

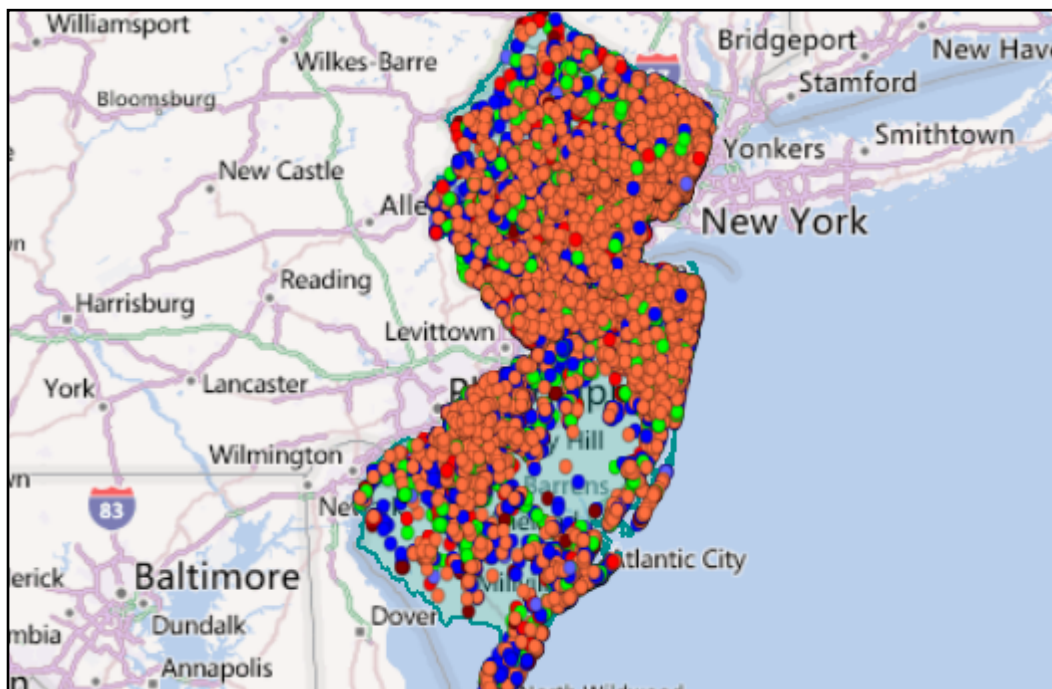
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **New Jersey**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 905,689 businesses in the U.S. involved in the creation or distribution of the arts. They employ 3.35 million people, representing 4.42 percent of all businesses and 2.15 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

**As of January 2012, New Jersey is home to 25,097 arts-related businesses that employ 87,203 people.** These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, 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 New Jersey, with each dot representing an arts-centric business. The creative industries account for 4.32 percent of the 580,994 total businesses located in New Jersey and 1.93 percent of the 4,511,446 total people they employ.

### 25,097 Arts-Related Businesses in New Jersey Employ 87,203 People

- Arts-Related Business
- Museum/Collections
- Performing Arts
- Visual/Photography
- Film, Radio, TV
- Design/Publishing
- Arts Schools/Services



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# Arts-Related Businesses and Employment in New Jersey

2012

(Data current as of January 2012)

CATEGORY	BUSINESSES	EMPLOYEES
<b>Arts Schools and Services</b>	<b>948</b>	<b>3,599</b>
Agents	47	164
Arts Councils	28	185
Arts Schools and Instruction	873	3,250
<b>Design and Publishing</b>	<b>8,762</b>	<b>28,686</b>
Advertising	1,510	10,516
Architecture	1,559	6,816
Design	5,578	10,013
Publishing	115	1,341
<b>Film, Radio and TV</b>	<b>3,492</b>	<b>14,522</b>
Radio	270	975
Television	174	2,480
Motion Pictures	3,048	11,067
<b>Museums and Collections</b>	<b>435</b>	<b>2,596</b>
Zoos and Botanical	32	240
Planetarium	3	6
Historical Society	83	340
Museums	317	2,010
<b>Performing Arts</b>	<b>4,724</b>	<b>15,529</b>
Music	1,983	7,520
Theater	70	425
Services & Facilities	875	4,072
Opera	8	94
Dance	5	36
Performers (nec)	1,783	3,382
<b>Visual Arts/Photography</b>	<b>6,736</b>	<b>22,271</b>
Crafts	542	3,868
Photography	4,792	13,312
Visual Arts	635	1,060
Services	767	4,031
<b>GRAND TOTAL</b>	<b>25,097</b>	<b>87,203</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/sc/CreativeIndustries](http://www.AmericansForTheArts.org/sc/CreativeIndustries).