



The Creative Industries in Plymouth & Norfolk

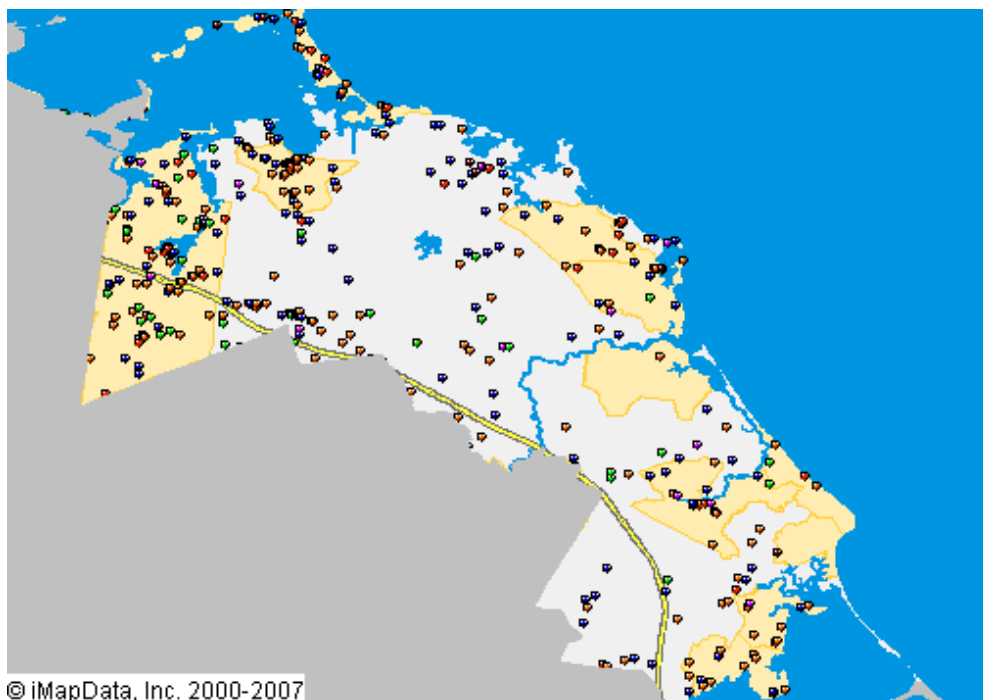
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Plymouth & Norfolk**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, 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, Plymouth & Norfolk is home to 458 arts-related businesses that employ 1,646 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 **Plymouth & Norfolk**, with each dot representing an arts-centric business.

458 Arts-Related Businesses in Plymouth & Norfolk Employ 1,646 People

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





Arts-Related Business and Employment in Plymouth & Norfolk January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	12	109
Museums	11	107
Historical Society	1	2
Performing Arts	57	338
Music	34	244
Theater	3	16
Services & Facilities	13	66
Performers	7	12
Visual Arts/Photography	150	341
Crafts	8	33
Visual Arts	18	25
Photography	102	241
Services	22	42
Film, Radio and TV	47	137
Motion Pictures	39	101
Television	3	31
Radio	5	5
Design and Publishing	170	548
Architecture	50	234
Design	84	192
Publishing	2	2
Advertising	34	120
Arts Schools and Services	22	173
Arts Schools and Instruction	22	173
GRAND TOTAL	458	1,646

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

www.AmericansForTheArts.org



Arts-Related Business and Employment in Plymouth & Norfolk 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	12	12	0.00%	143	109	-23.78%
Museums	11	11	0.00%	141	107	-24.11%
Historical Society	1	1	0.00%	2	2	0.00%
Performing Arts	47	57	21.28%	285	338	18.60%
Music	28	34	21.43%	198	244	23.23%
Theater	3	3	0.00%	16	16	0.00%
Services & Facilities	9	13	44.44%	59	66	11.86%
Performers	7	7	0.00%	12	12	0.00%
Visual Arts/Photography	147	150	2.04%	323	341	5.57%
Crafts	7	8	14.29%	22	33	50.00%
Visual Arts	18	18	0.00%	23	25	8.70%
Photography	101	102	0.99%	237	241	1.69%
Services	21	22	4.76%	41	42	2.44%
Film, Radio and TV	42	47	11.90%	147	137	-6.80%
Motion Pictures	36	39	8.33%	112	101	-9.82%
Television	3	3	0.00%	31	31	0.00%
Radio	3	5	66.67%	4	5	25.00%
Design and Publishing	156	170	8.97%	535	548	2.43%
Architecture	45	50	11.11%	222	234	5.41%
Design	80	84	5.00%	188	192	2.13%
Publishing	2	2	0.00%	3	2	-33.33%
Advertising	29	34	17.24%	122	120	-1.64%
Arts Schools and Services	19	22	15.79%	170	173	1.76%
Arts Schools and Instruction	19	22	15.79%	170	173	1.76%
GRAND TOTAL	423	458	8.27%	1,603	1,646	2.68%

Data Source: D&B January 2008 & January 2007

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