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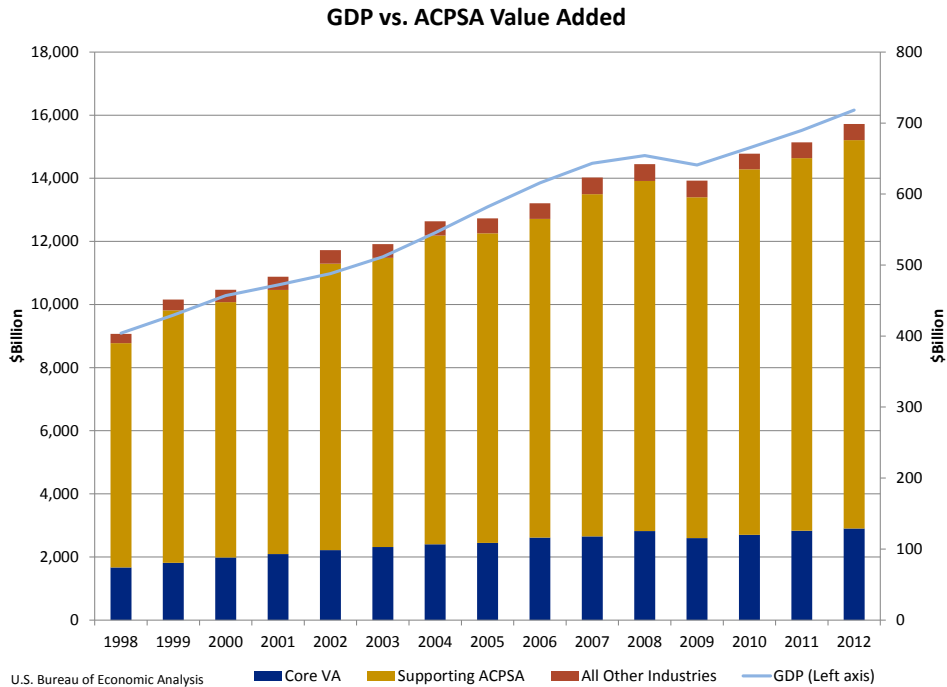
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BEA 15-02

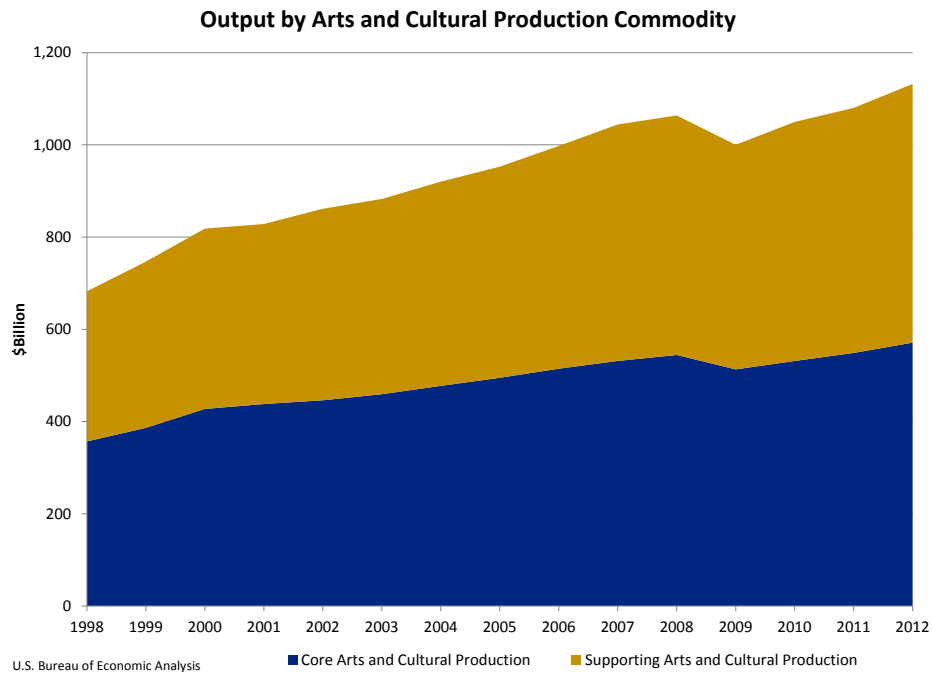
SPENDING ON ARTS AND CULTURAL PRODUCTION CONTINUES TO INCREASE

Nominal value added from all arts and cultural production (ACP) industries— a measure of this sector’s contribution to gross domestic product (GDP)—increased 3.8 percent, or \$25.8 billion in 2012, according to new statistics released by the Bureau of Economic Analysis (BEA). Value added for ACP accounted for 4.3 percent, or \$698.7 billion, of GDP.

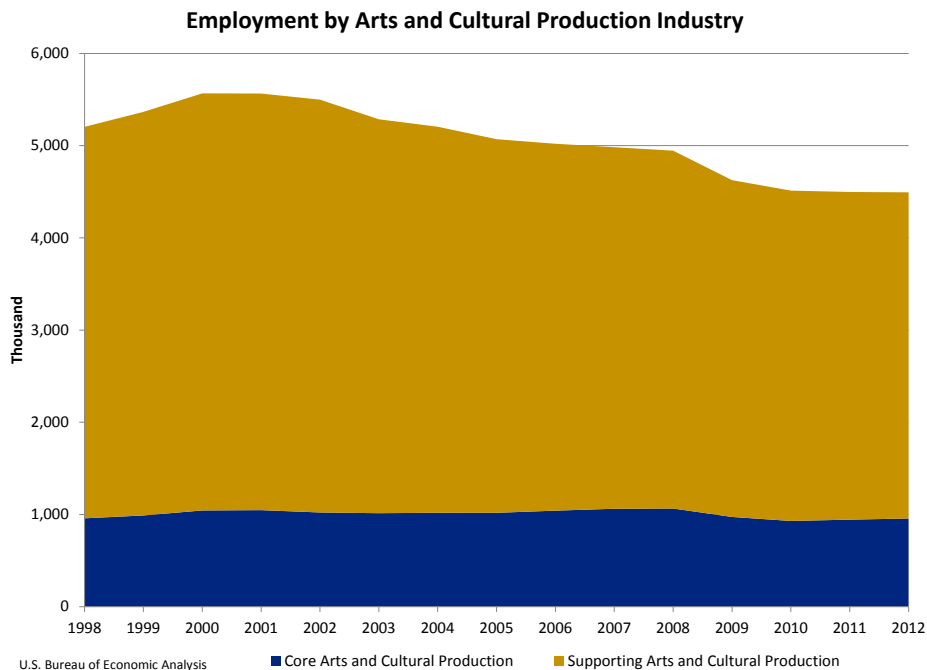
“With the creation of new data analyses like this one – which shows how arts and culture contribute to GDP – the Department of Commerce is providing a more detailed picture of what drives the U.S. economy, growth, and job creation,” said Secretary of Commerce Penny Pritzker. “Making new data available is another example of how the government is working harder and smarter to produce relevant statistics that better inform individuals, businesses, and decision-makers.”



ACPSA Output. Output for all ACPSA commodities was \$1.1 trillion in 2012. The core ACPSA commodities contributed \$571.1 billion and the supporting ACPSA commodities contributed \$561.2 billion. The primary contributor to the core ACPSA output was advertising with an output of \$239.8 billion; the primary contributor to the supporting ACPSA output was broadcasting with an output of \$118.4 billion.



ACPSA Employment. Employment for all ACPSA industries was 4.7 million jobs in 2012. The core ACPSA industries contributed one million jobs, while the supporting ACPSA industries contributed 3.5 million jobs. The advertising industry was the primary contributor to the core ACPSA employment, with 133.5 thousand jobs. The primary contributor to supporting ACPSA industries was the government sector, with 1.1 million jobs.



Definitions

ACPSA output. ACPSA output consists of all domestically produced goods and services purchased (for example, movie tickets or design services).

ACPSA employment. ACPSA employment consists of all jobs where the workers are engaged in the production of ACPSA output (for example, dancers or architects).

These statistics are from BEA's Art and Cultural Production Satellite Account (ACPSA), which are supported by funding from the National Endowment for the Arts (NEA).

This release of the ACPSA incorporates estimates from the comprehensive revision (CR) of the Industry Economic Accounts¹. The CR introduced improvements which are outside the scope of an annual revision. These improvements include:

- Updated industry and commodity definitions consistent with the 2007 North American Industry Classification System (NAICS).
- The capitalization of entertainment, literary, and other artistic originals.
- Incorporation of newly available and revised annual source data.

Defining 'Culture' in the context of Input-Output Tables for the Arts and Cultural Production Satellite Account

Culture can be defined in a variety of ways to include: language, traditions, beliefs and values. For this account, we defined arts and cultural production narrowly to include creative artistic activity; the goods and services produced by it; the goods and services produced in the support of it; and finally the construction of buildings in which it is taking place.

The Input-Output (I-O) table is a valuable tool to identify and then estimate the value of the 'creative chain.' This chain captures the economic value as we move from the creation of a cultural product (composing a symphony) to its production (the performance being recorded in a studio), then the distribution (by various modes), and finally the consumption (by the listener).

¹ For more information, see Donald D. Kim, Erich H. Strassner, and David B. Wasshausen, "Industry Economic Accounts: Results of the Comprehensive Revision Revised Statistics for 1997–2012." *Survey of Current Business* (February 2014).

Table 1. Value Added by Arts and Cultural Production Industry

[\$Millions]

| Industry | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|----------------|----------------|----------------|----------------|----------------|----------------|
| Total | 623,271 | 642,171 | 618,818 | 656,784 | 672,881 | 698,695 |
| Core Arts and Cultural Production | 117,841 | 125,454 | 115,447 | 120,056 | 125,909 | 129,011 |
| Performing Arts | 10,600 | 11,586 | 12,336 | 16,149 | 16,968 | 16,116 |
| Independent Artists, Writers, And Performers | 15,786 | 16,641 | 17,317 | 17,587 | 18,300 | 19,297 |
| Agents/Managers For Artists | 1,801 | 1,880 | 1,912 | 1,757 | 2,063 | 2,113 |
| Promoters of performing arts and similar events | 8,500 | 9,193 | 7,682 | 5,914 | 6,169 | 7,553 |
| Museums | 4,783 | 4,354 | 4,865 | 3,982 | 4,230 | 5,075 |
| Advertising | 22,535 | 24,642 | 23,271 | 24,620 | 25,781 | 29,289 |
| Architectural Services | 17,492 | 18,041 | 14,938 | 14,139 | 14,539 | 13,910 |
| Landscape Architectural Services | 3,083 | 3,157 | 2,663 | 2,554 | 2,475 | 2,305 |
| Interior Design Services | 8,412 | 8,865 | 6,048 | 7,019 | 7,621 | 6,308 |
| Industrial Design Services | 1,372 | 1,412 | 1,116 | 1,422 | 1,747 | 1,512 |
| Graphic Design Services | 7,367 | 7,861 | 6,013 | 7,355 | 7,480 | 6,573 |
| All Other Design Services | 650 | 610 | 467 | 562 | 647 | 639 |
| Computer Systems Design | 1,822 | 1,961 | 1,965 | 2,151 | 2,405 | 2,696 |
| Photography and Photofinishing Services | 7,572 | 8,316 | 7,726 | 7,428 | 7,818 | 8,045 |
| Fine Arts Education | 2,080 | 2,798 | 2,743 | 3,084 | 3,161 | 2,855 |
| Education Services | 3,986 | 4,137 | 4,385 | 4,333 | 4,506 | 4,726 |
| Supporting Arts and Cultural Production | 482,033 | 492,959 | 479,992 | 514,818 | 524,768 | 547,003 |
| Rental and Leasing | 8,427 | 7,352 | 6,821 | 5,389 | 4,731 | 5,288 |
| Other Support Services | 376 | 392 | 368 | 395 | 412 | 439 |
| Publishing | 80,862 | 78,263 | 72,008 | 74,327 | 75,181 | 77,850 |
| Motion Pictures | 61,744 | 68,341 | 73,975 | 89,792 | 92,711 | 95,868 |
| Sound Recording | 11,427 | 11,664 | 13,248 | 13,834 | 14,401 | 16,303 |
| Broadcasting | 107,124 | 109,898 | 103,924 | 109,575 | 113,467 | 121,091 |
| Other Information Services | 20,791 | 23,907 | 22,326 | 24,598 | 26,680 | 31,961 |
| Printed Goods Manufacturing | 10,896 | 10,078 | 8,726 | 8,458 | 8,512 | 8,066 |
| Jewelry and Silverware Manufacturing | 2,920 | 2,809 | 3,222 | 3,307 | 2,900 | 3,884 |
| Musical Instruments Manufacturing | 651 | 756 | 779 | 1,000 | 996 | 893 |
| Custom Architectural Woodwork and Metalwork Manufacturing | 2,516 | 2,396 | 2,014 | 1,930 | 1,886 | 1,902 |
| Camera and Motion Picture Equipment Manufacturing | 322 | 334 | 277 | 314 | 359 | 316 |
| Other Goods Manufacturing | 2,110 | 2,033 | 1,833 | 1,964 | 1,923 | 1,951 |
| Grant-Making And Giving Services | 559 | 433 | 507 | 499 | 502 | 519 |
| Unions | 872 | 1,013 | 1,066 | 1,042 | 1,098 | 1,147 |
| Government | 88,286 | 91,945 | 93,089 | 94,988 | 95,536 | 96,109 |
| Construction | 13,364 | 12,065 | 11,548 | 16,078 | 12,920 | 10,356 |
| Wholesale and Transportation Industries | 26,520 | 27,208 | 22,955 | 25,538 | 27,471 | 29,000 |
| Retail Industries | 42,265 | 42,073 | 41,306 | 41,790 | 43,081 | 44,059 |
| All Other Industries¹ | 23,397 | 23,759 | 23,380 | 21,910 | 22,205 | 22,681 |

1. Consists of the industries with secondary production that is designated as artistic and cultural production.

Table 2. Output of Arts and Cultural Production by Commodities

| | [\$Millions] | | | | | |
|---|------------------|------------------|------------------|------------------|------------------|------------------|
| Commodities | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Total | 1,044,285 | 1,063,915 | 1,000,238 | 1,049,848 | 1,080,208 | 1,132,252 |
| Core Arts and Cultural Production | 531,358 | 544,351 | 513,102 | 531,328 | 548,763 | 571,068 |
| Performing Arts - Music Groups | 3,400 | 3,524 | 3,584 | 4,282 | 4,448 | 4,543 |
| Performing Arts - Dance | 671 | 695 | 707 | 845 | 878 | 896 |
| Performing Arts - Opera | 2,720 | 2,820 | 2,868 | 3,426 | 3,559 | 3,635 |
| Performing Arts - Other | 3,285 | 3,420 | 3,543 | 4,111 | 4,315 | 4,434 |
| Performing Arts - Symphonies | 1,884 | 1,953 | 1,986 | 2,373 | 2,465 | 2,517 |
| Performing Arts - Theater | 13,034 | 13,509 | 13,742 | 16,415 | 17,054 | 17,416 |
| Independent Artists, Writers, And Performers | 23,719 | 24,232 | 23,863 | 24,319 | 24,800 | 26,560 |
| Museums - Art | 1,217 | 1,288 | 1,304 | 1,210 | 1,248 | 1,393 |
| Museums - Botanical And Zoological | 1,871 | 1,981 | 2,006 | 1,861 | 1,920 | 2,142 |
| Museums - Children's | 426 | 451 | 456 | 424 | 437 | 487 |
| Museums - Historical Sites | 3,939 | 4,170 | 4,223 | 3,918 | 4,042 | 4,509 |
| Museums - History | 243 | 258 | 261 | 242 | 250 | 279 |
| Museums - Natural | 1,947 | 2,061 | 2,087 | 1,936 | 1,998 | 2,228 |
| Museums - Nature Parks | 3,837 | 3,905 | 3,912 | 3,907 | 3,916 | 4,003 |
| Museums - Science | 1,947 | 2,061 | 2,087 | 1,936 | 1,998 | 2,228 |
| Museums - Other | 304 | 322 | 326 | 303 | 312 | 348 |
| Advertising | 216,848 | 223,289 | 206,686 | 214,192 | 223,973 | 239,797 |
| Industrial Design Services | 2,017 | 2,002 | 1,843 | 1,910 | 2,324 | 2,403 |
| Interior Design Services | 14,604 | 14,039 | 10,949 | 10,715 | 11,784 | 11,628 |
| Computer Systems Design | 3,518 | 3,791 | 3,691 | 4,088 | 4,441 | 4,721 |
| Graphic Design Services | 10,673 | 10,583 | 9,131 | 9,634 | 9,803 | 9,855 |
| Fashion Design Services | 799 | 744 | 662 | 652 | 739 | 839 |
| All Other Design Services | 154 | 143 | 127 | 125 | 142 | 161 |
| Landscape Architectural Services | 7,322 | 7,371 | 6,124 | 5,789 | 5,766 | 5,566 |
| Architectural Services, Historic Restoration | 2,336 | 2,361 | 1,891 | 1,689 | 1,755 | 1,761 |
| All Other Architectural Services | 28,190 | 28,494 | 22,821 | 20,388 | 21,179 | 21,259 |
| Photography And Photofinishing Services | 14,921 | 15,234 | 14,478 | 14,607 | 15,141 | 14,944 |
| Fine Arts Education | 4,313 | 4,900 | 4,657 | 5,052 | 5,190 | 5,396 |
| Education Services | 90,894 | 97,692 | 98,057 | 98,856 | 99,202 | 100,914 |
| Entertainment Originals | 70,326 | 67,059 | 65,029 | 72,124 | 73,684 | 74,203 |
| Supporting Arts and Cultural Production | 512,925 | 519,564 | 487,137 | 518,521 | 531,444 | 561,186 |
| Promoters Of Performing Arts And Similar Events | 14,643 | 15,575 | 16,197 | 11,672 | 11,839 | 14,326 |
| Agents/Managers For Artists | 3,173 | 3,370 | 3,242 | 3,205 | 3,424 | 3,519 |
| Rental And Leasing | 13,134 | 12,686 | 11,147 | 10,647 | 10,048 | 9,838 |
| Other Support Services | 801 | 802 | 712 | 781 | 820 | 837 |
| Books Publishing - Education (K-12) | 1,908 | 1,933 | 1,822 | 1,876 | 1,937 | 1,969 |
| Books Publishing - Higher Education | 923 | 935 | 881 | 907 | 937 | 953 |
| Books Publishing - General Reference | 710 | 745 | 723 | 750 | 824 | 716 |
| Books Publishing - Professional, Technical, And Scholarly | 2,770 | 2,799 | 2,619 | 2,692 | 2,787 | 2,835 |
| Books Publishing - Adult Trade | 7,334 | 7,410 | 7,115 | 7,311 | 7,401 | 7,405 |
| Books Publishing - Children | 2,129 | 2,150 | 2,070 | 2,128 | 2,149 | 2,149 |
| Publishing - Cards, Calendars, And Other | 8,530 | 8,282 | 7,389 | 7,416 | 7,614 | 7,904 |
| Publishing - Newspapers And Periodicals | 23,674 | 22,736 | 19,515 | 19,030 | 19,184 | 19,079 |
| Publishing - Software | 23,817 | 25,987 | 25,814 | 26,843 | 30,076 | 32,238 |
| Broadcasting | 89,836 | 93,729 | 91,692 | 101,675 | 107,978 | 118,379 |
| Sound Recording | 16,114 | 16,207 | 15,320 | 14,771 | 14,641 | 16,243 |
| Motion Pictures | 14,251 | 13,823 | 14,026 | 14,338 | 11,016 | 14,110 |
| Other Information Services | 26,632 | 28,751 | 28,595 | 29,929 | 33,408 | 37,641 |
| Jewelry And Silverware | 13,521 | 12,819 | 10,488 | 12,043 | 12,123 | 14,394 |
| Printed Goods | 8,053 | 7,924 | 6,753 | 6,999 | 7,032 | 6,927 |
| Musical Instruments | 1,798 | 1,840 | 1,588 | 1,717 | 1,804 | 1,854 |
| Custom Architectural Woodwork And Metalwork | 7,453 | 7,789 | 5,678 | 5,425 | 5,665 | 5,922 |
| Camera And Motion Picture Equipment | 1,592 | 1,458 | 1,111 | 1,150 | 1,156 | 1,150 |
| Other Goods | 4,183 | 4,101 | 3,452 | 3,699 | 3,863 | 3,974 |
| Construction | 26,648 | 24,830 | 25,264 | 31,574 | 24,989 | 22,120 |
| Audio/Visual Production | 69,053 | 69,343 | 64,747 | 70,154 | 71,821 | 72,481 |
| Grant-Making And Giving Services | 806 | 787 | 826 | 800 | 834 | 883 |
| Unions | 683 | 971 | 1,020 | 1,029 | 1,090 | 1,134 |
| Government | 23,185 | 22,992 | 24,692 | 25,036 | 24,932 | 25,267 |
| ACPSA Wholesale Trade and Transportation Margins | 43,543 | 45,475 | 34,125 | 40,500 | 45,507 | 46,528 |
| ACPSA Retail Trade Margins | 62,029 | 61,314 | 58,514 | 62,422 | 64,546 | 68,412 |

Table 3. Employment by Arts and Cultural Production Industry

[Thousands]

| Industry | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|----------------|----------------|----------------|----------------|----------------|----------------|
| Total | 5,199.5 | 5,161.6 | 4,832.9 | 4,698.3 | 4,681.5 | 4,676.4 |
| Core Arts and Cultural Production | 1,062.0 | 1,064.7 | 973.1 | 929.7 | 943.8 | 956.4 |
| Performing Arts | 108.6 | 108.7 | 102.4 | 100.4 | 100.6 | 100.1 |
| Independent Artists, Writers, And Performers | 38.9 | 38.3 | 35.4 | 34.5 | 35.5 | 36.7 |
| Agents/Managers For Artists | 21.2 | 21.5 | 20.6 | 20.6 | 21.4 | 22.1 |
| Promoters of performing arts and similar events | 72.0 | 74.3 | 75.8 | 73.3 | 75.7 | 78.6 |
| Museums | 117.4 | 120.3 | 117.2 | 115.5 | 118.2 | 122.3 |
| Advertising | 140.0 | 142.0 | 129.2 | 124.2 | 129.0 | 133.5 |
| Architectural Services | 144.5 | 143.7 | 117.6 | 104.1 | 102.6 | 102.3 |
| Landscape Architectural Services | 33.0 | 30.6 | 24.7 | 22.2 | 21.5 | 21.3 |
| Interior Design Services | 27.0 | 25.8 | 20.7 | 18.4 | 18.5 | 19.4 |
| Industrial Design Services | 27.2 | 27.6 | 24.1 | 23.8 | 24.8 | 24.5 |
| Graphic Design Services | 74.7 | 73.4 | 64.6 | 60.9 | 61.6 | 61.4 |
| All Other Design Services | 2.3 | 2.5 | 2.4 | 1.9 | 2.0 | 2.1 |
| Computer Systems Design | 15.3 | 16.1 | 15.6 | 16.2 | 17.3 | 18.1 |
| Photography and Photofinishing Services | 109.5 | 105.9 | 92.7 | 84.9 | 82.4 | 78.0 |
| Fine Arts Education | 35.9 | 38.8 | 37.2 | 38.9 | 40.7 | 42.8 |
| Education Services | 94.6 | 95.3 | 92.8 | 89.9 | 91.8 | 93.3 |
| Supporting Arts and Cultural Production | 3,921.1 | 3,881.2 | 3,653.1 | 3,582.7 | 3,554.0 | 3,537.4 |
| Rental and Leasing | 85.3 | 77.9 | 67.9 | 54.3 | 44.6 | 42.0 |
| Other Support Services | 4.3 | 4.1 | 3.7 | 3.5 | 3.5 | 3.5 |
| Publishing | 419.5 | 408.1 | 367.4 | 348.4 | 347.1 | 345.3 |
| Motion Pictures | 364.2 | 367.8 | 348.1 | 356.8 | 358.9 | 367.3 |
| Sound Recording | 15.9 | 14.1 | 13.5 | 12.9 | 13.1 | 12.8 |
| Broadcasting | 430.2 | 430.2 | 405.1 | 397.2 | 394.7 | 401.3 |
| Other Information Services | 38.0 | 39.5 | 38.5 | 40.4 | 43.0 | 48.0 |
| Printed Goods Manufacturing | 142.5 | 133.3 | 116.2 | 106.2 | 103.1 | 99.4 |
| Jewelry and Silverware Manufacturing | 35.7 | 32.5 | 27.5 | 26.6 | 26.4 | 26.2 |
| Musical Instruments Manufacturing | 10.0 | 9.4 | 8.4 | 7.9 | 8.0 | 8.1 |
| Custom Architectural Woodwork and Metalwork Manufacturing | 39.3 | 38.3 | 31.0 | 28.6 | 29.0 | 29.2 |
| Camera and Motion Picture Equipment Manufacturing | 2.5 | 2.4 | 2.0 | 1.9 | 1.8 | 1.8 |
| Other Goods Manufacturing | 27.2 | 25.0 | 20.2 | 19.3 | 18.8 | 18.9 |
| Grant-Making And Giving Services | 5.1 | 4.5 | 4.8 | 4.4 | 4.5 | 4.7 |
| Unions | 16.1 | 17.6 | 19.1 | 16.8 | 18.3 | 16.2 |
| Government | 1,178.6 | 1,189.0 | 1,177.7 | 1,150.1 | 1,129.9 | 1,113.9 |
| Construction | 138.8 | 117.3 | 102.5 | 124.4 | 105.6 | 92.0 |
| Wholesale and Transportation Industries | 209.2 | 208.1 | 175.2 | 179.8 | 188.9 | 192.9 |
| Retail Industries | 759.0 | 762.1 | 724.5 | 703.0 | 714.7 | 713.8 |
| All Other Industries¹ | 216.5 | 215.8 | 206.7 | 186.0 | 183.6 | 182.6 |

1. Consists of the industries with secondary production that is designated as artistic and cultural production.