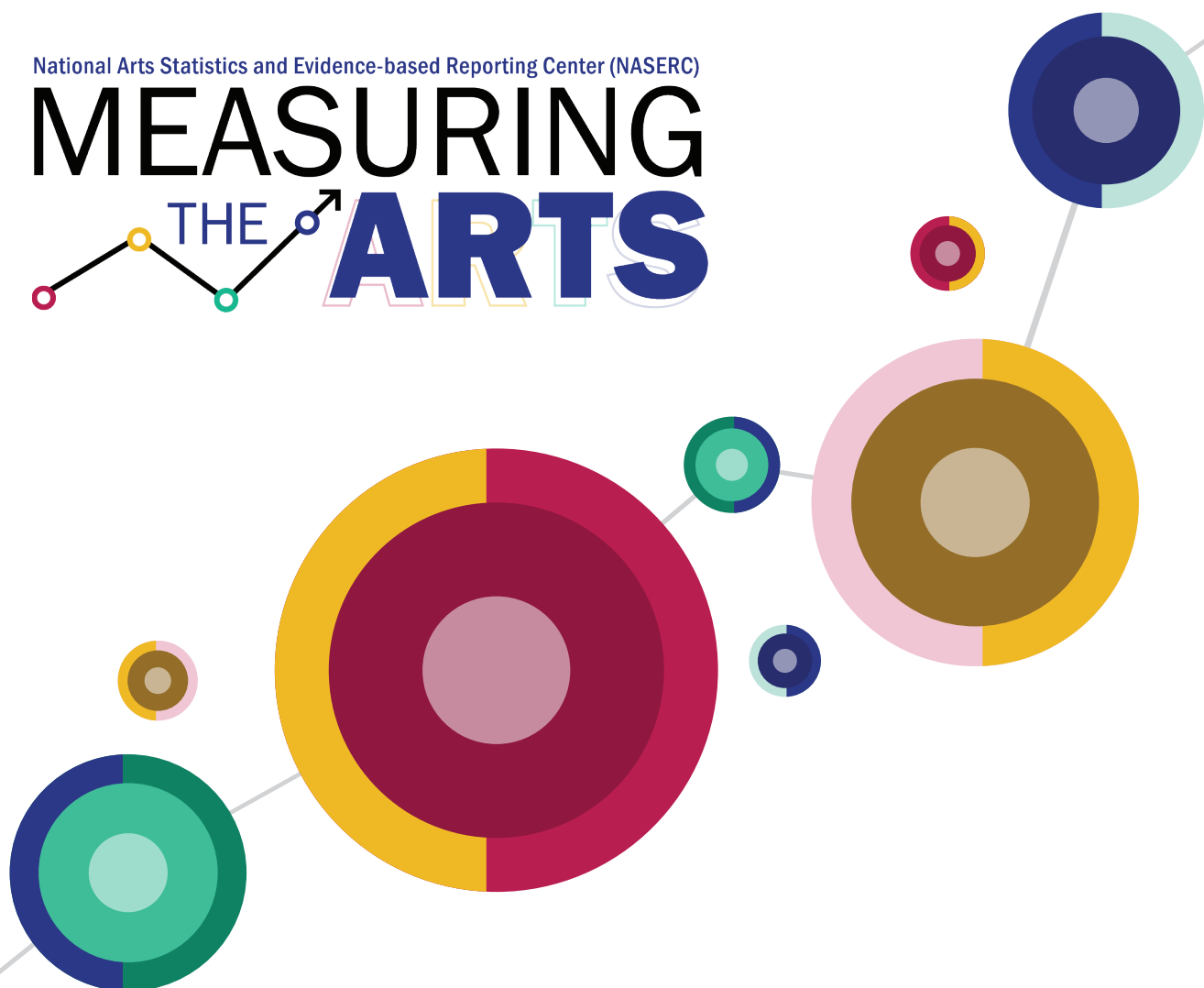


National Arts Statistics and Evidence-based Reporting Center (NASERC)

MEASURING THE ARTS



Domain C

Arts and Cultural Assets



Indicator C.2: **Which Industries Employ Artists and Other Cultural Workers?**

Introduction

The arts are an essential part of the U.S. economy. While the COVID-19 pandemic impacted the sector, 2022 data from the Arts and Cultural Production Satellite Account (ACPSA) show the start of a rebound across arts and cultural industries. Indicator C.2 presents major arts and cultural industries that employ artists and other cultural workers. The metric reports the overall number of workers engaged in producing arts- and culture-related goods and services, arts and cultural workers as a percentage of total industry employment, and average compensation for arts and cultural workers. For more on this definition, see the *Arts and cultural industry definition*. Additional data from the ACPSA on total economic output for arts and cultural industries and goods and services and import/export activity appear in **Indicator C.1: What Do the Arts Contribute to the U.S. Economy?**

Arts and cultural industry definition

The U.S. Census Bureau classifies business establishments and enterprises into industries using its North American Industry Classification System (NAICS). Arts and cultural industries are those NAICS codes that represent organizations that are engaged in the production of arts- and culture-related goods and services. The estimates of arts and cultural production employment in this indicator include just those workers in these organizations who are engaged in producing arts- and culture-related goods and services. They include arts and cultural industries as well as non-arts industries that produce arts and cultural goods and services (a.k.a. all other industries). The employment figures for this indicator do not include artists and cultural workers who are self-employed or employed in other industries that do not produce arts- and culture-related goods and services. For more information, see the National Endowment for the Arts' Arts Data Profile #36, [The U.S. Arts and Cultural Production Satellite Account \(2017–2022\)](#).

Workers in arts and cultural industries

In 2022, 5,176,000 U.S. residents were employed by arts and cultural industries (see [Table C2-1](#)).¹ Information services, which includes industries such as web publishing and streaming, had the highest number of workers (1,371,000), followed by art support services (1,232,000), design services (612,000), performing arts (313,000), and manufacturing (155,000; [Figure C2-1](#)).² Education services employed the smallest number of workers in 2022 (79,000).

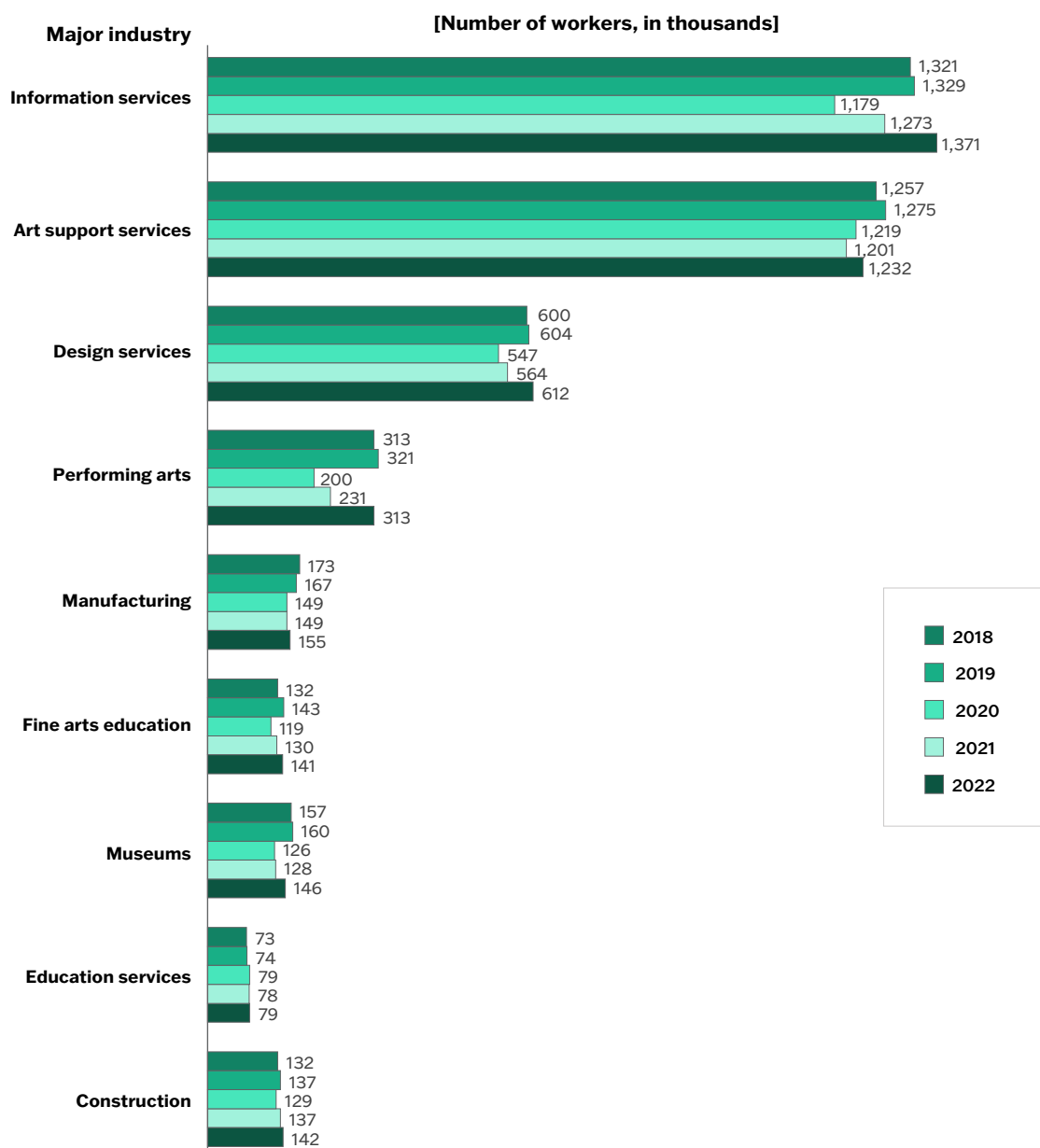
The number of workers engaged in producing arts- and culture-related goods and services by arts and cultural industries increased slightly (by 11,000 workers or less than 1 percent overall) between 2019 and 2022. While this increase was small, it shows that the arts and cultural industry sector continued to rebound from the impacts of the COVID-19 pandemic. In 2019, there were 5,165,000 workers employed in arts and cultural industries. This number dropped 9 percent to 4,686,000 in 2020, the first year of the pandemic. The number of workers rebounded by 10 percent between 2020 and 2022 to 5,176,000 in 2022, slightly surpassing pre-pandemic levels.

Between 2019 and 2022, museums, manufacturing, art support services, performing arts, and fine arts education experienced declines in the number of workers engaged in producing arts- and culture-related goods and services. The number of workers in museums declined by 9 percent from 160,000 in 2019 to 146,000 in 2022. Manufacturing declined by 7 percent from 167,000 to 155,000. The number of workers in art support services declined by 3 percent from 1,275,000 to 1,232,000, performing arts declined by 2 percent from 321,000 to 313,000, and the number of workers in fine arts education declined by 1 percent from 143,000 to 141,000.

¹ “Art support services” includes rental and leasing, grant-making and giving services, unions, government and other support services (such as theatrical ticket agencies). “Design services” includes advertising, architectural services, landscape architectural services, interior design services, industrial design services, graphic design services, computer systems design, photography and photofinishing services, and all other design services (such as jewelry design services, lighting design services, and textile design services). “Education services” includes private education services such as private, K–12, and postsecondary arts classes. “Information services” includes publishing, motion pictures, sound recording, broadcasting, and other information services (such as web publishing and streaming). “Manufacturing” includes jewelry and silverware, printed goods, musical instruments, custom architectural woodwork and metalwork, and other arts-related goods (such as pottery manufacturing, stained and blown-glass manufacturing, and motion picture equipment). “Performing arts” includes performing arts companies; promoters of performing arts and similar events; agents/managers for artists; and independent artists, writers, and performers. “Construction” refers to arts-related construction such as the construction of new arts and cultural structures (e.g., libraries, museums).

² Differences between estimates (including trends over time) are considered significant because they are based on satellite account information derived from the Bureau of Economic Analysis core statistical program, so statistical tests related to sampling theory are not applicable. For more information, see [The Arts in the United States: Developing Key National Indicators of Arts Activity](#) technical report.

Figure C2-1. Number of workers engaged in producing arts and culture-related goods and services, by major arts and cultural industry: 2018–2022



NOTE: “Art support services” includes rental and leasing, grant-making and giving services, unions, government and other support services (such as theatrical ticket agencies). “Design services” includes advertising, architectural services, landscape architectural services, interior design services, industrial design services, graphic design services, computer systems design, photography and photofinishing services, and all other design services (such as jewelry design services, lighting design services, and textile design services). “Education services” includes private education services such as private, K–12, and postsecondary arts classes. “Information services” includes publishing, motion pictures, sound recording, broadcasting, and other information services (such as web publishing and streaming). “Manufacturing” includes jewelry and silverware, printed goods, musical instruments, custom architectural woodwork and metalwork, and other arts-related goods (such as pottery manufacturing, stained and blown-glass manufacturing, and motion picture equipment). “Performing arts” includes performing arts companies; promoters of performing arts and similar events; agents/managers for artists; and independent artists, writers, and performers. “Construction” refers to arts-related construction such as the construction of new arts and cultural structures (e.g., libraries, museums).

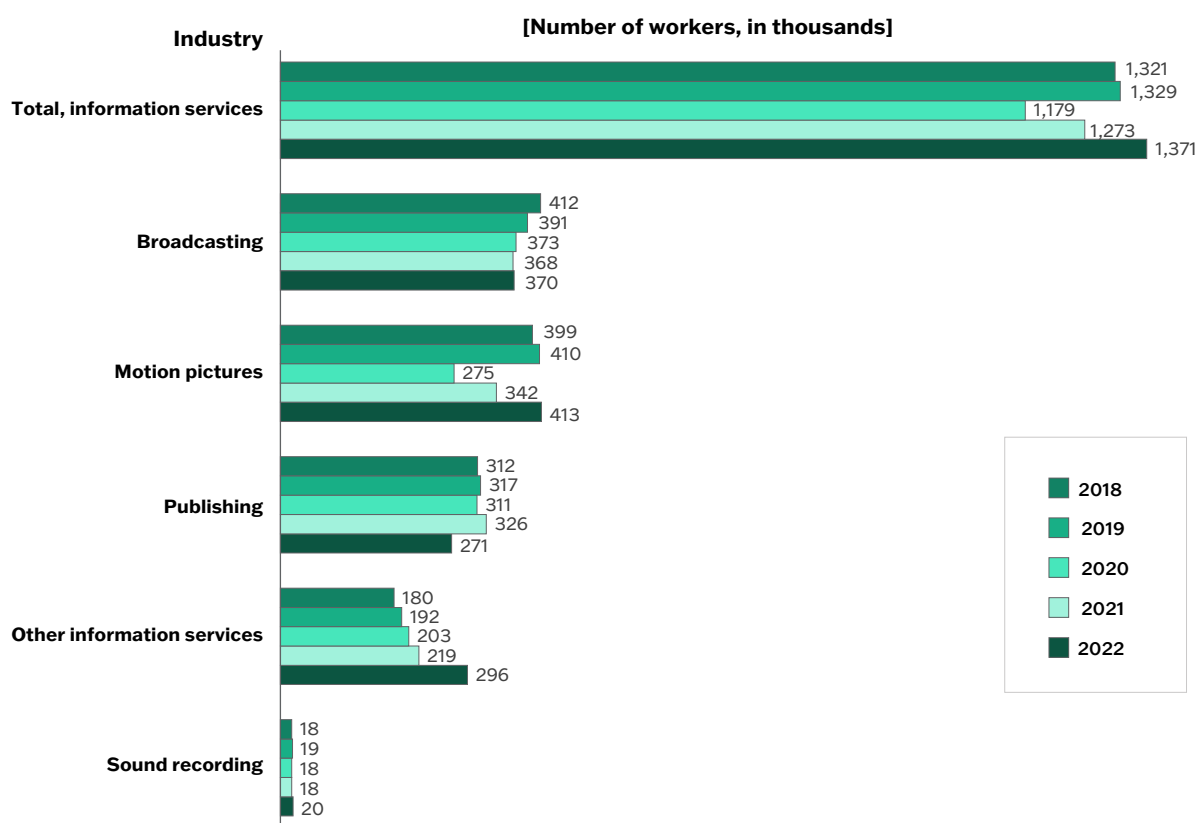
SOURCE: U.S. Bureau of Economic Analysis and National Endowment for the Arts. Arts and Cultural Production Satellite Account (ACPSA), 2018–2022.

Other arts and cultural industries experienced increases in the number of workers between 2019 and 2022. For example, education services employed 74,000 workers in 2019 and 79,000 workers in 2022 (an increase of 7 percent), and the number of workers in construction, which includes arts-related construction such as the construction of new arts and cultural structures, increased by 4 percent from 137,000 to 142,000. While most industries saw recovery between 2020 and 2022, there was no change in the number of workers in education services during this time period. Between 2020 and 2022, the number of workers in the performing arts increased by 57 percent from 200,000 to 313,000, and the number of workers in fine arts education increased by 18 percent from 119,000 to 141,000.

Within the most productive arts and cultural industry—information services—motion pictures employed the most workers in 2022 (413,000), followed by broadcasting (370,000) other information services (296,000), publishing (271,000), and sound recording (20,000; **Figure C2-2**). The number of workers in information services showed less change between 2019 and 2022 (increase of 3 percent) than the number of workers in other arts and cultural industries.

However, some industry subcategories had fluctuations during the COVID-19 pandemic. The number of workers in the motion pictures industry fluctuated the most between 2019 and 2022. In 2019, the industry employed 410,000 workers. By 2020, the number of workers in motion pictures decreased

Figure C2-2. Number of workers engaged in producing arts and culture-related goods and services in information services industries, by industry: 2018–2022



NOTE: “Broadcasting” includes industries such as radio, television, and cable broadcasting excluding sports. “Motion pictures” includes industries such as motion picture production and distribution, television show production, cartoon production and distribution, cinemas, and film festivals. “Publishing” includes industries such as book publishers, newspaper publishers, art print publishers, and arts-related software publishing. “Other information services” industries such as web publishing and streaming. “Sound recording” includes industries such as record producers, music publishers, and sound recording studios.

SOURCE: U.S. Bureau of Economic Analysis and National Endowment for the Arts, Arts and Cultural Production Satellite Account (ACPSA), 2018–2022.

33 percent to 275,000. The number of motion picture workers then rebounded 24 percent to 342,000 workers in 2021. In 2022, the number of motion picture workers continued to increase to 413,000 (21 percent).

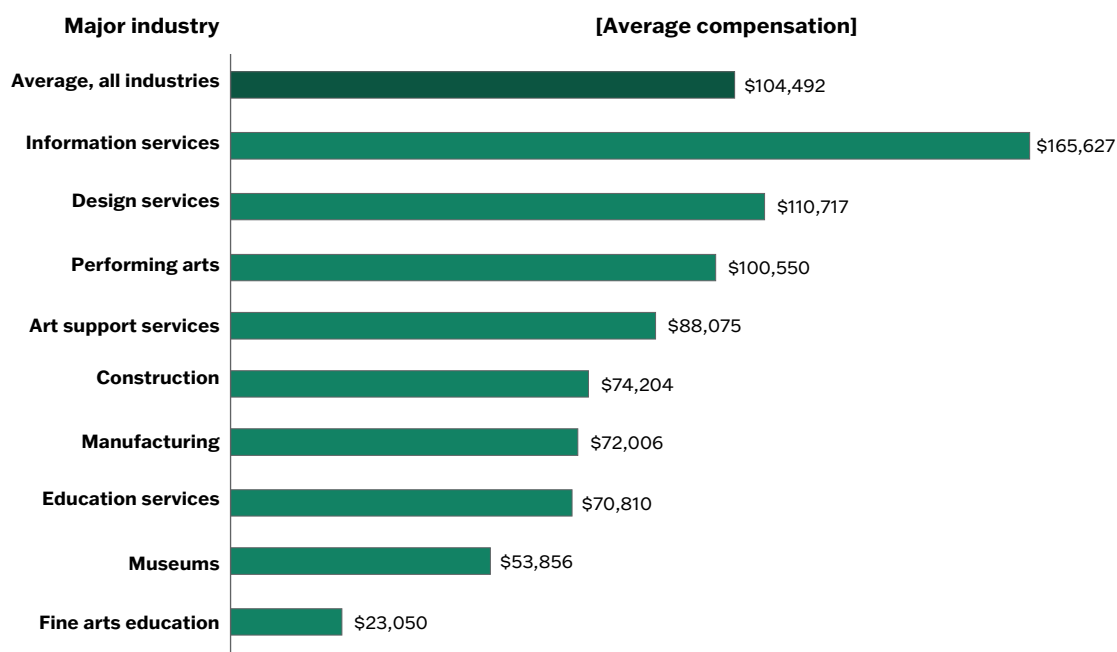
Conversely, the number of workers in the other information services industry increased annually between 2019 and 2022. In 2019, there were 192,000 other information services workers. This increased 6 percent to 203,000 workers in 2020, a further 8 percent to 219,000 workers in 2021, and 35 percent to 296,000 in 2022.

Compensation within arts and cultural industries



Average compensation³ across all industries—both arts and cultural industries and non-arts industries that produce arts and cultural goods—was \$104,492 in 2022. This range spanned from an average of \$23,050 for the fine arts education industry to \$165,627 for the information services industry (Figure C2-3). It is important to note that the values are average total compensation (salaries and benefits) within each industry and reflect a wide range of compensation, experience, and expertise across workers.

Figure C2-3. Average total annual compensation per arts and cultural worker, by major arts and cultural industry: 2022



NOTE: Arts and cultural production compensation consists of the remuneration (including wages and salaries, as well as benefits such as employer contributions to pension and health funds) payable to employees in return for their arts and cultural production-related work during a given year. For more information see: https://www.bea.gov/sites/default/files/2023-03/acpsa0323_0.pdf. Self-employed artists and related workers who do not employ others are not included in this category. "Art support services" includes rental and leasing, grant-making and giving services, unions, government and other support services (such as theatrical ticket agencies). "Design services" includes advertising, architectural services, landscape architectural services, interior design services, industrial design services, graphic design services, computer systems design, photography and photofinishing services, and all other design services (such as jewelry design services, lighting design services, and textile design services). "Information services" includes publishing, motion pictures, sound recording, broadcasting, and other information services (such as web publishing and streaming). "Manufacturing" includes jewelry and silverware, printed goods, musical instruments, custom architectural woodwork and metalwork, and other arts-related goods (such as pottery manufacturing, stained and blown-glass manufacturing, and motion picture equipment). "Performing arts" includes performing arts companies; promoters of performing arts and similar events; agents/managers for artists; and independent artists, writers, and performers. "Construction" refers to arts-related construction such as the construction of new arts and cultural structures (e.g., libraries, museums). SOURCE: U.S. Bureau of Economic Analysis and National Endowment for the Arts. Arts and Cultural Production Satellite Account (ACPSA), 2022.

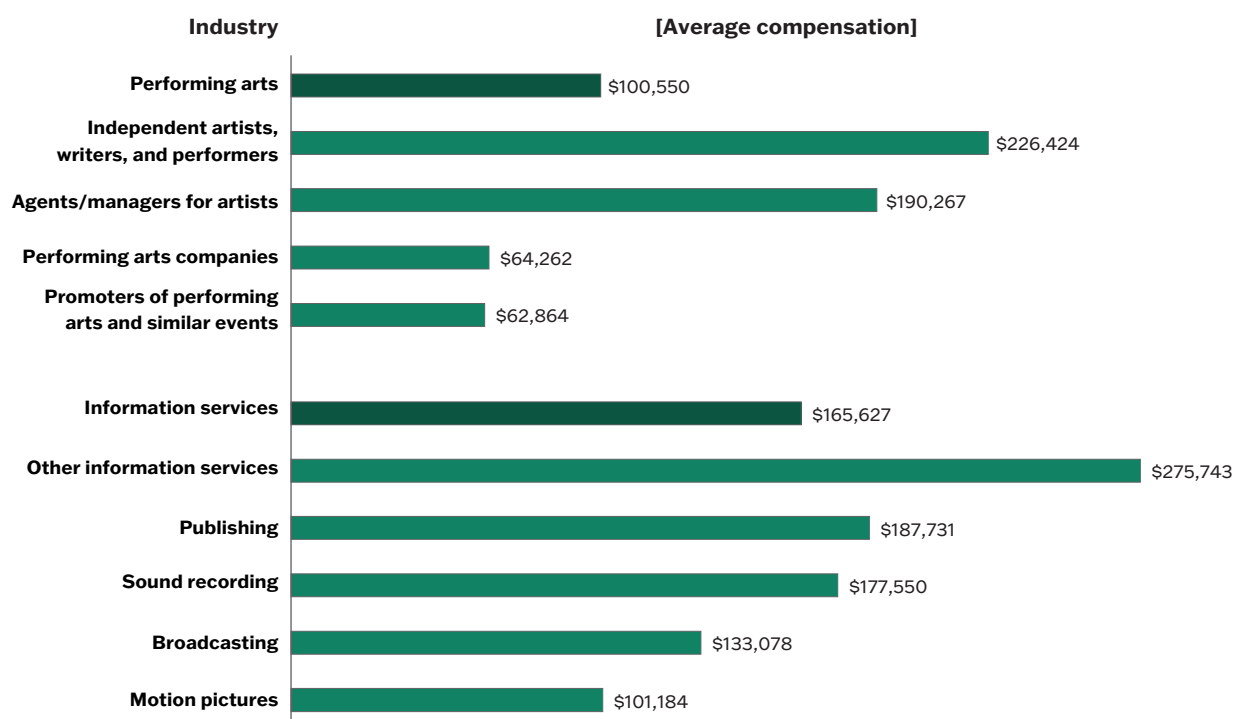
³ Arts and cultural production compensation consists of the remuneration (including wages and salaries, as well as benefits such as employer contributions to pension and health funds) payable to employees in return for their arts and cultural production-related work during a given year. For more information, see https://www.bea.gov/sites/default/files/2023-03/acpsa0323_0.pdf.

Among arts and cultural industries, workers in information services (\$165,627), design services (\$110,717), and the performing arts (\$100,550) earned the highest average compensation in 2022. However, there was a wide range of compensation within each information services, design services, and performing arts industry subcategory. Within information services, average compensation in 2022 ranged from \$101,184 for workers in motion pictures to \$275,743 for workers in other information services (Figure C2-4). In fact, workers in other information services had the highest

average compensation among all industry subcategories in 2022.

The average compensation for design services ranged from \$43,684 for photography and photofinishing services to \$172,444 for industrial design services. For the performing arts that year, average compensation ranged from \$62,864 for promoters of performing arts and similar events to \$226,424 for independent artists, writers, and performers.

Figure C2-4. Average total annual compensation per arts and cultural worker in the performing arts and information services, by industry: 2022



NOTE: Arts and cultural production compensation consists of the remuneration (including wages and salaries, as well as benefits such as employer contributions to pension and health funds) payable to employees in return for their arts and cultural production-related work during a given year. For more information see: https://www.bea.gov/sites/default/files/2023-03/acpsa0323_0.pdf. Self-employed artists and related workers who do not employ others are not included in this category. "Agents/managers for artists" include industries such as agents for theatrical talent and literary agents. "Broadcasting" includes industries such as radio, television, and cable broadcasting excluding sports. "Independent artists, writers, and performers" includes industries such as independent artists, independent authors, and independent songwriters and only include independent workers who that employ others on a payroll. "Motion pictures" includes industries such as motion picture production and distribution, television show production, cartoon production and distribution, cinemas, and film festivals. "Other information services" includes industries such as web publishing and streaming. "Performing arts companies" include industries such as theater companies, dance companies, symphony orchestras, opera companies, and circuses and includes taxable and tax-exempt organizations. "Promoters of performing arts and similar events" include industries such as live theater and art center operators and music festivals. "Publishing" includes industries such as book publishers, newspaper publishers, art print publishers, and arts-related software publishing. "Sound recording" includes industries such as record producers, music publishers, and sound recording studios. SOURCE: U.S. Bureau of Economic Analysis and National Endowment for the Arts. Arts and Cultural Production Satellite Account (ACPSA), 2022.

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