**Arts and Economic Prosperity** is a national nonprofit organization and audience study conducted by Americans for the Arts (AFTA) every five years. Data obtained from surveys is analyzed to calculate the national, statewide, regional and local economic impact of the nonprofit cultural sector.

In 2015 the study found that:
- Nonprofit arts and culture are a $2.12 billion industry.
- Nonprofit arts and culture support 71,977 full-time equivalent (FTE) jobs.
- Nonprofit arts and culture generate $201.5 million in local and state government revenue.
- Nonprofit arts and culture organizations spend $937.5 million annually.
- Nonprofit arts and culture organizations support 37,194 FTE jobs, nearly 10% of the full creative sector.
- Nonprofit arts and culture audiences spend $1.18 billion annually.
- Of the 20 states conducting studies, North Carolina ranks 4th in total expenditures.

### Direct Economic Activity

- **Total Industry Expenditures**
  - Arts and Culture Organizations: $937,497,172
  - Arts and Culture Audiences: $1,179,042,966
  - **Total Industry Expenditures**: $2,116,540,138

### Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)

- **Full-Time Equivalent (FTE) Jobs Supported**: 71,977
- **Household Income Paid to Residents**: $812,422,000
- **Revenue Generated to Local Government**: $29,829,000
- **Revenue Generated to State Government**: $44,804,000

### Attendance to Arts and Culture Events

- **Total Attendance to Arts and Culture Events**: 39,030,247
- **Percentage of Total Attendance**: 92.0%
- **Average Event-Related Spending Per Person**: $27.95
- **Total Event-Related Expenditures**: $1,179,042,966

### Average Event-Related Expenditure

- **NC Resident Attendees**
  - Meals and Refreshments: $14.45
  - Souvenirs and Gifts: $6.79
  - Ground Transportation: $2.52
  - Overnight Lodging (one night only): $1.78
  - Other/Miscellaneous: $2.41
  - **Average Event-Related Spending Per Person**: $27.95

- **Non-Resident Attendees**
  - Meals and Refreshments: $21.92
  - Souvenirs and Gifts: $12.73
  - Ground Transportation: $7.02
  - Overnight Lodging (one night only): $16.78
  - Other/Miscellaneous: $3.41
  - **Average Event-Related Spending Per Person**: $61.86

- **All Cultural Audiences**
  - Meals and Refreshments: $15.04
  - Souvenirs and Gifts: $7.26
  - Ground Transportation: $2.88
  - Overnight Lodging (one night only): $2.98
  - Other/Miscellaneous: $2.48
  - **Average Event-Related Spending Per Person**: $30.64