

Creative Professionals

Statistics at a Glance

Total Recruitment Pool	100,000 Registered Users
Stable Panel Size	10,000
Avg. Response Rate	39%
Avg. Freq. of Use	60 days

Job Function

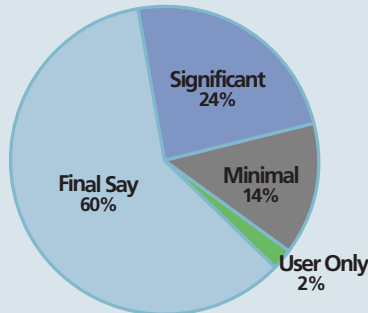
Advertising	2%
Art Manager/Art Director	14%
Desktop Publisher	3%
Educator/Trainer	3%
Executive Management	3%
Graphic Designer/Artist/Illustrator	38%
IT/IS/MIS occupations	2%
Marketing occupations	3%
Photographer	5%
Print Production Worker/Manager/Director	5%
Web Designer/Programmer	6%
Other	16%

Level of Graphics Software Usage

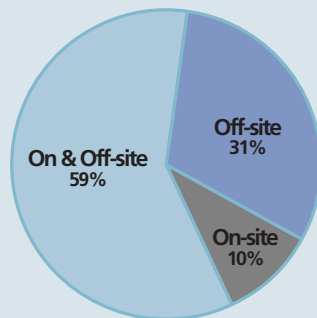
Business Professional Graphics/Design/Page layout software	8%
Business Professional Hires/Retains graphics professionals	3%
Business Professional Occasionally uses graphics software	6%
Educator	4%
Graphic Arts Professional Design/Advertising agency	42%
Graphic Arts Professional Marketing/Packaging/Collateral	22%
Graphic Arts Professional Pre-press/Production	6%
Personal Projects	4%
Other	5%

Primary Means for Project Publishing

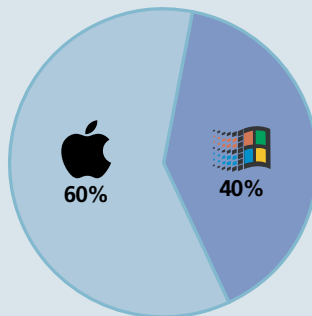
Commercial web pages	45%
Commercial print media	88%
Commercial broadcast	7%
Displays (in-store)	22%
Displays (trade show/event)	33%
Displays (other)	15%
Outdoor advertising	18%
Non-commercial exposition	10%
Personal web pages	14%



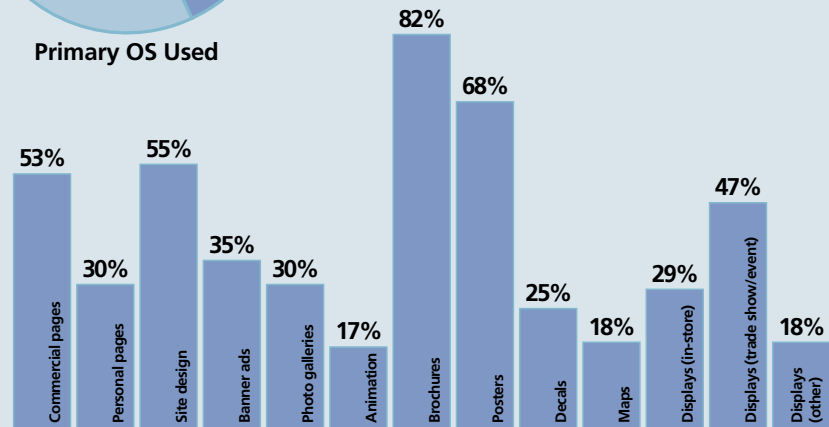
Involvement in Software Purchase Decisions



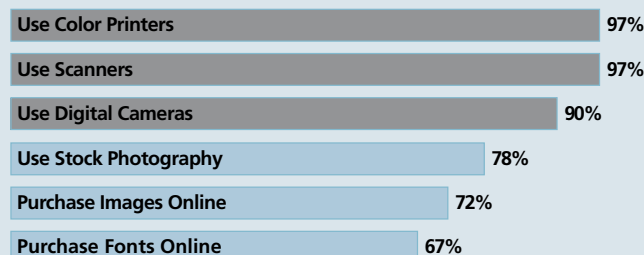
Printing Location



Primary OS Used



Types of Photo Imaging/Graphic Design Projects Produced



Market Notes

- Creative Professionals are people with advanced graphic & design skills. They combine practical knowledge with artistic ability to turn abstract ideas into formal designs for the merchandise we buy, clothes we wear, Web sites we use, publications we read, and the living and office spaces we inhabit.
- Designers usually specialize in a particular area of design, such as automobiles, industrial or medical equipment, home appliances, clothing and textiles, floral arrangements, publications, Web sites, logos, signage, movie or TV credits, interiors of homes or office buildings, merchandise displays, or movie, television and theater sets.
- Nearly one-third of designers are self-employed; almost five times the proportion for all professional and related occupations.
- The American Institute of Graphic Arts reported 2002 median annual earnings for graphic designers with increasing levels of responsibility. Staff-level graphic designers earned \$40,000, while senior designers, who may supervise junior staff or have some decision making authority that reflects their knowledge of graphic design, earned \$55,000. Solo designers, who freelanced or worked under contract to another company, reported median earnings of \$55,000. Design directors, the creative heads of design firms or in-house corporate design departments, earned \$85,000. Graphic designers with ownership or partnership interests in a firm or who were principals of the firm in some other capacity earned \$93,000.

Source: Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2004-05 Edition, Designers, on the Internet at <http://www.bls.gov/oco/ocos090.htm>

