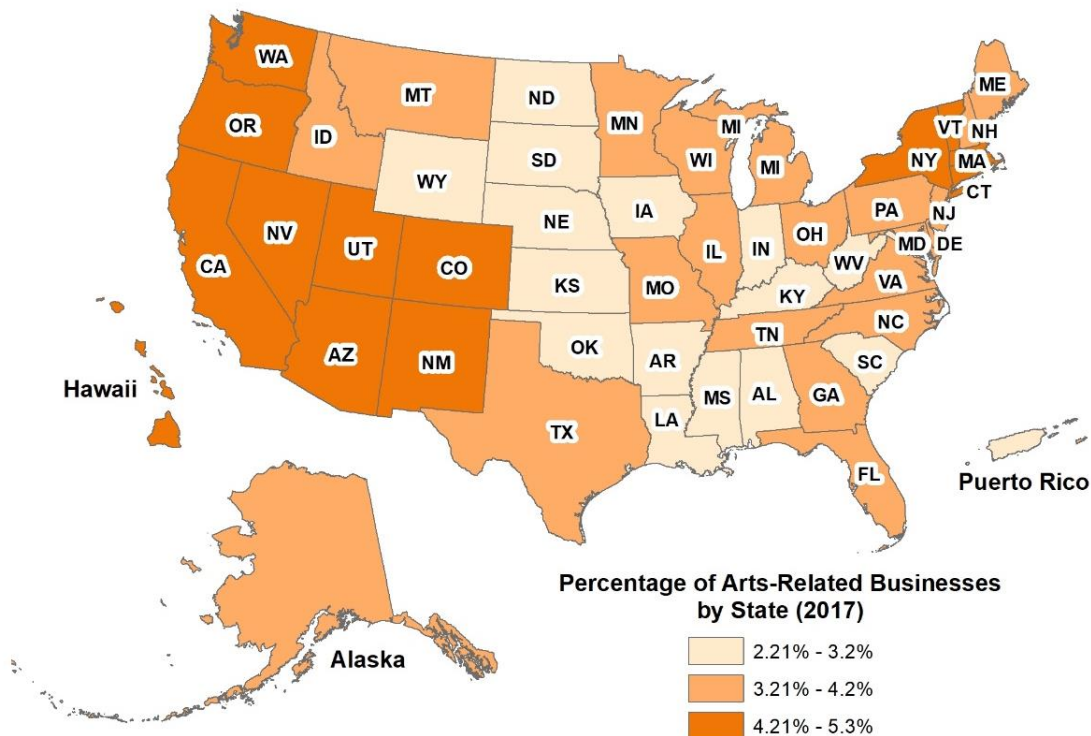


The Creative Industries in the United States

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 organizations such as museums, symphonies, and theaters to for-profit businesses such as motion picture and design companies, and architecture firms. 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. In a global economy, the creative industries are durable and enduring local employers.

673,656 Arts-Related Businesses Employ 3.48 Million People



The map above shows the percentage of arts-related businesses in each state. **Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people.** This represents 4.01 percent of all U.S. businesses and 2.04 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 6,766 state legislative districts, the 3,141 counties, and the 100 most populated cities—as well as comparative reports for the 100 most populated cities, all counties, all Congressional Districts, all states, 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 April 2017.

Americans for the Arts thanks The Andrew W. Mellon Foundation and the Doris Duke Charitable Foundation for their generous support of our work to produce the *Creative Industries: Business & Employment in the Arts* reports.

**The Creative Industries Represent
4.01 Percent of All Businesses and 2.04 Percent of All Employees
in the United States
(Data current as of April 2017)**

CATEGORY	BUSINESSES	EMPLOYEES
I. Museums and Collections	17,858	173,898
Museums	13,850	127,174
Zoos and Botanical	1,430	28,735
Historical Society	2,521	17,391
Planetarium	57	598
II. Performing Arts	117,140	523,687
Music	49,728	228,571
Theater	2,938	24,656
Dance	218	3,612
Opera	204	4,802
Services and Facilities	23,520	143,640
Performers (not elsewhere classified)	40,532	118,406
III. Visual Arts and Photography	198,897	780,463
Crafts	17,197	104,534
Visual Arts	23,199	192,978
Photography	137,194	338,426
Services	21,307	144,525
IV. Film, Radio and Television	85,619	844,616
Motion Pictures	73,253	473,996
Television	6,676	337,810
Radio	5,690	32,810
V. Design and Publishing	234,750	1,041,507
Architecture	38,955	274,754
Design	158,050	357,826
Publishing	2,823	40,555
Advertising	34,922	368,372
VI. Arts Schools and Services	19,392	120,315
Arts Councils	1,219	7,078
Arts Schools and Instruction	16,960	100,447
Agents	1,213	12,790
ALL CREATIVE INDUSTRIES	673,656	3,484,486

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).
- Data from Puerto Rico and the U.S. Virgin Islands are included in the business data provided by Dun & Bradstreet, and have been included in this analysis.