

The Creative Industries in NJ House District 10

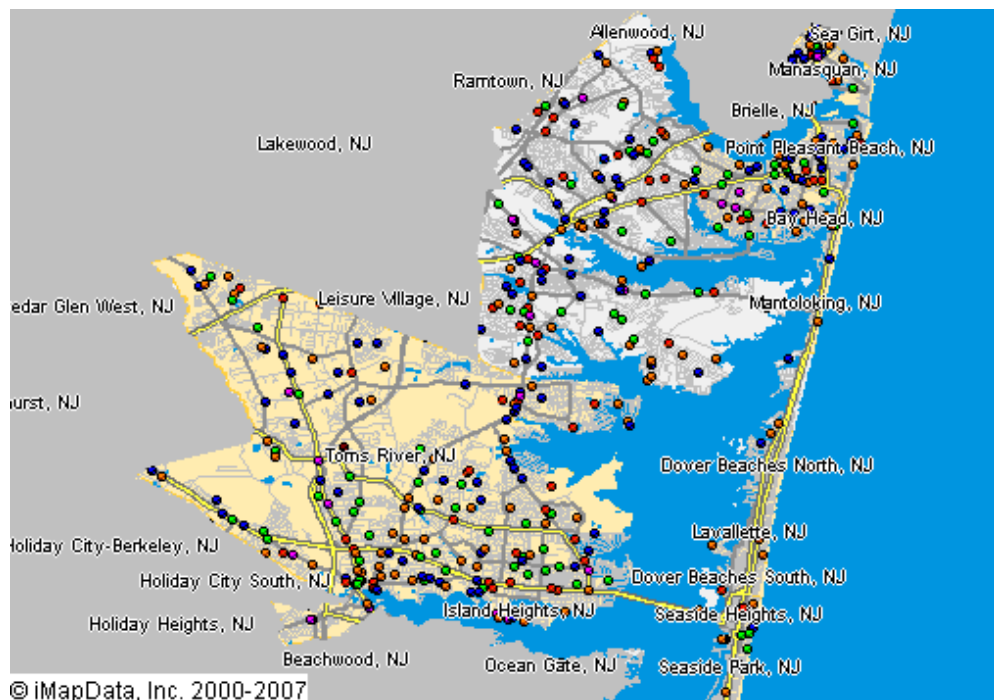
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ House District 10**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, 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, NJ House District 10 is home to 479 arts-related businesses that employ 1,332 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 **NJ House District 10**, with each dot representing an arts-centric business.

479 Arts-Related Businesses in NJ House District 10 Employ 1,332 People

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





Arts-Related Business and Employment in NJ House District 10 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	7	15
Museums	6	13
Zoos and Botanical	1	2
Performing Arts	91	234
Music	40	145
Services & Facilities	18	31
Performers	33	58
Visual Arts/Photography	144	395
Crafts	16	40
Visual Arts	18	36
Photography	74	202
Services	36	117
Film, Radio and TV	72	226
Motion Pictures	54	188
Television	9	17
Radio	9	21
Design and Publishing	136	389
Architecture	37	98
Design	62	121
Publishing	1	1
Advertising	36	169
Arts Schools and Services	29	73
Arts Schools and Instruction	28	65
Agents	1	8
GRAND TOTAL	479	1,332

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 NJ House District 10 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	6	7	16.67%	16	15	-6.25%
Museums	5	6	20.00%	12	13	8.33%
Zoos and Botanical	1	1	0.00%	4	2	-50.00%
Performing Arts	86	91	5.81%	191	234	22.51%
Music	38	40	5.26%	99	145	46.46%
Services & Facilities	23	18	-21.74%	39	31	-20.51%
Performers	25	33	32.00%	53	58	9.43%
Visual Arts/Photography	129	144	11.63%	360	395	9.72%
Crafts	14	16	14.29%	36	40	11.11%
Visual Arts	13	18	38.46%	23	36	56.52%
Photography	71	74	4.23%	195	202	3.59%
Services	31	36	16.13%	106	117	10.38%
Film, Radio and TV	65	72	10.77%	222	226	1.80%
Motion Pictures	49	54	10.20%	179	188	5.03%
Television	7	9	28.57%	14	17	21.43%
Radio	9	9	0.00%	29	21	-27.59%
Design and Publishing	121	136	12.40%	331	389	17.52%
Architecture	33	37	12.12%	96	98	2.08%
Design	58	62	6.90%	125	121	-3.20%
Publishing	1	1	0.00%	1	1	0.00%
Advertising	29	36	24.14%	109	169	55.05%
Arts Schools and Services	26	29	11.54%	64	73	14.06%
Arts Schools and Instruction	26	28	7.69%	64	65	1.56%
Agents	0	1	100.00%	0	8	800.00%
GRAND TOTAL	433	479	10.62%	1,184	1,332	12.50%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org