, TX	8,073	11,526	42.8%	1.55	1.51	1.29	1.45
Bakersfield, CA	906	1,127	24.4%	0.26	0.43	0.72	0.56
Baltimore-Columbia-Towson, MD	7,497	9,692	29.3%	0.47	1.13	1.42	1.04
Bangor, ME	219	234	7.0%	0.22	0.32	0.58	0.69
Barnstable Town, MA	904	914	1.0%	0.41	1.40	1.34	1.81
Baton Rouge, LA	1,423	3,360	136.1%	1.87	0.53	0.34	0.63
Battle Creek, MI	261	257	-1.6%	0.49	0.32	1.42	0.51
Bay City, MI	99	135	36.4%	0.27	0.39	0.39	0.91
Beaumont-Port Arthur, TX	439	454	3.4%	0.33	0.26	0.50	0.37
Beckley, WV	103	85	-17.1%	0.21	0.21	0.54	0.23
Bellingham, WA	488	554	13.5%	0.44	0.92	0.71	1.11
Bend-Redmond, OR	536	665	24.1%	0.64	1.42	0.24	1.69
Billings, MT	477	499	4.7%	0.52	0.53	0.61	1.24
Binghamton, NY	477	519	8.7%	0.30	0.59	1.34	0.95
Birmingham-Hoover, AL	2,024	2,147	6.1%	0.44	0.61	0.68	0.53
Bismarck, ND	208	281	34.9%	0.66	0.50	0.13	0.26
Blacksburg-Christiansburg-Radford, VA	240	341	42.2%	0.72	0.43	0.19	0.78
Bloomington, IL	329	292	-11.0%	0.39	0.37	0.20	0.56
Bloomington, IN	395	447	13.1%	0.40	0.50	1.15	1.48
Bloomsburg-Berwick, PA	97	81	-16.2%	0.22	0.13	0.05	0.54
Boise City, ID	1,316	1,527	16.0%	0.59	0.78	0.71	0.51
Boston-Cambridge-Newton, MA-NH	18,584	20,426	9.9%	0.65	1.25	1.16	1.09
Boulder, CO	2,006	2,185	8.9%	0.44	2.62	1.31	2.11

Metro Area	Employment in Creative Sectors			Location Quotient by NAICS			
	2011	2016	% Change	5121	5414	7111	7115
Bowling Green, KY	139	190	36.5%	0.27	0.32	0.17	0.50
Bremerton-Silverdale, WA	634	680	7.2%	0.67	1.07	0.31	1.16
Bridgeport-Stamford-Norwalk, CT	5,427	6,218	14.6%	2.32	1.96	0.80	1.14
Brownsville-Harlingen, TX	375	342	-8.6%	0.35	0.28	0.16	0.29
Brunswick, GA	251	352	40.2%	0.58	0.44	0.20	2.82
Buffalo-Cheektowaga-Niagara Falls, NY	2,229	2,428	8.9%	0.34	0.47	1.21	0.75
Burlington, NC	200	252	26.2%	0.37	0.61	0.39	0.74
Burlington-South Burlington, VT	989	775	-21.6%	0.37	0.96	0.41	1.34
California-Lexington Park, MD	96	99	3.4%	0.13	0.47	0.10	0.44
Canton-Massillon, OH	582	1,468	152.1%	0.42	3.17	0.54	0.38
Cape Coral-Fort Myers, FL	1,705	1,810	6.1%	0.35	1.28	1.96	0.87
Cape Girardeau, MO-IL	119	88	-26.6%	0.31	0.20	0.09	0.31
Carbondale-Marion, IL	201	267	32.5%	0.79	0.41	0.77	0.49
Carson City, NV	159	127	-20.4%	0.74	0.50	0.28	0.67
Casper, WY	127	138	8.4%	0.55	0.21	0.74	0.29
Cedar Rapids, IA	627	569	-9.1%	0.42	0.69	0.72	0.33
Chambersburg-Waynesboro, PA	166	186	12.3%	0.18	0.37	0.98	0.42
Champaign-Urbana, IL	450	420	-6.6%	0.23	0.69	0.50	0.83
Charleston, WV	399	299	-25.0%	0.28	0.32	0.70	0.33
Charleston-North Charleston, SC	1,285	1,601	24.6%	0.41	0.72	0.57	0.75
Charlotte-Concord-Gastonia, NC-SC	4,713	6,421	36.2%	0.55	0.98	0.61	0.74
Charlottesville, VA	716	678	-5.4%	0.31	1.01	0.41	1.27
Chattanooga, TN-GA	1,106	1,156	4.5%	0.52	0.54	0.77	0.63
Cheyenne, WY	162	140	-13.5%	0.49	0.21	0.31	0.26
Chicago-Naperville-Elgin, IL-IN-WI	31,930	33,521	5.0%	0.59	1.37	1.38	0.87
Chico, CA	419	412	-1.7%	0.40	0.90	0.13	0.92
Cincinnati, OH-KY-IN	6,074	6,536	7.6%	0.45	1.48	0.88	0.64
Clarksville, TN-KY	235	220	-6.6%	0.24	0.24	0.06	0.32
Cleveland, TN	160	154	-3.7%	0.54	0.35	0.13	0.42
Cleveland-Elyria, OH	4,379	4,878	11.4%	0.35	0.94	0.67	0.61
Coeur d'Alene, ID	287	301	4.8%	0.37	0.71	1.40	0.55
College Station-Bryan, TX	363	438	20.7%	0.78	0.28	0.09	0.47
Colorado Springs, CO	1,829	1,898	3.7%	0.48	0.78	0.73	1.11
Columbia, MO	403	372	-7.7%	0.45	0.63	0.13	0.57
Columbia, SC	1,329	1,481	11.4%	0.41	0.57	0.53	0.47
Columbus, GA-AL	582	593	1.8%	0.67	0.19	0.95	0.45
Columbus, IN	106	180	70.0%	0.48	0.58	0.09	0.48
Columbus, OH	5,218	6,828	30.9%	0.52	1.63	0.76	0.62
Corpus Christi, TX	648	741	14.4%	0.59	0.26	0.45	0.50
Corvallis, OR	289	309	7.1%	0.58	0.72	0.65	1.76
Crestview-Fort Walton Beach-Destin, FL	578	657	13.7%	0.40	1.12	0.29	0.83
Cumberland, MD-WV	90	73	-19.6%	0.15	0.34	0.17	0.42
Dallas-Fort Worth-Arlington, TX	19,951	21,959	10.1%	0.78	1.03	0.72	0.66
Dalton, GA	123	111	-9.7%	0.22	0.32	0.05	0.20
Danville, IL	44	65	47.8%	0.34	0.16	0.38	0.42
Daphne-Fairhope-Foley, AL	295	350	18.5%	0.46	0.84	0.25	0.74
Davenport-Moline-Rock Island, IA-IL	604	607	0.5%	0.23	0.52	0.44	0.61

Metro Area	Employment in Creative Sectors			Location Quotient by NAICS			
	2011	2016	% Change	5121	5414	7111	7115
Dayton, OH	1,617	1,852	14.6%	0.35	1.23	0.59	0.44
Decatur, AL	96	159	66.2%	0.27	0.66	0.27	0.31
Decatur, IL	109	130	19.0%	0.27	0.36	0.32	0.38
Deltona-Daytona Beach-Ormond Beach, FL	930	1,022	9.9%	0.41	0.90	0.52	0.89
Denver-Aurora-Lakewood, CO	10,317	12,195	18.2%	0.77	1.48	0.94	1.15
Des Moines-West Des Moines, IA	1,580	1,657	4.9%	0.37	0.78	1.20	0.42
Detroit-Warren-Dearborn, MI	10,960	12,964	18.3%	0.71	1.46	0.59	0.65
Dothan, AL	158	193	22.1%	0.68	0.32	0.15	0.35
Dover, DE	147	134	-8.8%	0.24	0.24	0.25	0.24
Dubuque, IA	207	187	-9.6%	0.22	0.75	0.58	0.23
Duluth, MN-WI	559	619	10.7%	0.43	0.59	0.93	0.77
Durham-Chapel Hill, NC	1,426	1,941	36.1%	0.42	1.37	0.35	1.11
East Stroudsburg, PA	259	247	-4.5%	0.48	0.56	0.15	0.81
Eau Claire, WI	298	311	4.4%	0.45	0.31	0.12	0.83
El Centro, CA	147	139	-5.7%	0.32	0.33	0.02	0.19
El Paso, TX	1,003	974	-2.9%	0.39	0.32	0.21	0.45
Elizabethtown-Fort Knox, KY	188	122	-35.3%	0.18	0.16	0.09	0.43
Elkhart-Goshen, IN	276	363	31.3%	0.20	0.84	0.09	0.30
Elmira, NY	86	103	20.2%	0.37	0.39	0.12	0.51
Erie, PA	584	448	-23.3%	0.29	0.48	0.76	0.51
Eugene, OR	1,177	1,290	9.6%	0.39	0.89	1.68	1.80
Evansville, IN-KY	568	561	-1.1%	0.57	0.34	0.38	0.48
Fairbanks, AK	161	191	18.2%	0.48	0.26	0.62	0.78
Fargo, ND-MN	434	557	28.4%	0.44	0.55	0.78	0.41
Farmington, NM	133	115	-13.5%	0.37	0.26	0.08	0.34
Fayetteville, NC	431	582	35.0%	0.45	0.32	0.38	0.46
Fayetteville-Springdale-Rogers, AR-MO	757	1,017	34.4%	0.44	0.84	0.46	0.45
Flagstaff, AZ	416	560	34.5%	1.13	0.58	1.35	1.43
Flint, MI	583	606	3.8%	0.38	0.51	0.56	0.86
Florence, SC	183	193	5.7%	0.34	0.32	0.19	0.21
Florence-Muscle Shoals, AL	148	158	7.2%	0.38	0.18	0.12	0.66
Fond du Lac, WI	97	162	67.6%	0.48	0.28	0.40	0.47
Fort Collins, CO	1,353	1,519	12.3%	0.48	1.52	1.40	1.83
Fort Smith, AR-OK	220	268	21.7%	0.41	0.24	0.15	0.27
Fort Wayne, IN	816	1,041	27.7%	0.33	0.69	1.22	0.67
Fresno, CA	1,191	1,296	8.8%	0.35	0.43	0.43	0.53
Gadsden, AL	117	151	29.1%	0.78	0.28	0.34	0.38
Gainesville, FL	612	623	1.8%	0.23	0.93	0.75	0.72
Gainesville, GA	182	244	33.9%	0.27	0.35	0.39	0.51
Gettysburg, PA	165	173	4.8%	0.59	0.57	0.22	0.92
Glens Falls, NY	257	220	-14.3%	0.19	0.44	0.43	1.10
Goldsboro, NC	76	147	93.2%	0.17	0.88	0.17	0.40
Grand Forks, ND-MN	139	195	40.4%	0.72	0.24	0.12	0.32
Grand Island, NE	100	77	-23.0%	0.26	0.16	0.06	0.34
Grand Junction, CO	290	277	-4.3%	0.37	0.59	0.40	0.92
Grand Rapids-Wyoming, MI	2,991	3,148	5.2%	0.66	0.99	0.65	0.66
Grants Pass, OR	147	122	-16.6%	0.15	0.69	0.25	1.34

Metro Area	Employment in Creative Sectors			Location Quotient by NAICS			
	2011	2016	% Change	5121	5414	7111	7115
Great Falls, MT	136	156	15.3%	0.31	0.37	0.53	0.88
Greeley, CO	402	453	12.6%	0.19	0.74	0.71	0.77
Green Bay, WI	407	408	0.3%	0.17	0.32	0.26	0.51
Greensboro-High Point, NC	1,735	1,938	11.7%	0.27	1.24	0.47	0.86
Greenville, NC	244	222	-9.1%	0.31	0.32	0.20	0.56
Greenville-Anderson-Mauldin, SC	1,506	1,361	-9.6%	0.28	0.53	0.62	0.48
Gulfport-Biloxi-Pascagoula, MS	386	388	0.6%	0.29	0.18	0.20	0.53
Hagerstown-Martinsburg, MD-WV	449	410	-8.6%	0.44	0.59	0.58	0.55
Hammond, LA	102	169	65.9%	0.55	0.35	0.28	0.63
Hanford-Corcoran, CA	79	128	63.4%	0.35	0.35	0.40	0.18
Harrisburg-Carlisle, PA	1,049	1,226	16.9%	0.52	0.37	0.35	0.59
Harrisonburg, VA	191	182	-4.8%	0.31	0.41	0.14	0.59
Hartford-West Hartford-East Hartford, CT	3,412	3,164	-7.3%	0.43	0.64	1.20	0.67
Hattiesburg, MS	161	216	34.1%	0.37	0.38	0.48	0.56
Hickory-Lenoir-Morganton, NC	471	494	4.9%	0.26	0.64	0.45	0.43
Hilton Head Island-Bluffton-Beaufort, SC	637	662	3.9%	0.91	1.20	1.54	0.59
Hinesville, GA	22	11	-50.3%	0.04	0.06	0.08	0.16
Homosassa Springs, FL	134	127	-5.2%	0.27	0.87	0.14	0.63
Hot Springs, AR	121	153	26.3%	0.45	0.76	0.16	0.58
Houma-Thibodaux, LA	154	174	12.6%	0.23	0.20	0.11	0.41
Houston-The Woodlands-Sugar Land, TX	12,425	14,209	14.4%	0.42	0.81	0.80	0.56
Huntington-Ashland, WV-KY-OH	287	359	24.9%	0.49	0.26	0.12	0.32
Huntsville, AL	833	825	-1.0%	0.42	0.54	0.56	0.49
Idaho Falls, ID	254	327	28.9%	0.45	1.05	0.83	0.38
Indianapolis-Carmel-Anderson, IN	4,642	5,221	12.5%	0.38	0.80	1.12	0.73
Iowa City, IA	340	320	-5.8%	0.26	0.55	0.41	0.57
Ithaca, NY	428	486	13.7%	0.36	0.68	1.80	2.64
Jackson, MI	223	175	-21.5%	0.38	0.37	0.35	0.45
Jackson, MS	829	1,029	24.1%	0.35	0.47	0.79	0.54
Jackson, TN	164	180	9.8%	0.27	0.05	1.16	0.29
Jacksonville, FL	2,893	3,100	7.2%	0.30	0.91	0.72	0.70
Jacksonville, NC	102	129	26.2%	0.16	0.18	0.07	0.28
Janesville-Beloit, WI	212	162	-23.4%	0.17	0.21	0.40	0.57
Jefferson City, MO	176	158	-10.5%	0.36	0.29	0.06	0.21
Johnson City, TN	299	290	-3.0%	0.41	0.47	0.45	0.52
Johnstown, PA	157	154	-1.7%	0.52	0.20	0.15	0.44
Jonesboro, AR	158	133	-15.8%	0.30	0.31	0.37	0.25
Joplin, MO	124	140	12.3%	0.18	0.25	0.18	0.29
Kahului-Wailuku-Lahaina, HI	975	1,192	22.2%	0.45	0.78	7.69	2.37
Kalamazoo-Portage, MI	630	920	46.2%	0.50	0.76	1.73	0.91
Kankakee, IL	103	97	-5.3%	0.28	0.35	0.03	0.36
Kansas City, MO-KS	5,420	5,652	4.3%	0.43	0.84	1.28	0.65
Kennewick-Richland, WA	292	346	18.7%	0.29	0.43	0.34	0.39
Killeen-Temple, TX	414	587	41.8%	0.53	0.26	0.17	0.45
Kingsport-Bristol-Bristol, TN-VA	487	556	14.2%	0.55	0.33	1.34	0.49
Kingston, NY	911	1,028	12.8%	0.82	1.35	2.26	4.55
Knoxville, TN	1,911	2,036	6.5%	0.51	0.74	0.73	0.76



Metro Area	Employment in Creative Sectors			Location Quotient by NAICS			
	2011	2016	% Change	5121	5414	7111	7115
Kokomo, IN	86	86	-1.0%	0.30	0.14	0.05	0.48
La Crosse-Onalaska, WI-MN	219	227	3.4%	0.05	0.32	0.59	0.85
Lafayette, LA	744	936	25.9%	0.58	0.65	0.34	0.59
Lafayette-West Lafayette, IN	460	393	-14.7%	0.54	0.40	0.56	0.57
Lake Charles, LA	206	236	14.1%	0.22	0.31	0.16	0.45
Lake Havasu City-Kingman, AZ	252	285	13.2%	0.95	0.48	0.29	0.76
Lakeland-Winter Haven, FL	931	1,151	23.6%	0.39	0.81	0.84	0.92
Lancaster, PA	1,710	1,961	14.7%	0.31	0.74	4.26	0.76
Lansing-East Lansing, MI	730	828	13.4%	0.42	0.50	0.25	0.70
Laredo, TX	175	179	2.3%	0.28	0.14	0.10	0.24
Las Cruces, NM	323	295	-8.6%	0.50	0.28	0.23	0.76
Las Vegas-Henderson-Paradise, NV	9,253	10,665	15.3%	1.00	0.83	2.94	1.92
Lawrence, KS	378	540	42.8%	0.47	2.52	0.91	1.72
Lawton, OK	106	120	13.5%	0.38	0.17	0.30	0.18
Lebanon, PA	169	162	-4.0%	0.28	0.75	0.17	0.44
Lewiston, ID-WA	92	88	-4.5%	0.39	0.61	0.31	0.39
Lewiston-Auburn, ME	141	140	-0.5%	0.41	0.21	0.11	0.54
Lexington-Fayette, KY	986	1,150	16.7%	0.38	0.48	0.58	0.80
Lima, OH	97	253	160.3%	0.45	1.50	0.10	0.32
Lincoln, NE	658	603	-8.3%	0.31	0.61	0.36	0.45
Little Rock-North Little Rock-Conway, AR	1,447	1,570	8.5%	0.55	0.62	0.75	0.45
Logan, UT-ID	332	451	35.9%	0.92	1.01	1.55	0.76
Longview, TX	255	249	-2.3%	0.41	0.43	0.09	0.23
Longview, WA	107	73	-31.7%	0.13	0.20	0.27	0.41
Los Angeles-Long Beach-Anaheim, CA	203,468	218,622	7.4%	7.48	2.07	1.49	3.34
Louisville-Jefferson County, KY-IN	2,684	3,301	23.0%	0.36	0.72	1.15	0.79
Lubbock, TX	581	821	41.4%	1.07	0.55	0.37	0.47
Lynchburg, VA	341	357	4.9%	0.25	0.53	0.26	0.62
Macon, GA	293	410	39.9%	0.63	0.43	0.29	0.49
Madera, CA	137	131	-4.0%	0.27	0.33	0.14	0.58
Madison, WI	1,873	2,240	19.6%	0.34	0.79	1.60	0.89
Manchester-Nashua, NH	1,114	1,438	29.1%	0.88	1.30	0.58	0.68
Manhattan, KS	146	181	23.5%	0.25	0.53	0.07	1.33
Mankato-North Mankato, MN	195	256	31.0%	0.47	0.84	0.46	0.54
Mansfield, OH	221	129	-41.8%	0.40	0.42	0.06	0.24
McAllen-Edinburg-Mission, TX	752	707	-6.0%	0.46	0.20	0.22	0.33
Medford, OR	1,100	1,242	12.9%	0.55	1.25	5.81	2.07
Memphis, TN-MS-AR	2,901	2,515	-13.3%	0.30	0.51	0.71	0.70
Merced, CA	200	215	7.5%	0.35	0.36	0.23	0.33
Miami-Fort Lauderdale-West Palm Beach, FL	18,201	20,303	11.6%	0.82	1.55	0.60	0.91
Michigan City-La Porte, IN	141	136	-3.9%	0.27	0.59	0.12	0.68
Midland, MI	139	129	-7.6%	0.46	0.46	0.16	0.58
Midland, TX	373	454	21.8%	0.67	0.93	0.60	0.36
Milwaukee-Waukesha-West Allis, WI	4,000	4,502	12.6%	0.35	0.84	1.10	0.86
Minneapolis-St. Paul-Bloomington, MN-WI	13,163	14,599	10.9%	0.55	1.19	1.80	1.00
Missoula, MT	591	745	26.2%	1.20	0.94	2.68	2.03
Mobile, AL	605	614	1.5%	0.27	0.53	0.51	0.53



Metro Area	Employment in Creative Sectors			Location Quotient by NAICS			
	2011	2016	% Change	5121	5414	7111	7115
Modesto, CA	717	698	-2.8%	0.47	0.54	0.34	0.45
Monroe, LA	207	331	60.1%	0.44	0.81	0.17	0.57
Monroe, MI	112	128	13.9%	0.16	0.68	0.10	0.59
Montgomery, AL	545	610	12.0%	0.46	0.34	0.90	0.34
Morgantown, WV	198	198	0.2%	0.24	0.35	1.00	0.38
Morristown, TN	113	88	-22.0%	0.17	0.11	0.55	0.33
Mount Vernon-Anacortes, WA	239	250	4.5%	0.38	0.68	0.49	0.98
Muncie, IN	182	215	18.2%	0.23	0.47	1.87	0.53
Muskegon, MI	196	230	17.6%	0.54	0.38	0.21	0.53
Myrtle Beach-Conway-North Myrtle Beach, SC-NC	1,417	1,710	20.7%	0.95	0.77	5.09	0.76
Napa, CA	469	516	10.0%	0.43	1.47	0.28	1.03
Naples-Immokalee-Marco Island, FL	1,099	1,269	15.4%	0.40	2.04	2.09	0.92
Nashville-Davidson--Murfreesboro--Franklin, TN	12,506	13,041	4.3%	1.48	0.90	2.52	2.68
New Bern, NC	94	127	35.0%	0.31	0.24	0.17	0.47
New Haven-Milford, CT	2,394	2,075	-13.3%	0.41	0.72	1.01	0.97
New Orleans-Metairie, LA	4,250	6,522	53.5%	2.10	0.90	0.78	1.24
New York-Newark-Jersey City, NY-NJ-PA	133,767	149,868	12.0%	2.00	1.82	2.49	2.06
Niles-Benton Harbor, MI	270	273	1.2%	0.37	0.65	0.74	0.58
North Port-Sarasota-Bradenton, FL	3,598	3,847	6.9%	0.31	1.41	7.39	1.30
Norwich-New London, CT	725	658	-9.2%	0.43	0.56	1.08	0.83
Ocala, FL	412	424	3.0%	0.21	0.82	0.70	0.67
Ocean City, NJ	181	215	18.5%	0.18	0.73	0.70	1.12
Odessa, TX	143	137	-4.0%	0.37	0.12	0.22	0.21
Ogden-Clearfield, UT	1,267	1,737	37.1%	0.97	1.03	0.94	0.54
Oklahoma City, OK	2,771	2,503	-9.7%	0.48	0.49	0.65	0.48
Olympia-Tumwater, WA	605	672	11.1%	0.75	0.57	0.71	0.98
Omaha-Council Bluffs, NE-IA	2,096	2,370	13.0%	0.44	0.67	0.72	0.75
Orlando-Kissimmee-Sanford, FL	7,842	8,819	12.5%	0.61	1.16	1.57	0.97
Oshkosh-Neenah, WI	294	207	-29.6%	0.05	0.40	0.37	0.51
Owensboro, KY	121	164	35.5%	0.39	0.25	0.71	0.34
Oxnard-Thousand Oaks-Ventura, CA	3,711	4,178	12.6%	1.74	1.46	0.64	1.79
Palm Bay-Melbourne-Titusville, FL	1,244	1,191	-4.2%	0.57	1.01	0.42	0.87
Panama City, FL	337	329	-2.4%	0.51	0.51	0.22	0.57
Parkersburg-Vienna, WV	104	118	13.2%	0.17	1.02	0.14	0.29
Pensacola-Ferry Pass-Brent, FL	816	823	0.9%	0.51	0.57	0.40	0.74
Peoria, IL	779	676	-13.3%	0.25	0.89	0.56	0.44
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	14,990	16,025	6.9%	0.53	0.90	0.84	0.79
Phoenix-Mesa-Scottsdale, AZ	11,461	14,331	25.0%	0.91	0.97	0.76	0.91
Pine Bluff, AR	68	81	18.3%	0.34	0.20	0.43	0.25
Pittsburgh, PA	5,843	6,646	13.7%	0.63	0.84	1.01	0.69
Pittsfield, MA	741	766	3.4%	0.57	1.22	4.29	1.81
Pocatello, ID	121	165	36.3%	0.66	0.30	1.12	0.48
Port St. Lucie, FL	904	743	-17.8%	0.30	1.12	0.56	0.81
Portland-South Portland, ME	2,104	1,935	-8.0%	0.51	0.97	0.85	1.37
Portland-Vancouver-Hillsboro, OR-WA	10,955	15,352	40.1%	1.26	2.07	1.47	1.91
Prescott, AZ	543	605	11.4%	0.46	1.12	0.99	2.26
Providence-Warwick, RI-MA	4,258	4,167	-2.1%	0.45	0.93	1.20	0.81

Metro Area	Employment in Creative Sectors			Location Quotient by NAICS			
	2011	2016	% Change	5121	5414	7111	7115
Provo-Orem, UT	1,627	2,124	30.5%	1.02	1.59	0.92	0.96
Pueblo, CO	249	241	-3.1%	0.42	0.28	1.00	0.58
Punta Gorda, FL	205	210	2.5%	0.30	0.63	0.43	0.97
Racine, WI	267	306	14.5%	0.10	1.03	0.19	0.84
Raleigh, NC	2,871	3,655	27.3%	0.48	1.00	0.50	1.12
Rapid City, SD	182	171	-5.9%	0.43	0.10	0.43	0.25
Reading, PA	637	743	16.6%	0.31	0.95	0.27	0.59
Redding, CA	359	389	8.2%	0.77	0.66	0.53	0.77
Reno, NV	1,187	1,404	18.3%	0.65	1.00	0.67	1.00
Richmond, VA	2,841	3,356	18.1%	0.41	0.81	0.99	0.68
Riverside-San Bernardino-Ontario, CA	7,503	8,064	7.5%	0.55	0.78	0.51	0.89
Roanoke, VA	534	443	-17.0%	0.29	0.33	0.46	0.44
Rochester, MN	356	432	21.3%	0.40	0.34	0.75	0.56
Rochester, NY	2,579	2,684	4.1%	0.34	0.88	0.80	0.95
Rockford, IL	605	598	-1.2%	0.19	0.92	0.69	0.52
Rocky Mount, NC	129	124	-3.7%	0.31	0.24	0.11	0.35
Rome, GA	154	98	-36.7%	0.37	0.15	0.12	0.49
Sacramento--Roseville--Arden-Arcade, CA	5,320	5,772	8.5%	0.56	0.82	0.74	0.95
Saginaw, MI	319	386	21.0%	0.75	0.36	0.77	0.38
Salem, OR	627	685	9.2%	0.32	0.50	0.28	0.86
Salinas, CA	993	1,063	7.1%	0.43	0.64	0.79	0.99
Salisbury, MD-DE	442	438	-0.9%	0.24	0.43	0.20	0.51
Salt Lake City, UT	4,657	6,154	32.1%	1.14	1.50	1.46	0.59
San Angelo, TX	220	172	-21.8%	0.27	0.64	0.38	0.41
San Antonio-New Braunfels, TX	4,558	4,967	9.0%	0.64	0.69	0.43	0.56
San Diego-Carlsbad, CA	12,729	12,215	-4.0%	0.56	1.53	1.00	1.12
San Francisco-Oakland-Hayward, CA	32,476	34,324	5.7%	1.35	2.44	1.87	1.79
San Jose-Sunnyvale-Santa Clara, CA	6,952	6,891	-0.9%	0.52	1.30	0.60	0.83
San Luis Obispo-Paso Robles-Arroyo Grande, CA	1,055	1,055	0.0%	0.64	1.27	0.70	1.69
Santa Cruz-Watsonville, CA	1,323	1,452	9.7%	0.89	2.17	1.52	2.32
Santa Fe, NM	1,437	1,211	-15.7%	0.81	1.73	4.19	4.10
Santa Maria-Santa Barbara, CA	2,055	2,058	0.1%	1.04	1.31	0.98	1.53
Santa Rosa, CA	2,293	2,442	6.5%	0.79	1.82	1.22	2.14
Savannah, GA	723	1,455	101.4%	1.29	1.33	0.50	0.67
Scranton--Wilkes-Barre--Hazleton, PA	847	917	8.2%	0.49	0.53	0.28	0.45
Seattle-Tacoma-Bellevue, WA	14,800	16,994	14.8%	0.72	1.55	1.43	1.01
Sebastian-Vero Beach, FL	362	401	11.0%	0.31	1.37	2.70	0.82
Sebring, FL	81	63	-22.1%	0.27	0.21	0.12	0.48
Sheboygan, WI	109	103	-6.1%	0.02	0.28	0.17	0.42
Sherman-Denison, TX	137	139	1.7%	0.52	0.23	0.26	0.31
Shreveport-Bossier City, LA	690	802	16.2%	0.67	0.33	0.38	0.59
Sierra Vista-Douglas, AZ	147	207	40.4%	0.74	0.34	0.37	0.91
Sioux City, IA-NE-SD	236	208	-11.8%	0.26	0.33	0.37	0.25
Sioux Falls, SD	505	503	-0.4%	0.52	0.20	0.54	0.39
South Bend-Mishawaka, IN-MI	601	616	2.6%	0.29	0.51	1.24	0.67
Spartanburg, SC	375	342	-8.7%	0.35	0.26	0.21	0.32
Spokane-Spokane Valley, WA	1,310	1,459	11.3%	0.85	0.67	0.73	0.75

Metro Area	Employment in Creative Sectors			Location Quotient by NAICS			
	2011	2016	% Change	5121	5414	7111	7115
Springfield, IL	396	337	-14.9%	0.16	0.44	0.45	0.41
Springfield, MA	1,701	1,491	-12.3%	0.33	0.71	0.78	1.10
Springfield, MO	870	887	1.9%	0.46	0.58	0.54	0.64
Springfield, OH	114	104	-9.5%	0.10	0.46	0.32	0.29
St. Cloud, MN	316	379	20.1%	0.39	0.38	0.72	0.48
St. George, UT	349	424	21.5%	1.11	1.14	0.36	0.53
St. Joseph, MO-KS	60	87	46.1%	0.13	0.17	0.34	0.25
St. Louis, MO-IL	6,984	7,246	3.8%	0.50	0.94	0.78	0.65
State College, PA	361	342	-5.2%	0.36	0.47	0.72	0.87
Staunton-Waynesboro, VA	201	226	12.6%	0.49	0.42	1.17	0.61
Stockton-Lodi, CA	778	1,093	40.4%	0.66	0.58	0.33	0.51
Sumter, SC	65	74	14.8%	0.27	0.17	0.14	0.26
Syracuse, NY	1,398	1,809	29.4%	0.33	0.96	1.40	0.94
Tallahassee, FL	765	763	-0.4%	0.39	0.77	0.49	0.71
Tampa-St. Petersburg-Clearwater, FL	6,234	7,015	12.5%	0.43	0.90	1.18	0.72
Terre Haute, IN	192	152	-20.9%	0.30	0.14	0.19	0.42
Texarkana, TX-AR	146	123	-15.4%	0.31	0.31	0.09	0.24
The Villages, FL	69	109	59.3%	0.03	1.08	0.22	0.97
Toledo, OH	986	966	-2.1%	0.33	0.55	0.37	0.41
Topeka, KS	299	454	51.9%	0.32	0.48	1.20	0.52
Trenton, NJ	1,032	1,725	67.1%	1.07	0.61	1.00	0.78
Tucson, AZ	2,939	2,920	-0.6%	0.74	0.90	1.08	1.23
Tulsa, OK	1,986	2,129	7.2%	0.65	0.76	0.54	0.44
Tuscaloosa, AL	224	254	13.3%	0.17	0.49	0.23	0.40
Tyler, TX	354	328	-7.3%	0.38	0.47	0.20	0.41
Urban Honolulu, HI	3,450	3,519	2.0%	0.98	0.47	0.92	0.93
Utica-Rome, NY	444	464	4.4%	0.34	0.76	0.17	0.59
Valdosta, GA	239	256	7.3%	1.04	0.20	0.11	0.32
Vallejo-Fairfield, CA	1,027	1,303	26.8%	0.58	0.71	0.49	2.69
Victoria, TX	116	132	13.4%	0.37	0.31	0.29	0.49
Vineland-Bridgeton, NJ	135	150	11.0%	0.36	0.34	0.13	0.39
Virginia Beach-Norfolk-Newport News, VA-NC	3,536	3,615	2.2%	0.53	0.41	0.73	0.64
Visalia-Porterville, CA	368	408	11.0%	0.41	0.24	0.11	0.36
Waco, TX	394	336	-14.7%	0.34	0.45	0.09	0.44
Walla Walla, WA	142	150	5.6%	0.19	0.45	0.11	1.72
Warner Robins, GA	179	133	-25.6%	0.17	0.18	0.11	0.46
Washington-Arlington-Alexandria, DC-VA-MD-WV	19,015	20,609	8.4%	0.57	0.97	1.05	0.91
Waterloo-Cedar Falls, IA	266	247	-7.1%	0.35	0.42	0.30	0.30
Watertown-Fort Drum, NY	111	93	-16.4%	0.21	0.14	0.12	0.35
Wausau, WI	108	97	-10.1%	0.11	0.20	0.07	0.31
Weirton-Steubenville, WV-OH	72	74	3.0%	0.20	0.21	0.12	0.39
Wenatchee, WA	180	251	39.8%	0.53	0.59	0.39	0.60
Wheeling, WV-OH	173	236	36.4%	0.65	0.19	0.80	0.29
Wichita Falls, TX	194	157	-19.2%	0.22	0.31	0.43	0.39
Wichita, KS	1,449	1,491	2.9%	0.62	0.63	0.71	0.59
Williamsport, PA	171	195	14.1%	0.39	0.45	0.83	0.41
Wilmington, NC	653	818	25.2%	0.57	1.21	0.52	1.05



Metro Area	Employment in Creative Sectors			Location Quotient by NAICS			
	2011	2016	% Change	5121	5414	7111	7115
Winchester, VA-WV	249	272	9.1%	0.88	0.38	0.09	0.51
Winston-Salem, NC	1,130	1,185	4.9%	0.26	0.78	0.57	0.83
Worcester, MA-CT	1,666	1,708	2.5%	0.35	0.81	0.36	0.68
Yakima, WA	233	303	29.9%	0.42	0.29	0.24	0.27
York-Hanover, PA	521	568	8.9%	0.30	0.46	0.31	0.51
Youngstown-Warren-Boardman, OH-PA	634	652	2.7%	0.31	0.40	0.29	0.48
Yuba City, CA	194	163	-16.0%	0.36	0.44	0.17	0.54
Yuma, AZ	188	216	14.9%	0.62	0.21	0.21	0.27

Source: EMSI Q2 2016 Dataset, Garner Economics

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