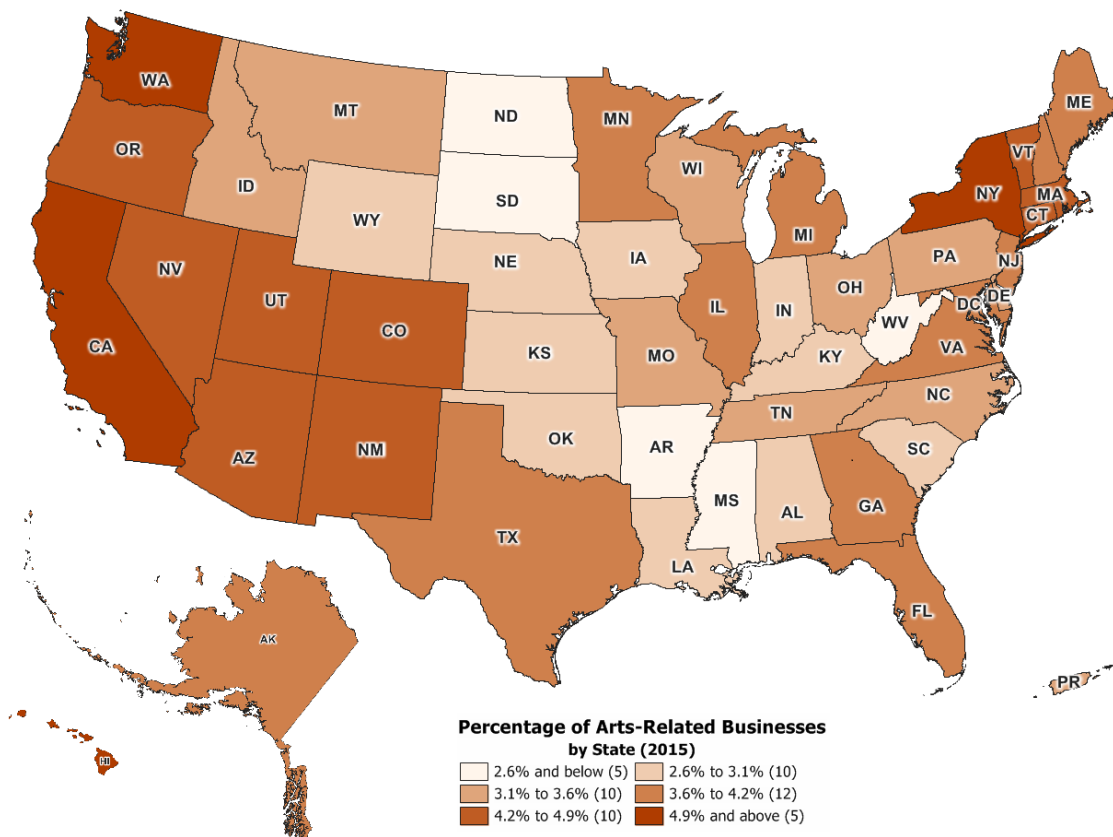


The Creative Industries in the United States

Our *Creative Industries: Business & Employment in the Arts* reports provide a research-based approach to understanding the scope and economic importance of the arts in the United States. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy.

702,771 Arts-Related Businesses Employ 2,909,382 People



The map above shows the percentage of arts-related businesses in each state. **Nationally, 702,771 businesses are involved in the creation or distribution of the arts, and they employ 2.9 million people.** This represents 3.9 percent of all U.S. businesses and 1.9 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities.

Individual reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 7,500 state legislative districts, and all 3,143 U.S. counties—as well as comparative reports for the 100 largest cities, the 100 largest counties, all Congressional Districts and all state legislative districts are available for download. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of January 2015.

**The Creative Industries Represent
3.9 Percent of All Businesses and 1.9 Percent of All Employees
in the United States
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
I. Museums and Collections	16,841	156,427
Museums	12,775	112,884
Zoos and Botanical	1,436	25,800
Historical Society	2,569	17,216
Planetarium	61	527
II. Performing Arts	115,683	464,685
Music	49,646	200,566
Theater	2,169	21,652
Dance	207	3,625
Opera	207	4,402
Services and Facilities	23,766	129,681
Performers (not elsewhere classified)	39,688	104,759
III. Visual Arts and Photography	211,235	600,285
Crafts	18,433	99,497
Visual Arts	25,998	58,506
Photography	142,987	325,951
Services	23,817	116,331
IV. Film, Radio and Television	93,042	638,504
Motion Pictures	79,464	379,856
Television	6,973	234,122
Radio	6,605	24,526
V. Design and Publishing	244,990	947,096
Architecture	40,396	248,696
Design	166,773	353,847
Publishing	3,027	44,410
Advertising	34,794	300,143
VI. Arts Schools and Services	20,980	102,385
Arts Councils	1,213	6,844
Arts Schools and Instruction	18,479	83,515
Agents	1,288	12,026
ALL CREATIVE INDUSTRIES	702,771	2,909,382

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses register, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, should be considered conservative.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).