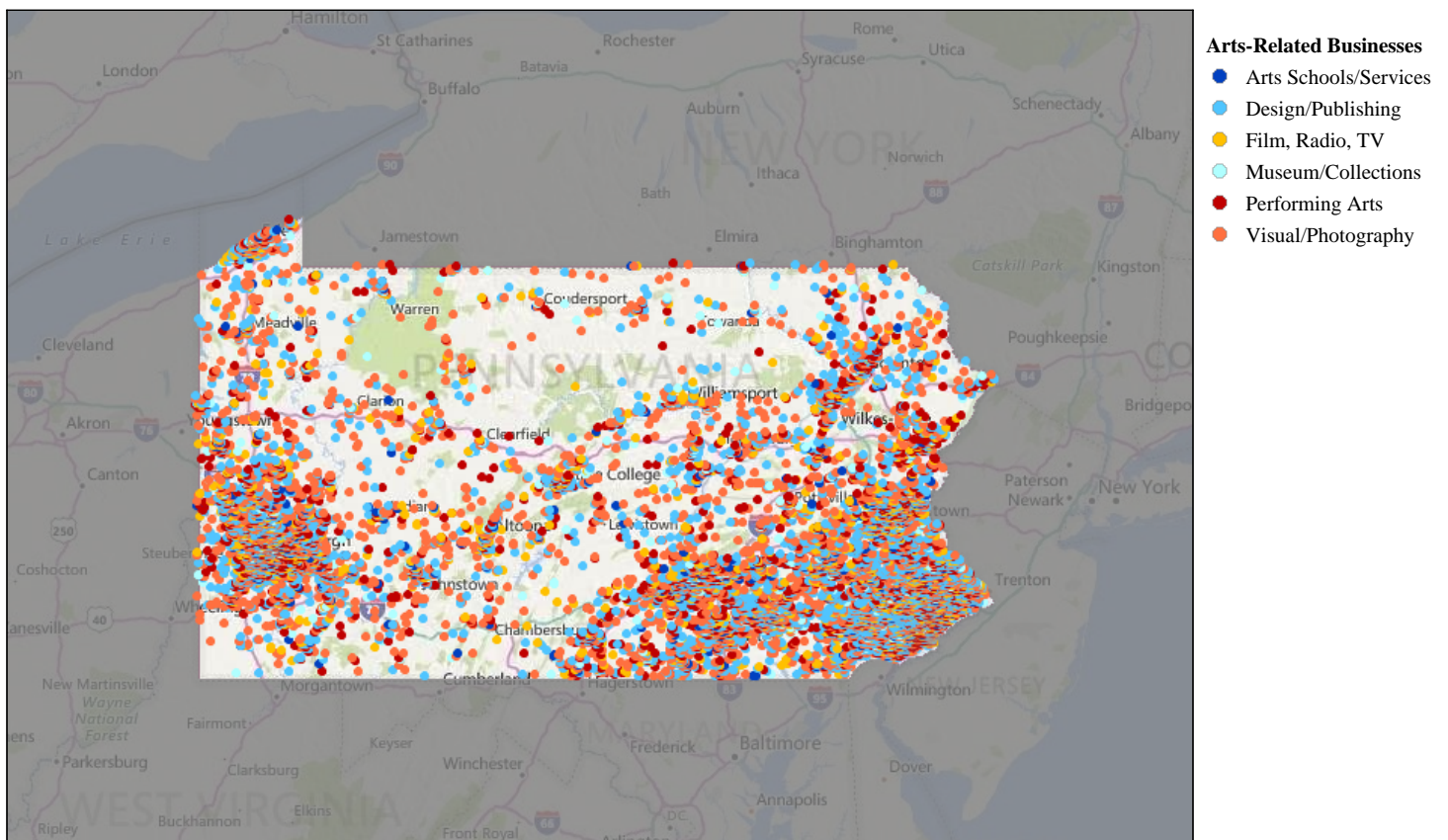


# The Creative Industries in Pennsylvania

## U.S. Senator Bob Casey

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 **Pennsylvania**. 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.

**23,420 Arts-Related Businesses Employ 156,712 People**



**Pennsylvania is home to 23,420 arts-related businesses that employ 156,712 people.** The creative industries account for 3.6 percent of the total number of businesses located in Pennsylvania and 2.1 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  
3.6 Percent of All Businesses and 2.1 Percent of All Employees in  
Pennsylvania**

(Data current as of April 2017)

<b>CATEGORY</b>	<b>BUSINESSES</b>	<b>EMPLOYEES</b>
<b>Arts Schools and Services</b>	<b>854</b>	<b>4,436</b>
Agents	23	186
Arts Councils	37	211
Arts Schools and Instruction	794	4,039
<b>Design and Publishing</b>	<b>7,663</b>	<b>35,148</b>
Advertising	1,384	11,806
Architecture	1,380	11,804
Design	4,792	9,977
Publishing	107	1,561
<b>Film, Radio and TV</b>	<b>2,761</b>	<b>42,605</b>
Motion Pictures	2,214	10,639
Radio	347	1,736
Television	200	30,230
<b>Museums and Collections</b>	<b>767</b>	<b>7,780</b>
Historical Society	170	878
Museums	548	5,519
Planetarium	1	60
Zoos and Botanical	48	1,323
<b>Performing Arts</b>	<b>4,298</b>	<b>28,722</b>
Dance	13	264
Music	1,824	16,846
Opera	10	353
Performers (nec)	1,420	3,234
Services & Facilities	889	5,963
Theater	142	2,062
<b>Visual Arts/Photography</b>	<b>7,077</b>	<b>38,021</b>
Crafts	664	3,941
Photography	4,787	11,045
Services	798	6,786
Visual Arts	828	16,249
<b>GRAND TOTAL</b>	<b>23,420</b>	<b>156,712</b>

**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](http://www.AmericansForTheArts.org/CreativeIndustries).