

The Creative Industries in NJ State Senate District 36

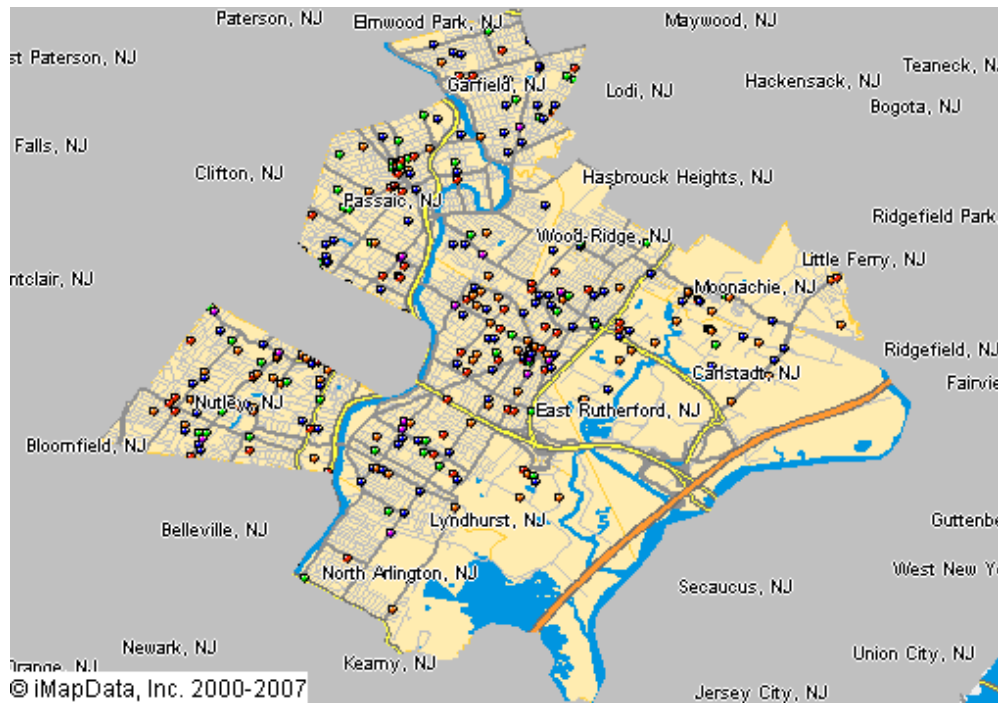
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ State Senate District 36**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit 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 36 is home to 372 arts-related businesses that employ 1,972 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 36**, with each dot representing an arts-centric business.

372 Arts-Related Businesses in NJ State Senate District 36 Employ 1,972 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 36 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	4	5
Museums	4	5
Performing Arts	63	614
Music	34	549
Theater	1	5
Opera	1	2
Services & Facilities	11	30
Performers	16	28
Visual Arts/Photography	123	686
Crafts	14	212
Visual Arts	7	13
Photography	91	418
Services	11	43
Film, Radio and TV	64	217
Motion Pictures	55	184
Television	3	5
Radio	6	28
Design and Publishing	96	379
Architecture	23	91
Design	39	56
Publishing	4	60
Advertising	30	172
Arts Schools and Services	22	71
Arts Schools and Instruction	22	71
GRAND TOTAL	372	1,972

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 36 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
Museums and Collections	4	4	0.00%	5	5	0.00%
Museums	4	4	0.00%	5	5	0.00%
Performing Arts	60	63	5.00%	606	614	1.32%
Music	34	34	0.00%	552	549	-0.54%
Theater	0	1	100.00%	0	5	500.00%
Opera	0	1	100.00%	0	2	200.00%
Services & Facilities	11	11	0.00%	27	30	11.11%
Performers	15	16	6.67%	27	28	3.70%
Visual Arts/Photography	110	123	11.82%	656	686	4.57%
Crafts	15	14	-6.67%	216	212	-1.85%
Visual Arts	7	7	0.00%	12	13	8.33%
Photography	79	91	15.19%	402	418	3.98%
Services	9	11	22.22%	26	43	65.38%
Film, Radio and TV	56	64	14.29%	222	217	-2.25%
Motion Pictures	47	55	17.02%	176	184	4.55%
Television	2	3	50.00%	3	5	66.67%
Radio	7	6	-14.29%	43	28	-34.88%
Design and Publishing	83	96	15.66%	485	379	-21.86%
Architecture	19	23	21.05%	83	91	9.64%
Design	31	39	25.81%	44	56	27.27%
Publishing	3	4	33.33%	32	60	87.50%
Advertising	30	30	0.00%	326	172	-47.24%
Arts Schools and Services	18	22	22.22%	65	71	9.23%
Arts Schools and Instruction	18	22	22.22%	65	71	9.23%
GRAND TOTAL	331	372	12.39%	2,039	1,972	-3.29%

Data Source: D&B January 2008 & January 2007

www.AmericansForTheArts.org