Arts and cultural production play a significant role in the U.S. economy. The National Endowment for the Arts and the Department of Commerce investigate the impact of arts and cultural goods, services, and industries—both commercial and not-for-profit—to the U.S. economy.

**THE ARTS AND ECONOMIC GROWTH**

**$919.7 B**  
76.9%  

**FAST-GROWING ARTS AND CULTURAL INDUSTRIES**

The U.S. arts and cultural sector runs a trade surplus ($32.7 billion in 2019) that has generally been growing since 2006.

**ARTS AND THE CREATIVE ECONOMY**

One way to measure the creative economy is by looking at copyright-intensive industries such as publishing, broadcasting, and arts-related computer systems design. The arts make up $584.5 BILLION, nearly half of the creative economy (i.e., copyright-intensive industries).

**GROWTH IN PERFORMING ARTS AUDIENCE**

Over the past 20 years, consumers are spending more on admissions to performing arts events.

**TOP 2019 ARTS AND CULTURAL EXPORTS:**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Export Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total arts and cultural production</td>
<td>$919.7 B</td>
</tr>
<tr>
<td>U.S. economy as a whole</td>
<td>$16.9B</td>
</tr>
<tr>
<td>Computer systems design</td>
<td>$17.5B</td>
</tr>
<tr>
<td>Fine arts education</td>
<td>$300 B</td>
</tr>
<tr>
<td>Jewelry and silverware</td>
<td>$600 B</td>
</tr>
<tr>
<td>Sound recording</td>
<td>$900 B</td>
</tr>
<tr>
<td>Web publishing and streaming</td>
<td>+11.8%</td>
</tr>
<tr>
<td>Total arts and cultural production</td>
<td>+3.0%</td>
</tr>
<tr>
<td>U.S. economy as a whole</td>
<td>+2.6%</td>
</tr>
<tr>
<td>Computer systems design</td>
<td>+10.8%</td>
</tr>
<tr>
<td>Jewelry and silverware</td>
<td>+9.4%</td>
</tr>
<tr>
<td>Fine arts education</td>
<td>+9.4%</td>
</tr>
<tr>
<td>Landscape architectural services</td>
<td>+7.8%</td>
</tr>
<tr>
<td>Publishing</td>
<td>+7.2%</td>
</tr>
<tr>
<td>Sound recording</td>
<td>+5.4%</td>
</tr>
</tbody>
</table>

**ARTS AND CULTURAL GDP EMPLOYMENT (THOUSANDS)**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fine arts education</td>
<td>11.8%</td>
</tr>
<tr>
<td>Jewelry and silverware</td>
<td>7.7%</td>
</tr>
<tr>
<td>Sound recording</td>
<td>20%</td>
</tr>
<tr>
<td>Web publishing and streaming</td>
<td>12%</td>
</tr>
<tr>
<td>Total arts and cultural production</td>
<td>10%</td>
</tr>
</tbody>
</table>

**GROWTH IN PERFORMING ARTS AUDIENCE**

As a share of total consumer spending, spending on tickets to performing arts events has increased by more than 7 percentage points.

**ARTS AND CULTURAL GDP EMPLOYMENT (THOUSANDS)**

A rapidly growing share of arts and cultural production and employment is in copyright-intensive industries.
Arts and cultural production play a significant role in the U.S. economy. The National Endowment for the Arts and the Department of Commerce investigate the impact of arts and cultural goods, services, and industries — both commercial and not-for-profit — to the U.S. economy.

$919.7 B contributed to the U.S. economy in 2019

4.3% OF GDP growth in GDP contribution from arts and cultural production between 1998 and 2019.

76.9% growth in GDP contribution from arts and cultural production between 1998 and 2019.

Arts and cultural production is a valuable part of America’s economy and growing more valuable every year.
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**AN EXPORT POWERHOUSE**

The U.S. arts and cultural sector runs a trade surplus ($32.7 billion in 2019) that has generally been growing since 2006.

**TOP 2019 ARTS AND CULTURAL EXPORTS:**

- **$8.1B** Manufactured jewelry
- **$10.3B** Arts-related software publishing, e.g., games, photo-processing software
- **$16.9B** Creative advertising
- **$17.5B** Movies and TV shows
- **$8.4B** Art goods (e.g., blown glass, pottery, canvases)

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### FAST-GROWING ARTS AND CULTURAL INDUSTRIES

In recent years, several industries producing arts and cultural goods and services have exhibited fast growth.

#### AVERAGE ANNUAL GROWTH IN GDP: 2017-2019

- **Total arts and cultural production** +3.0%
- **U.S. economy as a whole** +2.6%
- **Web publishing and streaming services** +11.8%
- **Computer systems design** +10.8%
- **Jewelry and silverware manufacturing** +9.4%
- **Fine arts education** +9.4%
- **Landscape architectural services** +7.8%
- **Publishing** +7.2%
- **Sound recording** +5.4%

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GDP GROWTH BY COPYRIGHT-INTENSIVE INDUSTRIES PRODUCING ARTS AND CULTURAL GOODS AND SERVICES: 2017-2019

- **Web publishing and streaming**: 11.8%
- **Publishing**: 7.2%
- **Sound recording**: 5.4%

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