

Key to Arts and Cultural Industries  
U.S., 2020

	Arts and cultural value added to U.S. GDP (in millions)	Percent of industry's total production composed of arts and cultural goods and services	Change in real value added: 2019-2020	Arts and cultural employment (thousands)	Change in arts and cultural employment: 2019-2020	Example establishments
<i>All arts and cultural industries</i>	\$876,665	n/a	-6.4%	4,591	-11.6%	n/a
Performing arts companies	\$8,059	97.9%	-50.9%	78	-39.1%	Theater companies; dance companies; symphony orchestras; opera companies; circuses. Includes taxable and tax-exempt organizations.
Performing arts presenters	\$5,101	78.9%	-72.8%	68	-45.2%	Live theater and art center operators; music festivals. Labeled "Promoters of performing arts and similar events" in the national income and product accounts.
Independent artists, writers, and performers	\$37,750	98.9%	-20.6%	44	-18.5%	Independent artists; independent authors; independent songwriters.
Agents and managers	\$4,146	54.0%	-33.8%	13	-18.8%	Agents, theatrical talent; literary agents.
Museums	\$7,033	87.2%	-22.0%	120	-22.6%	Non-government museums; non-government botanical gardens and zoos; non-government nature parks.
Advertising	\$34,428	39.6%	-4.8%	157	-10.3%	Advertising agencies.
Architectural services	\$23,562	74.1%	-0.5%	141	-4.1%	Architectural services.
Landscape architectural services	\$3,182	96.4%	0.6%	33	0.0%	Landscape design services; garden-planning services.
Interior design services	\$9,559	95.2%	-21.2%	43	-6.5%	Interior design services; decorator consulting services.
Industrial design services	\$1,647	97.9%	-19.3%	18	-5.3%	Industrial design services; automobile design services; furniture design services.
Graphic design services	\$7,621	94.8%	-16.5%	53	-8.6%	Graphic design services; commercial art studios; commercial illustrators.
Other specialized design services	\$1,031	61.4%	-21.2%	9	-10.0%	Jewelry design services; lighting design services; textile design services.
Computer systems design	\$4,616	2.4%	-0.3%	26	0.0%	Computer integration systems design services supporting sound recording and motion picture production.
Photography and photo-finishing services	\$9,531	98.8%	1.2%	46	-28.1%	Photography studios, portrait; photography studios, commercial. Excludes one-hour photo-developing services.
Fine arts education	\$2,412	42.5%	-37.3%	118	-17.5%	Dance studios; ceramics instruction; ballet schools; photography schools.
Education services	\$8,083	3.8%	-4.2%	98	-1.0%	Private, K-12 and postsecondary art classes.
Rental and leasing	\$4,936	21.8%	-17.6%	15	-21.1%	Theatrical costume rental; motion picture wardrobe rental.
Grant-making and giving services	\$1,048	3.9%	-14.0%	9	0.0%	Establishments engaged in raising funds for a wide range of social and welfare activities.
Unions	\$1,228	2.3%	-19.2%	16	-30.4%	Establishments engaged in promoting the interests of organized labor and union employees.
Government	\$114,569	8.2%	-1.4%	1,177	-3.6%	Federal, state, local: K-12, postsecondary art classes; public museums; public libraries; cultural agencies; public nature parks.
Theatrical ticket agencies	\$19	1.4%	-	2	-33.3%	Referred to as "Other support services" in the national income and product accounts. Real value added not calculated due to relatively large subsidies in 2020.
Publishing	\$100,386	31.6%	0.7%	299	-6.0%	Book publishers; newspaper publishers; art print publishers; arts-related software publishing.
Motion picture and video industries	\$55,062	92.6%	-17.9%	258	-34.5%	Motion picture production and distribution; television show production; cartoon production and distribution; cinemas; film festivals.
Sound recording	\$9,819	92.0%	-20.2%	16	-11.1%	Record producers; music publishers; sound recording studios.
Broadcasting	\$150,836	52.7%	-1.5%	392	-5.3%	Radio, television, and cable broadcasting--excluding sports.
Web publishing and streaming	\$139,036	86.8%	14.3%	209	6.1%	Referred to in the national income and product accounts as "other information services"; internet publishing and broadcasting; music archives; film archives; comic syndicates; news photo distribution services.
Musical instrument manufacturing	\$712	86.7%	-21.0%	9	-10.0%	Violins and parts manufacturing; keyboards, piano, and organ manufacturing; guitars and parts, electric and non-electric, manufacturing.
Custom architectural woodwork and metalwork manufacturing	\$2,865	14.1%	-20.7%	38	-7.3%	Architectural woodwork and fixtures manufacturing; custom architectural millwork manufacturing.
Jewelry and silverware manufacturing	\$2,963	90.6%	-5.7%	17	-19.0%	Manufacturing, engraving, chasing, or etching precious metal solid or precious metal clad jewelry.
Other goods manufacturing	\$3,073	11.6%	1.8%	25	-7.4%	Pottery manufacturing; stained and blown-glass manufacturing; motion picture equipment.
Printed goods manufacturing	\$5,935	15.0%	-12.4%	56	-17.6%	Book printing; lithographic printing; screen printing.
Construction	\$13,868	19.7%	-24.3%	82	-37.4%	Construction of new arts and cultural structures, e.g., libraries, museums.
Arts wholesale and transportation industries	\$36,061	2.2%	-11.7%	194	-8.1%	Wholesale trade and trade margins of arts-related goods.
Arts retail trade	\$46,667	3.9%	-8.6%	579	-5.9%	Art dealers/galleries; music/music instrument stores; art-supply stores; book stores, including internet retail; florist shops.
All other industries	\$19,858	0.1%	-3.4%	133	-14.2%	Refers to arts and cultural goods and services produced by non-arts industries. For example, a sawmill producing custom architectural woodwork or an engineering firm offering industrial design services.

<sup>1</sup> "Real" refers to estimates adjusted for inflation.

Data source: Arts and Cultural Production Satellite Account (ACPSA), U.S. Bureau of Economic Analysis and National Endowment for the Arts