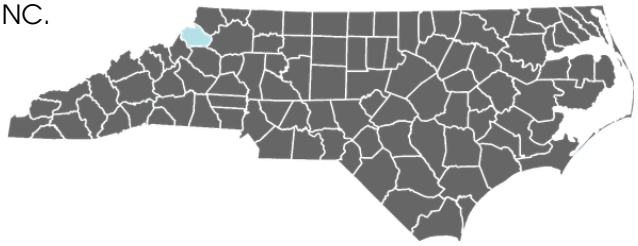
WATAUGA COUNTY, NC

2026 Creative Economy Snapshot

Home of Boone | High Country Arts, Music & Appalachian State University

⚠ **HELENE HIGH IMPACT COUNTY:** Hurricane Helene struck Western North Carolina on September 26–27, 2024, causing widespread disruption across the region's creative economy. The 2025 estimates provide an early picture of the regional economy during the first full calendar year after Hurricane Helene.

The report looks at the creative economy in Watauga County, NC. Data from 56 creative industries was gathered using the North American Industry Classification System (NAICS) to estimate industry activity, and the Standard Occupational Classification (SOC) System was used to identify 66 arts occupations.

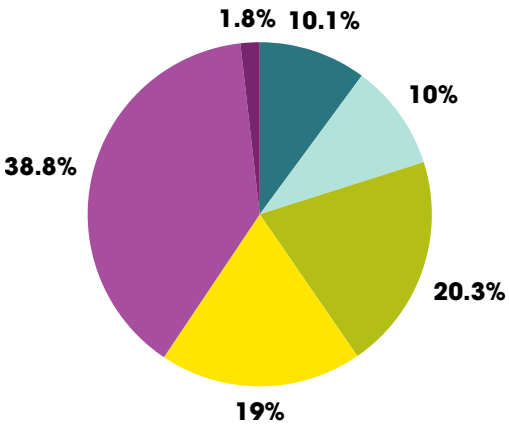


SECTOR & INDUSTRY

In the NAICS hierarchy, a Sector is the broadest category and an Industry the most detailed. This section compares industries by sector through GRP Earnings (wages, salaries, supplements, and proprietor income) and Sales.

From 2024 to 2025, in Watauga County **GRP Earnings rose 14.6%** (from $21,915,345 to $25,113,069), and **Sales rose 22.5%** (from $53,300,963 to $65,281,441). Think of it as a creative economy expanding on two fronts, with sales accelerating considerably faster than earnings.

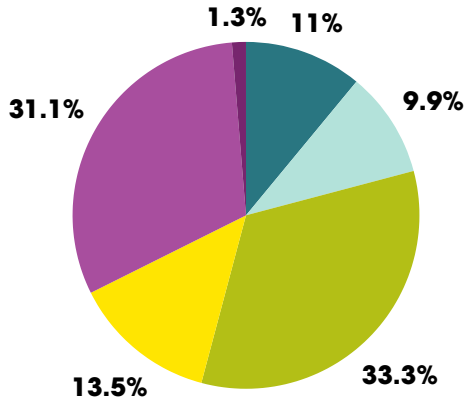
Manufacturing	Trade	Information	Professional Services	Arts & Entertainment	Other Sectors



Total GRP Earnings by Sector

$25,113,069

▲ 14.6% (2024-2025)



Total Sales by Sector

$65,281,441

▲ 22.5% (2024-2025)

Top 5 Creative Industries by Earnings

1. Independent Artists, Writers, and Performers
2. Book Publishers
3. Photography Studios, Portrait
4. Art Dealers
5. Graphic Design Services

Top 5 Creative Industries by Sales

1. Book Publishers
2. Independent Artists, Writers, and Performers
3. Art Dealers
4. Photography Studios, Portrait
5. Museums

Note: *Advertising Agencies (down 16% earnings, 16% sales) fell out of the top 5; Book Publishers (up 112%) entered the top 5 by earnings; Museums (up 79%) entered the top 5 by sales; Book Publishers moved from #2 to #1 (up 112%) in the top 5 by sales.*

Data provided by Riverbird Research (Lightcast 2026.2) | Infographic, analysis, and interpretation by ArtsAVL

OCCUPATION

Using SOC codes to examine the 66 arts occupations shows that **Watauga County's creative workforce grew in 2025, from 1,434 to 1,465 jobs (+2.2%)**. The leading occupations were Photographers, Musicians and Singers, Writers and Authors, Graphic Designers, and Public Relations Specialists (top five in only 3 of 28 counties).

Top 5 Creative Jobs by Occupation

197 Photographers
111 Musicians and Singers
102 Writers and Authors
76 Graphic Designers
68 Public Relations Specialists

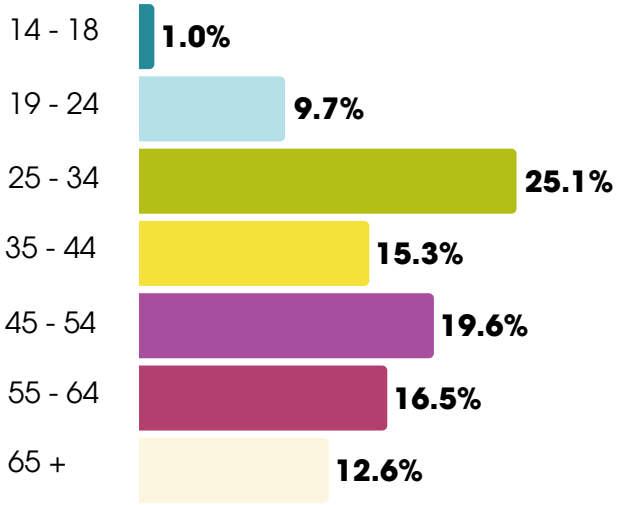
2025 Total # of Jobs
1,465
% Change (2024-2025)
▲ **2.2%**

Demographics by Race/Ethnicity



White	**78.2%**
Black or African American	**9.8%**
Hispanic/Latino	**7.1%**
Two or More Races	**2.7%**
Asian	**2.0%**
American Indian/Alaska Native	**0.2%**
Native Hawaiian/Pacific Islander	**0.0%**

Demographics by Age



Demographics by Gender



Demographic estimates reflect the combined 66 arts occupations, which may differ from the county overall

watauga arts council

The artists, makers, and performers of Watauga County held on through the hardest year. Now they need partners who will hold on with them.

Support the Watauga County Arts Council.

ENDNOTES:

- Sponsored by WNC Arts, Land of Sky Regional Council, Appalachian Regional Commission, and Dogwood Health Trust.
- All data reflects a snapshot or point in time and may be subject to periodic adjustment. Margins of error may apply.
- Data in this analysis includes estimates for four Class of Worker categories: QCEW, Non-QCEW, Self-Employed, and Extended Proprietors.

Data provided by Riverbird Research (Lightcast 2026.2) | Infographic, analysis, and interpretation by ArtsAVL

WHAT MAKES WATAUGA COUNTY STAND OUT

A University, Mountain Arts, and a Diverse Creative Economy

Watauga County combines a longstanding Appalachian arts community with the creative and educational resources of Appalachian State University. Boone and Blowing Rock support a substantial network of cultural organizations, venues, festivals, galleries, and public programs, including the Turchin Center for the Visual Arts, Schaefer Center for the Performing Arts, Blowing Rock Art & History Museum, Jones House Cultural Center, Appalachian Theatre, Boonerang Music & Arts Festival, Valle Country Fair, and First Friday Art Crawls.

The county's creative economy grew substantially in 2025, with earnings increasing 14.6% and sales 22.5%. Independent Artists, Writers, and Performers is the county's largest creative industry by earnings, while Museums, Theater Companies, Motion Picture and Video Production, Book Publishing, Newspaper Publishing, and Commercial Printing all recorded growth.

Appalachian State adds another important dimension through arts, design, music, media, and other creative programs that educate artists and creative professionals and contribute to the High Country's creative workforce.

CRAFT SECTOR SPOTLIGHT

Fiber, Clay, Wood, Metal, and Contemporary Making

Local feedback identifies fiber arts, clay, wood, metal, photography/videography, watermedia, and writing among the creative practices represented in Watauga County.

The economic data also shows measurable activity in several craft-related industries. Ornamental and Architectural Metal Work Manufacturing grew 15.7% in earnings in 2025, while Wood Household Furniture Manufacturing grew 9.7%. Musical Instrument and Supplies Retailers, Custom Architectural Woodwork, Jewelry and Silverware Manufacturing, and Pottery and Ceramics also appear in the county's creative economy.

Together with Appalachian State's arts and design programs and the county's network of independent artists and makers, these industries reflect a craft community spanning both traditional Appalachian practices and contemporary creative work.

WHAT THIS MEANS FOR RECOVERY

Watauga County falls within the most impacted tier for Hurricane Helene and is designated as a HUD-Identified Most Impacted and Distressed (MID) area.

While physical impacts to the arts sector were comparatively limited, Helene caused substantial economic disruption. Many artists lost studio or workspace, fall events were canceled, and artists lost important seasonal income. The Valle Country Fair and Buskers Fest were canceled, contributing to artist income loss and broader business interruption. The Watauga County Arts Council reports that artists are booking work again, although some continue to experience lower sales than before Helene.

The Arts Council responded by administering grants, opening its facility to meet physical needs, and connecting artists and businesses with funding and other resources.

A major continuing challenge is affordable creative space and infrastructure. The Arts Council reports strong demand for workspace, shared equipment, training, and business support, while its existing facility is already operating beyond capacity. Limited affordable space and access to specialized equipment also make it difficult for artists and Appalachian State graduates to build sustainable careers in the High Country.

Watauga County had 1,465 creative workers in 2025, while creative economy earnings grew 14.6% and sales grew 22.5%.

Support the Watauga County Arts Council and the arts in Watauga County.

Creative economy data provided by Riverbird Research (Lightcast 2026.2)
Hurricane Helene impact classification based on HUD and NC Department of Commerce CDBG-DR MID designations
Additional information from local sources | Analysis and interpretation by ArtsAVL

APPENDIX

Methodology

There is no right way to define the creative economy. Creativity is a fundamental part of what it means to be human and creative skill sets are naturally part of many industries and occupations. Nowhere is that influence more apparent than in the arts.

Instead of taking an expansive view, this report looks at the creative economy through the lens of an arts agency. Therefore, the scope has been limited to industries and occupations that feasibly fall within an arts agency's sphere of influence.

The North American Industry Classification System (NAICS) is used to define industries and the Standard Occupational Classification (SOC) code system is used to define occupations. These systems are nationally accepted, and provide the most reliable and current results.

Since these systems encompass all US industries and occupations, multiple focus areas can be grouped under the same code. There are aspects of the creative economy that cannot be fully captured using these code systems. Additionally, there are some pieces of other industries or occupations that do not completely apply to the arts that may be mixed in arts data.

To define the creative economy, industries and occupations that fall under one of six arts mediums were identified: performing, visual, craft, literary, media, and interdisciplinary. These mediums were then further refined to the following sub-categories:

- **Performing**: theatre, dance, music, and other types of performance
- **Visual**: painting, sculpture, photography, mixed media
- **Craft**: ceramics, glass, fiber, metal or wood
- **Literary**: writing, journalism
- **Media**: graphic and web design, radio, television, film
- **Interdisciplinary**: has a significant presence in more than one of the arts mediums

Class of Worker

Data includes all 4 classes of worker as defined:

1. **Quarterly Census of Employment and Wages (QCEW):** The Bureau of Labor Statistics' top source for job count estimates in the United States and is derived from unemployment insurance reporting by businesses.
2. **Non-QCEW:** Employer-employee jobs that are not covered by QCEW.
3. **Self Employed:** Captures those who respond to Census surveys that the job represents a significant part of their income or time spent working.
4. **Extended Proprietors:** Covers same types of jobs as Self-employed but represent miscellaneous income for those who do not consider this to be a primary job. Use of the Extended Proprietor class is not recommended for all industries but is generally utilized as a way to more accurately capture the growing "gig" economy in the creative sector.

CREATIVE INDUSTRIES

Manufacturing	Trade	Information	Professional, Scientific, & Technical Services	Arts & Entertainment	Other Sectors

CODE	NAICS INDUSTRY TITLE	DEFINITION
323111	Commercial printing (except Screen and Books) (code changed in 2022, previously 323119)	This U.S. industry comprises establishments primarily engaged in commercial printing (except screen printing, books printing) without publishing (except fabric grey goods printing). The printing processes used in this industry include, but are not limited to, lithographic, gravure, flexographic, letterpress, engraving, and various digital printing technologies. This industry includes establishments engaged in commercial printing on purchased stock materials, such as stationery, invitations, labels, and similar items, on a job-order basis. Establishments primarily engaged in traditional printing activities combined with document photocopying services (i.e., quick printers) or primarily engaged in printing graphical materials using digital printing equipment are included in this industry.
323113	Commercial screen printing	This U.S. industry comprises establishments primarily engaged in screen printing without publishing (except books, fabric grey goods, and manifold business forms). This industry includes establishments engaged in screen printing on purchased stock materials, such as stationery, invitations, labels, and similar items, on a job-order basis. Establishments primarily engaged in printing on apparel and textile products, such as T-shirts, caps, jackets, towels, and napkins, are included in this industry.
323117	Books printing	This U.S. industry comprises establishments primarily engaged in printing or printing and binding books and pamphlets without publishing.
323120	Support activities for printing	This industry comprises establishments primarily engaged in performing prepress and postpress services in support of printing activities. Prepress services may include such things as platemaking, typesetting, trade binding, and sample mounting. Postpress services include such things as book or paper bronzing, die cutting, edging, embossing, folding, gilding, gluing, and indexing.
325992	Photographic film, paper, plate, chemical, and copy toner manufacturing (code changed in 2022, previously 333316)	This U.S. industry comprises establishments primarily engaged in manufacturing sensitized film, sensitized paper, sensitized cloth, sensitized plates, toners (i.e., for photocopiers, laser printers, and similar electrostatic printing devices), toner cartridges, and photographic chemicals.
327110	Pottery, ceramics and plumbing material manufacturing	This industry comprises establishments primarily engaged in shaping, molding, glazing, and firing pottery, ceramics, plumbing fixtures, and electrical supplies made entirely or partly of clay or other ceramic materials.
327212	Other pressed and blown glass and glassware manufacturing	This U.S. industry comprises establishments primarily engaged in manufacturing glass by melting silica sand or cullet and making pressed, blown, or shaped glass or glassware (except glass packaging containers).
327215	Glass product manufacturing made of purchased glass (code changed in 2022, previously 327215)	This U.S. industry comprises establishments primarily engaged in coating, laminating, tempering, or shaping purchased glass.
332323	Ornamental, sheet, and architectural metal work manufacturing	This U.S. industry comprises establishments primarily engaged in manufacturing ornamental and architectural metal work, such as staircases, metal open steel flooring, fire escapes, railings, and scaffolding.
334220	Radio and television broadcasting and wireless communications equipment manufacturing	This industry comprises establishments primarily engaged in manufacturing radio and television broadcast and wireless communications equipment. Examples of products made by these establishments are transmitting and receiving antennas, cable television equipment, GPS equipment, pagers, cellular phones, mobile communications equipment, and radio and television studio and broadcasting equipment.

334310	Audio and video equipment manufacturing	This industry comprises establishments primarily engaged in manufacturing electronic audio and video equipment for home entertainment, motor vehicles, and public address and musical instrument amplification. Examples of products made by these establishments are digital video recorders, televisions, stereo equipment, speaker systems, household-type video cameras, jukeboxes, and amplifiers for musical instruments and public address systems.
337122	Nonupholstered wood household furniture manufacturing	This U.S. industry comprises establishments primarily engaged in manufacturing nonupholstered wood household-type furniture and freestanding cabinets (except television, stereo, and sewing machine cabinets). The furniture may be made on a stock or custom basis and may be assembled or unassembled (i.e., knockdown).
337212	Custom architectural woodwork and millwork manufacturing	This U.S. industry comprises establishments primarily engaged in manufacturing custom designed interiors consisting of architectural woodwork and fixtures utilizing wood, wood products, and plastics laminates. All of the industry output is made to individual order on a job shop basis and requires skilled craftsmen as a labor input. A job might include custom manufacturing of display fixtures, gondolas, wall shelving units, entrance and window architectural detail, sales and reception counters, wall paneling, and matching furniture.
339910	Jewelry and silverware manufacturing	This industry comprises establishments primarily engaged in one or more of the following: (1) manufacturing, engraving, chasing, or etching fine and costume jewelry; (2) manufacturing, engraving, chasing, or etching metal personal goods (i.e., small articles carried on or about the person, such as compacts or cigarette cases); (3) manufacturing, engraving, chasing, or etching precious metal solid, precious metal clad, or pewter flatware and other hollowware; (4) stamping coins; (5) manufacturing unassembled jewelry parts and stock shop products, such as sheet, wire, and tubing; (6) cutting, slabbing, tumbling, carving, engraving, polishing, or faceting precious or semiprecious stones and gems; (7) recutting, repolishing, and setting gem stones; and (8) drilling, sawing, and peeling cultured and costume pearls. This industry includes establishments primarily engaged in manufacturing precious solid, precious clad, and precious plated jewelry and personal goods.
339992	Musical instrument manufacturing	This U.S. industry comprises establishments primarily engaged in manufacturing musical instruments (except toys).
423410	Photographic equipment and supplies wholesaler	This industry comprises establishments primarily engaged in the merchant wholesale distribution of photographic equipment and supplies (except office equipment).
459130	Sewing, needlework, and piece good stores (code changed in 2022, previously 451130)	This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with new sewing machines.
459140	Musical instrument and supplies retailers (code changed in 2022, previously 451140)	This industry 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.
459210	Book retailers and news dealers (code changed in 2022, previously 451211)	This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines, and other periodicals (without publishing).
459920	Art dealers (code changed in 2022, previously 453920)	This industry comprises establishments primarily engaged in retailing original and limited edition art works created by others. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.
512110	Motion picture and video production	This industry comprises establishments primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television commercials.
512120	Motion picture and video distribution	This industry comprises establishments primarily engaged in acquiring distribution rights and distributing film and video productions to motion picture theaters, television networks and stations, other media broadcast and streaming outlets, and exhibitors.
512131	Motion picture theaters	This U.S. industry comprises establishments primarily engaged in operating motion picture theaters (except drive-ins) and/or exhibiting motion pictures or videos at film festivals, and so forth.
512132	Drive-in motion picture theaters	This U.S. industry comprises establishments primarily engaged in operating drive-in motion picture theaters.

512191	Teleproduction and other postproduction services	This U.S. industry comprises establishments primarily engaged in providing specialized motion picture or video postproduction services, such as editing, film/tape transfers, subtitling, credits, closed captioning, and animation and special effects.
512199	Other motion picture and video industries	This U.S. industry comprises establishments primarily engaged in providing motion picture and video services (except motion picture and video production, distribution, exhibition, and teleproduction and other postproduction services).
512230	Music publishers	This industry comprises establishments primarily engaged in acquiring and registering copyrights for musical compositions in accordance with law and promoting and authorizing the use of these compositions in recordings, radio, television, motion pictures, live performances, print, or other media. Establishments in this industry represent the interests of the songwriter or other owners of musical compositions to produce revenues from the use of such works, generally through licensing agreements. These establishments may own the copyright or act as administrator of the music copyrights on behalf of copyright owners. Publishers of music books and sheet music are included in this industry.
512240	Sound recording studios	This industry comprises establishments primarily engaged in providing the facilities and technical expertise for sound recording in a studio. This industry includes establishments that provide audio production and postproduction services to produce master recordings. These establishments may provide audio services for film, television, and video productions.
512250	Record production and distribution	This industry comprises establishments primarily engaged in record production and/or releasing, promoting, and distributing sound recordings to wholesalers, retailers, or directly to the public. These establishments contract with artists, arrange and finance the production of original master recordings, and/or produce master recordings themselves, such as digital music and compact discs. Establishments in this industry hold the copyright to the master recording, or obtain reproduction and distribution rights to master recordings produced by others, and derive most of their revenues from the sales, leasing, licensing, or distribution of master recordings.
512290	Other sound recording industries	This industry comprises establishments primarily engaged in providing sound recording services (except record production, distribution, music publishing, and sound recording in a studio). Establishments in this industry provide services, such as the audio recording of meetings and conferences.
513110	Newspaper publishers (code changed in 2022, previously 511110)	This industry comprises establishments known as newspaper publishers. Establishments in this industry carry out operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories, and editorials; and selling and preparing advertisements. These establishments may publish newspapers in print or electronic form, including exclusively on the Internet.
513120	Periodical publishers (code changed in 2022, previously 511120)	This industry comprises establishments known either as magazine publishers or periodical publishers. These establishments carry out the operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These establishments may publish magazines and other periodicals in print or electronic form, including exclusively on the Internet.
513130	Book publishers (code changed in 2022, previously 511130)	This industry comprises establishments known as book publishers. Establishments in this industry carry out design, editing, and marketing activities necessary for producing and distributing books. These establishments may publish books in print, electronic, or audio form, including exclusively on the Internet.
513191	Greeting card publishers (code changed in 2022, previously 511191)	This U.S. industry comprises establishments primarily engaged in publishing greeting cards. These establishments may publish works in print or electronic form, including exclusively on the Internet.
513199	All other publishers (code changed in 2022, previously 511199)	This U.S. industry comprises establishments generally known as publishers (except newspaper, magazine, book, directory, mailing list, music, software, and greeting card publishers). These establishments may publish works in print or electronic form, including exclusively on the Internet.
516110	Radio broadcasting stations (2022 rev. combined 515111 and 515112)	This industry comprises establishments primarily engaged in broadcasting aural programs by radio to the public. These establishments operate radio broadcasting studios and facilities for the programming and transmission of programs to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.

516120	Television broadcasting stations (code changed in 2022, previously 515120)	This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.
519210	Libraries and archives (code changed in 2022, previously 519120)	This industry comprises establishments primarily engaged in providing library or archive services. These establishments are engaged in maintaining collections of documents (e.g., books, journals, newspapers, and music) and facilitating the use of such documents (recorded information regardless of its physical form and characteristics) as required to meet the informational, research, educational, or recreational needs of their user. These establishments may also acquire, research, store, preserve, and generally make accessible to the public historical documents, photographs, maps, audio material, audiovisual material, and other archival material of historical interest. All or portions of these collections may be accessible electronically.
532282	Video tape and disc rental	This U.S. industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment, including renting through vending machines.
541420	Industrial design services	This industry comprises establishments primarily engaged in creating and developing designs and specifications that optimize the use, value, and appearance of products. These services can include the determination of the materials, construction, mechanisms, shape, color, and surface finishes of the product, taking into consideration human characteristics and needs, safety, market appeal, and efficiency in production, distribution, use, and maintenance. Establishments providing automobile or furniture industrial design services or industrial design consulting services are included in this industry.
541430	Graphic design services	This industry comprises establishments primarily engaged in planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos). This industry also includes commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.
541810	Advertising agencies	This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in print and digital periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising content, media planning, and buying (i.e., placing advertising).
541921	Photography studios, portrait	This U.S. industry comprises establishments known as portrait studios primarily engaged in providing still, video, or digital portrait photography services.
541922	Commercial photography	This U.S. industry comprises establishments primarily engaged in providing commercial photography services, generally for advertising agencies, publishers, and other business and industrial users.
611610	Fine arts schools	This industry comprises establishments primarily engaged in offering instruction in the arts, including dance, art, drama, and music.
711110	Theater companies and dinner theaters	This industry comprises (1) companies, groups, or theaters primarily engaged in producing the following live theatrical presentations: musicals; operas; plays; and comedy, improvisational, mime, and puppet shows and (2) establishments, commonly known as dinner theaters, engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.
711120	Dance companies	This industry comprises companies, groups, or theaters primarily engaged in producing all types of live theatrical dance (e.g., ballet, contemporary dance, folk dance) presentations. Dance companies or groups may or may not operate their own theater or other facility for staging their shows.
711130	Musical groups and artists	This industry comprises (1) groups primarily engaged in producing live musical entertainment (except theatrical musical or opera productions) and (2) independent (i.e., freelance) artists primarily engaged in providing live musical entertainment. Musical groups and artists may perform in front of a live audience or in a studio, and may or may not operate their own facilities for staging their shows.

711190	Other performing arts companies	This industry comprises companies or groups (except theater companies, dance companies, and musical groups and artists) primarily engaged in producing live theatrical presentations.
711310	Promoters of performing arts, sports, and similar events with facilities	This industry comprises establishments primarily engaged in (1) organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, held in facilities that they manage and operate and/or (2) managing and providing the staff to operate arenas, stadiums, theaters, or other related facilities for rent to other promoters.
711320	Promoters of performing arts, sports, and similar events without facilities	This industry comprises promoters primarily engaged in organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and festivals, in facilities that are managed and operated by others. Theatrical (except motion picture) booking agencies are included in this industry.
711410	Agents and managers for artists, athletes, entertainers, and other public figures	This industry comprises establishments of agents and managers primarily engaged in representing and/or managing creative and performing artists, sports figures, entertainers, and other public figures. The representation and management includes activities, such as representing clients in contract negotiations; managing or organizing clients' financial affairs; and generally promoting the careers of their clients.
711510	Independent artists, writers, and performers	This industry comprises 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. This industry also includes athletes and other celebrities exclusively engaged in endorsing products and making speeches or public appearances for which they receive a fee.
712110	Museums	This industry comprises establishments primarily engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value.
712120	Historical sites	This industry comprises establishments primarily engaged in the preservation and exhibition of sites, buildings, forts, or communities that describe events or persons of particular historical interest. Archeological sites, battlefields, historical ships, and pioneer villages are included in this industry.
812921	Photofinishing laboratories (except one-hour)	This U.S. industry comprises establishments (except those known as "one-hour" photofinishing labs) primarily engaged in developing film and/or making photographic slides, prints, and enlargements.

CREATIVE OCCUPATIONS

Business and Financial Operations Occupations	Life, Physical, and Social Science Occupations	Arts, Design, Entertainment, Sports, and Media Occupations	Sales and Related Occupations	Installation, Maintenance, and Repair Occupations
Computer and Mathematical Occupations	Educational Instruction and Library Occupations	Personal Care and Service Occupations	Office and Administrative Support Occupations	Production Occupations

CODE	SOC OCCUPATION TITLE	DEFINITION
13-1011	Agents and business managers of artists, performers, and athletes	Represent and promote artists, performers, and athletes in dealings with current or prospective employers. May handle contract negotiation and other business matters for clients.
13-1121	Meeting, Convention, and Event Planners	Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.
15-1255	Web and Digital Interface Designers	Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards, and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate the human-computer interaction and maximize the usability of digital devices, websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links. Excludes "Special Effects Artists and Animators" (27-1014) and "Graphic Designers" (27-1024).
19-3093	Historians	Research, analyze, record, and interpret the past as recorded in sources, such as government and institutional records, newspapers and other periodicals, photographs, interviews, films, electronic media, and unpublished manuscripts, such as personal diaries and letters.
25-4011	Archivists	Appraise, edit, and direct safekeeping of permanent records and historically valuable documents. Participate in research activities based on archival materials.
25-4012	Curators	Administer collections, such as artwork, collectibles, historic items, or scientific specimens of museums or other institutions. May conduct instructional, research, or public service activities of institution.
25-4013	Museum technicians and conservators	Restore, maintain, or prepare objects in museum collections for storage, research, or exhibit. May work with specimens such as fossils, skeletal parts, or botanicals; or artifacts, textiles, or art. May identify and record objects or install and arrange them in exhibits. Includes book or document conservators.
25-4022	Librarians and Media Collections Specialists	Administer and maintain libraries or collections of information, for public or private access through reference or borrowing. Work in a variety of settings, such as educational institutions, museums, and corporations, and with various types of informational materials, such as books, periodicals, recordings, films, and databases. Tasks may include acquiring, cataloging, and circulating library materials, and user services such as locating and organizing information, providing instruction on how to access information, and setting up and operating a library's media equipment.

25-4031	Library technicians	Assist librarians by helping readers in the use of library catalogs, databases, and indexes to locate books and other materials; and by answering questions that require only brief consultation of standard reference. Compile records; sort and shelve books or other media; remove or repair damaged books or other media; register patrons; and check materials in and out of the circulation process. Replace materials in shelving area (stacks) or files. Includes bookmobile drivers who assist with providing services in mobile libraries.
27-1011	Art directors	Formulate design concepts and presentation approaches for visual productions and media, such as print, broadcasting, video, and film. Direct workers engaged in artwork or layout design. Excludes "Set and Exhibit Designers" (27-1027).
27-1012	Craft artists	Create or reproduce handmade objects for sale and exhibition using a variety of techniques, such as welding, weaving, pottery, and needlecraft.
27-1013	Fine artists, including painters, sculptors, and illustrators	Create original artwork using any of a wide variety of media and techniques.
27-1014	Special Effects Artists and Animators	Create special effects or animations using film, video, computers, or other electronic tools and media for use in products, such as computer games, movies, music videos, and commercials.
27-1019	Artists and related workers, all other	All artists and related workers not listed separately.
27-1021	Commercial and industrial designers	Design and develop manufactured products, such as cars, home appliances, and children's toys. Combine artistic talent with research on product use, marketing, and materials to create the most functional and appealing product design.
27-1022	Fashion designers	Design clothing and accessories. Create original designs or adapt fashion trends.
27-1024	Graphic designers	Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects. Excludes "Web and Digital Interface Designers" (15-1255).
27-1026	Merchandise displayers and window trimmers	Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.
27-1027	Set and exhibit designers	Design special exhibits and sets for film, video, television, and theater productions. May study scripts, confer with directors, and conduct research to determine appropriate architectural styles.
27-1029	Designers, all other	All designers not listed separately.
27-2011	Actors	Play parts in stage, television, radio, video, or film productions, or other settings for entertainment, information, or instruction. Interpret serious or comic role by speech, gesture, and body movement to entertain or inform audience. May dance and sing.
27-2012	Producers and directors	Produce or direct stage, television, radio, video, or film productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.
27-2031	Dancers	Perform dances. May perform on stage, for broadcasting, or for video recording.
27-2032	Choreographers	Create new dance routines. Rehearse performance of routines. May direct and stage presentations.
27-2041	Music directors and composers	Conduct, direct, plan, and lead instrumental or vocal performances by musical artists or groups, such as orchestras, bands, choirs, and glee clubs; or create original works of music.
27-2042	Musicians and singers	Play one or more musical instruments or sing. May perform on stage, for broadcasting, or for sound or video recording.

27-2091	Disc Jockeys, Except Radio	Play prerecorded music for live audiences at venues or events such as clubs, parties, or wedding receptions. May use techniques such as mixing, cutting, or sampling to manipulate recordings. May also perform as emcee (master of ceremonies). Radio disc jockeys are included in "Broadcast Announcers and Radio Disc Jockeys" (27-3011). Excludes "Musicians and Singers" (27-2042), "Audio and Video Technicians" (27-4011), and "Sound Engineering Technicians" (27-4014).
27-2099	Miscellaneous Entertainers and Performers, Sports and Related Workers	All entertainers and performers, sports and related workers not listed separately.
27-3011	Broadcast Announcers and Radio Disc Jockeys	Speak or read from scripted materials, such as news reports or commercial messages, on radio, television, or other communications media. May play and queue music, announce artist or title of performance, identify station, or interview guests. Excludes "News Analysts, Reporters, and Journalists" (27-3023).
27-3023	News Analysts, Reporters, and Journalists	Narrate or write news stories, reviews, or commentary for print, broadcast, or other communications media such as newspapers, magazines, radio, or television. May collect and analyze information through interview, investigation, or observation.
27-3031	Public relations specialists	Promote or create an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.
27-3041	Editors	Plan, coordinate, revise, or edit written material. May review proposals and drafts for possible publication.
27-3042	Technical writers	Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.
27-3043	Writers and authors	Originate and prepare written material, such as scripts, stories, advertisements, and other material. Excludes "News Analysts, Reporters, and Journalists" (27-3023), "Public Relations Specialists" (27-3031), and "Technical Writers" (27-3042).
27-3091	Interpreters and translators	Interpret oral or sign language, or translate written text from one language into another.
27-3099	Media and Communication Workers, All Other	All media and communication workers not listed separately.
27-4011	Audio and Video Technicians	Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors and servers, and related electronic equipment for live or recorded events, such as concerts, meetings, conventions, presentations, podcasts, news conferences, and sporting events. Excludes "Sound Engineering Technicians" (27-4014), "Lighting Technicians" (27-4015), and "Audiovisual Equipment Installers and Repairers" (49-2097).
27-4012	Broadcast technicians	Set up, operate, and maintain the electronic equipment used to acquire, edit, and transmit audio and video for radio or television programs. Control and adjust incoming and outgoing broadcast signals to regulate sound volume, signal strength, and signal clarity. Operate satellite, microwave, or other transmitter equipment to broadcast radio or television programs.
27-4014	Sound engineering technicians	Assemble and operate equipment to record, synchronize, mix, edit, or reproduce sound, including music, voices, or sound effects, for theater, video, film, television, podcasts, sporting events, and other productions. Excludes "Audio and Video Technicians" (27-4011).

27-4015	Lighting Technicians	Set up, maintain, and dismantle light fixtures, lighting control devices, and the associated lighting electrical and rigging equipment used for photography, television, film, video, and live productions. May focus or operate light fixtures, or attach color filters or other lighting accessories. Excludes "Audio and Video Technicians" (27-4011).
27-4021	Photographers	Photograph people, landscapes, merchandise, or other subjects. May use lighting equipment to enhance a subject's appearance. May use editing software to produce finished images and prints. Includes commercial and industrial photographers, scientific photographers, and photojournalists. Excludes "Camera Operators, Television, Video, and Film" (27-4031).
27-4031	Camera Operators, Television, Video, and Film	Operate television, video, or film camera to record images or scenes for television, video, or film productions.
27-4032	Film and video editors	Edit moving images on film, video, or other media. May work with a producer or director to organize images for final production. May edit or synchronize soundtracks with images. Excludes "Sound Engineering Technicians" (27-4014).
27-4099	Media and Communication Equipment Workers, All Other	All media and communication equipment workers not listed separately.
39-3021	Motion Picture Projectionists	Set up and operate motion picture projection and related sound reproduction equipment.
39-3031	Ushers, lobby attendants, and ticket takers	Assist patrons at entertainment events by performing duties, such as collecting admission tickets and passes from patrons, assisting in finding seats, searching for lost articles, and helping patrons locate such facilities as restrooms and telephones.
39-3092	Costume attendants	Select, fit, and take care of costumes for cast members, and aid entertainers. May assist with multiple costume changes during performances.
39-3099	Entertainment attendants and related workers, all other	All entertainment attendants and related workers not listed separately.
39-5091	Makeup artists, theatrical and performance	Apply makeup to performers to reflect period, setting, and situation of their role.
41-9012	Models	Model garments or other apparel and accessories for prospective buyers at fashion shows, private showings, or retail establishments. May pose for photos to be used in magazines or advertisements. May pose as subject for paintings, sculptures, and other types of artistic expression.
43-4121	Library assistants, clerical	Compile records, and sort, shelve, issue, and receive library materials such as books, electronic media, pictures, cards, slides and microfilm. Locate library materials for loan and replace material in shelving area, stacks, or files according to identification number and title. Register patrons to permit them to borrow books, periodicals, and other library materials. Excludes "Library Technicians" (25-4031).
49-9061	Camera and Photographic Equipment Repairers	Repair and adjust cameras and photographic equipment, including commercial video and motion picture camera equipment.
49-9063	Musical instrument repairers and tuners	Repair percussion, stringed, reed, or wind instruments. May specialize in one area, such as piano tuning. Excludes "Audiovisual Equipment Installers and Repairers"" (49-2097) who repair electrical and electronic musical instrument
51-5112	Printing press operators	Set up and operate digital, letterpress, lithographic, flexographic, gravure, or other printing machines. Includes short-run offset printing presses.
51-5113	Print Binding and Finishing Workers	Bind books and other publications or finish printed products by hand or machine. May set up binding and finishing machines.

51-6051	Sewers, hand	Sew, join, reinforce, or finish, usually with needle and thread, a variety of manufactured items. Includes weavers and stitchers.
51-6052	Tailors, dressmakers, and custom sewers	Design, make, alter, repair, or fit garments.
51-7011	Cabinetmakers and bench carpenters	Cut, shape, and assemble wooden articles or set up and operate a variety of woodworking machines, such as power saws, jointers, and mortisers to surface, cut, or shape lumber or to fabricate parts for wood products. Excludes "Woodworking Machine Setters, Operators, and Tenders" (51-7040).
51-7021	Furniture finishers	Shape, finish, and refinish damaged, worn, or used furniture or new high-grade furniture to specified color or finish.
51-7031	Model makers, wood	Construct full-size and scale wooden precision models of products. Includes wood jig builders and loft workers.
51-9051	Furnace, kiln, oven, drier, and kettle operators and tenders	Operate or tend heating equipment other than basic metal, plastic, or food processing equipment. Includes activities such as annealing glass, drying lumber, curing rubber, removing moisture from materials, or boiling soap.
51-9071	Jewelers and precious stone and metal workers	Design, fabricate, adjust, repair, or appraise jewelry, gold, silver, other precious metals, or gems. Includes diamond polishers and gem cutters, and persons who perform precision casting and modeling of molds, casting metal in molds, or setting precious and semiprecious stones for jewelry and related products.
51-9123	Painting, Coating, and Decorating Workers	Paint, coat, or decorate articles, such as furniture, glass, plateware, pottery, jewelry, toys, books, or leather. Excludes "Artists and Related Workers"' (27-1010), "Designers" (27-1020), "Photographic Process Workers and Processing Machine Operators" (51-9151), and "Etchers and Engravers" (51-9194
51-9151	Photographic process workers and processing machine operators	Perform work involved in developing and processing photographic images from film or digital media. May perform precision tasks such as editing photographic negatives and prints.
51-9194	Etchers and engravers	Engrave or etch metal, wood, rubber, or other materials. Includes such workers as etcher-circuit processors, pantograph engravers, and silk screen etchers. Photoengravers are included in "Prepress Technicians and Workers" (51-5111).
51-9195	Molders, shapers, and casters (except metal and plastic)	Mold, shape, form, cast, or carve products such as food products, figurines, tile, pipes, and candles consisting of clay, glass, plaster, concrete, stone, or combinations of materials.