The 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.

$763.6 B
39.9%

AN EXPORT POWERHOUSE

The arts and cultural sector has grown to become a major engine of export growth, contributing to the U.S. economy in 2015.

Growth in GDP contribution from arts and cultural production between 1998 and 2015.

1998
2015

4.2% OF GDP

FAST-GROWING ARTS AND CULTURAL INDUSTRIES

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

ARTS AND THE CREATIVE ECONOMY

The arts make up $469 billion, nearly half of the creative economy (i.e., copyright-intensive industries).

GROWTH IN PERFORMING-ARTS AUDIENCE DEMAND

Over the past 18 years, consumers are spending more on admissions to performing arts events.

Although arts and cultural production has increased, employment has decreased.

TOP 2015 ARTS AND CULTURAL EXPORTS:

- Online publishing, broadcasting, streaming, and other information services
- Manufactured jewelry
- Creative advertising
- Arts-related software publishing, e.g., games, photo-processing
- Online publishing, broadcasting, streaming, and other information services

EMPLOYMENT FROM ARTS AND CULTURAL PRODUCTION

Although arts and cultural employment has increased and decreased, employment is slightly lower than in 1998.


GROWTH IN PERFORMING-ARTS AUDIENCE DEMAND

Over the past 18 years, consumers are spending more on admissions to performing arts events.

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 ($21.0 billion in 2015) that has generally been growing since 2006.

**TOP 2015 ARTS AND CULTURAL EXPORTS:**

- **$17.9B** Movies and TV shows
- **$9.3B** Creative advertising
- **$8.7B** Manufactured jewelry
- **$8.5B** Arts-related software publishing, e.g., games, photo-processing software
- **$2.7B** Online publishing, broadcasting, streaming, and other information services

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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: 2012-2015**

- Total arts and cultural production: +2.6%
- Online publishing, broadcasting, streaming, and other information services: +21.0%
- Presenters of performing arts: +9.5%
- Interior design services: +8.7%
- Arts-related computer systems design: +7.4%
- Other design services (e.g., fashion and jewelry design): +6.0%
- Architectural services: +5.9%

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**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 $469 BILLION, nearly half of the creative economy (i.e., copyright-intensive industries).

**GDP GROWTH BY COPYRIGHT-INTENSIVE INDUSTRIES PRODUCING ARTS AND CULTURAL GOODS AND SERVICES: 2012-2015**

- Online publishing, broadcasting, streaming, and other information services: 21.0%
- Arts-related computer systems design: 7.4%
- Specialized design: 6.5%
- Creative advertising: 3.4%

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EMPLOYMENT FROM ARTS AND CULTURAL PRODUCTION

Although arts and cultural production has increased, employment has decreased.

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**GROWTH IN PERFORMING-ARTS AUDIENCE DEMAND**

Over the past 18 years, consumers are spending more on admissions to performing arts events.

As a share of total consumer spending, spending on tickets to performing arts events has more than doubled since 1998.

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