EMPLOYMENT AND UNEMPLOYMENT IN THE ARTS, ENTERTAINMENT AND MEDIA INDUSTRIES

DPE Research Update
February 2021
Data Notes

- Many arts and entertainment organizations did not completely shut down. Though productions have been paused for months, many administrative, operations and management employees are still working, which affects sectoral unemployment.

- Because the challenge of defining who is unemployed during the COVID-19 pandemic, compounded with the volatility of monthly BLS data, we encourage affiliates to see this data as an indication of the direction creative industries are headed, and not a complete picture of the employment situation of your members.

- While unemployment rates in creative industries appear to be declining from their peak in April 2020, employment levels are not increasing at a commensurate rate. We believe this is due to professionals finding work in other while the pandemic continues to limit productions.
Unemployment in Creative Industries

• In general, BLS data is more reliable when looking at larger groupings of industries and is more volatile for specific subsets such as smaller industries. The more volatile unemployment numbers should be interpreted as a general indicator and not as accurate data points.

• Some data sets allow us to analyze the data based on more specific industries while others only provide data based on larger industry groups. You will notice that motion picture and sound recording and performing arts and spectator sports are often grouped together.

• While the employment numbers tell us the total number of people working in each industry, the unemployment rate is a measure of what percentage of the self-identified industry workforce is not working but are either temporarily laid off or actively looking for work.
Overall Sector Employment

Employment Levels in Arts and Entertainment Industries, February 2020 - January 2021 (Thousands)

- Broadcasting, Except Internet
- Motion Picture and Sound Recording
- Performing Arts and Spectator Sports
Performing Arts and Spectator Sports Industry (including independent artists)

• In 2019, total employment in this industry was 519,000

• Performers, directors, choreographers, stagehands, and other professionals represented by AEMI unions account for about 25% of industry employment

• Other major occupations in this industry include:
  o office and administrative support (10.3% of total employment),
  o business and financial operations (8.7%),
  o food preparation and serving (6.2%),
  o transportation (6.1%),
  o sales (5.9%), and
  o management (5.7%)
Employment in Performing Arts and Spectator Sports Industries (Thousands), February 2020 – January 2021

Motion Picture and Sound Recording Industry

• In 2019, employment in these industries totaled 443,000.

• About 39% of industry employment is in occupations traditionally represented by AEMI unions, including actors, singers, musicians, directors, technicians, designers, and others.

• Other major occupations in this industry include:
  o food preparation and serving (13.4%),
  o ushers, lobby attendants and ticket takers (12.5%),
  o office and administrative support (6.3%),
  o sales (4.4%),
  o transportation (4.2%),
  o management (4.1%), and
  o business and financial operations (3.4%)
Employment in Motion Picture and Sound Recording Industries (Thousands), February 2020 – January 2021

Creative Industry Employment in California (Thousands), January – December 2020

Creative Industry Employment in New York (Thousands), January - December 2020

Broadcasting

• The broadcasting (except internet) industry is a very wide classification that includes companies that provide cable and subscription programming, as well as traditional television and radio broadcasters.

• About 50% of people working in broadcasting fall into the broad category of arts, design, entertainment and media occupations, which includes news analysts, journalists, and reporters, writers, camera operators, sound engineering technicians, film and video editors, and other creative professionals.

• Other common occupations within the industry include sales (12.5%), office and administrative support (12%), management (7.5%), business and financial operations (5.6%) and computer and math occupations (4.5%).
Employment in Broadcasting, Except Internet (Thousands), February 2020 - January 2021

Value Added By Industry

• According to the Bureau of Economic Analysis, the value added of an industry, also referred to as gross domestic product (GDP)-by-industry, is the contribution of a private industry or government sector to overall GDP. The components of value added consist of compensation of employees, taxes on production and imports less subsidies, and gross operating surplus. Value added equals the difference between an industry’s gross output and the cost of its intermediate inputs.

• For our purposes, this is an important datapoint because it tracks overall economic activity of specific industries and one of the major components is the compensation of employees within the industry.

• This data is released on a quarterly basis by the U.S. Bureau of Economic Analysis approximately three months after the end of the quarter.
## Value Added by Industry (billions of dollars)

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</thead>
<tbody>
<tr>
<td>Motion picture and sound recording industries</td>
<td>84.2</td>
<td>88.3</td>
<td>88.9</td>
<td>90</td>
<td>85</td>
<td>56.4</td>
<td>65.6</td>
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<td>Broadcasting and telecommunications</td>
<td>461.1</td>
<td>463.8</td>
<td>469.7</td>
<td>471.9</td>
<td>468.7</td>
<td>458.2</td>
<td>468.2</td>
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<tr>
<td>Performing arts, spectator sports, museums, and related activities</td>
<td>140.9</td>
<td>141.8</td>
<td>145.1</td>
<td>146.4</td>
<td>135.5</td>
<td>54.5</td>
<td>64.3</td>
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Questions & Follow-up

• If you have any questions about the data in this presentation or would like more information, please contact DPE Research and Outreach Manager Ethan Miller at emiller@dpeaflcio.org.

• DPE will update this presentation with new employment and unemployment data every month.