



Wisconsin - 2014

Arts and Cultural Production Satellite Account (ACPSA)¹

**ACPSA
Employment**
91,471

**Percent of State
Employment**
3.1%

**ACPSA
Compensation**
\$5.2 Billion

**Percent of State
Compensation**
3.2%

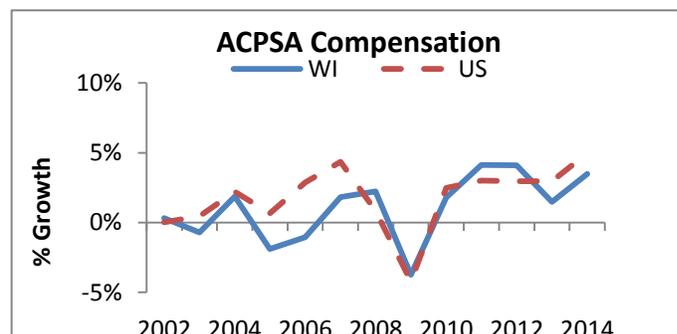
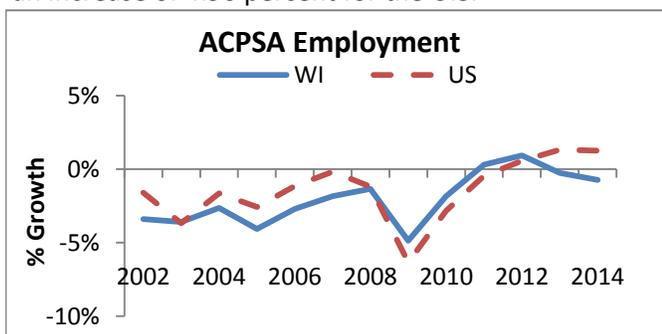
	Employment	Compensation (000s)
Wisconsin (WI) Industries*	2,972,595	\$161,296,536
Arts and Cultural Industries (WI)	91,471	\$5,185,118
Top 5 ACPSA Industries by Employment		
Government	24,413	\$1,656,495
Retail Industries	14,044	\$316,268
Publishing	9,254	\$892,172
Printed Goods Manufacturing	6,092	\$348,395
Broadcasting	6,086	\$380,043
Core Arts and Cultural Industries (WI)	15,910	\$801,490
Top 5 Core Arts and Cultural Industries		
Advertising	2,242	\$140,395
Education Services	1,784	\$68,983
Museums	1,766	\$42,123
Promoters of performing arts and similar events	1,604	\$24,767
Graphic Design Services	1,419	\$90,866

*Total employment and compensation statistics are based on the Bureau of Economic Analysis' (BEA) national income and product accounts (NIPAs) definition of U.S. residence. The estimates are based on the 2012 North American Industry Classification System (NAICS).

Trends in Arts and Cultural Employment & Compensation: 2013-2014

In 2014, Wisconsin ranked 19th among all states in ACPSA employment, and 38th among all states in ACPSA employment growth. Since 2013, ACPSA employment has decreased 0.73 percent in Wisconsin, compared with an increase of 1.26 percent for the U.S.

In 2014, Wisconsin ranked 20th among all states in ACPSA compensation, and 24th among all states in ACPSA compensation growth. Since 2013, ACPSA compensation has grown 3.49 percent in Wisconsin, compared with an increase of 4.96 percent for the U.S.



¹The employment and compensation statistics were developed and prepared by the BEA, U.S. Department of Commerce.

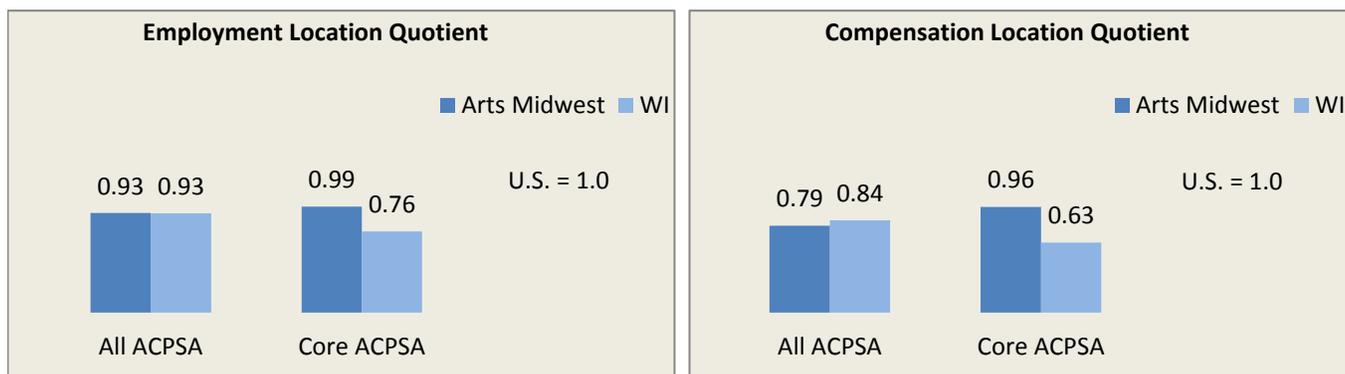


Average compensation per wage-and-salary job in Wisconsin's ACPSA industries was \$56,686 in 2014, compared with \$54,261 for all salaried jobs in the state.

Location Quotients

The Location Quotient (LQ) is a measure of an industry's concentration in a state or region relative to the industry's national concentration.

- In 2014, Wisconsin had a location quotient of 0.93 for ACPSA employment. In Wisconsin, therefore, ACPSA employment was 7 percent below the national average. By comparison, the LQ for arts-and-cultural employment in all states belonging to the U.S. regional arts organization Arts Midwest (of which WI is a member) was 0.93 or 7 percent below the national average.
- As for compensation, in 2014 Wisconsin and Arts Midwest had an LQ of 0.84 and 0.79 respectively.



Definitions

ACPSA employment consists of all wage-and-salary jobs where the workers are engaged in the production of ACPSA goods and services.

ACPSA 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 ACPSA work during a given year.

Core ACPSA industries are originators of ideas and content associated with the creation of arts and culture. "Supporting" industries produce and disseminate arts and cultural commodities.

Location quotients (LQ) measure an industry's regional concentration of employment or compensation relative to the U.S. industry's share. For example, an employment LQ of 1.2 indicates that the state's employment in the industry is 20 percent greater than the industry's national employment share. An employment LQ of 0.8 indicates that the state's employment in the industry is 20 percent below the industry's national employment share.

Arts Regions, for the purpose of this brief, are defined by the geography groupings for the nation's six Regional Arts Organizations (RAOs). RAOs are nonprofit organizations that partner with their constituent State Arts Agencies and with the National Endowment for the Arts on planning and program delivery. They are: **Arts Midwest** (IL, IN, IA, MI, MN, ND, OH, SD, WI); **Mid-America Arts Alliance (M-AAA)** (AR, KS, MO, NE, OK, TX); **Mid Atlantic Arts Foundation (MAAF)** (DE, DC, MD, NJ, NY, PA, VA, WV); **New England Foundation for the Arts (NEFA)** (CT, MA, ME, NH, RI, VT); **South Arts** (AL, FL, GA, KY, LA, MS, NC, SC, TN); and **Western States Arts Federation (WESTAF)** (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)