

The Creative Industries in Pennsylvania

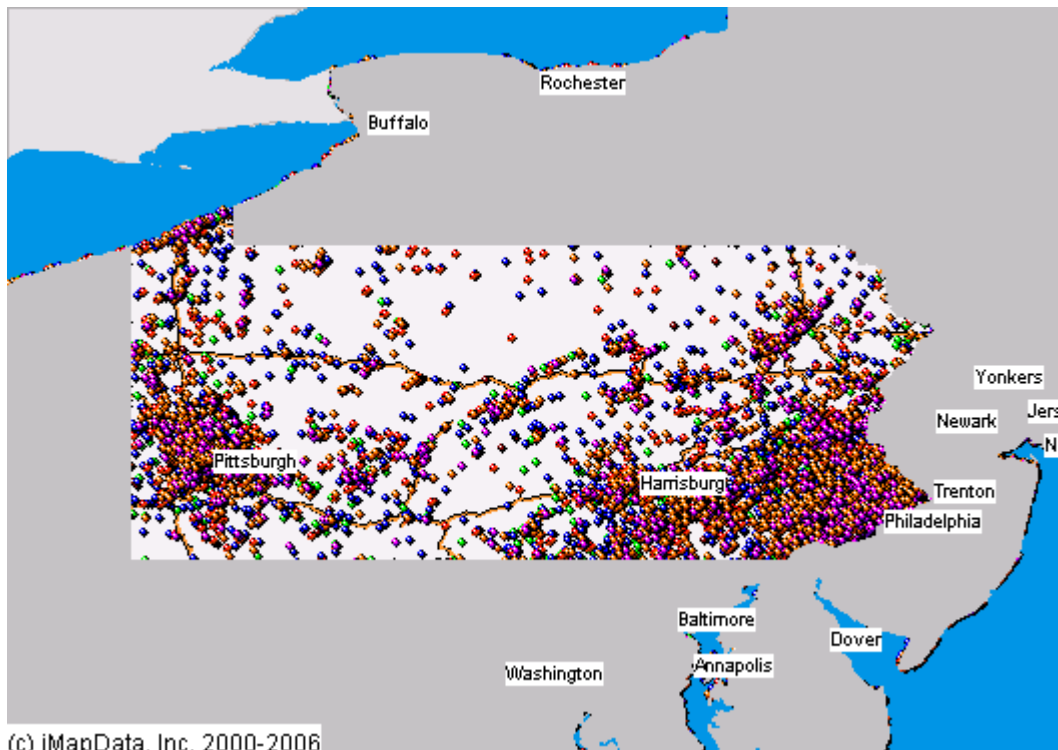
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Pennsylvania**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. The creative industries are the high-octane fuel that drives the “information economy”—the fastest growing segment of the nation’s economy.

Nationally, there are 546,558 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.7 million people—4.2 percent of all businesses and 2.0 percent of all employees. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2007, Pennsylvania is home to 18,941 arts-related businesses that employ 95,640 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, 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 **Pennsylvania**, with each dot representing an arts-centric business.

18,941 Arts-Related Businesses in Pennsylvania Employ 95,640 People

- Arts-Related Business**
- Museum/Collections
 - Performing Arts
 - Visual/Photography
 - Film, Radio, TV
 - Design/Publishing
 - Arts Schools/Services





Arts-Related Business and Employment in Pennsylvania January 2007

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	548	6,131
Museums	428	4,167
Zoos and Botanical	28	1,234
Historical Society	90	666
Planetarium	2	64
Performing Arts	3,503	18,197
Music	1,863	9,364
Theater	89	1,962
Dance	7	222
Opera	10	346
Services & Facilities	756	4,199
Performers	778	2,104
Visual Arts/Photography	6,629	23,988
Crafts	654	3,404
Visual Arts	599	1,267
Photography	4,067	13,680
Services	1,309	5,637
Film, Radio and TV	2,692	18,547
Motion Pictures	2,063	10,743
Television	206	5,890
Radio	423	1,914
Design and Publishing	4,610	24,497
Architecture	1,200	8,252
Design	1,894	4,366
Publishing	128	2,235
Advertising	1,388	9,644
Arts Schools and Services	959	4,280
Arts Councils	39	235
Arts Schools and Instruction	892	3,830
Agents	28	215
GRAND TOTAL	18,941	95,640

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.

Arts-Related Business and Employment in Pennsylvania 2006 to 2007

CATEGORY	BUSINESSES			EMPLOYEES		
	2006	2007	% Change	2006	2007	% Change
Museums and Collections	542	548	1.11%	6,410	6,131	-4.35%
Museums	425	428	0.71%	4,437	4,167	-6.09%
Zoos and Botanical	27	28	3.70%	1,247	1,234	-1.04%
Historical Society	88	90	2.27%	692	666	-3.76%
Planetarium	2	2	0.00%	34	64	88.24%
Performing Arts	3,477	3,503	0.75%	19,535	18,197	-6.85%
Music	1,860	1,863	0.16%	10,219	9,364	-8.37%
Theater	92	89	-3.26%	2,052	1,962	-4.39%
Dance	10	7	-30.00%	273	222	-18.68%
Opera	11	10	-9.09%	432	346	-19.91%
Services & Facilities	743	756	1.75%	4,634	4,199	-9.39%
Performers	761	778	2.23%	1,925	2,104	9.30%
Visual Arts/Photography	6,743	6,629	-1.69%	24,765	23,988	-3.14%
Crafts	670	654	-2.39%	4,268	3,404	-20.24%
Visual Arts	591	599	1.35%	1,241	1,267	2.10%
Photography	4,114	4,067	-1.14%	13,257	13,680	3.19%
Services	1,368	1,309	-4.31%	5,999	5,637	-6.03%
Film, Radio and TV	2,764	2,692	-2.60%	41,402	18,547	-55.20%
Motion Pictures	2,111	2,063	-2.27%	11,755	10,743	-8.61%
Television	216	206	-4.63%	27,688	5,890	-78.73%
Radio	437	423	-3.20%	1,959	1,914	-2.30%
Design and Publishing	4,580	4,610	0.66%	25,092	24,497	-2.37%
Architecture	1,195	1,200	0.42%	8,427	8,252	-2.08%
Design	1,825	1,894	3.78%	4,229	4,366	3.24%
Publishing	137	128	-6.57%	2,100	2,235	6.43%
Advertising	1,423	1,388	-2.46%	10,336	9,644	-6.70%
Arts Schools and Services	960	959	-0.10%	4,639	4,280	-7.74%
Arts Councils	39	39	0.00%	237	235	-0.84%
Arts Schools and Instruction	896	892	-0.45%	4,292	3,830	-10.76%
Agents	25	28	12.00%	110	215	95.45%
GRAND TOTAL	19,066	18,941	-0.66%	121,843	95,640	-21.51%

Data Source: D&B January 2007 & January 2006