The Value of Innovation and Creativity
America’s innovators and creators fuel the U.S. economy.

They Create More Jobs
Creative and innovative industries support **58 million** American jobs. That’s nearly **40%** of the U.S. workforce.

Creative and innovative industries add jobs **7%** faster than other industries.

The U.S. biopharmaceutical industry supports **4.8 million** jobs.

The tech industry employs **6.7 million** people.

The U.S. film and TV industry supports nearly **2 million** jobs.

U.S. print and digital publishing companies employ nearly **720,000** people.

Copyright-intensive industries employ more than **5.5 million** workers.

They Drive Exports
Innovative and creative industries account for more than half of all U.S. exports, exporting **$842 billion** in merchandise and another **$80 billion** in services.

American biopharmaceutical exports hit **$52 billion** in 2016.
Tech company exports reached **$309 billion** in 2016.
The U.S. film industry exported **$16 billion** more than it imported in 2014.
The U.S. music industry distributes more than **40 million** recordings across the world.

They Stimulate Economic Growth
Innovative manufacturing workers produce roughly **40%** more than their counterparts.

They Earn Higher Wages
Innovative and creative workers’ incomes are **46%** higher than other workers’ incomes.

$68,000
Innovators and creators

$46,000
Other workers