

National Findings

Arts & Economic Prosperity IV is our fourth study of the nonprofit arts and culture industry's impact on the economy. The most comprehensive study of its kind ever conducted, it gives us a quantifiable economic impact of nonprofit arts and culture organizations and their audiences. Using findings from 182 regions representing all 50 states and the District of Columbia, an input-output economic model is able to deliver national estimates.

QUICK FACTS

Nationally, the industry generated **\$135.2 billion of economic activity**—**\$61.1 billion by the nation's nonprofit arts and culture organizations** in addition to **\$74.1 billion in event-related expenditures by their audiences**. This economic activity supports **4.13 million full-time jobs** and generates **\$86.68 billion in resident household income**. Our industry also generates **\$22.3 billion in revenue to local, state, and federal governments every year**—a yield well beyond their collective \$4 billion in arts allocations. Despite the economic headwinds that our country faced in 2010, the results are impressive.

AREA OF IMPACT	ORGANIZATIONS	AUDIENCES	TOTAL
TOTAL DIRECT EXPENDITURES	\$61.12 BIL	+ \$74.08 BIL	= \$135.20 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL	+ 1.89 MIL	= 4.13 MIL
RESIDENT HOUSEHOLD INCOME	\$47.53 BIL	+ \$39.15 BIL	= \$86.68 BIL
LOCAL GOVERNMENT REVENUE	\$2.24 BIL	+ \$3.83 BIL	= \$6.07 BIL
STATE GOVERNMENT REVENUE	\$2.75 BIL	+ \$3.92 BIL	= \$6.67 BIL
FEDERAL INCOME TAX REVENUE	\$5.26 BIL	+ \$4.33 BIL	= \$9.59 BIL

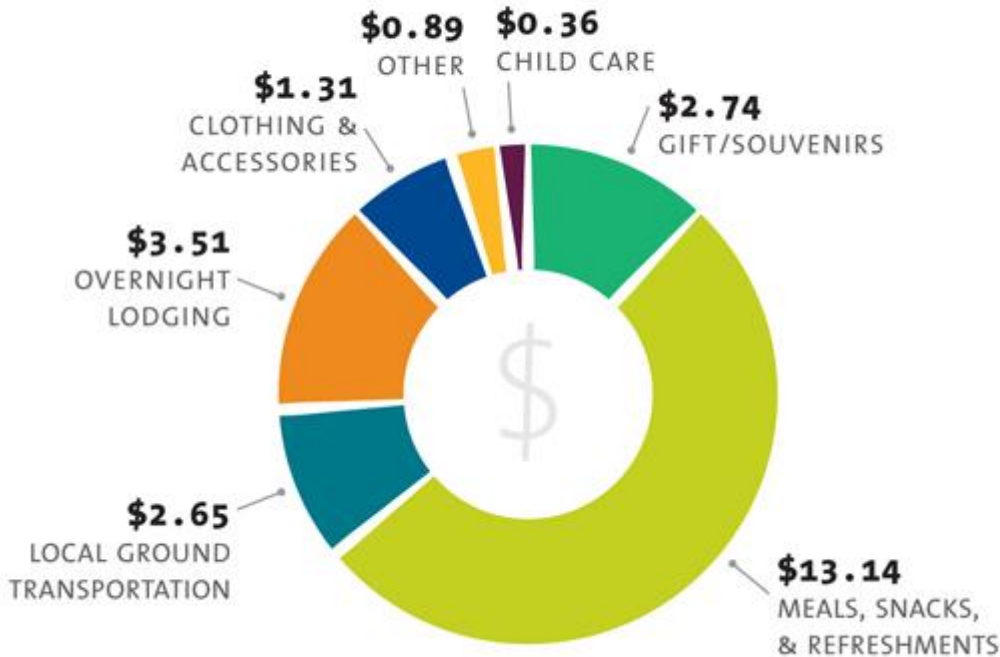
ORGANIZATIONS

In 2010, nonprofit arts and culture organizations pumped an estimated **\$61.1 billion** into the economy. Nonprofit arts and culture organizations are employers, producers, consumers, and key promoters of their cities and regions. Most of all the are valuable contributors to the business community.

AUDIENCES

Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses—restaurants, parking garages, hotels, retail stores. An average arts attendee spends **\$24.60 per event**, not including the cost of admission. On the national level, these audiences provided **\$74.1 billion** of valuable revenue for local merchants and their communities.

AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60



In addition, to spending data, researchers asked each of the 151,802 survey respondents to provide his/her home ZIP code. Analysis of this data enabled a comparison of even-related spending by local and nonlocal attendees. While the ration of local to nonlocal attendees is different in every community, the national sample revealed that **31.8 percent of attendees traveled from outside of the county** in which the event took place and 68.2 percent of attendees were local (resided inside the county).