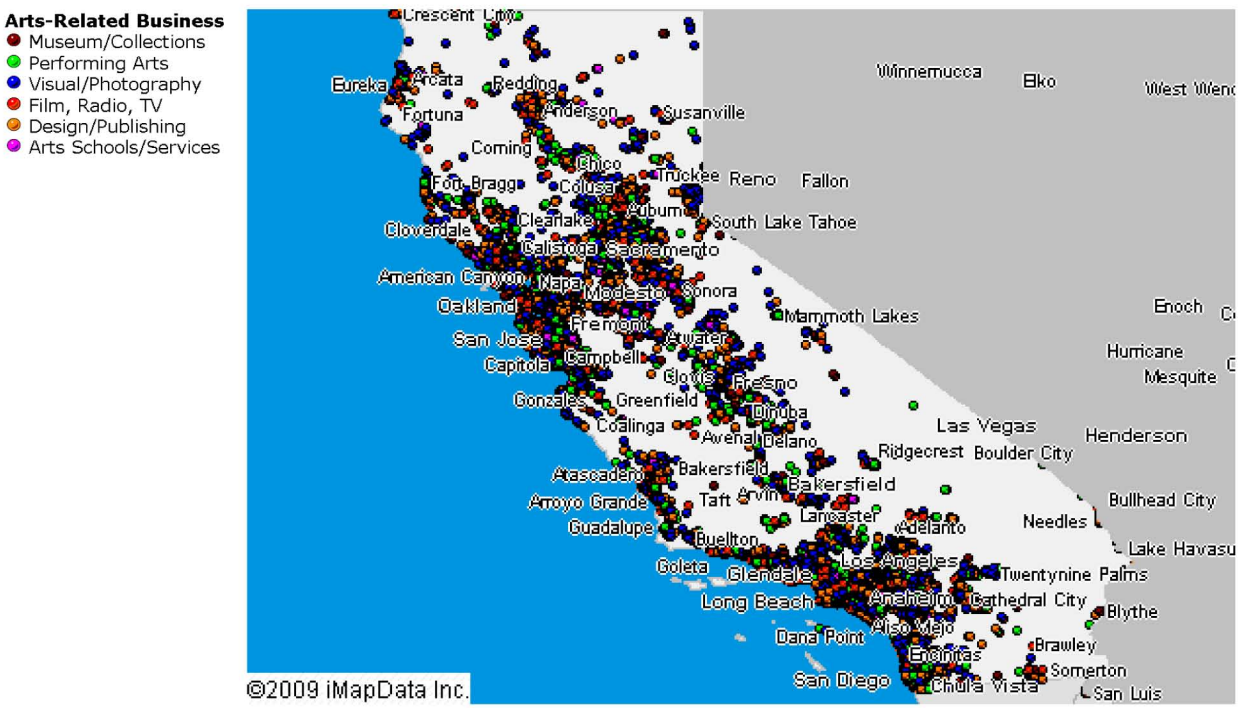
The Creative Industries in California

This *Creative Industries* report offers 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 non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 686,076 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.8 million people, representing 4.20 percent of all businesses and 2.04 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2009, California is home to 110,840 arts-related businesses that employ 438,912 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, 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 **California**, with each dot representing an arts-centric business.

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