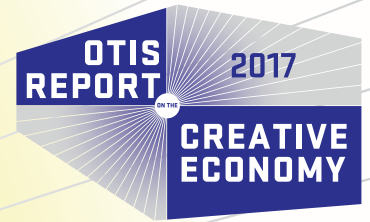


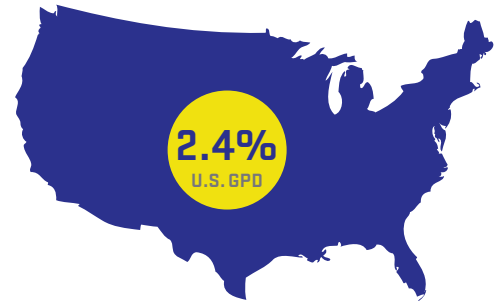
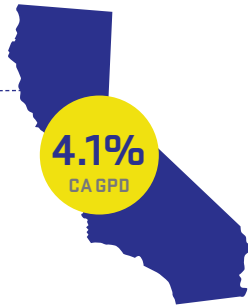
FAST FACTS ON CALIFORNIA'S CREATIVE ECONOMY



SCALE OF CALIFORNIA ECONOMY IN 2015



CALIFORNIA GDP OUTPACES U.S. GDP IN 2015



HIGHLIGHTS ABOUT CALIFORNIA'S CREATIVE ECONOMY FROM THE 2017 OTIS REPORT:

TOTAL CREATIVE ECONOMY OUTPUT

\$406.5 Billion
(DIRECT, INDIRECT, AND INDUCED)

JOBS GENERATED

1.6 Million
(DIRECT, INDIRECT, AND INDUCED)

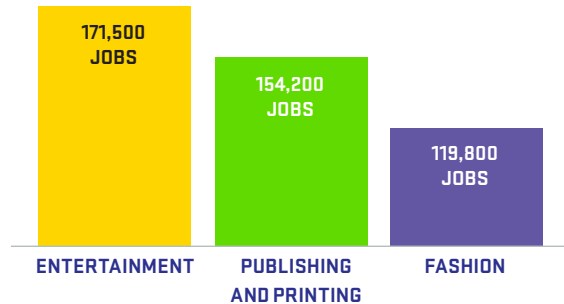
WAGES EARNED

\$136 Billion
IN TOTAL LABOR INCOME

The creative economy generated 1.6 million jobs (direct, indirect, and induced), and those wage and salary workers earned \$136 billion in total labor income.

THIS GROWTH IS AGAINST THE BACKDROP OF A GLOBAL SURGE IN ECONOMIES CONNECTED TO ART AND DESIGN.

TOP JOB COUNTS BY SECTOR



The largest direct job counts in California's creative sector were in entertainment (171,500), publishing and printing (154,200), and fashion (119,800). Together, these three industries accounted for 60 percent of direct creative industries employment in California.

TAX REVENUE

\$16.7 Billion

Property taxes, state and local personal income taxes, and sales taxes directly and indirectly generated by the creative industries totaled \$16.7 billion across all of California.

CREATIVE OCCUPATIONS REQUIRING AT LEAST A BA

NEARLY
50%

Creative occupations often require high levels of education or skills training, with close to 50 percent of those examined requiring a bachelor's degree or higher.