

Hampshire County

Mass Cultural Council and its partners worked with Diversity North Group to design a cultural asset inventory to describe, understand, and direct policy and support to individuals and organizations that populate Massachusetts' cultural sector.

3,043
INDIVIDUALS/GENERATORS



\$51K
MEDIAN
INDIVIDUAL
INCOME
COMPARED TO MASS
LIVING WAGE OF \$58K

9%
BIPOC



3.6%
OF THE COUNTY
WORKFORCE

4%
PEOPLE WITH
DISABILITIES

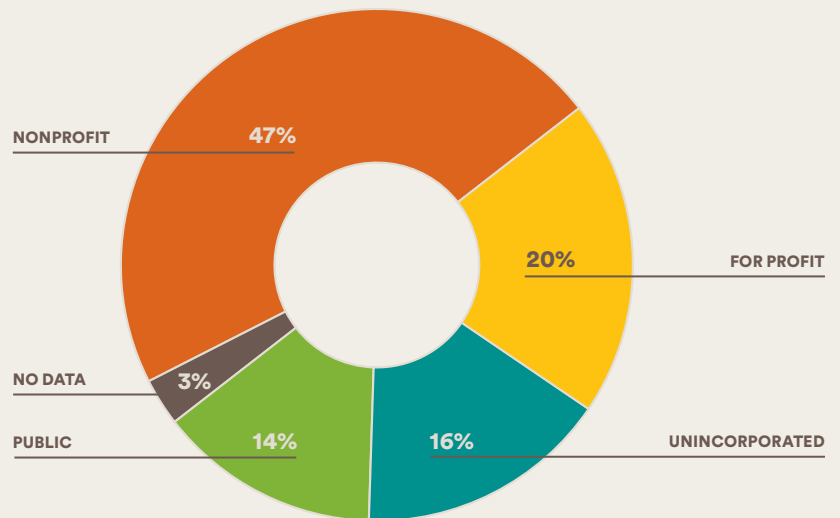
Not included in this study: people making <50% income from their creative occupation, cultural workers, teachers
Source: American Community Survey Data, Federal Census.



ORGANIZATIONS
761

(ARTS, HUMANITIES & SCIENCES)

5.1%
OF THE STATE'S TOTAL



HAMPSHIRE COUNTY
MOST POPULOUS
GENERATOR
OCCUPATIONS >>>>



GRAPHIC
DESIGNERS



LIBRARIANS & MEDIA
COLLECTIONS SPECIALISTS



OTHER
DESIGNERS

Glossary of terms:

GENERATORS: Set of individuals in 36 cultural occupations (identified by Mass Cultural Council) from American Community Service (ACS) data who make more than half of their income from one of these 36 occupations. Not included in this set of Generators are individuals earning less than half their income from these occupations or working unpaid; individuals working in cultural institutions in other professions (e.g., administrators, educators); and K-12 and college/university teachers in arts, humanities, and sciences.

MASSACHUSETTS LIVING WAGE: According to the MIT Living Wage Calculator (<https://livingwage.mit.edu/states/25/locations>) Massachusetts Living Wage of 1 adult with no children is \$58,011 as of December 2024. There is wide variability in the incomes across Generator occupations. Only 8 out of 36 occupations have a median individual income higher than the Massachusetts Living Wage for 1 adult with no children.

BIPOC: Black, Indigenous, and People of Color. The data includes the ACS categories of American Indian or Alaska Native, Asian, Black or African American, and Native Hawaiian or Other Pacific Islander and the ACS data category of “Hispanic or Latino.”

DISABILITIES: Percent of people as defined by ACS has having “Difficulties” or “cognitive, ambulatory, can’t live independently, can’t self-care, serious vision difficulty interfering with work, serious hearing difficulty interfering with work”.

OTHER DESIGNERS: Designers not included in one of the other design related occupations: graphic designers, interior designers, floral designers, web and digital interface designers, commercial and industrial designers, or fashion designers.

Thanks to our partners, funders, and data contributors:

American Association for State
and Local History

Arts Connect International

Arts Foundation of Cape Cod

Assets for Artists

Berkshire Taconic Community Foundation

Board of Library Commissioners

Cambridge Community Foundation

Community Foundation of MetroWest

Community Foundation of
Western Massachusetts

Converse

CreativeGround, a project of the
New England Foundation for the Arts

Essex County Community Foundation

Greater Lowell Community Foundation

Greater Worcester Community Foundation

MASSCreative

Mass Humanities

SouthCoast Community Foundation

The Boston Foundation

The New Commonwealth Racial Equity &
Social Justice Fund

Worcester Cultural Coalition