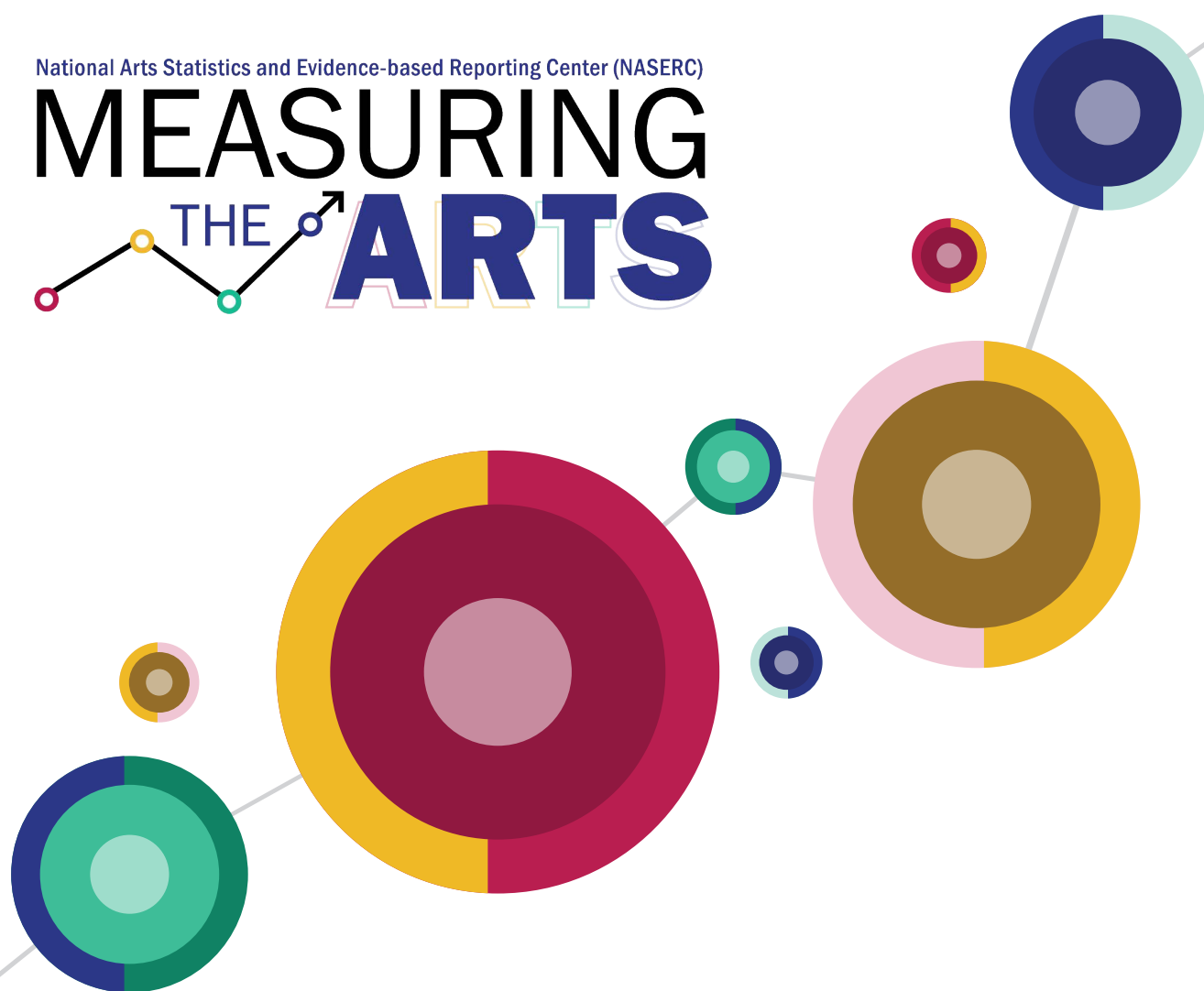


National Arts Statistics and Evidence-based Reporting Center (NASERC)

MEASURING THE ARTS



Domain A

Artists and Other Cultural Workers



Indicator A.6: **Who Are the Arts
Managers?**

Key Findings

- On average, there were 706,600 arts managers in the United States in the 2019–2023 period.
- Arts managers were more likely to be female than all managers in the labor force in the 2019–2023 period.
- Arts managers were more likely to hold bachelor's degrees and to be younger than all managers in the 2019–2023 period.

Introduction



Arts managers play a crucial role in shaping the arts and cultural landscape. They are responsible for overseeing the operations of arts organizations, making strategic decisions, and fostering creative environments. However, because the U.S. Bureau of Labor Statistics' Standard Occupational Classification (SOC) system¹ does not have a specific occupation code for “arts managers,” their roles are not captured in the definitions of artist and cultural worker occupations used in other indicators in this series like **Indicator A.1: Who Are the Artists?** or **Indicator A.2: Who Are the Other Cultural Workers?**

Indicator A.6 uses the latest five-year estimates from the American Community Survey (ACS) 5 Year for 2019–2023 to explore the demographic characteristics of arts managers in the United States. For this indicator, arts managers are defined as individuals in managerial occupations within arts-related industries in the arts and entertainment, information, professional services, and retail trade sectors. For more detailed information on the definition of arts managers, see *Defining arts management in the American Community Survey*.

This indicator includes arts managers who are in the labor force—i.e., either currently employed in an arts manager occupation or unemployed and looking for work in an arts manager occupation. It captures employed arts managers in the labor force regardless of work intensity (full-time or part-time status) or class of worker (private or wage-salary, government, or self-employed). In compiling data for Indicator A.6 and other indicators in this series, arts managers have been defined by their self-reported primary occupation.²

See the July 2022 research brief *Arts Managers by Race, Ethnicity, and Gender: 2015–2019* for a similar analysis using the 2015–2019 ACS 5-Year estimates.

Defining arts management in the American Community Survey



The definition of arts managers used in Indicator A.6 is based on that used in the July 2022 research brief *Arts Managers by Race, Ethnicity, and Gender: 2015–2019*, produced by the National Endowment for the Arts (NEA). Managers are identified by their occupation and classified specifically as arts managers based on the industry of their employment within the arts and entertainment, information, professional services, and retail trade sectors.

The arts and entertainment sector includes performing arts companies; performing arts promoters and agents and managers of artists; independent artists, writers, and performers; and museums, art galleries, and historical sites. The information sector includes motion pictures and video; sound recording; broadcasting; newspaper publishers; periodical, book, and directory publishers; libraries and archives; internet publishing and broadcasting; software publishers; and other information services. The professional services sector includes specialized design and advertising and public relations. Finally, the retail trade sector includes musical and instrument supply stores, bookstores and news-dealers, and florists.

All managers within these industries were classified as arts managers. For more information on the ACS industry classification, see <https://www.census.gov/programs-surveys/acs/technical-documentation/code-lists.html>. Some industry titles have been modified in this indicator.

¹ The SOC is a “federal statistical standard used by federal agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data.” For more information, see <https://www.bls.gov/soc/>.

² “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/2023_ACSSubjectDefinitions.pdf.

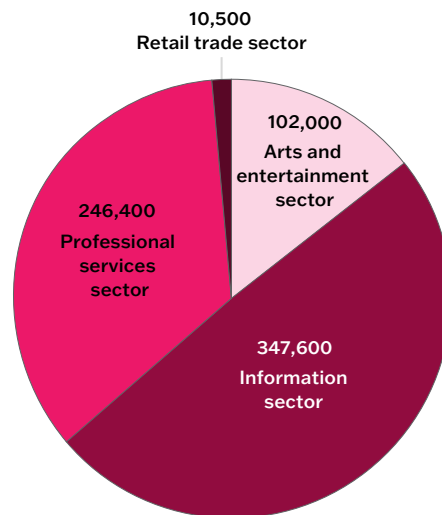
Number and percentage distribution of arts managers



On average, there were 706,600 arts managers in the labor force in the 2019–2023 period (**Figure A6-1**).³ The majority of arts managers were in the information

sector (347,600) and professional services sector (246,400), accounting for 49 percent and 35 percent of total arts managers, respectively. Additionally, there were 102,000 arts managers in the arts and entertainment sector and 10,500 in the retail trade sector, together making up the remaining 16 percent of total arts managers.

Figure A6-1. Arts managers, by selected arts-related industry: 2019–2023



NOTE: Arts managers and all managers in the labor force are individuals currently employed (regardless of work intensity [employed full time or part time] or class of worker [private or wage-salary, government, or self-employed]) or unemployed and looking for work. Managers are identified by their occupation and classified specifically as an arts manager based on the industry of their employment within the arts and entertainment, information, professional services, and the retail trade sectors. The “arts and entertainment sector” includes performing arts companies; performing arts promoters and agents and managers of artists; independent artists, writers, and performers; and museums, art galleries, and historical sites. The “information sector” includes motion pictures and video; sound recording; broadcasting; newspaper publishers; periodical, book, and directory publishers; libraries and archives; internet publishing and broadcasting; software publishers; and other information services. The “professional services sector” includes specialized design and advertising and public relations. The “retail trade sector” includes musical and instrument supply stores, bookstores and news-dealers, and florists. The American Community Survey 5-Year dataset used for this figure averages results over a 5-year time period, which in this case includes years significantly impacted by the COVID-19 pandemic. Detail may not sum to totals because of rounding.

SOURCE: U.S. Department of Commerce, Bureau of the Census, American Community Survey 5-Year Estimates, 2019–2023.

³ The ACS 5-Year estimates used for this indicator average results over a five-year period, which in this case includes years significantly impacted by the COVID-19 pandemic.

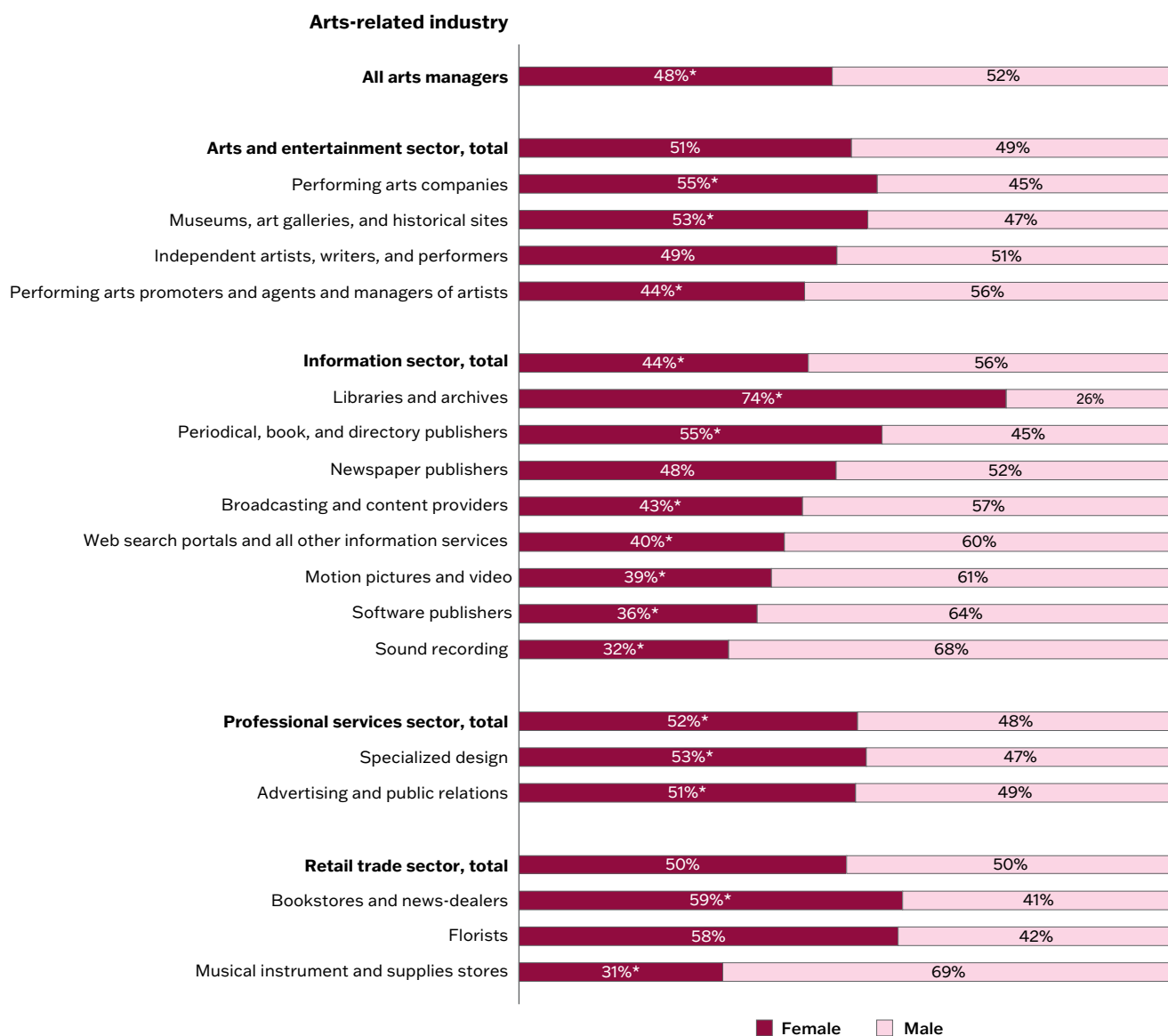
Distribution of arts managers, by sex



In the 2019–2023 period, 52 percent of arts managers were male and 48 percent were female (Figure A6-2). There was variation by sector and

arts-related industry. Females made up 44 percent of arts managers in the information sector overall, and there were more females than males in the professional services sector (52 percent). There were no measurable differences between the proportions of female and male arts managers in the arts and entertainment sector and the retail trade sector.

Figure A6-2. Percentage distribution of arts managers, by selected arts-related industry and sex: 2019–2023



* Significantly different ($p < .05$) from male.

NOTE: Arts managers in the labor force are individuals currently employed (regardless of work intensity [employed full time or part time] or class of worker [private or wage-salary, government, or self-employed]) or unemployed and looking for work. The American Community Survey 5-Year dataset used for this figure averages results over a 5-year time period, which in this case includes years significantly impacted by the COVID-19 pandemic. "Broadcasting" excludes internet broadcasting, which is captured under "Internet publishing and broadcasting." "Internet publishing and broadcasting" includes web portals. "Performing arts promoters and agents and managers of artists" corresponds to "Promoters of performing arts, sports, and similar events, agents and managers for artists, athletes, entertainers, and other public figures" in the ACS industry classification and includes data on promoters of sporting events and managers of athletes. Detail may not sum to totals because of rounding.

SOURCE: U.S. Department of Commerce, Bureau of the Census, American Community Survey 5-Year Estimates, 2019–2023.

Among arts-related industries in the information sector, the proportion of female managers ranged from 31 percent in musical instrument and supplies stores to 74 percent in libraries and archives. Libraries and archives had the largest proportion of female managers across all sectors, followed by bookstores and news-dealers (59 percent); periodical, book, and directory publishers (55 percent); performing arts companies (55 percent); museums, art galleries, and historical sites (53 percent); specialized design (53 percent); and advertising and public relations (51 percent).

In contrast, the industries with the smallest proportions of female managers were musical instrument and supplies stores (31 percent); sound recording (32 percent); software publishers (36 percent); motion pictures and video (39 percent); web search portals and other information services (40 percent); broadcasting and content providers (43 percent); and performing arts promoters and agents and managers of artists (44 percent). There were no measurable differences between the proportions of female and male arts managers for florists; independent artists, writers, and performers; and newspaper publishers.

Although the majority of arts managers were male (52 percent), arts managers were more likely to be female (48 percent) compared to all managers (42 percent; see **Table A6-1**).⁴ The percentage of female arts managers (48 percent) was similar to the percentage of female artists (48 percent) and higher than the percentage in the total labor force that was female (47 percent).⁵

Distribution of arts managers, by race/ethnicity

In the 2019–2023 period, the majority of arts managers were White (71 percent), with 11 percent identifying as Hispanic, 7 percent as Asian, 6 percent as Black, 4 percent as more than one race, and fewer than one percent each as American Indian, Alaska Native; Pacific Islander; or an unspecified race (**Figure A6-3**). Arts managers were slightly more

likely to be White, Asian, or of more than one race and less likely to be Hispanic; Black; American Indian, Alaska Native; or Pacific Islander compared to all managers in the labor force.

A higher percentage of arts managers were Asian (7 percent), compared to all managers (6 percent) and the total labor force (6 percent). Across industry sectors, 9 percent of managers in the information sector, 6 percent each in the professional services and retail trade sectors, and 4 percent in the arts and entertainment sector were Asian. Among arts-related industries, 17 percent of managers in the software publishing industry and 20 percent in the web search portals and all other information services industry were Asian. Both of these rates were more than 10 percentage points higher than the proportion of Asians among all managers and in the total labor force. Conversely, fewer than 4 percent of managers in the sound recording industry, bookstores and news-dealers industry, museums, and libraries and archives were Asian, which were below the average proportions of Asians among all managers (6 percent) and in the total labor force (6 percent), respectively.

A lower percentage of arts managers were Black (6 percent) compared to all managers (8 percent) and the labor force overall (12 percent). Across arts industry sectors, 8 percent of managers in the arts and entertainment sector, 7 percent in the information sector, 5 percent in the professional services sector, and 4 percent in the retail trade sector were Black. Among arts-related industries, 14 percent of managers in the sound recording industry and 11 percent in the independent artists, writers, and performers industry were Black. By contrast, just 3 percent of managers in the software publishing industry were Black. The proportions of Black managers in six industries, including advertising and public relations (6 percent); libraries and archives (5 percent); periodical, book, and directory publishers (5 percent); web search portals and all other information services (5 percent); specialized design (4 percent); and software publishers (3 percent), were all below the average proportions of Blacks workers among all managers (8 percent) and in the total labor force (12 percent).

⁴ 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* technical report.

⁵ See **Indicator A.1: Who Are the Artists?** for detail on the characteristics of artists in the U.S. labor force.

Figure A6-3. Percentage distribution of the total labor force, all managers, and arts managers, by race/ethnicity: 2019–2023

Total labor force



All managers



All arts managers



American Indian, Alaska Native
 Asian
 Black
 Hispanic
 Pacific Islander
 White
 More than one race
 Unspecified race

* Significantly different ($p < .05$) from arts managers.

NOTE: Arts managers and all managers in the labor force are individuals currently employed (regardless of work intensity [employed full time or part time] or class of worker [private or wage-salary, government, or self-employed]) or unemployed and looking for work. The American Community Survey (ACS) 5-Year dataset used for this figure averages results over a 5-year time period, which in this case includes years significantly impacted by the COVID-19 pandemic. Race groups are mutually exclusive; persons of Hispanic ethnicity can be of any race. Detail may not sum to totals because of rounding and suppression of estimates not meeting statistical standards.

SOURCE: U.S. Department of Commerce, Bureau of the Census, American Community Survey 5-Year Estimates, 2019–2023.

A lower percentage of arts managers were Hispanic (11 percent) compared to all managers (13 percent), but both percentages were lower than the overall Hispanic labor force rate (19 percent). Across arts industry sectors, 11 percent of managers each in the information and professional services sectors and 9 percent each in the arts and entertainment and retail trade sectors were Hispanic. Among arts-related industries, the proportion of Hispanic managers ranged from 4 percent in the bookstores and news-dealers industry to 15 percent in the motion picture and video industry and 16 percent in the musical instrument and supplies store industry.

The proportion of White arts managers (71 percent) was 2 points higher than the share among all managers in general (69 percent) and 12 points higher than the share in the total labor force (59 percent). Most managers across arts industry sectors were White: 77 percent in the retail trade sector, 74 percent in the arts and entertainment sector, 73 percent in the professional services sector, and 69 percent in the information sector (see [Table A6-1](#)). Among arts-related industries, the proportion ranged from 62 percent of managers in the web search portals and other information services industry to 84 percent of managers in the library and archives industry.

Other differences among arts managers

Arts managers were more likely to hold bachelor's degrees than all managers (see [Table A6-1](#)). In the 2019–2023 period, 51 percent of arts managers had a bachelor's degree, which was 16 points higher than the 35 percent of all managers in the workforce with the same educational attainment. There was no significant difference in the proportion of arts managers or all managers with a master's degree or higher (both 21 percent). Both arts managers and all managers were more likely to hold a bachelor's or higher degree than the total labor force. Arts managers were also more likely to be younger than all managers. In the 2019–2023 period, 5 percent of arts managers were aged 18–24, 26 percent were aged 25–34, and 27 percent were aged 35–44 compared to 4 percent, 18 percent, and 26 percent of all managers, respectively. Additionally, arts managers were more likely to be aged 25–34 (26 percent), 35–44 (27 percent), and 45–54 (22 percent) compared to the total labor force (22 percent, 21 percent, and 20 percent, respectively).

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