



The Creative Industries in Hawaii Governor Neil Abercrombie

2012

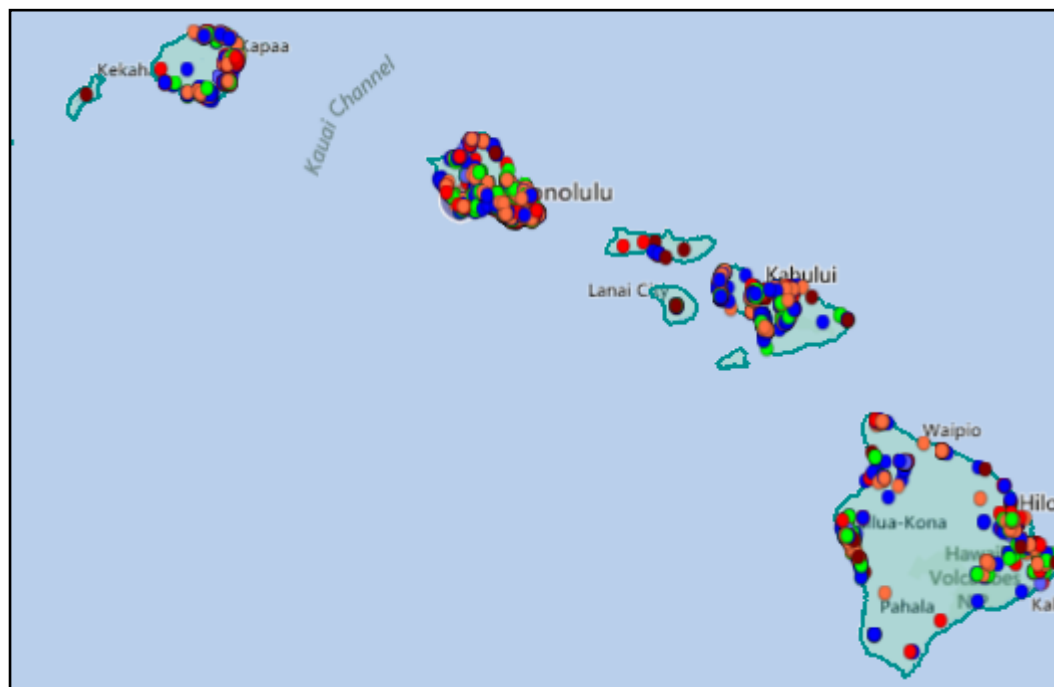
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Hawaii**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising 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, Hawaii is home to 3,961 arts-related businesses that employ 14,906 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 Hawaii, with each dot representing an arts-centric business. The creative industries account for 5.45 percent of the 72,655 total businesses located in Hawaii and 2.27 percent of the 655,221 total people they employ.

3,961 Arts-Related Businesses in Hawaii Employ 14,906 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 Hawaii

2012

(Data current as of January 2012)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	124	371
Agents	3	9
Arts Councils	8	72
Arts Schools and Instruction	113	290
Design and Publishing	1,189	4,282
Advertising	167	784
Architecture	379	2,256
Design	622	1,138
Publishing	21	104
Film, Radio and TV	637	3,211
Radio	26	89
Television	47	1,071
Motion Pictures	564	2,051
Museums and Collections	99	1,364
Zoos and Botanical	32	473
Planetarium	1	7
Historical Society	6	28
Museums	60	856
Performing Arts	678	2,041
Music	323	997
Theater	11	69
Services & Facilities	114	380
Opera	2	28
Performers (nec)	228	567
Visual Arts/Photography	1,234	3,637
Crafts	111	371
Photography	742	1,791
Visual Arts	166	687
Services	215	788
GRAND TOTAL	3,961	14,906

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.