Missouri Economy Indicators
Creative Industry Trends

Creative industries employed nearly 109,000 Missourians in 2022 - 3.4% of the state’s workforce. While often associated with the arts, this group of diverse industries lacks a standard definition (see sidebar) but represents manufacturing and services that involve higher levels of creative professions such as artists, designers, software developers and writers.

Creative Industry Employment Trends

From 2017 to 2022, Missouri’s creative industries added 4,098 jobs in the state for a 3.9% increase in employment. This compares to a 0.6% increase for all Missouri jobs. Creative industries in the U.S. grew 7.1% over the same time, compared to 2.4% for all U.S. jobs.

Job growth in creative industries was led by design employers, which added nearly 5,500 jobs from 2017 to 2022 and experienced 11% growth; these jobs included computer systems design services. Education Support, including museums and zoos, had the largest percentage job increase (13%) but is a smaller category with 3,624 jobs in 2022. Printing & publishing, a larger category with 22,543 jobs in 2022, declined 7% in employment over five years. Film & broadcasting declined by 20%, equivalent to 1,248 jobs, during the same time.

5-Year Percentage Change in Creative Industry Jobs, 2017-22

<table>
<thead>
<tr>
<th>Sector</th>
<th>U.S. Percentage Change</th>
<th>Missouri Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>-13%</td>
<td>-4%</td>
</tr>
<tr>
<td>Education Support</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Design</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>Comm. Art &amp; Public Relations</td>
<td>-7%</td>
<td>-20%</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>1%</td>
<td>-20%</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>-20%</td>
<td>-20%</td>
</tr>
</tbody>
</table>

Source: MU Extension graphic using 2022 Lightcast estimates of payroll and self-employed creative industry employment.

What is a Creative Industry?

A creative industry involves the production and distribution of goods or services typically using innovative or artistic skills. Missouri creative industry employers are grouped into six categories (2022 jobs):

- Design (54,683)
- Printing & publishing (22,543)
- Commercial art & public rel. (12,606)
- Performing arts (10,339)
- Film & broadcasting (5,150)
- Education support (3,624)
Cities Drive Missouri’s Creative Economy

Most of Missouri’s creative industry jobs are concentrated in metropolitan areas. The two largest metropolitan areas – Kansas City and St. Louis – account for almost six of every ten creative jobs in the state. These metro counties include Jackson (22.3%); St. Louis City (11.4%); and St. Louis (23.9%). Three of every four creative jobs in the state are in the ten most populous counties.

However, several rural nonmetropolitan counties stand out when considering creative industry jobs as a percentage of overall county employment. Gasconade (11.6%) and Taney (6.7%) rank one and two, respectively. Further, six of the top ten counties with the highest concentrations of creative industry employment are nonmetropolitan — Linn (5.7%), Barry (4.9%), Andrew (4.0%) and Wayne (3.6%) round out the top ten. Despite their high concentrations of creative industry employment, these six nonmetro counties account for only 3.5% of the state’s total creative employment.

In Gasconade and Linn counties, the creative economy is driven largely by book printing; 80% and 60% of creative employment is tied to this industry in each county, respectively. Taney County’s economy, containing Branson’s vibrant performing arts scene and Table Rock Lake, is largely supported by tourists visiting for recreation and entertainment. Three out of four creative industry jobs in Barry County are found in computer systems design services. In Wayne County, software publishers and bookstores lead the creative economy.

Where nonmetro counties tend to specialize in one or two aspects of the creative economy, metro counties tend to be more diverse. St. Louis and Kansas City contain numerous museums, theaters, institutions of higher learning, historical sites, parks, zoos, etc. These resources contribute to economies where roughly 1 in 20 jobs are in creative industries.

Arts-based Community and Economic Development

The arts are just one aspect of the creative economy but can play an important role in how a community sees itself and makes development decisions. MU Extension’s Passport to the Arts program provides a platform for communities to engage in deep conversations, strengthen community partnerships and implement targeted action centered on arts-based development. The curriculum helps define what the “arts” are and how they factor into community life. The program is designed to connect local stakeholders through art — helping them identify assets and needs, develop a plan around top priorities and transform their community through arts-based strategies.
Additional Notes

**Creative industry** jobs are found in a variety of manufacturing and service firms. While definitions vary, this brief primarily uses the industries and categories developed in a 2016 Missouri Economic Research and Information Center study and supplemented with information from the U.S. Bureau of Economic Analysis (BEA) Arts and Culture Production accounts. Since 2016, evolving industry definitions and a review of BEA research led to minor industry adjustments with the notable addition of computer systems design services.

### Missouri Creative Industries by Category: 2017-22 Job Trends

<table>
<thead>
<tr>
<th>Category</th>
<th>NAICS</th>
<th>Description</th>
<th>2017 Jobs</th>
<th>2022 Jobs</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Art &amp; Public Relations</td>
<td>541810</td>
<td>Advertising Agencies</td>
<td>4,985</td>
<td>5,206</td>
<td>221</td>
</tr>
<tr>
<td>Commercial Art &amp; Public Relations</td>
<td>541810</td>
<td>Public Relations Agencies</td>
<td>1,099</td>
<td>1,131</td>
<td>32</td>
</tr>
<tr>
<td>Commercial Art &amp; Public Relations</td>
<td>541830</td>
<td>Media Buying Agencies</td>
<td>43</td>
<td>48</td>
<td>5</td>
</tr>
<tr>
<td>Commercial Art &amp; Public Relations</td>
<td>541840</td>
<td>Media Representatives</td>
<td>259</td>
<td>355</td>
<td>96</td>
</tr>
<tr>
<td>Commercial Art &amp; Public Relations</td>
<td>541850</td>
<td>Outdoor Advertising</td>
<td>441</td>
<td>421</td>
<td>-20</td>
</tr>
<tr>
<td>Commercial Art &amp; Public Relations</td>
<td>541860</td>
<td>Direct Mail Advertising</td>
<td>644</td>
<td>743</td>
<td>98</td>
</tr>
<tr>
<td>Commercial Art &amp; Public Relations</td>
<td>541921</td>
<td>Photography Studies, Portrait</td>
<td>1,085</td>
<td>1,051</td>
<td>-34</td>
</tr>
<tr>
<td>Commercial Art &amp; Public Relations</td>
<td>541921</td>
<td>Commercial Photography</td>
<td>198</td>
<td>178</td>
<td>-20</td>
</tr>
<tr>
<td>Commercial Art &amp; Public Relations</td>
<td>711310</td>
<td>Perf. Arts/Sports Promoters with Facilities</td>
<td>2,705</td>
<td>2,732</td>
<td>26</td>
</tr>
<tr>
<td>Commercial Art &amp; Public Relations</td>
<td>711410</td>
<td>Artists, Athletics, &amp; Entertainers Agents</td>
<td>295</td>
<td>179</td>
<td>-115</td>
</tr>
<tr>
<td>Design</td>
<td>332323</td>
<td>Ornamental and Architectural Metal Work Mfg.</td>
<td>549</td>
<td>647</td>
<td>98</td>
</tr>
<tr>
<td>Design</td>
<td>337121</td>
<td>Custom Arch. Woodwork and Millwork Mfg.</td>
<td>435</td>
<td>733</td>
<td>298</td>
</tr>
<tr>
<td>Design</td>
<td>339910</td>
<td>Jewelry and Silverware Manufacturing</td>
<td>113</td>
<td>114</td>
<td>1</td>
</tr>
<tr>
<td>Design</td>
<td>339930</td>
<td>Doll, Toy, and Game Manufacturing</td>
<td>193</td>
<td>197</td>
<td>4</td>
</tr>
<tr>
<td>Design</td>
<td>339991</td>
<td>Musical Instrument Manufacturing</td>
<td>47</td>
<td>86</td>
<td>39</td>
</tr>
<tr>
<td>Design</td>
<td>541310</td>
<td>Architectural Services</td>
<td>4,510</td>
<td>4,149</td>
<td>-361</td>
</tr>
<tr>
<td>Design</td>
<td>541320</td>
<td>Landscape Architectural Services</td>
<td>428</td>
<td>613</td>
<td>184</td>
</tr>
<tr>
<td>Design</td>
<td>541340</td>
<td>Drafting Services</td>
<td>156</td>
<td>149</td>
<td>-8</td>
</tr>
<tr>
<td>Design</td>
<td>541410</td>
<td>Interior Design Services</td>
<td>1,050</td>
<td>1,108</td>
<td>57</td>
</tr>
<tr>
<td>Design</td>
<td>541420</td>
<td>Industrial Design Services</td>
<td>77</td>
<td>71</td>
<td>-5</td>
</tr>
<tr>
<td>Design</td>
<td>541430</td>
<td>Graphic Design Services</td>
<td>2,683</td>
<td>2,662</td>
<td>-21</td>
</tr>
<tr>
<td>Design</td>
<td>541490</td>
<td>Other Specialized Design Services</td>
<td>114</td>
<td>154</td>
<td>40</td>
</tr>
<tr>
<td>Design</td>
<td>541511</td>
<td>Custom Computer Programming Services</td>
<td>13,440</td>
<td>13,789</td>
<td>449</td>
</tr>
<tr>
<td>Design</td>
<td>541512</td>
<td>Computer Systems Design Services</td>
<td>25,690</td>
<td>30,212</td>
<td>4,522</td>
</tr>
<tr>
<td>Education Support</td>
<td>319120</td>
<td>Libraries and Archives</td>
<td>137</td>
<td>152</td>
<td>15</td>
</tr>
<tr>
<td>Education Support</td>
<td>711110</td>
<td>Museums</td>
<td>1,599</td>
<td>1,525</td>
<td>-74</td>
</tr>
<tr>
<td>Education Support</td>
<td>712120</td>
<td>Historical Sites</td>
<td>Insuf. Data</td>
<td>Insuf. Data</td>
<td>Insuf. Data</td>
</tr>
<tr>
<td>Education Support</td>
<td>712130</td>
<td>Zoos and Botanical Gardens</td>
<td>1,198</td>
<td>1,497</td>
<td>299</td>
</tr>
<tr>
<td>Education Support</td>
<td>712190</td>
<td>Nature Parks and Similar Institutions</td>
<td>274</td>
<td>437</td>
<td>163</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>512110</td>
<td>Motion Picture and Video Production</td>
<td>1,049</td>
<td>1,090</td>
<td>41</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>512120</td>
<td>Motion Picture and Video Distribution</td>
<td>246</td>
<td>212</td>
<td>-34</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>512131</td>
<td>Motion Picture Theaters (except Drive-In)</td>
<td>2,501</td>
<td>1,674</td>
<td>-826</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>512132</td>
<td>Drive-In Motion Picture Theaters</td>
<td>35</td>
<td>27</td>
<td>-8</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>512191</td>
<td>Teleproduction and Other Postproduction Serv.</td>
<td>29</td>
<td>41</td>
<td>12</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>512199</td>
<td>Other Motion Picture and Video Industries</td>
<td>Insuf. Data</td>
<td>Insuf. Data</td>
<td>Insuf. Data</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>512240</td>
<td>Sound Recording Studios</td>
<td>272</td>
<td>417</td>
<td>146</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>512250</td>
<td>Record Production and Distribution</td>
<td>Insuf. Data</td>
<td>Insuf. Data</td>
<td>Insuf. Data</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>512295</td>
<td>Other Sound Recording Industries</td>
<td>Insuf. Data</td>
<td>Insuf. Data</td>
<td>Insuf. Data</td>
</tr>
<tr>
<td>Film &amp; Broadcasting</td>
<td>515200</td>
<td>Cable and Other Subscription Programming</td>
<td>2,253</td>
<td>1,690</td>
<td>-563</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>451140</td>
<td>Musical Instrument and Supplies Stores</td>
<td>828</td>
<td>971</td>
<td>143</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>453920</td>
<td>Art Dealers</td>
<td>183</td>
<td>152</td>
<td>-30</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>611610</td>
<td>Fine Arts Schools</td>
<td>2,404</td>
<td>2,893</td>
<td>489</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>711110</td>
<td>Theater Companies and Dinner Theaters</td>
<td>2,224</td>
<td>1,980</td>
<td>-244</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>711120</td>
<td>Dance Companies</td>
<td>223</td>
<td>279</td>
<td>56</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>711130</td>
<td>Musical Groups and Artists</td>
<td>1,236</td>
<td>936</td>
<td>-300</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>711190</td>
<td>Other Performing Arts Companies</td>
<td>91</td>
<td>155</td>
<td>64</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>711191</td>
<td>Independent Artists, Writers, and Performers</td>
<td>2,488</td>
<td>2,974</td>
<td>486</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>312111</td>
<td>Commercial Printing (excl. Screen and Books)</td>
<td>7,821</td>
<td>6,577</td>
<td>-1,444</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>312113</td>
<td>Commercial Screen Printing</td>
<td>2,382</td>
<td>2,267</td>
<td>-115</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>312117</td>
<td>Book Printing</td>
<td>932</td>
<td>912</td>
<td>-20</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>424900</td>
<td>Book, Periodical, and Newspaper Wholesalers</td>
<td>1,001</td>
<td>700</td>
<td>-301</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>451211</td>
<td>Book Stores</td>
<td>1,506</td>
<td>1,062</td>
<td>-444</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>511110</td>
<td>Newspaper Publishers</td>
<td>3,756</td>
<td>2,349</td>
<td>-1,407</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>511120</td>
<td>Periodical Publishers</td>
<td>1,723</td>
<td>927</td>
<td>-796</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>511130</td>
<td>Book Publishers</td>
<td>327</td>
<td>335</td>
<td>8</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>511140</td>
<td>Directory and Mailing List Publishers</td>
<td>578</td>
<td>228</td>
<td>-348</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>511151</td>
<td>Greeting Card Publishers</td>
<td>160</td>
<td>95</td>
<td>-65</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>511191</td>
<td>Other Publishers</td>
<td>287</td>
<td>264</td>
<td>-23</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>511210</td>
<td>Software Publishers</td>
<td>2,620</td>
<td>5,279</td>
<td>2,659</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>512200</td>
<td>Music Publishers</td>
<td>21</td>
<td>10</td>
<td>-11</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>519110</td>
<td>News Syndicates</td>
<td>247</td>
<td>206</td>
<td>-41</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>519130</td>
<td>Internet Publishing and Broadcasting</td>
<td>860</td>
<td>1,510</td>
<td>650</td>
</tr>
</tbody>
</table>

**Total** | 109,847 | 128,935 | 4,088

Source: 2022 Lightcast estimates of payroll and self-employed creative industry employment.

**All Missouri Economy Indicators briefs in this series are available at** [http://muext.us/MissouriEconomyIndicators](http://muext.us/MissouriEconomyIndicators)

Authors: Alan Spell, Assistant Extension Professor, alan.spell@missouri.edu
Luke Dietterle, Extension Specialist, luke.dietterle@missouri.edu