



The Creative Industries in New Hampshire Governor John Lynch

2012

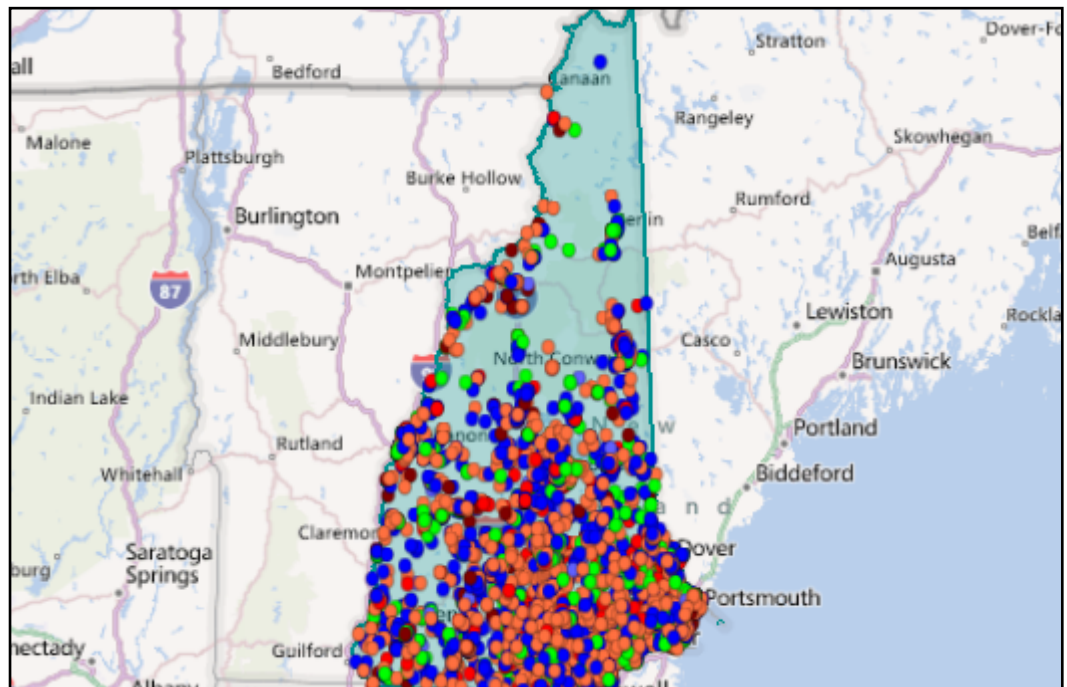
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **New Hampshire**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, 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, New Hampshire is home to 4,618 arts-related businesses that employ 13,111 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 New Hampshire, with each dot representing an arts-centric business. The creative industries account for 4.32 percent of the 106,845 total businesses located in New Hampshire and 1.72 percent of the 764,225 total people they employ.

4,618 Arts-Related Businesses in New Hampshire Employ 13,111 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 New Hampshire

(Data current as of January 2012)

2012

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	160	676
Agents	6	40
Arts Councils	4	11
Arts Schools and Instruction	150	625
Design and Publishing	1,564	3,661
Advertising	211	981
Architecture	192	704
Design	1,141	1,873
Publishing	20	103
Film, Radio and TV	485	2,471
Radio	45	60
Television	38	612
Motion Pictures	402	1,799
Museums and Collections	151	788
Zoos and Botanical	5	13
Planetarium	1	25
Historical Society	30	149
Museums	115	601
Performing Arts	644	1,894
Music	312	896
Theater	12	154
Services & Facilities	152	589
Opera	1	3
Dance	1	1
Performers (nec)	166	251
Visual Arts/Photography	1,614	3,621
Crafts	158	560
Photography	1,134	2,163
Visual Arts	146	258
Services	176	640
GRAND TOTAL	4,618	13,111

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.