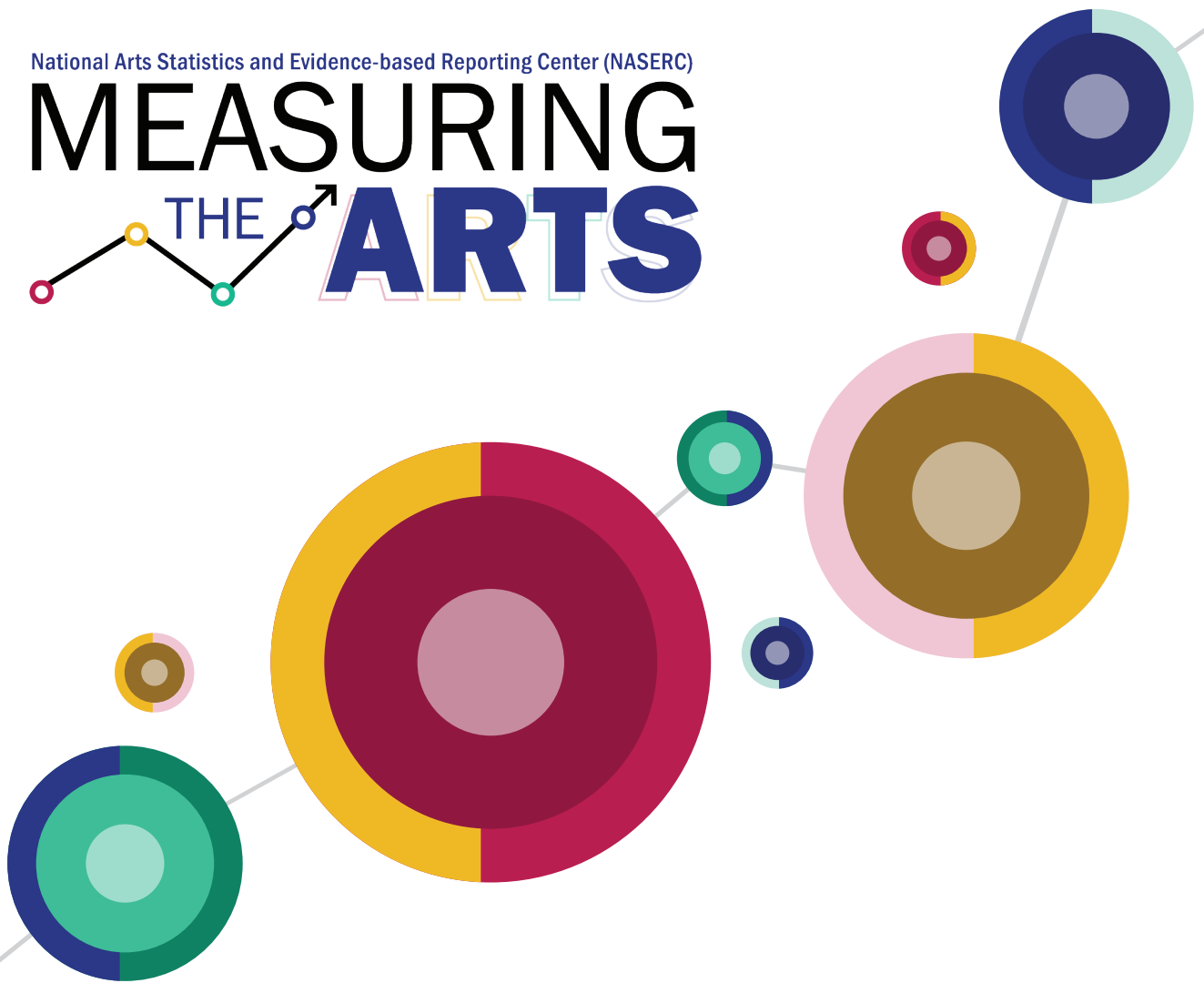


National Arts Statistics and Evidence-based Reporting Center (NASERC)

# MEASURING THE ARTS



Domain A

**Artists and Other Cultural Workers**



## Indicator A.2: **Who Are the Other Cultural Workers?**

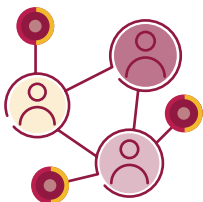
## Introduction



Other cultural workers are individuals whose occupations involve bringing artistry and design to their audiences. Individuals in these occupations contribute substantially to total economic activity in the country, but these workers are not part of the artist-related occupations defined in **Indicator A.1: Who Are the Artists?** For more information on these occupations, see the *Other Cultural Worker Definition*. In Indicator A.2 and other indicators in the series, other cultural workers have been defined by their self-reported primary occupation.<sup>1</sup> Those who personally

### Other Cultural Worker Definition

Other cultural workers are individuals whose primary occupation supports the arts but does not include artist-related occupations (see Indicator A.1). Indicator A.2 uses 15 occupations that are included in the American Community Survey (ACS) to capture other cultural workers<sup>a</sup>: archivists, curators, and museum technicians; broadcast, sound, and lighting technicians; editors; etchers and engravers; jewelers and precious stone and metal workers; librarians and library technicians; models, demonstrators, and product promoters; motion picture projectionists; photographic process workers and processing machine operators; print binders and finishing workers; printing press operators; television, video, and motion picture camera operators and editors; tour and travel guides; and ushers, lobby attendants, and ticket takers. Some occupations have been combined in this indicator for reporting purposes. Estimates of other cultural workers include all those employed in these occupations, regardless of whether they are employed within an arts-related industry. However, the definition does not capture non-artists who work in arts and cultural industries. Future analysis will aim to explore these other dimensions.



<sup>a</sup> These occupations are mostly consistent with those listed in the National Endowment for the Arts 2019 report titled *Artists and Other Cultural Workers: A Statistical Portrait*.

perform or create art—regardless of whether it is part of their employment—are described in **Indicator B.3: Who is Personally Creating or Performing Art?**

The arts teacher workforce, which is also not captured in this indicator but constitutes a major category of worker in the arts, is described in **Indicator D.2: Who Teaches the Arts in Schools?**

This indicator includes other cultural workers who are in the labor force—i.e., either currently employed in an other cultural worker occupation or unemployed and looking for work in an other cultural worker occupation. It captures employed other cultural workers in the labor force regardless of work intensity (full-time or part-time status) and class of worker (private or wage-salary, government, or self-employed). More detailed information on the labor force status and employment characteristics of other cultural workers, including trends in employment and unemployment rates, individuals holding primary and secondary jobs in the arts, and differences by work intensity and class of worker will be described in **Indicator A.5: What is the Labor Market Status of Artists and Other Cultural Workers?**

## Other Cultural Worker Occupations



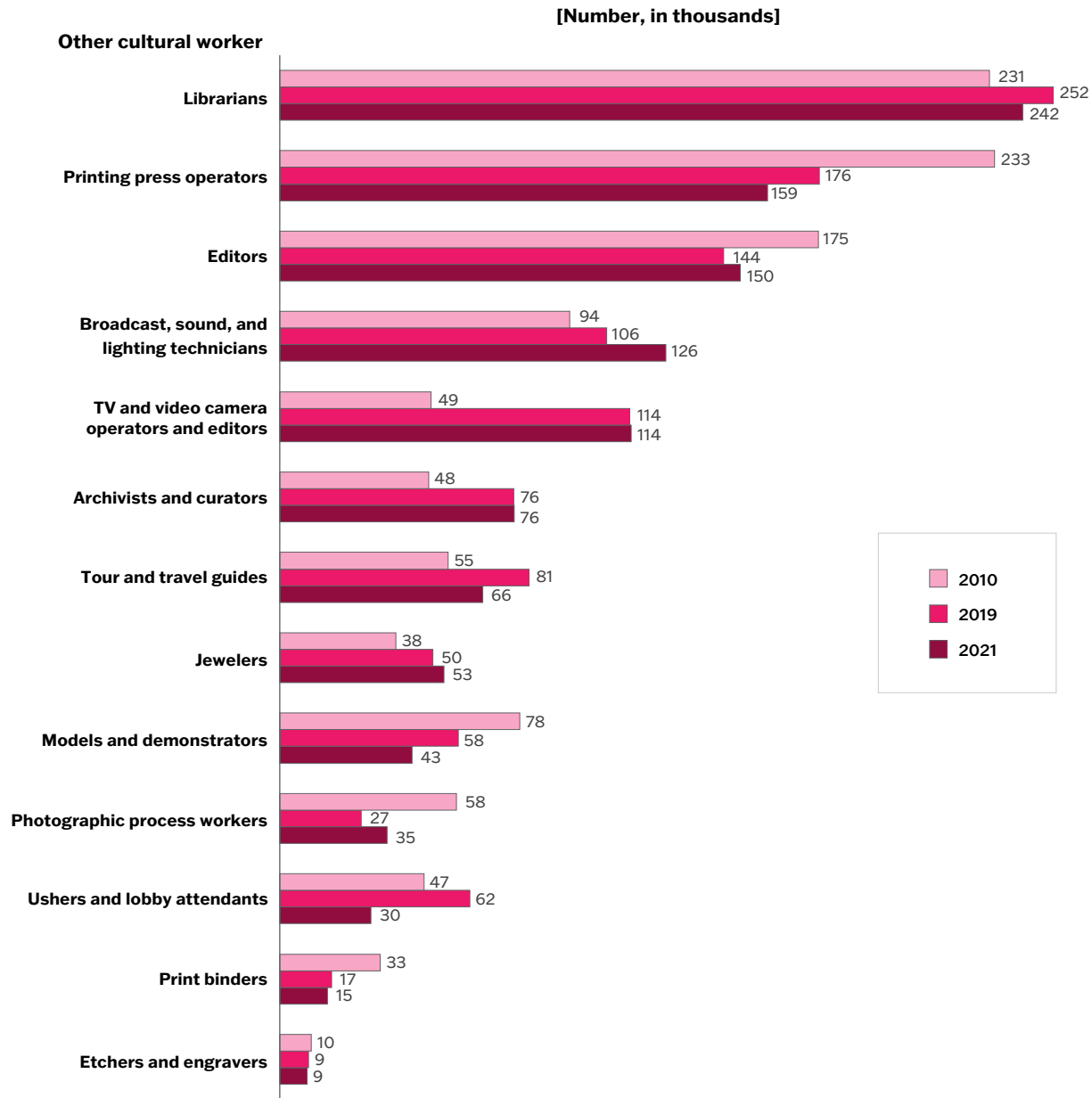
In 2021, there were approximately 1.1 million other cultural workers in the total U.S. labor force, which reflects a small decrease since 2010, when there were 1.2 million other cultural workers in the labor force. The percentage of other cultural workers in the labor force was about 0.7 percent in both years.<sup>2</sup> Among the 1.1 million other cultural workers in the labor force in 2021, the occupations with the highest number of workers were librarians (242,000); printing press operators (159,000); editors (150,000); broadcast, sound, and lighting technicians (126,000); and TV and video camera operators and editors (114,000; **Figure A2-1**).<sup>3</sup>

<sup>1</sup> “Primary occupation” refers to the kind of work a person does for pay most of the time. The ACS—the data source on which this indicator is based—asks only about the occupation corresponding with a respondent’s current or most recent job or, if they have two or more jobs, the job with the most usual hours worked. For more information see [https://www2.census.gov/programs-surveys/acs/tech\\_docs/subject\\_definitions/2022\\_ACSSubjectDefinitions.pdf](https://www2.census.gov/programs-surveys/acs/tech_docs/subject_definitions/2022_ACSSubjectDefinitions.pdf).

<sup>2</sup> Differences between estimates (including trends over time) are stated only when they are statistically significant, based on a 95 percent level of confidence. For more information see *The Arts in the United States: Developing Key National Indicators of Arts Activity* report.

<sup>3</sup> “Archivists and curators” include archivists, curators, and museum technicians. “Jewelers” include jewelers and precious stone and metal workers. “Librarians” include librarians and library technicians. “Models and demonstrators” include models, demonstrators, and product promoters. “Photographic process workers” include photographic process workers and processing machine operators. “Print binders” include print binders and finishing workers. “TV and video camera operators and editors” include television, video, and motion picture camera operators and editors. “Ushers and lobby attendants” include

**Figure A2-1. Number of other cultural workers in the total labor force, by occupation: 2010, 2019, and 2021**



NOTE: Other cultural workers in the labor force are individuals currently employed (regardless of work intensity [employed full time or part time] and class of worker [private or wage-salary, government, or self-employed]) in an other cultural worker occupation or unemployed and looking for work in an other cultural worker occupation. Data from 2019 and 2021 are included to compare other cultural workers in the labor force before and during the COVID-19 pandemic. Data from 2010 are included for long-term trend comparisons to 2019 and 2021 data. Data on 2020 are not analyzed because, due to the impact of the COVID-19 pandemic on data collection, the Census Bureau considers the 2020 1-year ACS to be experimental. Experimental data may not meet all Census Bureau quality standards and reflect new data sources or methodologies. Due to the variance properties of the experimental estimation methodology, the variance estimates for some Public Use Microdata Sample (PUMS) estimates may be smaller than expected when compared to the equivalent variance estimates from previous years. See reference on page 16 of [https://www2.census.gov/programs-surveys/acs/experimental/2020/documentation/pums/ACS2020\\_PUMS\\_README.pdf](https://www2.census.gov/programs-surveys/acs/experimental/2020/documentation/pums/ACS2020_PUMS_README.pdf). “Archivists and curators” include archivists, curators, and museum technicians. “Jewelers” include jewelers and precious stone and metal workers. “Librarians” include librarians and library technicians. “Models and demonstrators” include models, demonstrators, and product promoters. “Photographic process workers” include photographic process workers and processing machine operators. “Print binders” include print binding and finishing workers. “TV and video camera operators and editors” include television, video, and motion picture camera operators and editors. “Ushers and lobby attendants” include ushers, lobby attendants, and ticket takers. SOURCE: U.S. Department of Commerce, Census Bureau, American Community Survey (ACS), 2010, 2015, and 2021.

Between 2010 and 2021, the number of workers in six of the 13 other cultural worker occupations decreased; five saw increases, and two showed no measurable change. For example, between 2010 and 2021, the number of TV and video camera operators and editors increased from 49,000 to 114,000 and the number of broadcast, sound and lighting technicians increased from 94,000 to 126,000. In contrast, the number of printing press operators decreased from 233,000 to 159,000. By focusing on changes between 2019 and 2021, one can see changes that occurred during the COVID-19 pandemic.<sup>4</sup> During these three years, the number of workers in four other cultural occupations decreased: ushers and lobby attendants (62,000 to 30,000); tour and travel guides (81,000 to 66,000); and models and demonstrators (58,000 to 43,000). The number of printing press operators also decreased between 2019 and 2021, from 176,000 to 159,000, but this decrease may also reflect the effects of technological changes in how media are distributed beyond the COVID-19 pandemic. The only increases between 2019 and 2021 among the other cultural occupations were for broadcast, sound, and lighting technicians (106,000 to 126,000) and photographic process workers (27,000 to 35,000).

The percentage of females among all other cultural workers in the labor force (47 percent) was the same as the percentage of females for the total labor force (47 percent; **Figure A2-2**). The percentage of females in other cultural worker occupations ranged from around 10 percent for broadcast, sound, and lighting technicians and 20 percent for television and video camera operators and editors to a high of 79 percent for librarians. In addition to librarians, the percentage of females was above 50 percent for models and demonstrators (64 percent), archivists and curators (61 percent), and editors (60 percent). Like the total labor force, the percentage of females among other cultural workers overall was 47 percent in both 2010 and 2021. The percentage of jewelers who were female increased between 2010 and 2021 (35 percent to 45 percent), as did the female percentage among editors (54 percent to 60 percent) and printing press operators (19 percent to 25 percent). In contrast, the percentage of models and demonstrators who were female decreased from 72 percent to 64 percent between 2010 and 2021 and the percentage of photographic process workers who were female decreased from 57 percent to 33 percent.

## Diversity Among Other Cultural Workers



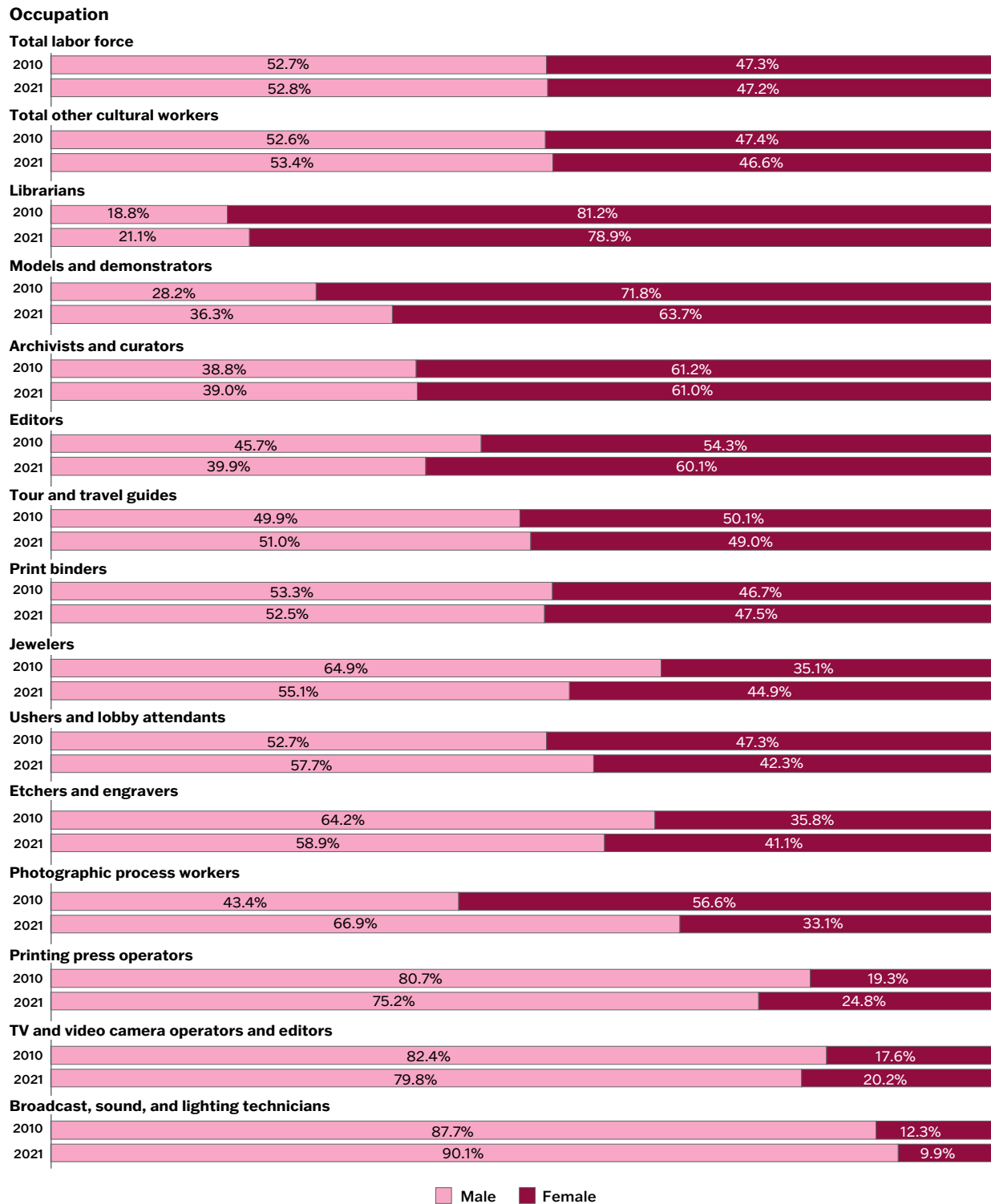
In 2021, those engaged as other cultural workers were generally less diverse than those in the total labor force. The lack of diversity was especially apparent in specific other cultural worker occupations, such as broadcast, sound, and lighting technicians. There were substantial differences in the demographics of other cultural workers compared to total labor force, as well as notable differences among various other cultural worker occupations.

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ushers, lobby attendants, and ticket takers. “Motion picture projectionists” are no longer separately reported in ACS, so they are not presented in the indicator.

<sup>4</sup> Comparisons are made between 2019 and 2021 to highlight changes that may have occurred during the COVID-19 pandemic. Due to the impact of the COVID-19 on survey operations, the Census Bureau has classified the 2020 ACS as experimental. The very large impact of the pandemic on employment in 2020 makes the data difficult to interpret.

**Figure A2-2. Percentage distribution of the total labor force and other cultural workers, by occupation and sex: 2010 and 2021**



NOTE: Other cultural workers in the labor force are individuals currently employed (regardless of work intensity [employed full time or part time] and class of worker [private or wage-salary, government, or self-employed]) in an other cultural worker occupation or unemployed and looking for work in an other cultural worker occupation. "Archivists and curators" include archivists, curators, and museum technicians. "Jewelers" include jewelers and precious stone and metal workers. "Librarians" include librarians and library technicians. "Models and demonstrators" include models, demonstrators, and product promoters. "Photographic process workers" include photographic process workers and processing machine operators. "Print binders" include print binding and finishing workers. "TV and video camera operators and editors" include television, video, and motion picture camera operators and editors. "Ushers and lobby attendants" include ushers, lobby attendants, and ticket takers.

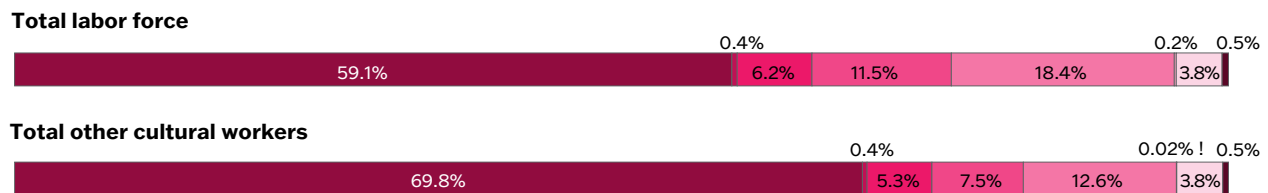
SOURCE: U.S. Department of Commerce, Census Bureau, American Community Survey (ACS), 2010 and 2021.

The percentage of other cultural workers in the labor force who were Black (8 percent), Hispanic (13 percent), or Asian (5 percent) was lower than the percentage of all workers in the total labor force who were Black (11 percent), Hispanic (13 percent), or Asian (6 percent) in 2021 (Figure A2-3). Also, the percentage of other cultural workers who were Pacific Islander was lower than among the total labor force (less than 0.1 percent versus 0.2 percent). In contrast, the percentage of other cultural workers who were White (70 percent) was higher than for the total labor force (59 percent). The percentage of American Indian/

Alaska Native other cultural workers (0.4 percent) was not measurably different than their percentage among all workers in the labor force.

Among other cultural worker occupations, the percentage of workers who were Black was especially low among jewelers (2 percent), tour and travel guides (5 percent), and editors (5 percent). There were no other cultural worker occupations in which the percentage of Black workers was above their average in the total labor force. Hispanic workers were underrepresented among those employed as archivists

**Figure A2-3. Percentage distribution of the total labor force and other cultural workers, by occupation and race/ethnicity: 2021**



Occupation	White	AI/AN	Asian	Black	Hispanic	Pacific Islander	More than one race	Unspecified race
Archivists and curators	78.6%	0.7% !	3.2%	6.5%	6.6%	‡	3.6%	‡
Editors	78.4%	0.2% !	4.7%	5.2%	6.8%	‡	4.1%	0.6% !
Librarians	75.5%	0.3% !	4.2%	7.6%	9.1%	‡	3.1%	0.2% !
Tour and travel guides	71.4%	‡	7.4%	5.2%	11.0%	‡	3.9%	‡
Etchers and engravers	69.3%	‡	9.8% !	‡	9.4% !	‡	‡	‡
Broadcast, sound, and lighting technicians	68.8%	‡	3.4%	10.0%	11.9%	‡	5.0%	‡
TV and video camera operators and editors	68.3%	‡	5.3%	7.3%	14.7%	‡	3.8%	‡
Print binders	67.9%	‡	8.9% !	‡	15.6%	‡	‡	‡
Printing press operators	64.4%	‡	4.8%	8.3%	19.1%	‡	2.6%	0.6% !
Jewelers	58.7%	1.8%	12.6%	1.9% !	18.9%	‡	5.8% !	‡
Photographic process workers	58.2%	‡	14.4%	9.5%	14.2%	‡	2.7% !	‡
Models and demonstrators	55.4%	‡	4.3%	15.4%	18.6%	‡	5.9%	‡
Ushers and lobby attendants	50.0%	‡	4.8% !	12.2%	27.4%	‡	4.2% !	‡

! Interpret data with caution. The coefficient of variation (CV) for this estimate is between 30 and 50 percent.  
 NOTE: Other cultural workers in the labor force are individuals currently employed (regardless of work intensity [employed full time or part time] and class of worker [private or wage-salary, government, or self-employed]) in an other cultural worker occupation or unemployed and looking for work in an other cultural worker occupation. "Archivists and curators" include archivists, curators, and museum technicians. "Jewelers" include jewelers and precious stone and metal workers. "Librarians" include librarians and library technicians. "Models and demonstrators" include models, demonstrators, and product promoters. "Photographic process workers" include photographic process workers and processing machine operators. "Print binders" include print binding and finishing workers. "TV and video camera operators and editors" include television, video, and motion picture camera operators and editors. "Ushers and lobby attendants" include ushers, lobby attendants, and ticket takers. Race groups are mutually exclusive; persons of Hispanic ethnicity can be of any race. Data for some categories not available due to small sample size.  
 SOURCE: U.S. Department of Commerce, Census Bureau, American Community Survey (ACS), 2010 and 2021.

and curators (7 percent), editors (7 percent), librarians (9 percent), and etchers and engravers (9 percent). Compared to the total labor force, Hispanics represented a larger percentage of ushers and lobby attendants (27 percent compared to 14 percent). Asian workers made up a larger percentage of photographic process workers (14 percent) and jewelers (13 percent) than was seen among the total labor force. For all remaining other cultural occupations, the percentage of workers who were Asian was lower or not measurably different than their percentage in the labor force.

The distribution of other cultural workers in the labor force by age group suggests a slightly older population than for the total labor force. The percentage of other cultural workers who were aged 65 and over in 2021 was higher (8 percent) compared to the total labor force (6 percent), whereas the percentage of other cultural workers who were aged 25–34 was slightly lower (21 percent versus 22 percent; **Figure A2-4**). Also, the percentage of other cultural workers who were aged 55–64 (18 percent) was slightly higher than the percentage for the total labor force (17 percent).

**Figure A2-4. Percentage distribution of the total labor force and other cultural workers, by occupation and age group: 2021**

**Total labor force**



**Total other cultural workers**



Occupation	Under 25	25–34	35–44	45–54	55–64	65 and over
<b>Ushers and lobby attendants</b>	52.4%	15.0%	3.0% !	4.0%	8.3%	17.3%
<b>Tour and travel guides</b>	45.4%	15.9%	13.3%	8.6%	8.0%	8.7%
<b>Models and demonstrators</b>	19.2%	23.2%	18.3%	11.0%	14.6%	13.8%
<b>TV and video camera operators and editors</b>	17.4%	32.6%	22.5%	16.3%	8.9%	2.4%
<b>Print binders</b>	15.5%	15.2%	15.5%	17.8%	27.8%	8.2% !
<b>Archivists and curators</b>	9.8%	22.3%	25.2%	19.6%	14.8%	8.4%
<b>Broadcast, sound, and lighting technicians</b>	9.3%	27.3%	25.8%	17.3%	15.5%	4.8%
<b>Printing press operators</b>	8.9%	15.6%	18.5%	25.1%	25.8%	6.1%
<b>Photographic process workers</b>	8.7%	28.0%	25.6%	16.2%	17.8%	3.6% !
<b>Librarians</b>	8.5%	15.6%	21.1%	23.9%	21.3%	9.7%
<b>Editors</b>	7.0%	24.0%	22.5%	20.6%	16.7%	9.1%
<b>Jewelers</b>	4.8%	17.1%	22.4%	16.6%	24.1%	15.0%
<b>Etchers and engravers</b>	‡	15.7%	29.3%	22.2%	17.1%	13.8% !

!Interpret data with caution. The coefficient of variation (CV) for this estimate is between 30 and 50 percent.

NOTE: Other cultural workers in the labor force are individuals currently employed (regardless of work intensity [employed full time or part time] and class of worker [private or wage-salary, government, or self-employed]) in an other cultural worker occupation or unemployed and looking for work in an other cultural worker occupation. “Archivists and curators” include archivists, curators, and museum technicians. “Jewelers” include jewelers and precious stone and metal workers. “Librarians” include librarians and library technicians. “Models and demonstrators” include models, demonstrators, and product promoters. “Photographic process workers” include photographic process workers and processing machine operators. “Print binders” include print binding and finishing workers. “TV and video camera operators and editors” include television, video, and motion picture camera operators and editors. “Ushers and lobby attendants” include ushers, lobby attendants, and ticket takers. Data for some categories not available due to small sample size.

SOURCE: U.S. Department of Commerce, Census Bureau, American Community Survey (ACS), 2010 and 2021.

While there was a general pattern of more other cultural workers at the oldest age groups compared to the total labor force, there were substantial differences among individual other cultural worker occupations. For example, the percentages of ushers and lobby attendants (17 percent), jewelers (15 percent), models and demonstrators (14 percent), etchers and engravers (14 percent), and librarians (10 percent) who were among the oldest age group (aged 65 and over) were above the percentage for of the total labor force age 65 and over (6 percent). In contrast, the percentage of ushers and lobby attendants and tour and travel guides aged less than 25 (52 percent and 45 percent, respectively) were much higher than the percentage of the total labor force in this age group (14 percent). In addition, there were two other cultural worker occupations where the majority of workers fell outside the traditional adult working age population range of aged 25–64. In 2021, 70 percent of ushers and lobby attendants were either aged less than 25 or aged 65 and over compared to 30 percent aged 25–64. Among tour and travel guides, 54 percent of workers were either aged less than 25 or aged 65 and over compared with 46 percent aged 25–64.

Other cultural workers in the labor force were generally more well educated than the total labor force. Fewer other cultural workers had not completed high school (5 percent) compared to the total labor force (9 percent) in 2021 (**Figure A2-5**). Also, fewer other cultural workers had completed only high school (17 percent versus 24 percent). In contrast, more other cultural workers had completed a bachelor's degree (31 percent) compared to the total labor force (23 percent). Similarly, 20 percent of other cultural workers had completed a master's degree or higher compared to 14 percent of those in total labor force.

While the percentage of other cultural workers in the labor force overall who had not completed high school was lower than the total labor force, the percentage for ushers and lobby attendants (19 percent) and printing press operators (11 percent) was higher. Compared to the labor force in general, a larger percentage of printing press operators (46 percent), print binders (41 percent), and models and demonstrators (32 percent) had only completed high school education. The percentage of other cultural workers who had obtained a bachelor's degree was higher than that of the total labor force in five of the 13 other cultural worker occupations. For example, 56 percent of editors and 52 percent of TV and video camera operators and editors had a bachelor's degree. In contrast, the percentage with a bachelor's degree in such occupations as etchers and engravers (12 percent), printing press operators (9 percent), and print binders (9 percent) was lower than that of the total labor force. The percentage of other cultural workers who had a master's degree or higher varied widely among other cultural worker occupations. The percentage of librarians (48 percent), archivists and curators (40 percent), and editors (28 percent) with a master's degree or higher was greater than that of the total labor force (14 percent), while the percentage for printing press operators (1 percent); ushers and lobby attendants (5 percent); broadcast, sound, and lighting technicians (6 percent); models and demonstrators (7 percent); TV and motion picture camera operators and editors (8 percent); jewelers (8 percent); and tour and travel guides (9 percent) was lower. Differences for other groups were not measurable.

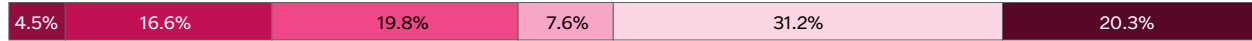


**Figure A2-5. Percentage distribution of the total labor force and other cultural workers, by occupation and educational attainment: 2021**

**Total labor force**



**Total other cultural workers**



Occupation	Less than high school	High school or GED	Some college	Associate's degree	Bachelor's degree	Master's degree or higher
<b>Librarians</b>	1.8%	7.3%	11.7%	6.2%	25.0%	48.0%
<b>Archivists and curators</b>	1.2% !	4.4%	12.4%	5.0%	37.2%	39.8%
<b>Editors</b>	0.5% !	3.6%	9.3%	3.1%	55.9%	27.6%
<b>Photographic process workers</b>	4.6% !	10.5%	21.9%	8.3%	39.1%	15.6%
<b>Tour and travel guides</b>	3.9%	19.3%	38.3%	4.1% !	25.5%	8.9%
<b>TV and video camera operators and editors</b>	1.7%	9.0%	19.3%	9.5%	52.2%	8.3%
<b>Jewelers</b>	11.6%	25.2%	24.4%	9.0%	22.3%	7.6%
<b>Models and demonstrators</b>	7.4%	31.6%	26.6%	8.8%	18.7%	6.8%
<b>Broadcast, sound, and lighting technicians</b>	2.5%	13.1%	27.7%	14.9%	35.9%	5.9%
<b>Ushers and lobby attendants</b>	19.0%	24.0%	31.0%	7.8%	12.7%	5.5%
<b>Printing press operators</b>	11.0%	45.8%	24.1%	8.7%	9.4%	0.9%
<b>Etchers and engravers</b>	‡	27.3%	34.4%	17.0% !	12.1%	‡
<b>Print binders</b>	16.8%	41.3%	28.1%	3.9% !	8.6% !	‡

! Interpret data with caution. The coefficient of variation (CV) for this estimate is between 30 and 50 percent.

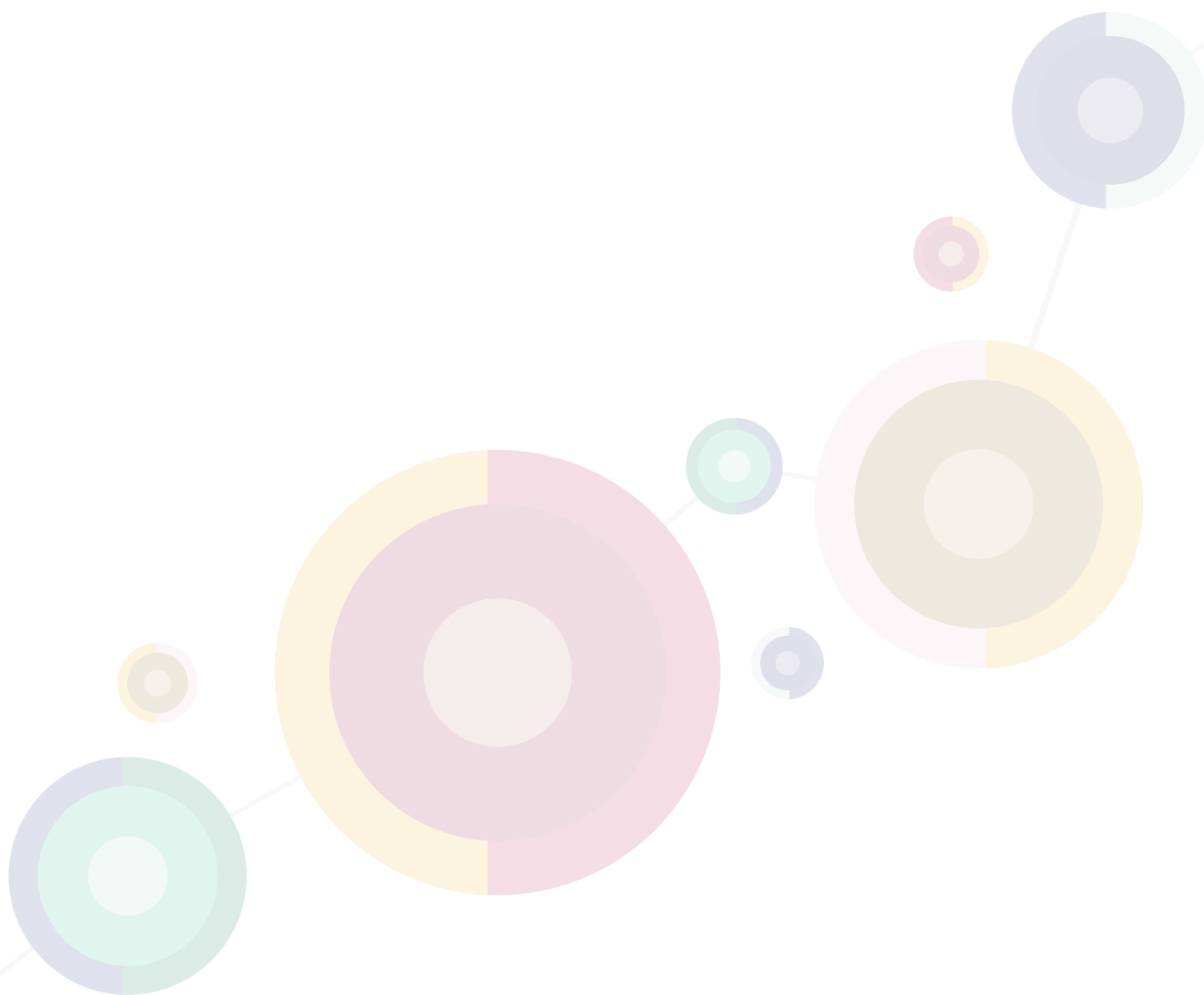
NOTE: Other cultural workers in the labor force are individuals currently employed (regardless of work intensity [employed full time or part time] and class of worker [private or wage-salary, government, or self-employed]) in an other cultural worker occupation or unemployed and looking for work in an other cultural worker occupation. "Archivists and curators" include archivists, curators, and museum technicians. "Jewelers" include jewelers and precious stone and metal workers. "Librarians" include librarians and library technicians. "Models and demonstrators" include models, demonstrators, and product promoters. "Photographic process workers" include photographic process workers and processing machine operators. "Print binders" include print binding and finishing workers. "TV and video camera operators and editors" include television, video, and motion picture camera operators and editors. "Ushers and lobby attendants" include ushers, lobby attendants, and ticket takers. "Some college" includes individuals who attended college but did not receive a degree. Data for some categories not available due to small sample size.

SOURCE: U.S. Department of Commerce, Census Bureau, American Community Survey (ACS), 2010 and 2021.

## Other Differences



- Other cultural workers in the labor force were slightly less likely than the total labor force to live with an opposite-sex spouse or partner (54 percent versus 55 percent) in 2021, but slightly more likely to live with a same-sex spouse or partner (2 percent versus 1 percent).
- Other cultural workers in the labor force were less likely to be veterans than the total labor force in 2021 (3 percent versus 5 percent).
- There was no measurable difference in the percentage of other cultural workers in the labor force with disabilities (8 percent) compared to the total labor force in 2021.



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