

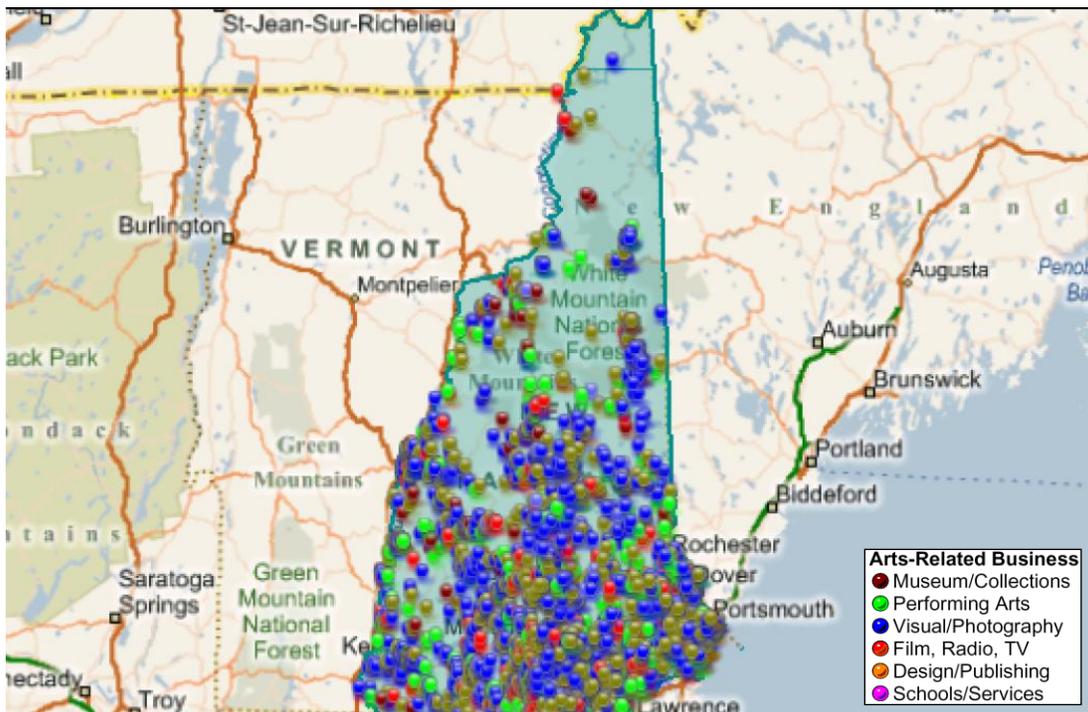
# The Creative Industries in New Hampshire Governor John Lynch

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **New Hampshire**. 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 756,007 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.99 million people, representing 4.14 percent of all businesses and 2.17 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 2011, New Hampshire is home to 4,008 arts-related businesses that employ 12,022 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 Hampshire, with each dot representing an arts-centric business. The creative industries account for 4.29 percent of the 93,433 total businesses located in New Hampshire and 1.76 percent of the 683,467 total people they employ.

## 4,008 Arts-Related Businesses in New Hampshire Employ 12,022 People



## Arts-Related Businesses and Employment in New Hampshire

(Data current as of January 2011)

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>137</b>	<b>703</b>
Museums	100	520
Zoos and Botanical	6	15
Historical Society	30	143
Planetarium	1	25
<b>Performing Arts</b>	<b>568</b>	<b>1,792</b>
Music	285	877
Theater	11	146
Dance	1	1
Opera	1	3
Services & Facilities	125	533
Performers (nec)	145	232
<b>Visual Arts/Photography</b>	<b>1,474</b>	<b>3,862</b>
Crafts	151	567
Visual Arts	131	253
Photography	1,012	2,440
Services	180	602
<b>Film, Radio and TV</b>	<b>384</b>	<b>2,034</b>
Motion Pictures	308	1,614
Television	34	361
Radio	42	59
<b>Design and Publishing</b>	<b>1,298</b>	<b>3,087</b>
Architecture	196	695
Design	881	1,454
Publishing	22	108
Advertising	199	830
<b>Arts Schools and Services</b>	<b>147</b>	<b>544</b>
Arts Councils	4	14
Arts Schools and Instruction	137	491
Agents	6	39
<b>GRAND TOTAL</b>	<b>4,008</b>	<b>12,022</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).