

Concentration of Entertainment-related Employment by Metropolitan Area

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Music, sports, art, drama—all Americans enjoy some form of entertainment. Entertainment workers serve many functions, from athletes and coaches in the sports arena to actors and set designers in the theater industry to fine artists and animators in the art world. This article uses employment data from the Occupational Employment Statistics (OES) program to locate those metropolitan areas (MSAs) in which entertainment is created. What are the entertainment hotspots in the United States? The answer to this question can be found by examining the concentration of entertainment workers among metropolitan areas, types of entertainment, and sources of the entertainment.

The workers discussed in this article produce entertainment. This definition includes artists, actors, musicians, athletes, and models, as well as their agents and business managers. Employees of movie theaters, casinos, and bowling allies, who contribute to the enjoyment of entertainment but do not create entertainment, are not among the entertainment workers discussed in this article. OES data, which measure employment by occupation, show that Los Angeles, CA; New York City, NY; Orlando, FL; and Nashville, TN, are among the metropolitan areas with the highest concentrations of entertainment-related workers. Text table 1 shows the employment in entertainment occupations, the total MSA employment, and the entertainment share of total employment for each of these four metropolitan areas.

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Text table 1. **MSAs with large shares of entertainment service employment, 2001**

MSA	Entertainment employment	MSA employment	Entertainment share of total
Los Angeles-Long Beach, CA	72,030	4,073,150	1.77
New York, NY	56,150	4,056,640	1.38
Orlando, FL	8,400	871,750	.96
Nashville, TN	4,890	638,970	.77

Entertainment

With almost 18 out of every 1,000 workers in entertainment occupations, Los Angeles has the highest concentration of entertainment workers in the country. This should come as no surprise, considering the fame of Hollywood and Los Angeles's "fashion district." In New York City, home to the theater district, Broadway, and art-savvy Soho, 14 out of every 1,000 people are employed in entertainment services—second only to Los Angeles. Orlando, the home of many enormous amusement parks, and Nashville, the home of country music, also are among the MSAs with the largest concentrations of entertainment-related services in the United States. These four metropolitan areas are the foci of this study.

Entertainment can be divided into four subcategories: Drama, art, music and sports. The concentration of employment for these four types of entertainment is different in Los Angeles, New York, Orlando, and Nashville, reflecting each area's unique character. Text tables 2 through 5 show the employment, share of the MSA employment, and rank among MSAs for each entertainment subcategory in each area. Rank refers to how the metropolitan area's concentration of subcategory employment compares with those of the other 336 metropolitan areas in the United States.

Drama

Drama services account for the largest share of entertainment employment in all four metropolitan areas. The drama subcategory of entertainment includes the following occupations: Set and exhibit designers, actors, producers and

Text table 2. **Drama-related employment by MSAs with high concentrations of entertainment employment, 2001**

MSA	Drama-related employment	Drama-related share of total	Rank among MSAs
Los Angeles-Long Beach, CA	44,380	1.09	2
New York, NY	37,070	.91	3
Orlando, FL	2,560	.29	5
Nashville, TN	1,420	.22	9

directors, dancers, choreographers, film and video editors, and theatrical and performance makeup artists. Text table 2 presents the drama-related employment data for Los Angeles, New York, Orlando, and Nashville.

Los Angeles has the second largest share of drama-related workers among the 337 metropolitan areas in the United States. More than 1 out of every 100 hundred people employed in Los Angeles is employed in a drama-related occupation. Eighty-one percent of the more than 44,000 people employed in such occupations are employed by the motion picture industry. The motion picture industry has a huge presence in Los Angeles, accounting for 3 percent of the entire workforce.

Almost 1 percent of New York City’s workforce is employed in drama-related occupations. This city of more than 4 million workers ranks third in the Nation for its concentration of drama-related workers. As in Los Angeles, the motion picture industry employs the largest portion of drama service workers, 77 percent. The producers, orchestras, and entertainers industry, which includes Broadway theater companies and casting agencies, is the second largest employer of drama services, with 9 percent of the area’s workers. Radio and television broadcasting stations are third, employing more than 5 percent of New York drama service workers.

Some of the main attractions at Orlando’s many amusement parks are the live performances. Orlando is fifth in the country for share of drama workers. Fifty-one percent of its drama-related workers are in the miscellaneous amusement and recreation service industry, which includes amusement parks. Other large employers of drama-service occupations are the motion picture production and service industry and the business services industry.

Nashville ranks ninth nationally for its concentration of drama-related services. Most of the drama-related employment is found in the motion picture production and services industry; the radio, television, and broadcasting industry; and the producers, orchestras, and entertainers industry.

Art

Art occupations include fine artists, painters, sculptors, illustrators, multimedia artists, animators, and fashion designers. Text table 3 presents art-related employment data for the four metropolitan areas with high concentrations of entertainment employment.

Text table 3. **Art-related employment in MSAs with high concentrations of entertainment employment, 2001**

MSA	Art-related employment	Art-related share of total	Rank among MSAs
Los Angeles-Long Beach, CA	5,330	0.13	10
New York, NY	5,630	.14	6
Orlando, FL	740	.09	26
Nashville, TN	660	.10	14

Los Angeles has the tenth largest share of art-related workers in the United States. The motion picture industry not only employs drama-related workers but also many artistic workers. Thirty-one percent of the MSA’s artists, such as fine artists and animators, are found in this industry. The wholesale trade of nondurable goods industry, which includes men’s, women’s, and children’s fashions, footwear, and accessories, employs art workers such as designers and illustrators. Seventeen percent of workers employed in art-related occupations in Los Angeles are employed in this fashion industry, the second largest employer of art-related workers in the area.

Advertising is the dominant industry employing art-related service workers in New York City. More than 22 percent of New York City’s art-related employees are found in this industry. With 5,630 people employed in art-related jobs, New York City is sixth in the country for its share of art-related workers. Other industries that employ more than 5 percent of art-service workers in this metropolitan area are apparel, piece goods, and notions; printing and publishing; motion picture production and services; and radio and television broadcasting.

Orlando’s art employment is not dominated by any industry. However, art employment in Orlando is concentrated in several industries. The amusement and recreation services industry; the engineering and architectural services industry; and the motion picture production and services industry are all significant employers of the area’s art-related workers.

Nashville ranks 14th in the country in art-related employment. Art-related employment in Nashville is found in the business services industry and the motion picture industries.

Music

The music subcategory consists of music directors, composers, musicians, singers, musical instrument repairers and tuners. Text table 4 displays employment data for the music subcategory in Los Angeles, New York, Orlando, and Nashville.

Los Angeles has the 12th largest share of music employees in the country. The industry comprising theatrical producers, bands, orchestras, and entertainers employs 52 percent of these workers in Los Angeles. Religious organizations employ another 10 percent of music service-related workers.

Text table 4. **Music-related employment in MSAs with high concentrations of entertainment employment, 2001**

MSA	Music-related employment	Music-related share of total	Rank among MSAs
Los Angeles-Long Beach, CA	5,610	.14	12
New York, NY	8,780	.22	5
Orlando, FL	580	.07	64
Nashville, TN	840	.13	14

New York has a larger music community than Los Angeles: 8,800 versus 5,600. More than 2 out of every 1,000 workers in New York City and almost 16 percent of entertainment service workers in New York City are involved with music services. These figures make New York City the area with the fifth highest concentration of music service workers in the Nation. Eighty-nine percent of area workers with music-related occupations are employed in the producers, orchestras, and entertainers industry.

In Orlando, many music-related workers are employed by membership organizations and repair services. Membership organizations include religious services as well as other civil and social organizations. These workers would include the musicians, who perform at church services, and the musical instrument repairers and tuners, who work behind the scenes.

Nashville, famous for country music, is ranked 14th nationally in terms of employment in music-related services. The producers, orchestras, and entertainers industry employs the most music-related services in this area.

Sports

The sports subcategory is unique among the entertainment subcategories. The sports category contains athletes and sports competitors, coaches, scouts, umpires, referees, and athletic trainers. None of the four metropolitan areas already discussed in this article has a high concentration of sports-related workers. In fact, Nashville, which has the highest

share of sports-related workers among the four areas discussed, ranks 86th among all MSAs in terms of employment of such workers. Text table 5 shows that, in the sports subcategory, Los Angeles is ranked 221st; New York City, 226th; Orlando, 118th; and Nashville, 86th.

Because this article focuses on subcategories of entertainment employment as a share of overall employment, smaller cities stand out in sports-related employment due to affiliations with schools, semiprofessional sports teams, and other sports organizations. Text table 6 shows that the areas with the highest concentrations of sports-related occupations are Great Falls, MT; Grand Forks, ND; Kenosha, WI; Saint Joseph, MO; and Bellingham, WA. These five metropolitan areas all are among the 100 areas in the United States with the smallest employment.

LOS ANGELES, NEW YORK CITY, ORLANDO, AND NASHVILLE are clearly hotspots of American entertainment. Each metropolitan area employs entertainers in different industries, which gives each area a unique character. Los Angeles and New York City have a flare for fashion and the dramatic arts. Entertainment in Orlando thrives through its amusement parks. Country music influences Nashville culture. The sports entertainment field has a unique niche in American life, very different from that of the other forms of entertainment. The products of the American entertainment industry are enjoyed worldwide but their production is concentrated in a small number of population centers. ■

Text table 5. **Sports-related employment by MSA with high concentrations of entertainment employment, 2001**

MSA	Sports-related employment	Sports-related share of total	Rank among MSAs
Los Angeles-Long Beach, CA	2,233	0.06	221
New York, NY	1,771	.4	256
Orlando, FL	813	.9	118
Nashville, TN	732	.16	86

Text table 6. **MSAs with the highest shares of sports service employment, 2001**

MSA	Sports-related employment	Sports-related share of total	Rank among MSAs
Great Falls, MT	120	0.39	1
Grand Forks, ND-MN	170	.37	2
Kenosha, WI	180	.36	3
St. Joseph, MO	160	.37	4
Bellingham, WA	230	.36	5