



The Creative Industries in 1st Hampshire

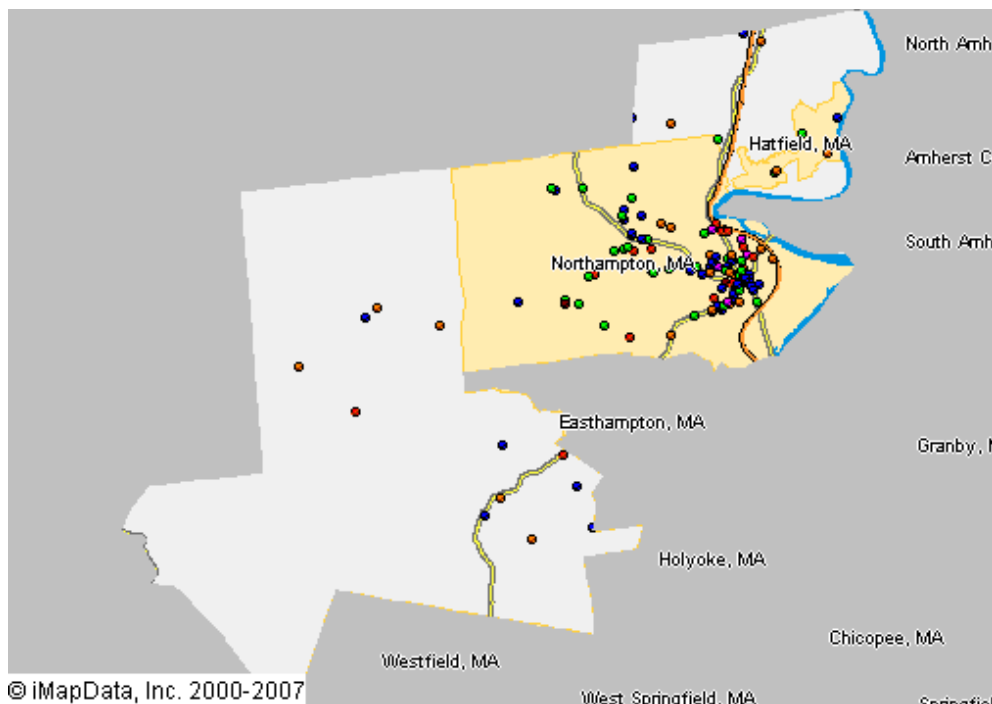
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **1st Hampshire**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. The creative industries are the high-octane fuel that drives the "information economy," the fastest growing segment of the nation's economy.

Nationally, there are 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people, which is 4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

As of January 2008, 1st Hampshire is home to 176 arts-related businesses that employ 608 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, 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 **1st Hampshire**, with each dot representing an arts-centric business.

176 Arts-Related Businesses in 1st Hampshire Employ 608 People

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





Arts-Related Business and Employment in 1st Hampshire January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	19
Museums	2	17
Historical Society	1	2
Performing Arts	39	107
Music	22	50
Services & Facilities	9	22
Performers	8	35
Visual Arts/Photography	69	148
Crafts	3	5
Visual Arts	13	13
Photography	45	81
Services	8	49
Film, Radio and TV	24	138
Motion Pictures	17	86
Television	5	40
Radio	2	12
Design and Publishing	33	133
Architecture	11	42
Design	14	58
Publishing	4	6
Advertising	4	27
Arts Schools and Services	8	63
Arts Councils	2	13
Arts Schools and Instruction	6	50
GRAND TOTAL	176	608

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/CreativeIndustries



Arts-Related Business and Employment in 1st Hampshire 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	4	3	-25.00%	20	19	-5.00%
Museums	2	2	0.00%	17	17	0.00%
Zoos and Botanical	1	0	-100.00%	1	0	-100.00%
Historical Society	1	1	0.00%	2	2	0.00%
Performing Arts	35	39	11.43%	96	107	11.46%
Music	21	22	4.76%	48	50	4.17%
Services & Facilities	8	9	12.50%	16	22	37.50%
Performers	6	8	33.33%	32	35	9.38%
Visual Arts/Photography	71	69	-2.82%	168	148	-11.90%
Crafts	3	3	0.00%	5	5	0.00%
Visual Arts	13	13	0.00%	17	13	-23.53%
Photography	48	45	-6.25%	99	81	-18.18%
Services	7	8	14.29%	47	49	4.26%
Film, Radio and TV	21	24	14.29%	97	138	42.27%
Motion Pictures	16	17	6.25%	73	86	17.81%
Television	4	5	25.00%	13	40	207.69%
Radio	1	2	100.00%	11	12	9.09%
Design and Publishing	35	33	-5.71%	109	133	22.02%
Architecture	11	11	0.00%	43	42	-2.33%
Design	14	14	0.00%	27	58	114.81%
Publishing	4	4	0.00%	6	6	0.00%
Advertising	6	4	-33.33%	33	27	-18.18%
Arts Schools and Services	7	8	14.29%	64	63	-1.56%
Arts Councils	2	2	0.00%	13	13	0.00%
Arts Schools and Instruction	4	6	50.00%	48	50	4.17%
Agents	1	0	-100.00%	3	0	-300.00%
GRAND TOTAL	173	176	1.73%	554	608	9.75%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org