

2020 - Wisconsin

Arts and Cultural Production Satellite Account (ACPSA)¹

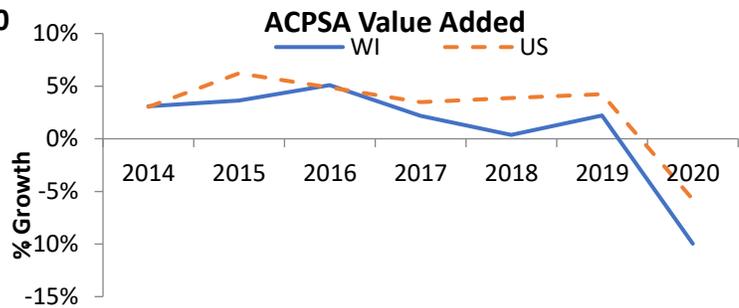
ACPSA Value Added	Percent of State Value Added	ACPSA Employment	Percent of State Employment	ACPSA Compensation	Percent of State Compensation
\$9.6 Billion	2.8%	83,166	2.9%	\$5.7 Billion	2.9%

	Value Added (000s)	Employment	Compensation(000s)
Wisconsin (WI) Industries*	\$337,714,000	2,879,827	\$197,086,830
Arts and Cultural Industries (WI)	\$9,606,507	83,166	\$5,729,997
<i>Top 5 ACPSA Industries by Value Added</i>			
Government	\$2,211,920	25,362	\$1,871,333
Publishing	\$1,800,706	7,920	\$1,054,022
Broadcasting	\$1,558,442	5,619	\$458,730
Retail industries	\$563,277	13,111	\$383,203
Advertising	\$469,414	2,328	\$130,535
Core Arts and Cultural Industries (WI)	\$1,656,741	16,166	\$912,378
<i>Top 5 Core Arts and Cultural Industries</i>			
Advertising	\$469,414	2,328	\$130,535
Architectural services	\$263,784	1,767	\$200,218
Photography and photofinishing services	\$137,751	D	D
Graphic design services	\$132,454	1,004	\$87,247
Independent artists, writers, and performers	\$131,619	585	\$61,765

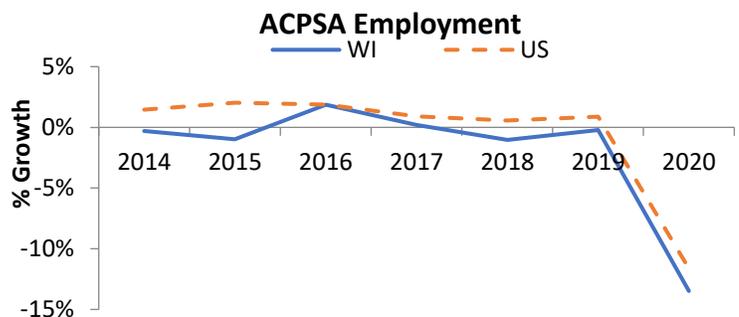
D = Not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

Trends in Arts and Cultural Production: 2019-2020

In 2020, Wisconsin ranked 20th among all states in ACPSA value added, and 44th among all states in ACPSA value added growth. Since 2019, ACPSA value added has decreased 9.97 percent in Wisconsin, compared with a decrease of 5.76 percent for the U.S.

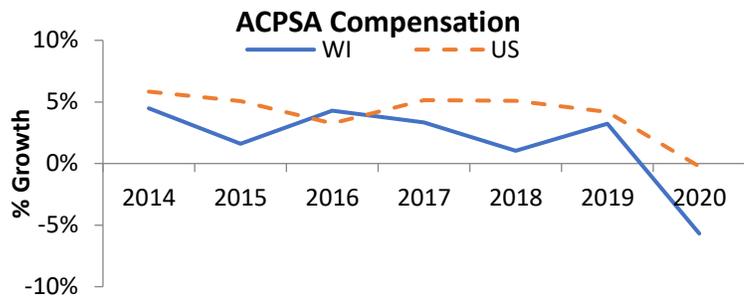


In 2020, Wisconsin ranked 17th among all states in ACPSA employment, and 41st among all states in ACPSA employment growth. Since 2019, ACPSA employment has decreased 13.48 percent in Wisconsin, compared with a decrease of 11.62 percent for the U.S.



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

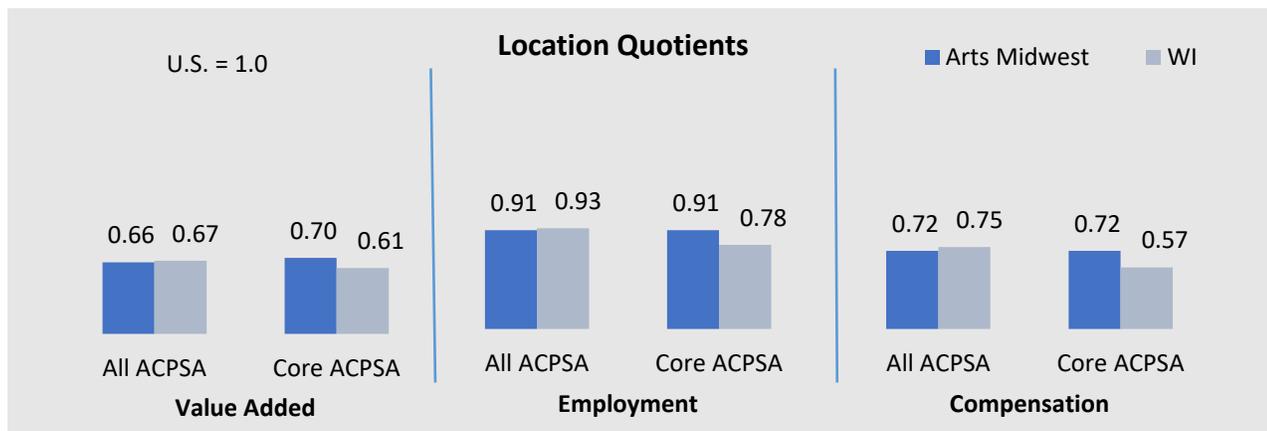
In 2020, Wisconsin ranked 19th among all states in ACPSA compensation, and 44th among all states in ACPSA compensation growth. Since 2019, ACPSA compensation has decreased 5.68 percent in Wisconsin, compared with a decrease of .24 percent for the U.S.



Average compensation per wage-and-salary job in Wisconsin's ACPSA industries was \$68,898 in 2020, compared with \$68,437 for all salaried jobs in the state.

Location Quotients

- In 2020 Wisconsin ACPSA value added was 33 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 0.66 or 34 percent below the national average.
- As for employment, in 2020 Wisconsin and Arts Midwest had an LQ of 0.93 and 0.91 respectively.
- And for compensation, in 2020 Wisconsin and Arts Midwest had an LQ of 0.75 and 0.72 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.

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