

The Creative Industries in New Hampshire Congressional District 1 U.S. Representative Frank C Guinta

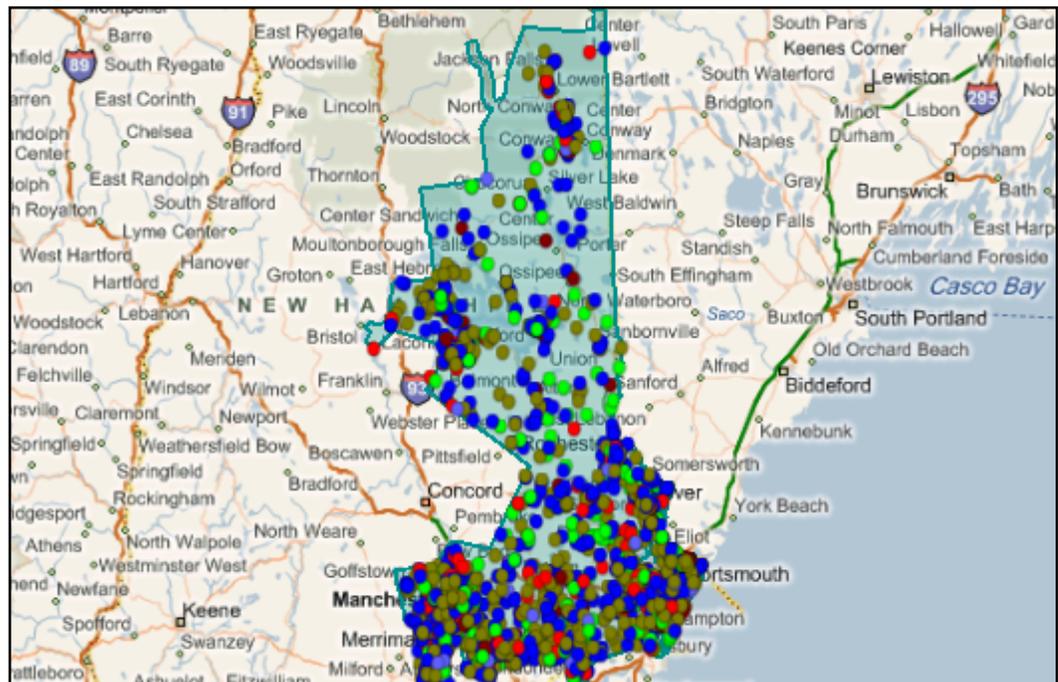
This Creative Industries report offers a research-based approach to understanding the scope and economic importance of the arts in **New Hampshire Congressional District 1**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit 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 Congressional District 1 is home to 2,097 arts-related businesses that employ 6,123 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 Congressional District 1, with each dot representing an arts-centric business. The creative industries account for **4.47** percent of the 46,959 total businesses located in New Hampshire Congressional District 1 and **1.89** percent of the 324,200 total people they employ.

2,097 Arts-Related Businesses in New Hampshire Congressional District 1 Employ 6,123 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 Hampshire Congressional District 1 (Data current as of January 2011)

2011

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	76	269
Agents	2	4
Arts Councils	2	9
Arts Schools and Instruction	72	256
Design and Publishing	700	1,819
Advertising	105	552
Architecture	99	393
Design	486	817
Publishing	10	57
Film, Radio and TV	196	1,164
Motion Pictures	144	778
Radio	30	46
Television	22	340
Museums and Collections	68	397
Historical Society	14	93
Museums	51	295
Zoos and Botanical	3	9
Performing Arts	303	767
Music	143	365
Performers (nec)	88	137
Services & Facilities	67	250
Theater	5	15
Visual Arts/Photography	754	1,707
Crafts	81	225
Photography	515	1,144
Services	91	238
Visual Arts	67	100
GRAND TOTAL	2,097	6,123

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.