

ACPSA Issue Brief #4: Workers Engaged in Arts and Cultural Production

In 2011, the production of arts and cultural goods and services employed nearly 2 million workers and generated \$289.5 billion in employee compensation (i.e., wages and salaries and supplements such as pension funds and health insurance).

The industry employing the greatest number of workers engaged in the production of arts and cultural commodities is motion picture and video production. In 2011, that industry engaged nearly 310,000 workers to produce commodities such as motion pictures and television shows, TV commercials, music videos, film and TV post-production work, and movie theaters and film festivals. In turn, these 310,000 employees garnered \$25 billion in compensation.

Other industries employing large numbers of workers to produce arts and cultural goods and services include broadcasting (TV and radio), telecommunications (e.g., cable channels), museums, and the performing arts.

In 2011, museums and performing arts industries each employed roughly 100,000 workers to produce museum exhibits, nature park access, and performances of theater, dance, and music. Employees within the museum and performing arts industries who produce those goods and services earned \$6 billion and \$8 billion, respectively, in compensation.

Unlike traditional counts of employment by industry, the ACPSA estimates reported here refer to workers engaged in arts and cultural production. In 2011, for example, the telecommunications industry employed a total of 158,400 workers. Of those, 113,100 (71 percent) were engaged in producing cable channel broadcasts and other services counted by the ACPSA as "arts and cultural."¹

Moreover, the ACPSA captures self-employed workers, who are typically excluded from employment counts by detailed industry.

¹ Examples of services provided by the telecommunications industry that are not included in the ACPSA include long-distance telephone services and repairs and messaging services.

Top-Ranking ACPSA Industries, by Number Employed to Produce Arts and Cultural Services, 2011

<i>Industry</i>	<i>Employment (in thousands)</i>	<i>Employee compensation (in millions)</i>			
Motion picture and video industries	309.5	\$25,141			
Broadcasting	197.2	\$16,262			
Newspaper and periodical publishing	187.4	\$24,305			
Retail trade	180.8	\$10,965			
Cable television production and distribution	113.1	\$8,338			
Museums	109.0	\$5,918			
Performing arts	98.2	\$7,688			
Note: Figures include self-employed workers.					

Arts and Cultural Employment and the Economic Recession of 2007-2009

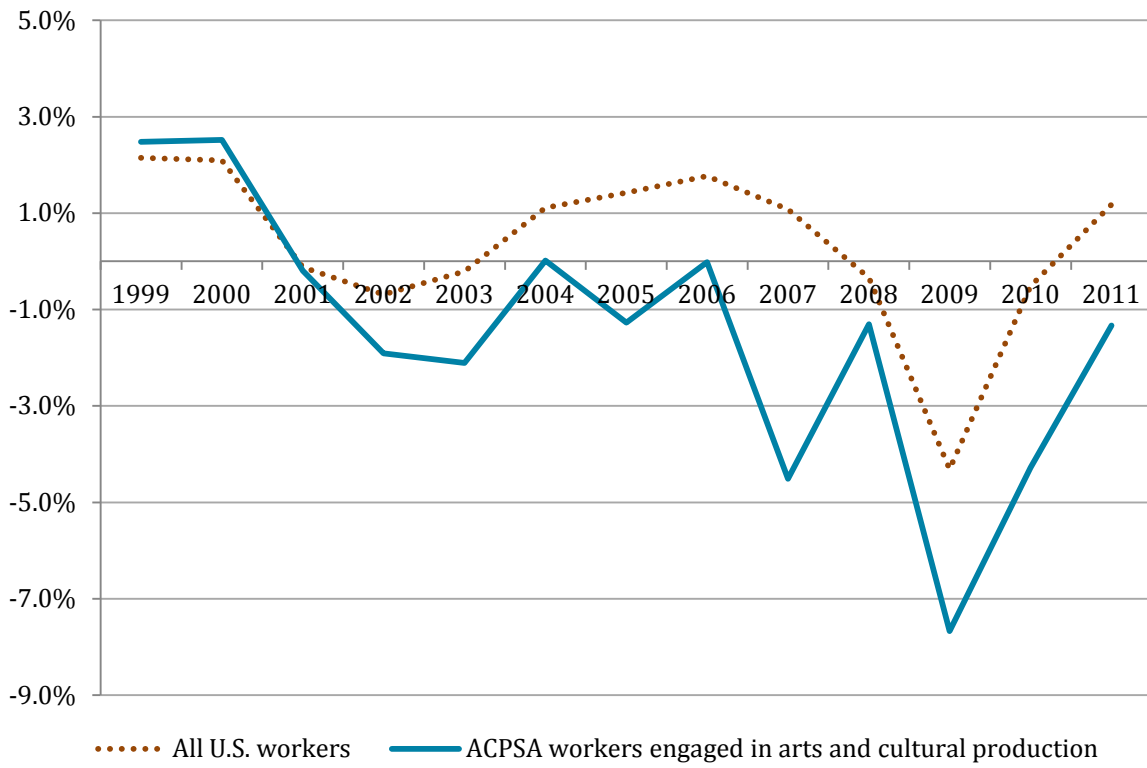
In 2000, employment of workers producing arts and cultural goods and services was rising. Between 1999 and 2000, for example, employment grew by nearly 62,000 workers. In 2001, however, a relatively mild recession set in. Consequently, arts and cultural employment fell by roughly 50,000 workers in 2002 and in 2003.

Between 2004 and 2006, arts and cultural employment stabilized. In 2006, for example, employment of arts and cultural workers reached 2.4 million—not far from employment levels witnessed in 1998.

However, 2007 marked the beginning of one of the worst U.S. recessions in post-WWII history. In that first year of the recession, the arts and cultural economy shed more than 100,000 jobs. Following employment trends evident for all U.S. workers as a whole, the number of arts and cultural workers fell precipitously in 2009—employment dropped by nearly 8 percent as 172,000 arts and cultural production jobs were lost.

Arts and cultural employment continued to fall in 2010 and 2011, albeit more slowly. In 2011, the production of arts and cultural goods and services employed a little more than 1.9 million workers—half a million fewer than were employed in arts and cultural production in the peak year of 2000.

Percentage Change in Employment: 1999-2011



Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis

Industries by Employment to Produce Arts and Cultural Goods and Services, 2011			
	Employment	Compensation of employees	Key to notes
	<i>(in thousands)</i>	<i>(in millions)</i>	
Total ACPSA employment	1,957	\$289,500	
<i>Employment by industries producing arts and culture:</i>			
Arts and entertainment			
Performing arts	98.2	\$7,688	A
Independent artists, writers, and performers	31.9	\$5,591	
Agents and managers for artists	11.1	\$956	
Promoters of performing arts	70.1	\$2,702	B
Museums	109.0	\$5,918	C
Information			
Motion picture and video industries	309.5	\$25,141	D
Sound recording	12.9	\$1,868	E
Broadcasting	197.2	\$16,262	F
Internet publishing and broadcasting	10.0	\$2,427	G
Cable television production and distribution	113.1	\$8,338	H
Other information services	20.7	\$1,238	I
Book publishing	24.2	\$5,187	
Newspaper and periodical publishing	187.4	\$24,305	
Cards, calendar, and related publishing	28.8	\$2,176	
Software publishing	9.2	\$5,927	J
Professional services			
Interior design services	19.1	\$1,746	
Industrial design services	24.4	\$689	
Graphic design services	61.5	\$3,330	
All other design services	1.2	\$212	K
Architectural services	0.7	\$1,006	L
Landscape architectural services	18.2	\$2,049	
Advertising	77.9	\$20,828	
Computer systems design	0.5	\$2,597	M
Photography services	67.2	\$2,466	
Photofinishing	12.6	\$1,866	N
Educational services			
Fine arts schools	17.7	\$2,121	O
Other educational services	0.2	\$3,810	P
Other services			
Grant-making	0.1	\$472	Q
Unions	0.4	\$797	R
Government	113.7	\$79,182	S
Manufacturing			
Jewelry and silverware	19.9	\$2,204	
Printing	27.8	\$4,921	
Other manufacturing	32.9	\$2,321	T
Construction	24.5	\$9,656	U
Wholesale trade	6.6	\$6,614	V
Retail trade	180.8	\$10,965	W
Rental and leasing	15.1	\$1,611	X
All other industries	1.0	\$12,313	Y

<i>Key</i>	<i>Notes</i>
<i>A</i>	<i>Examples include theater companies; dance companies; symphony orchestras and circuses.</i>
<i>B</i>	<i>Performing arts centers; performing arts festivals.</i>
<i>C</i>	<i>Includes botanical gardens; zoos; and nature parks.</i>
<i>D</i>	<i>Examples include movie and television production; music videos; television commercials; distribution; post- production; movie theaters.</i>
<i>E</i>	<i>Record production; sound recording studios; music publishers.</i>
<i>F</i>	<i>Radio and television broadcasting.</i>
<i>G</i>	<i>Web broadcasts; internet game sites; Internet radio.</i>
<i>H</i>	<i>Includes selected production of TV shows.</i>
<i>I</i>	<i>News syndicates.</i>
<i>J</i>	<i>Video games; photo-processing software; CAD software.</i>
<i>K</i>	<i>Jewelry design; fashion design.</i>
<i>L</i>	<i>Architectural services for cultural structures.</i>
<i>M</i>	<i>Computer system designs supporting motion pictures and sound recording.</i>
<i>N</i>	<i>Excludes one-hour photofinishing.</i>
<i>O</i>	<i>Music schools; dance schools.</i>
<i>P</i>	<i>Related to various private college arts departments and college performing arts centers; fine arts schools.</i>
<i>Q</i>	<i>Arts-related.</i>
<i>R</i>	<i>Arts-related.</i>
<i>S</i>	<i>Selected items for government-operated museums, parks, and libraries; state college arts departments and performing arts centers.</i>
<i>T</i>	<i>Examples include musical instruments; china and glass; custom architectural woodwork; lead pencils and art goods; basketwork and wickerwork; custom non-upholstered wood furniture; Christmas tree ornaments.</i>
<i>U</i>	<i>Construction of selected new educational structures; amusement and recreational structures.</i>
<i>V</i>	<i>Musical instruments; books; photography equipment.</i>
<i>W</i>	<i>Art dealers; music stores; book stores; photographic supply stores; florist shops.</i>
<i>X</i>	<i>Wardrobe rental; motion picture and theatrical equipment rental; pre-recorded video tape and disk rental.</i>
<i>Y</i>	<i>Other industries producing arts and cultural goods and services.</i>