U.S. BUREAU OF LABOR STATISTICS

Industries at a Glance

Performing Arts, Spectator Sports, and Related Industries: NAICS 711

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About the Performing Arts, Spectator Sports, and Related Industries subsector

The performing arts, spectator sports, and related industries subsector is part of the arts, entertainment, and recreation sector.

> Industries in the Performing Arts, Spectator Sports, and Related Industries subsector group establishments that produce or organize and promote live presentations involving the performances of actors and actresses, singers, dancers, musical groups and artists, athletes, and other entertainers, including independent (i.e., freelance) entertainers and the establishments that manage their careers. The classification recognizes four basic processes: (1) producing (i.e., presenting) events; (2) organizing, managing, and/or promoting events; (3) managing and representing entertainers; and (4) providing the artistic, creative and technical skills necessary to the production of these live events. Also, this subsector contains four industries for performing arts companies. Each is defined on the basis of the particular skills of the entertainers involved in the presentations.
>
> North American Industry Classification System

The performing arts, spectator sports, and related industries subsector consists of these industry groups:

- Performing Arts Companies: NAICS 7111
- Spectator Sports: NAICS 7112
- Promoters of Performing Arts, Sports, and Similar Events: NAICS 7113
- Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures: NAICS 7114
- Independent Artists, Writers, and Performers: NAICS 7115

Workforce Statistics

This section provides information relating to employment in performing arts, spectator sports, and related industries. These data are obtained from employer or establishment surveys. The following tables present an overview of the industry including the number of jobs, data for occupations common to the industry, and projections of occupational employment change.

Employment

Data series	Back data	Jul. 2023	Aug. 2023	Sep. 2023	Oct. 2023
Employment (in thousands)					
Employment, all employees (seasonally adjusted)		534.6	544.4	(P) 554.2	(P) 564.5
Employment, production and nonsupervisory employees		455.0	461.4	(P) 470.2	
Footnotes (P) Preliminary					

(Source: Current Employment Statistics)

Employment by Occupation

Data series	Employment, 2022
Athletes and sports competitors	9,680
Musicians and singers	18,460
Producers and directors	15,390
Public relations specialists	5,020
Ushers, lobby attendants, and ticket takers	25,120

(Source: Occupational Employment and Wage Statistics)

Projections

For projected (future) employment estimates, see the National Employment Matrix, which includes employment estimates by industry and occupation for performing arts, spectator sports, and related industries.

(Source: Office of Occupational Statistics and Employment Projections)

Earnings and Hours

This section presents data on employee earnings and weekly hours. The latest industry averages of hourly earnings and weekly hours are shown. In addition, recent hourly and annual earnings are shown for occupations commonly found in performing arts, spectator sports, and related industries.

Earnings and Hours of All Employees

Data series	Back data	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023
Average hourly earnings		$37.35	$36.88	$36.84	(P) $37.00
Average weekly hours		23.8	24.4	23.9	(P) 24.3

Footnotes
(P) Preliminary

(Source: Current Employment Statistics)

Earnings and Hours of Production and Nonsupervisory Employees

Data series	Back data	Jun. 2023	Jul. 2023	Aug. 2023	Sep. 2023
Average hourly earnings		$29.03	$28.04	$28.09	(P) $28.50
Average weekly hours		23.1	23.6	24.0	(P) 24.6

Footnotes
(P) Preliminary

(Source: Current Employment Statistics)

Earnings by Occupation

Data series	Wages, 2022			
	Hourly		Annual	
	Median	Mean	Median	Mean
Athletes and sports competitors	(1) -	(1) -	110,030	424,670
Musicians and singers	45.17	54.74	(1) -	(1) -
Producers and directors	35.43	43.94	73,690	91,400
Public relations specialists	26.20	29.95	54,500	62,300
Ushers, lobby attendants, and ticket takers	14.09	14.61	29,320	30,380

Footnotes
(1) Wages for some occupations that do not generally work year-round, full time, are reported either as hourly wages or annual salaries depending on how they are typically paid.

(Source: Occupational Employment and Wage Statistics)

Work-related Fatalities, Injuries, and Illnesses

This section presents data for the industry on the number of workplace fatalities and the rates of workplace injuries and illnesses per 100 full-time workers in performing arts, spectator sports, and related industries. An injury or illness is considered to be work-related if an event or exposure in the work environment either caused or contributed to the resulting condition or significantly aggravated a pre-existing condition.

Data series	2018	2019	2020	2021
Fatalities				
Number of fatalities	45	36	24	26
Blank cells indicate no data reported or data that do not meet publication criteria.				

Data series	2022
Rate of injury and illness cases per 100 full-time workers	
Total recordable cases	5.6
Cases involving days away from work, job restriction, or transfer	3.2
Cases involving days away from work	1.7
Cases involving days of job transfer or restriction	1.5
Blank cells indicate no data reported or data that do not meet publication criteria.	

(Source: Injuries, Illnesses, and Fatalities)

Workplace Trends

This section presents data on the number of establishments in performing arts, spectator sports, and related industries.

Establishments

Data series	Back data	2nd quarter 2022	3rd quarter 2022	4th quarter 2022	1st quarter 2023
Number of establishments					
Private industry		71,418	72,998	75,710	(P) 74,549
Local government		170	172	174	(P) 176

State government		33	34	33	(P) 33
Federal government		9	10	10	(P) 10

Footnotes
(P) Preliminary

(Source: Quarterly Census of Employment and Wages)

Data extracted on: November 14, 2023

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Arts, Entertainment and Recreation in the US - Market Size, Industry Analysis, Trends and Forecasts (2023-2028)

NAICS 71 • **September 2023**

Revenue
$422.7bn
'18-'23 ↑1.9 %
'23-'28 X.X %

Employees
5m
'18-'23 ↑4.0 %
'23-'28 X.X %

Businesses
1m
'18-'23 ↓3.3 %
'23-'28 X.X %

Profit
$XX.Xbn
'18-'23 X.X %

Profit Margin
X.X%
'18-'23 X.X pp

Wages
$XXX.Xbn
'18-'23 X.X %
'23-'28 X.X %

Instant access to hundreds of data points and trends

- Market estimates from 2013-2028
- Competitive analysis, industry segmentation, financial benchmarks
- Incorporates

Arts, Entertainment and Recreation in the US industry analysis

The Arts, Entertainment and Recreation sector comprises nine different subsectors of the US economy, from performing arts companies to gambling industries. The enterprises and organizations within this sector operate establishments or provide services to satisfy the diverse recreational, cultural and entertainment needs of US consumers and foreign visitors. Since the experiences provided by operators in this sector are considered discretionary, sector revenue is highly dependent upon available levels of household incomes, discretionary spending and leisure time. Sector revenue took a hard hit by the outbreak of COVID-19, causing it to decline 30.1% in 2020 alone. Sector revenue overall has been increasing at a CAGR of 1.9% over the past five years, reaching an estimated $422.7 billion in 2023, including a rise of 11.6% in 2023.

Industry Statistics and Trends

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The Arts, Entertainment and Recreation sector provides services and experiences to fulfill creative, cultural and leisure desires of US consumers and foreign visitors. Some of the largest subsegments of this sector include spectator sports; independent artists, writers and performers; promoters of performing arts, sports and similar events; gambling industries and amusement parks and arcades.

Spectator sports represent the largest subsector in the Arts, Entertainment and Recreation sector. This segment includes professional, semiprofessional and amateur sports clubs that perform sporting events in front of an audience. Performing arts companies are the smallest subsector, and include establishments engaged in producing live presentations.

The highest concentration of establishments in the Arts, Entertainment and Recreation sector is in the West. California has a high concentration of musicians, promoters and agents, leading to such high concentration.

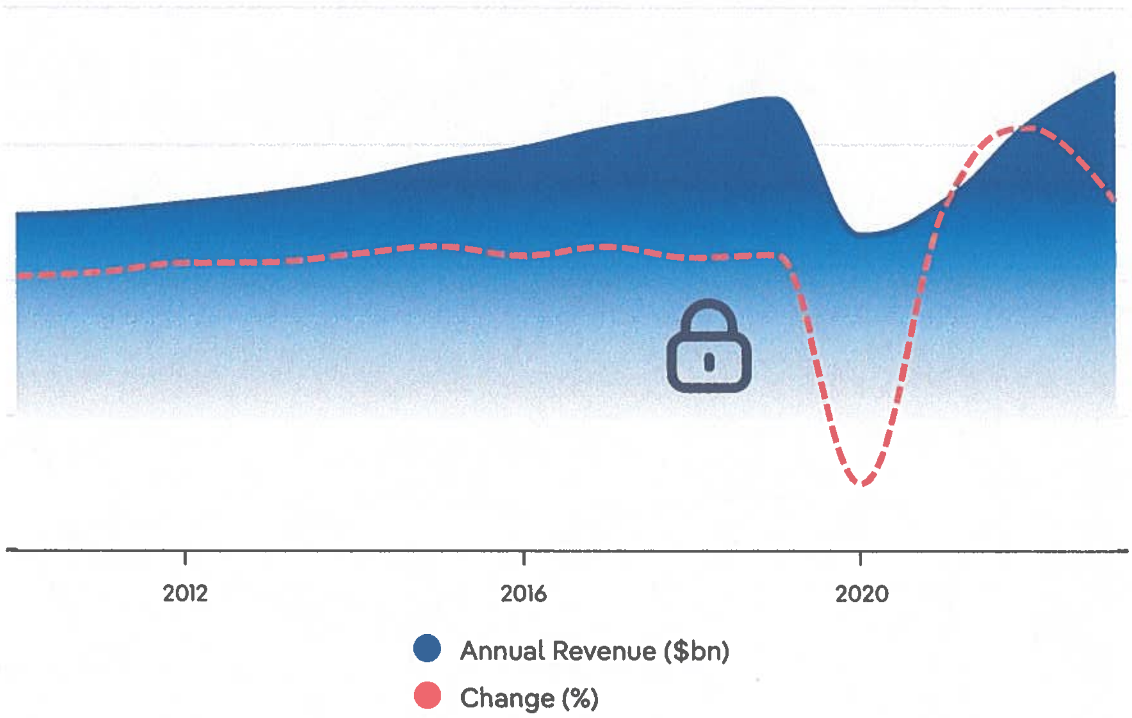
There are many products and service offerings that fall under the umbrella of the Arts, Entertainment and Recreation sector. Though a discretionary expenditure, entertainment is very important for consumers and demand typically stays high.

Access all 13 insights and trends with purchase.
View purchase options.

Arts, Entertainment and Recreation in the US

Industry Revenue

Total value and annual change from 2010-2028. Includes 5-year outlook.



Source: IBISWorld

Arts, Entertainment and Recreation in the US market size (2023-2028)

Industry revenue has declined at a CAGR of 1.9% over the past five years, to reach an estimated $422.7bn in 2023.

TRENDS AND INSIGHTS:

Sector demand is dictated by changes in consumer leisure time and travel levels

- Visits to sector establishments aren't discretionary just with respect to money, but also in terms of time, so consumers cut back on visits to sector establishments when available leisure time is low.

The COVID-19 pandemic caused mass event cancellations in many subsectors

- Accounting for the largest share of sector revenue, spectator sports contended with challenges stemming from the mass cancellations and suspensions of major sports events.

Access all 11 market size insights and trends with purchase.
View purchase options.

Revenue

$422.7bn

'18-'23 ↑1.9 %

'23-'28 X.X %

Employees

5m

'18-'23 ↑4.0 %

'23-'28 X.X %

Wages

$XXX.Xbn

'18-'23 X.X %

'23-'28 X.X %

Arts, Entertainment and Recreation industry in the US

NATIONAL ENDOWMENT for the ARTS

New Data Show Economic Activity of the U.S. Arts & Cultural Sector in 2021

Data Reveal Some Industry Gains Amid the Ongoing Impact of COVID-19

Mar 15, 2023

Arts and Cultural Production Satellite Account
National Endowment for the Arts | U.S. Bureau of Economic Analysis

Washington, DC— The National Endowment for the Arts (NEA) and the Bureau of Economic Analysis (BEA) released data today that demonstrate the significant contribution of the arts and cultural industries to U.S. GDP in 2021 while also capturing the continued impact of the pandemic on the sector. The Arts and Cultural Production Satellite Account (ACPSA) tracks the annual economic value of arts and cultural production from 35 industries—including both commercial and nonprofit entities. The 2021 data pinpoint the national and state-level contributions of the arts and cultural sector to the nation's economy after the first year of COVID-19.

Analysis shows that while the total economic value added by arts and cultural industries grew by 13.7 percent from 2020-2021, several core arts industries did not return to pre-pandemic production levels. This group includes independent artists (as an industry), performing arts organizations (e.g., theater, dance, and opera companies, music groups; and circuses), and arts-related construction, among many others. Despite setbacks for those industries, the overall arts economy in 2021 represented 4.4 percent of GDP, or just over $1.0 trillion—a new high-water mark.

Additionally, in 2021, just under 4.9 million workers were employed to produce arts and cultural goods and services, which is less than the 2019 (pre-pandemic) level of 5.2 million but more than the 2020 level of 4.6 million workers.

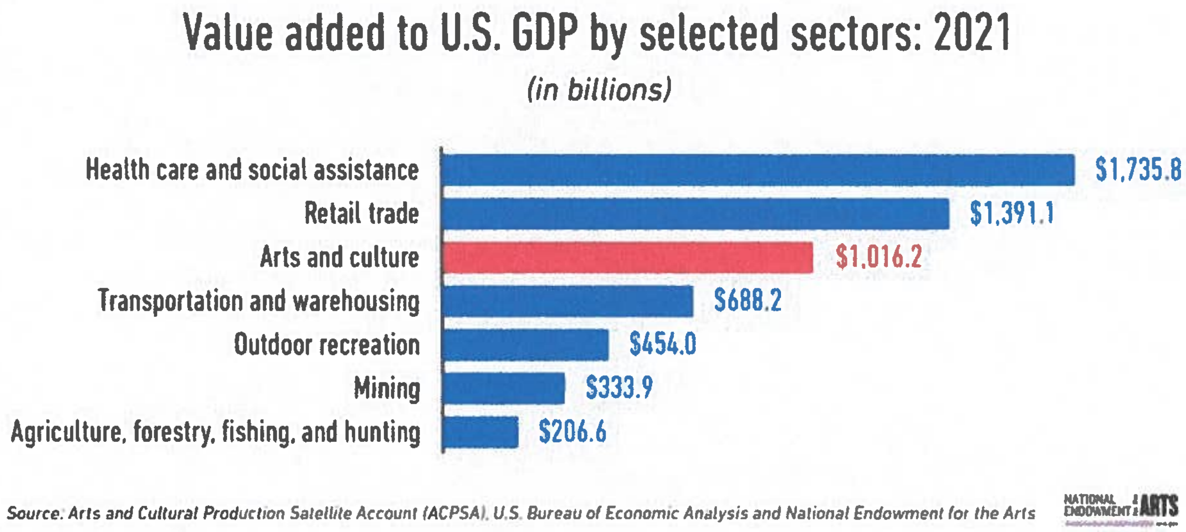
“This annual report from the NEA and BEA underscores that arts and culture are an essential part of the American economy. It is similarly apparent, however, that the sector still faces tremendous hardships due to COVID-19,” said NEA Chair Maria Rosario Jackson, PhD. “Because the data reflect the economic activity of nonprofit and for-profit organizations alike, it’s important to recognize the distinctive contributions both make in ensuring a vibrant and expansive arts and cultural sector.”

A national summary report </node/271891> and an accompanying interactive graphic </node/271891> are available on arts.gov. In addition, the NEA has developed a state-level summary report </node/271881> outlining the value added by arts and cultural industries to states’ economies, as well as an interactive map </node/271881> with state-level estimates of arts and cultural value-added, employment, and compensation figures derived from the ACPSA.

For additional state-level resources, BEA has produced ACPSA fact sheets for each state <https://www.bea.gov/data/special-topics/arts-and-culture>, and, in partnership with the NEA, the National Assembly of State Arts Agencies has created an interactive dashboard by state <https://nasaa-arts.org/nasaa_research/creative-economy-state-profiles/>.

Highlights from the National Report—Arts and Cultural Economic Activity

Between 2020 and 2021, the total economic value added by arts and cultural industries grew by 13.7 percent. This surpasses the increase of the total U.S. economy, which grew by 5.9 percent in the same period.



In terms of economic activity, 22 of the 35 arts industries returned to or exceeded pre-pandemic levels. Web publishing and streaming services, for the first time, is the largest arts and cultural industry in the U.S.; it grew by 27.3 percent from 2020 to 2021, for a total economic contribution of $171.3 billion (adjusted for inflation). Composed largely of for-profit establishments, it was also the only arts industry to experience significant growth in 2020. (According to 2020 data from the U.S. Census Bureau's County Business Patterns, only 18 percent of establishments in this industry are nonprofit.) The industry includes internet publishing and broadcasting, music archives, film archives, comic syndicates, and news photo distribution services.

Other industries that saw growth from 2019 and 2020 included traditional and software publishing, arts retail, creative advertising, specialized design services, and non-government-run museums.

The motion picture industry returned to the pre-pandemic (2019) level—it contributed nearly $68.9 billion in 2021, after a 14 percent dip in 2020. Performing arts presenters (such as performing arts venues and festivals) contributed just over $14.3 billion to the economy (a 122 percent rise from 2020), bringing the industry slightly over the 2019 level.

SMU DataArts Releases List of 40 Most Arts-Vibrant Cities in the U.S.

Posted Dec 15, 2022

2022 Arts Vibrancy Index Includes Cities Listed for the First Time: Salt Lake City, UT; Ann Arbor, MI; Kalamazoo-Portage, MI; and Brevard, NC

Report Measures the Vibrancy of the Arts in Large, Medium, and Small Cities and Towns Across the Nation

Dallas (SMU), December 15, 2022 – SMU DataArts, the National Center for Arts Research, today released the Arts Vibrancy Index (/arts-vibrancy-2022/), which examines the level of supply, demand, and government support of the arts in more than 900 communities across the country. Accompanied by an interactive Arts Vibrancy Map (https://dataarts.smu.edu/ArtsVibrancyMap/) that reveals the arts-vibrancy score of every county in the U.S., the Index lists, in alphabetical order, the 20 most arts-vibrant large cities, the 10 most arts-vibrant medium cities, and the 10 most arts-vibrant small cities. In this year's Index, the first since 2020, four communities debut on the lists and an additional five return after an absence of at least three years.

Key movements and new communities featured on the lists include:

- **Salt Lake City, UT,** is new to the Index and is featured on the list of the 20 most arts-vibrant large cities.
- **Ann Arbor, MI,** and **Kalamazoo-Portage, MI,** also new to the Index, are featured on the list of the 10 most arts-vibrant medium communities.
- **Brevard, NC,** makes a debut on the list of the 10 most arts-vibrant small cities.
- Five cities reclaimed spots on the lists after an absence of at least three years: **Denver-Aurora-Lakewood, CO (large); Des Moines-West Des Moines, IA,** and **Missoula, MT (medium)**; and **Key West, FL,** and **Easton, MD (small).**

The Arts Vibrancy Index report is an indispensable resource for anyone seeking to better understand how the arts and culture sector contributes to a community's economy and public life. Now in its seventh iteration, the report has helped organizations evaluate where to relocate or focus their operations; provided clarity for funders on how and where to invest; and made it easier than ever for communities to learn how to cultivate arts vibrancy in their area. The report's data-driven evidence has helped mayors, city council members, and state legislators understand how the communities they serve can benefit from greater recognition and increased funding for the arts. New to this year's report, an analysis of the impact of the coronavirus pandemic on the arts and culture sector equips leaders with a critical tool to benchmark their communities' responses to the crisis.

"The return on an investment in the arts is a community that pulsates with life, vigor, and activity," said Dr. Zannie Voss, director of SMU DataArts. "In our first Arts Vibrancy Index report to evaluate data collected after the emergence of the coronavirus pandemic, we heard from communities that emergency relief from local and state governments empowered arts organizations to serve their constituents in innovative ways, from donating space or resources to amplifying conversations on equity. Simply stated, arts vibrancy did not go dormant throughout the pandemic. In this report, we reflect on arts vibrancy from a place of gratitude and express our solidarity with communities as they continue to meet the moment with awe-inspiring resilience."

The Lists

The Arts Vibrancy Index features communities from every region of the country, a finding which arises from an objective analysis of the data, and not from identifying communities selectively to achieve geographic representation. Full details on the SMU DataArts methodology can be found on the Arts Vibrancy Index website (/arts-vibrancy-2022/methodology/). Despite the disruptions of the pandemic, many communities maintained their arts vibrancy through increased virtual offerings, more robust outdoor programming, and other adjustments to traditional operations. To help communities learn from each other's successes and adapt to enduring shifts induced by the pandemic, SMU DataArts will publish community profiles that incorporate the perspectives of local leaders in the first half of 2023.

Large Cities

Among cities with populations greater than 1 million people, one community joins the list for the first time: Salt Lake City, UT. Additionally, Denver-Aurora-Lakewood, CO, returns to the list for the first time since 2019.

The 20 most arts-vibrant large communities, listed in alphabetical order, are as follows:

- Austin-Round Rock-Georgetown, TX
- Boston, MA
- Cambridge-Newton-Framingham, MA
- Chicago-Naperville-Evanston, IL
- Cincinnati, OH-KY-IN
- Cleveland-Elyria, OH
- Denver-Aurora-Lakewood, CO
- Frederick-Gaithersburg-Rockville, MD
- Los Angeles-Long Beach-Glendale, CA
- Minneapolis-St. Paul-Bloomington, MN-WI
- Nashville-Davidson-Murfreesboro-Franklin, TN
- New Orleans-Metairie, LA
- New York-Jersey City-White Plains, NY-NJ
- Newark, NJ-PA
- Philadelphia, PA
- Portland-Vancouver-Hillsboro, OR-WA
- Salt Lake City, UT
- San Francisco-San Mateo-Redwood City, CA
- Seattle-Bellevue-Kent, WA
- Washington-Arlington-Alexandria, DC-VA-MD-WV

Medium Cities

Two communities with populations of 100,000 to 1 million are new to the medium-cities list: Ann Arbor, MI, and Kalamazoo-Portage, MI. In addition, Des Moines-West Des Moines, IA, returns to the list for the first time since 2017, and Missoula, MT, returns to the list for the first time since 2019.

The 10 most arts-vibrant medium communities, listed in alphabetical order, are as follows:

- Ann Arbor, MI
- Boulder, CO
- Bozeman, MT
- Des Moines-West Des Moines, IA

- Ithaca, NY
- Kalamazoo-Portage, MI
- Missoula, MT
- Pittsfield, MA
- San Rafael, CA
- Santa Fe, NM

Small Cities

Among small communities, defined as areas with an urban core of 10,000 to 50,000 people, one city is new to the list: Brevard, NC. Returning to the list for the first time since 2016 is Easton, MD, and returning for the first time since 2018 is Key West, FL.

The 10 most arts-vibrant small communities, listed in alphabetical order, are as follows:

- Bennington, VT
- Brevard, NC
- Easton, MD
- Glenwood Springs, CO
- Hailey, ID
- Hudson, NY
- Jackson, WY-ID
- Key West, FL
- Steamboat Springs, CO
- Vineyard Haven, MA

Read the Report (/arts-vibrancy-2022/)

ABOUT SMU DATAARTS

SMU DataArts, the National Center for Arts Research, is a joint project of the Meadows School of the Arts and Cox School of Business at Southern Methodist University. The mission of SMU DataArts is to provide and engage both organizations and individuals with the evidence-based insights needed to collectively build strong, vibrant and equitable arts communities. Its programs provide free business intelligence tools and educational workshops to help arts leaders leverage data to answer critical management questions, communicate about their organizations, and connect research analyses to their own work. Recent publications include white papers on emergence from the COVID-19 crisis; the alchemy that drives high performing arts organizations of color; audience diversity, equity and inclusion in large performing arts organizations; working capital and the resiliency of BIPOC organizations; and more. SMU DataArts also publishes reports on the health of the U.S. arts and cultural sector with its Arts Vibrancy Index (/what-we-do/arts-vibrancy-index/), which highlights the 40 most arts-vibrant communities around the country. For more information, visit www.smu.edu/dataarts.

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Media Contacts:

Emma England

Meadows School of the Arts

214-768-3785

eengland@mail.smu.edu (mailto:eengland@mail.smu.edu)

Hannah Holden / Maria May

Resnicow and Associates

212-671-5154 / 214-207-6082

hholden@resnicow.com (mailto:hholden@resnicow.com) / mmay@resnicow.com (mailto:mmay@resnicow.com)

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