

Creative Vitality Index



0.37

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

29,841

Past 5 years of CVI Performance



GAIN

▲ 7%
since 2021

2022 Creative Jobs

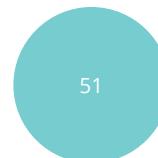


310

Total Creative Jobs

There are 23 more creative jobs in the region since 2021

Occupations with greatest number of jobs



Photographers Librarians

Interpreters & Translators Musicians & Singers

Writers & Authors

GAIN

▲ 12%
since 2021

2022 Creative Industries



\$5.6M

Total Industry Earnings

There is a gain of \$656 K in creative industry earnings in the region since 2021

Industries with greatest earnings

Industry type

Industry Earnings

Wired Telecomm carriers	\$1.4M	
Sewing Retailers	\$775.2K	
Artists, Writers, & Performers	\$386.6K	
Newspaper Publishers	\$353.1K	
Photography, Portrait	\$333.2K	

GAIN

▲ 25%
since 2021

2022 Cultural Nonprofit

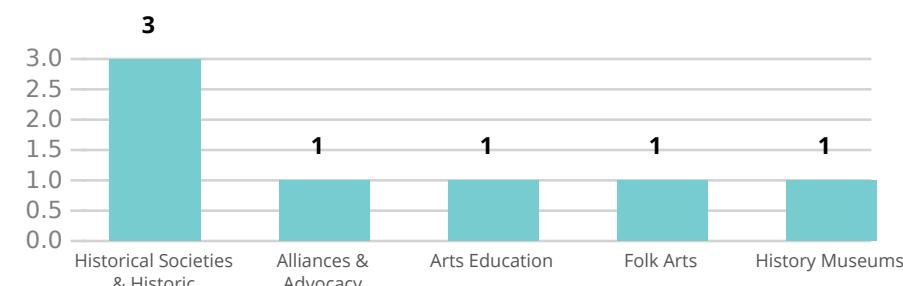


\$800.1K

Nonprofit Revenues

There are \$198 K more in revenues in the region since 2021

Nonprofit types with greatest number of organizations



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

Data Sources (Version 2024.1)

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

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

Occupations: Economic Modeling Specialists International.

SOC Codes (53) 11-2011, 11-2021, 11-2032, 11-2033, 13-1011, 17-1011, 17-1012, 17-1021, 17-3011, 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, 27-2091, 27-2099, 27-3011, 27-3023, 27-3031, 27-3041, 27-3042, 27-3043, 27-3091, 27-3099, 27-4011, 27-4012, 27-4014, 27-4015, 27-4021, 27-4031, 27-4032, 27-4099, 39-5091, 51-6052

Industry Earnings: Economic Modeling Specialists International.

NAICS Codes (67) 323111, 323113, 323117, 323120, 327110, 327212, 332323, 337212, 339910, 339992, 459130, 459140, 459210, 459920, 512110, 512120, 512131, 512132, 512191, 512199, 512230, 512240, 512250, 512290, 513110, 513120, 513130, 513140, 513191, 513199, 513210, 516110, 516120, 516210, 517111, 519210, 519290, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541820, 541830, 541840, 541850, 541860, 541870, 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:

47250, 47243