

ACPSA Issue Brief #7: Alternative Calculations of Value Added by Arts and Cultural Industries

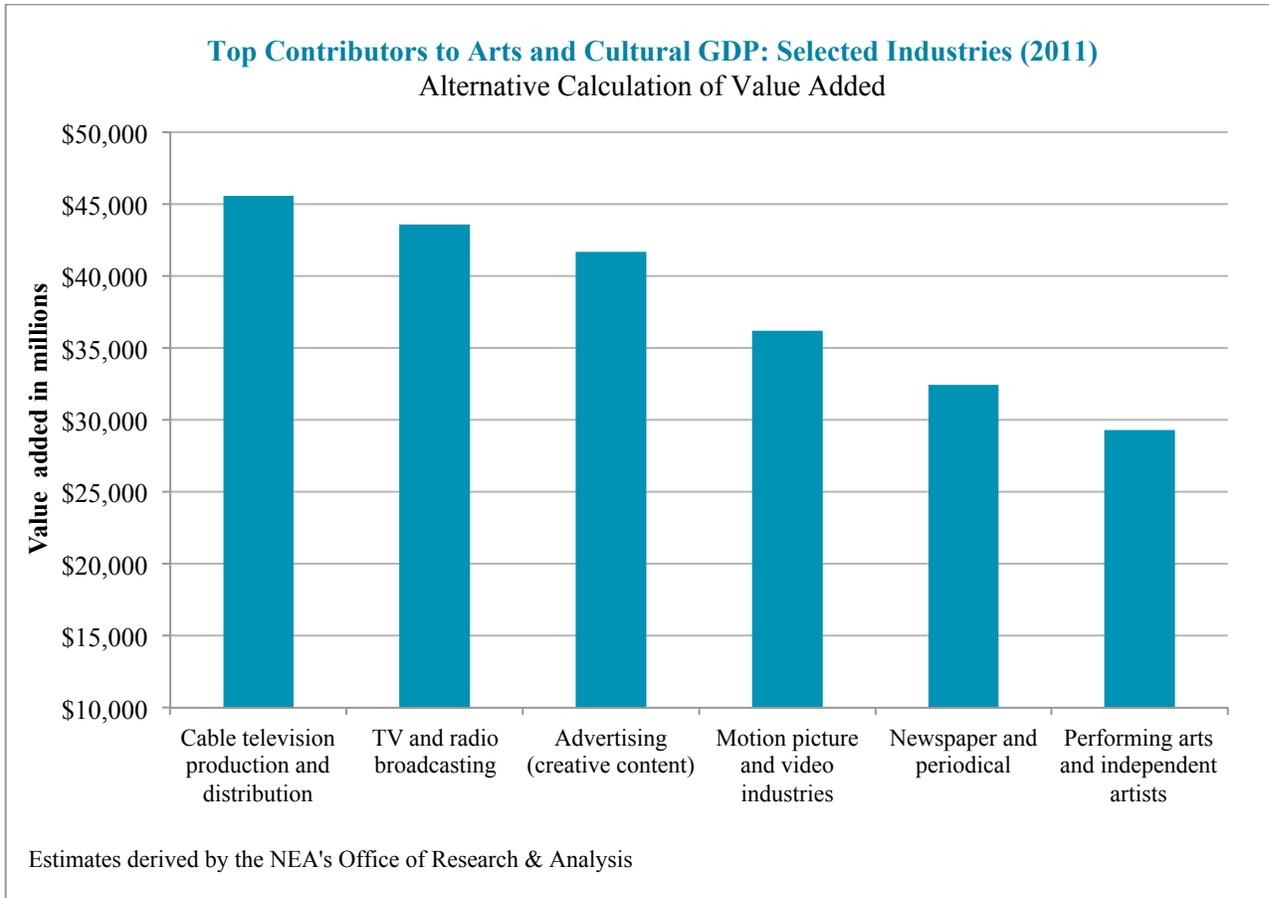
As discussed in [ACPSA Brief #1](#), value added by detailed arts and cultural industry is estimated by combining data from the ACPSA with other data sources such as the Census Bureau's Economic Census. This Brief draws on those data sources to report alternative, more nuanced calculations of that value.

Like the original estimates of value added by industry, these revised figures also draw on data reported in the Economic Census. However, the revisions presented here rely more heavily on ACPSA gross output, as well as the Census Bureau's nonemployer statistics, which are based on IRS Schedule C filings.¹

Similar to the original estimates, these alternative calculations show that industries in the information sector (e.g., telecommunications, broadcasting, and motion picture production), along with advertising (creative content) and the performing arts, contribute the greatest value to U.S. arts and cultural GDP². In 2011, these top industries accounted for 45 percent (\$229 billion) of arts and cultural GDP.

¹ Schedule C is required of sole proprietors whose self-employment earnings are at least \$400, and whose business activity was done on a regular basis for income or profit.

² This list excludes government "art-support" such as government-operated libraries, museums, parks, and state college and university arts departments.



Note: Due to disclosure-avoidance policies by the U.S. Bureau of Economic Analysis, most of the estimates of value added by arts and cultural industries shown in this ACPSA brief were not reported by the U.S. Bureau of Economic Analysis. Rather, they were derived by the NEA Office of Research & Analysis using data from the ACPSA and other sources, including the U.S. Census Bureau's Economic Census.

Combining results from the ACPSA and the Economic Census can result in statistical discrepancies between the estimates shown in the tables below and estimates reported in the BEA's official industry accounts.

Output and Value Added to U.S. GDP by Industries Producing Arts and Cultural Goods and Services, 2011			
Alternative Calculations			
(in millions)			
	Gross output	Value added to U.S. GDP	Key to notes
All U.S. arts and cultural production	\$915,865	\$504,390	
<i>Arts and Entertainment</i>			
Performing arts*	\$20,461	\$12,152	
Theaters*	\$8,624	\$5,122	
Opera companies*	\$1,281	\$761	
Dance companies*	\$886	\$526	
Music groups and artists*	\$7,217	\$4,286	
Symphony orchestras and chamber groups*	\$2,576	\$1,530	
Other music groups and artists*	\$4,641	\$2,756	A
Other performing arts*	\$2,453	\$1,457	
Circuses*	\$686	\$407	
Other performing arts companies, except circuses*	\$1,767	\$1,050	B
Independent artists, writers, and performers*	\$28,895	\$17,160	
Promoters of performing arts*	\$18,794	\$11,162	
Promoters of performing arts with facilities*	\$13,036	\$7,742	
Promoters of performing arts without facilities*	\$5,758	\$3,420	C
Agents and managers for artists*	\$3,417	\$2,029	
Museums	\$15,128	\$8,643	
<i>Information</i>			
Motion picture and video industries*	\$83,300	\$36,219	
Sound recording*	\$14,018	\$6,095	
Television and radio broadcasting*	\$100,253	\$43,591	
Internet publishing and broadcasting*	\$16,502	\$7,175	
Cable TV production and distribution*	\$104,779	\$45,558	
Other information services*	\$4,361	\$1,896	D
Software publishing*	\$28,664	\$12,463	E
Newspaper and periodical publishing*	\$57,953	\$32,438	
Book publishing*	\$18,074	\$10,117	
Other print publishing*	\$5,586	\$3,127	F
<i>Design and professional services</i>			
Interior design services*	\$7,670	\$6,661	
Industrial design services*	\$2,471	\$2,146	
Graphic design services*	\$9,364	\$8,133	
Other design services*	\$708	\$572	G
Architectural services*	\$2,155	\$1,742	H
Landscape architectural services*	\$4,062	\$3,283	
Computer systems design*	\$3,784	\$3,058	I
Advertising (creative content)	\$56,258	\$41,681	J
Photography and photo-finishing services	\$11,495	\$9,237	K

Output and Value Added to U.S. GDP by Industries Producing Arts and Cultural Goods and Services, 2011			
Alternative Calculations			
(in millions)			
(continued)			
	Gross output	Value added to U.S. GDP	Key to notes
<i>Education</i>			
Arts education, fine arts	\$4,707	\$3,511	L
Arts education, other	\$6,460	\$4,082	M
<i>Art-support services</i>	\$145,417	\$92,572	N
<i>Manufacturing</i>			
Manufacturing, printing	\$17,515	\$5,864	O
Manufacturing, other	\$15,991	\$6,708	P
<i>Trade</i>			
Wholesale trade	\$18,913	\$11,214	Q
Retail trade	\$25,692	\$19,017	R
<i>Construction</i>	\$21,506	\$11,610	S
<i>All other industries</i>	\$41,514	\$23,475	T
Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis.			
*Estimates were derived by the NEA's Office of Research & Analysis.			

Table Notes	
Key	Notes
A	Includes jazz, rock, and country music bands and artists; choirs; and bugle corps.
B	Includes magic and ice-skating shows and traveling carnivals.
C	Includes performing arts festivals.
D	Includes news-syndication services and stock photography services.
E	Restricted to video games and arts-related software such as photo-editing and CAD software.
F	Includes art prints, posters, calendars, greeting cards, and maps.
G	Includes fashion, fur, and jewelry design.
H	Restricted to architectural designs of cultural structures.
I	Restricted to computer systems design that supports motion picture, video, and sound-recording production.
J	Excludes public relations agencies, media-buying representatives, material distribution (e.g., fliers), and sign-painting.
K	Excludes one-hour photo-finishing services.
L	Includes music and dance schools.
M	Non-government college and university arts departments and performing arts centers.
N	Includes theatrical rental and leasing; tax-exempt, arts-related giving and grant-making services; arts-related unions; and government-operated museums, nature parks, libraries, and state college and university arts departments and fine arts centers.
O	Includes lithographic, gravure, screen, and digital printing of magazines, newspapers, calendars, and art works; book printing; letterpress; and binding and pre-press services.
P	Includes the manufacture of jewelry and silverware; musical instruments; motion picture equipment; custom architectural woodwork; and china and glass.
Q	Includes wholesale trade of photographic equipment and books, periodicals, and newspapers.
R	Includes musical instrument stores; book stores and newsstands; photographic equipment stores; and florist shops.
S	Restricted to the construction of arts and cultural structures.
T	Other industries producing arts and cultural goods and services.