

INSIGHT

BOSTON'S POPULATION DOUBLES - EVERY DAY

- EVERY DAY BOSTON'S POPULATION DOUBLES AS NEARLY 600,000 PEOPLE COME INTO THE CITY.
- BOSTON GENERATES MORE JOBS THAN RESIDENTS AND ATTRACTS OVER 375,000 COMMUTING WORKERS INTO THE CITY EVERY DAY.
- ON DAYS WHEN SPECIAL EVENTS TAKE PLACE, BOSTON'S DAY-LONG POPULATION CAN REACH AS HIGH AS TWO MILLION PEOPLE.

With a resident population of just over 574,000, Boston ranks as the 20th largest city in the United States. But a truer picture of the city's size, importance and vitality emerges every day when Boston's "day-long population" doubles to nearly 1.2 million people.

In addition to being one of the few major cities that generates more jobs than it has residents, Boston attracts hundreds of thousands of additional visitors who come into the city to shop, go to school, receive health care, visit historic sites or attend cultural or sporting events.

On days when special events are held in Boston, like Sail Boston, or annual events like the Boston Marathon, Fourth of July Esplanade Celebration, or Head of the Charles Regatta, the city's population can approach 2 million people.

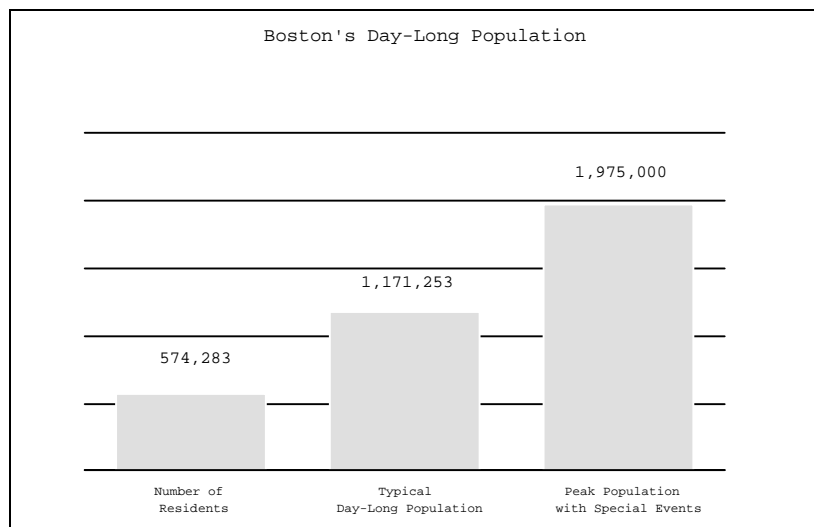
BOSTON'S RESIDENT POPULATION

Boston's resident population, according to the 1990 census, was 574,283, making it the 20th largest city in the United States. But that figure and ranking are somewhat misleading when it comes to providing an accurate picture of the city's vitality and importance as an urban center.

Boston's residential population is small relative to other major U.S. cities because, unlike most of those cities, Boston has not grown

by annexing neighboring communities. In fact, at 48.4 square miles, Boston ranks as the second smallest in land area of the 30 most populous cities in the country

A truer picture of Boston's size, importance and vitality emerges every day when Boston's resident population of just over 574,000 almost doubles to a day-long population of over 1,171,253 - as people come into the city to work, shop, go to school, receive health care, visit cultural and historic sites, or attend special events.



BOSTON'S JOBS AND WORKERS

Boston is one of only three major U.S. cities (along with San Francisco and Washington, D.C.) that generates more jobs than it has residents. Boston's economy is currently supporting a total of 615,714 jobs.¹ The U.S. Census estimates that 39% - or 240,129 - of those jobs are held by Boston residents, while 61% - or 375,586 - of those jobs are held by workers who commute into the capital city every day.

SHOPPERS

The second largest infusion of Boston's daytime visitors is made up of those who come into the city to shop. Despite the continued proliferation of suburban shopping malls over the past decade, Boston continues to be New England's shopping hub.

While Boston contains 9.7% of the state's population, Boston's department stores rang up 10.4% of all Massachusetts' retail sales, and Boston's eating and drinking places accounted for 19% of all Massachusetts business in that sector.²

Two of the three busiest shopping centers in Massachusetts are in Boston - Quincy Market/Faneuil Hall Marketplace, which attracted 711,300 different adult shoppers (22% of the greater metropolitan area's total adult population), and Downtown Crossing, which attracted 655,900 (20% of the population), at least once every three months. Two other shopping centers in the city that also rank high on the list are Back Bay/Newbury Street and Copley

Place, each of which drew 15% of the area's potential adult shoppers at least once every 90 days.³

It is estimated that Boston's retail stores attract approximately 52,000 people daily who come into the city exclusively to shop. Of course the total number of daily shoppers is higher, when workers, students, visitors, and overnight guests who shop as part of their other principal activities are included, but they are being counted in other parts of this report.

BOSTON'S UNIVERSITIES AND STUDENTS

Boston is often called "the Athens of America" and has long been recognized as a center for higher education. In 1994, the city's 32 colleges, universities, and graduate schools had a combined enrollment of over 134,796 full-time and part-time students.⁴

While an estimated 90,260 live in Boston, either at home with their parents, in dormitories, or in private apartments, the remaining 44,530 students commute into the city's schools every day from surrounding communities.⁵

BOSTON: THE HEALTH AND HEALING CAPITAL

Boston is also recognized as an international center for health care, which includes medical training, research, and technology development, as well as patient treatment. Boston's 27 hospitals attract thousands to the city every day as in-patients, out-patients and visitors.

Boston's hospitals reported an average daily "census," or in-patient count, of 5,627.⁶ Since approximately 80% of these in-patients came from out of town,⁷ and assuming that they receive at least one visitor each day, the in-patients and their visitors add 9,003 people every day to the city's daytime population.

At the same time, these hospitals reported four million out-patient visits a year, an average of more than 19,020 each weekday.⁸ Assuming the same percentage of out of town visitors and that half are accompanied by a relative or friend on their visit, outpatient visits add another 22,824 people to the city's daytime population. Overall, the city's hospitals attract a total of 31,827 visitors every day. This does not include visitors to doctors' offices and clinics, a figure that is not available.

BOSTON'S OVERNIGHT GUESTS

In recent years, Boston has become one of the leading non-resort visitor cities in the country. About 44% of Greater Boston's hotel guests are business travelers, another 20% are convention or meeting attendees, and 28% are tourists. The remaining 8% includes permanent residents and other visitors.⁹

The city has 12,400 hotel and guest rooms, of which 11,966 are in hotels with 50 or more rooms.¹⁰ With a 77.7% occupancy rate in 1995, Boston's hotels are among the busiest hotels in the nation.¹¹ On a typical day, the city's 9,635 occupied hotel rooms provide hospitality to 12,843 visitors.

Not all of Boston's visitors stay in hotels. Many stay with friends or relatives. A conservative estimate is that Boston's 250,000 households entertain approximately 1,100 overnight household guests on a typical day.¹² The total number of overnight guests in the city on an average day totals 13,943.

ARTS, CULTURAL, ENTERTAINMENT AND HISTORIC SITE DAY VISITORS

Boston is also a center for the arts, culture and entertainment, and is home to numerous historic sites that draw day visitors from the surrounding metropolitan area. The Boston National Historic Park, the Museum of Science, and the New England Aquarium all attract more than one million visitors each year, and the Museum of Fine Arts is not far behind.¹³

Altogether the city's five commercial theaters and 235 non-profit arts and cultural venues attract a total of 12.8 million visitors annually.¹⁴ With 80% of these visitors coming from the metropolitan area, an estimated 28,055 art patrons and ticket holders come into the city on an average day.

SPORTS EVENTS

Boston is also recognized as one of the great professional sports cities in the country, and attendance is generally high for each of the three teams, regardless of their record. Last season, the Boston Red Sox drew 2,315,233 fans to 81 home games at friendly Fenway Park. At the new Fleet Center, the Boston Bruins drew 790,000 for 45 home games and the Boston Celtics drew 732,842 fans for 41 home games.¹⁵

Occasionally, home games are played in both the baseball park and the arena. Generally though, only one game is taking place on any given day. Based upon the average attendance for all three teams and the total number of home dates, sporting events attract another 23,280 people to Boston on game days.

CONVENTIONS, TRADE AND GATE SHOWS

Despite the absence of an adequately-sized and up-to-date convention center, Boston continues to be one of the most popular cities in the country for convention goers and for national and regional trade shows. Since most of the people who attend these events are from out of town, they have already been counted as overnight guests to the city.

"Gate shows" or consumer shows, however, are another matter. Events like the annual New England Boat Show and Auto Show draw one-day visitors from surrounding cities and towns to facilities like the Bayside Expo Center and World Trade Center. On an average day, gate shows attract another 44,096 visitors to the city.¹⁶

SPECIAL EVENTS

In addition to the daily and regularly scheduled events that attract people to Boston, there are special events - both annual and occasional - that draw tremendous numbers of additional people into the city.

The annual Boston Marathon is one such event. This year's 100th running of the race, for example,

attracted a record field of 38,708 runners and an estimated 750,000 spectators along the route - 150,000 of them at the Copley Square finishing line.¹⁷ The Head of the Charles Regatta is another. The annual Fourth of July Esplanade Celebration is a third. The combined concert/fireworks display, for example, draws an estimated quarter of a million people every year.

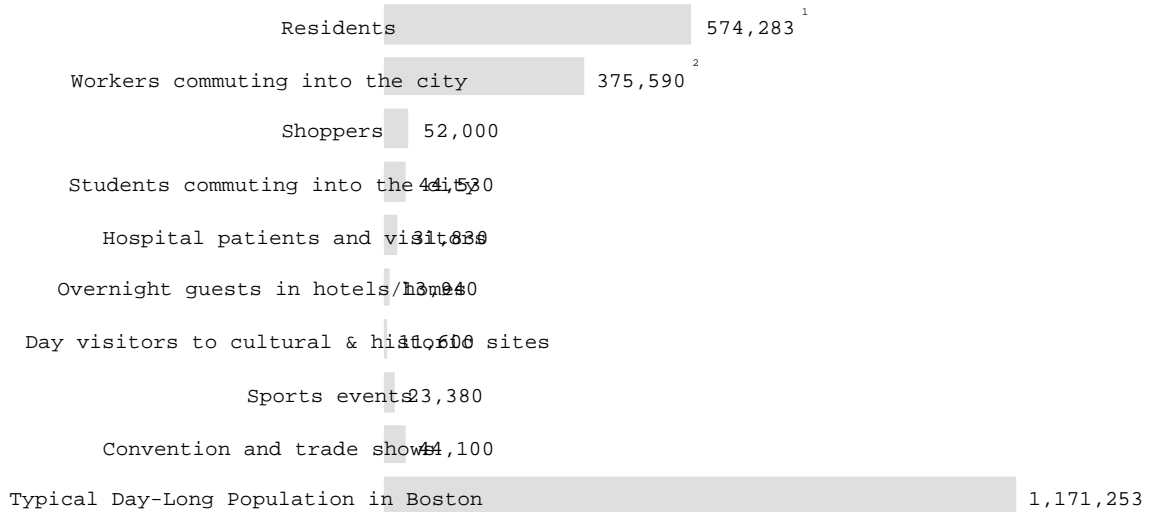
One of the most popular spectator events in recent years was Sail Boston 1992, which drew an estimated 833,000 people on peak days and accounted for 3.5 million visitor days over the course of a week. It was estimated that more than one fourth of Greater Boston's 2.8 million population attended the event for at least one day.¹⁸

Regularly scheduled and one-time special events can add from 50,000 to 800,000 visitors to Boston on a single day.

REFERENCES

1. U.S. Bureau of Economic Analysis, 1995.
2. U. S. Census of Retail Trade, 1992.
3. The Scarborough Report, 1994.
4. New England Board of Higher Education.
5. U.S. Census and BRA/EDIC.
6. American Hospital Association, 1994.
7. Boston represents about 20% of the metro population.
8. American Hospital Association, 1994.
9. U.S. Travel Data Center.
10. BRA/EDIC.
11. Pinnacle Perspective.
12. BRA/EDIC.
13. Greater Boston Convention and Visitors Bureau.
14. Mayor's Office of Cultural Affairs.
15. Attendance figures from sports teams for 1995-6 season.
16. Greater Boston Convention and Visitors and BRA/EDIC.
17. Boston Athletic Association.
18. Boston Globe.

Boston's Day-Long Population



1 1990 US Census
2 All other estimates rounded to nearest ten.

CONCLUSION

Population is a very important measure of a city's vitality. But there are a number of ways to measure population. While Boston's unique geography and the fact it has not grown by annexing neighboring communities the way most major cities have has kept the residential population relatively small,

Boston's concentration of employers, commercial and cultural establishments, colleges and universities, and other attractions generate a day-long population that is much more indicative of the city's social, economic and cultural vitality.

This ability to attract people from the region, throughout the state, across the country and

from around the world has a very beneficial impact on the city's economy. But it also places great demands on the city to provide services for nearly twice its population every day.

Both of these factors must be considered in understanding the city today and planning for the city tomorrow.