

## Creative Vitality Index

**0.38**  
CVI Value

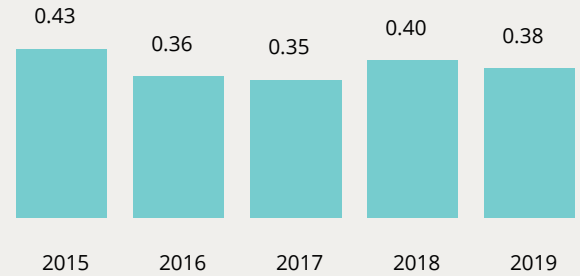
United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

## Total Population

**29,093**

## Past 5 years of CVI Performance



### GAIN

▲ **1%**  
since 2018

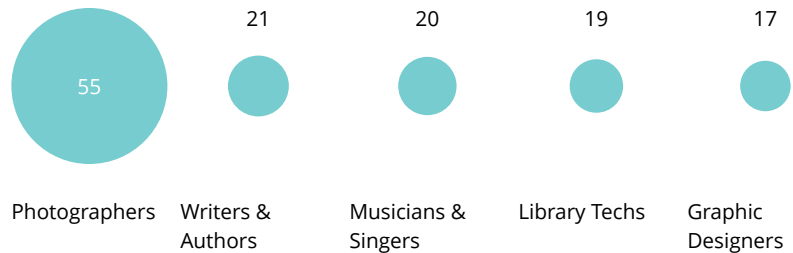
## 2019 Creative Jobs



**324**  
Total Creative Jobs

There are 4 more creative jobs in the region since 2018

## Occupations with greatest number of jobs



### LOSS

▼ **3%**  
since 2018

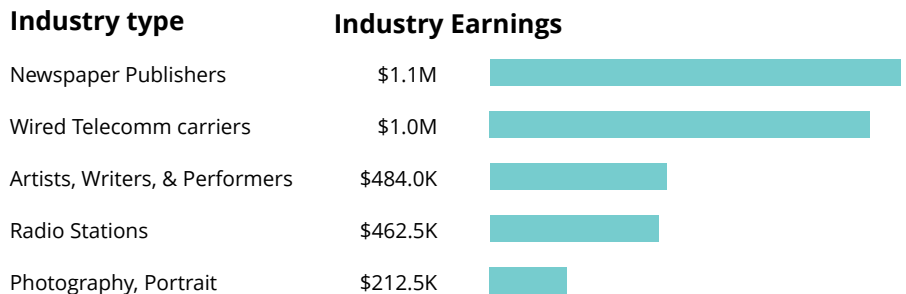
## 2019 Creative Industries



**\$5.3M**  
Total Industry Earnings

There is a loss of \$181 thousand in creative industry earnings in the region since 2018

## Industries with greatest earnings



### LOSS

▼ **42%**  
since 2018

## 2019 Cultural Nonprofit



**\$588.5K**  
Nonprofit Revenues

There are \$432 thousand less in revenues in the region since 2018

DATA SOURCES: Economic Modeling Specialists International, National Assembly of State Arts Agencies, National Center for Charitable Statistics  
 CREATIVE VITALITY SUITE: The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region. For more information on data sources visit: [learn.cvsuite.org](http://learn.cvsuite.org)

---

## Data Sources (Version 2020.3)

---

Descriptive Names of Industries (NAICS codes) & Occupations (SOC codes) have been truncated on the Regional Snapshot Report. For full descriptive names please visit the education section of [learn.cvsuite.org](http://learn.cvsuite.org)

Due to rounding some percent values may not equal 100%.

---

### Occupations: Economic Modeling Specialists International.

SOC Codes (46) 11-2011, 11-2021, 13-1011, 17-1011, 17-1012, 25-4011, 25-4012, 25-4013, 25-4022, 25-4031, 27-1011, 27-1012, 27-1013, 27-1014, 27-1019, 27-1021, 27-1022, 27-1023, 27-1024, 27-1025, 27-1026, 27-1027, 27-1029, 27-2011, 27-2012, 27-2031, 27-2032, 27-2041, 27-2042, 27-2099, 27-3011, 27-3023, 27-3031, 27-3041, 27-3042, 27-3043, 27-3091, 27-3099, 27-4011, 27-4012, 27-4014, 27-4021, 27-4031, 27-4032, 27-4098, 39-5091

---

### Industry Earnings: Economic Modeling Specialists International.

NAICS Codes (64) 323111, 323113, 323117, 323120, 332323, 337212, 339910, 339992, 423940, 451140, 451211, 453920, 511110, 511120, 511130, 511191, 511199, 511210, 512110, 512120, 512131, 512132, 512191, 512199, 512230, 512240, 512250, 512290, 515111, 515112, 515120, 515210, 517311, 519110, 519120, 519130, 541310, 541320, 541410, 541420, 541430, 541490, 541810, 541820, 541830, 541840, 541850, 541860, 541890, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711310, 711320, 711410, 711510, 712110, 712120, 712130, 712190

---

### Class of worker: Economic Modeling Specialists International:

Extended Proprietors, Non-QCEW Employees, QCEW Employees, Self-employed

---

### State Arts Agency Grants: National Assembly of State Arts Agencies

---

### Cultural Nonprofit Revenues: National Center for Charitable Statistics

---

### Demographic: Economic Modeling Specialists International.

---

**Creative vitality index (CVI):** The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.

---

Madison Arts and Cultural District contains:

47243, 47250