

# BOSTON'S CREATIVE ECONOMY

*April 2025*



City of Boston  
Planning Department  
**RESEARCH DIVISION**

City of Boston Planning Department

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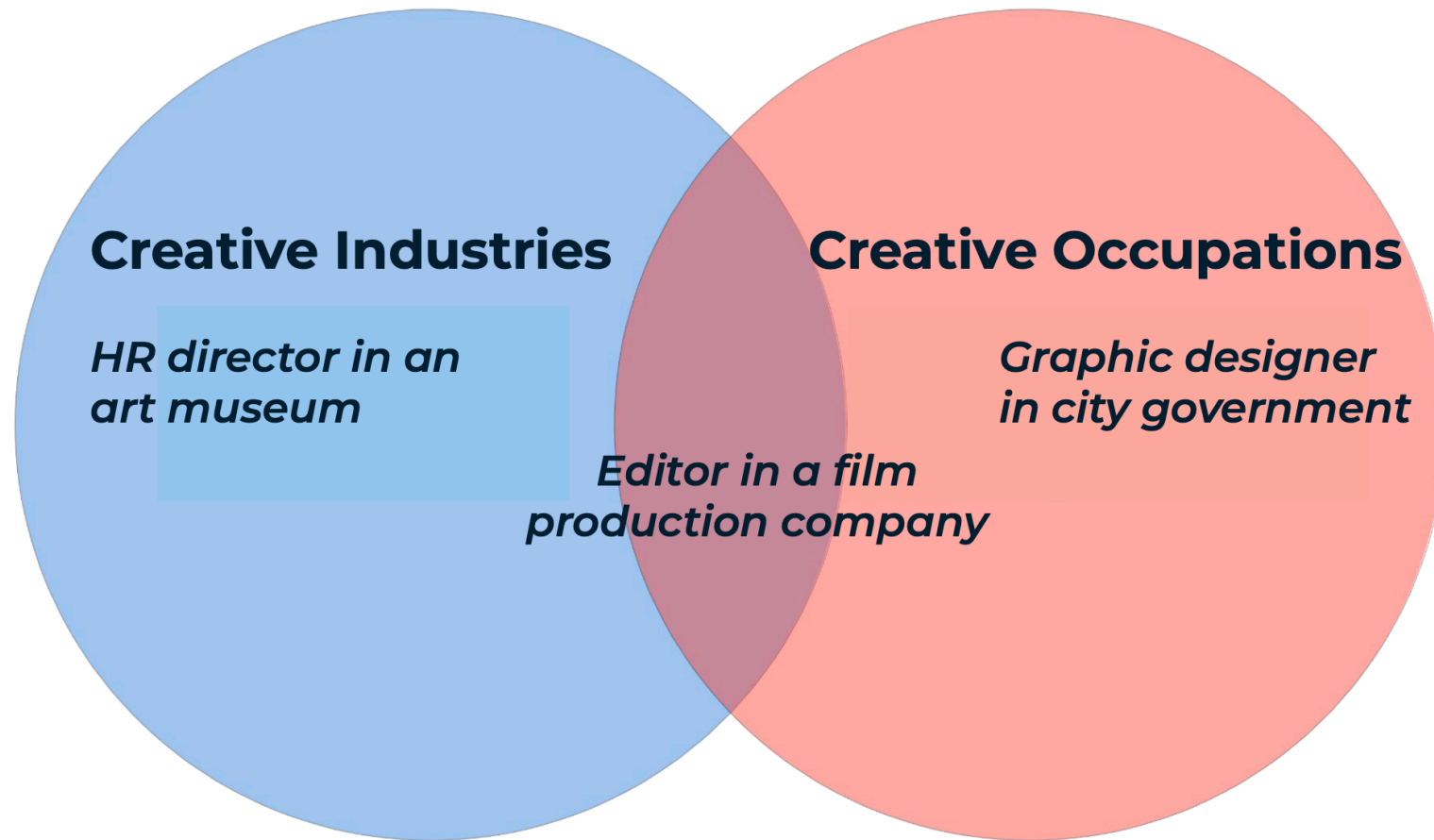
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Use of our work **requires** the inclusion of the following citation: “City of Boston Planning Department Research Division Analysis.”

# The Creative Economy includes both **creative industries** and **creative occupations**



## Examples:

**Creative Occupation in non-creative industry:**  
**graphic designer** working in city government

**Creative Occupation in Creative Industry:**  
**editor** in a film production company

**Non-creative occupation in Creative Industry:** HR director in an art museum

# Creative industries include businesses involved in the creation, production, manufacturing and distribution of creative and cultural goods and services

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- The list of **creative industries** developed by the Planning Department Research Division draws on the work of [John Howkins](#), the [New England Federation for the Arts \(NEFA\)](#) and [Creative Economy Coalition's "America's Creative Economy"](#) The Research Division includes Software Publishing and Internet Publishing and Broadcasting in the creative economy since video game development and internet-only publications are often cited as examples of fields in these industries focused on the creation of artistic or cultural goods.
- The list of **creative industries** profiled in this report include
  - Advertising
  - Applied Arts: Architecture & Design
  - Arts Manufacturing
  - Broadcasting
  - Film, Video, & Photography
  - Heritage: Museums
  - Independent Artists
  - Performing Arts: Music, Theater, & Dance
  - Publishing and Printing
  - Software and Internet Publishing
  - Sound Recording and Music Publishing
  - Support Services: Arts Schools & Libraries
  - Visual Arts

# Creative occupations focus the activities of workers doing creative work in a variety of industries

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- The Research Division used US Department of Labor's O\*NET **Arts, Audio/Video Technology & Communications** career clusters of **creative occupations**.
- We supplemented this list using the [Creative Economy Coalition's "America's Creative Economy"](#) report, which synthesizes the existing literature on the Creative Economy, and calculates how frequently each occupation shows up in regional reports on creative economies.
- We added **Software Application Developers and Web Developers** to highlight the increasing intersection between these high tech jobs and creative economy pursuits such as internet publishing and video game design. We omit other computer occupations such as Computer Programming and Systems Software Developers which might be less likely to overlap with the creative economy.
- The list of **creative occupations** profiles in this report includes
  - Architecture
  - Journalism and Broadcasting
  - Library and Arts Education
  - Performing Arts
  - Printing Technology
  - Visual Arts
  - Software and Web Development

# CREATIVE INDUSTRIES

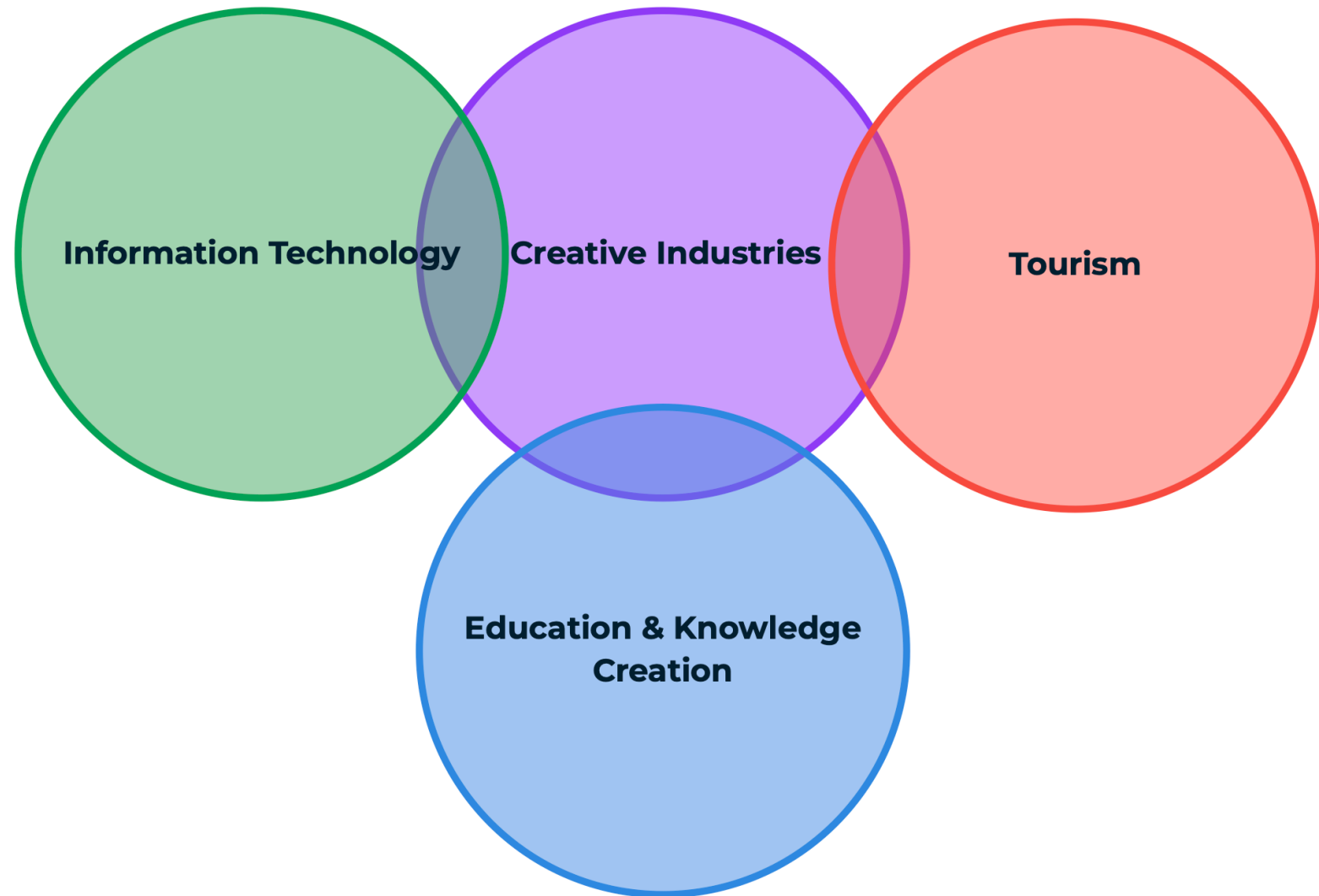


City of Boston  
Planning Department

# The Creative Economy's Cross-Industry Linkages

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- The Creative Economy exists at the nexus of multiple industries.
- Creative industries have primary linkages with other industries.
- There are mutually beneficial relationships or linkages between **Creative Industries**, **Tourism**, **Education & Knowledge Creation**, and **Information Technology**.

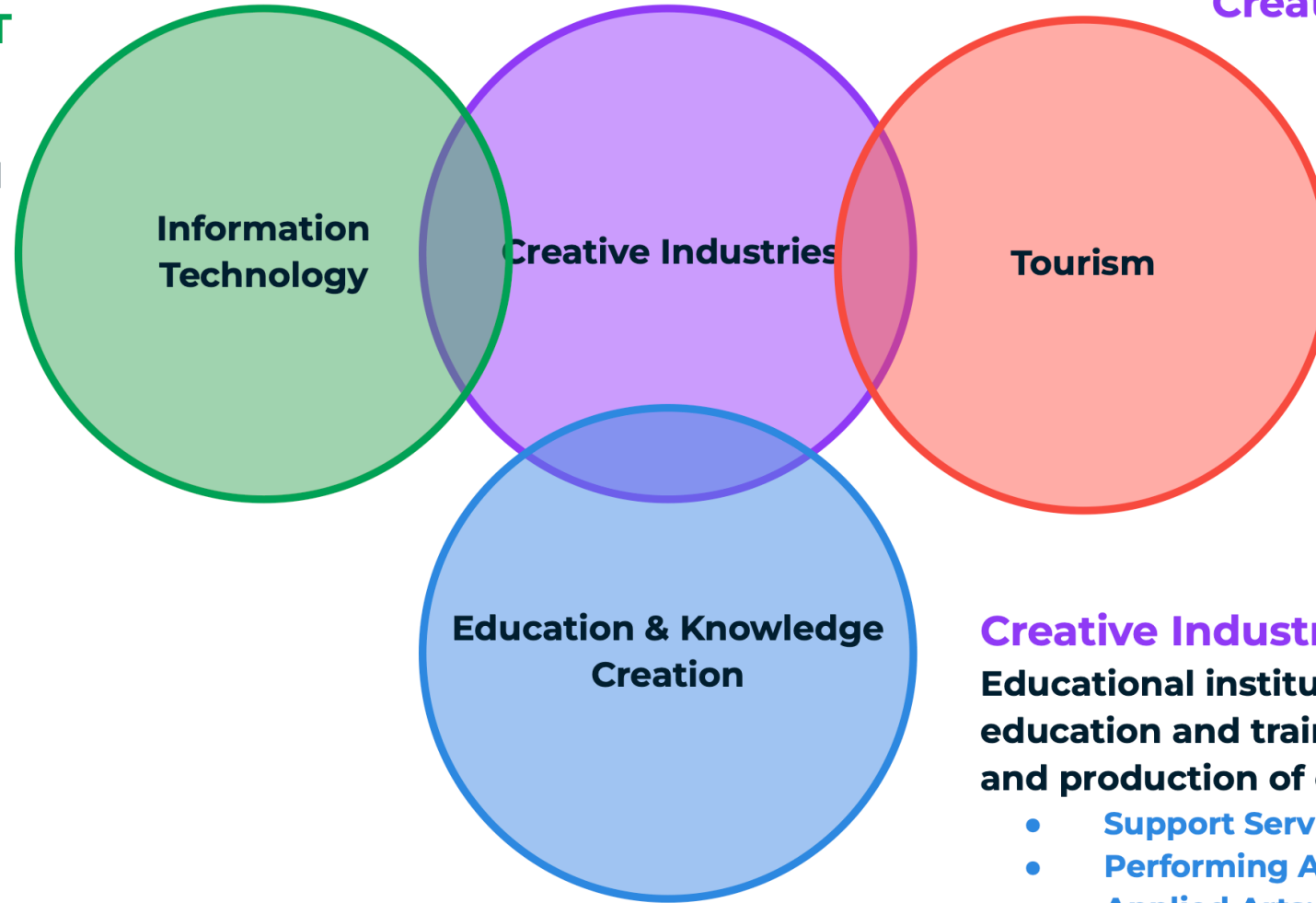


# The Creative Economy's Cross-Industry Linkages

## Creative Industries x IT

Creatives' products are produced, refined, distributed, and supported by software, the internet, and other IT tools.

- Software & Internet Publishing
- Film, Video, & Photography
- Applied Arts: Architecture & Design
- Sound Recording & Music Publishing
- Advertising
- Broadcasting



## Creative Industries x Tourism

Creative industries attract tourism just as tourism creates markets for creative industries

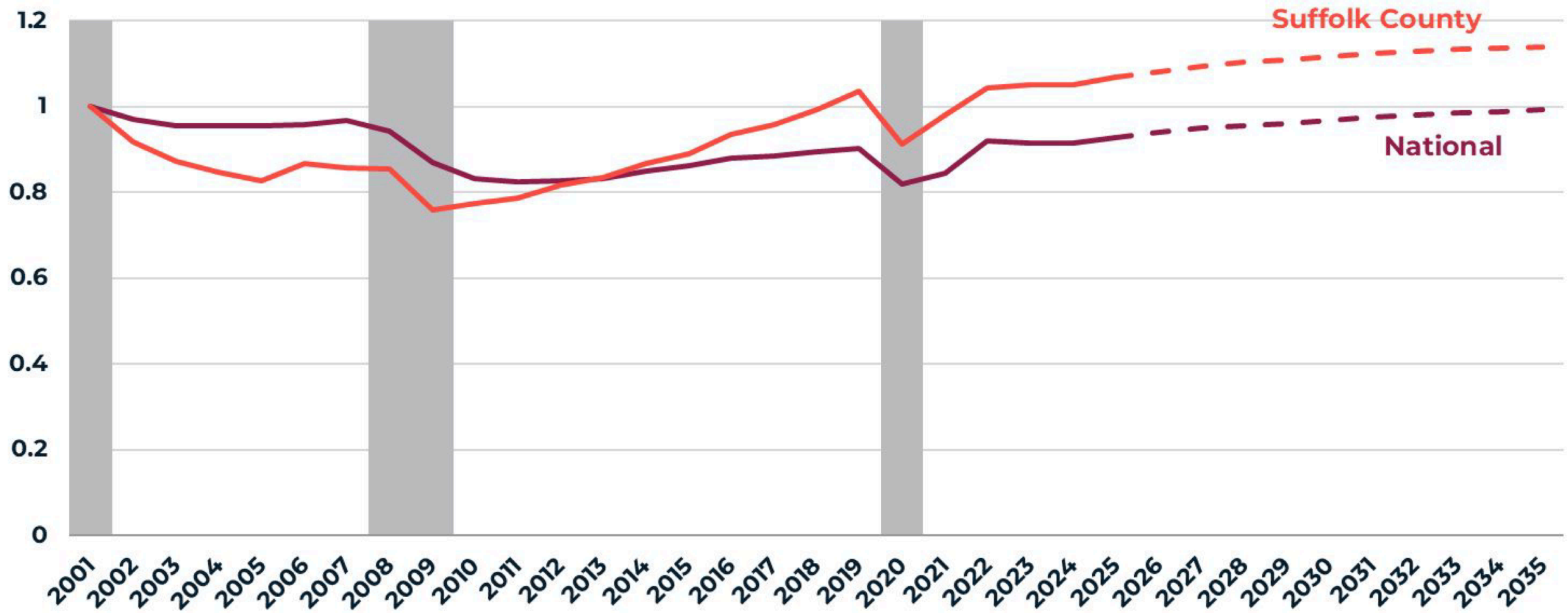
- Heritage Museums,
- Independent Artists
- Performing Arts: Music, Theater, & Dance
- Visual Arts

## Creative Industries x Education

Educational institutions devoted to arts education and training, allow the transmission and production of creative knowledge.

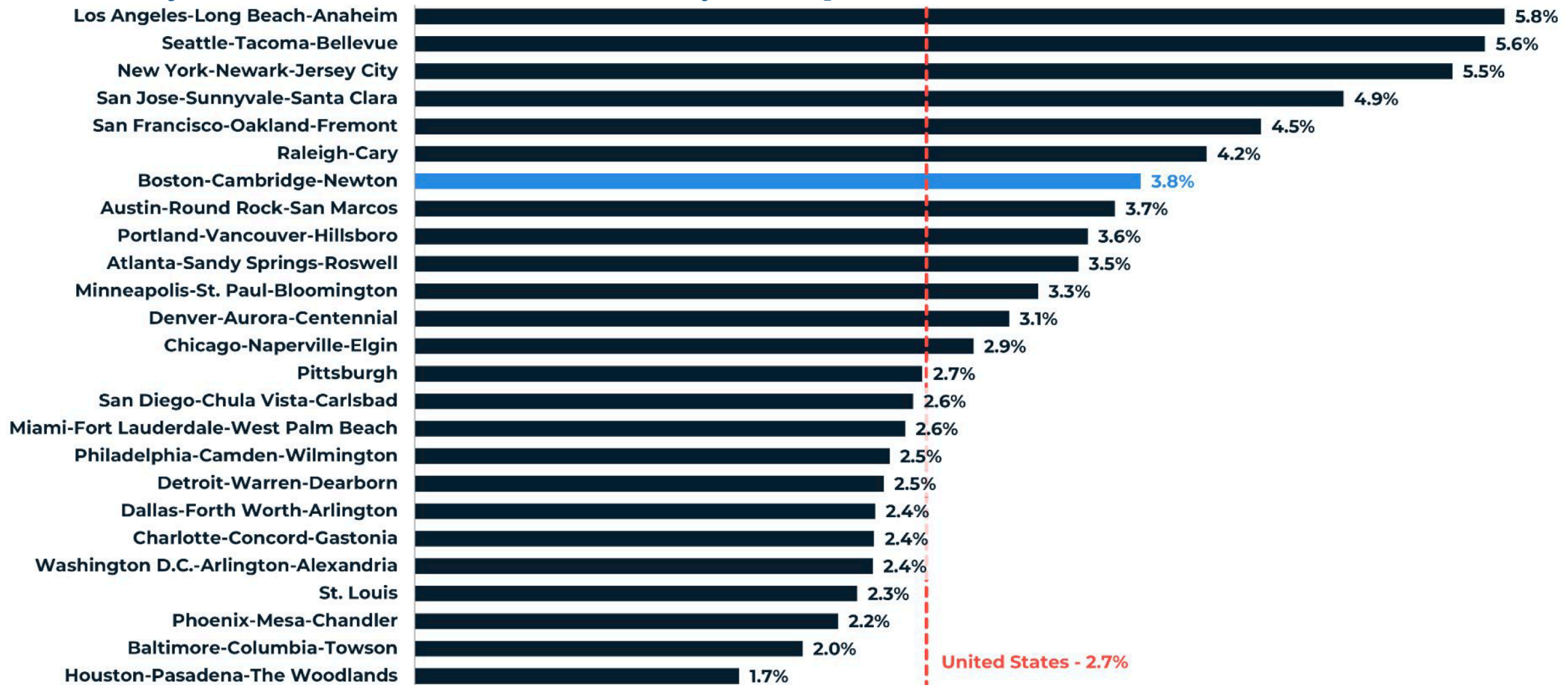
- Support Services: Arts Schools & Libraries
- Performing Arts: Music, Theater, & Dance
- Applied Arts: Architecture & Design
- Independent artists

# Employment in creative industries, 2.7% of national employment, has resumed a growth trajectory post pandemic



# Boston-Cambridge-Newton ranks 7th out of similar metro regions with 3.8% percent of its labor force working in creative industries.

Shares of workers in creative industries, by metropolitan statistical area, 2024

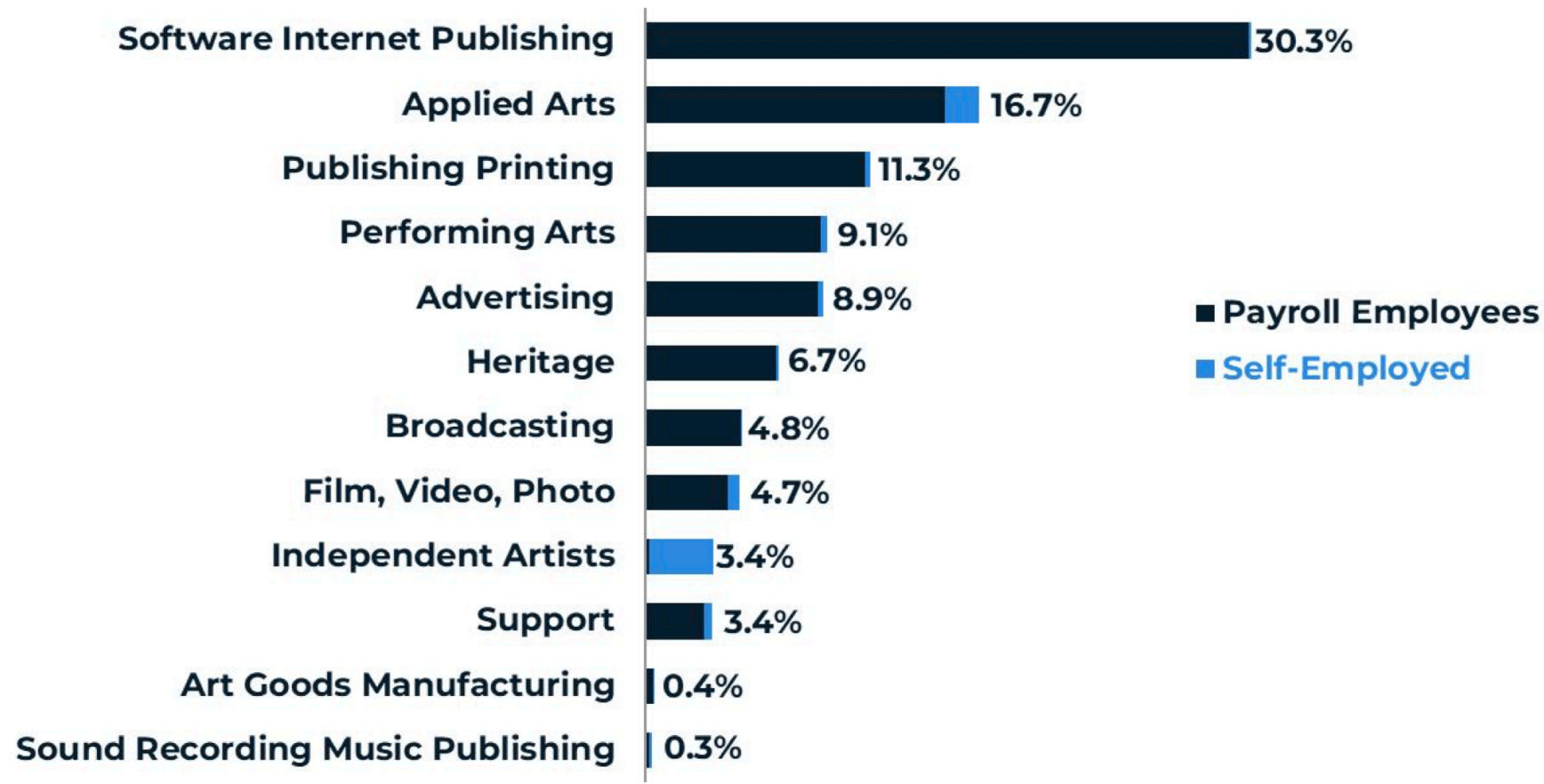


# Creative industries in Suffolk County include more than 1,200 business establishments with 35,645 workers, 4.6% of all workers

Creative Industries	Establishments (2022)	Employment (2024)	Location Quotient (2024)	Employment Growth (2021-2024)	Average Wage (2024)
Advertising	100	3,208	1.54	-17.3%	\$144,961
Applied Arts	366*	6,016	3.15	2.1%	\$126,162
Art Manufacturing	13*	155	0.31	18.3%	\$80,553
Broadcasting	18	1,711	2.99	-6.0%	\$129,604
Film, Video, & Photography	116*	1,690	0.83	-6.3%	\$87,116
Heritage: Museums	40	2,392	2.84	28.9%	\$72,296
Independent Artists	42	1,210	4.14	11.9%	\$43,458
Performing Arts: Music, Theater, & Dance	122*	3,253	1.96	76.0%	\$57,350
Publishing & Printing	118	4,048	1.22	-22.5%	\$127,557
Software & Internet Publishing	246	10,901	2.59	21.6%	\$254,545
Sound Recording & Music Publishing	14*	116	0.78	-9.4%	\$73,878
Support Services: Arts Schools & Libraries	62	1,205	1.71	38.5%	\$46,557
<b>Total</b>	<b>1257</b>	<b>35,645</b>	<b>1.98</b>	<b>7.5%</b>	<b>\$149,739</b>

# Software internet publishing, applied arts (architecture & design), and publishing & printing dominate creative industry employment

Workers in creative industries by industry and payroll status, Suffolk County, 2025



Approximately 2,560 workers in creative industries are self-employed, 7.2% of all creative industry workers

Almost half of self-employed workers in creative industries are independent artists

Some self-employed artists who are in the side hustle / gig economy may be missed in the data

Source: Lightcast Q1 2025 Dataset, City of Boston Planning Department Research Division Analysis

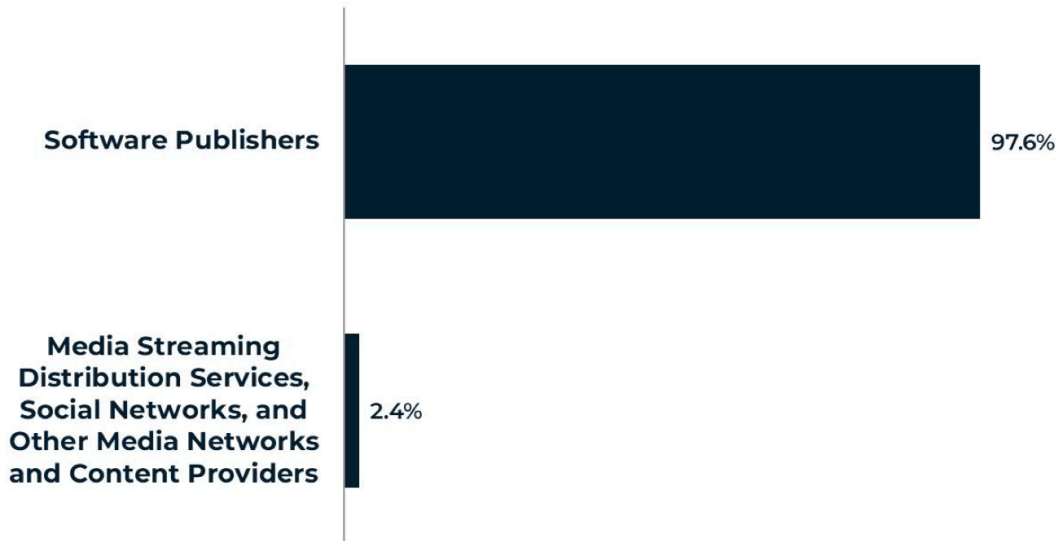
# The Software & Internet Publishing industry has seen a significant increase in employment since 2010 to almost 11,000 workers

Software & Internet Publishing business examples:

- QuickBase
- DataRobot
- Bullhorn
- Turbonomic

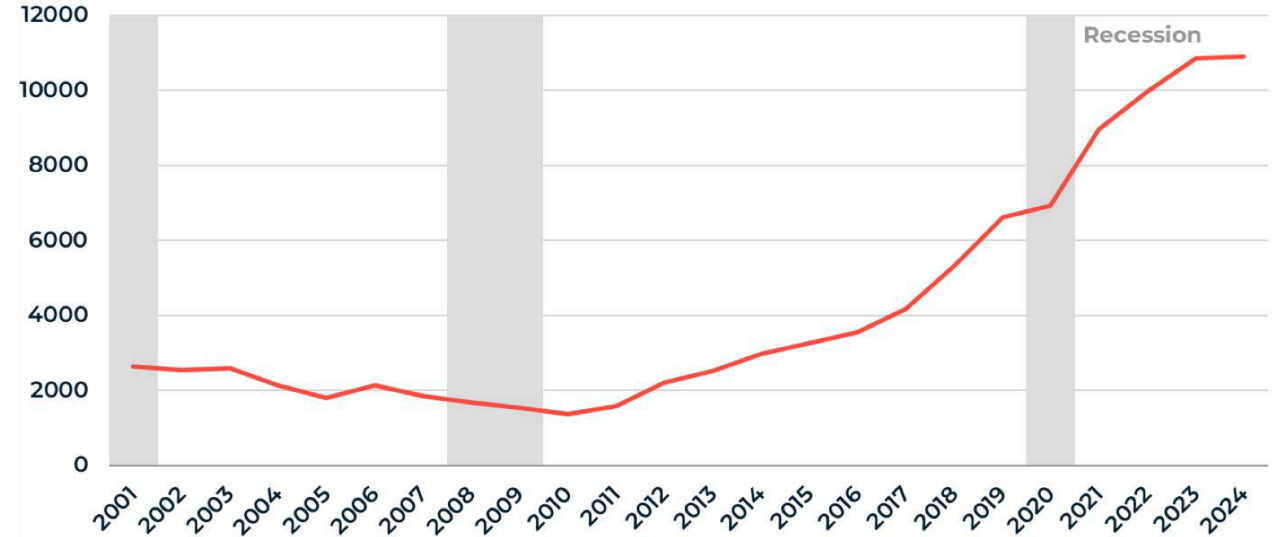
## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



## CHANGE IN EMPLOYMENT OF SOFTWARE & INTERNET PUBLISHING

Suffolk County, 2001-2024



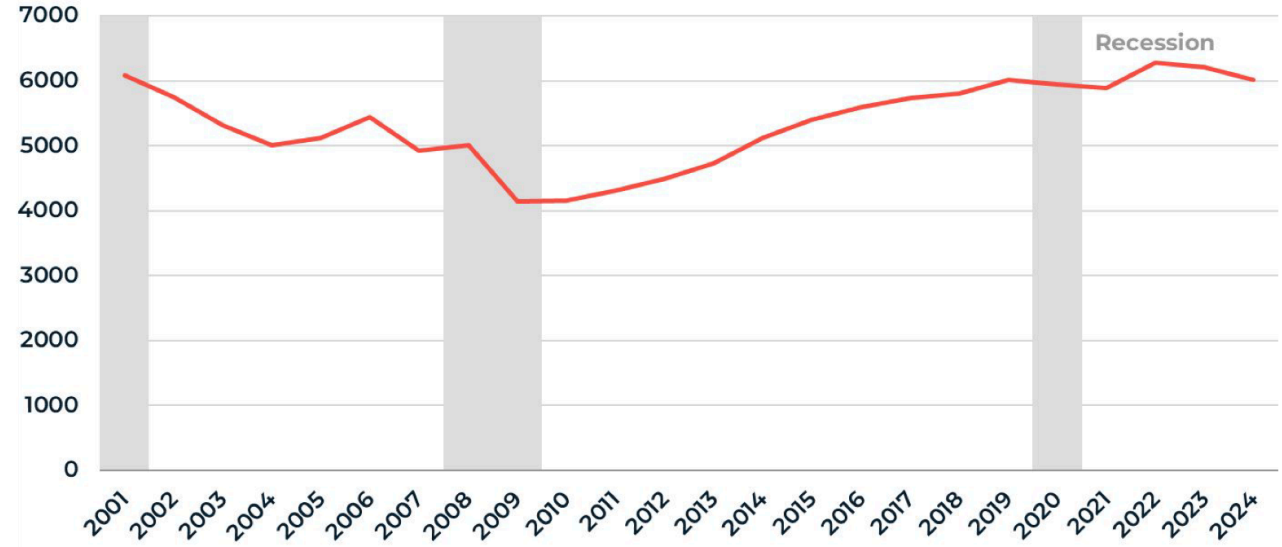
<b>Employment (2024)</b>	10,901
<b>Employment Growth (2021 - 2024)</b>	21.6%
<b>Average Wages &amp; Benefits (2024)</b>	\$254,545
<b>Number of Establishments (2022)</b>	246
<b>Location Quotient (2024)</b>	2.59

# Employment in the Applied Arts industry, particularly architectural services, has been on the rise since a fall during the Great Recession

## Applied Arts business examples:

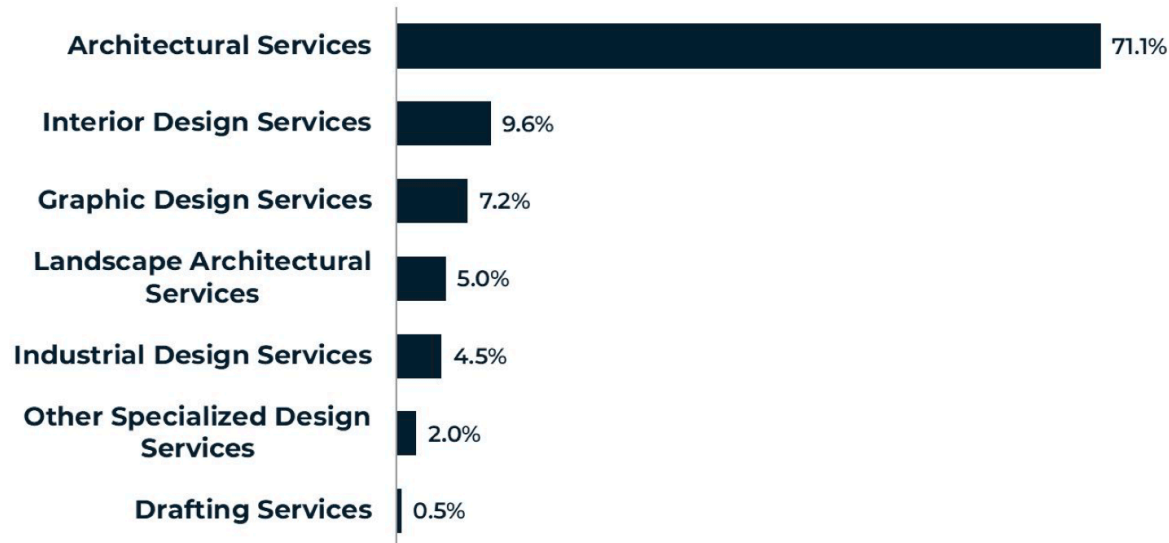
- Elkus Manfredi Architects
- Lippincott
- CBT Architects
- Gensler

**CHANGE IN EMPLOYMENT IN APPLIED ARTS**  
Suffolk County, 2001-2024



## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



<b>Employment (2024)</b>	6,016
<b>Employment Growth (2021 - 2024)</b>	2.1%
<b>Average Wages &amp; Benefits (2024)</b>	\$126,162
<b>Number of Establishments (2022)</b>	366
<b>Location Quotient (2024)</b>	3.15

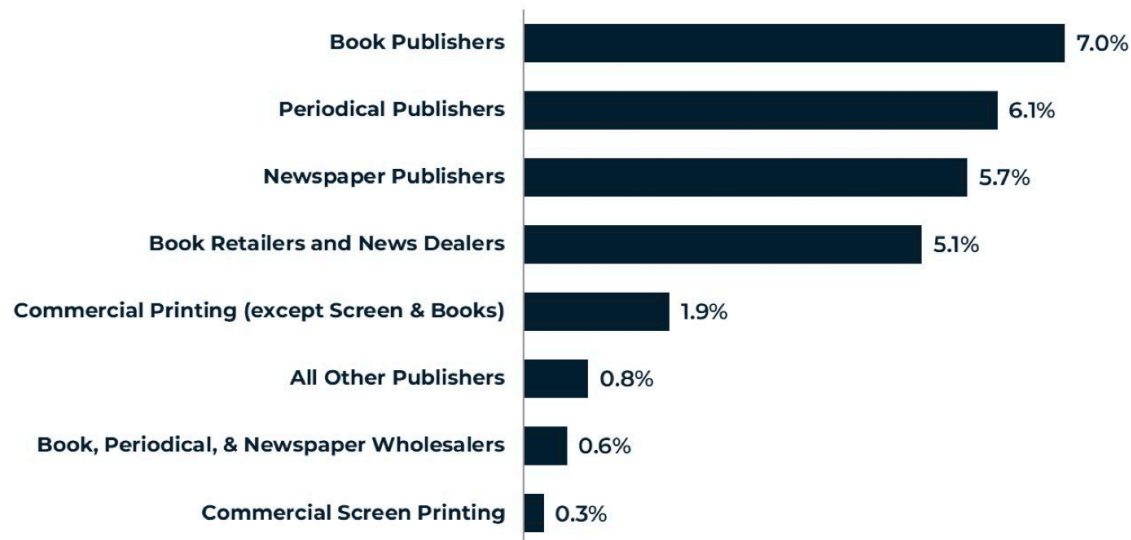
# Employment in Publishing and Printing is ~60% lower in 2024 than it was in 2001

## Publishing and Printing business examples:

- Course Technology
- Christian Science Publishing Society
- Harvard Business School Publishing Corporation
- Little, Brown & Company

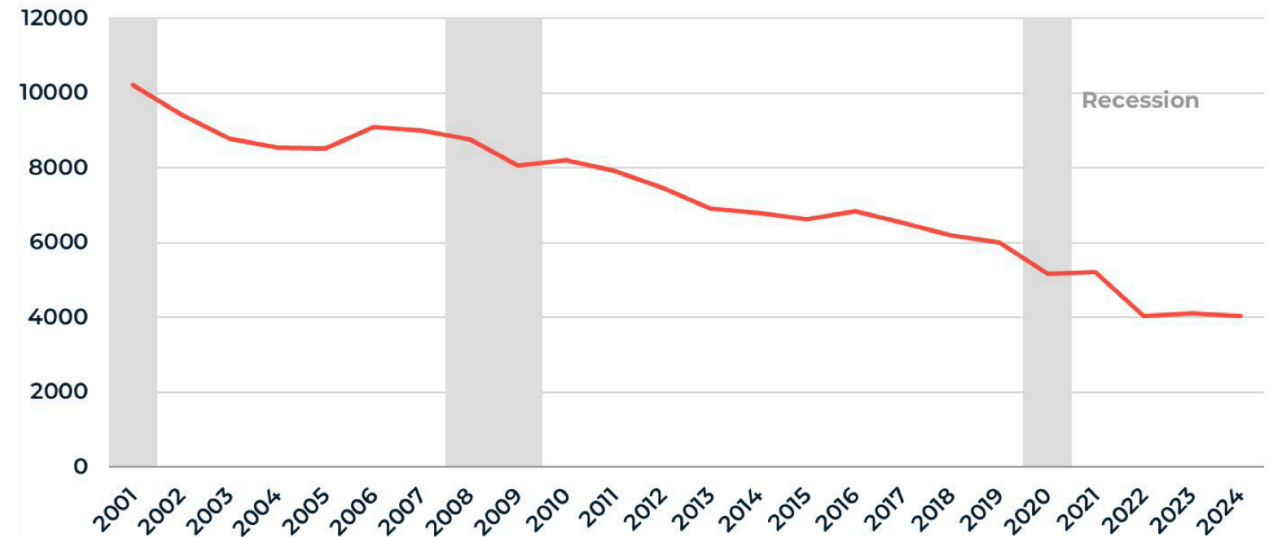
## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



## CHANGE IN EMPLOYMENT IN PUBLISHING & PRINTING

Suffolk County, 2001-2024



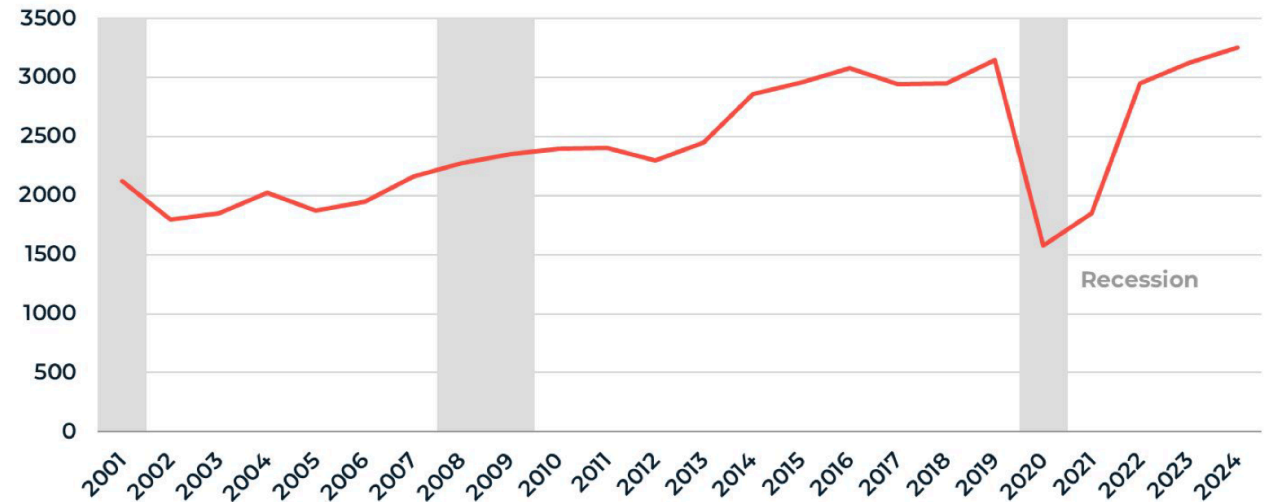
<b>Employment (2024)</b>	4,048
<b>Employment Growth (2021 - 2024)</b>	-22.5%
<b>Average Wages &amp; Benefits (2024)</b>	\$127,556
<b>Number of Establishments (2022)</b>	118
<b>Location Quotient (2024)</b>	1.22

# The Performing Arts were hard hit by the pandemic, but have since recovered with most employment in companies that promote events

## Performing Arts business examples:

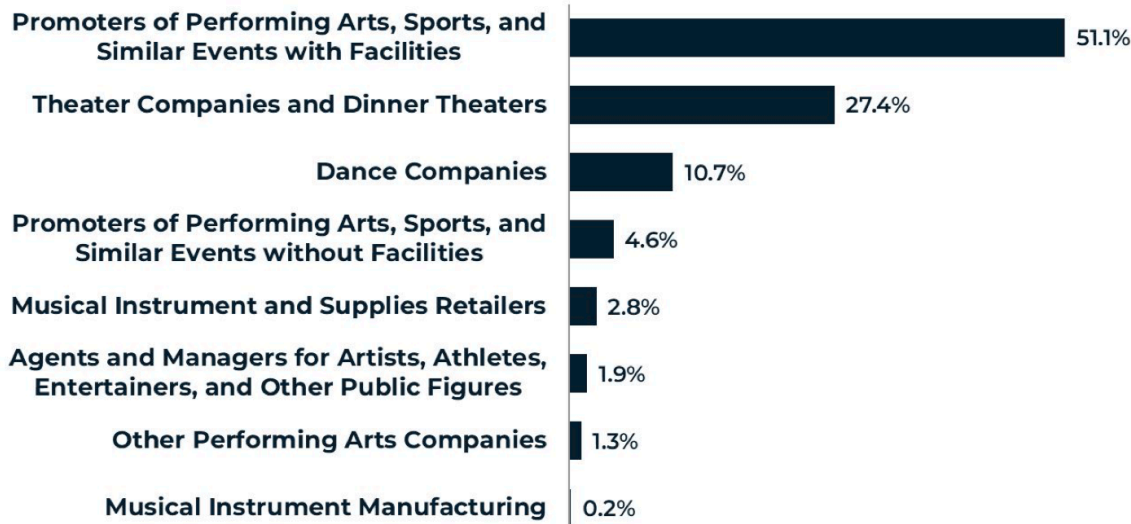
- TD Garden
- Big Night Entertainment Group
- Boston Symphony Orchestra Inc
- Huntington Theatre Company

**CHANGE IN EMPLOYMENT IN THE PERFORMING ARTS: MUSIC, THEATER, AND DANCE**  
Suffolk County, 2001-2024



## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



<b>Employment (2024)</b>	3,253
<b>Employment Growth (2021 - 2024)</b>	76.0%
<b>Average Wages &amp; Benefits (2024)</b>	\$57,350
<b>Number of Establishments (2022)</b>	122
<b>Location Quotient (2024)</b>	1.96

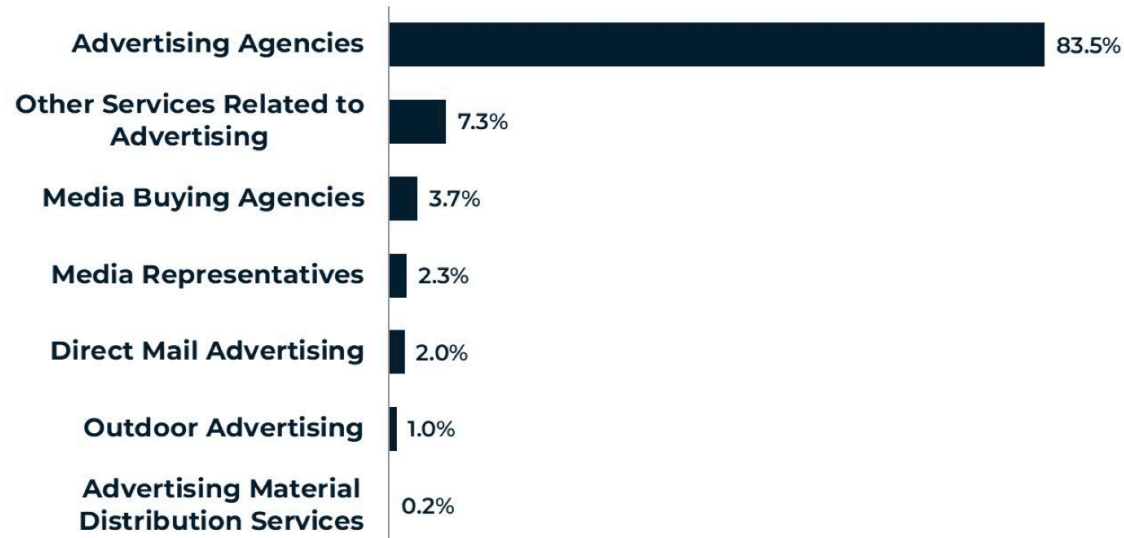
# Advertising employment has continued to decline post-pandemic, falling 17% 2021 to 2024

## Advertising business examples:

- **Digitas Boston**
- **Hill Holliday**
- **Communispace**
- **Brodeur Partners**
- **Havas Media**

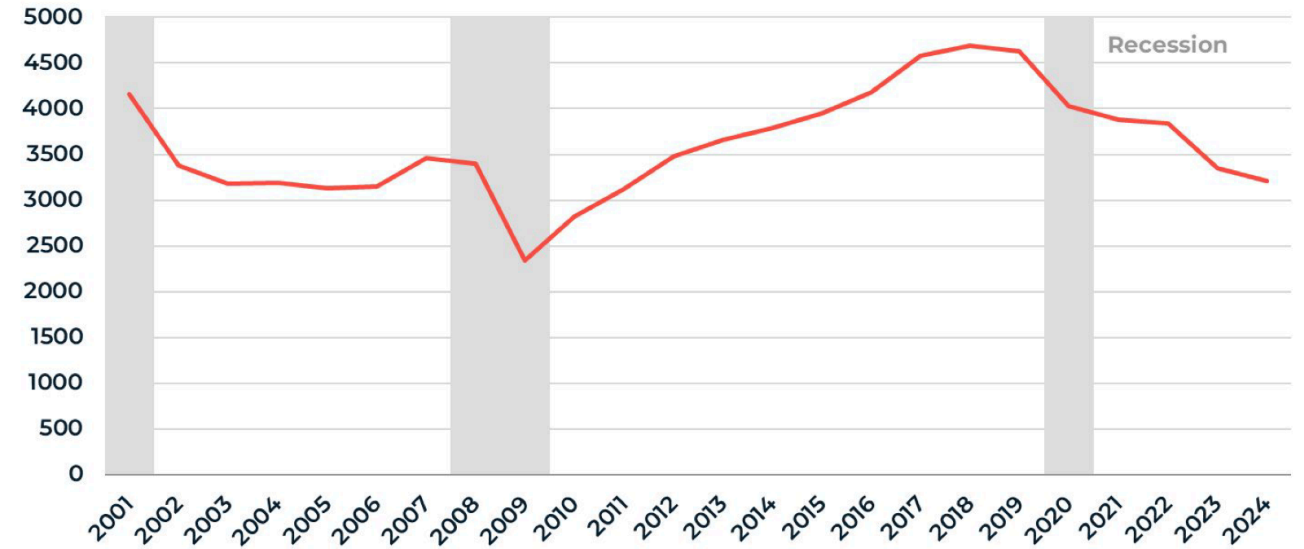
## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



## CHANGE IN EMPLOYMENT IN ADVERTISING

Suffolk County, 2001-2024



<b>Employment (2024)</b>	3,208
<b>Employment Growth (2021 - 2024)</b>	-17.3%
<b>Average Wages &amp; Benefits (2024)</b>	\$144,961
<b>Number of Establishments (2022)</b>	100
<b>Location Quotient (2024)</b>	1.54

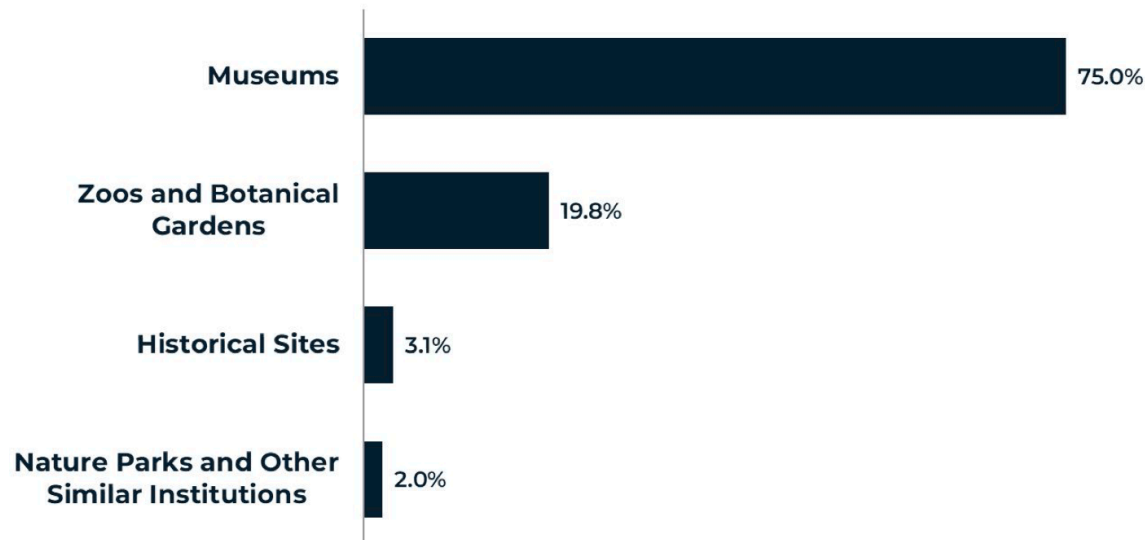
# The Heritage industry includes museums, zoos, botanical gardens, and historical sites, and is an area of specialization for Boston

## Heritage business examples:

- New England Aquarium
- Boston National Historical Park
- Arnold Arboretum
- Museum of Science

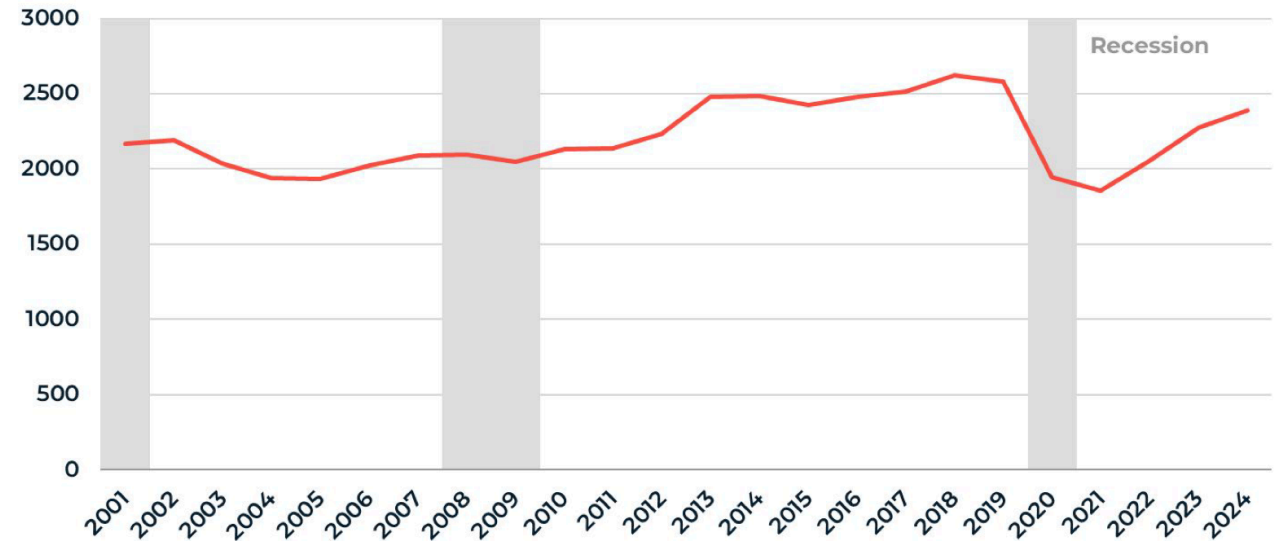
## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



## CHANGE IN EMPLOYMENT IN HERITAGE

Suffolk County, 2001-2024



Source: Lightcast Q1 2025 Dataset, City of Boston Planning Department Research Division Analysis.

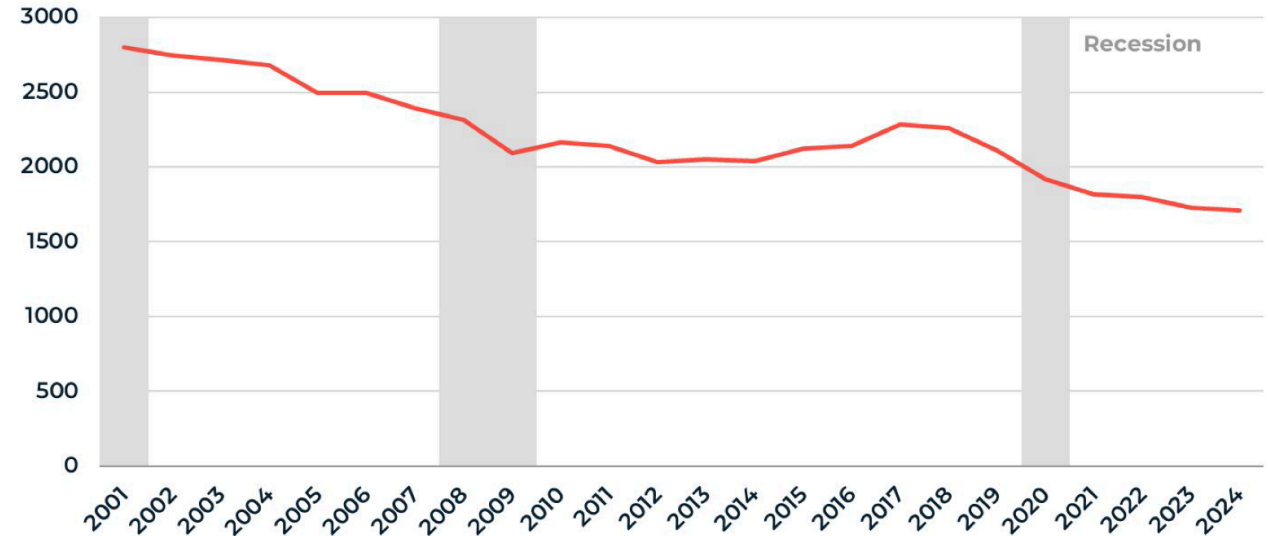
<b>Employment (2024)</b>	2,392
<b>Employment Growth (2021 - 2024)</b>	28.9%
<b>Average Wages &amp; Benefits (2024)</b>	\$72,296
<b>Number of Establishments (2022)</b>	40
<b>Location Quotient (2024)</b>	2.84

# Broadcasting employment has been declining steadily, reaching 1,711 workers in 2024

## Broadcasting business examples:

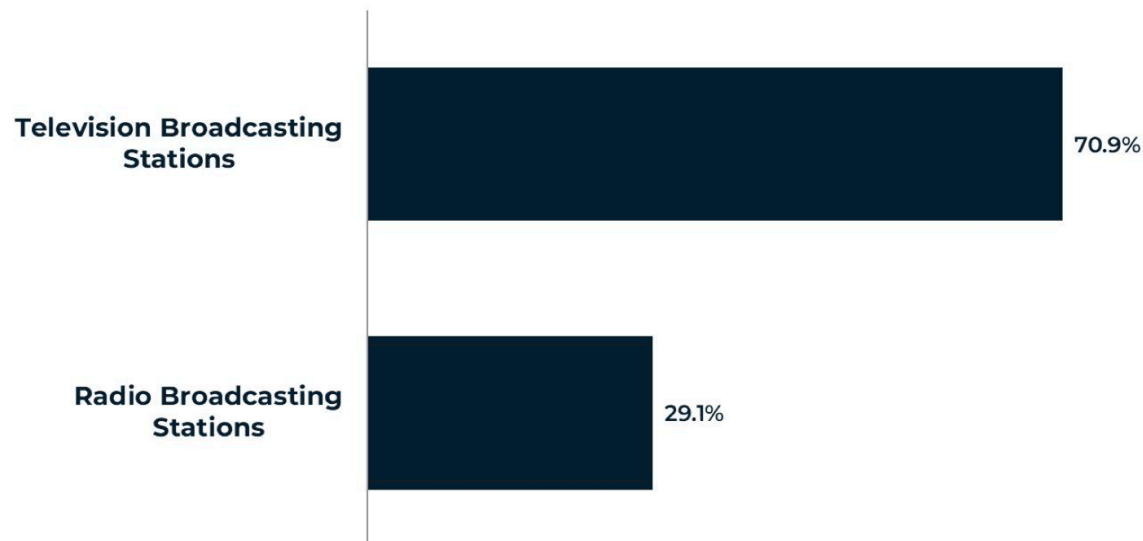
- WSBK-38 TV - CBS/Viacom
- WRKO AM 680
- WBOS
- Audacy

**CHANGE IN EMPLOYMENT IN BROADCASTING**  
Suffolk County, 2001-2024



## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



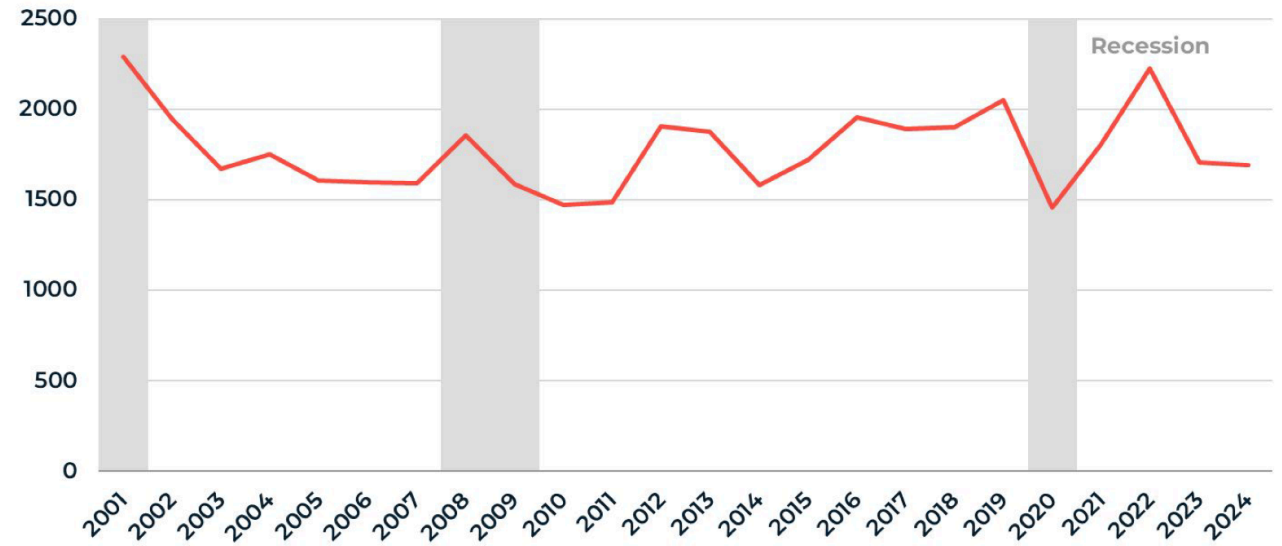
<b>Employment (2024)</b>	1,711
<b>Employment Growth (2021 - 2024)</b>	-6.0%
<b>Average Wages &amp; Benefits (2024)</b>	\$129,604
<b>Number of Establishments (2022)</b>	18
<b>Location Quotient (2024)</b>	2.99

# Employment in Film, Video, and Photography has fluctuated heavily since 2001

Film, Video, and Photography business examples:

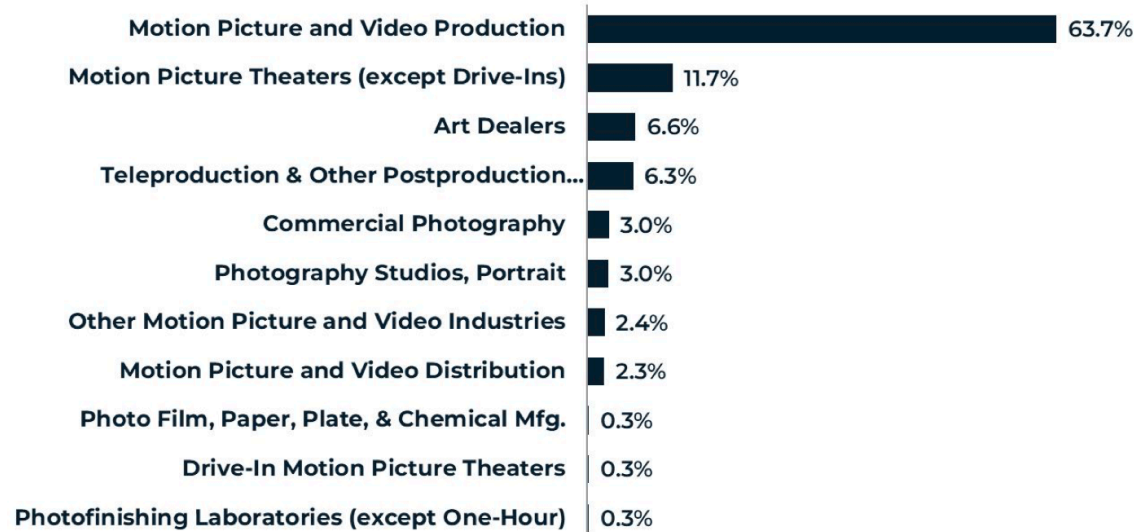
- AMC Boston Commons
- Community Music Center of Boston
- Improv Asylum
- VitalSource

**CHANGE IN EMPLOYMENT IN FILM, VIDEO, & PHOTOGRAPHY**  
Suffolk County, 2001-2024



## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



<b>Employment (2024)</b>	1,690
<b>Employment Growth (2021 - 2024)</b>	-6.3%
<b>Average Wages &amp; Benefits (2024)</b>	\$87,116
<b>Number of Establishments (2022)</b>	116
<b>Location Quotient (2024)</b>	0.83

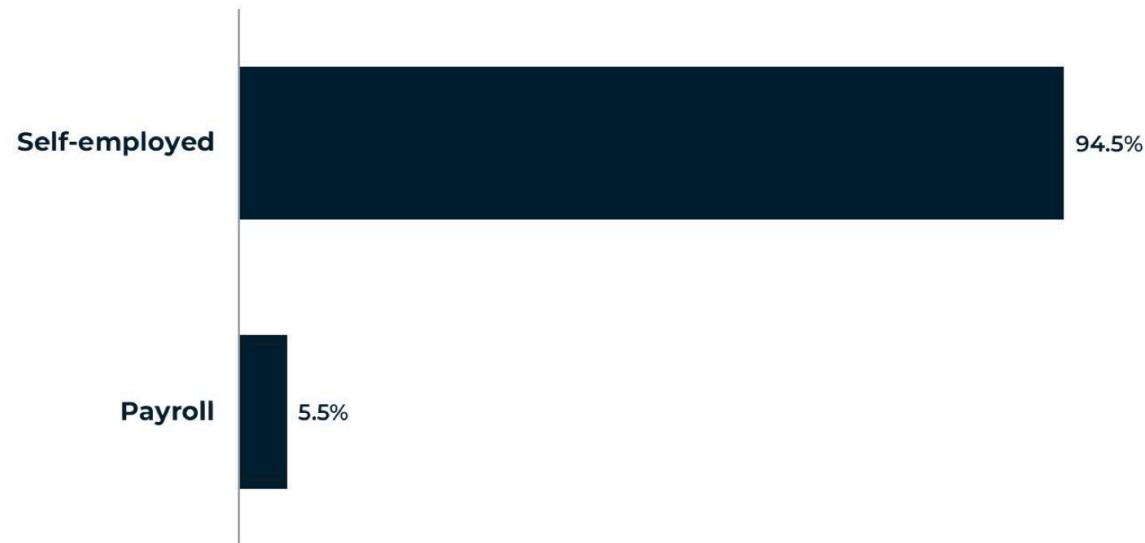
# There are ~1,200 independent artists working in Suffolk County, most of whom are self-employed

Initiatives like open studio spaces and artist live/work units support independent artists in Boston. Examples:

- Fort Point Arts Community
- The Artist Building at 300 Summer St
- SoWa Boston

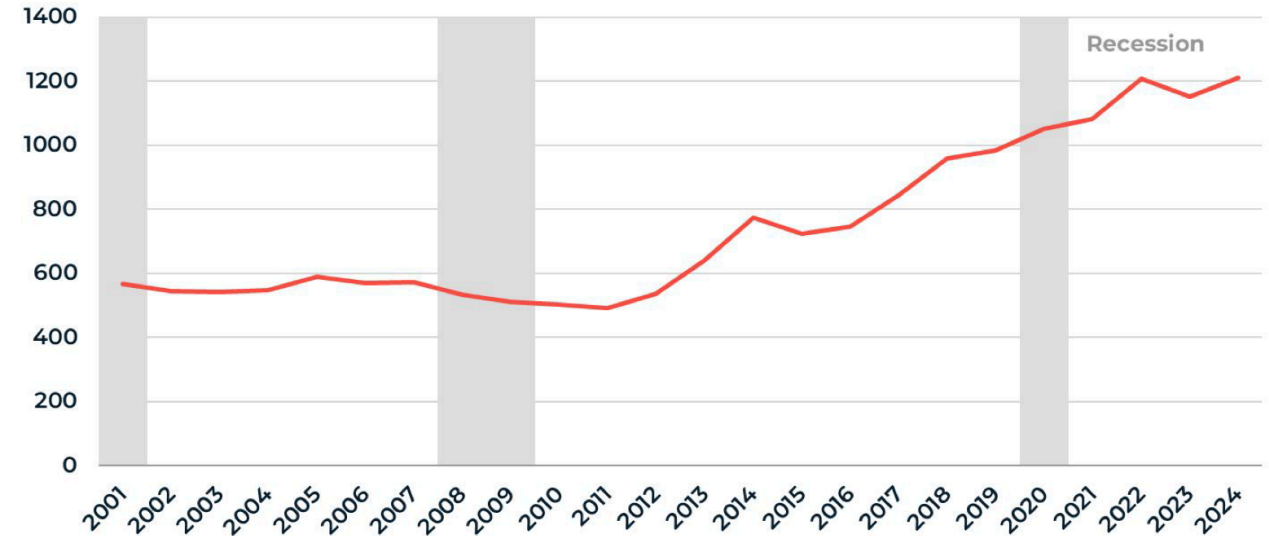
## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



## CHANGE IN EMPLOYMENT OF INDEPENDENT ARTISTS

Suffolk County, 2001-2024



<b>Employment (2024)</b>	1,210
<b>Employment Growth (2021 - 2024)</b>	11.9%
<b>Average Wages &amp; Benefits (2024)</b>	\$43,458
<b>Number of Establishments (2022)</b>	42
<b>Location Quotient (2024)</b>	4.14

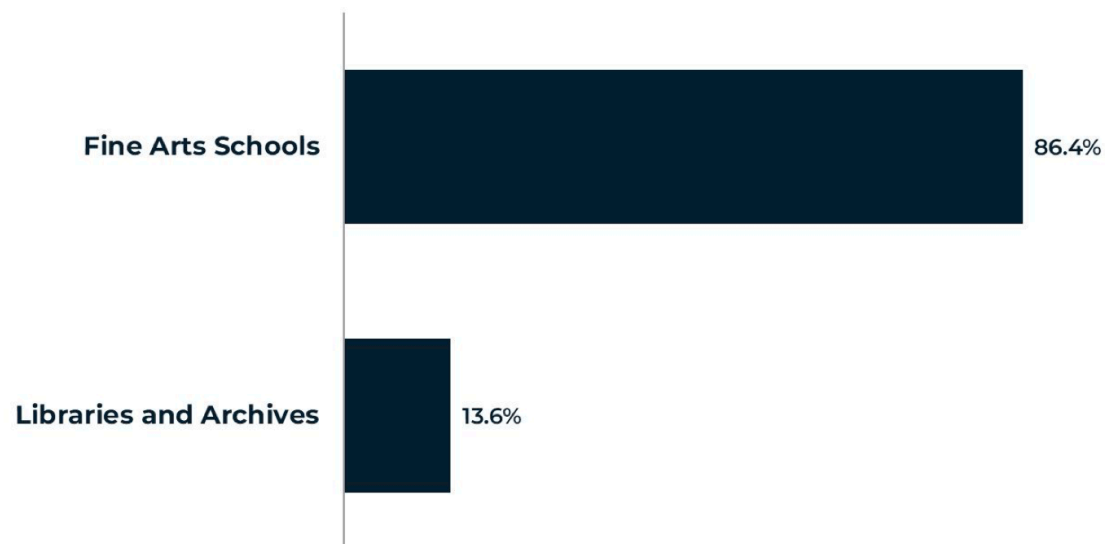
# Employment in the support industries such as fine arts schools and libraries has been on the rise since the COVID-19 pandemic

## Support services business examples:

- Berklee College of Music
- School of the Museum of Fine Arts at Tufts University
- Massachusetts College of Art and Design
- Boston Public Library

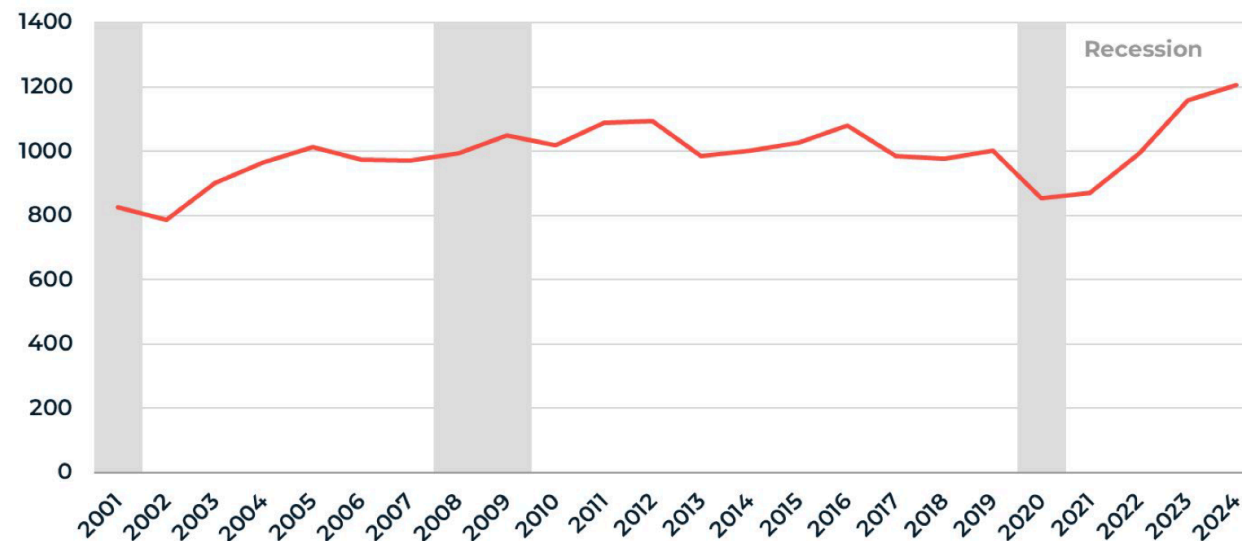
## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



## CHANGE IN EMPLOYMENT IN SUPPORT

Suffolk County, 2001-2024



<b>Employment (2024)</b>	1,205
<b>Employment Growth (2021 - 2024)</b>	38.5%
<b>Average Wages &amp; Benefits (2024)</b>	\$46,557
<b>Number of Establishments (2022)</b>	62
<b>Location Quotient (2024)</b>	1.71

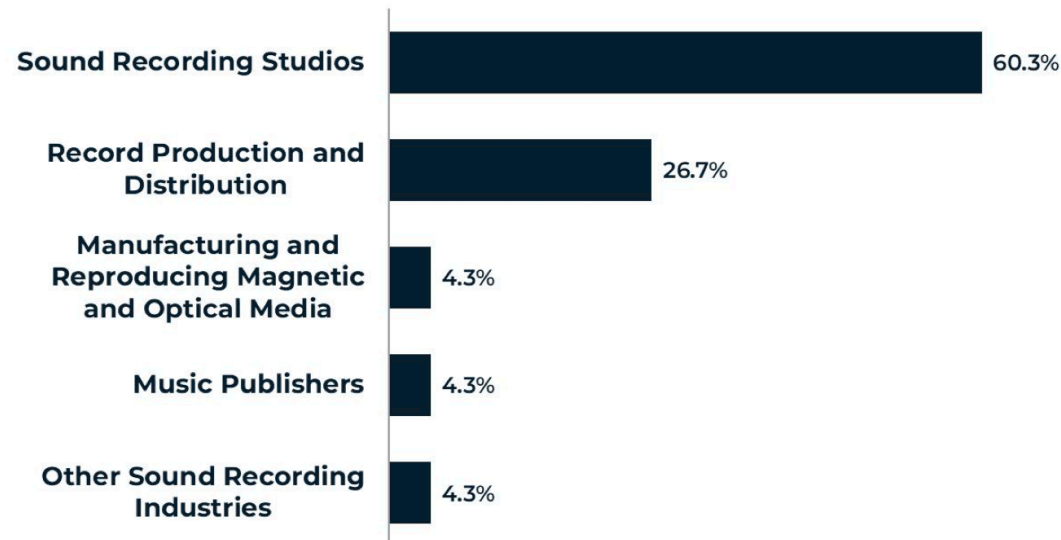
# The Sound Recording & Music Publishing industry is small in Boston and employment has fallen to just 116 in 2024

## Sound Recording & Music Publishing business examples:

- The Soundtrack Group
- Russ-Hix Music
- Caveman Music
- Berklee revelation Records

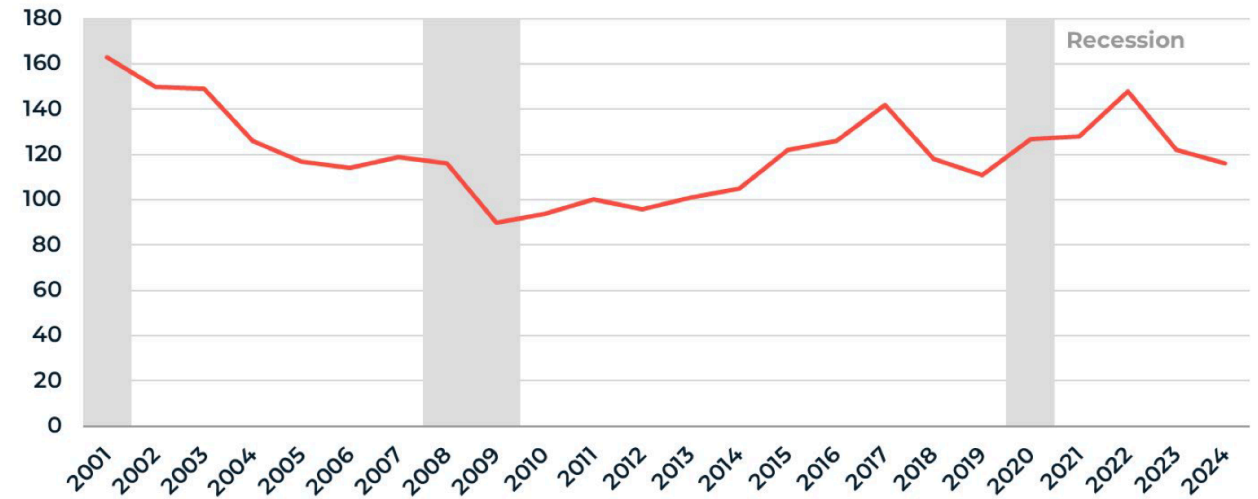
## DETAILED INDUSTRY EMPLOYMENT

Suffolk County, 2024



## CHANGE IN EMPLOYMENT IN SOUND RECORDING & MUSIC PUBLISHING

Suffolk County, 2001-2024



<b>Employment (2024)</b>	116
<b>Employment Growth (2021 - 2024)</b>	-9.4%
<b>Average Wages &amp; Benefits (2024)</b>	\$73,877
<b>Number of Establishments (2022)</b>	14
<b>Location Quotient (2024)</b>	0.78

# The creative industry contributes to Boston's economy and workforce

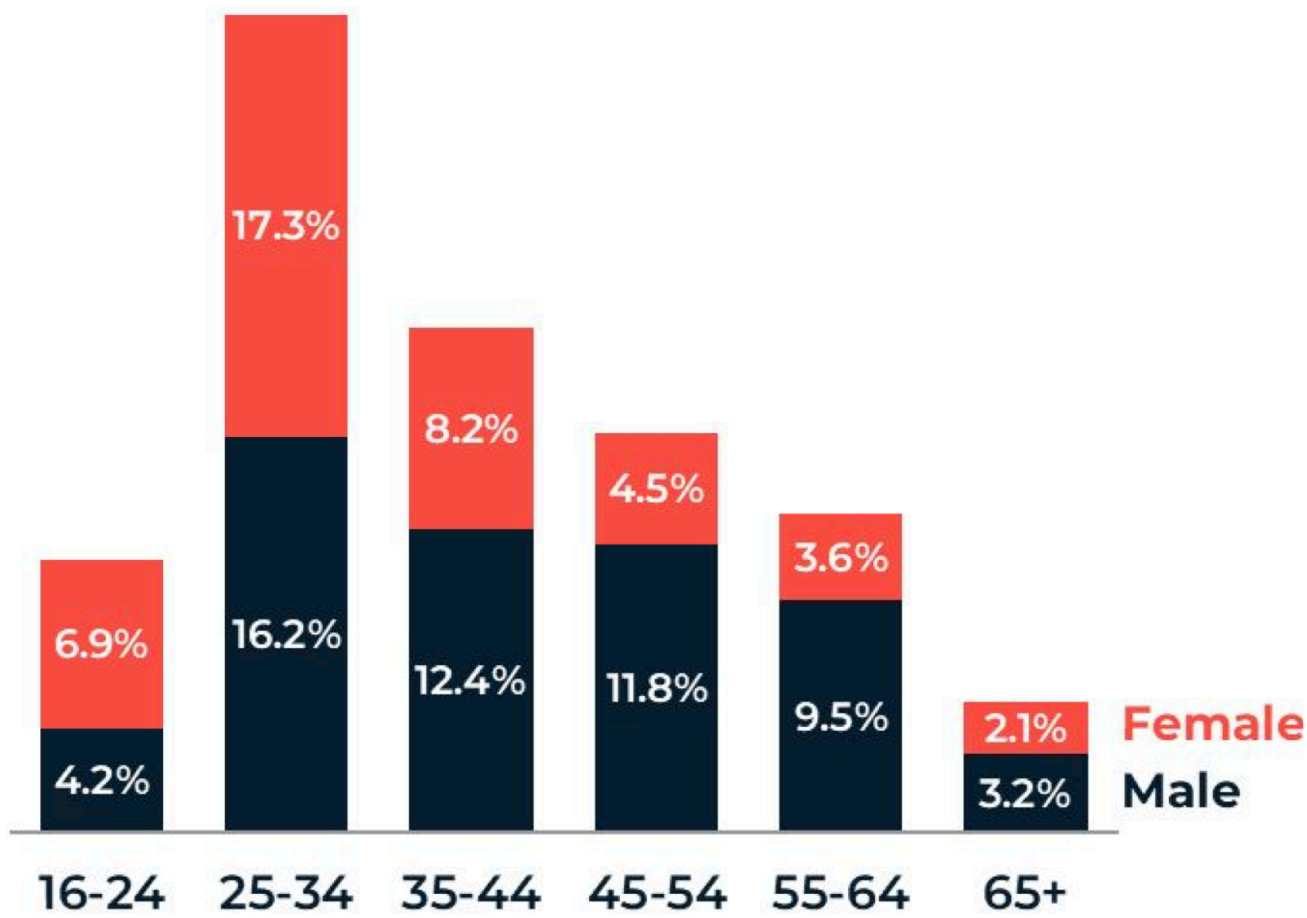
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- Creative industries support the employment of 70,000 workers in Boston
  - 35,905 are jobs that are directly related to the creative industry
  - 34,095 are indirect or induced jobs due to the creative industry
- Creative industries also contribute about \$15 billion in GCP to Boston's economy
- Workers in creative industries in Boston provide about \$0.49 billion in state income taxes to the Massachusetts economy

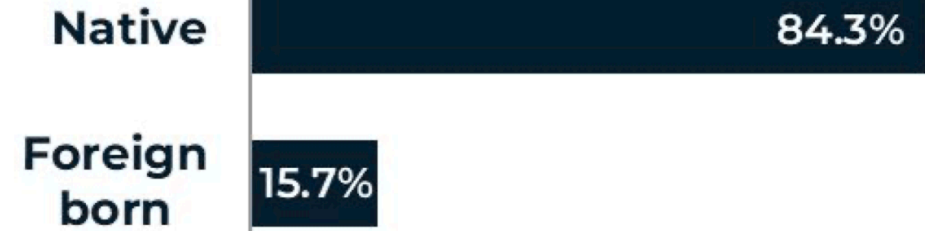
# WORKERS IN CREATIVE INDUSTRIES

People working in Suffolk County, 2023

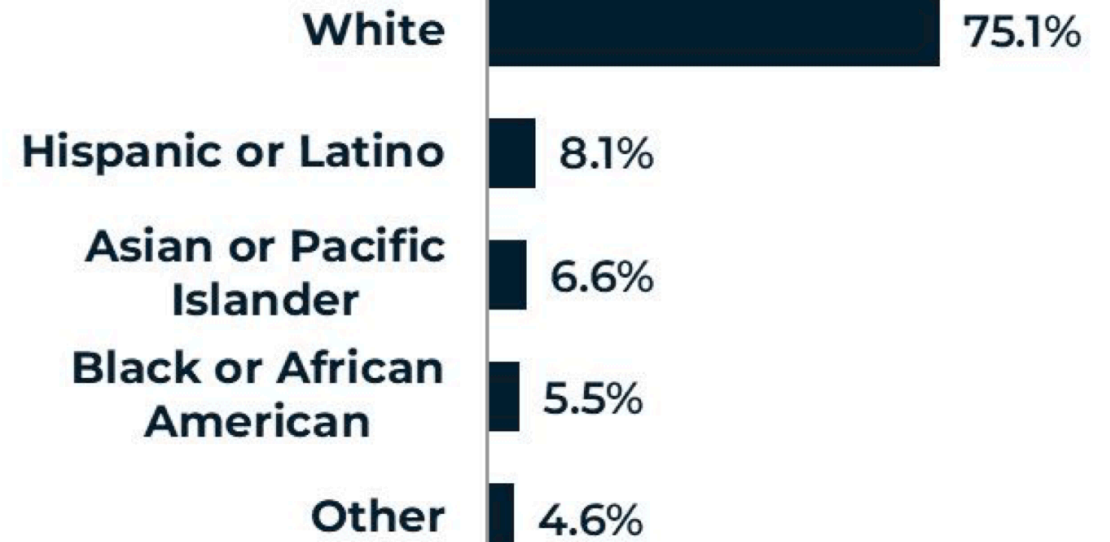
## AGE & GENDER



## U.S. NATIVITY



## RACE



Source: ACS 5-Year PUMS, City of Boston Planning Department Research Division Analysis. Note: Hispanics can be of any race but are reportedly separately here. Other racial groups are non-Hispanics only.

# TOP MUSEUMS IN BOSTON SAW A **CONTINUED** PANDEMIC RECOVERY IN 2024

## Museum of Fine Arts (MFA)

While the MFA's attendance has not returned to its historic high in 2019, its attendance has been steadily increasing

## Isabella Stewart Gardner

The Isabella Stewart Gardner museum saw attendance fully recover and **grow significantly** post pandemic

## Institute of Contemporary Art (ICA)

The ICA saw attendance **exceed** pre-pandemic levels.

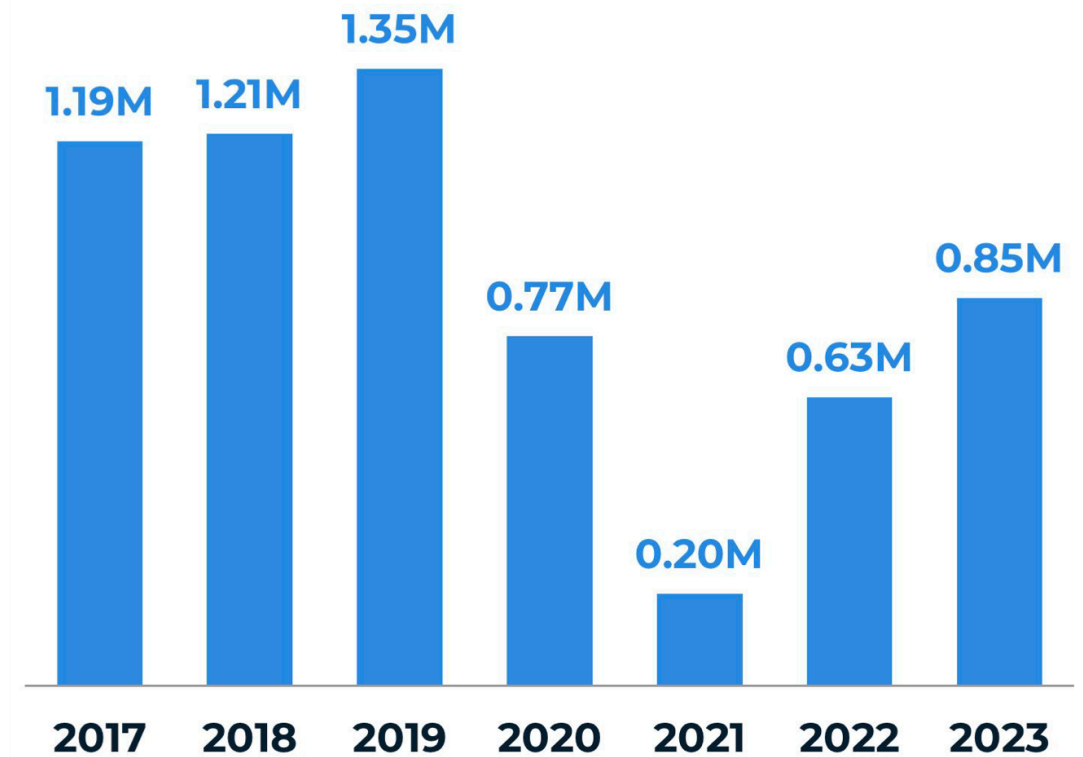
# CREATIVE INDUSTRIES TRENDS *MUSEUMS*

## PANDEMIC RECOVERY



### MFA ATTENDANCE

FY2017 - FY2023



CREATIVE INDUSTRIES TRENDS **MUSEUMS**  
**PANDEMIC RECOVERY**



The ICA saw

**311,000**

visitors in FY 2023

up

**14.4%**

from FY 2019

CREATIVE INDUSTRIES TRENDS **MUSEUMS**  
**PANDEMIC RECOVERY**



The Isabella Stewart Gardner saw

**446,699**

visitors in CY 2024

up

**32.9%**

from FY 2019\*

**WHILE THE BOSTON  
CONCERT MARKET  
GROWS,  
LARGE PERFORMING  
ARTS ORGANIZATIONS  
STRUGGLE TO RECOVER  
POST PANDEMIC**

**BOSTON CONCERT MARKET GROWS**

Boston continued its rise in national concert market rankings, climbing from No.22 in 2022 to No.5 in 2024

**MGM MUSIC HALL TOP CLUB**

MGM Music Hall in Fenway was the leading club nationally and internationally, selling 469,015 tickets for a gross of \$28.5M

**UNEVEN PANDEMIC RECOVERY**

While Boston's club ticket sales grow, many performing arts organizations report attendance levels lower than pre-pandemic

**CREATIVE INDUSTRIES TRENDS** *PERFORMING ARTS*

**5 BOSTON CLUBS CHART IN THE TOP 50 CLUBS WORLDWIDE**



	World Ranking	Tickets Sold	Gross
<b>MGM Music Hall</b>	1	469K	28.5M
<b>Citizens House of Blues Boston</b>	7	191K	7.8M
<b>Big Night Live</b>	10	161.7K	5.5M
<b>The Wilbur</b>	14	156K	9M
<b>Paradise Rock Club</b>	33	86.9K	2.6M



CREATIVE INDUSTRIES TRENDS **PERFORMING ARTS**

# NON-CLUB PERFORMING ARTS ORGANIZATIONS HAVE STRUGGLED TO RECOVER TO PRE-PANDEMIC ATTENDANCE

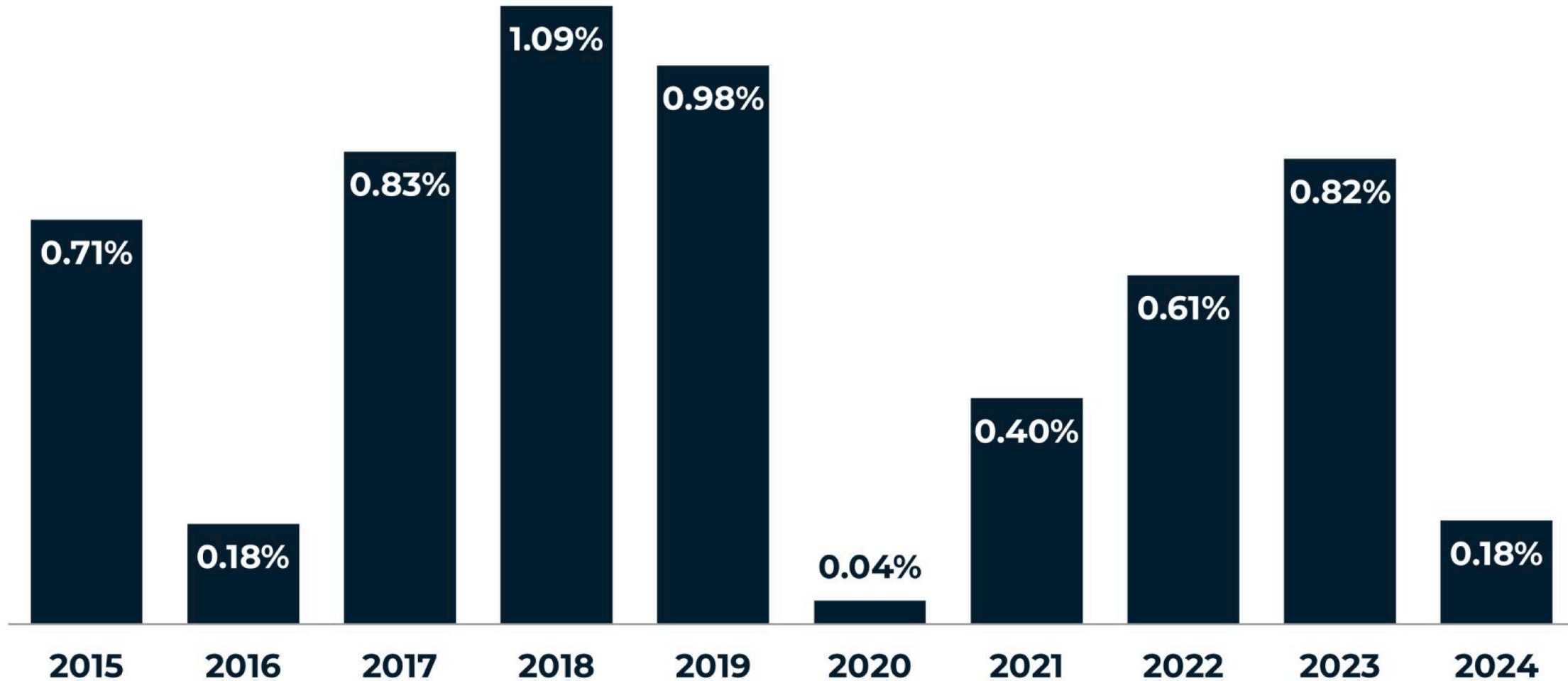
Large Boston Performing Arts Organizations Attendance, FY2019 vs FY2023



Note: Methodological change in BSO attendance counting between FY19 and FY23 reduces attendance types taken into account.  
Source: Boston Business Journal, City of Boston Planning Department Research Division Analysis.

# The average cultural share of square footage approved by the BPDA Board over the last decade is 0.58%

*Cultural Square Footage Share of Article 80 Approvals, 2015-2024*



Source: City of Boston Planning Department Development Review Development Database, City of Boston Planning Department Research Division Analysis.

# CREATIVE OCCUPATIONS



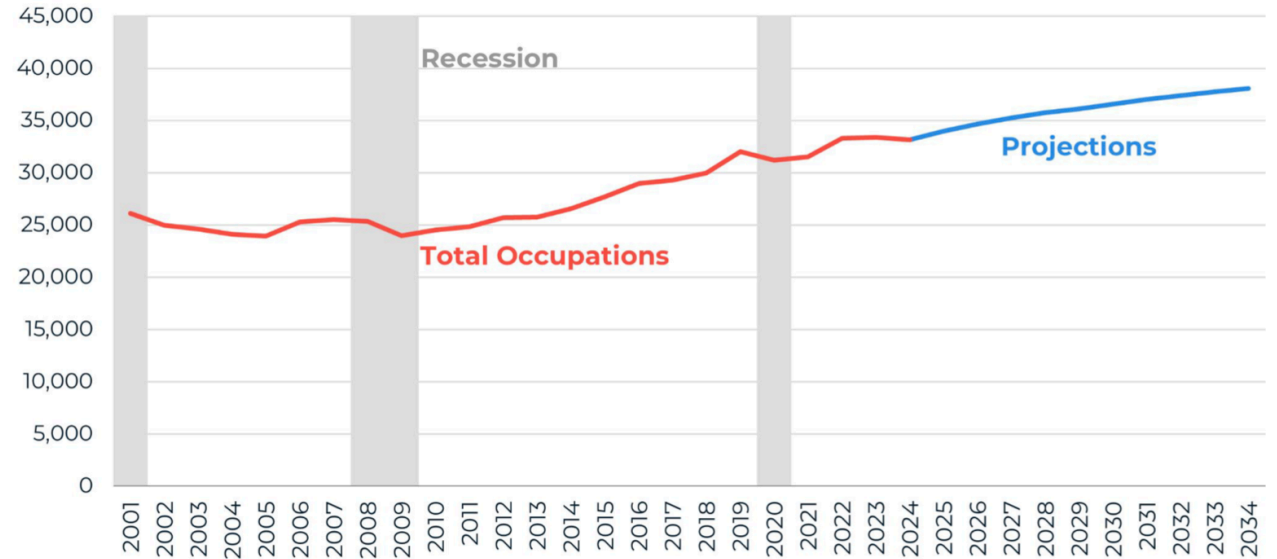
City of Boston  
Planning Department

# Creative occupations employ approximately 33,000 workers in Suffolk County (4.3% of all workers)

- **Common Skills:** writing, software engineering, problem solving, creativity
- **Typical Entry Level Education:** 74% BA

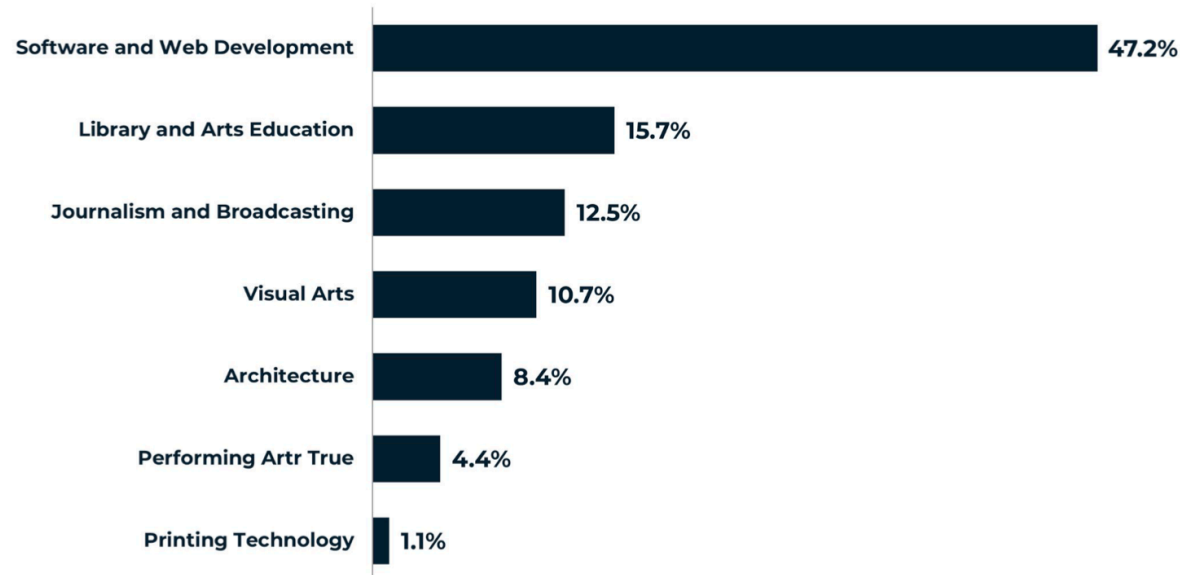
## CHANGE IN ALL CREATIVE OCCUPATIONS

Suffolk County, 2001 - 2024, Projected 2025-2034



## DETAILED OCCUPATION EMPLOYMENT

Suffolk County, 2024



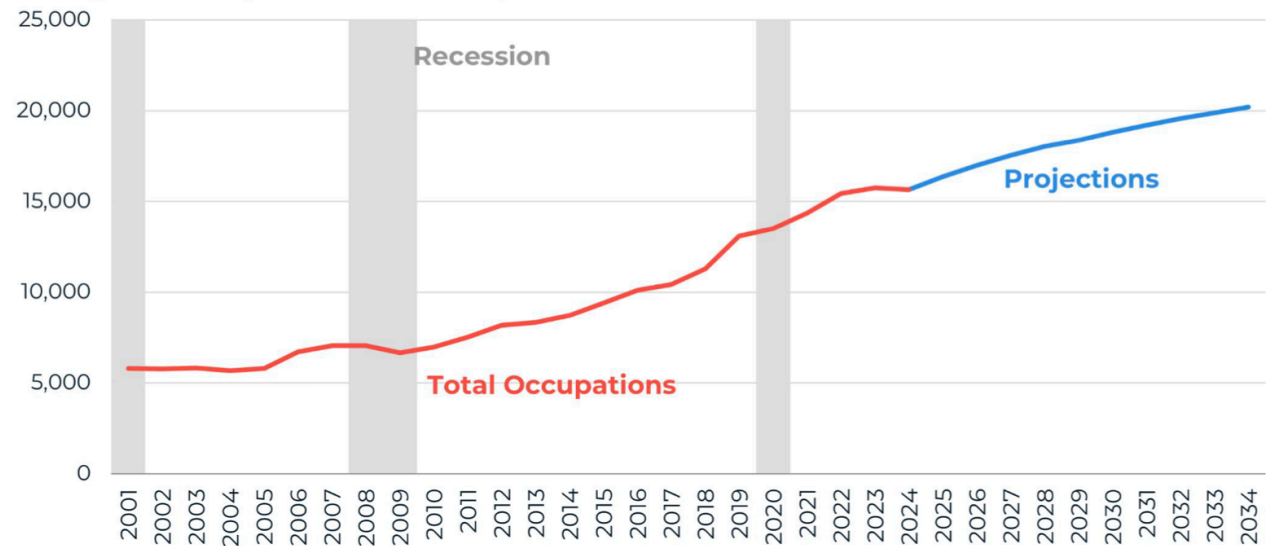
<b>Employment (2024)</b>	33,169
<b>Employment Growth (2021 - 2024)</b>	5.2%
<b>Proj. Employment Growth (2025 - 2034)</b>	12.1%
<b>Average Wages &amp; Benefits (2024)</b>	\$119,211
<b>Location Quotient (2024)</b>	1.79

# Software and web developer jobs have increased rapidly since 2001, reaching 15,000 in 2024, more than half of all creative workers

- **Common skills:** computer science, software engineering, agile methodology, and software development
- **Typical Entry Level Education:** nearly 100% BA

## CHANGE IN OCCUPATIONS: SOFTWARE AND WEB DEVELOPMENT

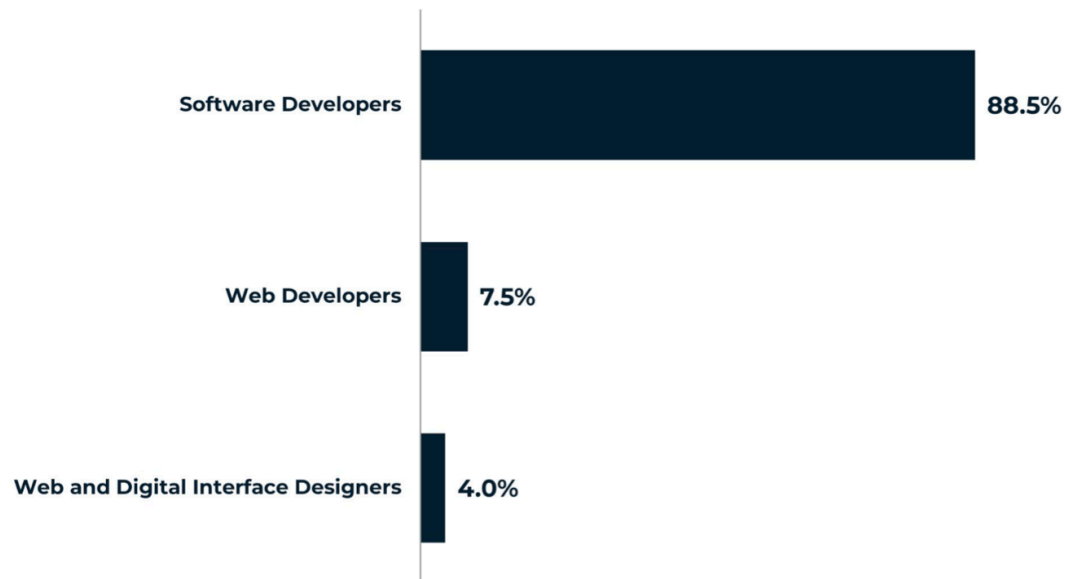
Suffolk County, 2001 - 2024, Projected 2025-2034



<b>Employment (2024)</b>	15,648
<b>Employment Growth (2021 - 2024)</b>	8.8%
<b>Proj. Employment Growth (2025 - 2034)</b>	23.4%
<b>Average Wages &amp; Benefits (2024)</b>	\$149,703
<b>Location Quotient (2024)</b>	1.75

## DETAILED OCCUPATION EMPLOYMENT

Suffolk County, 2024

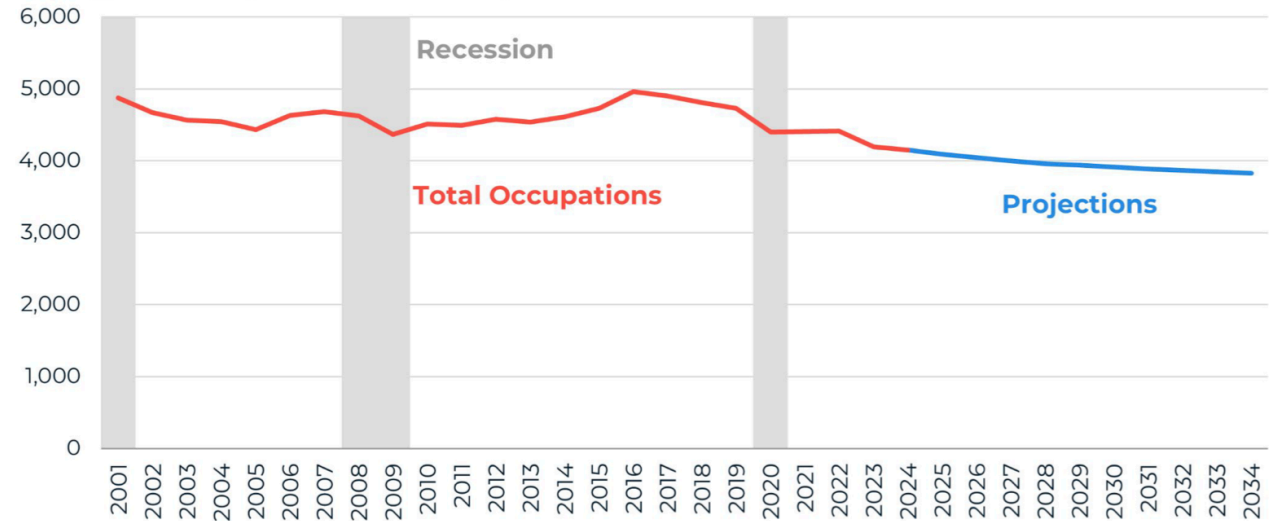


# Journalism and broadcasting occupation employment has been declining since 2016 and is projected to continue to decline

- **Common Skills:** writing, detail oriented, editing, and research
- **Typical Entry Level Education:** 70% Bachelor's degree

## CHANGE IN OCCUPATIONS: JOURNALISM AND BROADCASTING

Suffolk County, 2001 - 2024, Projected 2025-2034



## DETAILED OCCUPATION EMPLOYMENT

Suffolk County, 2024



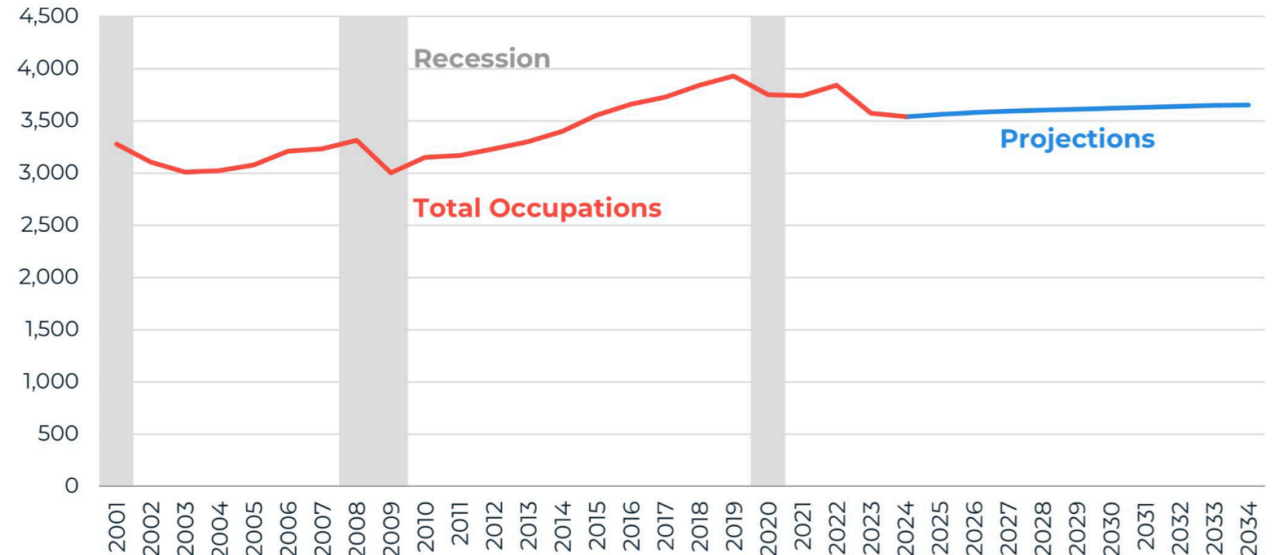
<b>Employment (2024)</b>	4,154
<b>Employment Growth (2021 - 2024)</b>	-5.8%
<b>Proj. Employment Growth (2025 - 2034)</b>	-6.4%
<b>Average Wages &amp; Benefits (2024)</b>	\$85,351
<b>Location Quotient (2024)</b>	1.73

# Visual arts employment has grown modestly since 2001, reaching ~3,500 workers, half of whom are graphic or interior designers

- Common skills: marketing, Adobe photoshop, presentations, and adobe illustrator
- Typical Entry Level Education: 88% Bachelor's degree

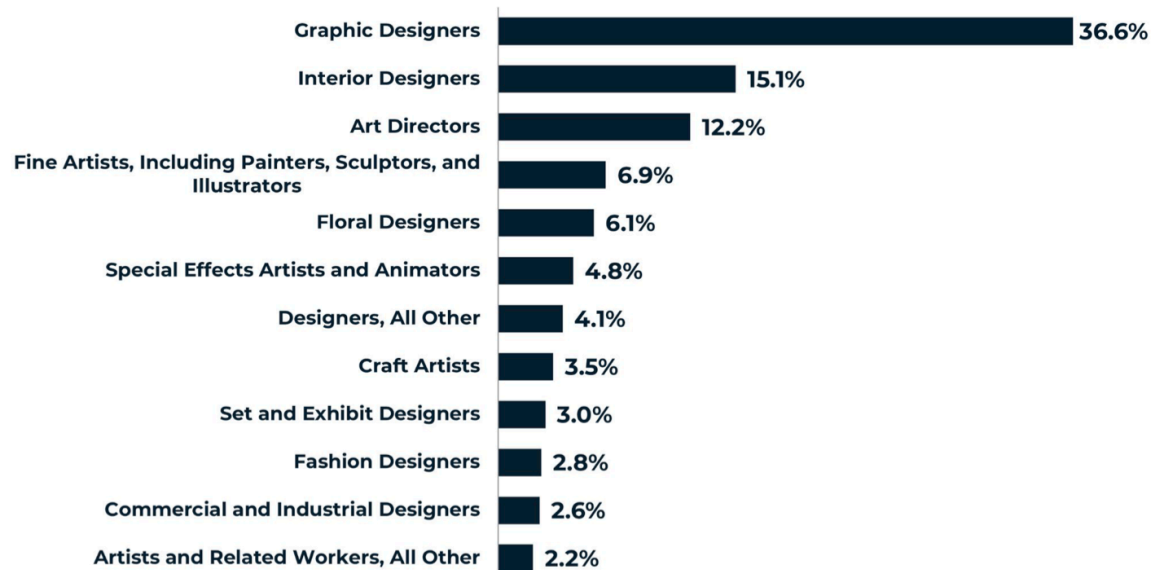
## CHANGE IN OCCUPATIONS: VISUAL ARTS

Suffolk County, 2001 - 2024, Projected 2025-2034



## DETAILED OCCUPATION EMPLOYMENT

Suffolk County, 2024

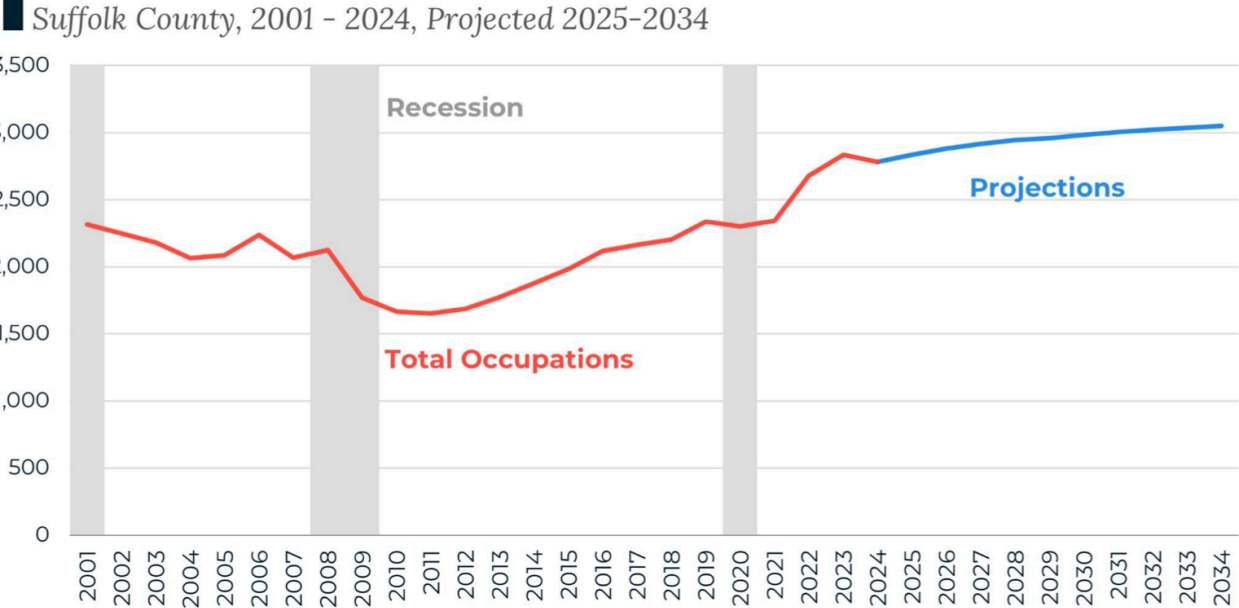


<b>Employment (2024)</b>	3,541
<b>Employment Growth (2021 - 2024)</b>	-5.4%
<b>Proj. Employment Growth (2025 - 2034)</b>	2.6%
<b>Average Wages &amp; Benefits (2024)</b>	\$85,220
<b>Location Quotient (2024)</b>	1.5

# Architecture occupations have been growing since the end of the Great Recession, and are an area of specialization for Boston

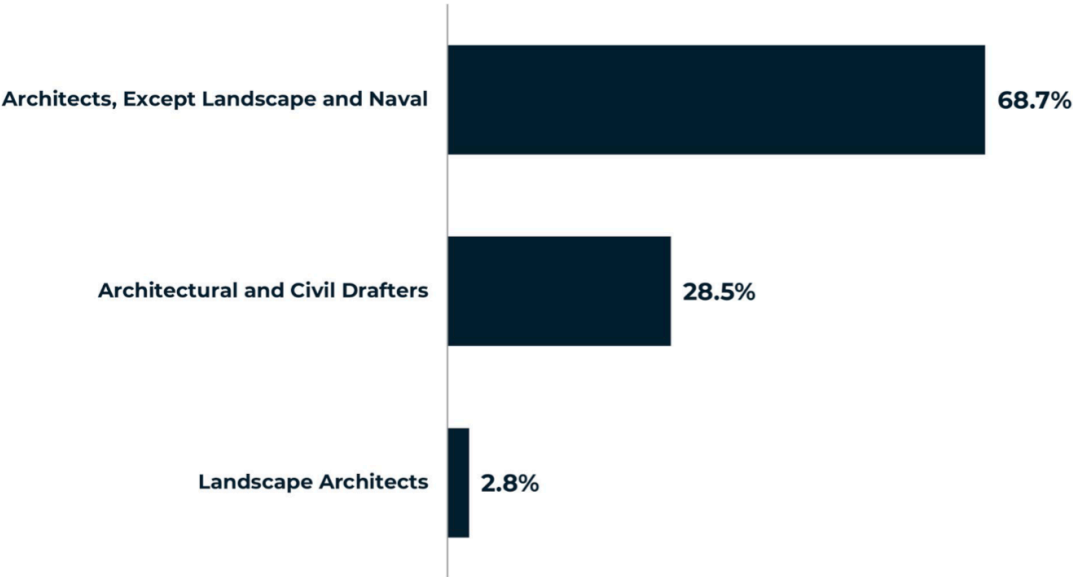
- **Common Skills:** Autodesk Revit, AutoCAD, project management, and planning
- **Typical Entry Level Education:** 71% Bachelor's degree

## CHANGE IN OCCUPATIONS: ARCHITECTURE



## DETAILED OCCUPATION EMPLOYMENT

Suffolk County, 2024



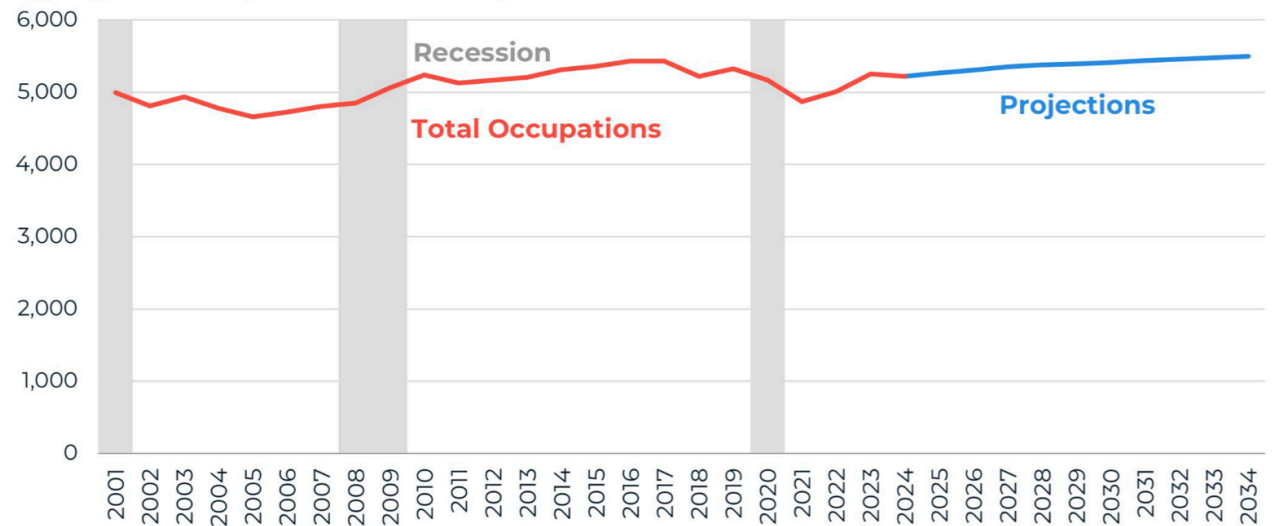
<b>Employment (2024)</b>	2,783
<b>Employment Growth (2021 - 2024)</b>	18.8%
<b>Proj. Employment Growth (2025 - 2034)</b>	7.6%
<b>Average Wages &amp; Benefits (2024)</b>	\$103,506
<b>Location Quotient (2024)</b>	2.4

# Library and arts education occupations have recovered from the pandemic, growing just over 7 percent since 2021.

- **Common skills:** collections, research, teaching, and management
- **Typical Entry Level Education:** 65% Doctoral or professional degree

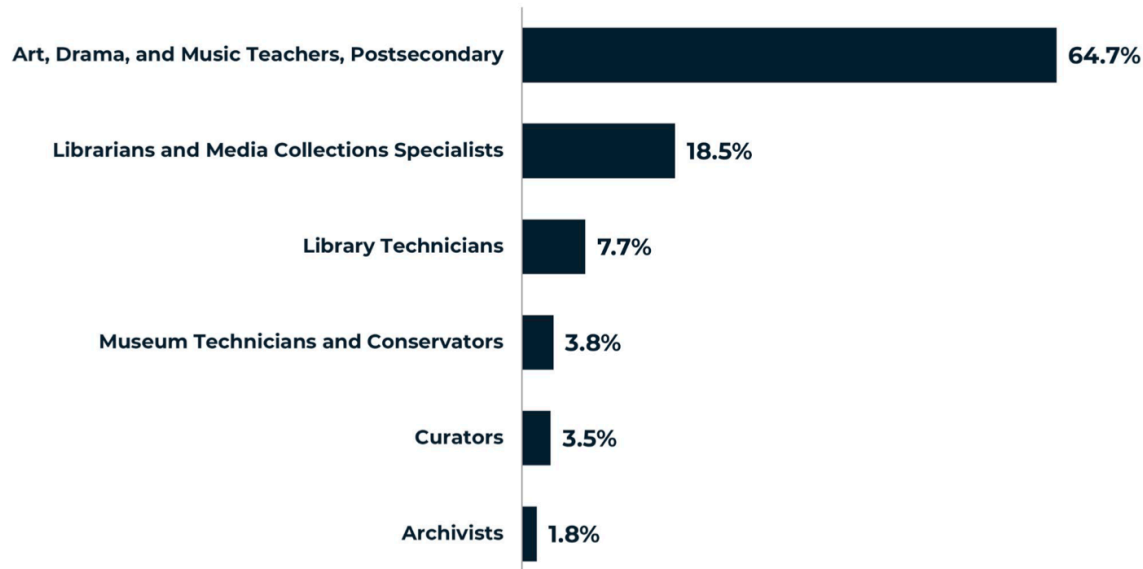
## CHANGE IN OCCUPATIONS: LIBRARY AND ARTS EDUCATION

Suffolk County, 2001 - 2024, Projected 2025-2034



## DETAILED OCCUPATION EMPLOYMENT

Suffolk County, 2024



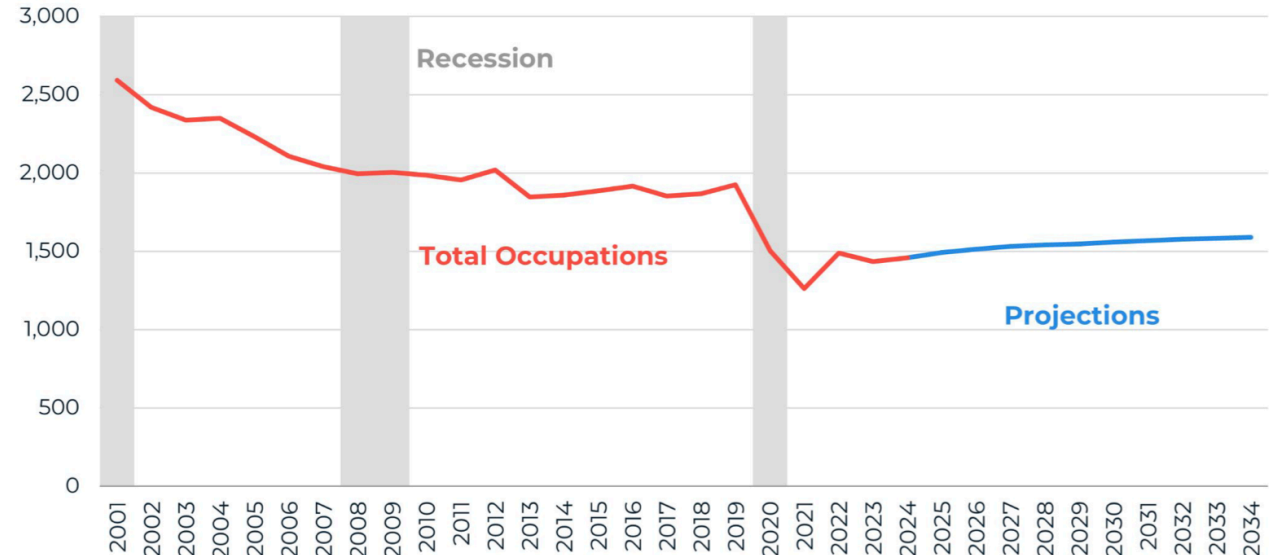
<b>Employment (2024)</b>	5,221
<b>Employment Growth (2021 - 2024)</b>	7.1%
<b>Proj. Employment Growth (2025 - 2034)</b>	4.4%
<b>Average Wages &amp; Benefits (2024)</b>	\$82,328
<b>Location Quotient (2024)</b>	3.02

# Performing arts employment dipped in the pandemic to less than 1,500 and has not yet recovered

- **Common skills:** sales, customer service, teaching, and management
- **Typical Entry Level Education:** 60% no formal education credential

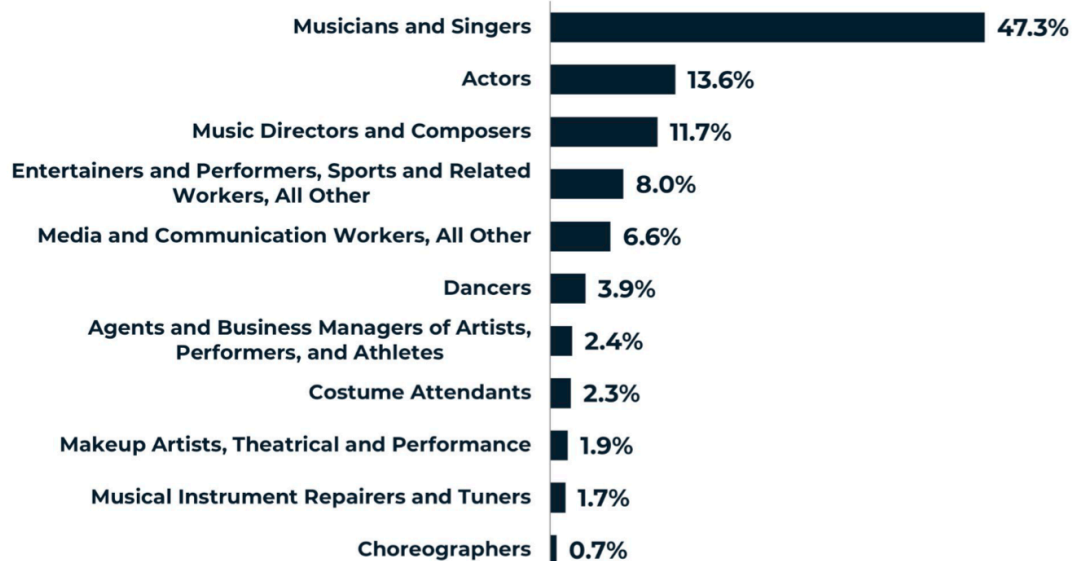
## CHANGE IN OCCUPATIONS: PERFORMING ARTS

Suffolk County, 2001 - 2024, Projected 2025-2034



## DETAILED OCCUPATION EMPLOYMENT

Suffolk County, 2024



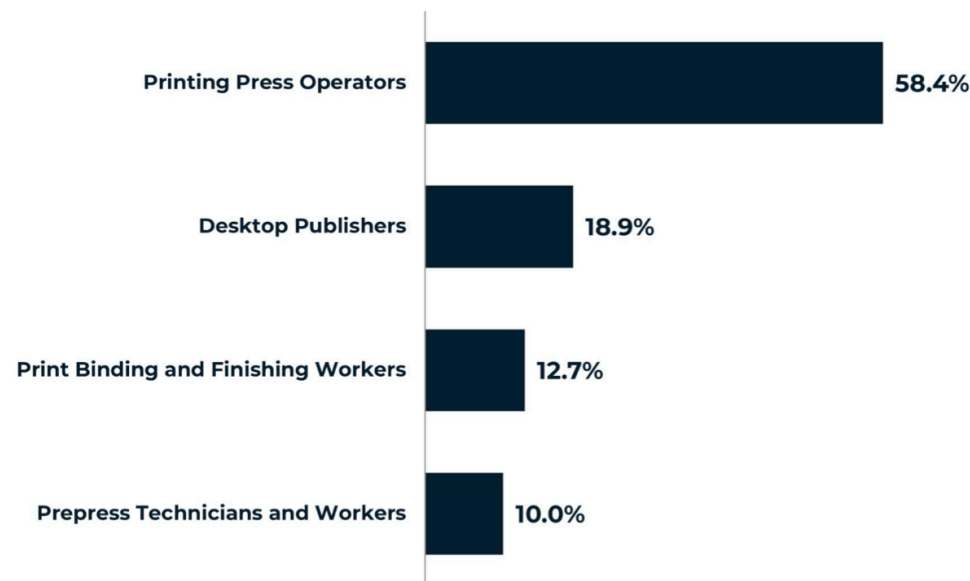
<b>Employment (2024)</b>	1,459
<b>Employment Growth (2021 - 2024)</b>	15.6%
<b>Proj. Employment Growth (2025 - 2034)</b>	6.4%
<b>Average Wages &amp; Benefits (2024)</b>	\$96,883
<b>Location Quotient (2024)</b>	1.11

# Employment in printing occupations has declined rapidly to only 364 workers

- **Common skills:** customer service, lifting ability, detail oriented, and management
- **Typical Entry Level Education:** 71% HS or equivalent

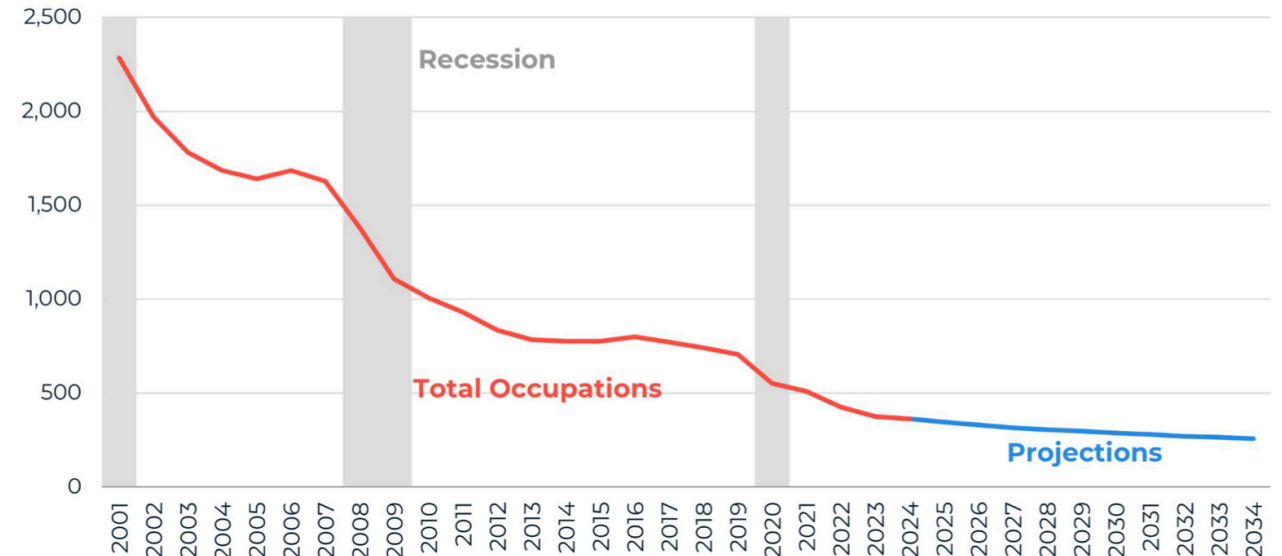
## DETAILED OCCUPATION EMPLOYMENT

Suffolk County, 2024



## CHANGE IN OCCUPATIONS: PRINTING TECHNOLOGY

Suffolk County, 2001 - 2024, Projected 2025-2034

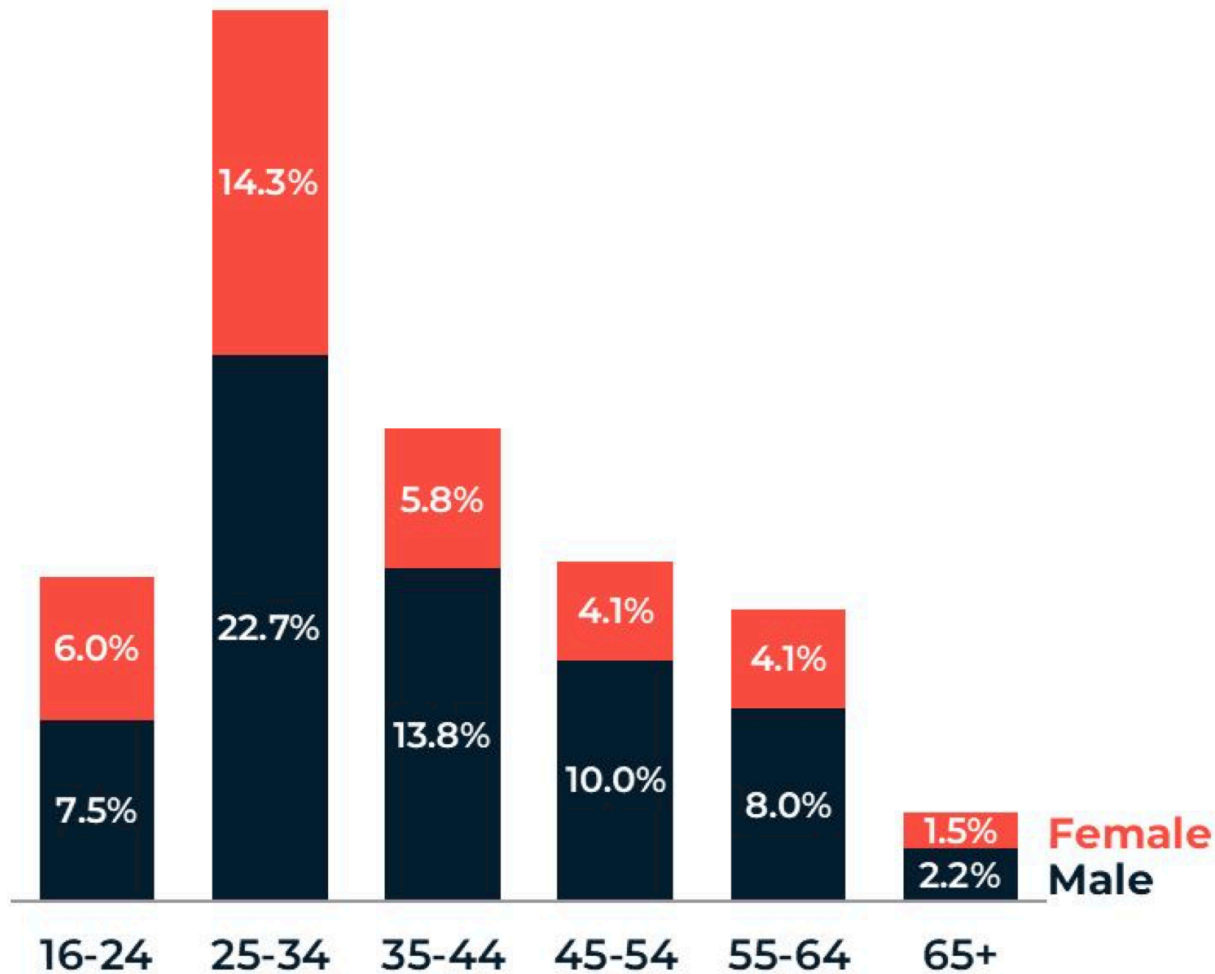


<b>Employment (2024)</b>	364
<b>Employment Growth (2021 - 2024)</b>	-28.6%
<b>Proj. Employment Growth (2025 - 2034)</b>	-25.4%
<b>Average Wages &amp; Benefits (2024)</b>	\$57,899
<b>Location Quotient (2024)</b>	0.36

# WORKERS IN CREATIVE OCCUPATIONS

People working in Suffolk County, 2023

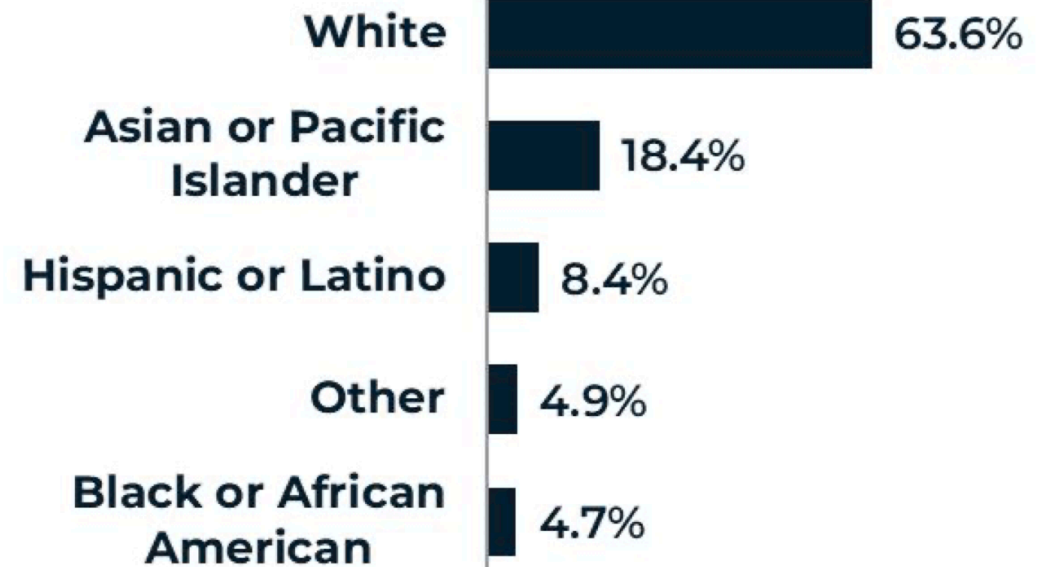
## AGE & GENDER



## U.S. NATIVITY



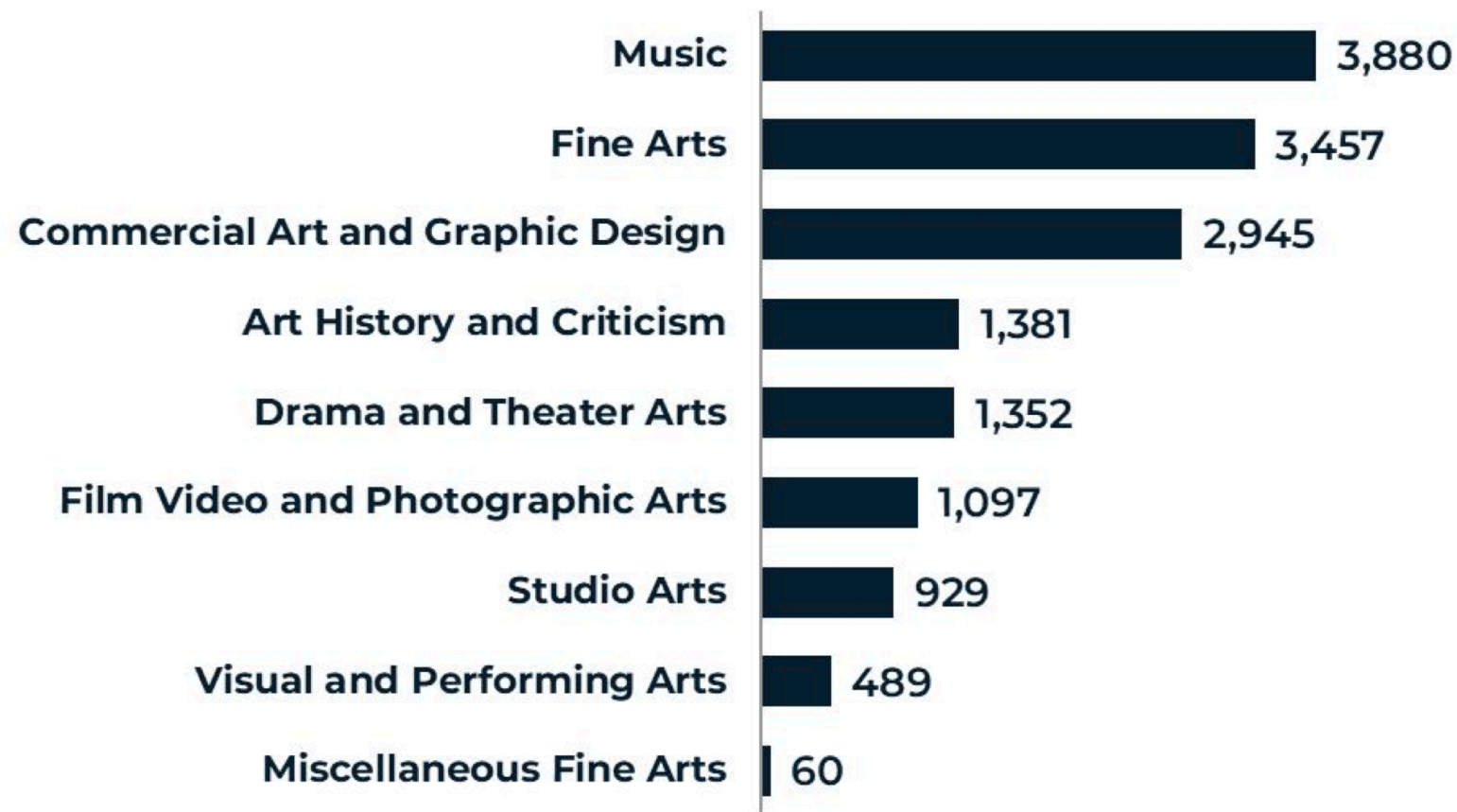
## RACE



Source: ACS 5-Year PUMS, City of Boston Planning Department Research Division Analysis. Note: Hispanics can be of any race but are reportedly separately here. Other racial groups are non-Hispanics only.

# 15,590 Boston residents hold a degree in the Arts - while they may or may not have day jobs in creative occupations, they likely find outlets for creative expression

*Boston residents with degrees in the arts, 2023*



Music and Fine Arts are the two most common arts degrees in Boston.

Music is especially prominent, likely due to institutions like Boston Conservatory at Berklee and the New England Conservatory.

Fine Arts degrees are supported by schools such as MassArt and the Tufts School of the Museum of Fine Arts.

# Trends in Boston's Creative Economy

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- **The Creative Economy is High Tech**
  - Software internet publishing is the largest industry (30%) and software and web development workers is the largest occupation (52.5%) in the creative economy
  - 36.5% of visual artists are graphic designers
- **The Creative Economy supports the built environment**
  - 16.7% of creative industry employment and 11% of creative occupations are in architecture, landscape architecture, or interior design
- **Traditional print and broadcast media employment declined 2001-2024**
  - Journalism and broadcasting occupation employment fell 14.8%
  - Publishing and Printing industry employment fell 60.4%
  - TV and radio broadcasting employment fell 38.9%
- **The Arts are operating at smaller scales**
  - The overall number of performing or visual artists (except graphic or interior designers) fell by 25.4% 2001 to 2024, while the number of (largely self-employed) independent artists grew by 113.4%
  - Smaller music clubs and museums are thriving while larger arts organizations such as the BSO and MFA are struggling to regain pre-pandemic attendance

# APPENDIX: DATA & LIMITATIONS

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## U.S. Census Bureau, County Zip Business Patterns 2022 (*Business Establishments*)

- Due to data availability limitations in the dataset, certain 6 digit naics codes were aggregated up a NAICS digit level to ensure maximum data capture. If aggregation was not possible, the 6-digit NAICS code was omitted. Please see industries with omitted NAICS codes below:
  - Applied Arts: 541340.
  - Art Manufacturing: 327212.
  - Film, Video, & Photography: 532282, 325992. 812921 is replaced with 81292.
  - Performing Arts: 339992.
  - Sound recording and music publishing: 334613.

## Lightcast Q1 2025 Dataset (*Industries and Occupations*)

- Includes both payroll and self-employment, but may not capture all part-time gig workers
- The industry data that Lightcast provides is filterable by Nation, State, MSA, County, Census Tract, and ZIP. Therefore, to compare Boston to similar cities, MSAs were chosen as the closest-related geography.