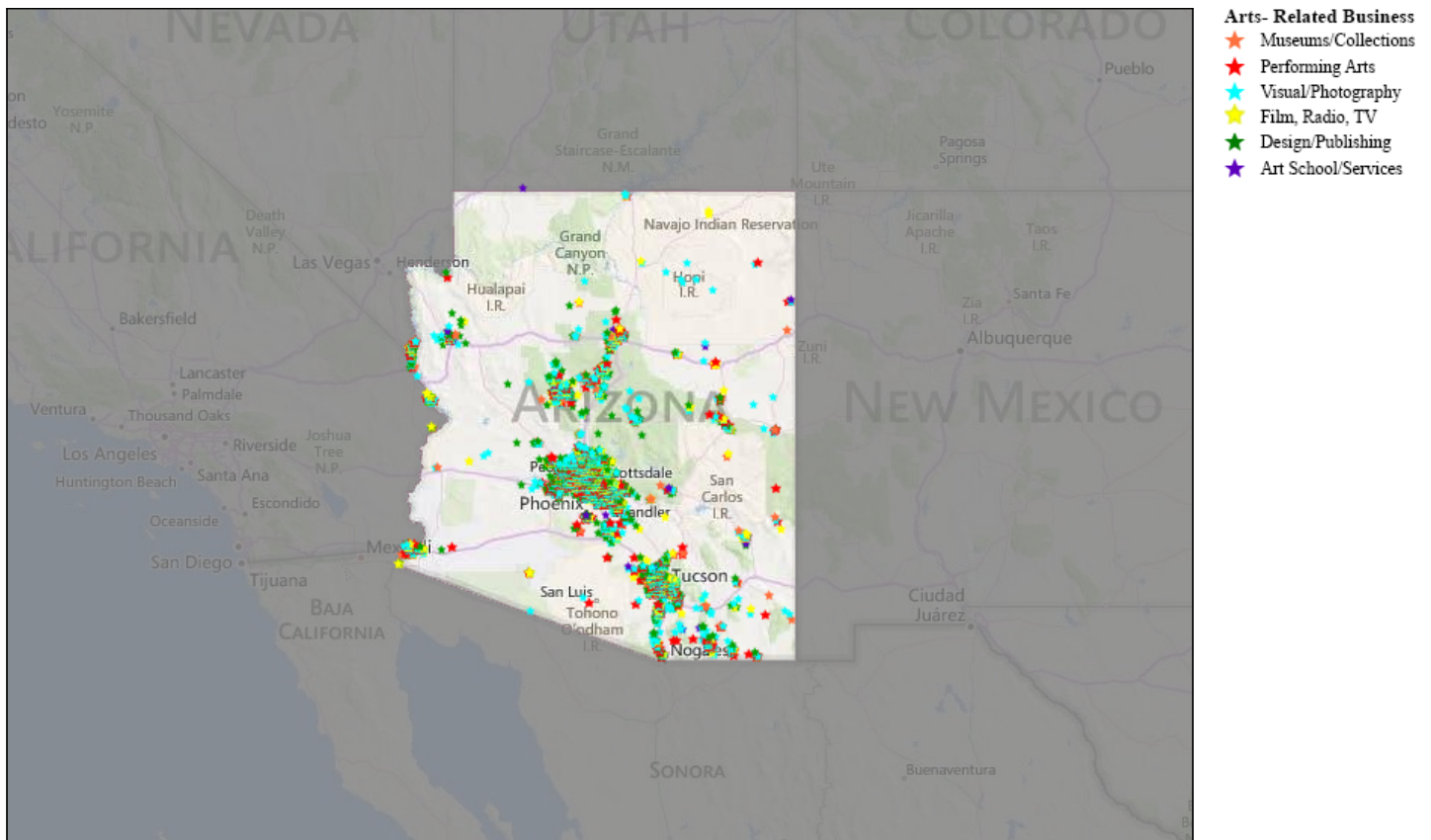


The Creative Industries in Arizona

Governor Doug Ducey

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 **Arizona**. 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.

14,171 Arts-Related Businesses Employ 46,081 People



Arizona is home to 14,171 arts-related businesses that employ 46,081 people. The creative industries account for 4.2 percent of the total number of businesses located in Arizona and 1.7 percent of the people they employ. The map above plots the creative industries, with each star representing a unique arts business establishment.

Nationally, 702,771 businesses are involved in the creation or distribution of the arts, and they employ 2.9 million people. This represents 3.9 percent of all U.S. businesses and 1.9 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 January 2015.

**The Creative Industries Represent
4.2 Percent of All Businesses and 1.7 Percent of All Employees in
Arizona
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	323	1,358
Agents	11	197
Arts Councils	18	123
Arts Schools and Instruction	294	1,038
Design and Publishing	5,694	15,887
Advertising	622	3,431
Architecture	841	4,329
Design	4,184	7,864
Publishing	47	263
Film, Radio and TV	1,636	7,924
Motion Pictures	1,433	4,479
Radio	105	334
Television	98	3,111
Museums and Collections	246	2,352
Historical Society	34	260
Museums	184	1,858
Planetarium	2	6
Zoos and Botanical	26	228
Performing Arts	2,119	8,155
Dance	2	90
Music	839	2,745
Opera	2	40
Performers (nec)	815	3,002
Services & Facilities	431	1,985
Theater	30	293
Visual Arts/Photography	4,153	10,405
Crafts	327	1,420
Photography	2,759	5,282
Services	474	2,575
Visual Arts	593	1,128
GRAND TOTAL	14,171	46,081

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses register, 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, should be considered conservative.
- 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 7,500 state legislative districts, and all 3,143 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.