



## The Creative Industries in NJ House District 11

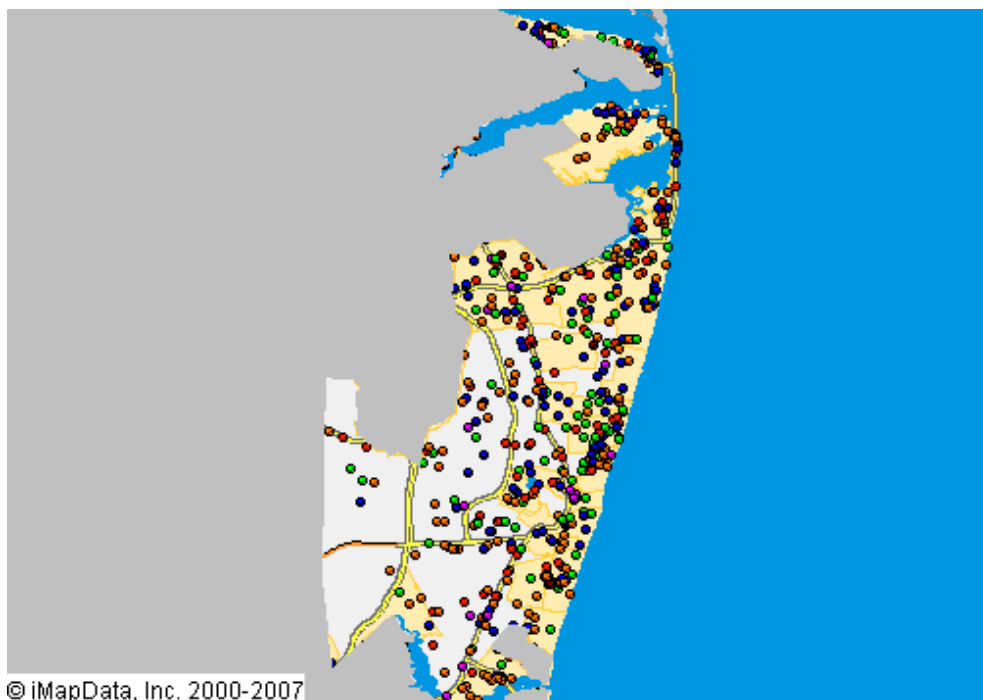
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ House District 11**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, 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 11 is home to 595 arts-related businesses that employ 2,202 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 11**, with each dot representing an arts-centric business.

### 595 Arts-Related Businesses in NJ House District 11 Employ 2,202 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 11 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>7</b>	<b>26</b>
Museums	6	24
Historical Society	1	2
<b>Performing Arts</b>	<b>118</b>	<b>583</b>
Music	63	259
Theater	3	16
Opera	1	1
Services & Facilities	28	209
Performers	23	98
<b>Visual Arts/Photography</b>	<b>158</b>	<b>354</b>
Crafts	9	26
Visual Arts	19	28
Photography	107	239
Services	23	61
<b>Film, Radio and TV</b>	<b>88</b>	<b>568</b>
Motion Pictures	71	315
Television	9	177
Radio	8	76
<b>Design and Publishing</b>	<b>194</b>	<b>572</b>
Architecture	47	186
Design	101	189
Publishing	3	18
Advertising	43	179
<b>Arts Schools and Services</b>	<b>30</b>	<b>99</b>
Arts Schools and Instruction	28	88
Agents	2	11
<b>GRAND TOTAL</b>	<b>595</b>	<b>2,202</b>

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](http://www.AmericansForTheArts.org/CreativeIndustries)



## Arts-Related Business and Employment in NJ House District 11 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>8</b>	<b>7</b>	<b>-12.50%</b>	<b>27</b>	<b>26</b>	<b>-3.70%</b>
Museums	7	6	-14.29%	25	24	-4.00%
Historical Society	1	1	0.00%	2	2	0.00%
<b>Performing Arts</b>	<b>101</b>	<b>118</b>	<b>16.83%</b>	<b>524</b>	<b>583</b>	<b>11.26%</b>
Music	51	63	23.53%	217	259	19.35%
Theater	2	3	50.00%	7	16	128.57%
Opera	1	1	0.00%	1	1	0.00%
Services & Facilities	26	28	7.69%	203	209	2.96%
Performers	21	23	9.52%	96	98	2.08%
<b>Visual Arts/Photography</b>	<b>143</b>	<b>158</b>	<b>10.49%</b>	<b>363</b>	<b>354</b>	<b>-2.48%</b>
Crafts	8	9	12.50%	20	26	30.00%
Visual Arts	17	19	11.76%	24	28	16.67%
Photography	97	107	10.31%	256	239	-6.64%
Services	21	23	9.52%	63	61	-3.17%
<b>Film, Radio and TV</b>	<b>79</b>	<b>88</b>	<b>11.39%</b>	<b>548</b>	<b>568</b>	<b>3.65%</b>
Motion Pictures	64	71	10.94%	292	315	7.88%
Television	8	9	12.50%	181	177	-2.21%
Radio	7	8	14.29%	75	76	1.33%
<b>Design and Publishing</b>	<b>168</b>	<b>194</b>	<b>15.48%</b>	<b>497</b>	<b>572</b>	<b>15.09%</b>
Architecture	40	47	17.50%	161	186	15.53%
Design	95	101	6.32%	169	189	11.83%
Publishing	3	3	0.00%	18	18	0.00%
Advertising	30	43	43.33%	149	179	20.13%
<b>Arts Schools and Services</b>	<b>28</b>	<b>30</b>	<b>7.14%</b>	<b>84</b>	<b>99</b>	<b>17.86%</b>
Arts Schools and Instruction	28	28	0.00%	84	88	4.76%
Agents	0	2	200.00%	0	11	1100.00%
<b>GRAND TOTAL</b>	<b>527</b>	<b>595</b>	<b>12.90%</b>	<b>2,043</b>	<b>2,202</b>	<b>7.78%</b>

Data Source: D&B January 2008 & January 2007

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)