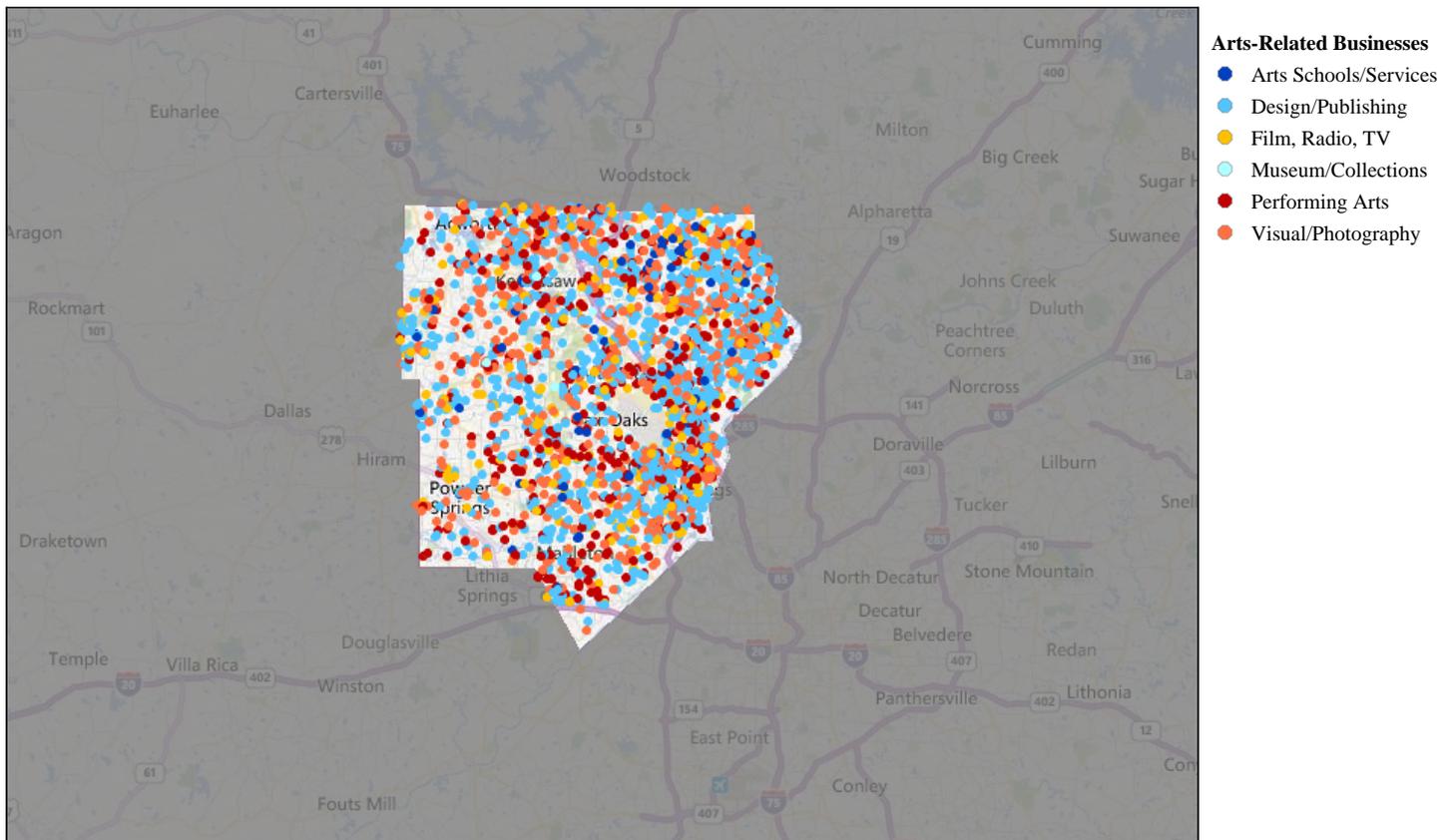


The Creative Industries in Cobb County, GA

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 **Cobb County, GA**. 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.

2,568 Arts-Related Businesses Employ 9,313 People



Cobb County, GA is home to 2,568 arts-related businesses that employ 9,313 people. The creative industries account for 5 percent of the total number of businesses located in Cobb County, GA and 2.2 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
5 Percent of All Businesses and 2.2 Percent of All Employees in
Cobb County, GA**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	72	256
Agents	6	10
Arts Councils	2	6
Arts Schools and Instruction	64	240
Design and Publishing	1,056	3,547
Advertising	141	738
Architecture	99	763
Design	804	1,985
Publishing	12	61
Film, Radio and TV	283	2,236
Motion Pictures	251	1,195
Radio	18	67
Television	14	974
Museums and Collections	26	74
Historical Society	3	7
Museums	20	61
Zoos and Botanical	3	6
Performing Arts	449	1,540
Dance	1	22
Music	168	898
Performers (nec)	198	335
Services & Facilities	76	246
Theater	6	39
Visual Arts/Photography	682	1,660
Crafts	56	174
Photography	496	979
Services	58	391
Visual Arts	72	116
GRAND TOTAL	2,568	9,313

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.