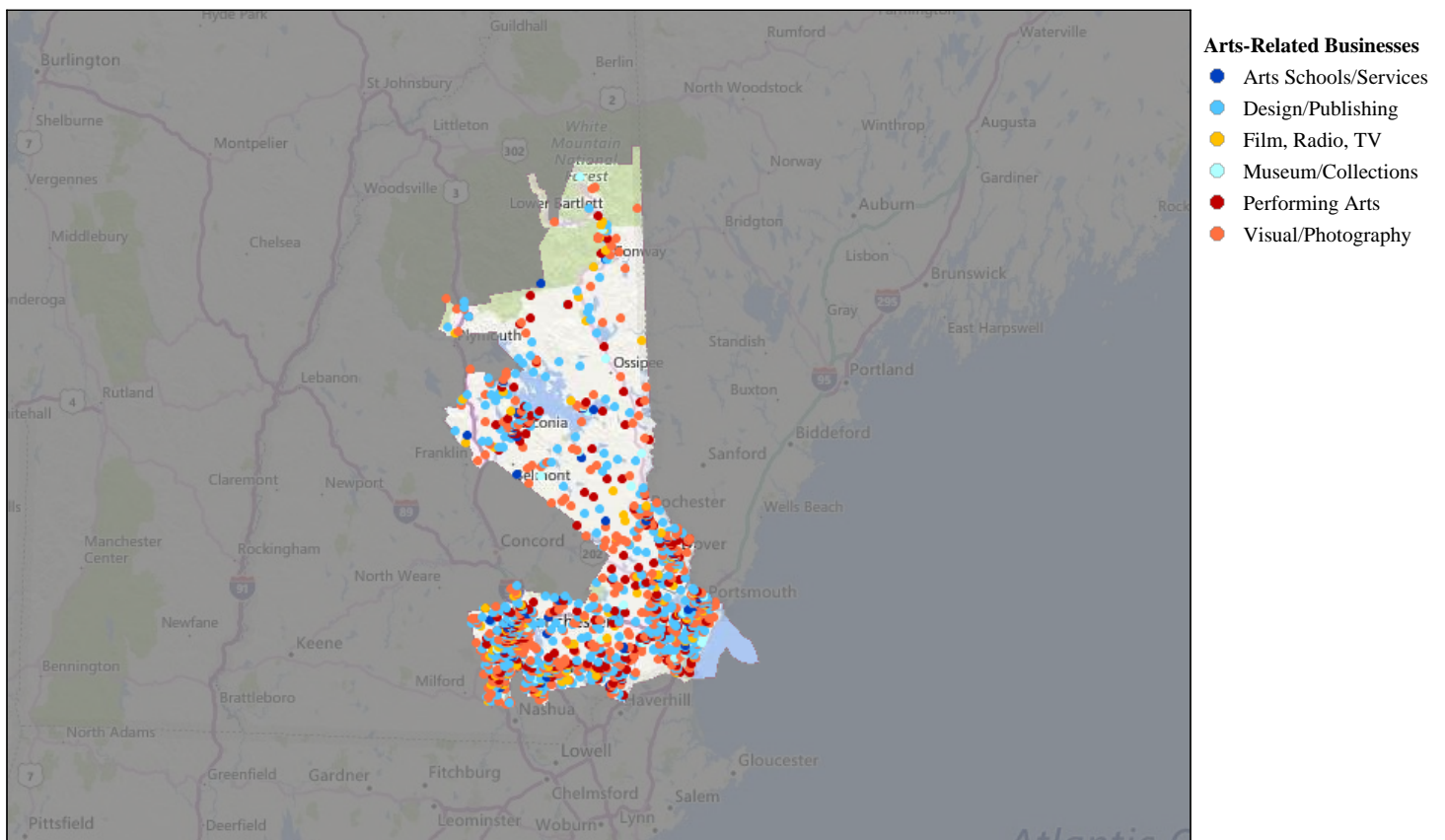


# The Creative Industries in New Hampshire Congressional District 1 U.S. Representative Carol Shea-Porter

This *Creative Industries: Business & Employment in the Arts* report provides 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 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. In a global economy, the creative industries are durable and enduring local employers.

## 1,651 Arts-Related Businesses Employ 11,427 People



**New Hampshire Congressional District 1 is home to 1,651 arts-related businesses that employ 11,427 people.** The creative industries account for 4.1 percent of the total number of businesses located in New Hampshire Congressional District 1 and 3 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

**Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people.** This represents 4.0 percent of all U.S. businesses and 2.0 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. 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.

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**The Creative Industries Represent  
4.1 Percent of All Businesses and 3 Percent of All Employees in  
New Hampshire Congressional District 1**

(Data current as of April 2017)

<b>CATEGORY</b>	<b>BUSINESSES</b>	<b>EMPLOYEES</b>
<b>Arts Schools and Services</b>	<b>67</b>	<b>337</b>
Agents	2	4
Arts Councils	1	4
Arts Schools and Instruction	64	329
<b>Design and Publishing</b>	<b>548</b>	<b>1,913</b>
Advertising	74	576
Architecture	83	559
Design	385	761
Publishing	6	17
<b>Film, Radio and TV</b>	<b>143</b>	<b>966</b>
Motion Pictures	101	532
Radio	22	73
Television	20	361
<b>Museums and Collections</b>	<b>65</b>	<b>454</b>
Historical Society	10	77
Museums	50	365
Zoos and Botanical	5	12
<b>Performing Arts</b>	<b>268</b>	<b>655</b>
Music	111	227
Opera	1	2
Performers (nec)	77	106
Services & Facilities	67	244
Theater	12	76
<b>Visual Arts/Photography</b>	<b>560</b>	<b>7,102</b>
Crafts	52	192
Photography	397	1,143
Services	53	266
Visual Arts	58	5,501
<b>GRAND TOTAL</b>	<b>1,651</b>	<b>11,427</b>

**Research Notes:**

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, 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, are an undercount.
- 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).
- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 6,766 state legislative districts, and all 3,141 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at [www.AmericansForTheArts.org/CreativeIndustries](http://www.AmericansForTheArts.org/CreativeIndustries).