



The Creative Industries in NJ State Senate District 12

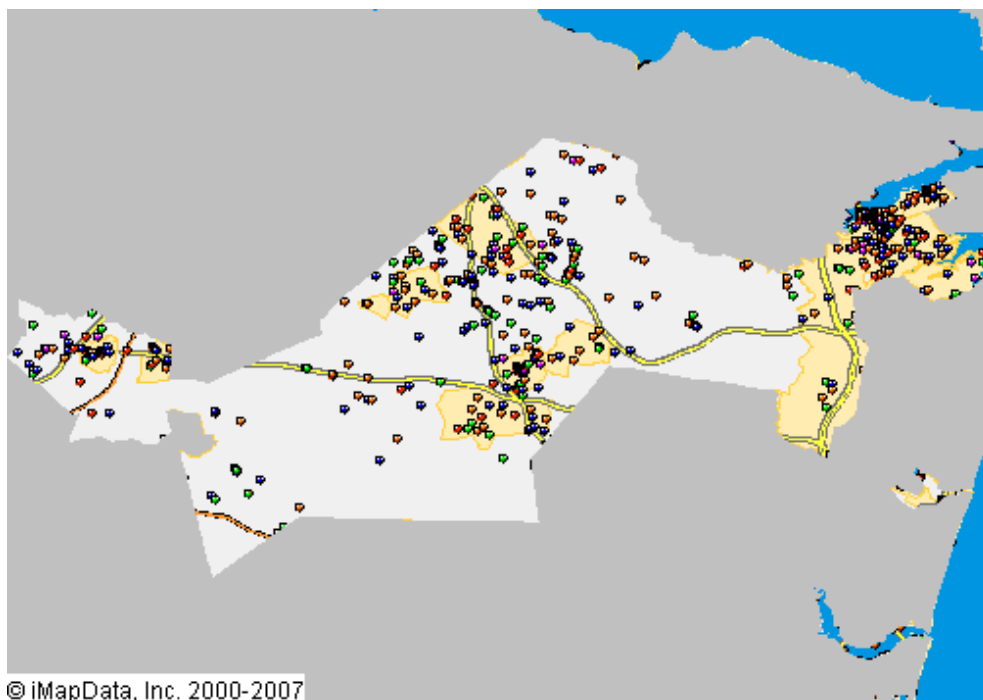
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ State Senate District 12**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 State Senate District 12 is home to 662 arts-related businesses that employ 3,422 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 State Senate District 12**, with each dot representing an arts-centric business.

662 Arts-Related Businesses in NJ State Senate District 12 Employ 3,422 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 State Senate District 12 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	3	31
Museums	3	31
Performing Arts	126	554
Music	56	291
Services & Facilities	32	134
Performers	38	129
Visual Arts/Photography	205	591
Crafts	20	129
Visual Arts	15	25
Photography	134	322
Services	36	115
Film, Radio and TV	73	285
Motion Pictures	59	211
Television	4	9
Radio	10	65
Design and Publishing	218	1,814
Architecture	50	198
Design	105	229
Publishing	6	1,217
Advertising	57	170
Arts Schools and Services	37	147
Arts Councils	1	6
Arts Schools and Instruction	35	101
Agents	1	40
GRAND TOTAL	662	3,422

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 State Senate District 12 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	2	3	50.00%	3	31	933.33%
Museums	2	3	50.00%	3	31	933.33%
Performing Arts	109	126	15.60%	500	554	10.80%
Music	49	56	14.29%	246	291	18.29%
Services & Facilities	27	32	18.52%	125	134	7.20%
Performers	33	38	15.15%	129	129	0.00%
Visual Arts/Photography	192	205	6.77%	570	591	3.68%
Crafts	15	20	33.33%	97	129	32.99%
Visual Arts	15	15	0.00%	25	25	0.00%
Photography	128	134	4.69%	323	322	-0.31%
Services	34	36	5.88%	125	115	-8.00%
Film, Radio and TV	59	73	23.73%	253	285	12.65%
Motion Pictures	52	59	13.46%	188	211	12.23%
Television	1	4	300.00%	3	9	200.00%
Radio	6	10	66.67%	62	65	4.84%
Design and Publishing	191	218	14.14%	2,185	1,814	-16.98%
Architecture	44	50	13.64%	186	198	6.45%
Design	93	105	12.90%	216	229	6.02%
Publishing	7	6	-14.29%	1,626	1,217	-25.15%
Advertising	47	57	21.28%	157	170	8.28%
Arts Schools and Services	32	37	15.63%	142	147	3.52%
Arts Councils	1	1	0.00%	6	6	0.00%
Arts Schools and Instruction	30	35	16.67%	96	101	5.21%
Agents	1	1	0.00%	40	40	0.00%
GRAND TOTAL	585	662	13.16%	3,653	3,422	-6.32%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org