

The Creative Industries in Suffolk & Norfolk

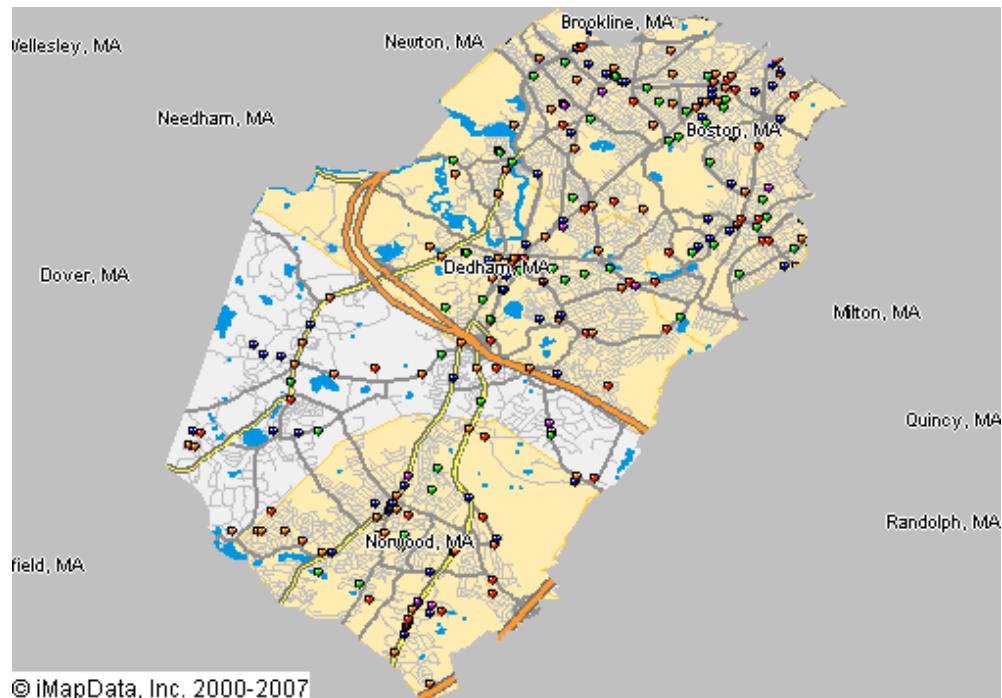
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Suffolk & Norfolk**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, 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, Suffolk & Norfolk is home to 292 arts-related businesses that employ 1,396 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 **Suffolk & Norfolk**, with each dot representing an arts-centric business.

292 Arts-Related Businesses in Suffolk & Norfolk Employ 1,396 People

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





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

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	6	20
Museums	3	11
Historical Society	3	9
Performing Arts	59	323
Music	38	123
Opera	1	2
Services & Facilities	14	191
Performers	6	7
Visual Arts/Photography	70	261
Crafts	6	34
Visual Arts	11	13
Photography	44	191
Services	9	23
Film, Radio and TV	54	509
Motion Pictures	42	331
Television	8	174
Radio	4	4
Design and Publishing	88	249
Architecture	20	35
Design	38	59
Publishing	4	44
Advertising	26	111
Arts Schools and Services	15	34
Arts Schools and Instruction	15	34
GRAND TOTAL	292	1,396

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 Suffolk & Norfolk 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	5	6	20.00%	19	20	5.26%
Museums	2	3	50.00%	10	11	10.00%
Historical Society	3	3	0.00%	9	9	0.00%
Performing Arts	63	59	-6.35%	177	323	82.49%
Music	39	38	-2.56%	124	123	-0.81%
Opera	1	1	0.00%	2	2	0.00%
Services & Facilities	15	14	-6.67%	41	191	365.85%
Performers	8	6	-25.00%	10	7	-30.00%
Visual Arts/Photography	62	70	12.90%	227	261	14.98%
Crafts	6	6	0.00%	35	34	-2.86%
Visual Arts	11	11	0.00%	13	13	0.00%
Photography	36	44	22.22%	153	191	24.84%
Services	9	9	0.00%	26	23	-11.54%
Film, Radio and TV	42	54	28.57%	632	509	-19.46%
Motion Pictures	33	42	27.27%	469	331	-29.42%
Television	6	8	33.33%	161	174	8.07%
Radio	3	4	33.33%	2	4	100.00%
Design and Publishing	82	88	7.32%	246	249	1.22%
Architecture	19	20	5.26%	35	35	0.00%
Design	36	38	5.56%	58	59	1.72%
Publishing	5	4	-20.00%	46	44	-4.35%
Advertising	22	26	18.18%	107	111	3.74%
Arts Schools and Services	12	15	25.00%	30	34	13.33%
Arts Schools and Instruction	12	15	25.00%	30	34	13.33%
GRAND TOTAL	266	292	9.77%	1,331	1,396	4.88%

Data Source: D&B January 2008 & January 2007

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