



## The Creative Industries in NJ State Senate District 25

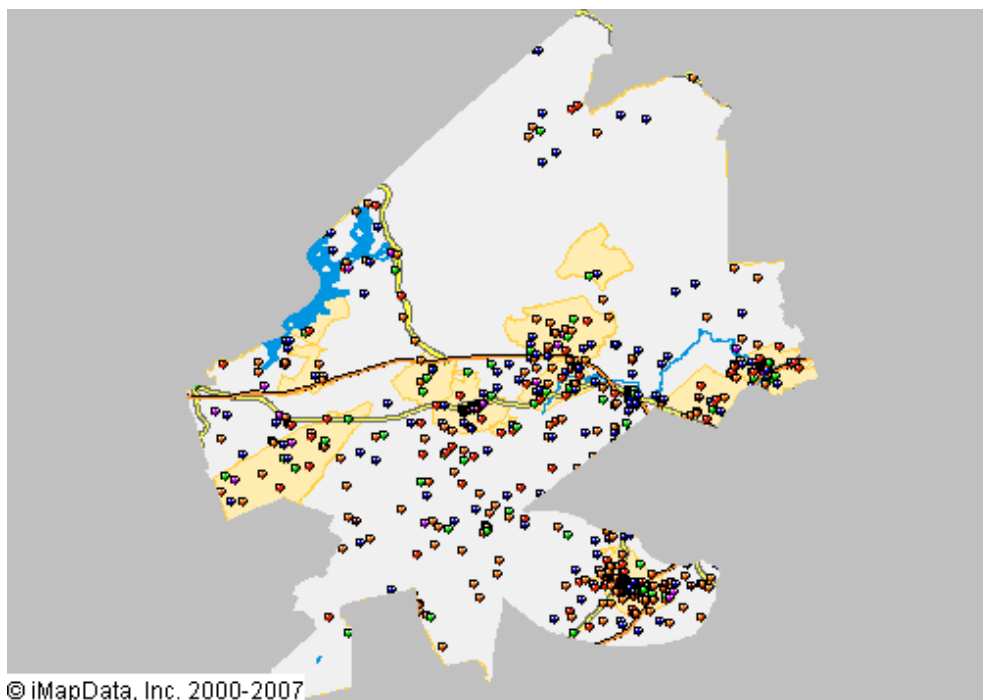
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ State Senate District 25**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 25 is home to 661 arts-related businesses that employ 3,192 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 25**, with each dot representing an arts-centric business.

### 661 Arts-Related Businesses in NJ State Senate District 25 Employ 3,192 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 25 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>11</b>	<b>69</b>
Museums	7	60
Zoos and Botanical	1	1
Historical Society	3	8
<b>Performing Arts</b>	<b>92</b>	<b>315</b>
Music	56	142
Theater	1	7
Services & Facilities	15	62
Performers	20	104
<b>Visual Arts/Photography</b>	<b>198</b>	<b>505</b>
Crafts	11	31
Visual Arts	17	20
Photography	144	325
Services	26	129
<b>Film, Radio and TV</b>	<b>101</b>	<b>412</b>
Motion Pictures	87	348
Television	3	6
Radio	11	58
<b>Design and Publishing</b>	<b>230</b>	<b>1,738</b>
Architecture	54	298
Design	106	255
Publishing	4	17
Advertising	66	1,168
<b>Arts Schools and Services</b>	<b>29</b>	<b>153</b>
Arts Councils	1	6
Arts Schools and Instruction	26	139
Agents	2	8
<b>GRAND TOTAL</b>	<b>661</b>	<b>3,192</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 State Senate District 25 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>10</b>	<b>11</b>	<b>10.00%</b>	<b>46</b>	<b>69</b>	<b>50.00%</b>
Museums	6	7	16.67%	41	60	46.34%
Zoos and Botanical	1	1	0.00%	1	1	0.00%
Historical Society	3	3	0.00%	4	8	100.00%
<b>Performing Arts</b>	<b>80</b>	<b>92</b>	<b>15.00%</b>	<b>295</b>	<b>315</b>	<b>6.78%</b>
Music	50	56	12.00%	138	142	2.90%
Theater	1	1	0.00%	7	7	0.00%
Services & Facilities	9	15	66.67%	48	62	29.17%
Performers	20	20	0.00%	102	104	1.96%
<b>Visual Arts/Photography</b>	<b>190</b>	<b>198</b>	<b>4.21%</b>	<b>483</b>	<b>505</b>	<b>4.55%</b>
Crafts	11	11	0.00%	28	31	10.71%
Visual Arts	18	17	-5.56%	21	20	-4.76%
Photography	133	144	8.27%	300	325	8.33%
Services	28	26	-7.14%	134	129	-3.73%
<b>Film, Radio and TV</b>	<b>89</b>	<b>101</b>	<b>13.48%</b>	<b>387</b>	<b>412</b>	<b>6.46%</b>
Motion Pictures	80	87	8.75%	328	348	6.10%
Television	1	3	200.00%	4	6	50.00%
Radio	8	11	37.50%	55	58	5.45%
<b>Design and Publishing</b>	<b>203</b>	<b>230</b>	<b>13.30%</b>	<b>1,625</b>	<b>1,738</b>	<b>6.95%</b>
Architecture	48	54	12.50%	285	298	4.56%
Design	86	106	23.26%	185	255	37.84%
Publishing	4	4	0.00%	17	17	0.00%
Advertising	65	66	1.54%	1,138	1,168	2.64%
<b>Arts Schools and Services</b>	<b>28</b>	<b>29</b>	<b>3.57%</b>	<b>151</b>	<b>153</b>	<b>1.32%</b>
Arts Councils	1	1	0.00%	6	6	0.00%
Arts Schools and Instruction	25	26	4.00%	137	139	1.46%
Agents	2	2	0.00%	8	8	0.00%
<b>GRAND TOTAL</b>	<b>600</b>	<b>661</b>	<b>10.17%</b>	<b>2,987</b>	<b>3,192</b>	<b>6.86%</b>

Data Source: D&B January 2008 & January 2007

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