



2016 - Wisconsin

Arts and Cultural Production Satellite Account (ACPSA)¹

ACPSA Value Added	Percent of State Value Added	ACPSA Employment	Percent of State Employment	ACPSA Compensation	Percent of State Compensation
\$9.7 Billion	3.1%	94,167	3.1%	\$5.6 Billion	3.2%

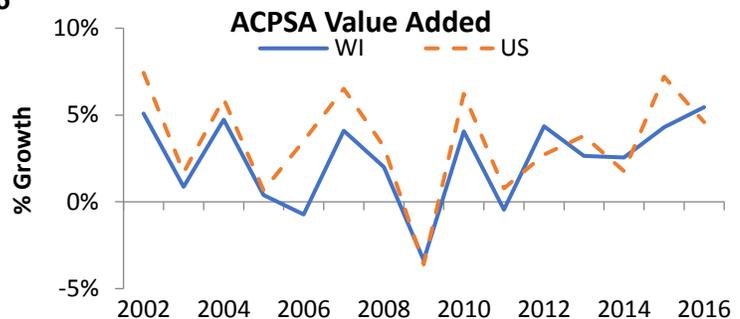
	Value Added (000s)	Employment	Compensation(000s)
Wisconsin (WI) Industries*	\$312,203,664	3,030,475	\$172,896,178
Arts and Cultural Industries (WI)	\$9,749,065	94,167	\$5,591,250
<i>Top 5 ACPSA Industries by Value Added</i>			
Government	\$2,023,696	24,409	\$1,717,154
Publishing	\$1,929,630	9,997	\$1,026,737
Broadcasting	\$1,291,867	6,087	\$380,240
Retail Industries	\$654,059	14,619	\$363,891
Printed Goods Manufacturing	\$547,008	6,251	\$369,266
Core Arts and Cultural Industries (WI)	\$1,548,205	16,370	\$854,514
<i>Top 5 Core Arts and Cultural Industries</i>			
Advertising	\$390,597	2,242	\$145,078
Architectural Services	\$191,738	1,438	\$150,054
Performing Arts Companies	\$163,347	D	D
Graphic Design Services	\$153,291	1,308	\$89,812
Photography and Photofinishing Services	\$139,021	D	D

*Total value added, employment, and compensation statistics are based on the Bureau of Economic Analysis' (BEA) national income and product accounts (NIPAs) definition of U.S. residence.

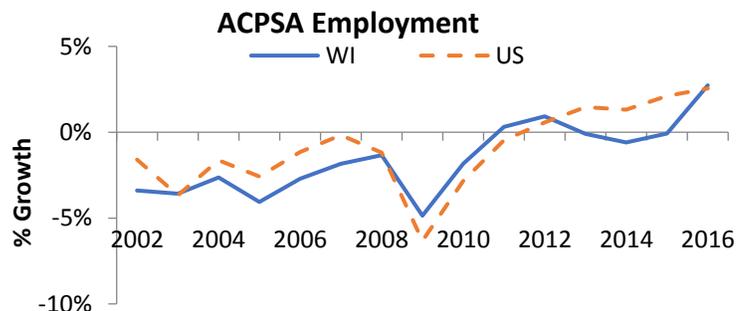
D = Not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

Trends in Arts and Cultural Production: 2015-2016

In 2016, Wisconsin ranked 21st among all states in ACPSA value added, and 12th among all states in ACPSA value added growth. Since 2015, ACPSA value added has grown 5.45 percent in Wisconsin, compared with an increase of 4.59 percent for the U.S.



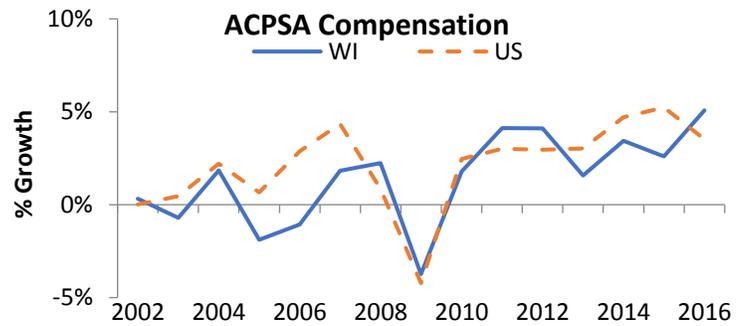
In 2016, Wisconsin ranked 18th among all states in ACPSA employment, and 15th among all states in ACPSA employment growth. Since 2015, ACPSA employment has grown 2.73 percent in Wisconsin, compared with an increase of 2.55 percent for the U.S.



¹The value added, employment, and compensation statistics were developed and prepared by the BEA, U.S. Department of Commerce.



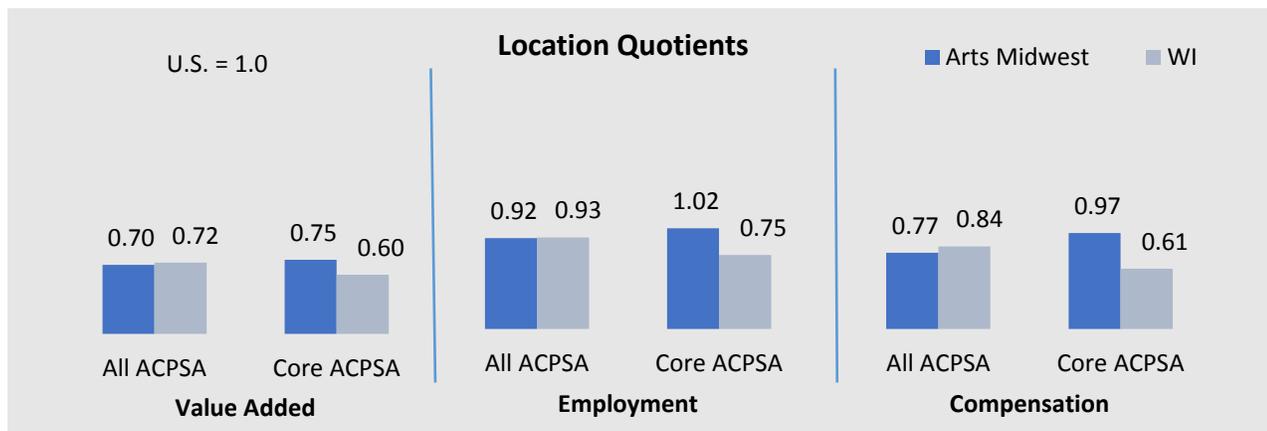
In 2016, Wisconsin ranked 20th among all states in ACPSA compensation, and 10th among all states in ACPSA compensation growth. Since 2015, ACPSA compensation has grown 5.08 percent in Wisconsin, compared with an increase of 3.52 percent for the U.S.



Average compensation per wage-and-salary job in Wisconsin's ACPSA industries was \$59,376 in 2016, compared with \$57,053 for all salaried jobs in the state.

Location Quotients

- In 2016, ACPSA value added was 28 percent below the national average. By comparison, the LQ for arts-and-cultural production value added in all states belonging to the U.S. regional arts organization Arts Midwest (of which Wisconsin is a member) was 0.7 or 30 percent below the national average.
- As for employment, in 2016 Wisconsin and Arts Midwest had an LQ of 0.93 and 0.92 respectively.
- And for compensation, in 2016 Wisconsin and Arts Midwest had an LQ of 0.84 and 0.77 respectively.



Definitions

ACPSA Value Added consists of the gross output of an industry less its intermediate inputs; the contribution of an industry to gross domestic product (GDP).

ACPSA employment consists of all wage-and-salary jobs where the workers are engaged in the production of ACPSA goods and services.

ACPSA compensation consists of the remuneration (including wages and salaries, as well as benefits such as employer contributions to pension and health funds) payable to employees in return for their ACPSA work during a given year.

Core ACPSA industries are originators of ideas and content associated with the creation of arts and culture. "Supporting" industries produce and disseminate arts and cultural commodities.

Location quotients (LQ) measure an industry's regional concentration of employment or compensation relative to the U.S. industry's share. For example, an employment LQ of 1.2 indicates that the state's employment in the industry is 20 percent greater than the industry's national employment share. An employment LQ of 0.8 indicates that the state's employment in the industry is 20 percent below the industry's national employment share.

Arts Regions, for the purpose of this brief, are defined by the geography groupings for the nation's six Regional Arts Organizations (RAOs). RAOs are nonprofit organizations that partner with their constituent State Arts Agencies and with the National Endowment for the Arts on planning and program delivery.

Arts Midwest contains the states (IL, IN, IA, MI, MN, ND, OH, SD, WI).