

**2019 - North Carolina**

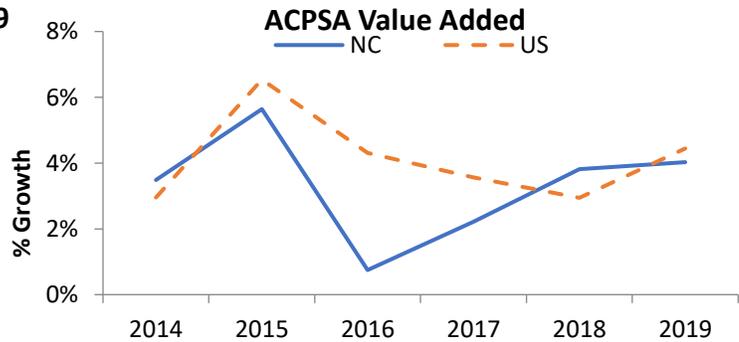
**Arts and Cultural Production Satellite Account (ACPSA)<sup>1</sup>**

ACPSA Value Added	Percent of State Value Added	ACPSA Employment	Percent of State Employment	ACPSA Compensation	Percent of State Compensation
<b>\$16.0 Billion</b>	<b>2.7%</b>	<b>127,893</b>	<b>2.6%</b>	<b>\$8.8 Billion</b>	<b>2.8%</b>

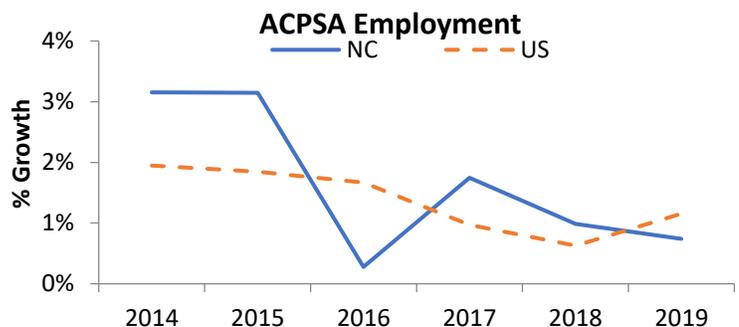
	Value Added (000s)	Employment	Compensation(000s)
<b>North Carolina (NC) Industries*</b>	<b>\$591,600,863</b>	<b>4,826,288</b>	<b>\$315,843,470</b>
<b>Arts and Cultural Industries (NC)</b>	<b>\$15,984,432</b>	<b>127,893</b>	<b>\$8,826,657</b>
<i>Top 5 ACPSA Industries by Value Added</i>			
Broadcasting	\$3,318,637	13,159	\$1,137,745
Government	\$2,680,751	31,269	\$2,136,461
Publishing	\$2,549,343	10,473	\$1,464,961
Wholesale and transportation industries	\$1,079,629	6,998	\$757,951
Retail industries	\$726,076	15,748	\$470,756
<b>Core Arts and Cultural Industries (NC)</b>	<b>\$3,334,679</b>	<b>30,601</b>	<b>\$1,692,194</b>
<i>Top 5 Core Arts and Cultural Industries</i>			
Advertising	\$528,100	4,290	\$219,004
Architectural services	\$469,881	3,304	\$328,742
Promoters of performing arts and similar events	\$378,020	3,443	\$117,667
Graphic design services	\$328,685	1,507	\$194,211
Independent artists, writers, and performers	\$253,973	817	\$64,778

**Trends in Arts and Cultural Production: 2018-2019**

In 2019, North Carolina ranked 14th among all states in ACPSA value added, and 19th among all states in ACPSA value added growth. Since 2018, ACPSA value added has grown 4.02 percent in North Carolina, compared with an increase of 4.45 percent for the U.S.

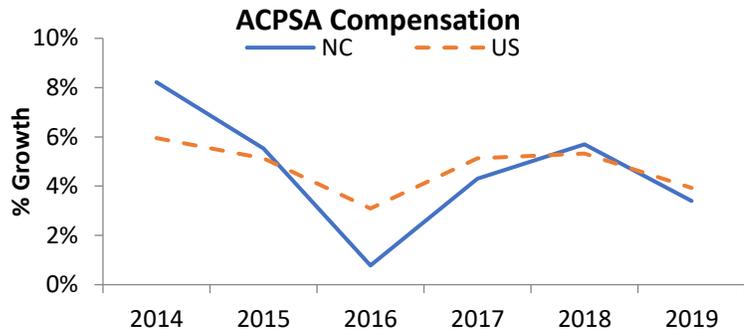


In 2019, North Carolina ranked 12th among all states in ACPSA employment, and 24th among all states in ACPSA employment growth. Since 2018, ACPSA employment has grown 0.74 percent in North Carolina, compared with an increase of 1.15 percent for the U.S.



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

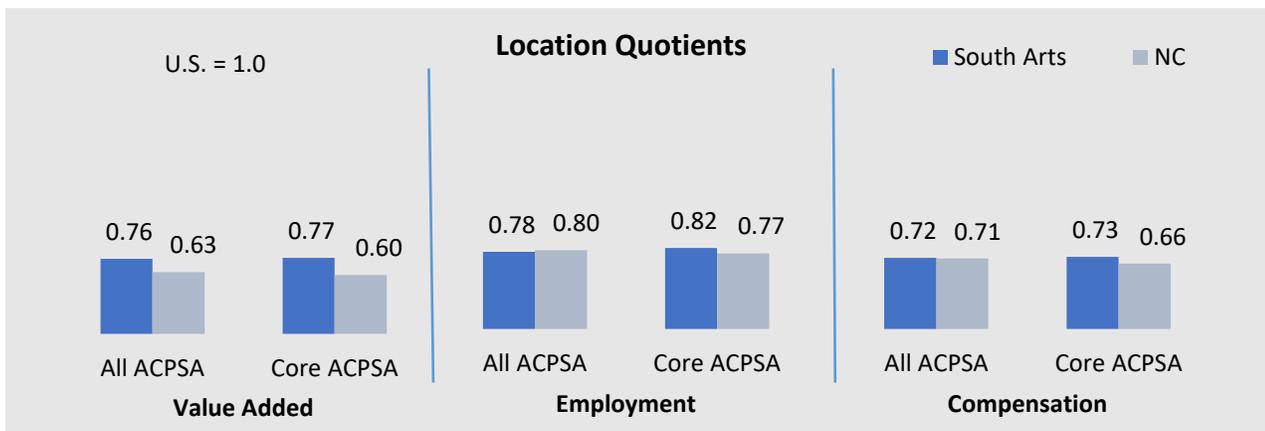
In 2019, North Carolina ranked 13th among all states in ACPSA compensation, and 22nd among all states in ACPSA compensation growth. Since 2018, ACPSA compensation has grown 3.4 percent in North Carolina, compared with an increase of 3.93 percent for the U.S.



Average compensation per wage-and-salary job in North Carolina's ACPSA industries was \$69,016 in 2019, compared with \$65,442 for all salaried jobs in the state.

### Location Quotients

- In 2019, ACPSA value added was 37 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 0.76 or 24 percent below the national average.
- As for employment, in 2019 North Carolina and South Arts had an LQ of 0.8 and 0.78 respectively.
- And for compensation, in 2019 North Carolina and South Arts had an LQ of 0.71 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.

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