

Creative Asset North American Industry Classification System (NAICS) Codes & Standard Occupation Codes (SOC)

This list helps communities identify creative workers (SOC codes) and creative businesses/organizations (NAICS codes) during the asset-mapping process.

Using SOC and NAICS Codes in Creative Asset Mapping

Pennsylvania Creative Industries recognizes that creative activity includes both creative workers and creative businesses and organizations. To support consistent data collection across communities:

- SOC codes should be used when identifying creative occupations and workers.
- NAICS codes should be used when identifying creative businesses, organizations, and industry sectors.

We also recognize that many creative practitioners and businesses/organizations do not fit neatly into a single SOC or NAICS code. If an asset does not align clearly with an existing code, communities should still include it in the asset map and provide a brief description of its creative role. The goal is to ensure that all relevant creative activity is captured, including emerging, hybrid, or culturally specific practices.

NAICS Codes

As part of the Creative Districts asset-mapping process, communities should use the North American Industry Classification System (NAICS) to identify and categorize creative businesses, organizations, and practitioners located within the proposed district boundaries. NAICS codes provide a standardized method for classifying creative-sector activity and help ensure consistency across all participating communities.

However, Pennsylvania Creative Industries recognizes that many creative workers, entrepreneurs, and cultural practitioners do not fit neatly into a single NAICS code or may operate across multiple creative disciplines. If a business, organization, or individual does not align clearly with an existing NAICS code, communities should still include them in the asset map and document their role in the local creative ecosystem. In these cases, applicants should:

- Select the closest applicable NAICS code, or
- Use the “Other Creative Asset” category provided in the Asset Mapping Worksheet, and
- Provide a brief description of the asset’s creative function or contribution.

This flexible approach ensures that all relevant creative activity is captured, including emerging, hybrid, or culturally specific practices that may not be fully represented in the NAICS system.

Visual Arts & Design

- **541430** – Graphic Design Services
- **541410** – Interior Design Services
- **541490** – Other Specialized Design Services
- **541420** – Industrial Design Services
- **541310** – Architectural Services
- **541320** – Landscape Architectural Services

Performing Arts & Entertainment

- **711110** – Theater Companies and Dinner Theaters
- **711120** – Dance Companies
- **711130** – Musical Groups and Artists
- **711190** – Other Performing Arts Companies
- **711510** – Independent Artists, Writers, and Performers

Media, Publishing & Film

- **512110** – Motion Picture and Video Production
- **512120** – Motion Picture and Video Distribution
- **512240** – Sound Recording Studios
- **519130** – Internet Publishing and Broadcasting
- **511110** – Newspaper Publishers
- **511120** – Periodical Publishers
- **511199** – All Other Publishers

Fashion, Jewelry & Artisan Goods

- **315210** – Cut and Sew Apparel Contractors
- **315240** – Women’s, Girls’, and Infants’ Apparel Manufacturing
- **315280** – Other Cut and Sew Apparel Manufacturing

- **316992** – Women’s Handbag and Purse Manufacturing
- **339910** – Jewelry and Silverware Manufacturing
- **448310** – Jewelry Stores

Culinary Arts & Specialty Foods

- **311340** – Non-chocolate Confectionery Manufacturing
- **311351** – Chocolate and Confectionery Manufacturing from Cacao Beans
- **311520** – Ice Cream and Frozen Dessert Manufacturing
- **311813** – Frozen Cakes, Pies, and Other Pastries Manufacturing
- **311919** – Other Snack Food Manufacturing

Furniture, Craft & Home Goods

- **337110** – Wood Kitchen Cabinet and Countertop Manufacturing
- **337121** – Upholstered Household Furniture Manufacturing
- **337122** – Non-upholstered Wood Household Furniture Manufacturing
- **337124** – Metal Household Furniture Manufacturing
- **337127** – Institutional Furniture Manufacturing
- **453220** – Gift, Novelty, and Souvenir Stores

Technology & Creative Services

- **541511** – Custom Computer Programming Services
- **541512** – Computer Systems Design Services
- **541513** – Computer Facilities Management Services
- **541519** – Other Computer Related Services
- **541810** – Advertising Agencies
- **541820** – Public Relations Agencies
- **541830** – Media Buying Agencies

SOC Codes

Standard Occupational Classification (SOC) Codes

The Standard Occupational Classification (SOC) system is a federal framework used to classify and categorize occupations based on the type of work people perform. **SOC codes describe jobs and workers, not businesses or industries.** They are used by the U.S. Bureau of Labor Statistics and other federal agencies to track employment trends, analyze workforce data, and understand the composition of occupational groups across the economy.

In the context of Creative District asset mapping, SOC codes help communities identify creative workers, including artists, designers, performers, makers, digital creators, cultural practitioners, and other occupations that contribute to the creative economy. SOC codes are especially useful for capturing the diversity of creative work, including freelancers, independent artists, and individuals whose creative practice may not be tied to a formal business or organization.

Because creative work often spans multiple disciplines, some practitioners may not fit neatly into a single SOC code. In these cases, communities should select the closest applicable SOC code or indicate “Other Creative Worker” in the NAICS/SOC column on the spreadsheet and provide a brief description of the individual’s creative role.

27-0000 — Arts, Design, Entertainment & Media Occupations

27-1000 Art and Design Workers

- **27-1010** Artists and Related Workers
- **27-1020** Designers

27-2000 Entertainers and Performers (Sports removed)

- **27-2010** Actors, Producers, and Directors
- **27-2030** Dancers and Choreographers
- **27-2040** Musicians, Singers, and Related Workers

27-3000 Media and Communication Workers

- **27-3010** Broadcast Announcers and Radio Disc Jockeys
- **27-3020** News Analysts, Reporters, and Journalists
- **27-3030** Public Relations Specialists
- **27-3040** Writers and Editors
- **27-3090** Miscellaneous Media and Communication Workers

27-4000 Media and Communication Equipment Workers

- **27-4010** Broadcast, Sound, and Lighting Technicians
- **27-4020** Photographers
- **27-4030** Television, Video, and Film Camera Operators and Editors

15-0000 — Computer & Mathematical Occupations

(Creative tech, digital media, game design)

15-1200 Computer Occupations

- **15-1210** Computer and Information Analysts
- **15-1220** Software Developers and Software QA Analysts
- **15-1230** Computer Support Specialists
- **15-1240** Database and Network Administrators
- **15-1250** Programmers, Web Developers & Digital Interface Designers
- **15-1290** Miscellaneous Computer Occupations

17-0000 — Architecture & Engineering Occupations

17-1000 Architects, Surveyors & Cartographers

- **17-1010** Architects, Except Naval
- **17-1020** Surveyors, Cartographers & Photogrammetrists

17-3000 Drafters, Engineering Technicians & Mapping Technicians

- **17-3010** Drafters
- **17-3030** Surveying and Mapping Technicians

25-0000 — Education, Instruction & Library Occupations

(Creative-sector roles only)

25-1000 Postsecondary Teachers

- **25-1120** Arts, Communications & Humanities Teachers

25-2000 Primary, Secondary & Special Education Teachers

- **25-2020** Arts and Music Teachers

25-4000 Librarians, Curators & Archivists

- **25-4010** Archivists, Curators & Museum Technicians

- **25-4020** Librarians and Media Collections Specialists

51-0000 — Production Occupations

(Creative makers, artisans, craftspeople)

51-7000 Woodworkers

- **51-7030** Model Makers and Cabinetmakers

51-9000 Other Production Workers

- **51-9190** Miscellaneous Production Workers *(includes craft artisans, makers, set builders, prop fabricators, etc.)*

11-0000 — Management Occupations

(Creative-sector management roles)

11-2000 Advertising, Marketing, Promotions, PR & Sales Managers

- **11-2010** Advertising and Promotions Managers
- **11-2030** Public Relations and Fundraising Managers

11-9000 Other Management Occupations

- **11-9160** Entertainment and Recreation Managers *(sports-related management excluded)*