

2020 - North Carolina

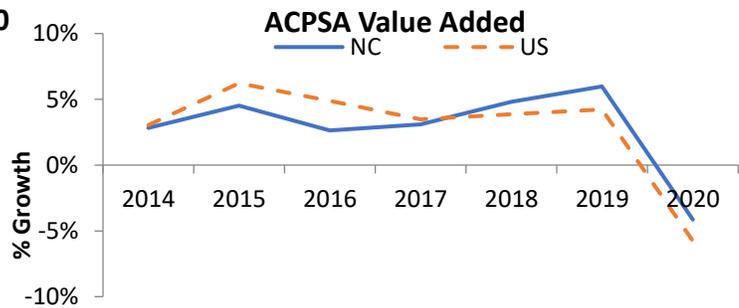
Arts and Cultural Production Satellite Account (ACPSA)¹

ACPSA Value Added	Percent of State Value Added	ACPSA Employment	Percent of State Employment	ACPSA Compensation	Percent of State Compensation
\$16.5 Billion	2.8%	115,891	2.5%	\$8.8 Billion	2.7%

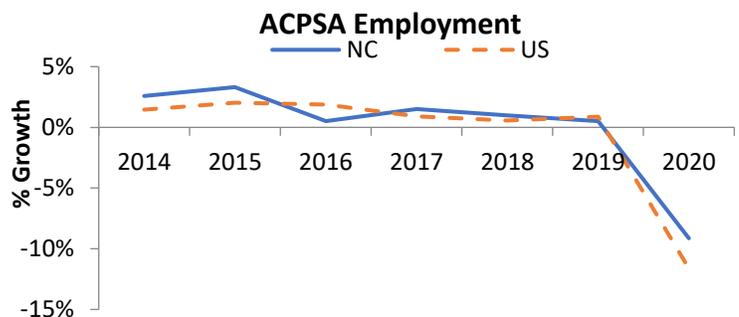
	Value Added (000s)	Employment	Compensation(000s)
North Carolina (NC) Industries*	\$589,829,000	4,643,484	\$323,303,930
Arts and Cultural Industries (NC)	\$16,548,629	115,891	\$8,826,819
<i>Top 5 ACPSA Industries by Value Added</i>			
Broadcasting	\$4,575,032	12,995	\$1,203,007
Government	\$2,704,684	30,182	\$2,147,964
Publishing	\$2,503,599	10,312	\$1,509,490
Wholesale and transportation industries	\$982,224	7,160	\$699,079
Retail industries	\$705,399	15,027	\$461,547
Core Arts and Cultural Industries (NC)	\$2,894,328	24,976	\$1,710,799
<i>Top 5 Core Arts and Cultural Industries</i>			
Advertising	\$525,689	3,787	\$215,032
Architectural services	\$488,325	3,210	\$369,785
Graphic design services	\$336,184	1,524	\$216,623
Photography and photofinishing services	\$279,339	1,584	\$137,364
Interior design services	\$229,673	1,125	\$58,582

Trends in Arts and Cultural Production: 2019-2020

In 2020, North Carolina ranked 12th among all states in ACPSA value added, and 9th among all states in ACPSA value added growth. Since 2019, ACPSA value added has decreased 4.14 percent in North Carolina, compared with a decrease of 5.76 percent for the U.S.

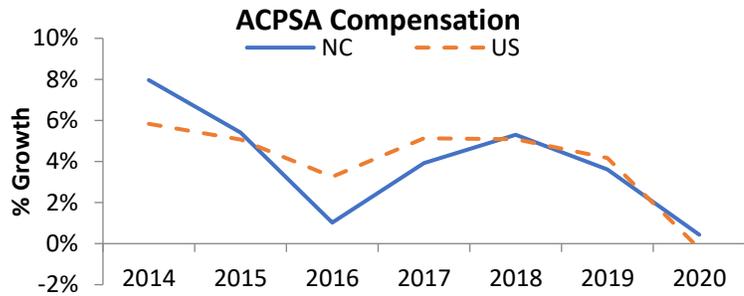


In 2020, North Carolina ranked 12th among all states in ACPSA employment, and 11th among all states in ACPSA employment growth. Since 2019, ACPSA employment has decreased 9.14 percent in North Carolina, compared with a decrease of 11.62 percent for the U.S.



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

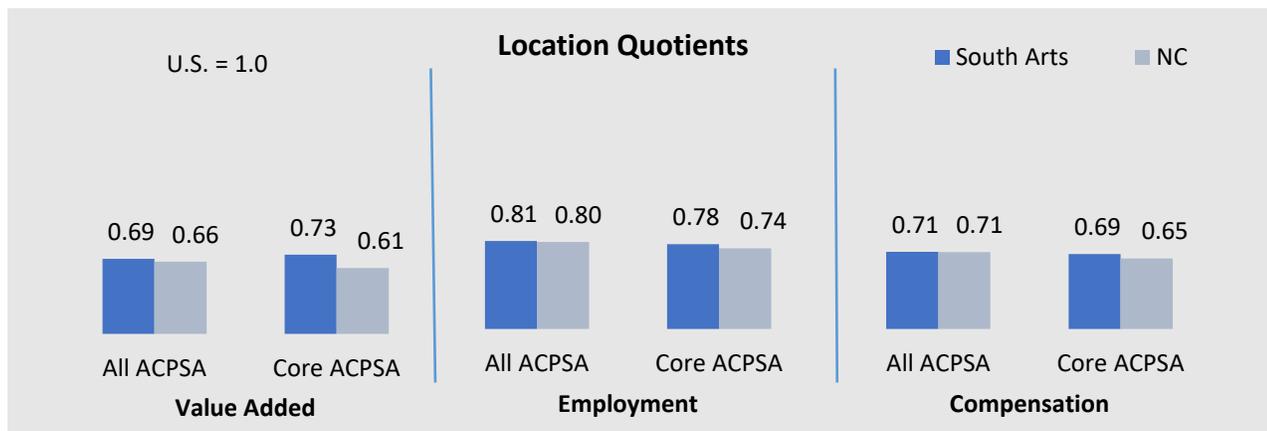
In 2020, North Carolina ranked 12th among all states in ACPSA compensation, and 12th among all states in ACPSA compensation growth. Since 2019, ACPSA compensation has grown 0.44 percent in North Carolina, compared with a decrease of .24 percent for the U.S.



Average compensation per wage-and-salary job in North Carolina's ACPSA industries was \$76,165 in 2020, compared with \$69,625 for all salaried jobs in the state.

Location Quotients

- In 2020 North Carolina ACPSA value added was 34 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 South Arts (of which North Carolina is a member) was 0.69 or 31 percent below the national average.
- As for employment, in 2020 North Carolina and South Arts had an LQ of 0.8 and 0.81 respectively.
- And for compensation, in 2020 North Carolina and South Arts had an LQ of 0.71 and 0.71 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 value added, 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.

South Arts contains the states (AL, FL, GA, KY, LA, MS, NC, SC, TN).