

The Creative Industries in NJ State Senate District 18

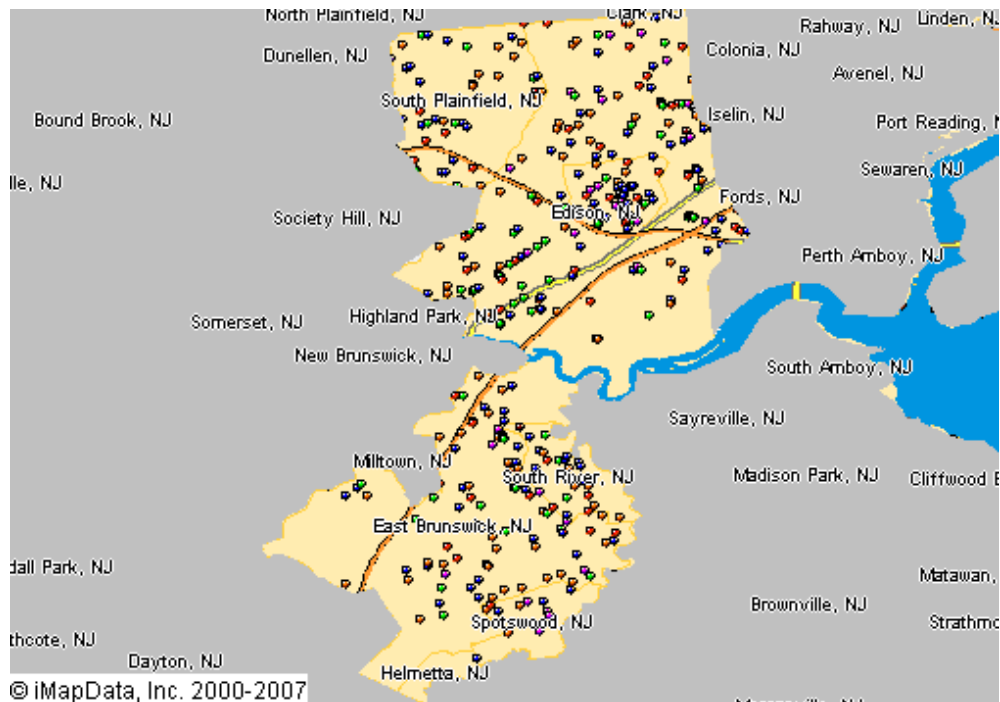
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ State Senate District 18**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 18 is home to 456 arts-related businesses that employ 2,430 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 18**, with each dot representing an arts-centric business.

456 Arts-Related Businesses in NJ State Senate District 18 Employ 2,430 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 18 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	5	49
Museums	5	49
Performing Arts	86	361
Music	47	225
Theater	3	25
Services & Facilities	12	26
Performers	24	85
Visual Arts/Photography	141	980
Crafts	11	75
Visual Arts	6	9
Photography	101	780
Services	23	116
Film, Radio and TV	68	541
Motion Pictures	55	358
Television	8	148
Radio	5	35
Design and Publishing	123	386
Architecture	26	108
Design	47	120
Publishing	5	4
Advertising	45	154
Arts Schools and Services	33	113
Arts Councils	1	2
Arts Schools and Instruction	31	108
Agents	1	3
GRAND TOTAL	456	2,430

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 18 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	3	5	66.67%	32	49	53.13%
Museums	3	5	66.67%	32	49	53.13%
Performing Arts	76	86	13.16%	410	361	-11.95%
Music	40	47	17.50%	279	225	-19.35%
Theater	3	3	0.00%	25	25	0.00%
Services & Facilities	15	12	-20.00%	32	26	-18.75%
Performers	18	24	33.33%	74	85	14.86%
Visual Arts/Photography	135	141	4.44%	964	980	1.66%
Crafts	9	11	22.22%	52	75	44.23%
Visual Arts	7	6	-14.29%	11	9	-18.18%
Photography	95	101	6.32%	777	780	0.39%
Services	24	23	-4.17%	124	116	-6.45%
Film, Radio and TV	66	68	3.03%	659	541	-17.91%
Motion Pictures	57	55	-3.51%	433	358	-17.32%
Television	5	8	60.00%	191	148	-22.51%
Radio	4	5	25.00%	35	35	0.00%
Design and Publishing	106	123	16.04%	336	386	14.88%
Architecture	21	26	23.81%	104	108	3.85%
Design	40	47	17.50%	97	120	23.71%
Publishing	5	5	0.00%	14	4	-71.43%
Advertising	40	45	12.50%	121	154	27.27%
Arts Schools and Services	29	33	13.79%	101	113	11.88%
Arts Councils	1	1	0.00%	2	2	0.00%
Arts Schools and Instruction	28	31	10.71%	99	108	9.09%
Agents	0	1	100.00%	0	3	300.00%
GRAND TOTAL	415	456	9.88%	2,502	2,430	-2.88%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org