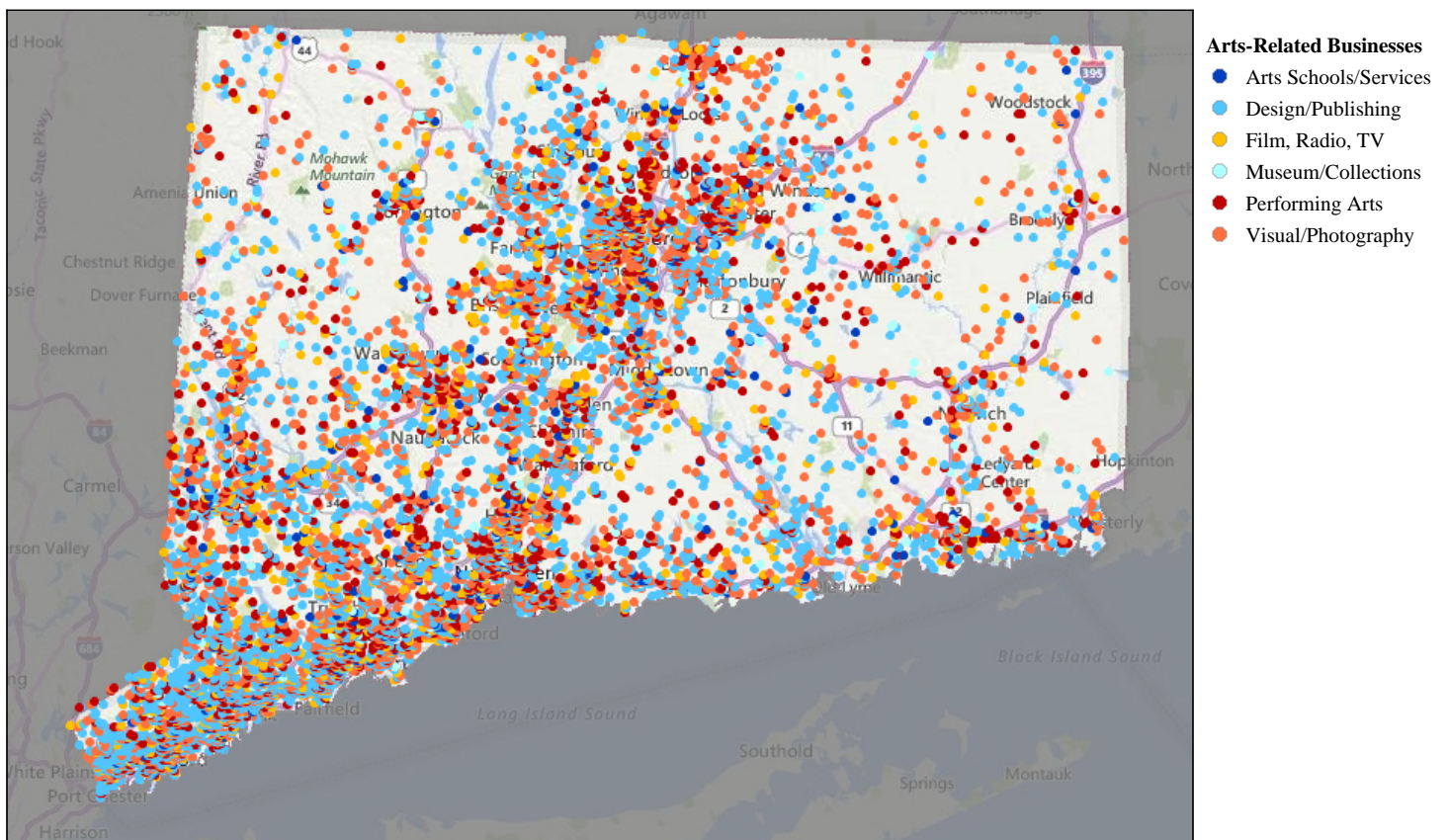


The Creative Industries in Connecticut

Governor Dan Malloy

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 **Connecticut**. 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.

10,403 Arts-Related Businesses Employ 39,419 People



Connecticut is home to 10,403 arts-related businesses that employ 39,419 people. The creative industries account for 4.5 percent of the total number of businesses located in Connecticut and 1.7 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
4.5 Percent of All Businesses and 1.7 Percent of All Employees in
Connecticut**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	376	2,548
Agents	11	39
Arts Councils	20	89
Arts Schools and Instruction	345	2,420
Design and Publishing	4,030	13,483
Advertising	514	3,463
Architecture	804	3,603
Design	2,670	5,402
Publishing	42	1,015
Film, Radio and TV	1,199	6,544
Motion Pictures	1,040	3,935
Radio	84	477
Television	75	2,132
Museums and Collections	291	3,534
Historical Society	46	275
Museums	224	2,870
Zoos and Botanical	21	389
Performing Arts	1,683	5,545
Dance	1	3
Music	739	2,610
Opera	2	7
Performers (nec)	570	985
Services & Facilities	322	1,672
Theater	49	268
Visual Arts/Photography	2,824	7,765
Crafts	166	500
Photography	2,007	4,353
Services	303	1,645
Visual Arts	348	1,267
GRAND TOTAL	10,403	39,419

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.