



## The Creative Industries in California Governor Jerry Brown

2012

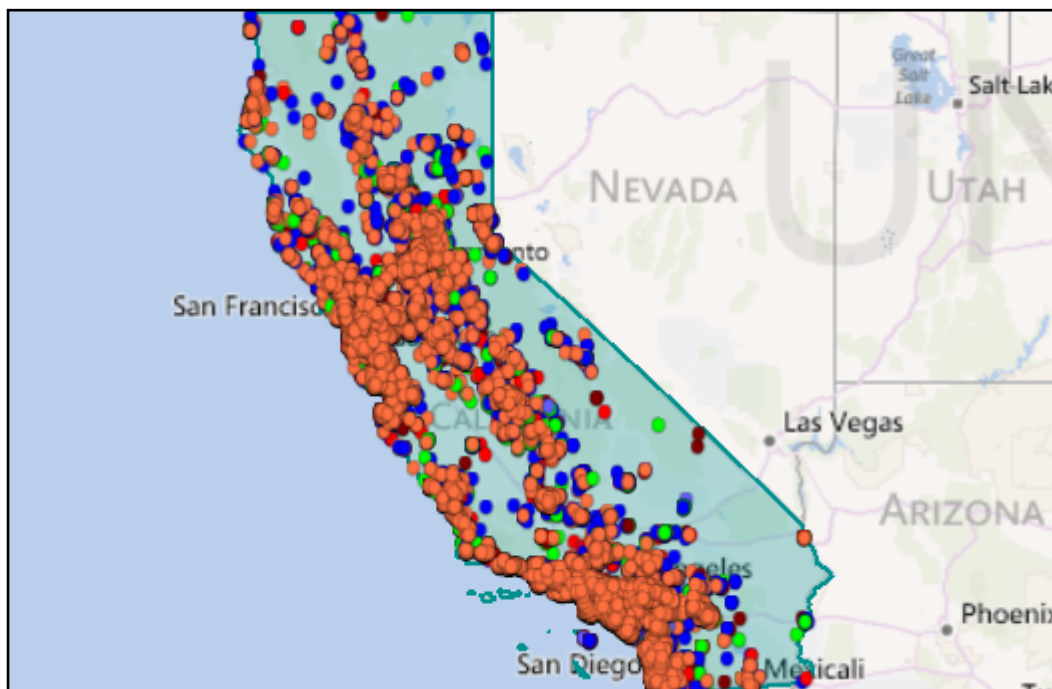
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **California**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 905,689 businesses in the U.S. involved in the creation or distribution of the arts. They employ 3.35 million people, representing 4.42 percent of all businesses and 2.15 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

**As of January 2012, California is home to 134,212 arts-related businesses that employ 527,043 people.** These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in California, with each dot representing an arts-centric business. The creative industries account for 5.58 percent of the 2,407,020 total businesses located in California and 3.11 percent of the 16,924,425 total people they employ.

### 134,212 Arts-Related Businesses in California Employ 527,043 People

- Arts-Related Business
- Museum/Collections
- Performing Arts
- Visual/Photography
- Film, Radio, TV
- Design/Publishing
- Arts Schools/Services



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# Arts-Related Businesses and Employment in California

2012

(Data current as of January 2012)

CATEGORY	BUSINESSES	EMPLOYEES
<b>Arts Schools and Services</b>	<b>3,272</b>	<b>14,796</b>
Agents	286	1,222
Arts Councils	129	678
Arts Schools and Instruction	2,857	12,896
<b>Design and Publishing</b>	<b>43,524</b>	<b>137,802</b>
Advertising	6,010	41,900
Architecture	7,611	39,221
Design	29,214	53,133
Publishing	689	3,548
<b>Film, Radio and TV</b>	<b>25,157</b>	<b>168,487</b>
Radio	882	2,865
Television	1,238	34,188
Motion Pictures	23,037	131,434
<b>Museums and Collections</b>	<b>1,791</b>	<b>18,517</b>
Zoos and Botanical	216	6,352
Planetarium	1	2
Historical Society	172	1,332
Museums	1,402	10,831
<b>Performing Arts</b>	<b>23,932</b>	<b>85,634</b>
Music	10,352	38,723
Theater	380	3,613
Services & Facilities	4,300	22,949
Opera	39	439
Dance	31	557
Performers (nec)	8,830	19,353
<b>Visual Arts/Photography</b>	<b>36,536</b>	<b>101,807</b>
Crafts	3,095	16,104
Photography	25,307	61,565
Visual Arts	4,116	8,154
Services	4,018	15,984
<b>GRAND TOTAL</b>	<b>134,212</b>	<b>527,043</b>

**Note:** As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit [www.AmericansForTheArts.org/sc/CreativeIndustries](http://www.AmericansForTheArts.org/sc/CreativeIndustries).