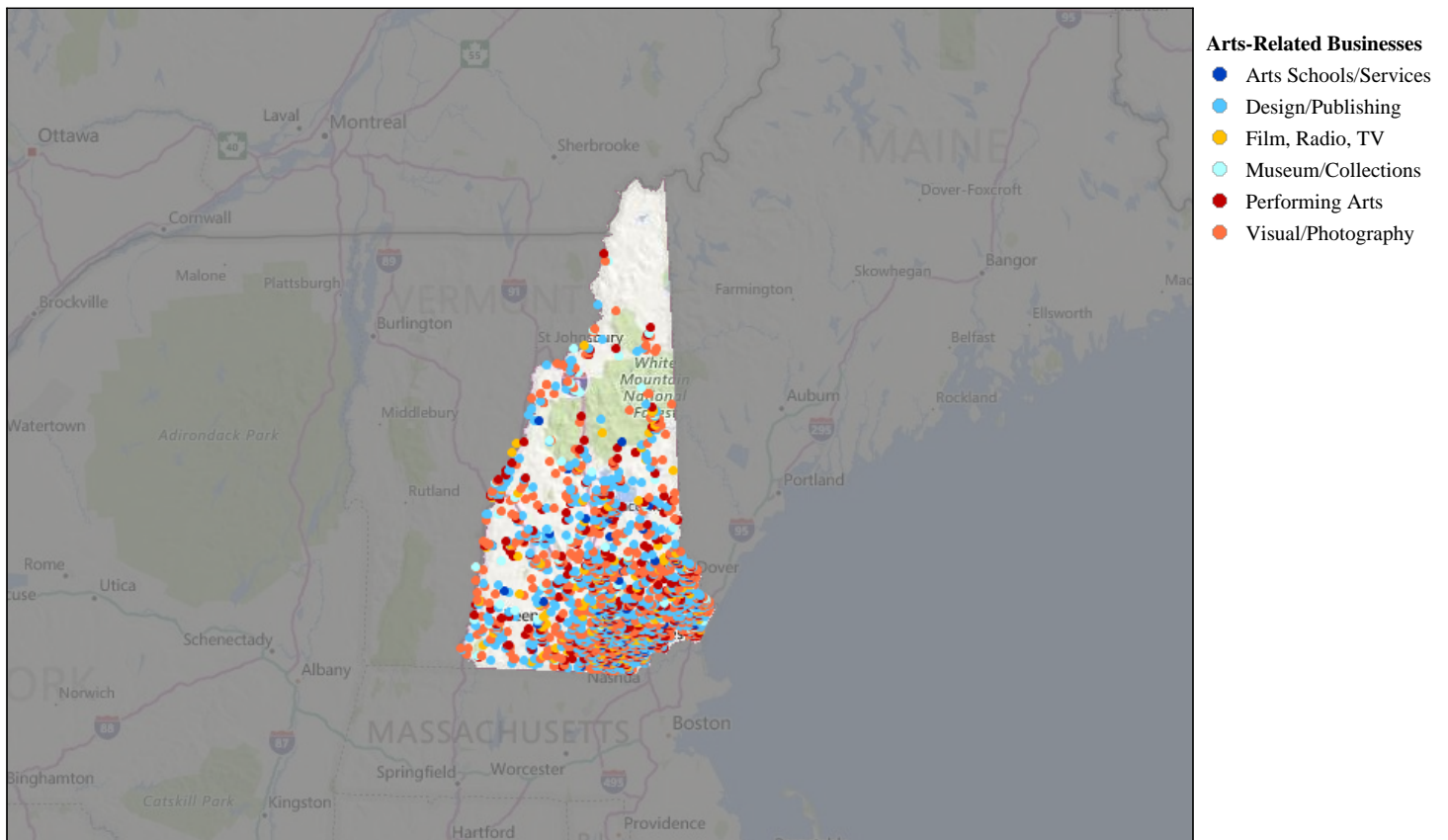


The Creative Industries in New Hampshire

Governor Chris Sununu

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**. 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.

3,170 Arts-Related Businesses Employ 16,587 People



New Hampshire is home to 3,170 arts-related businesses that employ 16,587 people. The creative industries account for 4 percent of the total number of businesses located in New Hampshire and 2.1 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.

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 Percent of All Businesses and 2.1 Percent of All Employees in
New Hampshire**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	116	587
Agents	4	36
Arts Councils	2	5
Arts Schools and Instruction	110	546
Design and Publishing	1,077	3,163
Advertising	148	856
Architecture	157	795
Design	759	1,473
Publishing	13	39
Film, Radio and TV	268	1,772
Motion Pictures	208	1,199
Radio	31	90
Television	29	483
Museums and Collections	130	740
Historical Society	28	147
Museums	96	579
Zoos and Botanical	6	14
Performing Arts	489	1,411
Dance	1	1
Music	225	577
Opera	2	5
Performers (nec)	130	206
Services & Facilities	112	454
Theater	19	168
Visual Arts/Photography	1,090	8,914
Crafts	108	479
Photography	757	2,126
Services	105	575
Visual Arts	120	5,734
GRAND TOTAL	3,170	16,587

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.