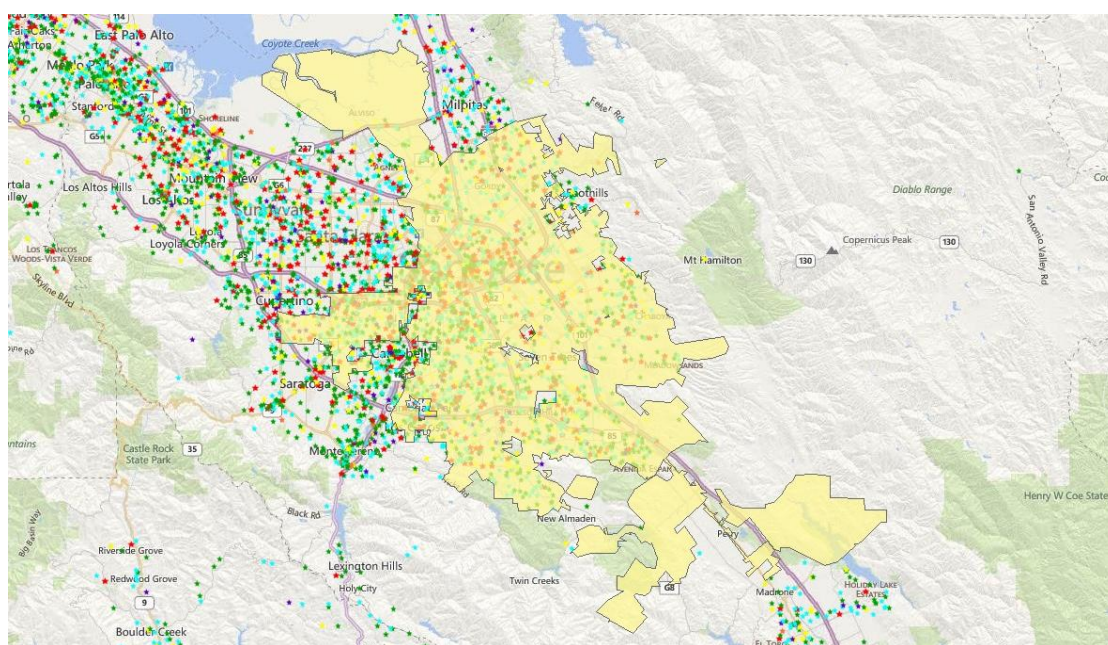


The Creative Industries in San Jose, California

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 **San Jose, California**. 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.

2,024 Arts-Related Businesses Employ 6,579 People



San Jose, California is home to 2,024 arts-related businesses that employ 6,579 people. The creative industries account for 4.3 percent of the total number of businesses located in **San Jose** 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
4.3 Percent of All Businesses and 1.7 Percent of All Employees in
San Jose, California
(Data current as of January 2015)**

CATEGORY	BUSINESSES	EMPLOYEES
Museums and Collections	30	313
Museums	20	239
Zoos and Botanical	7	69
Historical Society	3	5
Performing Arts	319	1,143
Music	141	442
Theater	6	19
Dance	1	50
Opera	1	100
Services & Facilities	63	291
Performers (nec)	107	241
Visual Arts/Photography	623	1,370
Crafts	35	115
Visual Arts	61	232
Photography	469	810
Services	58	213
Film, Radio and TV	230	785
Motion Pictures	196	598
Television	21	153
Radio	13	34
Design and Publishing	750	2,538
Architecture	104	797
Design	559	1,210
Publishing	6	6
Advertising	81	525
Arts Schools and Services	72	430
Arts Councils	1	0
Arts Schools and Instruction	71	430
GRAND TOTAL	2,024	6,579

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.