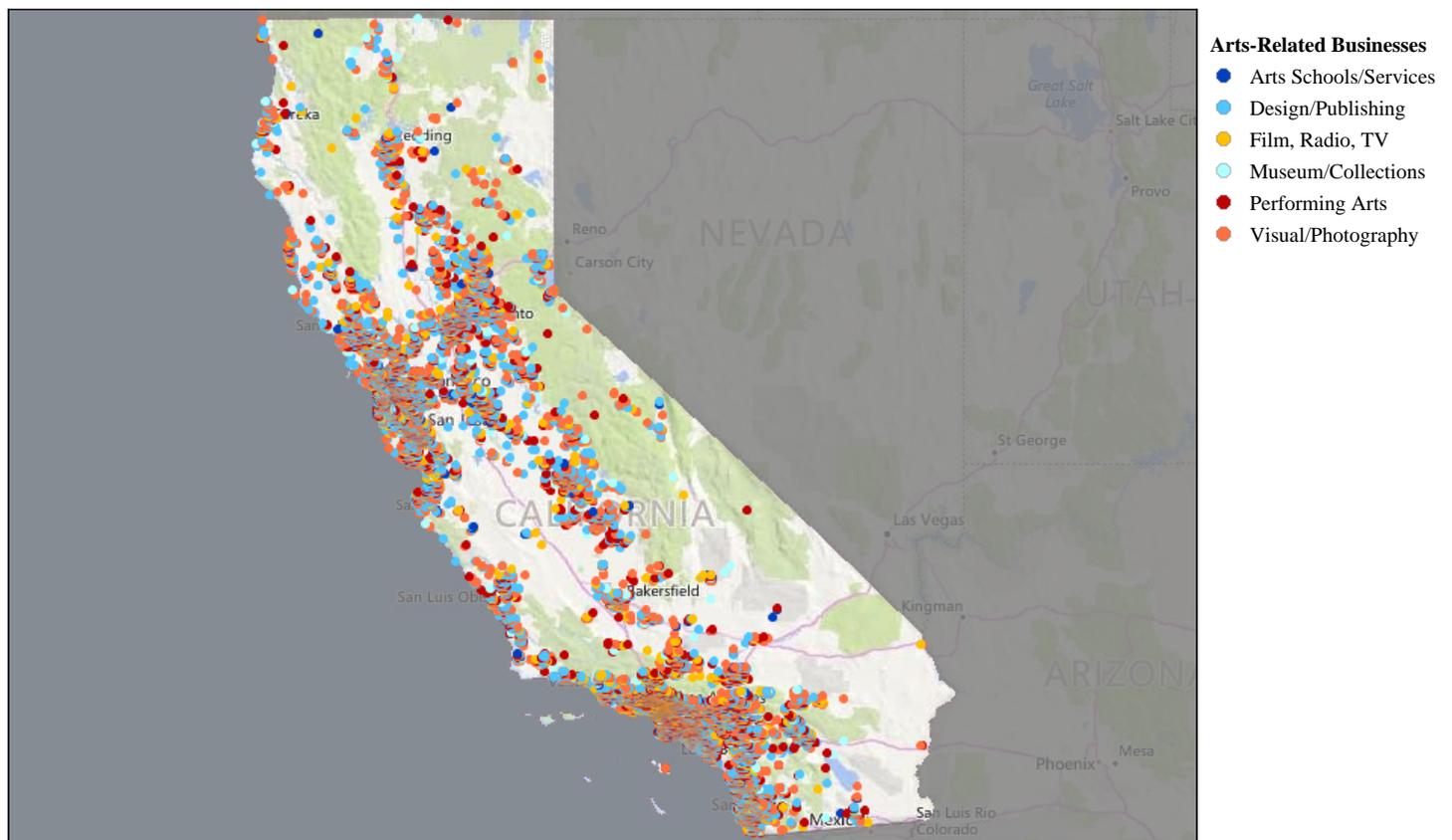


The Creative Industries in California

Governor Jerry Brown

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 **California**. 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.

103,191 Arts-Related Businesses Employ 545,627 People



California is home to 103,191 arts-related businesses that employ 545,627 people. The creative industries account for 5.1 percent of the total number of businesses located in California and 2.9 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 5.1 Percent of All Businesses and 2.9 Percent of All Employees in California

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	2,607	17,779
Agents	193	1,212
Arts Councils	106	605
Arts Schools and Instruction	2,308	15,962
Design and Publishing	34,618	143,433
Advertising	5,018	46,389
Architecture	6,217	38,368
Design	22,907	55,205
Publishing	476	3,471
Film, Radio and TV	18,275	182,973
Motion Pictures	16,673	144,872
Radio	644	3,525
Television	958	34,576
Museums and Collections	1,738	18,444
Historical Society	177	1,377
Museums	1,366	10,963
Planetarium	1	3
Zoos and Botanical	194	6,101
Performing Arts	19,076	88,397
Dance	29	418
Music	7,841	33,371
Opera	29	1,339
Performers (nec)	7,432	25,127
Services & Facilities	3,349	24,386
Theater	396	3,756
Visual Arts/Photography	26,877	94,601
Crafts	2,235	13,497
Photography	18,565	50,449
Services	2,759	13,976
Visual Arts	3,318	16,679
GRAND TOTAL	103,191	545,627

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.