CREATIVE VITALITY INDEX

CVI Study: The State of California and Ten CVI Regions for 2006 and 2007

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Executive Summary: The Creative Vitality Index (CVI)

Introduction

This report details the findings of research designed to establish an index-type indicator of the relative health of an economy's arts-related creative sector. The Index is called the "Creative Vitality Index" (CVI). Designed to be updated annually, it can be configured to reflect activity in any U.S. geographic or political subdivision. The purpose of the research was to develop a more inclusive and robust diagnostic tool related to the arts elements of the creative economy. A related goal was to develop a credible data source that could be used for arts advocacy purposes.

The CVI Defined

The Creative Vitality Index (CVI) is an annual measure of the health of the arts-related creative economy in a specified geographic area. In the CVI, an area's creative economy is defined as including for-profit and nonprofit arts-related creative enterprises and the key support and service activities that sustain them. The CVI is anchored in an aggregation of established, longitudinal, and annually maintained data sets that have been determined, through research and analysis, to serve as an indicator of the vitality of an area's arts-oriented economy.

Definition of an Index

An index is a mechanism that summarizes the content, scope, and dynamics of a phenomenon. It provides a single indicator to describe a complex set of variables, activities, or events related to that phenomenon. Differences among index values reflect changes in the dynamics of the longitudinal streams of the aggregated data on which the index is based.

Index Components

The Index has two major components, referred to here as sub-indexes. Each of these sub-indexes has been weighted. Sixty percent of the weight has been allocated to the "Community-Participation Sub-Index" which contains seven community participation indicators. The weighted indicators are: nonprofit arts organization income; nonprofit "arts-active" organizational income; per capita book store sales; per capita music store sales; per capita photography store sales; performing arts revenues; and art gallery and individual artist revenues. A forty percent weighting has been assigned to the "Occupational Sub Index" that captures the incidence of jobs in the creative sector. The rationale for this approach relates to consideration of the cause-and-effect relationship between participation levels and jobs. The underlying theory is that public participation in the arts or public demand for arts experiences and events ultimately is what drives budgets and organizational funding levels, which in turn support artists and art-related jobs within the economy.

Geographic Boundaries

The CVI is an indicator of the relative economic health of the creative economy in a specified geographic region. The geographic region can be separated in a number of ways, including, but not limited to by county, by city, or by state. For California, the California Arts Council has selected ten regions, composed of either a singular county in the case of Los Angeles, or two or more counties across the rest of the nine regions. Regions were determined based on local knowledge of regional relationships from an arts and culture perspective as determined by the California Arts Council.

The Relationship of the CVI to Economic Impact Studies

Economic impact studies are enumerations of the total economic value and impact of a specific basket of arts activities on the community, taking into account estimates of the ripple effect on jobs and revenues in other non-related industries. The majority of such studies focus on the nonprofit art sector and either measure its impact exclusively or introduce measures of the impact of selected for-profit activities in a supplementary manner. The CVI utilizes some of the data typically included in arts economic impact studies. However, it draws on many more data streams, and its goal is quite different in that it seeks to provide an indicator of the relative health of the economic elements of the creative economy.

Making Use of the Creative Vitality Index

The Creative Vitality Index is designed to serve as a tool to inform public policy decision making and to support the work of advocates for the development of the creative economy. The Index can be used for the following purposes: 1) As a way to define the parameters of a localities' creative economy; 2) As a means of educating the community at large concerning the components and dynamics of the creative economy; 3) As a source of information for arts advocacy messaging; 4) To call the attention of the public to significant changes in the creative economy ecosystem; 5) To underscore the economic relationships between the for-profit sector and the nonprofit sector; and 6) As a tool to benchmark the status of a local creative economy and as a means to diagnose weaknesses in that economy.

Findings

The California Creative Vitality Index for 2007 was 1.44, a very slight increase over the 2006 Index Value which was 1.43. California showed strengths in all categories measured within the CVI, with only one category falling slightly below the national baseline of "1". California has the third highest statewide CVI for both 2006 and 2007. Overall findings are detailed in the final section of this report as shown starting on page 59.

Extended Technical Report

This technical report summarizes the results of the research conducted for this project. It details the original project's core assumptions, reports on the construction and rationale for the formulae used to arrive at an Index value, and provides a rationale for the use of various annual streams of data that undergird what is being called the Creative Vitality Index (CVI).

The Cultural Policy Context for the Development of the CVI

The CVI was developed to help public sector arts agencies more overtly communicate that their work appropriately embraces a much larger segment of creative economic activity than had previously been the case. This was necessary because, beginning in the mid 1960s, when state arts agencies were established and city arts agencies were either founded or significantly expanded, the primary focus of the entities was on the expansion of the supply and quality of primarily nonprofit-based arts activities. These entities made great progress with this area of focus so that there are arts organizations across the country of all types and at all levels of size, scope, and quality that offer a broad menu of arts activities. Once the supply and quality of nonprofit arts activities was greatly bolstered, however, the public sector funders of the nonprofit arts field began to consider how their goals and the work of the nonprofit arts were part of a much larger creative system. They also became aware that the nonprofit arts and public arts policy depended on the health of that larger system to survive in the present and thrive in the future.

Simultaneous with these developments, practitioners from fields representing for-profit creative activities and occupations began to discuss the creative economy in broad, highly inclusionary terms. The arts field and public sector arts funders embraced this broader concept as reflective of how they now envisioned their work—as a stimulative part of an overall creative system and not simply as suppliers of funding to maintain a supply of nonprofit-sourced arts opportunities. The CVI reflects this broader systems-oriented thinking and reinforces the fact that the nonprofit arts and public arts agencies are part of an interdependent whole called the *creative sector*.

The Economic Development Context for the Development of the CVI

The CVI grew out of a conversation about whether or not to undertake an economic impact study of the arts. The staff leadership of the Washington State Arts Commission and the Seattle Office of Arts & Cultural Affairs, in collaboration with others, explored ways to expand and enrich the economic argument for support of the arts and especially public funding of the arts. In doing so, the group was influenced by two national conversations concerning economic development: the defining of a creative economy and the outlining of the concept of economic development clusters. Those conversations did something the nonprofit arts community was very late in doing—they included the related for-profit creative sector in a universe normally reserved for nonprofits.

The public value work articulated by Mark Moore also played a role in the development of the CVI. That work helped the public sector component of the nonprofit arts funding community move away from a perspective oriented toward saving the arts to considering ways to be responsive to what citizens wanted in the arts. The approach also worked to shape agency deliverables to reflect their actual value to the public rather than the value arts aficionados considered them to have for the public. One result of this influence was that the CVI was developed in a context of thinking in which individuals are assumed to have choices and that, to remain viable, public sector arts funders need to offer choices the public will value and thus select. In this concept of selection is the understanding that choice in the arts ranges outside the nonprofit arts and that the public sector arts agency needs to ensure that such choice is available.

The Relationship of the CVI to Economic Impact Studies

Although it evolved from a discussion of whether to commission an economic impact study, the CVI is not an economic impact study of the arts. Economic impact studies are enumerations of the total economic value and impact of a specific basket of arts activities on the community, taking into account estimates of the ripple effect on jobs and revenues in other non-related industries. The majority of such studies focus on the nonprofit art sector and either measure its impact exclusively or introduce measures of the impact of selected for-profit activities in a supplementary manner. The CVI utilizes some of the data typically included in arts economic impact studies. However it draws on many more data streams, and its goal is quite different in that it seeks to provide an indicator of the relative health of the economic elements of the creative economy.

Economic impact studies are rooted in advocacy and generally have as a core purpose the definition of the nonprofit arts sector as a meaningful component of the larger economic system. The results of such studies are commonly used to argue for the allocation of scarce budget dollars to the arts because a dollar invested in the arts multiplies many times over and helps nurture a more robust overall economy. These studies have also been used to help the arts compete with other discretionary forms of government spending--and often these other interests have their own economic impact studies. The studies have been used most effectively to counteract the misguided notion that funds invested in the nonprofit arts are removed from the economy and thus play no role in building or sustaining it.

Economic impact studies have also been commissioned to call attention to the size and scope of arts and culture as a component of the overall economic activity of an area. Often, community leaders and the public are only familiar with one segment of the arts through their personal acquaintance with a single institution or discipline. The economic impact study aggregates information in ways that call attention to the size and scope of a cluster of endeavors that are often considered to be of minor importance in economic terms. As a result, the prestige of the arts-and-culture community in an area is enhanced, and the ability of the sector to be heard is often increased.

Although the CVI can partially address each of the uses to which economic impact studies are employed, it has a different purpose. The CVI is about exploring a complex set of relationships and changes in the dynamics of those relationships over time. It is not a replacement for economic impact studies but can be a complement to them.

Making Use of the Creative Vitality Index

The Creative Vitality Index is designed to serve as a tool to inform public policy decision making and to support the work of advocates for the development of the creative economy. The Index has the following major uses:

- As a definitional tool, the Index can be used to call attention to and educate the community at large concerning the components and dynamics of the creative economy. Of particular significance is the promotion of the concept that the creative economy includes both the for-profit and the nonprofit arts-related activities of an area. Many economic studies centered on the arts have focused almost entirely on the nonprofit sector, and the inclusion of for-profit activities is, for many, a new conceptualization of the role of the arts in an economy. Essentially, the creative-economy approach places all arts and arts-related creative activities in a continuum of creative activities.

- The Index can serve as a source of information for advocacy messaging. Individuals engaged in advocacy on behalf of the creative economy as a whole or elements of it can use the Index to do some of the following:

  --Call the attention of the public to significant changes in the creative economy ecosystem. For example, if contributions from private foundations drop substantially in a year and three major architectural firms leave the area, advocates for a healthy creative economy can call attention to these factors as negative elements that will affect an overall ecosystem. Similarly, if nonprofit arts groups at the same time experience increases in income from individuals and there are substantial increases in employment within other major creative occupations such as graphic design and advertising, the negative impact of the events noted above may be cushioned or alleviated altogether.

  --Underscore the economic relationships between the for-profit sector and the nonprofit sector and make the point that a healthy nonprofit arts sector is important to the development of a healthy for-profit sector.

  --Advocate for improvements to the allocation of resources or the creation of policies that will increase the Index numbers through the expansion of the role of a creative economy in a region.

- The Index can serve as a framework upon which to define and build a creative coalition. With the components of the Index setting forth a vision for a creative community rather than a nonprofit arts community, those who wish to build coalitions to influence change for the benefit of the development of the creative economy have a broader and deeper platform from which to begin the conversation.

- The Index can be used to benchmark an area of endeavor and lay the groundwork for the improvement of one or more aspects of the creative economy. The Index can serve as an initial diagnostic tool to create a baseline and then can be used to measure progress in that area. Elected officials and civic leaders can use the Index as a starting point for discussing ways in which an area's local economy can be enriched through the development of the creative-economy segment of that community.

The Creative Vitality Index: Method of Development

Following is a summary of the key sources of data and the methods used in the development of the Creative Vitality Index. Also noted are the assumptions used in the process of weighting the factors included in the Index.

Initial Parameters for the Index Design

When this project was initially conceptualized, certain parameters were established that affected its structure. One was to ensure that the Index could be updated on an annual basis in a cost-effective manner. The second was to ensure that the scope of the index was broad enough to capture the core elements of the creative economy, yet not be so broad as to be considered aggressively inclusive. Finally, the Index needed to be constructed in a manner that would make it credible to experts as well as the public.

Early in the planning of the Index, a decision was made to identify and utilize existing data streams. Doing so provided the project with a low-cost means of securing in-depth data of quality. These data streams were considered to be more accurate and reliable than what could affordably be collected by the project sponsors on an annual basis. In addition, conducting an annual series of surveys to obtain the data was not considered cost-effective for the project sponsors.

The definition of the project universe was another important dimension of project design. Conceptualizations of the persons and activities to be included in the universe vary greatly among those using the term creative economy. For example, Richard Florida includes a vast array of occupations and endeavors in his definition of the term and features the technology sector as a major element of the creative economy. This research steps back from Florida's wide definitional scope and takes a more conservative stance that is grounded in a nonprofit arts sector perspective. From this perspective, the project sponsors considered traditional nonprofit arts organizations to be an important part--but only one part--of the creative economy. Added to the nonprofit arts elements, and included in the universe of the Index were the arts components of cultural organizations such as history museums and botanical gardens. Also included were for-profit businesses directly involved in arts and activities such as music stores and bookstores. Those working in the creative economy in areas such as graphic design and architecture were also included.

The universe for the Index is one in which the nonprofit arts become part of a continuum of activities in the creative economy. This continuum includes amateurs engaged in the making of art, participating in the arts, and reading about art. It then includes the nonprofit arts in all their forms and, finally, commercial arts activities such as occupations in professional design and the sales of musical instruments and music, as well as books and records. This expanded scope of areas of endeavor represents a more encompassing creative economy perspective for the arts community. In constructing this universe, however, the researchers exercised discipline by stopping short of being overly inclusive in claiming all things that could possibly be considered creative. This study does not criticize those who make the wider claim as to the components of the creative economy; however, this study does not attempt such a reach.

Another parameter of the Index is that it was intended to measure the *economic* dimensions of arts and culture based on creativity in a community and does not pretend to provide an overall indicator of creativity. The possibility exists that a community may have a relatively low Index value yet be highly creative. This Index limits its measure of creativity to the arts and culture-based economic manifestations of creativity related to the arts and culture and to the immediate support mechanisms for such economic creativity, such as the number of art teachers.

To be useful, an index must have validity on its face in the eyes of research experts, the arts community, and the public. Though usually only a few experts know or care about the structure and dynamics of most commonly used indices such as the Consumer Price Index and the Dow Jones Industrial Average, there appears to be a broader interest in the composition of the CVI. Such interest appears rooted in a concern that the Index could become a version of listings such as the "places rated" or "10 best communities" that clearly have winners and losers. Thus, in order to be credible, the Index needs to find agreement among leaders that the factors in it and the dynamics captured by it measure what is actually occurring. This work attempts to do that by transparently setting forth the method of the Index and by being responsive to the suggestions for change made during its development. Even though the CVI has been reviewed by a number of experts, the arts community and the public need to embrace it in order for it to serve as a useful tool in the long term.

Limitations of the Research Method

One minor limitation of the Index is that it relies on aggregated data from other sources and is not rooted in a stream of data collected through a customized data-collection tool. By relying on data streams from other endeavors, there will inevitably be some lost sensitivity to the capturing of certain elements of the dynamics of the creative economy of a community. Such a possible lack of sensitivity, however, is offset by the fact that the data streams used in this work are far more robust than what the arts and culture fields have historically developed on their own. In addition, the wide range of different indicators used to describe or represent creative activity helps guard against the excessive impact any one variable may have in a given area. For example, if the indicators happen to under-count the amount of participation in creative activities in terms of ticket sales or organizational revenues for art events, the data and Index values for the number of jobs in those particular sectors can capture these levels of activity and help offset the limitation in the other variables. Issues of limitations related to this study are most likely to be related to the selection of factors and the analysis of their dynamics rather than to the actual data themselves.

Unreported and Underground Activity

Because of the inherent limitations of designing a study of broad scope and scale, an index may not capture all of the individuals working in the universe under study or all of the relevant transactions. The researchers have reviewed these possibilities and are comfortable that, although there will be limitations to the overall inclusiveness of the data, the structure of the Index model is such that compensations will be made that appropriately capture activities for an index. An example of this is an individual graphic designer who works at home on a part time basis and thus may not be counted in the occupation category. Although the person may not be counted in the occupation numbers, many of the economic dimensions of that individual will be picked up in other ways. That designer purchases supplies, buys books, and possibly attends arts events. These non-occupation direct aspects of the work of the designer influence the volume of a variety of measures in the Index. In addition to the secondary and tertiary activities captured by the Index, the undercounting is presumed to have a negligible effect on the Index for another reason. There is no reason to believe that undercounted and underreported phenomena occur on a proportional basis in any greater density in some geographic areas than they do in other geographic areas, and the researchers for this study have not found such variation. If, in the future, mechanisms such as the Internet begin to play a more important role in the creative economy (for example, art sales) and such Internet activity can be proved to occur in disproportionate ways across geographic communities, then the index would be adjusted. Indices are regularly updated when such factors become significant enough to render prior formulae for calculation no longer viable.

Another element essential to understanding the treatment of underreporting is the fact that the Index, although built on numbers rooted in data are actually *indicators* of activity, and not absolute measures of activity. For example, the number of set designers in an area is meant to indicate the relationship of the number of stage set designers to the overall size of the economy and population being examined and how this number compares with other communities. It is not meant to be a census or an absolute number.

Index Data Streams

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, Inc. The Following are brief summaries of each:

- The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by nonprofit 501(c) organizations with annual gross receipts of $25,000 or more. Organizations with more than $25,000 but less than $250,000 in annual gross receipts can file a 990 EZ form that collects less information. The CVI uses the information contained in the 990 forms to identify changes in charitable giving in an area. These numbers are the best available but are not absolute. Some numbers may not be reported because of errors made in the completion of the form. These include nested fund transfers within larger fund allocations that include the arts in a significant way but are not broken out, and/or the failure to capture data because an organization is either not required to file a 990 or does not file the full 990 form, thus limiting the level of data available.

- Economic Modeling Specialists, Inc.'s (EMSI) expertise is centered on regional economics, data analysis, programming, and design so that it can provide the best available products and services for regional decision makers. In an effort to present the most "complete" possible picture of local economies, EMSI estimates jobs and earnings for all workers using Bureau of Labor Statistics data, data from the U.S. Bureau of Economic Analysis, and information from the U.S. Census Bureau. Because the number of non-covered workers in a given area can be large, job figures from EMSI will often be much larger than those in state LMI data. In order to estimate occupation employment numbers for a region, EMSI first calculates industry employment, then uses regionalized staffing patterns for every industry and applies the staffing patterns to the jobs by industry employment data in order to convert industries to occupations. EMSI bases occupation data on industry data because it is generally more reliable and is always published at the county level, whereas occupation data is only published by Occupational Employment Statistics (OES) region (usually 4-6 economically similar counties). Occupation employment data includes proprietors and self-employed workers. EMSI uses nearly 90 federal, state and private sources including the U.S. Department of Commerce, the U.S. Department of Labor, The U.S. Department of Education, the U.S. Department of

Housing and Urban Development, The U.S. Department of Health and Human Services, the U.S. Postal Service, and the Internal Revenue Service.
(Partially Reprinted from www.economicmodeling.com *)*

Weighting Considerations

The Index has two major components, referred to here as sub-indexes. Each of these two sub-indexes has been weighted. Sixty percent of the weight has been allocated to the "Community Participation Sub-Index" which contains seven community participation indicators. A forty percent weighting has been assigned to the "Occupational Sub Index." The rationale for this approach relates to consideration of the cause-and-effect relationship between participation levels and jobs. The underlying theory is that public participation in the arts or public demand for arts experiences and events ultimately is what drives budgets and organizational funding levels, which in turn support artists and arts-related jobs within the economy. While this is not a completely market-driven model due to the somewhat independent roles of state government and national foundations, it can be argued that employment is more of a dependent variable in the equation as it is affected and largely determined by changes in participation levels (the independent variable).

Weighting the occupational sub-index lower than 40% did not seem appropriate given the richness of the available data on the various types of arts jobs and their ability to help describe the art-related activities taking place within an area. The reasoning was that in places where the participation variables are lacking in detail or in their ability to fully describe the realities of local art and creative vitality, the employment data can help to fill in the gaps by testifying to the overall health of the arts as a local industry as well as the health of its major components such as music, visual arts, and creative design work. The Creative Vitality Index therefore does not attempt to include only completely independent factors but allows some degree of double counting of interrelated influences with the goal of seeking the most inclusive and representative overall picture of art, cultural and creative vitality within a given community.

- **The Community Arts Participation Sub-Index (60% of Total Weight)**
  The Community Arts Participation Index measures changes in seven selected indicators that point to the degree of connectedness between local residents and the arts. The theory behind this concept is that communities with higher levels of participation will not only benefit directly from this exposure on an individual basis but also will tend to support a social and cultural environment that is more conducive to producing and enjoying art and related creative activities. Those geographic areas that score higher on this Index can be said to have a stronger demand for art and, by implication, a stronger potential base of public support for the arts in all their forms. Areas with a higher demand for participation would be expected to offer better funding, more arts organizations, more arts events and activities, and more opportunities to experience art.

- **The Occupational Sub-Index of the Arts (40% of Total Weight)**
  The Occupational Index of the Arts compares the concentrations of arts-related employment at the state and local levels with the nation as a whole. The Index examines 22 primary and 8 secondary occupations as a ratio of the population. The aggregate of these occupations nationwide, divided by the total U.S. population, is the national ratio. State and regional values are determined by dividing the aggregate of the local arts occupations against the population of the local area. This

value is then divided by the national ratio to compare the size of the ratio relative to the benchmark. In those instances where the local index exceeds 1.0, the area is interpreted as having a higher than average level of art, cultural or creative activity based strictly on the number of art-related jobs per person that is supported within each community. In those instances where the local index is less than 1.0, the area is seen as having a somewhat lower level of activity.

Per-Capita Calculations

Per-capita calculations were made using population estimates from the U.S. Census Bureau from 2006 and 2007.

Table #1

California: Population by Region

Regions	2006 Pop	2007 Pop
CA Bay Area	6,887,621	6,958,473
CA Central Coast	2,112,880	2,124,381
CA Central Sierra	152,385	152,081
CA Central Valley	3,830,398	3,889,433
CA Greater Sacramento	2,100,936	2,129,798
CA Inland Empire	4,152,475	4,243,238
CA Inland Northern	953,461	961,206
CA North Coast	244,520	244,159
CA South Coast	5,934,288	5,971,892
Los Angeles	9,880,908	9,878,554

Source: US Census Bureau, 2009

Table #2

California CVI: Regions by County

Region	Included Counties
CA Bay Area	Marin, Contra Costa, Alameda, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma
CA Central Coast	Monterey, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
CA Central Sierra	Alpine, Calaveras, Inyo, Mariposa, Mono, Tuolumne
CA Central Valley	Fresno, Kern, Kings, Madera, Merced, San Benito, San Joaquin, Stanislaus, Tulare
CA Greater Sacramento	Amador, El Dorado, Placer, Sacramento, Yolo
CA Inland Empire	Imperial, Riverside, San Bernardino
CA Inland Northern	Butte, Colusa, Glenn, Lake, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Yuba
CA North Coast	Mendocino, Humboldt, Del Norte
CA South Coast	Orange, San Diego
Los Angeles	Los Angeles

Source: WESTAF, California Arts Council, 2009

Figure #1
California CVI: Regions by County

The Community Arts Participation Index

The *Community Arts Participation Index* measures changes in seven selected indicators that point to the degree of connectedness between local residents and the arts. The theory behind this concept is that communities with higher levels of participation will not only benefit directly from this exposure on an individual basis but will also tend to support a social and cultural environment that is more conducive to producing and enjoying art and related creative activities. Those geographic areas that score higher on this index can be said to have a stronger demand for art, and by implication, a stronger potential base of public support for the arts in all its forms. Areas with a higher demand for participation would be expected to offer better funding, more arts organizations, more arts events and activities, and more opportunities to experience art.

This index is comprised of the following components:

- Non-profit arts organization income (10%)
- Non-profit “arts-active” organization income (10%)
- Per capita bookstore and record store sales (8%)
- Per capita music store sales of instruments and equipment (8%)
- Per capita photography store sales (8%)
- Performing arts revenues (8%)
- Art gallery and individual artist revenues (8%)

Nonprofit Arts Organization Income[1]

Non-profit arts organization income is generated from both charitable and non-charitable sources. When examined on a per capita basis it serves as a measurement of the level of community participation levels statewide and regionally as compared to national levels of participation. State and regional values were determined by first dividing the aggregate of the local arts organization incomes against the population of the local area. This value was then divided by the national ratio. In those instances where the local Index value is 1.0 or greater, the area is interpreted as having a level of art-related activity (funded by these income sources) that is generally higher than average for the country as a whole on a per person basis. The major categories of income are explained below:

- *Special Events Income* includes receipts from ticket sales for fundraising events such as dinners, payments received in connection with fundraising activities, etc.
- *Contributions, Gifts and Grants* includes income from public foundations, individuals, and corporations.
- *Investment Income* is income from program related investments, interest on savings, earnings on bonds and securities, rental income, and capital gains.
- *Program Services and Contracts* are admissions to performing arts events, royalties received as an author, registration fees received in connection with a meeting or convention, government contracts, and contracts for specific services.
- *Dues, Net sales and Other Income* includes membership dues and gains on the sale of assets.

[1] Source: Urban Institute, National Center for Charitable Statistics, 2006 Core PC Database for Arts Organizations

Artistic endeavors are the primary mission of Arts Organizations. Examples of Arts Organizations include performing groups, art museums, and art studios. Arts-Active Organizations are non-arts organizations with a record of arts activity. Some examples are media groups, historical societies, etc. Organization types were identified using National Taxonomy of Exempt Entities Core Codes (NTEE-CC). Tables #3 and #4 show the number of organizations by type identified in this study.

A - Arts, Culture & Humanities - Private nonprofit organizations whose primary purpose is to promote appreciation for and enjoyment and understanding of the visual, performing, folk, and media arts; the humanities (archaeology, art history, modern and classical languages, philosophy, ethics, theology, and comparative religion); history and historical events; and/or communications (film, video, publishing, journalism, radio, television).

Table #3

California: Number and Share of Arts Organizations by Type

Arts Organizations	2006		2007	
	Number	% Share	Number	% Share
Alliances & Advocacy	29	1.28	32	1.37
Arts & Culture	142	6.29	155	6.65
Folk Arts	43	1.9	42	1.8
Arts Education	109	4.83	118	5.06
Arts & Humanities Councils & Agencies	90	3.99	91	3.9
Film & Video	128	5.67	138	5.92
Visual Arts	130	5.76	130	5.58
Art Museums	66	2.92	68	2.92
Performing Arts	90	3.99	97	4.16
Performing Arts Centers	64	2.83	62	2.66
Dance	153	6.78	153	6.56
Ballet	86	3.81	85	3.65
Theater	453	20.06	461	19.78
Music	223	9.88	235	10.08
Symphony Orchestras	137	6.07	141	6.05
Opera	57	2.52	55	2.36
Singing & Choral Groups	147	6.51	154	6.61
Bands & Ensembles	87	3.85	90	3.86
Arts Services	24	1.06	24	1.03

Source: Urban Institute, National Center for Charitable Statistics, Core PC database for 2006 and 2007

Table #4

California: Number and Share of Arts-Active Organizations by Type

Arts-Active Organizations	2006		2007	
	Number	% Share	Number	% Share
Management & Technical Assistance	15	0.69	13	0.58
Professional Societies & Associations	85	3.93	90	4
Single Organization Support	169	7.81	163	7.24
Fund Raising & Fund Distribution	75	3.47	84	3.73
Support N.E.C.	49	2.26	49	2.18
Cultural/Ethnic Awareness	421	19.45	440	19.54
Community Celebrations	14	0.65	14	0.62
Media & Communications	85	3.93	90	4
Television	65	3	67	2.98
Printing & Publishing	94	4.34	100	4.44
Radio	31	1.43	31	1.38
Museums	107	4.94	120	5.33
Children's Museums	26	1.2	26	1.15
Folk Arts Museums	22	1.02	20	0.89
History Museums	125	5.78	121	5.37
Natural History & Natural Science Museums	15	0.69	16	0.71
Science & Technology Museums	13	0.6	13	0.58
Performing Arts School	95	4.39	99	4.4
Humanities	122	5.64	126	5.6
Historical Organizations	166	7.67	182	8.08
Historical Societies & Historic Preservation	228	10.54	237	10.52
Commemorative Events	32	1.48	34	1.51
Arts, Culture & Humanities N.E.C.	65	3	67	2.98
Fairs	45	2.08	50	2.22

Source: Urban Institute, National Center for Charitable Statistics, Core PC database for 2006 and 2007

The California Index

Community Arts Participation

Nonprofit Arts Organization Income

Per capita arts organization revenues increased by over $230 million between 2006 and 2007 for the state of California. The revenue increase within this category kept pace with the nation on a per capita basis, as the state of California maintained an Index value of 1.17. Overall, this Index value indicates that participation within arts organizations is a strength within the California creative economy. The highest Index values for California occurred in the Bay Area, Los Angeles, South Coast, and Central Coast regions. All of these areas showed strength within the Arts Organization revenue category of the Index, at least matching the national benchmark figure of “1”. On a strict revenue basis, Los Angeles County had the highest value of the ten California regions with revenues in 2007 eclipsing $700 million. The Bay Area region held the highest Index value in both 2006 and 2007 with Index values greater than 2.00.

Table #5

California Regions: Nonprofit Arts Organization Income 2006

Nonprofit Arts Organizations Income 2006						
Region	**Program Revenues**	**Investment Income**	**Special Events**	**Contributions, Gifts and Grants**	**Dues**	**Total Revenues**
Bay Area	$215,558,272	$15,442,237	$17,694,376	$305,272,191	$13,741,366	$567,708,442
Central Coast	$24,568,917	$2,026,575	$4,555,080	$41,904,035	$1,473,417	$74,528,024
Central Sierra	$2,313,841	$18,382	$462,423	$1,304,461	$28,200	$4,127,307
Central Valley	$9,502,905	$430,957	$2,396,410	$13,793,239	$923,746	$27,047,257
Greater Sacramento	$29,177,539	$410,529	$2,319,483	$16,586,162	$1,534,407	$50,028,120
Inland Empire	$21,654,804	$633,445	$2,541,353	$19,242,360	$754,290	$44,826,252
Inland Northern	$2,208,145	$17,747	$402,284	$2,110,159	$303,387	$5,041,722
North Coast	$2,481,683	$26,096	$717,430	$1,523,461	$156,434	$4,905,104
South Coast	$119,659,334	$8,633,947	$11,548,525	$128,856,797	$3,802,926	$272,501,529
Los Angeles	$276,689,784	$19,862,840	$26,191,527	$347,069,720	$14,280,261	$684,094,132
California	**$703,815,224**	**$47,502,755**	**$68,828,891**	**$877,662,585**	**$36,998,434**	**$1,734,807,889**

Source: Urban Institute, National Center for Charitable Statistics, Core PC database for 2006

Table #6

California Regions: Nonprofit Arts Organization Index 2006

Nonprofit Arts Organizations Index 2006			
Region	**Total Revenues**	**Per Capita**	**Index**
Bay Area	$567,708,442	82.42	2.01
Central Coast	$74,528,024	35.27	0.86
Central Sierra	$4,127,307	27.08	0.66
Central Valley	$27,047,257	7.06	0.17
Greater Sacramento	$50,028,120	23.81	0.58
Inland Empire	$44,826,252	10.80	0.26
Inland Northern	$5,041,722	5.29	0.13
North Coast	$4,905,104	20.06	0.49
South Coast	$272,501,529	45.92	1.12
Los Angeles	$684,094,132	69.23	1.69

Source: Urban Institute, National Center for Charitable Statistics, Core PC database for 2006, WESTAF 2009

Table #7

California Regions: Nonprofit Arts Organization Income 2007

Nonprofit Arts Organizations Income 2007						
Region	**Program Revenues**	**Investment Income**	**Special Events**	**Contributions, Gifts and Grants**	**Dues**	**Total Revenues**
Bay Area	$234,744,808	$17,741,664	$16,450,495	$365,006,750	$14,992,661	$648,936,378
Central Coast	$23,541,323	$4,556,001	$7,594,187	$59,215,227	$1,769,599	$96,676,337
Central Sierra	$2,567,278	$19,882	$499,041	$1,125,071	$51,138	$4,262,410
Central Valley	$10,988,720	$1,160,856	$3,084,000	$42,963,967	$986,384	$59,183,927
Greater Sacramento	$25,304,802	$678,264	$2,385,302	$20,603,772	$1,724,176	$50,696,316
Inland Empire	$25,216,520	$754,028	$2,958,983	$23,438,480	$700,375	$53,068,386
Inland Northern	$2,192,268	$40,404	$581,647	$2,375,205	$450,522	$5,640,046
North Coast	$2,281,520	$49,436	$700,031	$2,508,929	$177,564	$5,717,480
South Coast	$124,693,655	$12,102,066	$13,539,808	$147,787,805	$7,411,560	$305,534,894
Los Angeles	$309,938,362	$28,351,144	$27,958,742	$346,044,092	$15,347,865	$727,640,205
California	**$761,469,256**	**$65,453,745**	**$75,752,236**	**$1,011,069,298**	**$43,611,844**	**$1,957,356,379**

Source: Urban Institute, National Center for Charitable Statistics, Core PC database for 2007

Table #8

California Regions: Nonprofit Arts Organization Income 2007

Nonprofit Arts Organizations Index 2007			
Region	**Total Revenues**	**Per Capita**	**Index**
Bay Area	$648,936,378	93.26	2.04
Central Coast	$96,676,337	45.51	1.00
Central Sierra	$4,262,410	28.03	0.61
Central Valley	$59,183,927	15.22	0.33
Greater Sacramento	$50,696,316	23.80	0.52
Inland Empire	$53,068,386	12.51	0.27
Inland Northern	$5,640,046	5.87	0.13
North Coast	$5,717,480	23.42	0.51
South Coast	$305,534,894	51.16	1.12
Los Angeles	$727,640,205	73.66	1.61

Source: Urban Institute, National Center for Charitable Statistics, Core PC database for 2007, WESTAF 2009.

Nonprofit Arts-Active Organization Income

Per capita arts-active organization revenues increased by over $80 million between 2006 and 2007 for the state of California. While this increase is substantial, it was not the same rate of increase that occurred across the nation on a per capita basis. This is seen through the slight decrease in the Index value for California in this category between 2006 and 2007. Overall, California shows significant revenues for this category, though the state is slightly below the national average on a per capita basis. Index values for this portion of the Index show regional strengths within the Bay Area, Los Angeles, the Greater Sacramento region, and especially the North Coast region. Index values indicate that the North Coast region's arts active organization revenues are approximately three times greater than the nation on a per capita basis. This indicates high levels of participation in arts-active organizations, or those organizations that are not primarily associated with arts-activities, though have significant artistic functions.

Table #9

California Regions: Nonprofit Arts-Active Organization Income 2006

Nonprofit Arts-Active Organizations Income 2006						
Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts and Grants	Dues	Total Revenues
Bay Area	$140,778,897	$26,390,978	$20,474,911	$377,827,092	$9,767,243	$575,239,121
Central Coast	$13,799,918	$2,659,949	$4,584,119	$49,836,966	$1,928,705	$72,809,657
Central Sierra	$532,857	$82,044	$140,934	$783,777	$85,355	$1,624,967
Central Valley	$3,877,472	$1,113,507	$4,818,598	$18,082,444	$1,392,655	$29,284,676
Greater Sacramento	$12,413,325	$701,750	$2,805,357	$79,775,053	$1,118,090	$96,942,864
Inland Empire	$6,936,998	$1,157,179	$9,709,597	$31,162,868	$2,048,642	$51,015,284
Inland Northern	$2,373,057	$985,958	$1,053,110	$11,806,205	$876,488	$17,094,818
North Coast	$2,804,816	$161,464	$245,874	$29,720,230	$447,223	$33,379,607
South Coast	$44,673,913	$3,312,154	$7,493,435	$85,705,562	$4,935,043	$146,120,107
Los Angeles	$113,061,637	$14,811,253	$18,812,972	$335,690,112	$12,487,097	$494,863,071
California	**$341,252,890**	**$51,376,236**	**$70,138,907**	**$1,020,390,309**	**$35,086,541**	**$1,518,244,883**

Source: Urban Institute, National Center for Charitable Statistics, Core PC database for 2006

Table #10

California Regions: Nonprofit Arts-Active Organization Index 2006

Nonprofit Arts-Active Organizations Index 2006			
Region	Total Revenues	Per Capita	Index
Bay Area	$575,239,121	83.52	1.92
Central Coast	$72,809,657	34.46	0.79
Central Sierra	$1,624,967	10.66	0.25
Central Valley	$29,284,676	7.65	0.18
Greater Sacramento	$96,942,864	46.14	1.06
Inland Empire	$51,015,284	12.29	0.28
Inland Northern	$17,094,818	17.93	0.41
North Coast	$33,379,607	136.51	3.14
South Coast	$146,120,107	24.62	0.57
Los Angeles	$494,863,071	50.08	1.15

Source: Urban Institute, National Center for Charitable Statistics, Core PC database for 2006, WESTAF 2009

Table #11

California Regions: Nonprofit Arts-Active Organization Income 2007

Nonprofit Arts-Active Organizations Income 2007						
Region	**Program Revenues**	**Investment Income**	**Special Events**	**Contributions, Gifts and Grants**	**Dues**	**Total Revenues**
Bay Area	$140,863,024	$34,937,485	$21,453,499	$475,995,523	$9,036,867	$682,286,398
Central Coast	$14,263,933	$3,351,920	$4,863,748	$51,463,210	$2,180,726	$76,123,537
Central Sierra	$585,627	$256,591	$167,781	$906,537	$78,460	$1,994,996
Central Valley	$4,139,644	$1,303,992	$4,264,320	$21,164,496	$1,707,605	$32,580,057
Greater Sacramento	$14,003,652	$1,084,744	$3,160,899	$99,674,877	$1,296,597	$119,368,457
Inland Empire	$5,178,783	$1,654,329	$4,973,692	$28,800,541	$1,662,109	$42,269,454
Inland Northern	$2,727,079	$860,236	$952,293	$11,073,863	$1,041,587	$16,655,058
North Coast	$2,649,790	$228,447	$277,702	$30,509,185	$481,431	$34,146,555
South Coast	$47,975,708	$4,453,678	$6,990,592	$89,166,997	$6,290,696	$154,877,671
Los Angeles	$105,830,511	$27,926,109	$23,137,205	$276,180,897	$11,001,448	$444,076,170
California	**$338,217,751**	**$76,057,531**	**$70,241,731**	**$1,084,936,126**	**$34,777,526**	**$1,604,230,665**

Source: Urban Institute, National Center for Charitable Statistics, Core PC database for 2007

Table #12

California Regions: Nonprofit Arts-Active Organization Index 2007

Nonprofit Arts-Active Organizations Index 2007			
Region	**Total Revenues**	**Per Capita**	**Index**
Bay Area	$682,286,398	98.05	2.08
Central Coast	$76,123,537	35.83	0.76
Central Sierra	$1,994,996	13.12	0.28
Central Valley	$32,580,057	8.38	0.18
Greater Sacramento	$119,368,457	56.05	1.19
Inland Empire	$42,269,454	9.96	0.21
Inland Northern	$16,655,058	17.33	0.37
North Coast	$34,146,555	139.85	2.97
South Coast	$154,877,671	25.93	0.55
Los Angeles	$444,076,170	44.95	0.95

Source: Urban Institute, National Center for Charitable Statistics, Core PC database for 2007, WESTAF 2009

Book and Record Store Revenues

This CVI category comprises establishments primarily engaged in retailing new books as well as establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), and phonograph records (US Census Bureau). Total book and record store revenues in California equated to approximately $1.8 billion in 2006 and $1.7 billion in 2007. Six out of the ten regions included within this study for California showed Index values greater than "1" and the state as a whole showed a very strong Index value of 1.41. This indicates that Californians consume these creative products at a greater level than the nation as a whole. Overall, there was a decrease in revenues for this category for California. This is consistent with national trends for these types of locations, where digitization continues to take its toll. Interestingly, upward trends in this data occurred in lower population regions such as the Central Sierra region, while downward trends occurred in the Bay Area and Los Angeles.

Table #13

California Regions: Per Capita Book and Record Store Revenues 2006

Book and Record Store Revenues 2006		
Region	**Revenue**	**Index**
Bay Area	$460,281,000	1.91
Central Coast	$122,271,000	1.66
Central Sierra	$1,932,000	0.36
Central Valley	$64,999,000	0.49
Greater Sacramento	$79,260,000	1.08
Inland Empire	$95,936,000	0.66
Inland Northern	$21,415,000	0.64
North Coast	$16,072,000	1.88
South Coast	$310,397,000	1.50
Los Angeles	$652,394,000	1.89

Source: EMSI, WESTAF 2009

Table #14

California Regions: Per Capita Book and Record Store Revenues 2007

Book and Record Store Revenues 2007		
Region	**Revenue**	**Index**
Bay Area	$416,341,000	1.79
Central Coast	$115,141,000	1.62
Central Sierra	$2,566,000	0.51
Central Valley	$63,128,000	0.49
Greater Sacramento	$75,331,000	1.06
Inland Empire	$99,302,000	0.70
Inland Northern	$21,751,000	0.68
North Coast	$15,386,000	1.89
South Coast	$304,368,000	1.53
Los Angeles	$609,415,000	1.85

Source: EMSI, WESTAF 2009

Musical Instrument Store Revenues

This category comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction (US Census Bureau). Musical instrument sales in the state of California equated to approximately $537 million in 2006 and $617 million in 2007. This was significant growth between years and the Index value for the state increased from 1.30 to 1.48. Much of this growth occurred within Los Angeles County which accounted for over 50% of revenues in this category for 2007. Also, Los Angeles County showed significant growth between years, with an Index value increasing from 2.35 to 2.89. The data indicates that, overall, Californians purchase musical instruments at a higher rate than the nation as a whole and that this industry is extremely healthy within Los Angeles County. The presence of this strength helps inform the level of overall community participation as measured by the CVI.

Table #15

California Regions: Per Capita Music Store Revenues 2006

Musical Instrument Store Revenues 2006		
Region	**Revenue**	**Index**
Bay Area	$99,618,000	1.27
Central Coast	$21,696,000	0.90
Central Sierra	$409,000	0.24
Central Valley	$27,162,000	0.62
Greater Sacramento	$24,960,000	1.04
Inland Empire	$17,018,000	0.36
Inland Northern	$4,877,000	0.45
North Coast	$1,609,000	0.58
South Coast	$75,187,000	1.11
Los Angeles	$264,787,000	2.35

Source: EMSI, WESTAF 2009

Table #16

California Regions: Per Capita Music Store Revenues 2007

Musical Instrument Store Revenues 2007		
Region	**Revenue**	**Index**
Bay Area	$104,973,000	1.32
Central Coast	$21,179,000	0.87
Central Sierra	$607,000	0.35
Central Valley	$32,838,000	0.74
Greater Sacramento	$24,329,000	1.00
Inland Empire	$19,395,000	0.40
Inland Northern	$4,855,000	0.44
North Coast	$1,234,000	0.44
South Coast	$82,210,000	1.21
Los Angeles	$325,809,000	2.89

Source: EMSI, WESTAF 2009

Photography Store Sales

This category comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing (US Census Bureau). Photography store sales in California increased by a marginal amount, resulting in a small decline in the Index value for this measurement in 2007. While there was a small decrease, the California Index remained above the national baseline of “1”, indicating a strength within the California creative economy within the photography industry. Particular regions with high Index values include the South Coast, Los Angeles, the Central Coast, and the Bay Area.

Table #17

California Regions: Per Capita Photography Store Revenues 2006

Photography Store Revenues 2006		
Region	**Revenue**	**Index**
Bay Area	$72,207,000	1.80
Central Coast	$16,913,000	1.38
Central Sierra	$183,000	0.21
Central Valley	$5,713,000	0.26
Greater Sacramento	$5,228,000	0.43
Inland Empire	$7,456,000	0.31
Inland Northern	$1,846,000	0.33
North Coast	$957,000	0.67
South Coast	$38,410,000	1.11
Los Angeles	$103,609,000	1.80

Source: EMSI, WESTAF 2009

Table #18

California Regions: Per Capita Photography Store Revenues 2007

Photography Store Revenues 2007		
Region	**Revenue**	**Index**
Bay Area	$71,567,000	1.70
Central Coast	$19,000,000	1.48
Central Sierra	$185,000	0.20
Central Valley	$6,818,000	0.29
Greater Sacramento	$5,179,000	0.40
Inland Empire	$5,868,000	0.23
Inland Northern	$1,884,000	0.32
North Coast	$1,079,000	0.73
South Coast	$37,242,000	1.03
Los Angeles	$111,550,000	1.87

Source: EMSI, WESTAF 2009

Performing Arts Revenues

This category includes theater companies and dinner theaters, musical groups and artists, and other performing arts companies primarily engaged in producing live theatrical presentations. California as a state again shows very high revenues and Index values in this category. While there was a small decline within this value between 2006 and 2007, revenues marginally increased. Los Angeles shows an extremely high value in this category with revenues that are nearly five times greater than the nation on a per capita basis.

Table #19

California Regions: Performing Arts Revenues 2006

Performing Arts Revenues 2006		
Region	**Revenue**	**Index**
Bay Area	$451,729,000	1.52
Central Coast	$59,456,000	0.65
Central Sierra	$2,248,000	0.34
Central Valley	$27,394,000	0.17
Greater Sacramento	$29,463,000	0.33
Inland Empire	$39,977,000	0.22
Inland Northern	$4,456,000	0.11
North Coast	$1,255,000	0.12
South Coast	$267,632,000	1.04
Los Angeles	$2,109,940,000	4.94

Source: EMSI, WESTAF 2009

Table #20

California Regions: Performing Arts Revenues 2007

Performing Arts Revenues 2007		
Region	**Revenue**	**Index**
Bay Area	$454,939,000	1.46
Central Coast	$59,843,000	0.63
Central Sierra	$2,014,000	0.30
Central Valley	$28,327,000	0.16
Greater Sacramento	$30,950,000	0.33
Inland Empire	$43,253,000	0.23
Inland Northern	$6,494,000	0.15
North Coast	$1,110,000	0.10
South Coast	$261,561,000	0.98
Los Angeles	$2,185,386,000	4.95

Source: EMSI, WESTAF 2009

Art Dealer and Individual Artist Revenues

This category includes establishments primarily engaged in retailing original and limited edition art works as well as independent (i.e., freelance) individuals primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions (US Census Bureau). Overall, California is extremely strong within this category, with over $11 billion in revenues and an Index value that indicates per capita revenues greater than three times the national average. Again, Los Angeles shows extremely high Index values in this category, with Index values eclipsing 8.0 each year.

Table #21

California Regions: Art Dealer and Individual Artist Revenues 2006

Art Gallery and Individual Artist Revenues 2006		
Region	**Revenue**	**Index**
Bay Area	$1,361,554,000	1.83
Central Coast	$416,815,000	1.82
Central Sierra	$16,907,000	1.03
Central Valley	$88,435,000	0.21
Greater Sacramento	$126,010,000	0.55
Inland Empire	$173,837,000	0.39
Inland Northern	$53,883,000	0.52
North Coast	$23,910,000	0.90
South Coast	$757,401,000	1.18
Los Angeles	$8,701,918,000	8.14

Source: EMSI, WESTAF 2009

Table #22

California Regions: Art Dealer and Individual Artist Revenues 2007

Art Gallery and Individual Artist Revenues 2007		
Region	**Revenue**	**Index**
Bay Area	$1,419,897,000	1.84
Central Coast	$451,054,000	1.91
Central Sierra	$15,492,000	0.92
Central Valley	$93,962,000	0.22
Greater Sacramento	$137,072,000	0.58
Inland Empire	$182,037,000	0.39
Inland Northern	$51,635,000	0.48
North Coast	$26,097,000	0.96
South Coast	$810,216,000	1.22
Los Angeles	$8,980,188,000	8.20

Source: EMSI, WESTAF 2009

The Occupational Index: California

The Occupational Index of the Arts measures the level of creative occupations per capita in a given geographic area compared with national per capita occupational employment. The CVI measures 36 selected occupational categories that are highly correlated with measured skill sets in creative thinking, originality, and fine arts knowledge as measured by the Employment and Training Administration's "O*NET" occupational network database. Given this meticulous selection of occupations, the CVI presents an extremely justifiable report of creative economy employment. The following tables show detailed occupational employment within California for each identified region. WESTAF, using data from EMSI, can report occupations with greater than ten persons, which is a level of detail greater than that collected by state employment agencies. Additionally, EMSI data includes the self employed, which can be a significant portion of the creative sector. Jobs reported in the data represent full and part-time jobs, which can explain some situations in which the number of jobs in a region seems unusually high compared to the total regional population. Unlike individual government sources, EMSI data include jobs held by nearly all types of workers: payroll workers (who have unemployment insurance), farm workers, railroad workers, military workers, and sole proprietors. This data on the part-time and self-employed, while important to the sector shows an inflationary affect when looking at photographers in particular. Thus, the influence of the large number of photographers should be taken into consideration when viewing this data. Overall, these occupations are measured consistently across the country, so the comparative data included within the location quotient information gives a perspective on the relative impact of these numbers.

The Occupational Index of the Arts for the state of California was **1.27 for 2006 and 1.29 for 2007**. The location quotients show the relative strength of each occupation within the CVI in comparison to the state of California and the nation as a whole. The Occupational Index shows over 680,000 full and part-time creative occupations within California. The total number of these occupations increased by 3.2% between 2006 and 2007. The data speaks volumes for the depth and robustness of the creative economy in California. First, all but one of the identified primary occupations have location quotients greater than "1", meaning that California has an advantage over the nation in each of these employment categories. The data also speaks to the scope of the film industry in California. Workers such as Actors, Producers, Directors, Camera Operators and Film and Video Editors are all represented within California at twice the level of the nation on a per capita basis. The source of this strength is clearly located with Los Angeles County, with extremely high location quotient numbers in each occupation associated with the film industry. Job categories with the highest percentages of growth statewide included Multimedia Artists and Animators, Fine Artists, Sound Engineering Technicians, and Agents. The Bay Area also shows very high employment levels on a consistent basis across all occupations being measured. Particular strengths are shown within Landscape Architects, Technical Writers, and Choreographers.

Table #23

California: Primary Occupations in the Occupational Index

California Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	11,312	11,576	2.3
Fashion Designers	11,014	11,291	2.5
Floral Designers	12,529	12,538	0.1
Graphic Designers	36,965	37,657	1.9
Interior Designers	12,875	13,138	2.0
Set and Exhibit Designers	8,774	9,023	2.8
Architects, Except Landscape and Naval	18,094	18,620	2.9
Landscape Architects	10,861	11,007	1.3
Art Directors	22,464	23,595	5.0
Radio and Television Announcers	6,119	6,124	0.1
Multi-Media Artists and Animators	24,292	25,758	6.0
Technical Writers	8,753	9,034	3.2
Writers and Authors	58,253	61,639	5.8
Editors	19,867	20,308	2.2
Photographers	114,449	117,468	2.6
Fine Artists including Painters, Sculptors, and Illustrators	16,015	16,976	6.0
Actors	27,290	27,684	1.4
Producers and Directors	29,318	29,961	2.2
Music Directors and Composers	27,025	28,596	5.8
Musicians and Singers	37,181	38,778	4.3
Dancers	3,390	3,550	4.7
Choreographers	4,128	4,373	5.9
Total Primary	**520,968**	**538,694**	**3.4**

Source: EMSI Covered Employment, Fall 2008

Table #24

California: Primary Occupation Location Quotients

California Primary Location Quotients	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	1.21	1.24
Fashion Designers	1.54	1.57
Floral Designers	1.01	1.03
Graphic Designers	1.19	1.21
Interior Designers	1.11	1.13
Set and Exhibit Designers	1.42	1.45
Architects, Except Landscape and Naval	1.02	1.03
Landscape Architects	1.43	1.45
Art Directors	1.46	1.50
Radio and Television Announcers	0.90	0.93
Multi-Media Artists and Animators	1.65	1.71
Technical Writers	1.23	1.25
Writers and Authors	1.35	1.40
Editors	1.03	1.05
Photographers	1.30	1.34
Fine Artists including Painters, Sculptors, and Illustrators	1.31	1.35
Actors	2.33	2.33
Producers and Directors	1.93	1.96
Music Directors and Composers	1.25	1.30
Musicians and Singers	1.21	1.24
Dancers	1.30	1.32
Choreographers	1.43	1.47

Source: EMSI Covered Employment, Fall 2008

Table #25

California: Secondary Occupations in the Occupational Index

California Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	7,020	7,045	0.4
Public Relations Managers	6,287	6,453	2.6
Librarians	11,721	12,024	2.6
Public Relations Specialists	32,985	33,632	2.0
Media and Communication Workers, All Other	19,934	20,458	2.6
Audio and Video Equipment Technicians	7,293	7,344	0.7
Broadcast Technicians	5,017	5,052	0.7
Sound Engineering Technicians	4,969	5,707	14.9
Agents and Business Managers of Artists,Performers, and Athletes	9,057	9,920	9.5
Camera Operators, Television, Video, and Motion Picture	7,021	7,008	-0.2
Film and Video Editors	8,858	8,830	-0.3
Directors, Religious Activities	11,029	11,011	-0.2
Musical Instrument Repairers and Tuners	1,704	1,775	4.2
Media and Communication Equipment Workers, All Other	6,394	6,485	1.4
Total Secondary	**139,289**	**142,744**	**2.5**
Total All Occupations	**660,257**	**681,438**	**3.2**

Source: EMSI Covered Employment, Fall 2008

Table #26

California: Secondary Occupations Location Quotients

California Secondary Location Quotients	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	1.09	1.1
Public Relations Managers	0.92	0.92
Librarians	0.59	0.6
Public Relations Specialists	0.99	0.99
Media and Communication Workers, All Other	1.3	1.33
Audio and Video Equipment Technicians	1.32	1.3
Broadcast Technicians	1.04	1.05
Sound Engineering Technicians	1.96	2.21
Agents and Business Managers of Artists,Performers, and Athletes	1.57	1.65
Camera Operators, Television, Video, and Motion Picture	2.01	2.01
Film and Video Editors	2.72	2.74
Directors, Religious Activities	0.73	0.73
Musical Instrument Repairers and Tuners	0.87	0.88
Media and Communication Equipment Workers, All Other	2.21	2.23

Source: EMSI Covered Employment, Fall 2008

Table #27

Bay Area: Primary Occupations in the Occupational Index

Bay Area Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	3,277	3,375	3.0
Fashion Designers	2,381	2,444	2.7
Floral Designers	3,024	3,062	1.3
Graphic Designers	9,022	9,306	3.2
Interior Designers	3,023	3,117	3.1
Set and Exhibit Designers	2,199	2,257	2.6
Architects, Except Landscape and Naval	5,172	5,329	3.0
Landscape Architects	3,202	3,250	1.5
Art Directors	5,170	5,455	5.5
Radio and Television Announcers	1,078	1,061	-1.6
Multi-Media Artists and Animators	5,078	5,415	6.6
Technical Writers	3,076	3,211	4.4
Writers and Authors	12,694	13,456	6.0
Editors	5,201	5,352	2.9
Photographers	30,162	30,829	2.2
Fine Artists including Painters, Sculptors, and Illustrators	3,424	3,633	6.1
Actors	3,811	3,873	1.6
Producers and Directors	3,548	3,681	3.8
Music Directors and Composers	5,735	6,068	5.8
Musicians and Singers	7,802	8,136	4.3
Dancers	763	795	4.2
Choreographers	1,171	1,218	4.0
Total Primary	**120,013**	**124,323**	**3.6**

Source: EMSI Covered Employment, Fall 2008

Table #28
Bay Area : Primary Occupations Location Quotients

Bay Area Primary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	1.52	1.53	1.84	1.89
Fashion Designers	1.14	1.14	1.75	1.78
Floral Designers	1.27	1.28	1.29	1.32
Graphic Designers	1.28	1.30	1.53	1.56
Interior Designers	1.24	1.25	1.38	1.41
Set and Exhibit Designers	1.32	1.31	1.87	1.91
Architects, Except Landscape and Naval	1.50	1.50	1.53	1.55
Landscape Architects	1.55	1.55	2.22	2.24
Art Directors	1.21	1.21	1.77	1.82
Radio and Television Announcers	0.93	0.91	0.83	0.85
Multi-Media Artists and Animators	1.10	1.10	1.82	1.88
Technical Writers	1.85	1.87	2.28	2.33
Writers and Authors	1.15	1.15	1.55	1.60
Editors	1.38	1.38	1.42	1.46
Photographers	1.39	1.38	1.80	1.84
Fine Artists including Painters, Sculptors, and Illustrators	1.13	1.12	1.47	1.52
Actors	0.73	0.73	1.72	1.71
Producers and Directors	0.64	0.65	1.23	1.27
Music Directors and Composers	1.12	1.11	1.40	1.44
Musicians and Singers	1.10	1.10	1.34	1.37
Dancers	1.18	1.18	1.54	1.56
Choreographers	1.49	1.46	2.14	2.16

Source: EMSI Covered Employment, Fall 2008

Table #29

Bay Area: Secondary Occupations in the Occupational Index

Bay Area Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	1,659	1,697	2.3
Public Relations Managers	2,051	2,136	4.1
Librarians	3,246	3,355	3.4
Public Relations Specialists	9,629	9,977	3.6
Media and Communication Workers, All Other	5,329	5,477	2.8
Audio and Video Equipment Technicians	1,567	1,609	2.7
Broadcast Technicians	756	762	0.8
Sound Engineering Technicians	604	627	3.8
Agents and Business Managers of Artists,Performers, and Athletes	1,483	1,570	5.9
Camera Operators, Television, Video, and Motion Picture	968	990	2.3
Film and Video Editors	829	846	2.1
Directors, Religious Activities	2,046	2,043	-0.2
Musical Instrument Repairers and Tuners	272	277	1.8
Media and Communication Equipment Workers, All Other	924	925	0.1
Total Secondary	**31,363**	**32,291**	**3.0**
Total All Occupations	**151,376**	**156,614**	**3.5**

Source: EMSI Covered Employment, Fall 2008

Table #30

Bay Area: Secondary Occupations Location Quotients

Bay Area Secondary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	1.24	1.27	1.36	1.39
Public Relations Managers	1.72	1.74	1.57	1.61
Librarians	1.46	1.47	0.86	0.88
Public Relations Specialists	1.54	1.56	1.52	1.54
Media and Communication Workers, All Other	1.41	1.41	1.83	1.87
Audio and Video Equipment Technicians	1.13	1.15	1.49	1.50
Broadcast Technicians	0.79	0.79	0.83	0.83
Sound Engineering Technicians	0.64	0.58	1.26	1.27
Agents and Business Managers of Artists,Performers, and Athletes	0.86	0.83	1.36	1.37
Camera Operators, Television, Video, and Motion Picture	0.73	0.74	1.46	1.49
Film and Video Editors	0.49	0.50	1.34	1.38
Directors, Religious Activities	0.98	0.97	0.71	0.71
Musical Instrument Repairers and Tuners	0.84	0.82	0.73	0.72
Media and Communication Equipment Workers, All Other	0.76	0.75	1.68	1.67

Source: EMSI Covered Employment, Fall 2008

Table #31

Central Coast: Primary Occupations in the Occupational Index

Central Coast Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	509	528	3.7
Fashion Designers	491	509	3.7
Floral Designers	798	802	0.5
Graphic Designers	1,810	1,822	0.7
Interior Designers	671	696	3.7
Set and Exhibit Designers	518	539	4.1
Architects, Except Landscape and Naval	951	970	2.0
Landscape Architects	659	669	1.5
Art Directors	1,062	1,122	5.7
Radio and Television Announcers	440	424	-3.6
Multi-Media Artists and Animators	991	1,049	5.9
Technical Writers	517	522	1.0
Writers and Authors	3,375	3,573	5.9
Editors	999	1,019	2.0
Photographers	7,804	8,039	3.0
Fine Artists including Painters, Sculptors, and Illustrators	955	1,013	6.1
Actors	755	805	6.6
Producers and Directors	966	989	2.4
Music Directors and Composers	1,580	1,675	6.0
Musicians and Singers	1,997	2,123	6.3
Dancers	119	129	8.4
Choreographers	208	217	4.3
Total Primary	**28,175**	**29,234**	**3.8**

Source: EMSI Covered Employment, Fall 2008

Table #32

Central Coast: Primary Occupations Location Quotients

Central Coast Primary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	0.77	0.78	0.93	0.97
Fashion Designers	0.76	0.78	1.18	1.22
Floral Designers	1.09	1.10	1.11	1.14
Graphic Designers	0.84	0.83	1.00	1.00
Interior Designers	0.89	0.91	1.00	1.03
Set and Exhibit Designers	1.01	1.03	1.44	1.49
Architects, Except Landscape and Naval	0.90	0.90	0.92	0.92
Landscape Architects	1.04	1.05	1.49	1.51
Art Directors	0.81	0.82	1.18	1.23
Radio and Television Announcers	1.23	1.19	1.11	1.11
Multi-Media Artists and Animators	0.70	0.70	1.16	1.19
Technical Writers	1.01	0.99	1.25	1.24
Writers and Authors	0.99	1.00	1.34	1.39
Editors	0.86	0.86	0.89	0.91
Photographers	1.17	1.18	1.52	1.58
Fine Artists including Painters, Sculptors, and Illustrators	1.02	1.03	1.34	1.39
Actors	0.47	0.50	1.11	1.17
Producers and Directors	0.57	0.57	1.09	1.12
Music Directors and Composers	1.00	1.01	1.25	1.31
Musicians and Singers	0.92	0.94	1.11	1.17
Dancers	0.60	0.63	0.78	0.83
Choreographers	0.86	0.85	1.24	1.26

Source: EMSI Covered Employment, Fall 2008

Table #33

Central Coast: Secondary Occupations in the Occupational Index

Central Coast Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	314	312	-0.6
Public Relations Managers	257	260	1.2
Librarians	704	718	2.0
Public Relations Specialists	1,308	1,312	0.3
Media and Communication Workers, All Other	1,296	1,328	2.5
Audio and Video Equipment Technicians	293	288	-1.7
Broadcast Technicians	221	215	-2.7
Sound Engineering Technicians	81	79	-2.5
Agents and Business Managers of Artists,Performers, and Athletes	346	370	6.9
Camera Operators, Television, Video, and Motion Picture	210	200	-4.8
Film and Video Editors	143	139	-2.8
Directors, Religious Activities	626	634	1.3
Musical Instrument Repairers and Tuners	72	76	5.6
Media and Communication Equipment Workers, All Other	213	219	2.8
Total Secondary	**6,084**	**6,150**	**1.1**
Total All Occupations	**34,259**	**35,384**	**3.3**

Source: EMSI Covered Employment, Fall 2008

Table #34

Central Coast: Secondary Occupations Location Quotients

Central Coast Secondary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	0.77	0.76	0.84	0.84
Public Relations Managers	0.70	0.69	0.64	0.64
Librarians	1.03	1.03	0.61	0.61
Public Relations Specialists	0.68	0.67	0.67	0.67
Media and Communication Workers, All Other	1.12	1.12	1.45	1.49
Audio and Video Equipment Technicians	0.69	0.67	0.91	0.88
Broadcast Technicians	0.76	0.73	0.79	0.77
Sound Engineering Technicians	0.28	0.24	0.55	0.53
Agents and Business Managers of Artists,Performers, and Athletes	0.66	0.64	1.03	1.06
Camera Operators, Television, Video, and Motion Picture	0.51	0.49	1.03	0.99
Film and Video Editors	0.28	0.27	0.75	0.74
Directors, Religious Activities	0.97	0.99	0.71	0.72
Musical Instrument Repairers and Tuners	0.72	0.74	0.63	0.65
Media and Communication Equipment Workers, All Other	0.57	0.58	1.26	1.30

Source: EMSI Covered Employment, Fall 2008

Table #35

Central Sierra: Primary Occupations in the Occupational Index

Central Sierra Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	27	29	7.4
Fashion Designers	27	28	3.7
Floral Designers	87	81	-6.9
Graphic Designers	53	49	-7.6
Interior Designers	29	29	0.0
Set and Exhibit Designers	26	27	3.9
Architects, Except Landscape and Naval	65	65	0.0
Landscape Architects	56	57	1.8
Art Directors	72	75	4.2
Radio and Television Announcers	29	32	10.3
Multi-Media Artists and Animators	74	78	5.4
Technical Writers	27	29	7.4
Writers and Authors	213	225	5.6
Editors	73	67	-8.2
Photographers	488	502	2.9
Fine Artists including Painters, Sculptors, and Illustrators	63	68	7.9
Actors	35	37	5.7
Producers and Directors	28	26	-7.1
Music Directors and Composers	106	112	5.7
Musicians and Singers	143	145	1.4
Dancers	<10	12	n/a
Choreographers	12	12	0.0
Total Primary	**1,742**	**1,785**	**2.5**

Source: EMSI Covered Employment, Fall 2008

Table #36

Central Sierra: Primary Occupations Location Quotients

Central Sierra Primary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	0.57	0.60	0.69	0.74
Fashion Designers	0.58	0.60	0.90	0.93
Floral Designers	1.65	1.55	1.67	1.60
Graphic Designers	0.34	0.31	0.41	0.38
Interior Designers	0.54	0.53	0.60	0.60
Set and Exhibit Designers	0.70	0.72	1.00	1.04
Architects, Except Landscape and Naval	0.85	0.84	0.87	0.86
Landscape Architects	1.23	1.24	1.75	1.80
Art Directors	0.76	0.76	1.11	1.15
Radio and Television Announcers	1.13	1.26	1.01	1.17
Multi-Media Artists and Animators	0.72	0.73	1.20	1.24
Technical Writers	0.73	0.77	0.91	0.96
Writers and Authors	0.87	0.88	1.17	1.23
Editors	0.87	0.79	0.90	0.83
Photographers	1.01	1.03	1.32	1.37
Fine Artists including Painters, Sculptors, and Illustrators	0.94	0.96	1.22	1.30
Actors	0.31	0.32	0.71	0.75
Producers and Directors	0.23	0.21	0.44	0.41
Music Directors and Composers	0.93	0.94	1.17	1.22
Musicians and Singers	0.91	0.90	1.11	1.11
Dancers	0.63	0.81	0.82	1.08
Choreographers	0.69	0.66	0.99	0.97

Source: EMSI Covered Employment, Fall 2008

Table #37

Central Sierra: Secondary Occupations in the Occupational Index

Central Sierra Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	13	12	-7.7
Public Relations Managers	<10	<10	n/a
Librarians	<10	<10	n/a
Public Relations Specialists	74	73	-1.4
Media and Communication Workers, All Other	83	86	3.6
Audio and Video Equipment Technicians	22	25	13.6
Broadcast Technicians	17	17	0.0
Sound Engineering Technicians	<10	<10	n/a
Agents and Business Managers of Artists,Performers, and Athletes	37	40	8.1
Camera Operators, Television, Video, and Motion Picture	11	12	9.1
Film and Video Editors	<10	<10	n/a
Directors, Religious Activities	36	36	0.0
Musical Instrument Repairers and Tuners	<10	10	n/a
Media and Communication Equipment Workers, All Other	14	14	0.0
Total Secondary	**342**	**352**	**2.9**
Total All Occupations	**2,084**	**2,137**	**2.5**

Source: EMSI Covered Employment, Fall 2008

Table #38

Central Sierra: Secondary Occupations Location Quotients

Central Sierra Secondary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	0.44	0.41	0.48	0.45
Public Relations Managers	0.19	0.19	0.17	0.17
Librarians	0.12	0.14	0.07	0.08
Public Relations Specialists	0.53	0.52	0.53	0.52
Media and Communication Workers, All Other	0.99	1.01	1.29	1.35
Audio and Video Equipment Technicians	0.72	0.82	0.95	1.07
Broadcast Technicians	0.81	0.81	0.84	0.85
Sound Engineering Technicians	0.38	0.29	0.75	0.65
Agents and Business Managers of Artists,Performers, and Athletes	0.97	0.97	1.53	1.60
Camera Operators, Television, Video, and Motion Picture	0.37	0.41	0.75	0.83
Film and Video Editors	0.19	0.22	0.51	0.60
Directors, Religious Activities	0.78	0.79	0.56	0.57
Musical Instrument Repairers and Tuners	1.26	1.35	1.09	1.19
Media and Communication Equipment Workers, All Other	0.52	0.52	1.15	1.16

Source: EMSI Covered Employment, Fall 2008

Table #39

Central Valley: Primary Occupations in the Occupational Index

Central Valley Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	296	308	4.1
Fashion Designers	269	283	5.2
Floral Designers	671	646	-3.7
Graphic Designers	1,090	1,121	2.8
Interior Designers	440	442	0.5
Set and Exhibit Designers	261	275	5.4
Architects, Except Landscape and Naval	847	850	0.4
Landscape Architects	585	590	0.9
Art Directors	749	800	6.8
Radio and Television Announcers	445	505	13.5
Multi-Media Artists and Animators	649	685	5.6
Technical Writers	273	284	4.0
Writers and Authors	1,566	1,667	6.5
Editors	639	640	0.2
Photographers	4,624	4,740	2.5
Fine Artists including Painters, Sculptors, and Illustrators	578	616	6.6
Actors	561	563	0.4
Producers and Directors	478	483	1.1
Music Directors and Composers	942	982	4.3
Musicians and Singers	1,594	1,618	1.5
Dancers	59	62	5.1
Choreographers	174	177	1.7
Total Primary	**17,790**	**18,337**	**3.1**

Source: EMSI Covered Employment, Fall 2008

Table #40

Central Valley: Primary Occupations Location Quotients

Central Valley Primary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	0.25	0.25	0.30	0.31
Fashion Designers	0.23	0.24	0.36	0.37
Floral Designers	0.51	0.48	0.51	0.50
Graphic Designers	0.28	0.28	0.33	0.34
Interior Designers	0.32	0.32	0.36	0.36
Set and Exhibit Designers	0.28	0.29	0.40	0.42
Architects, Except Landscape and Naval	0.44	0.43	0.45	0.44
Landscape Architects	0.51	0.50	0.73	0.73
Art Directors	0.32	0.32	0.46	0.48
Radio and Television Announcers	0.69	0.77	0.62	0.72
Multi-Media Artists and Animators	0.25	0.25	0.42	0.43
Technical Writers	0.30	0.30	0.36	0.37
Writers and Authors	0.25	0.25	0.34	0.36
Editors	0.30	0.30	0.31	0.31
Photographers	0.38	0.38	0.50	0.51
Fine Artists including Painters, Sculptors, and Illustrators	0.34	0.34	0.45	0.46
Actors	0.19	0.19	0.45	0.45
Producers and Directors	0.15	0.15	0.30	0.30
Music Directors and Composers	0.33	0.32	0.41	0.42
Musicians and Singers	0.41	0.39	0.49	0.49
Dancers	0.16	0.16	0.21	0.22

Source: EMSI Covered Employment, Fall 2008

Table #41

Central Valley: Secondary Occupations in the Occupational Index

Central Valley Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	440	463	5.2
Public Relations Managers	213	227	6.6
Librarians	858	880	2.6
Public Relations Specialists	1,043	1,085	4.0
Media and Communication Workers, All Other	772	792	2.6
Audio and Video Equipment Technicians	353	349	-1.1
Broadcast Technicians	233	238	2.2
Sound Engineering Technicians	49	49	0.0
Agents and Business Managers of Artists,Performers, and Athletes	426	455	6.8
Camera Operators, Television, Video, and Motion Picture	135	126	-6.7
Film and Video Editors	52	55	5.8
Directors, Religious Activities	1,028	1,022	-0.6
Musical Instrument Repairers and Tuners	92	91	-1.1
Media and Communication Equipment Workers, All Other	184	185	0.5
Total Secondary	**5,878**	**6,017**	**2.4**
Total All Occupations	**23,668**	**24,354**	**2.9**

Source: EMSI Covered Employment, Fall 2008

Table #42

Central Valley: Secondary Occupations Location Quotients

Central Valley Secondary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	0.59	0.62	0.65	0.68
Public Relations Managers	0.32	0.33	0.29	0.31
Librarians	0.69	0.69	0.41	0.41
Public Relations Specialists	0.30	0.30	0.30	0.30
Media and Communication Workers, All Other	0.37	0.36	0.48	0.48
Audio and Video Equipment Technicians	0.46	0.45	0.60	0.58
Broadcast Technicians	0.44	0.44	0.46	0.47
Sound Engineering Technicians	0.09	0.08	0.18	0.18
Agents and Business Managers of Artists,Performers, and Athletes	0.45	0.43	0.70	0.71
Camera Operators, Television, Video, and Motion Picture	0.18	0.17	0.37	0.34
Film and Video Editors	0.06	0.06	0.15	0.16
Directors, Religious Activities	0.88	0.87	0.64	0.64
Musical Instrument Repairers and Tuners	0.51	0.48	0.44	0.42
Media and Communication Equipment Workers, All Other	0.27	0.27	0.60	0.60

Source: EMSI Covered Employment, Fall 2008

Table #43

Greater Sacramento: Primary Occupations in the Occupational Index

Greater Sacramento Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	364	372	2.2
Fashion Designers	336	345	2.7
Floral Designers	631	606	-4.0
Graphic Designers	1,662	1,661	-0.1
Interior Designers	837	800	-4.4
Set and Exhibit Designers	343	350	2.0
Architects, Except Landscape and Naval	1,140	1,172	2.8
Landscape Architects	738	755	2.3
Art Directors	803	829	3.2
Radio and Television Announcers	367	381	3.8
Multi-Media Artists and Animators	666	704	5.7
Technical Writers	296	314	6.1
Writers and Authors	2,171	2,282	5.1
Editors	804	816	1.5
Photographers	5,623	5,770	2.6
Fine Artists including Painters, Sculptors, and Illustrators	593	628	5.9
Actors	662	641	-3.2
Producers and Directors	640	638	-0.3
Music Directors and Composers	1,075	1,132	5.3
Musicians and Singers	1,677	1,726	2.9
Dancers	81	84	3.7
Choreographers	211	213	1.0
Total Primary	**21,720**	**22,219**	**2.3**

Source: EMSI Covered Employment, Fall 2008

Table #44

Greater Sacramento: Primary Occupations Location Quotients

Greater Sacramento Primary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	0.56	0.55	0.67	0.68
Fashion Designers	0.53	0.52	0.81	0.82
Floral Designers	0.87	0.83	0.88	0.86
Graphic Designers	0.78	0.76	0.93	0.91
Interior Designers	1.12	1.05	1.25	1.18
Set and Exhibit Designers	0.67	0.67	0.96	0.97
Architects, Except Landscape and Naval	1.09	1.08	1.11	1.11
Landscape Architects	1.17	1.18	1.67	1.70
Art Directors	0.62	0.60	0.90	0.91
Radio and Television Announcers	1.03	1.07	0.93	0.99
Multi-Media Artists and Animators	0.47	0.47	0.78	0.80
Technical Writers	0.58	0.60	0.72	0.74
Writers and Authors	0.64	0.64	0.87	0.89
Editors	0.70	0.69	0.72	0.73
Photographers	0.85	0.84	1.10	1.13
Fine Artists including Painters, Sculptors, and Illustrators	0.64	0.63	0.83	0.86
Actors	0.42	0.40	0.98	0.93
Producers and Directors	0.38	0.37	0.73	0.72
Music Directors and Composers	0.69	0.68	0.86	0.88
Musicians and Singers	0.78	0.76	0.94	0.95
Dancers	0.41	0.41	0.53	0.54
Choreographers	0.88	0.84	1.26	1.23

Source: EMSI Covered Employment, Fall 2008

Table #45

Greater Sacramento: Secondary Occupations in the Occupational Index

Greater Sacramento Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	326	315	-3.4
Public Relations Managers	477	492	3.1
Librarians	633	646	2.1
Public Relations Specialists	2,513	2,568	2.2
Media and Communication Workers, All Other	967	990	2.4
Audio and Video Equipment Technicians	306	307	0.3
Broadcast Technicians	420	367	-12.6
Sound Engineering Technicians	77	75	-2.6
Agents and Business Managers of Artists,Performers, and Athletes	224	240	7.1
Camera Operators, Television, Video, and Motion Picture	154	130	-15.6
Film and Video Editors	198	171	-13.6
Directors, Religious Activities	628	627	-0.2
Musical Instrument Repairers and Tuners	68	73	7.4
Media and Communication Equipment Workers, All Other	91	92	1.1
Total Secondary	**7,082**	**7,093**	**0.2**
Total All Occupations	**28,802**	**29,312**	**1.8**

Source: EMSI Covered Employment, Fall 2008

Table #46

Greater Sacramento: Secondary Occupations in the Occupational Index

Greater Sacramento Secondary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	0.80	0.77	0.87	0.85
Public Relations Managers	1.31	1.31	1.20	1.21
Librarians	0.93	0.92	0.55	0.55
Public Relations Specialists	1.31	1.31	1.30	1.30
Media and Communication Workers, All Other	0.84	0.83	1.09	1.11
Audio and Video Equipment Technicians	0.72	0.72	0.95	0.93
Broadcast Technicians	1.44	1.25	1.51	1.31
Sound Engineering Technicians	0.27	0.23	0.52	0.50
Agents and Business Managers of Artists,Performers, and Athletes	0.43	0.42	0.67	0.68
Camera Operators, Television, Video, and Motion Picture	0.38	0.32	0.76	0.64
Film and Video Editors	0.39	0.33	1.05	0.91
Directors, Religious Activities	0.98	0.98	0.71	0.71
Musical Instrument Repairers and Tuners	0.69	0.71	0.60	0.62
Media and Communication Equipment Workers, All Other	0.25	0.24	0.54	0.54

Source: EMSI Covered Employment, Fall 2008

Table #47

Inland Empire: Primary Occupations in the Occupational Index

Inland Empire Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	598	616	3.0
Fashion Designers	489	513	4.9
Floral Designers	938	929	-1.0
Graphic Designers	1,479	1,502	1.6
Interior Designers	801	825	3.0
Set and Exhibit Designers	459	475	3.5
Architects, Except Landscape and Naval	724	716	-1.1
Landscape Architects	707	707	0.0
Art Directors	814	853	4.8
Radio and Television Announcers	379	363	-4.2
Multi-Media Artists and Animators	923	970	5.1
Technical Writers	241	248	2.9
Writers and Authors	2,275	2,404	5.7
Editors	691	706	2.2
Photographers	5,941	6,126	3.1
Fine Artists including Painters, Sculptors, and Illustrators	687	728	6.0
Actors	502	505	0.6
Producers and Directors	614	614	0.0
Music Directors and Composers	1,279	1,337	4.5
Musicians and Singers	1,795	1,848	3.0
Dancers	89	94	5.6
Choreographers	160	166	3.8
Total Primary	**22,585**	**23,245**	**2.9**

Source: EMSI Covered Employment, Fall 2008

Table #48

Inland Empire: Primary Occupations Location Quotients

Inland Empire Primary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	0.46	0.46	0.56	0.57
Fashion Designers	0.39	0.39	0.60	0.61
Floral Designers	0.65	0.64	0.66	0.66
Graphic Designers	0.35	0.34	0.42	0.41
Interior Designers	0.54	0.54	0.61	0.61
Set and Exhibit Designers	0.46	0.45	0.65	0.66
Architects, Except Landscape and Naval	0.35	0.33	0.36	0.34
Landscape Architects	0.57	0.55	0.81	0.80
Art Directors	0.32	0.31	0.46	0.47
Radio and Television Announcers	0.54	0.51	0.49	0.48
Multi-Media Artists and Animators	0.33	0.32	0.55	0.55
Technical Writers	0.24	0.24	0.30	0.29
Writers and Authors	0.34	0.34	0.46	0.47
Editors	0.30	0.30	0.31	0.32
Photographers	0.45	0.45	0.59	0.60
Fine Artists including Painters, Sculptors, and Illustrators	0.37	0.37	0.49	0.50
Actors	0.16	0.16	0.37	0.37
Producers and Directors	0.18	0.18	0.35	0.35
Music Directors and Composers	0.41	0.40	0.52	0.52
Musicians and Singers	0.42	0.41	0.51	0.51
Dancers	0.23	0.23	0.30	0.30
Choreographers	0.34	0.33	0.48	0.48

Source: EMSI Covered Employment, Fall 2008

Table #49

Inland Empire: Secondary Occupations in the Occupational Index

Inland Empire Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	382	366	-4.2
Public Relations Managers	271	272	0.4
Librarians	768	782	1.8
Public Relations Specialists	1,322	1,314	-0.6
Media and Communication Workers, All Other	923	946	2.5
Audio and Video Equipment Technicians	359	359	0.0
Broadcast Technicians	264	260	-1.5
Sound Engineering Technicians	73	73	0.0
Agents and Business Managers of Artists,Performers, and Athletes	351	376	7.1
Camera Operators, Television, Video, and Motion Picture	150	147	-2.0
Film and Video Editors	200	194	-3.0
Directors, Religious Activities	1,145	1,128	-1.5
Musical Instrument Repairers and Tuners	162	167	3.1
Media and Communication Equipment Workers, All Other	384	372	-3.1
Total Secondary	**6,754**	**6,756**	**0.0**
Total All Occupations	**29,339**	**30,001**	**2.3**

Source: EMSI Covered Employment, Fall 2008

Table #50

Inland Empire: Secondary Occupations Location Quotients

Inland Empire Secondary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	0.48	0.45	0.52	0.49
Public Relations Managers	0.38	0.36	0.35	0.34
Librarians	0.57	0.56	0.34	0.34
Public Relations Specialists	0.35	0.34	0.35	0.33
Media and Communication Workers, All Other	0.40	0.40	0.53	0.53
Audio and Video Equipment Technicians	0.43	0.42	0.57	0.55
Broadcast Technicians	0.46	0.44	0.48	0.47
Sound Engineering Technicians	0.13	0.11	0.25	0.24
Agents and Business Managers of Artists,Performers, and Athletes	0.34	0.33	0.53	0.54
Camera Operators, Television, Video, and Motion Picture	0.19	0.18	0.38	0.36
Film and Video Editors	0.20	0.19	0.54	0.52
Directors, Religious Activities	0.91	0.88	0.66	0.64
Musical Instrument Repairers and Tuners	0.83	0.81	0.72	0.71
Media and Communication Equipment Workers, All Other	0.52	0.49	1.16	1.10

Source: EMSI Covered Employment, Fall 2008

Table #51

Inland Northern: Primary Occupations in the Occupational Index

Inland Northern Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	187	184	-1.6
Fashion Designers	170	166	-2.4
Floral Designers	317	299	-5.7
Graphic Designers	379	391	3.2
Interior Designers	189	181	-4.2
Set and Exhibit Designers	144	142	-1.4
Architects, Except Landscape and Naval	271	280	3.3
Landscape Architects	231	237	2.6
Art Directors	308	325	5.5
Radio and Television Announcers	144	106	-26.4
Multi-Media Artists and Animators	397	407	2.5
Technical Writers	71	74	4.2
Writers and Authors	891	943	5.8
Editors	264	274	3.8
Photographers	2,313	2,394	3.5
Fine Artists including Painters, Sculptors, and Illustrators	329	338	2.7
Actors	244	242	-0.8
Producers and Directors	208	202	-2.9
Music Directors and Composers	453	477	5.3
Musicians and Singers	587	619	5.5
Dancers	34	35	2.9
Choreographers	70	76	8.6
Total Primary	**8,201**	**8,392**	**2.3**

Source: EMSI Covered Employment, Fall 2008

Table #52

Inland Northern: Primary Occupations Location Quotients

Inland Northern Primary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	0.63	0.60	0.76	0.75
Fashion Designers	0.59	0.56	0.90	0.88
Floral Designers	0.96	0.91	0.97	0.94
Graphic Designers	0.39	0.39	0.47	0.48
Interior Designers	0.56	0.52	0.62	0.59
Set and Exhibit Designers	0.62	0.60	0.89	0.87
Architects, Except Landscape and Naval	0.57	0.57	0.58	0.59
Landscape Architects	0.81	0.82	1.15	1.18
Art Directors	0.52	0.52	0.76	0.79
Radio and Television Announcers	0.89	0.66	0.80	0.61
Multi-Media Artists and Animators	0.62	0.60	1.03	1.02
Technical Writers	0.31	0.31	0.38	0.39
Writers and Authors	0.58	0.58	0.78	0.81
Editors	0.51	0.51	0.52	0.54
Photographers	0.77	0.78	1.00	1.04
Fine Artists including Painters, Sculptors, and Illustrators	0.78	0.76	1.02	1.02
Actors	0.34	0.33	0.79	0.77
Producers and Directors	0.27	0.26	0.52	0.50
Music Directors and Composers	0.64	0.63	0.80	0.82
Musicians and Singers	0.60	0.61	0.73	0.75
Dancers	0.38	0.37	0.49	0.50
Choreographers	0.64	0.66	0.92	0.97

Source: EMSI Covered Employment, Fall 2008

Table #53

Inland Northern: Secondary Occupations in the Occupational Index

Inland Northern Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	67	70	4.5
Public Relations Managers	67	68	1.5
Librarians	250	256	2.4
Public Relations Specialists	399	401	0.5
Media and Communication Workers, All Other	389	402	3.3
Audio and Video Equipment Technicians	81	83	2.5
Broadcast Technicians	54	47	-13.0
Sound Engineering Technicians	33	31	-6.1
Agents and Business Managers of Artists,Performers, and Athletes	120	142	18.3
Camera Operators, Television, Video, and Motion Picture	39	38	-2.6
Film and Video Editors	33	35	6.1
Directors, Religious Activities	232	232	0.0
Musical Instrument Repairers and Tuners	38	35	-7.9
Media and Communication Equipment Workers, All Other	54	54	0.0
Total Secondary	**1,856**	**1,894**	**2.1**
Total All Occupations	**10,057**	**10,286**	**2.3**

Source: EMSI Covered Employment, Fall 2008

Table #54

Inland Northern: Secondary Occupations in the Occupational Index

Inland Northern Secondary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	0.36	0.38	0.40	0.42
Public Relations Managers	0.41	0.40	0.37	0.37
Librarians	0.81	0.81	0.48	0.48
Public Relations Specialists	0.46	0.45	0.45	0.45
Media and Communication Workers, All Other	0.74	0.75	0.96	1.00
Audio and Video Equipment Technicians	0.42	0.43	0.56	0.56
Broadcast Technicians	0.41	0.35	0.43	0.37
Sound Engineering Technicians	0.25	0.21	0.50	0.46
Agents and Business Managers of Artists,Performers, and Athletes	0.50	0.54	0.79	0.90
Camera Operators, Television, Video, and Motion Picture	0.21	0.21	0.42	0.41
Film and Video Editors	0.14	0.15	0.38	0.41
Directors, Religious Activities	0.80	0.80	0.58	0.58
Musical Instrument Repairers and Tuners	0.85	0.75	0.74	0.66
Media and Communication Equipment Workers, All Other	0.32	0.32	0.71	0.71

Source: EMSI Covered Employment, Fall 2008

Table #55

North Coast: Primary Occupations in the Occupational Index

North Coast Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	53	54	1.9
Fashion Designers	53	53	0.0
Floral Designers	113	106	-6.2
Graphic Designers	126	127	0.8
Interior Designers	61	62	1.6
Set and Exhibit Designers	53	53	0.0
Architects, Except Landscape and Naval	74	77	4.1
Landscape Architects	67	69	3.0
Art Directors	152	163	7.2
Radio and Television Announcers	36	42	16.7
Multi-Media Artists and Animators	156	167	7.1
Technical Writers	30	31	3.3
Writers and Authors	453	482	6.4
Editors	92	94	2.2
Photographers	891	916	2.8
Fine Artists including Painters, Sculptors, and Illustrators	146	156	6.9
Actors	87	92	5.8
Producers and Directors	65	66	1.5
Music Directors and Composers	223	238	6.7
Musicians and Singers	261	276	5.8
Dancers	14	15	7.1
Choreographers	14	16	14.3
Total Primary	**3,220**	**3,355**	**4.2**

Source: EMSI Covered Employment, Fall 2008

Table #56

North Coast: Primary Occupations in the Occupational Index

North Coast Primary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	0.69	0.70	0.84	0.86
Fashion Designers	0.71	0.70	1.10	1.10
Floral Designers	1.34	1.27	1.35	1.31
Graphic Designers	0.51	0.50	0.60	0.61
Interior Designers	0.70	0.71	0.78	0.80
Set and Exhibit Designers	0.90	0.88	1.27	1.28
Architects, Except Landscape and Naval	0.61	0.62	0.62	0.64
Landscape Architects	0.91	0.94	1.31	1.36
Art Directors	1.00	1.03	1.46	1.55
Radio and Television Announcers	0.87	1.03	0.78	0.96
Multi-Media Artists and Animators	0.95	0.97	1.57	1.66
Technical Writers	0.51	0.51	0.63	0.64
Writers and Authors	1.15	1.17	1.56	1.64
Editors	0.69	0.69	0.71	0.73
Photographers	1.15	1.17	1.50	1.56
Fine Artists including Painters, Sculptors, and Illustrators	1.35	1.38	1.76	1.86
Actors	0.47	0.50	1.10	1.16
Producers and Directors	0.33	0.33	0.63	0.65
Music Directors and Composers	1.22	1.25	1.53	1.61
Musicians and Singers	1.04	1.07	1.26	1.32
Dancers	0.61	0.63	0.79	0.84
Choreographers	0.50	0.55	0.72	0.81

Source: EMSI Covered Employment, Fall 2008

Table #57

North Coast: Secondary Occupations in the Occupational Index

North Coast Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	23	25	8.7
Public Relations Managers	<10	<10	0.0
Librarians	72	74	2.8
Public Relations Specialists	103	106	2.9
Media and Communication Workers, All Other	138	142	2.9
Audio and Video Equipment Technicians	24	23	-4.2
Broadcast Technicians	39	40	2.6
Sound Engineering Technicians	13	12	-7.7
Agents and Business Managers of Artists,Performers, and Athletes	55	59	7.3
Camera Operators, Television, Video, and Motion Picture	13	13	0.0
Film and Video Editors	10	10	0.0
Directors, Religious Activities	56	55	-1.8
Musical Instrument Repairers and Tuners	<10	10	n/a
Media and Communication Equipment Workers, All Other	16	15	-6.3
Total Secondary	**576**	**589**	**2.3**
Total All Occupations	**3,796**	**3,944**	**3.9**

Source: EMSI Covered Employment, Fall 2008

Table #58

North Coast: Secondary Occupations Location Quotients

North Coast Secondary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	0.49	0.53	0.53	0.59
Public Relations Managers	0.12	0.12	0.11	0.11
Librarians	0.91	0.92	0.54	0.55
Public Relations Specialists	0.46	0.47	0.46	0.47
Media and Communication Workers, All Other	1.03	1.04	1.33	1.39
Audio and Video Equipment Technicians	0.49	0.47	0.64	0.61
Broadcast Technicians	1.15	1.19	1.2	1.24
Sound Engineering Technicians	0.39	0.31	0.76	0.7
Agents and Business Managers of Artists,Performers, and Athletes	0.9	0.89	1.42	1.47
Camera Operators, Television, Video, and Motion Picture	0.27	0.28	0.55	0.56
Film and Video Editors	0.17	0.17	0.45	0.46
Directors, Religious Activities	0.75	0.75	0.55	0.55
Musical Instrument Repairers and Tuners	0.78	0.84	0.68	0.74
Media and Communication Equipment Workers, All Other	0.37	0.35	0.82	0.77

Source: EMSI Covered Employment, Fall 2008

Table #59

South Coast: Primary Occupations in the Occupational Index

South Coast Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	2,183	2,212	1.3
Fashion Designers	1,849	1,899	2.7
Floral Designers	2,378	2,384	0.3
Graphic Designers	8,237	8,300	0.8
Interior Designers	2,710	2,734	0.9
Set and Exhibit Designers	1,525	1,563	2.5
Architects, Except Landscape and Naval	4,031	4,054	0.6
Landscape Architects	2,329	2,341	0.5
Art Directors	3,297	3,437	4.3
Radio and Television Announcers	766	711	-7.2
Multi-Media Artists and Animators	2,825	2,988	5.8
Technical Writers	1,793	1,827	1.9
Writers and Authors	7,813	8,243	5.5
Editors	3,022	3,082	2.0
Photographers	20,851	21,405	2.7
Fine Artists including Painters, Sculptors, and Illustrators	2,126	2,251	5.9
Actors	2,238	2,310	3.2
Producers and Directors	2,362	2,436	3.1
Music Directors and Composers	3,618	3,812	5.4
Musicians and Singers	5,740	5,899	2.8
Dancers	308	321	4.2
Choreographers	1,029	1,131	9.9
Total Primary	**83,030**	**85,340**	**2.8**

Source: EMSI Covered Employment, Fall 2008

Table #60

South Coast: Primary Occupations Location Quotients

South Coast Primary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	1.18	1.17	1.42	1.45
Fashion Designers	1.03	1.03	1.58	1.61
Floral Designers	1.16	1.16	1.17	1.20
Graphic Designers	1.36	1.35	1.63	1.63
Interior Designers	1.29	1.27	1.43	1.44
Set and Exhibit Designers	1.06	1.06	1.51	1.54
Architects, Except Landscape and Naval	1.36	1.33	1.39	1.37
Landscape Architects	1.31	1.30	1.87	1.88
Art Directors	0.90	0.89	1.31	1.34
Radio and Television Announcers	0.76	0.71	0.69	0.66
Multi-Media Artists and Animators	0.71	0.71	1.18	1.21
Technical Writers	1.25	1.24	1.54	1.54
Writers and Authors	0.82	0.82	1.11	1.14
Editors	0.93	0.93	0.96	0.98
Photographers	1.11	1.12	1.45	1.49
Fine Artists including Painters, Sculptors, and Illustrators	0.81	0.81	1.06	1.10
Actors	0.50	0.51	1.17	1.19
Producers and Directors	0.49	0.50	0.95	0.98
Music Directors and Composers	0.82	0.82	1.02	1.06
Musicians and Singers	0.94	0.93	1.14	1.15
Dancers	0.55	0.55	0.72	0.73
Choreographers	1.52	1.58	2.18	2.33

Source: EMSI Covered Employment, Fall 2008

Table #61

South Coast: Secondary Occupations in the Occupational Index

South Coast Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	1,421	1,417	-0.3
Public Relations Managers	1,175	1,191	1.4
Librarians	1,728	1,769	2.4
Public Relations Specialists	6,299	6,389	1.4
Media and Communication Workers, All Other	3,716	3,814	2.6
Audio and Video Equipment Technicians	1,072	1,098	2.4
Broadcast Technicians	485	546	12.6
Sound Engineering Technicians	358	366	2.2
Agents and Business Managers of Artists,Performers, and Athletes	901	961	6.7
Camera Operators, Television, Video, and Motion Picture	427	484	13.4
Film and Video Editors	568	614	8.1
Directors, Religious Activities	2,353	2,360	0.3
Musical Instrument Repairers and Tuners	327	343	4.9
Media and Communication Equipment Workers, All Other	1,162	1,172	0.9
Total Secondary	**21,992**	**22,524**	**2.4**
Total All Occupations	**105,022**	**107,864**	**2.7**

Source: EMSI Covered Employment, Fall 2008

Table #62

South Coast: Secondary Occupations Location Quotients

South Coast Secondary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	1.24	1.23	1.35	1.36
Public Relations Managers	1.14	1.13	1.05	1.04
Librarians	0.90	0.90	0.53	0.54
Public Relations Specialists	1.17	1.16	1.15	1.15
Media and Communication Workers, All Other	1.14	1.14	1.48	1.52
Audio and Video Equipment Technicians	0.90	0.92	1.18	1.19
Broadcast Technicians	0.59	0.66	0.62	0.69
Sound Engineering Technicians	0.44	0.39	0.86	0.87
Agents and Business Managers of Artists,Performers, and Athletes	0.61	0.59	0.96	0.98
Camera Operators, Television, Video, and Motion Picture	0.37	0.42	0.75	0.85
Film and Video Editors	0.39	0.43	1.06	1.16
Directors, Religious Activities	1.30	1.31	0.95	0.96
Musical Instrument Repairers and Tuners	1.17	1.18	1.02	1.04
Media and Communication Equipment Workers, All Other	1.11	1.11	2.45	2.47

Source: EMSI Covered Employment, Fall 2008

Table #63

Los Angeles: Primary Occupations in the Occupational Index

Los Angeles Primary Occupations	2006 Jobs	2007 Jobs	% Change
Commercial and Industrial Designers	3,818	3,898	2.1
Fashion Designers	4,949	5,051	2.1
Floral Designers	3,572	3,623	1.4
Graphic Designers	13,107	13,378	2.1
Interior Designers	4,114	4,252	3.4
Set and Exhibit Designers	3,246	3,342	3.0
Architects, Except Landscape and Naval	4,819	5,107	6.0
Landscape Architects	2,287	2,332	2.0
Art Directors	10,037	10,536	5.0
Radio and Television Announcers	2,435	2,499	2.6
Multi-Media Artists and Animators	12,533	13,295	6.1
Technical Writers	2,429	2,494	2.7
Writers and Authors	26,802	28,364	5.8
Editors	8,082	8,258	2.2
Photographers	35,752	36,747	2.8
Fine Artists including Painters, Sculptors, and Illustrators	7,114	7,545	6.1
Actors	18,395	18,616	1.2
Producers and Directors	20,409	20,826	2.0
Music Directors and Composers	12,014	12,763	6.2
Musicians and Singers	15,585	16,388	5.2
Dancers	1,914	2,003	4.7
Choreographers	1,079	1,147	6.3
Total Primary	**214,492**	**222,464**	**3.7**

Source: EMSI Covered Employment, Fall 2008

Table #64

Los Angeles: Primary Occupations Location Quotients

Los Angeles Primary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Commercial and Industrial Designers	1.24	1.25	1.49	1.54
Fashion Designers	1.65	1.66	2.53	2.59
Floral Designers	1.05	1.07	1.06	1.10
Graphic Designers	1.30	1.31	1.55	1.58
Interior Designers	1.17	1.20	1.31	1.36
Set and Exhibit Designers	1.36	1.37	1.93	1.99
Architects, Except Landscape and Naval	0.98	1.01	1.00	1.04
Landscape Architects	0.77	0.78	1.10	1.13
Art Directors	1.64	1.65	2.39	2.48
Radio and Television Announcers	1.46	1.51	1.31	1.41
Multi-Media Artists and Animators	1.89	1.91	3.13	3.26
Technical Writers	1.02	1.02	1.26	1.27
Writers and Authors	1.69	1.70	2.28	2.38
Editors	1.49	1.50	1.54	1.58
Photographers	1.15	1.16	1.49	1.55
Fine Artists including Painters, Sculptors, and Illustrators	1.63	1.64	2.13	2.22
Actors	2.47	2.49	5.77	5.80
Producers and Directors	2.55	2.57	4.93	5.05
Music Directors and Composers	1.63	1.65	2.04	2.14
Musicians and Singers	1.54	1.56	1.86	1.94
Dancers	2.07	2.09	2.68	2.76
Choreographers	0.96	0.97	1.37	1.43

Source: EMSI Covered Employment, Fall 2008

Table #65

Los Angeles: Secondary Occupations in the Occupational Index

Los Angeles Secondary Occupations	2006 Jobs	2007 Jobs	% Change
Advertising and Promotions Managers	2,375	2,368	-0.3
Public Relations Managers	1,766	1,797	1.8
Librarians	3,456	3,537	2.3
Public Relations Specialists	10,295	10,407	1.1
Media and Communication Workers, All Other	6,321	6,481	2.5
Audio and Video Equipment Technicians	3,216	3,203	-0.4
Broadcast Technicians	2,528	2,560	1.3
Sound Engineering Technicians	3,673	4,388	19.5
Agents and Business Managers of Artists,Performers, and Athletes	5,114	5,707	11.6
Camera Operators, Television, Video, and Motion Picture	4,914	4,868	-0.9
Film and Video Editors	6,818	6,758	-0.9
Directors, Religious Activities	2,879	2,874	-0.2
Musical Instrument Repairers and Tuners	655	693	5.8
Media and Communication Equipment Workers, All Other	3,352	3,437	2.5
Total Secondary	**57,362**	**59,078**	**3.0**
Total All Occupations	**271,854**	**281,542**	**3.6**

Source: EMSI Covered Employment, Fall 2008

Table #66

Los Angeles: Secondary Occupations Location Quotients

Los Angeles Secondary Location Quotients	2006 State LQ	2007 State LQ	2006 National LQ	2007 National LQ
Advertising and Promotions Managers	1.24	1.24	1.36	1.37
Public Relations Managers	1.03	1.03	0.95	0.95
Librarians	1.08	1.09	0.64	0.65
Public Relations Specialists	1.15	1.14	1.13	1.13
Media and Communication Workers, All Other	1.16	1.17	1.51	1.56
Audio and Video Equipment Technicians	1.62	1.61	2.13	2.10
Broadcast Technicians	1.85	1.88	1.93	1.97
Sound Engineering Technicians	2.71	2.85	5.32	6.28
Agents and Business Managers of Artists,Performers, and Athletes	2.07	2.13	3.26	3.51
Camera Operators, Television, Video, and Motion Picture	2.57	2.57	5.17	5.16
Film and Video Editors	2.82	2.83	7.67	7.75
Directors, Religious Activities	0.96	0.97	0.70	0.70
Musical Instrument Repairers and Tuners	1.41	1.44	1.23	1.27

Source: EMSI Covered Employment, Fall 2008

The California Creative Vitality Index

The California Creative Vitality Index for 2007 was 1.44, a very slight increase over the 2006 Index value which was 1.43. California showed strengths in all categories measured within the CVI, with only one category falling slightly below the national baseline of “1”, arts-active organization revenues. California showed the largest advantage within the category for Art Gallery and Individual Artists Revenues. Here, we see per capita revenues at three times the national average. Five of the ten regions included within this study showed Index values above “1” including the Bay Area, the Central Coast, the North Coast, the South Coast, and Los Angeles.

Table #67

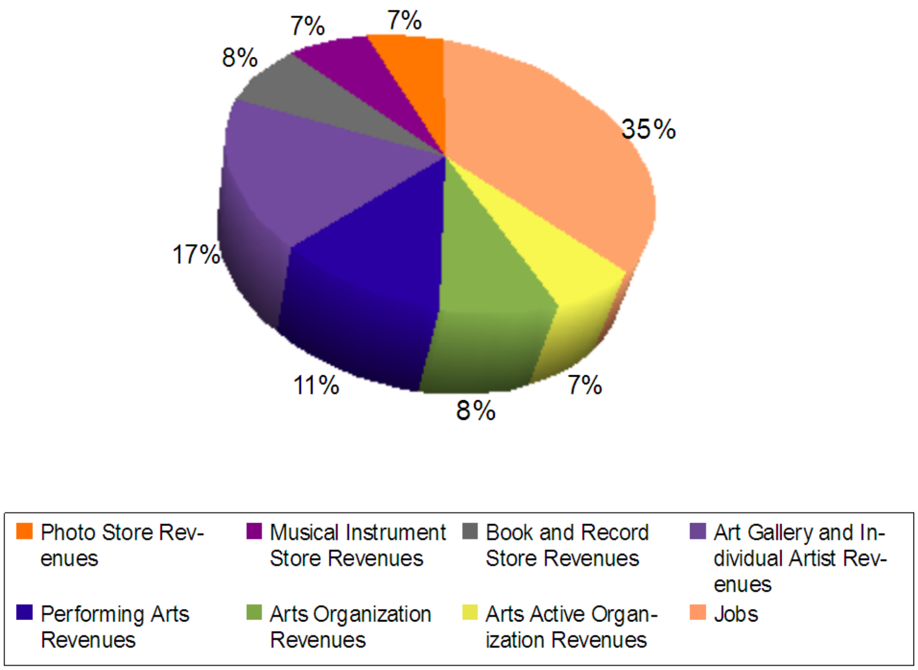
2006 California CVI Revenues and Contributions

State of California CVI Totals 2006				
Industry Data	**Total Revenues**	**CVI**	**Weight**	**CVI Contribution**
Photo Store Revenues	$252,522,000	1.20	8.00%	0.10
Musical Instrument Store Revenues	$537,323,000	1.30	8.00%	0.10
Book and Record Store Revenues	$1,824,957,000	1.44	8.00%	0.12
Art Gallery and Individual Artist Revenues	$11,720,670,000	2.99	8.00%	0.24
Performing Arts Revenues	$2,993,550,000	1.91	8.00%	0.15
Non Profit Data	**Total Revenues**	**CVI**	**Weight**	**CVI Contribution**
Arts Organization Revenues	$1,734,807,889	1.17	10.00%	0.12
Arts-Active Organization Revenues	$1,518,244,883	0.96	10.00%	0.10
Occupation Data	**Total Jobs**	**CVI**	**Weight**	**CVI Contribution**
Jobs	660,257	1.27	40.00%	0.51
			Total CVI	**1.43**

Source: WESTAF, 2009

Figure #2

2006 California CVI Contribution by Percentage



WESTAF, 2009

Table #68

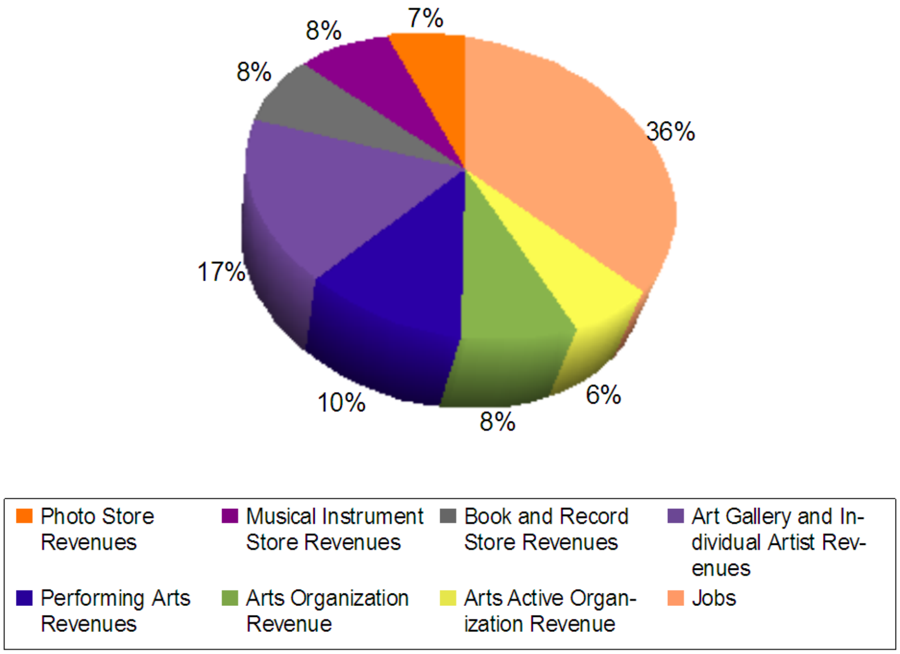
2007 California CVI Revenues and Contributions

State of California CVI Totals 2007				
Industry Data	**Total Revenues**	**CVI**	**Weight**	**CVI Contribution**
Photo Store Revenues	$260,372,000	1.18	8.00%	0.09
Musical Instrument Store Revenues	$617,429,000	1.48	8.00%	0.12
Book and Record Store Revenues	$1,722,729,000	1.41	8.00%	0.11
Art Gallery and Individual Artist Revenues	$12,167,650,000	3.00	8.00%	0.24
Performing Arts Revenues	$3,073,877,000	1.88	8.00%	0.15
Non Profit Data	**Total Revenues**	**CVI**	**Weight**	**CVI Contribution**
Arts Organization Revenue	$1,957,356,379	1.17	10.00%	0.12
Arts Active Organization Revenue	$1,604,230,665	0.93	10.00%	0.09
Occupation Data	**Total Jobs**	**CVI**	**Weight**	**CVI Contribution**
Jobs	681,438	1.29	40.00%	0.52
			Total CVI	**1.44**

WESTAF, 2009

Figure #3

2007 California CVI Contribution by Percentage



Source: WESTAF, 2009

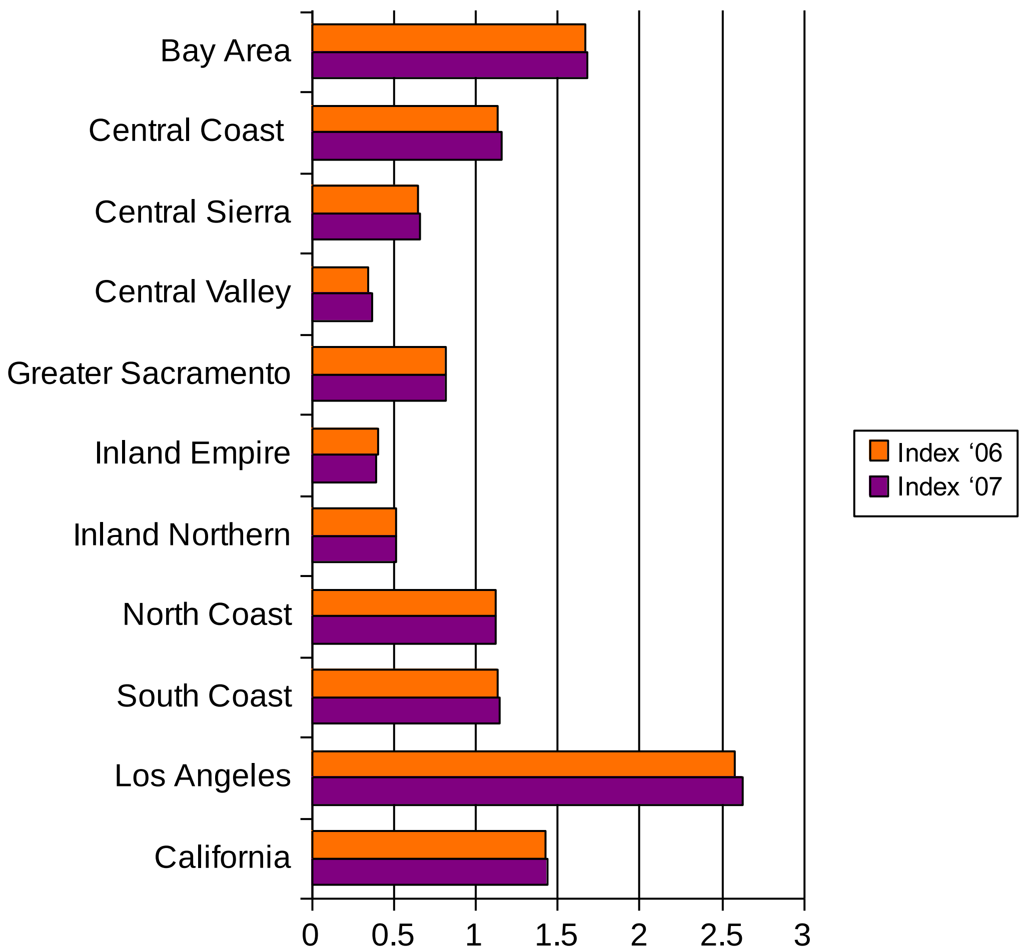
Table #69

California Creative Vitality Index

Creative Vitality Index		
Region	**Index '06**	**Index '07**
Bay Area	1.67	1.69
Central Coast	1.13	1.16
Central Sierra	0.65	0.66
Central Valley	0.35	0.38
Greater Sacramento	0.82	0.82
Inland Empire	0.41	0.40
Inland Northern	0.51	0.51
North Coast	1.13	1.13
South Coast	1.14	1.15
Los Angeles	2.58	2.63

Source: WESTAF, 2009

Figure #3
California Creative Vitality Index 2006-2007



Source: WESTAF, 2009

Comparative Data
Using the same methodology across all fifty states, the statewide Index for California ranks as the third highest CVI value for both 2006 and 2007, ranking below New York and Massachusetts and above Hawai'i and Maryland. Given this comparison information and the unique geography of California, CVI data articulates the highly creative economic climate of California.

Table #70

Comparative Data 2006-2007 CVI

Top Ten CVI Values by State		
State	**CVI 2006**	**CVI 2007**
New York	1.96	1.98
Massachusetts	1.47	1.50
California	**1.43**	**1.44**
Hawai'i	1.40	1.42
Maryland	1.23	1.37
Vermont	1.33	1.32
Nevada	1.08	1.24
Virginia	1.16	1.15
Minnesota	1.19	1.14

WESTAF, 2009