



tool created by Ty Stratton

US CENSUS BUREAU REPORT

MARION COUNTY

2022

BAKED GOODS STORES

WORKFORCE

29

BUSINESSES

5

TOTAL EMPLOYEE EARNINGS

\$594.0K

LARGEST CREATIVE INDUSTRY

Engineering Services

\$1.3B

STATE MEDIAN SALARY FOR CREATIVE JOBS (ACS 2019-2023)

\$44,023

Weighted average for Indiana creative economy workers



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About This Report

This report offers a comprehensive analysis of the creative economy in Marion County, Indiana for 2022. It provides key metrics on workforce size, business establishments, and annual payroll, while comparing Marion County with other counties in Indiana.

Use this report to understand Marion County's position in the creative economy landscape, identify growth opportunities, and make data-driven decisions about economic development initiatives.



DATA SOURCES

This report relies on the following authoritative data sources

U.S. Census Bureau's County Business Patterns

CBP

Primary data source for industry-level business statistics, analyzed using the NAICSC2017 table by NAICS code.

ANNUAL PAYROLL

NAICS2017 PAYANN

ESTABLISHMENTS

NAICS2017 ESTAB

EMPLOYMENT

NAICS2017 EMP

Data Period

2022

U.S. Census Bureau's American Community Survey

ACS

Used for occupation-based salary data for creative workers, specifically focusing on Arts, Design, Entertainment, Sports, and Media occupations.

MALE MEDIAN SALARY

B24012_015E

FEMALE MEDIAN SALARY

B24012_051E

POPULATION

S2401_C01_014E

ARTS & MEDIA

B24011_013E

Data Period

2019-2023



DATA SOURCES (CONT.)

U.S. Bureau of Economic Analysis

BEA

Regional Price Parities (RPPs) measure the differences in price levels across states and metropolitan areas for a given year, expressed as a percentage of the overall national price level.

REGIONAL PRICE PARITIES

SARPP Line 5

Data Period

2019-2023



ANNUAL PAYROLL RANKINGS BY COUNTY

MARION

2022

BAKED GOODS STORES

CBP

RANK 2022 CREATIVE ECONOMY DATA	COUNTY	ANNUAL PAYROLL	RANK 2021
1 ↑	Marion	\$594,000	4
2 ↑	St. Joseph	\$392,000	5
3 (NEW)	Lake	\$312,000	N/A

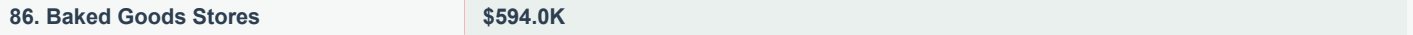
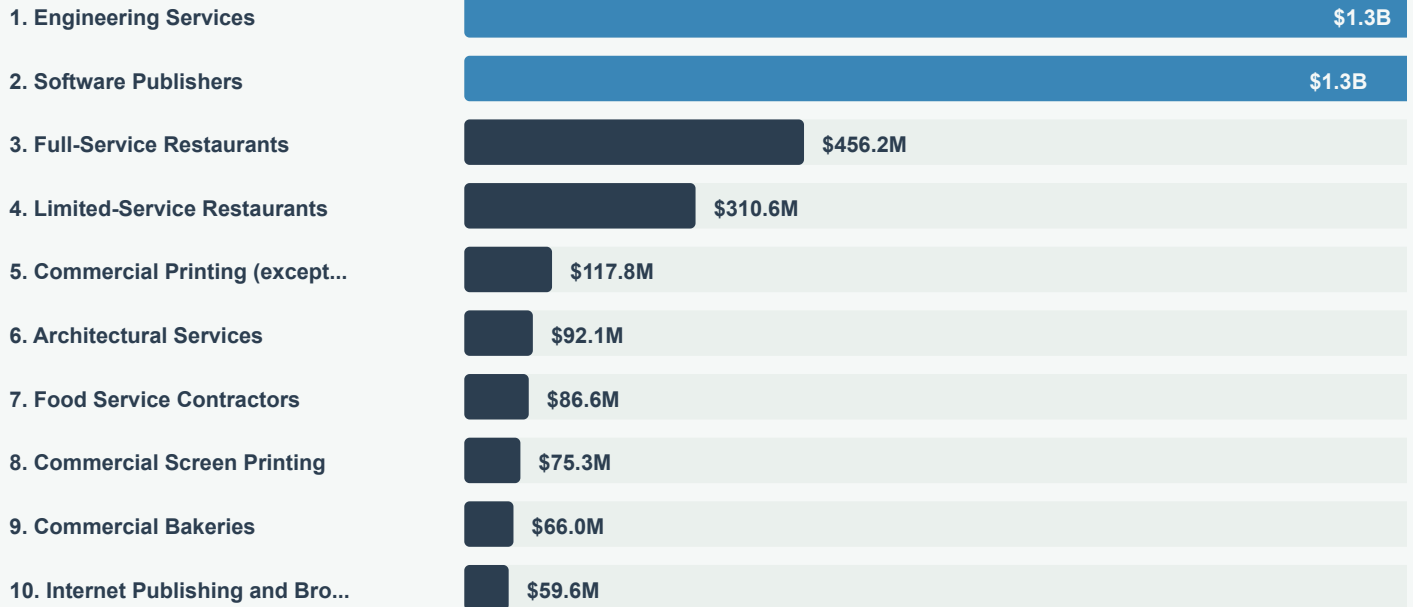
* This table shows the top 10 Indiana counties by total annual payroll for Baked Goods Stores in 2022, offering a snapshot of where the creative industry has the largest economic footprint and strongest local impact.



TOP INDUSTRIES BY TOTAL EMPLOYEE EARNINGS

MARION

CBP



Total Employee Earnings Scale



Selected Industry



RETAIN INDIANA TALENT

ACS

2019-2023

Based on American Community Survey (ACS) data for Arts, Design, Entertainment, Sports, and Media occupations
States are ranked by cost of living adjusted salary

RANK	STATE	WEIGHTED MEDIAN SALARY	COLI	ADJUSTED SALARY	COMPARED TO INDIANA
1	Rhode Island	\$61,040	103	\$59,447	+\$11,732
2	Pennsylvania	\$55,709	97	\$57,443	+\$9,727
3	New York	\$61,664	109	\$56,482	+\$8,766
4	New Jersey	\$61,893	110	\$56,285	+\$8,570
5	Maryland	\$59,445	106	\$56,277	+\$8,561
6	Texas	\$55,247	98	\$56,213	+\$8,497
7	Connecticut	\$58,232	105	\$55,713	+\$7,998
8	Nevada	\$52,493	97	\$54,149	+\$6,433
9	Ohio	\$49,634	92	\$53,813	+\$6,097
10	Alabama	\$47,324	88	\$53,787	+\$6,071
11	Massachusetts	\$58,036	108	\$53,684	+\$5,968
12	Arkansas	\$47,134	88	\$53,604	+\$5,888
13	Georgia	\$50,850	95	\$53,476	+\$5,760
14	Delaware	\$52,243	98	\$53,443	+\$5,727
15	Wisconsin	\$49,317	93	\$52,909	+\$5,193
16	Virginia	\$53,566	101	\$52,847	+\$5,131



RETAIN INDIANA TALENT (CONTINUED)

ACS

2019-2023

RANK	STATE	WEIGHTED MEDIAN SALARY	COLI	ADJUSTED SALARY	COMPARED TO INDIANA
17	Vermont	\$52,994	100	\$52,810	+\$5,094
18	Tennessee	\$47,454	91	\$52,126	+\$4,410
19	South Dakota	\$46,984	90	\$52,041	+\$4,325
20	Louisiana	\$47,335	91	\$51,993	+\$4,277
21	Illinois	\$52,129	101	\$51,821	+\$4,105
22	West Virginia	\$46,033	89	\$51,721	+\$4,005
23	Kentucky	\$45,924	89	\$51,410	+\$3,694
24	Nebraska	\$46,982	92	\$51,183	+\$3,468
25	Wyoming	\$47,183	92	\$51,113	+\$3,397
26	Alaska	\$52,097	103	\$50,675	+\$2,960
27	Iowa	\$45,605	90	\$50,597	+\$2,881
28	Mississippi	\$43,299	86	\$50,106	+\$2,391
29	New Mexico	\$45,573	91	\$49,870	+\$2,155
30	South Carolina	\$45,704	92	\$49,499	+\$1,784
31	Minnesota	\$48,489	98	\$49,442	+\$1,726
32	Washington	\$53,679	109	\$49,402	+\$1,686
33	New Hampshire	\$51,810	105	\$49,382	+\$1,666



RETAIN INDIANA TALENT (CONTINUED)

ACS

2019-2023

RANK	STATE	WEIGHTED MEDIAN SALARY	COLI	ADJUSTED SALARY	COMPARED TO INDIANA
34	North Dakota	\$44,967	91	\$49,323	+\$1,607
35	Missouri	\$44,923	92	\$48,867	+\$1,151
36	Oklahoma	\$43,533	89	\$48,688	+\$972
37	North Carolina	\$45,061	93	\$48,587	+\$871
38	Arizona	\$47,600	98	\$48,381	+\$665
39	Michigan	\$45,341	94	\$48,025	+\$310
40	Hawaii	\$53,734	112	\$47,909	+\$193
41	Indiana	\$44,023	92	\$47,715	--
42	California	\$52,855	112	\$47,244	-\$471
43	Florida	\$47,569	101	\$47,109	-\$606
44	Kansas	\$42,981	91	\$46,980	-\$735
45	Montana	\$42,720	92	\$46,461	-\$1,253
46	Colorado	\$47,507	103	\$46,198	-\$1,517
47	Oregon	\$47,496	104	\$45,582	-\$2,133
48	Idaho	\$41,752	92	\$45,521	-\$2,193
49	Maine	\$44,030	98	\$44,984	-\$2,731
50	Utah	\$39,882	95	\$41,798	-\$5,916



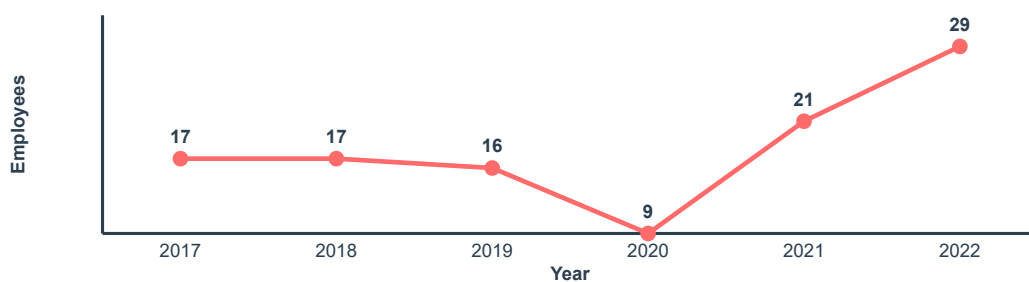
GROWTH TRENDS (2017-2022)

MARION

BAKED GOODS STORES

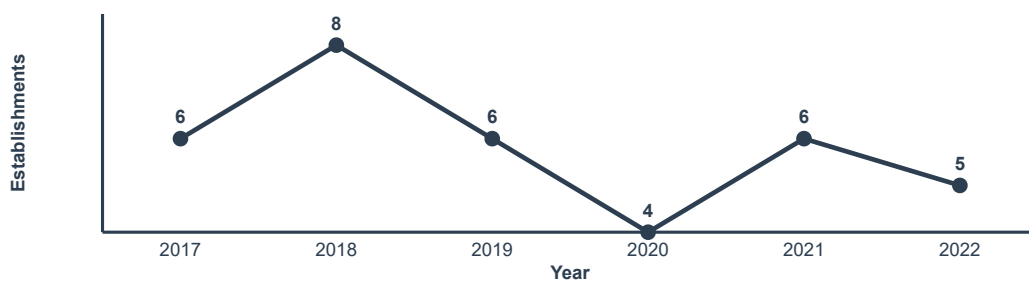
CBP

Workforce Growth



Growth Rate (2017-2022): +70.6%

Business Establishments Growth



Growth Rate (2017-2022): -16.7%



FASTEST GROWING INDUSTRIES BY ANNUAL PAYROLL

MARION

CBP

RANK	INDUSTRY	PAYROLL (2017)	PAYROLL (2022)	GROWTH RATE (2017- 2022)
1	Nail Salons	\$588.0K	\$3.0M	+406.1%
2	Wood Kitchen Cabinet and Countertop Manufacturing	\$2.1M	\$7.6M	+258.7%
3	Book Publishers	\$4.5M	\$14.6M	+225.4%
4	Mobile Food Services	\$368.0K	\$1.0M	+176.6%
5	Barber Shops	\$1.4M	\$3.7M	+166.9%
6	News Dealers and Newsstands	\$370.0K	\$773.0K	+108.9%
7	Cut and Sew Apparel Contractors	\$566.0K	\$1.1M	+96.8%
8	Baked Goods Stores	\$307.0K	\$594.0K	+93.5%
9	Ornamental and Architectural Metal Work Manufacturing	\$2.6M	\$4.9M	+91.5%
10	Commercial Bakeries	\$34.5M	\$66.0M	+91.4%

Note: Only includes industries with at least \$100,000 annual payroll in 2017.



FASTEST DECLINING INDUSTRIES BY ANNUAL PAYROLL

MARION

CBP

RANK	INDUSTRY	PAYROLL (2017)	PAYROLL (2022)	GROWTH RATE (2017- 2022)
1	Media Representatives	\$8.5M	\$607.0K	-92.8%
2	Book, Periodical, and Newspaper Merchant Wholesalers	\$12.5M	\$2.7M	-78.4%
3	Children's and Infants' Clothing Stores	\$3.5M	\$1.6M	-53.7%
4	Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers	\$846.0K	\$412.0K	-51.3%
5	Stationery and Office Supplies Merchant Wholesalers	\$9.7M	\$5.1M	-47.1%
6	All Other Specialty Food Stores	\$1.8M	\$1.0M	-43.1%
7	Book Stores	\$3.3M	\$2.0M	-39.9%
8	Other Services Related to Advertising	\$11.3M	\$8.2M	-27.3%
9	Support Activities for Printing	\$7.5M	\$5.6M	-24.9%
10	Radio Networks	\$3.3M	\$2.7M	-16.4%

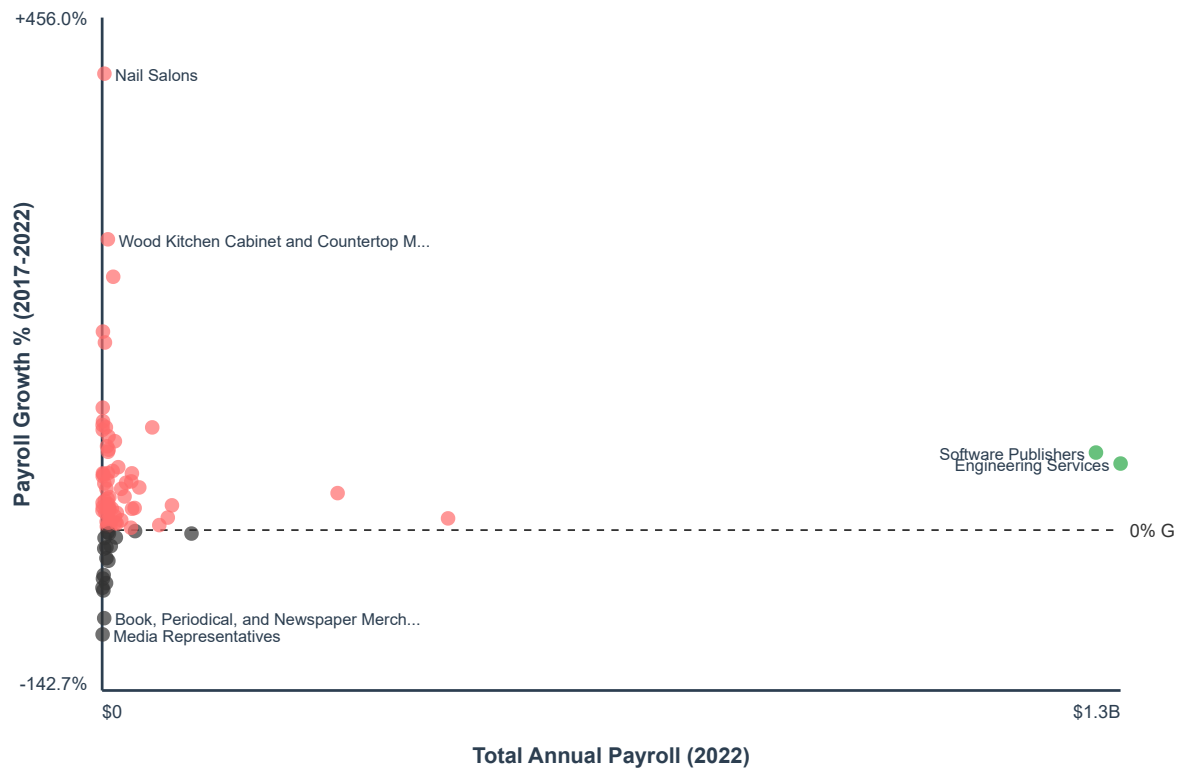
Note: Only includes industries with at least \$100,000 annual payroll in 2017.



INDUSTRY GROWTH VS. SIZE

MARION

CBP



Understanding the Plot:

Top-Right:

Large industries growing fast.

Top-Left:

Smaller industries growing fast.

Bottom-Right:

Large industries declining/stagnating.

Bottom-Left:

Small industries declining/stagnating.

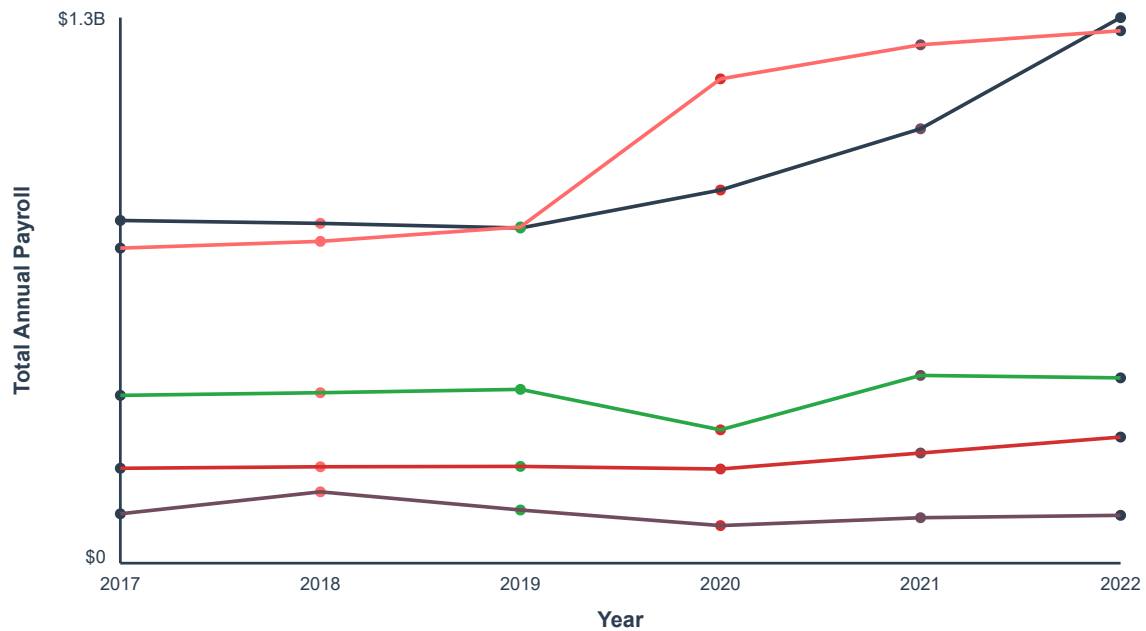
Only includes industries with at least \$100,000 annual payroll in 2017.



TOP 5 INDUSTRY PAYROLL TRENDS

MARION

CBP



■ Engineering Services ■ Software Publishers ■ Full-Service Restaurants ■ Limited-Service Restaurants
■ Commercial Printing (except Screen and Books)

This chart shows how the total annual payroll for the county's current Top 5 largest creative industries (by 2022 payroll) has changed between 2017 and 2022. It helps visualize if these key industries are still growing, have plateaued, or are declining.