



## Key Points about the *Creative Industries*

- **A NEW research approach** . . . Our *Creative Industries* study provides an entirely new approach to quantifying the impact of the arts on the nation's economy. We are using data from Dun & Bradstreet—widely acknowledged as the most comprehensive and trusted source for business information in the U.S.—to provide very specific and reliable data about employment and the number of arts-centric businesses in both the nonprofit *and* for-profit arts.
- **Formidable industry** . . . The creative industries are a formidable industry in the U.S.—2.9 million people working for 668,267 arts-centric businesses (2.18 percent and 4.05 percent, respectively, of U.S. employment and businesses). These findings are larger than most people expected.
- **Arts education** . . . With nearly three-million people working for arts businesses—arts education is a critical tool in fueling the creative industries with arts-trained workers as well as new arts consumers. Alan Greenspan, U.S. Federal Reserve Chairman, notes, “The arts develop skills and habits of mind that are important for workers in the new economy of ideas.”
- **Mapping the broad reach of the arts** . . . Mapping the nation's geographic and political regions demonstrates the creative industries are broadly distributed and thriving throughout our communities and political jurisdictions.
- **Policy development and evaluation** . . . Because our *Creative Industries* study will be conducted annually, it becomes a tool for policy makers, funders, and elected leaders, enabling them to track the efficacy of arts policies and initiatives at the local, state, and federal levels.
- **Economic development** . . . The creative industries play a major role in building and sustaining economically vibrant communities. Arts organizations provide jobs and generate government revenue and are the cornerstone of tourism and downtown revitalization.
- **Export industry** . . . The creative industries are an important international export industry for the U.S.—estimated at \$30 billion annually.
- **A conservative research approach** . . . We have taken a conservative approach to defining the creative industries by focusing solely on businesses involved in the production or distribution of the arts. Not included, for example, is computer programming and scientific research—both creative, but not focused on the arts. Our analyses demonstrate an under-representation of nonprofit arts organizations in the Dun & Bradstreet database, and consequently, in our data. Additionally, many individual artists are not included, as not all are employed by a business.