

The Creative Industries in 2nd Hampshire

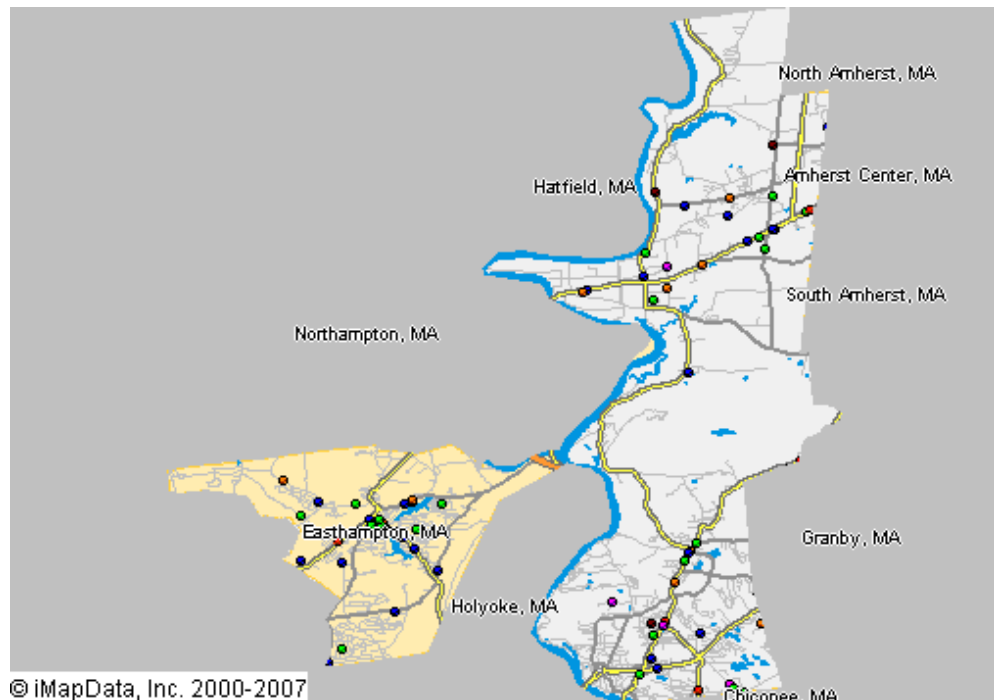
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **2nd Hampshire**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, 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, 2nd Hampshire is home to 109 arts-related businesses that employ 420 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 **2nd Hampshire**, with each dot representing an arts-centric business.

109 Arts-Related Businesses in 2nd Hampshire Employ 420 People

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





Arts-Related Business and Employment in 2nd Hampshire January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	6	15
Museums	5	13
Historical Society	1	2
Performing Arts	28	99
Music	16	83
Theater	3	5
Services & Facilities	1	1
Performers	8	10
Visual Arts/Photography	43	105
Crafts	4	14
Visual Arts	8	9
Photography	23	39
Services	8	43
Film, Radio and TV	9	54
Motion Pictures	8	52
Radio	1	2
Design and Publishing	14	28
Architecture	2	2
Design	8	12
Advertising	4	14
Arts Schools and Services	9	119
Arts Councils	1	2
Arts Schools and Instruction	8	117
GRAND TOTAL	109	420

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 2nd Hampshire 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	5	6	20.00%	14	15	7.14%
Museums	4	5	25.00%	12	13	8.33%
Historical Society	1	1	0.00%	2	2	0.00%
Performing Arts	22	28	27.27%	91	99	8.79%
Music	12	16	33.33%	77	83	7.79%
Theater	3	3	0.00%	5	5	0.00%
Services & Facilities	1	1	0.00%	1	1	0.00%
Performers	6	8	33.33%	8	10	25.00%
Visual Arts/Photography	37	43	16.22%	68	105	54.41%
Crafts	3	4	33.33%	13	14	7.69%
Visual Arts	6	8	33.33%	5	9	80.00%
Photography	21	23	9.52%	38	39	2.63%
Services	7	8	14.29%	12	43	258.33%
Film, Radio and TV	8	9	12.50%	48	54	12.50%
Motion Pictures	7	8	14.29%	46	52	13.04%
Radio	1	1	0.00%	2	2	0.00%
Design and Publishing	10	14	40.00%	24	28	16.67%
Architecture	1	2	100.00%	1	2	100.00%
Design	5	8	60.00%	7	12	71.43%
Advertising	4	4	0.00%	16	14	-12.50%
Arts Schools and Services	9	9	0.00%	21	119	466.67%
Arts Councils	1	1	0.00%	2	2	0.00%
Arts Schools and Instruction	8	8	0.00%	19	117	515.79%
GRAND TOTAL	91	109	19.78%	266	420	57.89%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org