

NOW ARRIVING

ARTISTS  
ENGINEERS  
SCIENTISTS



# THE RISE OF THE CREATIVE CLASS

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The creative class is a growing influence on the future of American cities. What are the motivations and desires of this class? What can American cities do to foster this growth?

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**PART 1:**

# **The Creative Class and the Creative Economy**

# DEFINING THE OCCUPATIONAL CLASSES

What roles do the occupational classes play within society?



## THE CREATIVE CLASS

### Super-Creative Core

Pioneer new ground and push cultural norms

### Creative Professionals

Allow cities to run more efficiently, both socially and economically

## WORKING CLASS

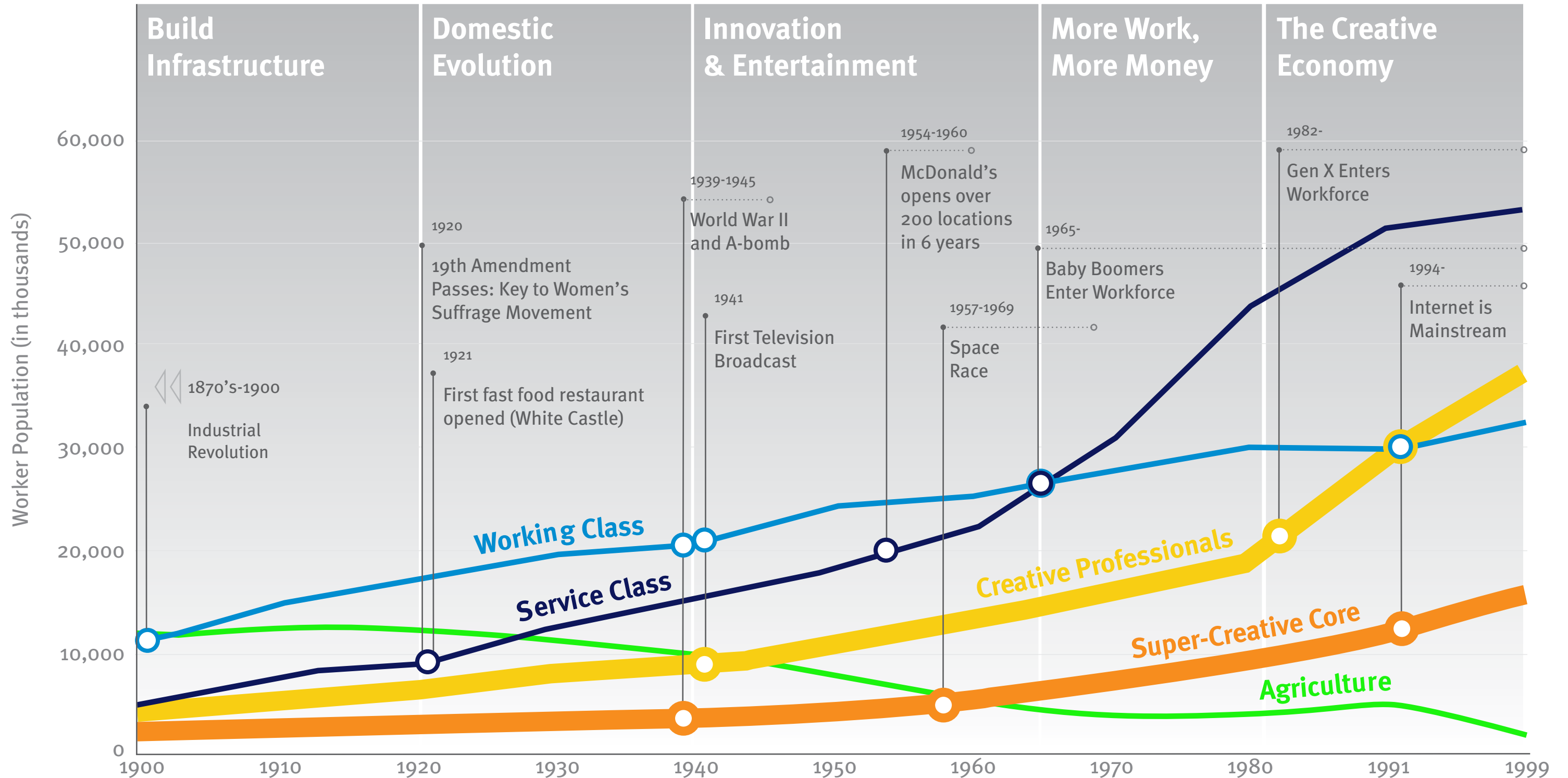
Allow cities to function and grow by maintaining and building infrastructure

## SERVICE CLASS

Make cities run through implementation of services

# ERA ANALYSIS

How have events over the past century shaped the growth of the creative class?



# THE CREATIVE CLASS ARRIVES

How have events over the past century shaped the growth of the creative class?

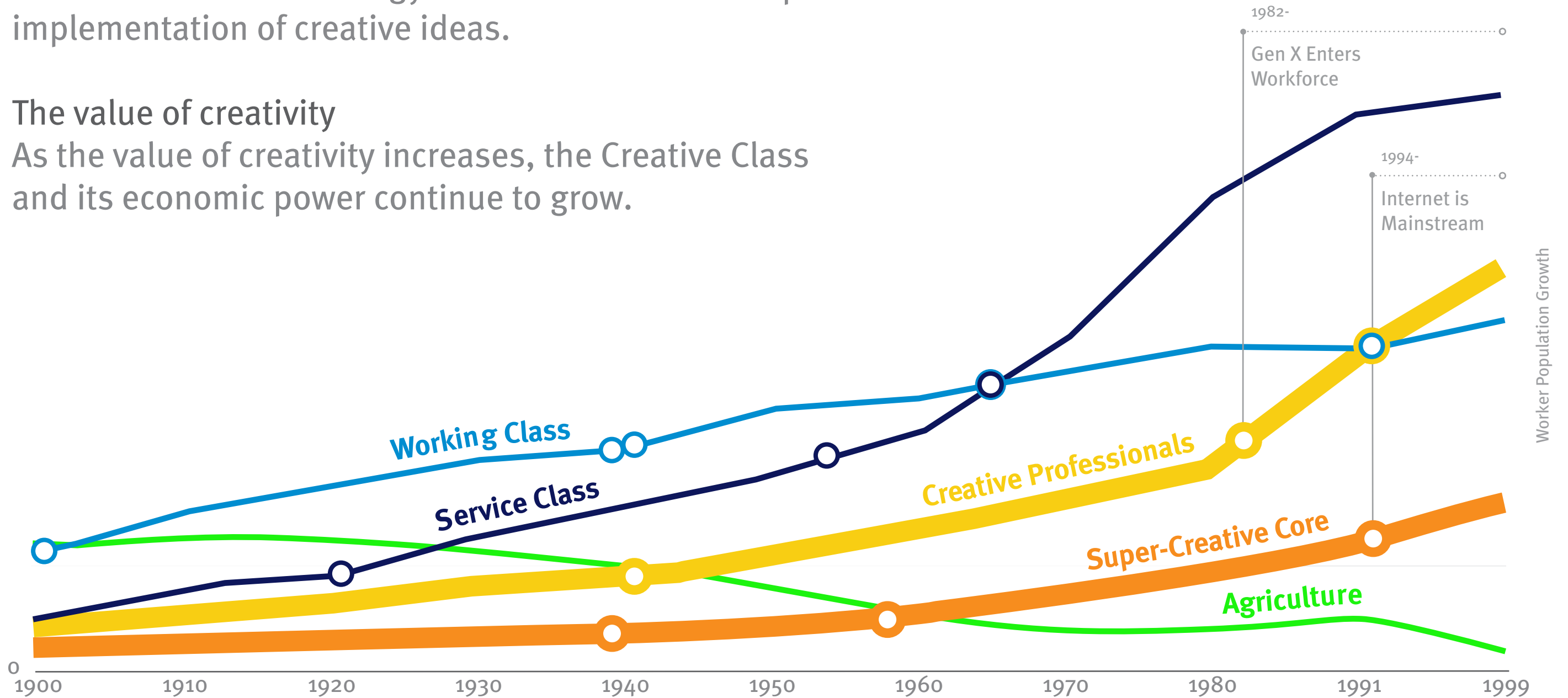
## Technology

Advancement in technology has allowed for more rapid implementation of creative ideas.

## The value of creativity

As the value of creativity increases, the Creative Class and its economic power continue to grow.

## The Creative Economy



**PART 2:**

# **The Creative Class and Work**

# LIST SORT

What characteristics are associated with creative and super creative occupations?

## Activities

calculating  
calling  
commuting  
constructing  
delegating  
drawing  
exercising  
listening  
meeting deadlines  
networking  
organizing  
planning  
playing  
recording  
searching  
talking  
traveling  
writing

## Motivations

help others  
make and impact  
motivate others  
lead others  
intellectual  
stimulation  
have a challenge  
teach/instruct  
family loyalty  
improve health  
sense of adventure  
express themselves  
fame/recognition  
create social  
network  
improve social  
status  
make money  
build career path  
gain experience  
pay for higher  
learning  
good benefits

## Locations

airplane  
board room  
bus  
car  
client's office  
cubicle  
home office  
hotel room  
mobile office  
media studio  
office  
on-site  
studio  
train  
workshop

## Schedules

9 to 5  
9 to 5 +  
shifts  
flexible  
on-call  
irregular

## Tools

art supplies  
backpack  
briefcase  
caffeine  
calender  
cell phone  
certification  
computer  
construction tools  
electrical supplies  
email  
networks  
office supplies  
PDA  
wi-fi

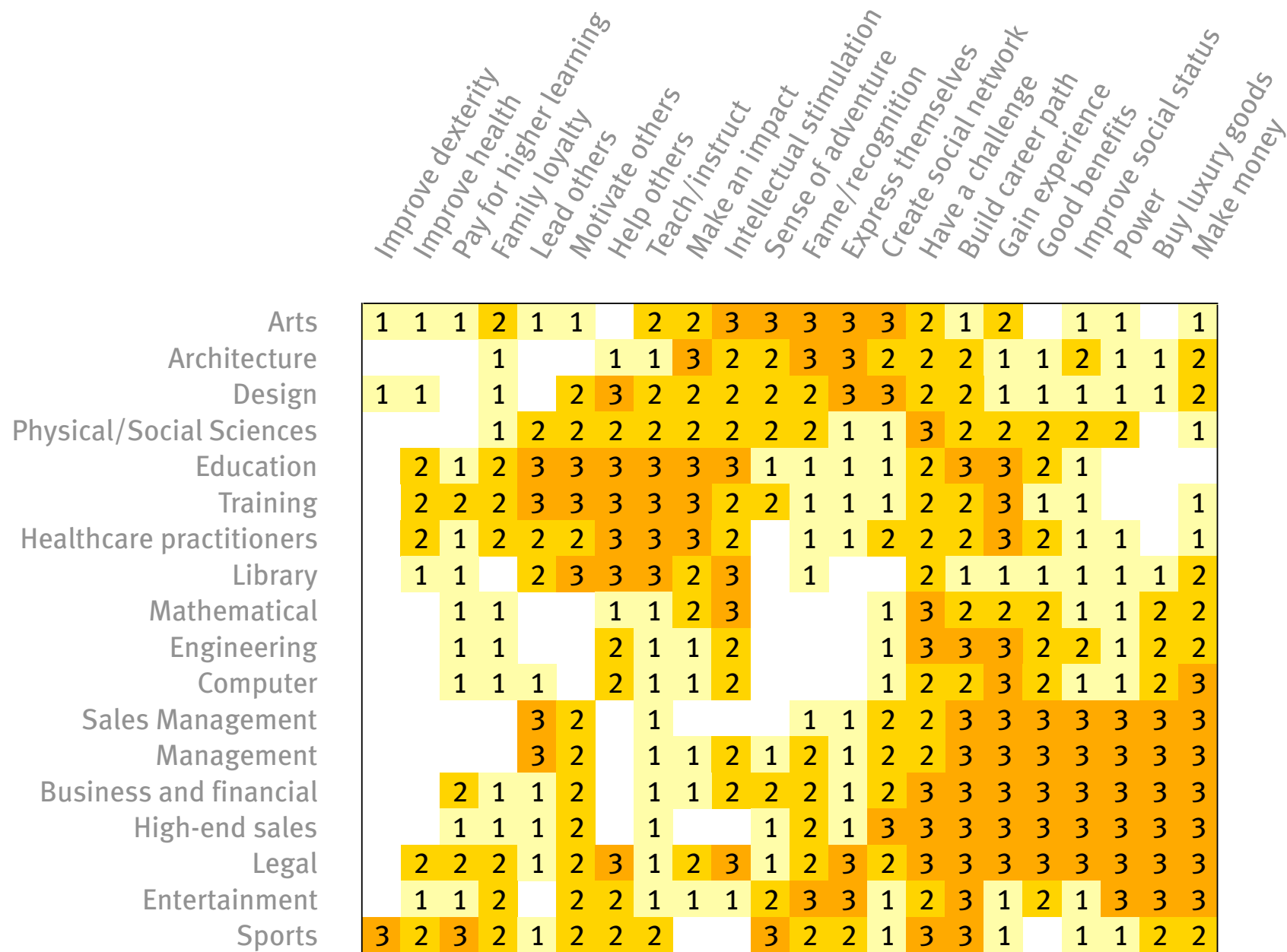
## Interactions

coffee breaks  
collaborations  
directive  
explanations  
evaluations  
persuasions  
service



# ASYMMETRIC MATRIX

What is the relationship between the creative class's motivations to work and their profession?



**Key**  
 0 1 2 3

## Professions

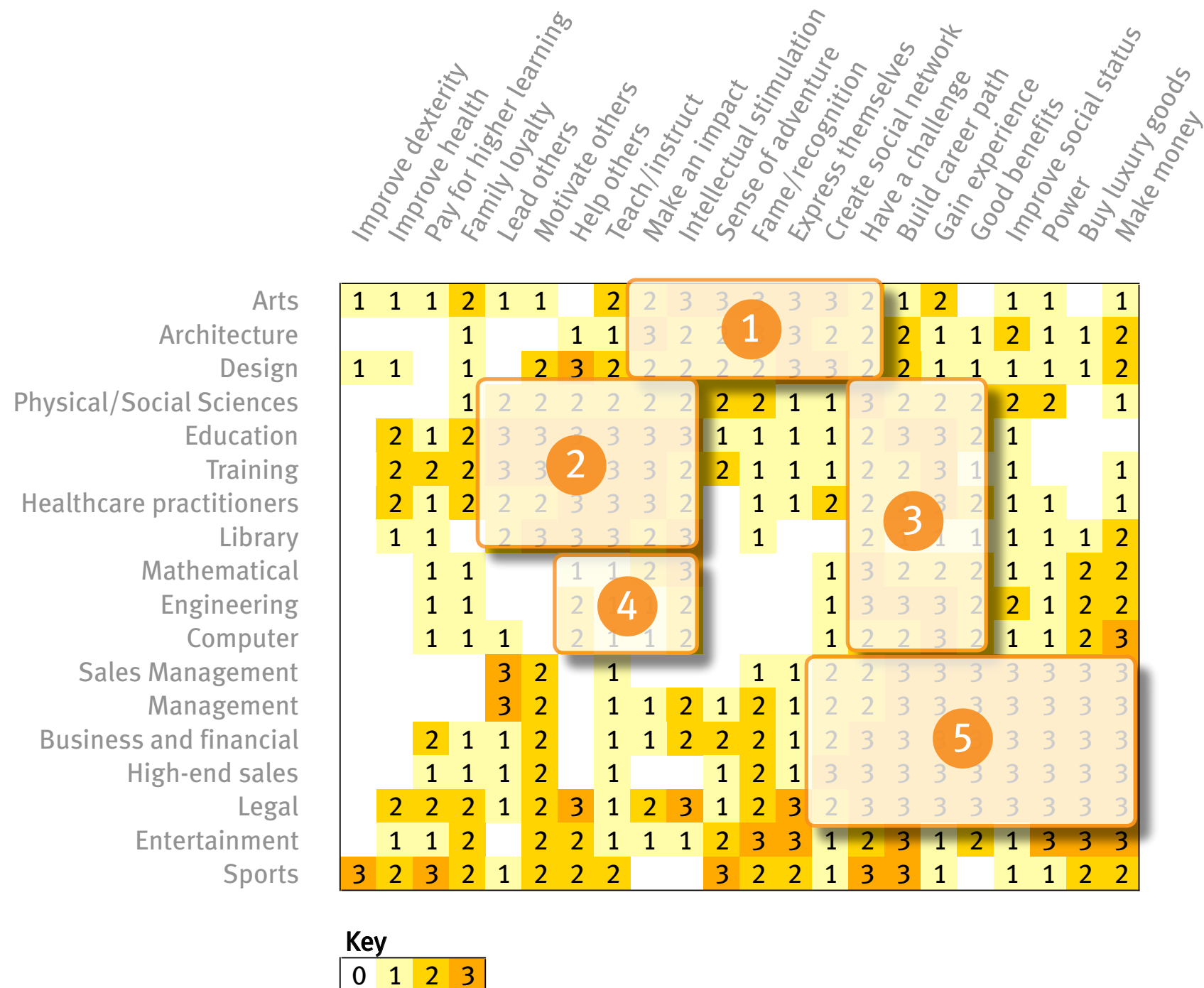
- Installation/Maintenance/Repair
- Arts
- Farming
- Fishing
- Sports
- Computer
- Food preparation/Food-service
- Mathematical
- Construction/extraction
- Engineering
- Management
- Business and financial
- Sales Management
- Entertainment
- High-end sales
- Legal
- Architecture
- Life/Physical/Social Sciences
- Library
- Design
- Forestry
- Education
- Healthcare practitioners
- Community/Social services
- Health care support
- Training
- Protective services
- Technical occupations
- Office/administrative

## Motivations

- Improve dexterity
- Improve health
- Family loyalty
- Sense of adventure
- Fame/recognition
- Create social network
- Teach/instruct
- Motivate others
- Intellectual stimulation
- Make an impact
- Help others
- Gain experience
- Improve social status
- Buy luxury goods
- Make money
- Power
- Build career path
- Have a challenge
- Good benefits
- Lead others
- Express themselves
- Pay for higher learning

# ASYMMETRIC MATRIX

What is the relationship between the creative class' motivations and desires to work and their profession?



## 1 Personal voice

Focused on self expression and making an impact through their craft. This class is strongly connected through professional organizations.

## 2 Change

Class cluster is focused on making a social impact through their profession.

## 3 Professional development

Focused on the development of a stable and structured growth professional career. Usually higher education professionals.

## 4 Academic

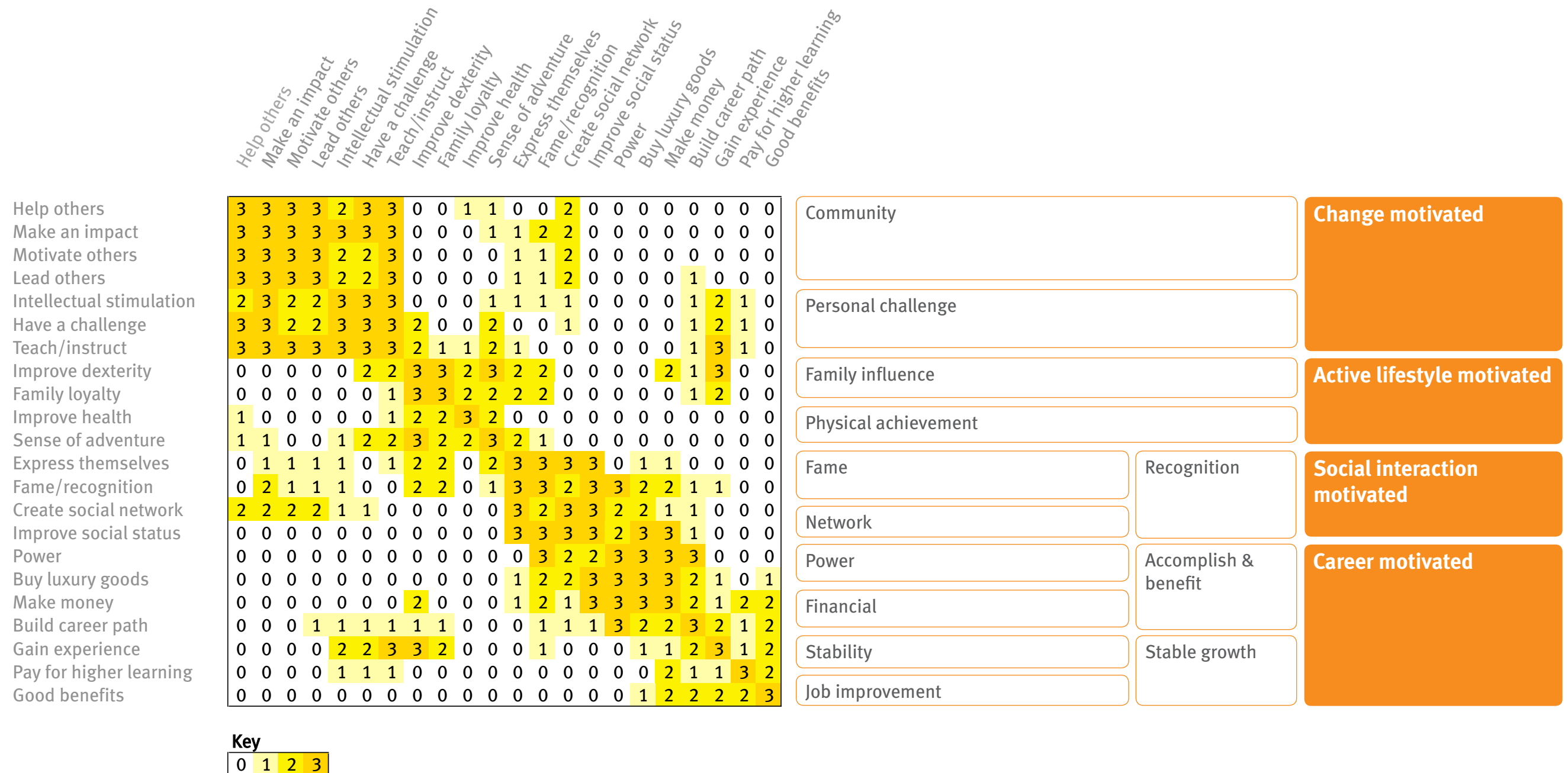
Class cluster is focused on motivations that are driven primarily from ambition and drive in academics.

## 5 Career-motivated

Focused on careers, ambitious, and probably makes tradeoffs between health and family.

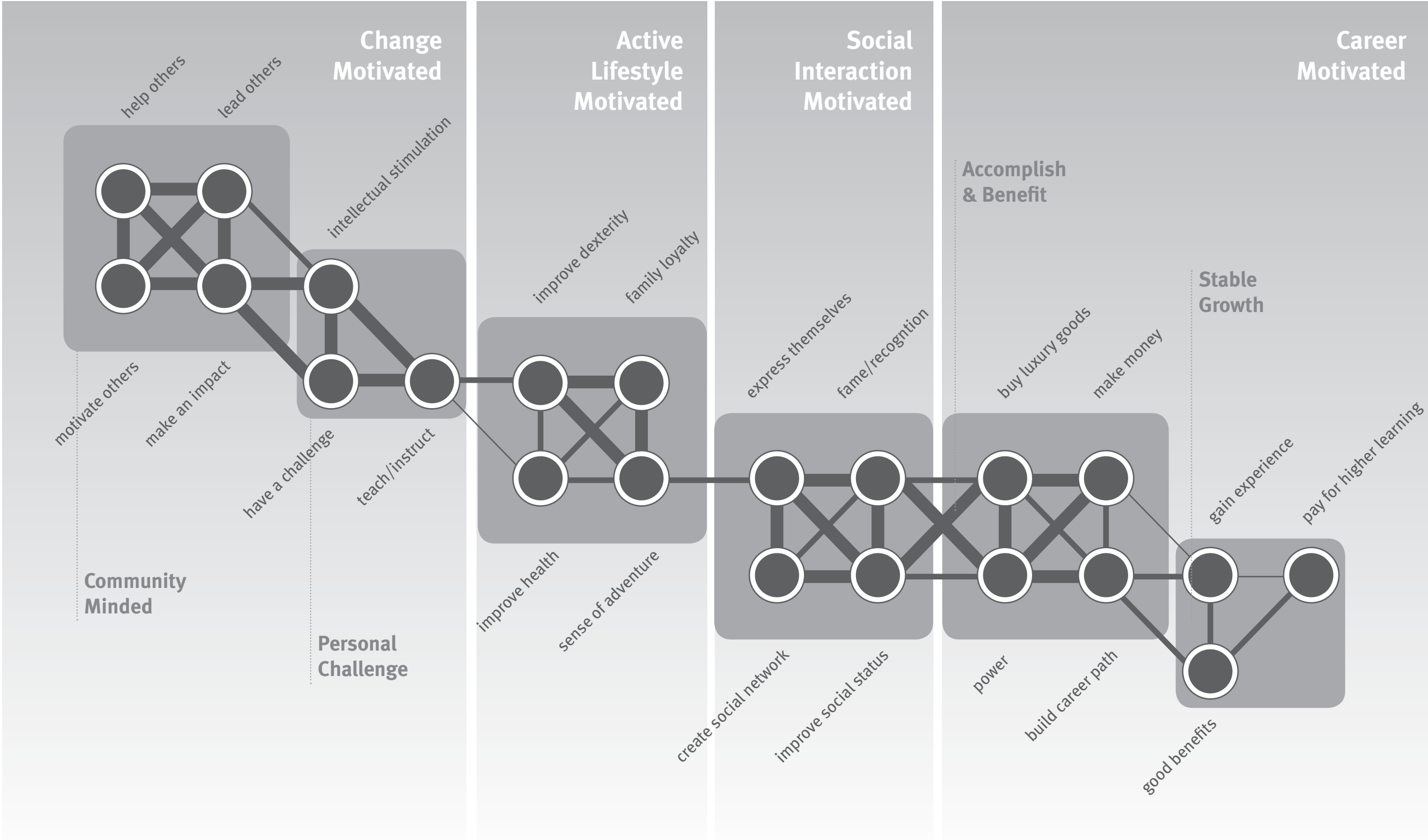
# SYMMETRIC MATRIX

What overall motivational themes do people have for working?



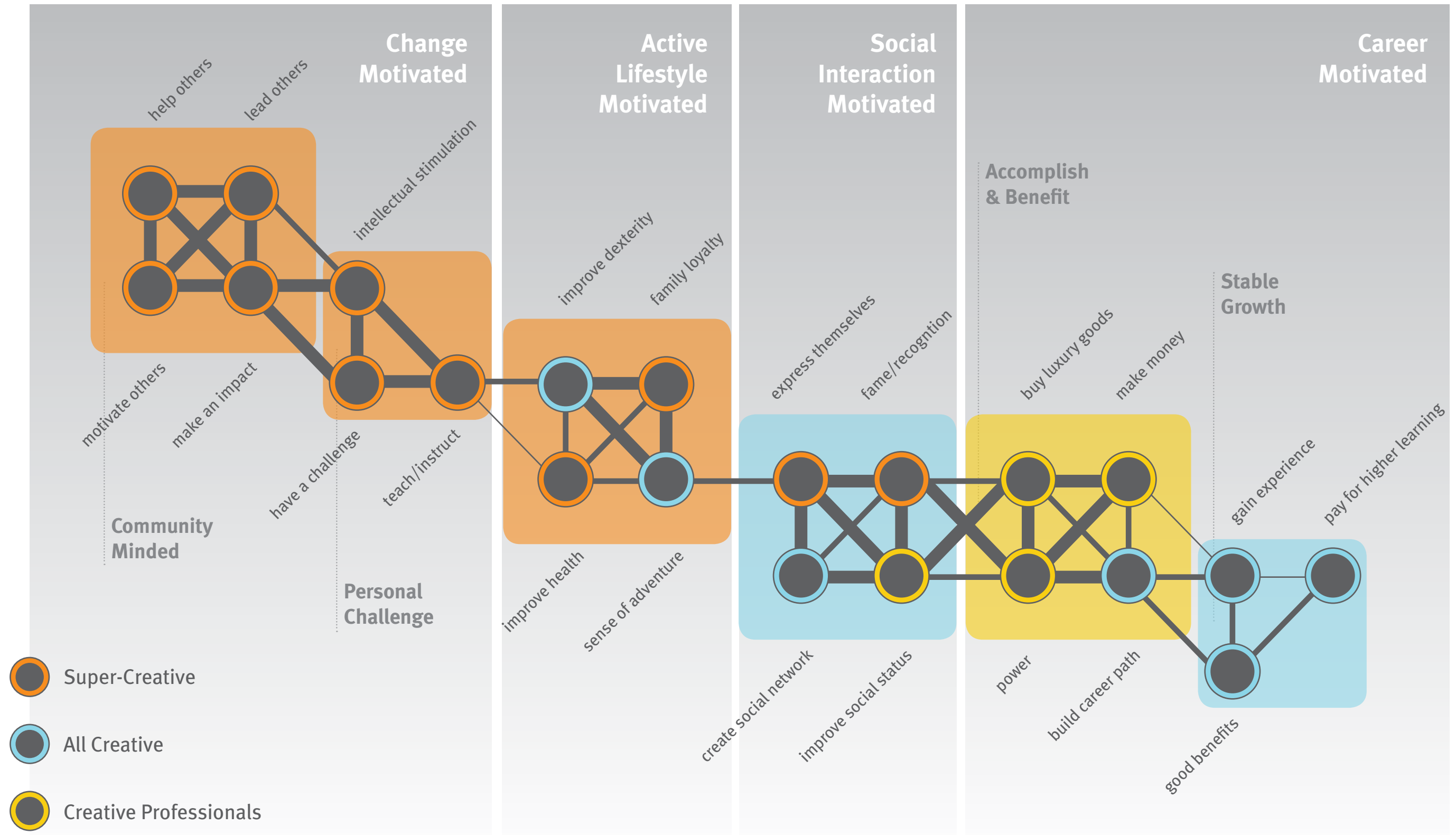
# NETWORK ANALYSIS

What is the motivational difference between the super-creative core and the creative class?



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What is the motivational difference between the super-creative core and the creative class?



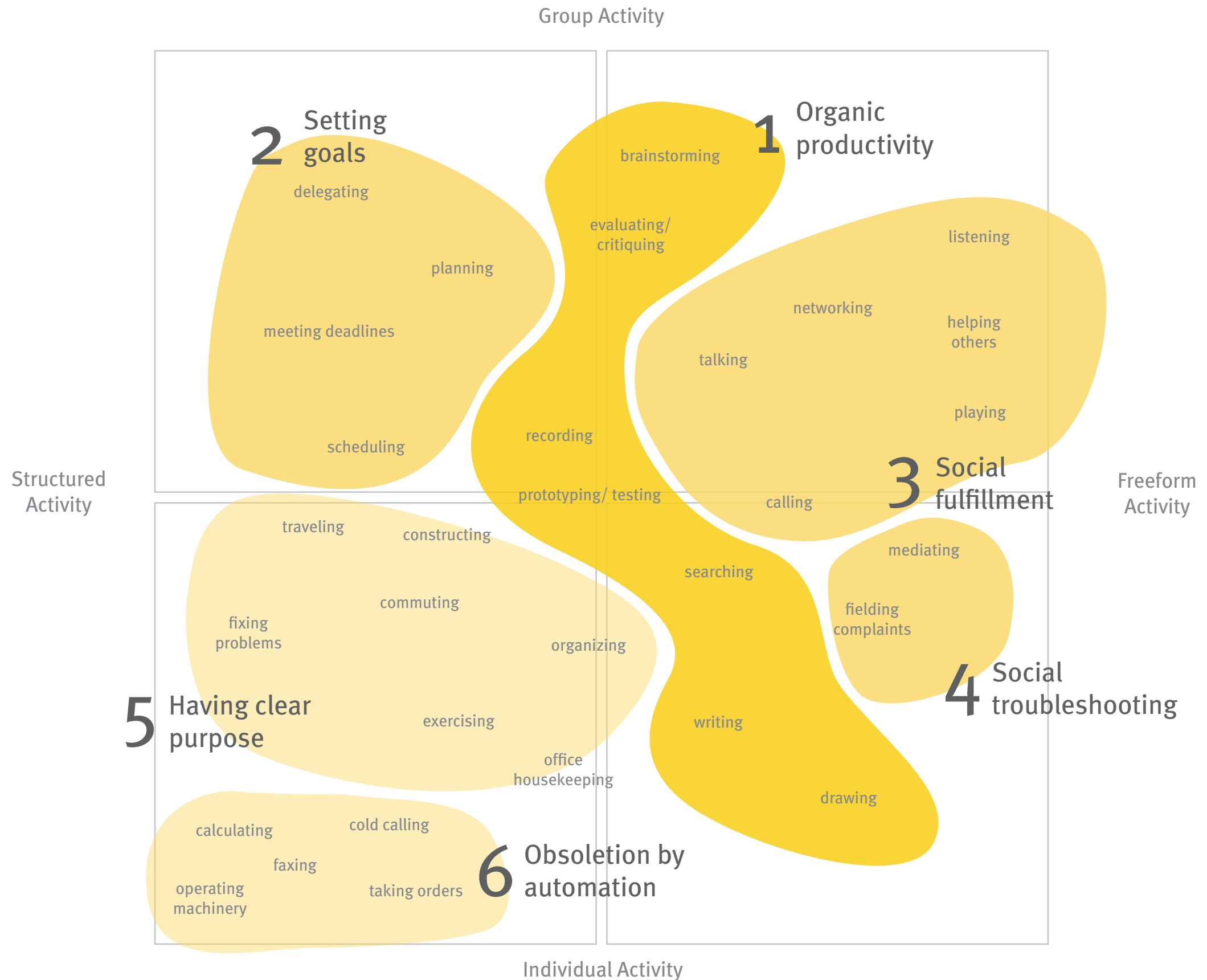
# POSITIONING MAP

Do the characteristics of creative class work activities differ from those of the non-creative classes?

- 1 Organic productivity
- 2 Setting goals
- 3 Social fulfillment
- 4 Social troubleshooting
- 5 Having clear purpose
- 6 Obsolescence by automation

## Organic Productivity

Activities (performed only by members of the Creative Class) demand that they perform well in groups and individually.



# POSITIONING MAP

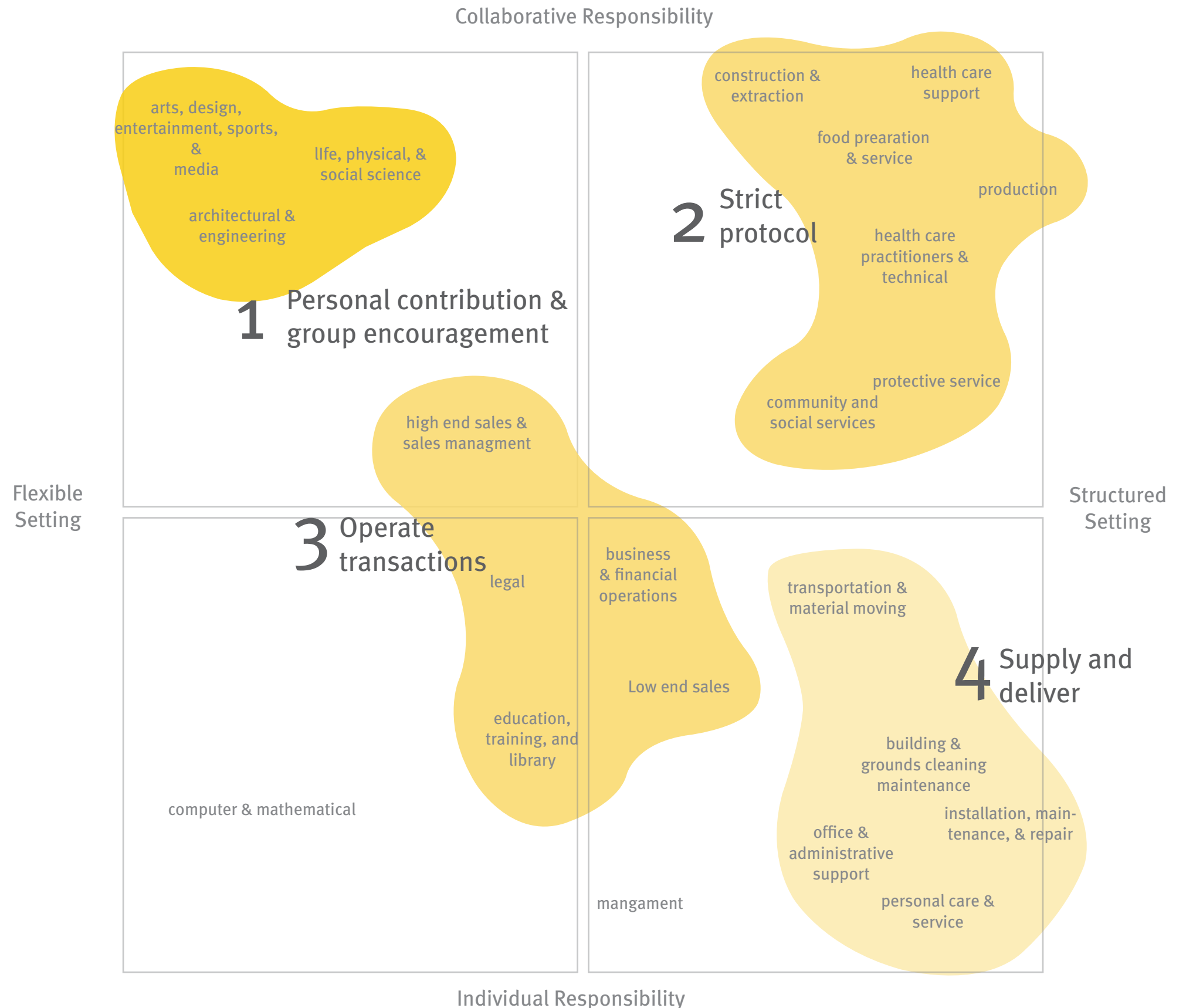
How are professions related between work environment and personal responsibility level?

- 1 Personal contribution & group encouragement
- 2 Strict protocol
- 3 Operate transactions
- 4 Supply and deliver

Super creative professionals express diverse viewpoints in the workplace and address unmet needs.

Creative and working class professionals are responsible for following complex rules and making sure occupational demands are met.

The service class is often responsible for completing predetermined tasks efficiently.



**PART 3:**

**The Creative Class  
and Life/Leisure**



# POSITIONING MAP

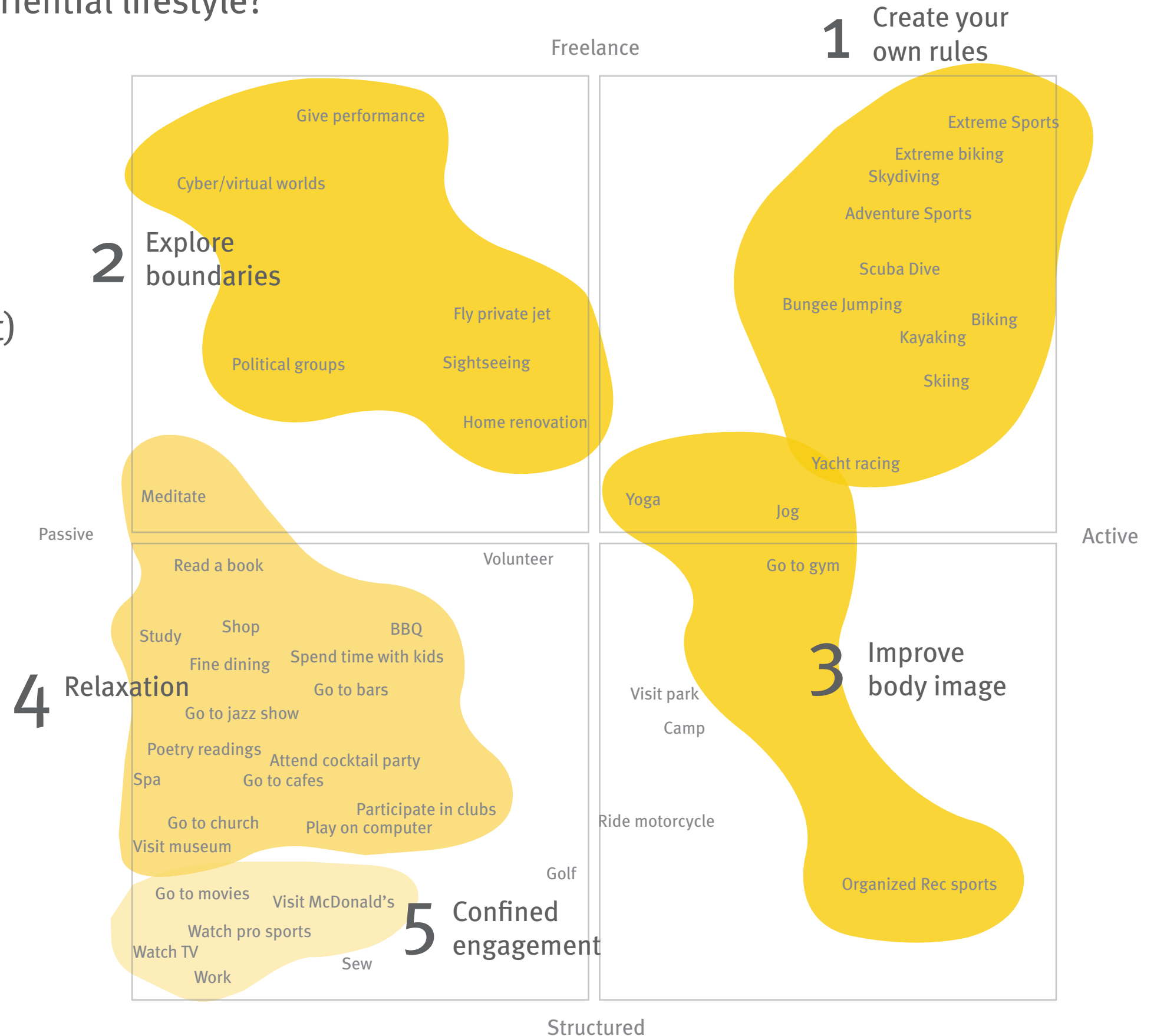
What defines the creative or experiential lifestyle?

- 1 Create your own rules
- 2 Exploring boundaries
- 3 Improve body image
- 4 Relaxation (weaker)
- 5 Confined engagement (weakest)

Two main influences to lifestyle choices are financial status and job activities.

The creative class typically is in a higher income level with less physically strenuous jobs, preferring to be more active during time off.

The other classes typically are in a lower income level with more physically strenuous jobs, preferring more relaxing activities.



# POSITIONING MAP

What defines the creative or experiential lifestyle?

## 1 Create your own rules

Skydiving  
Mountain Biking

## 2 Explore boundaries

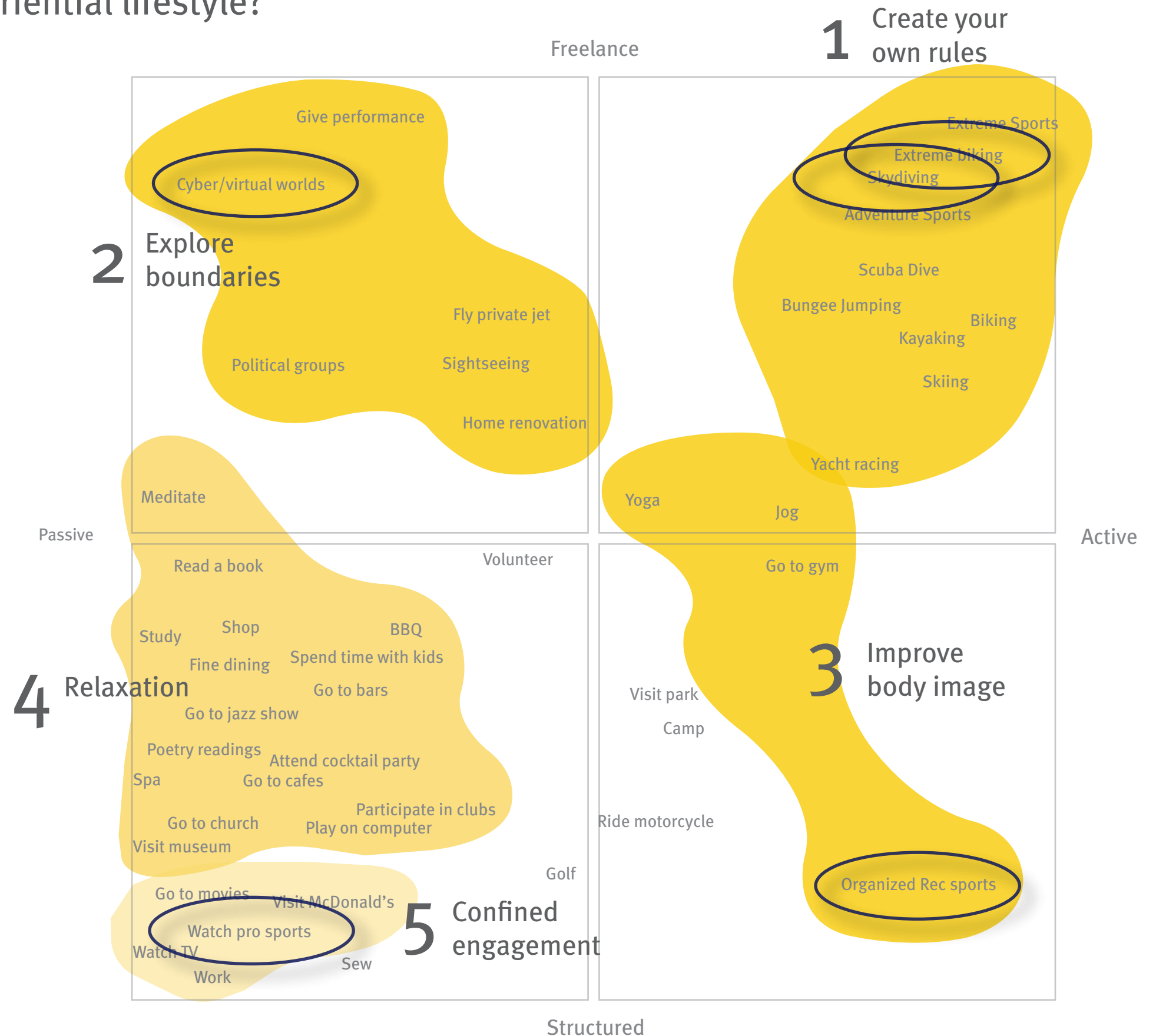
Cyber/Virtual Worlds

## 3 Improve body image

Organized recreation sports

## 4 Confined engagement

Watching professional sports



# EXPERIENCE MAP

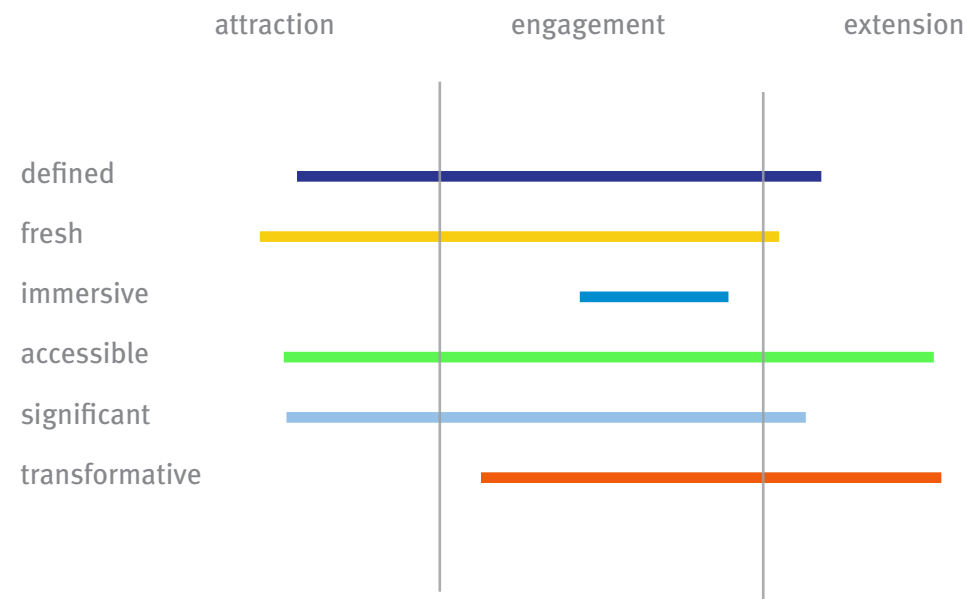
Are there experience attributes that are essential for the creative lifestyle?

The creative class is participatory, the more attractive experiences are ones where they are actively involved.

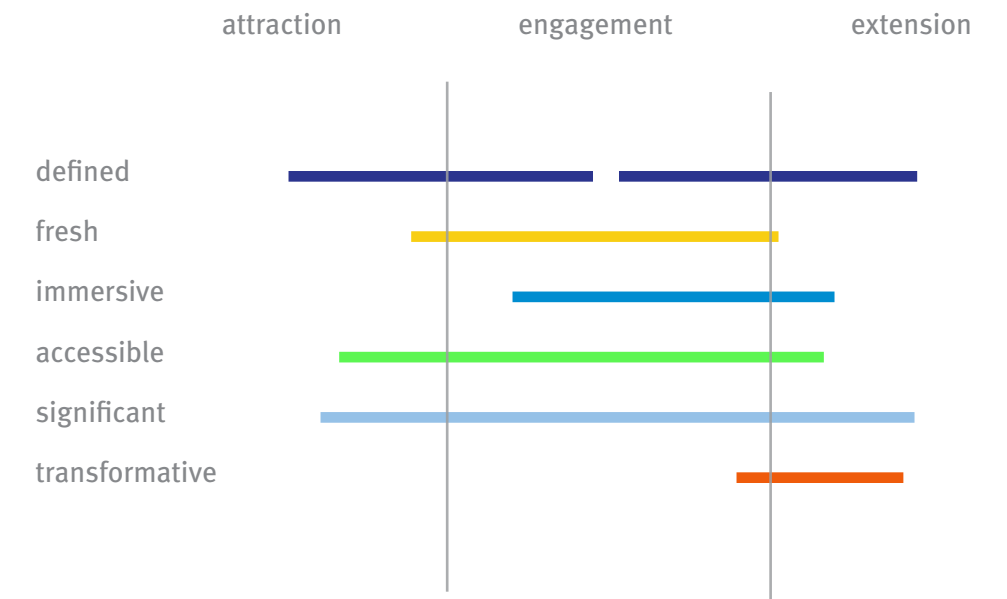
The creative class welcomes experiences where they can create their own rules.

Significant and transformative experiences are likely important because they highly impact lifestyle.

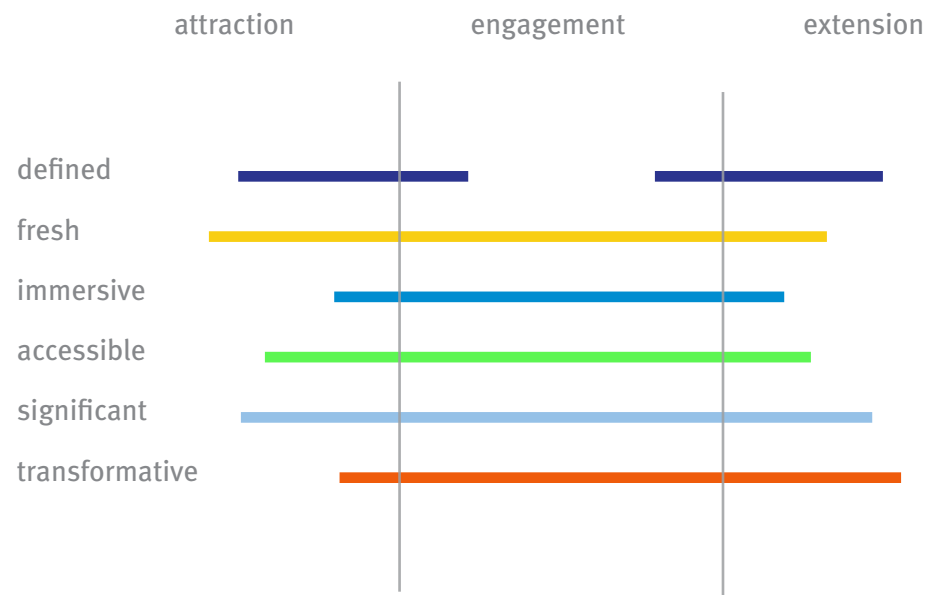
### Spectating pro sports



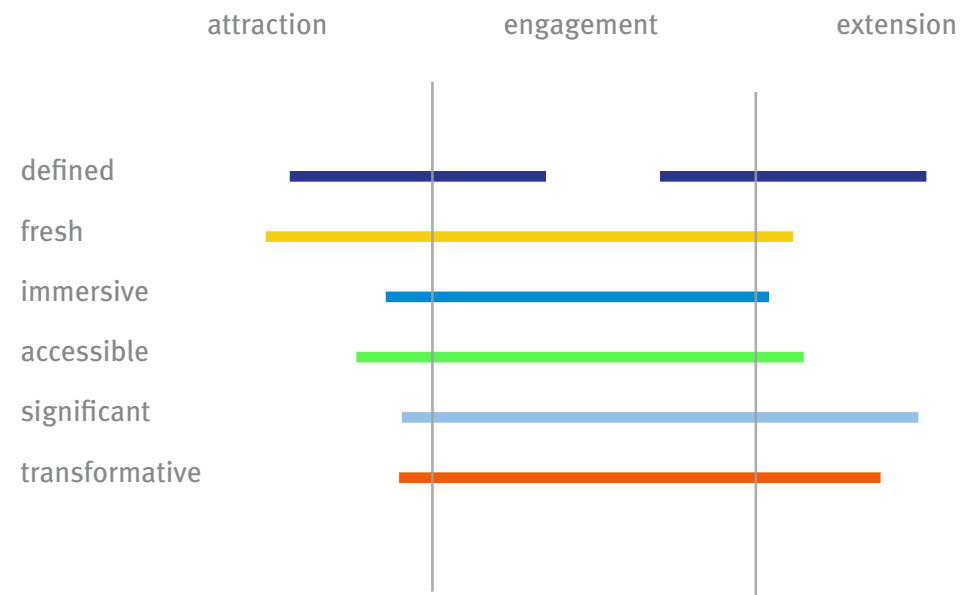
### Organized Recreational Sports



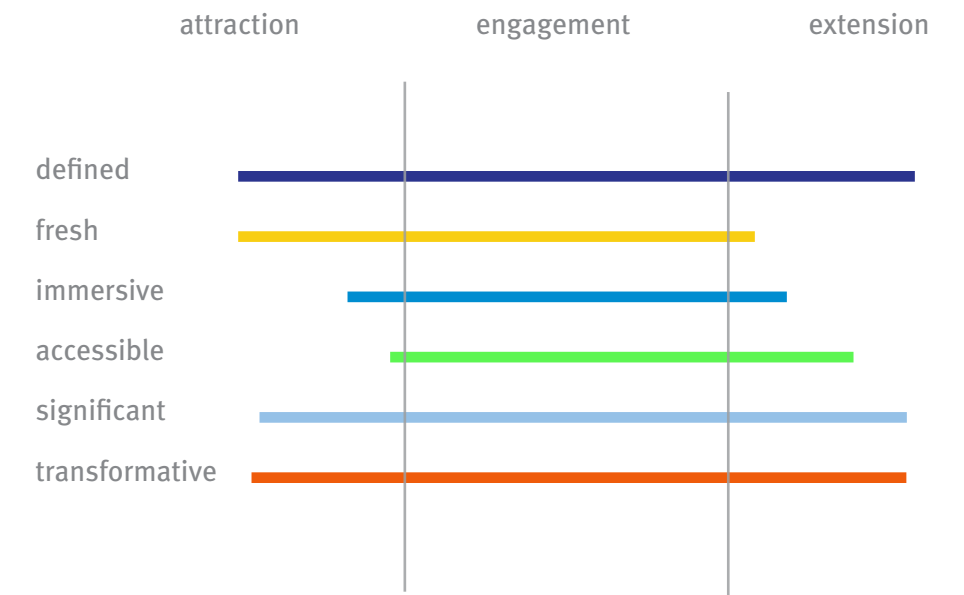
### Mountain Biking



### Virtual/Cyber worlds



### Skydiving



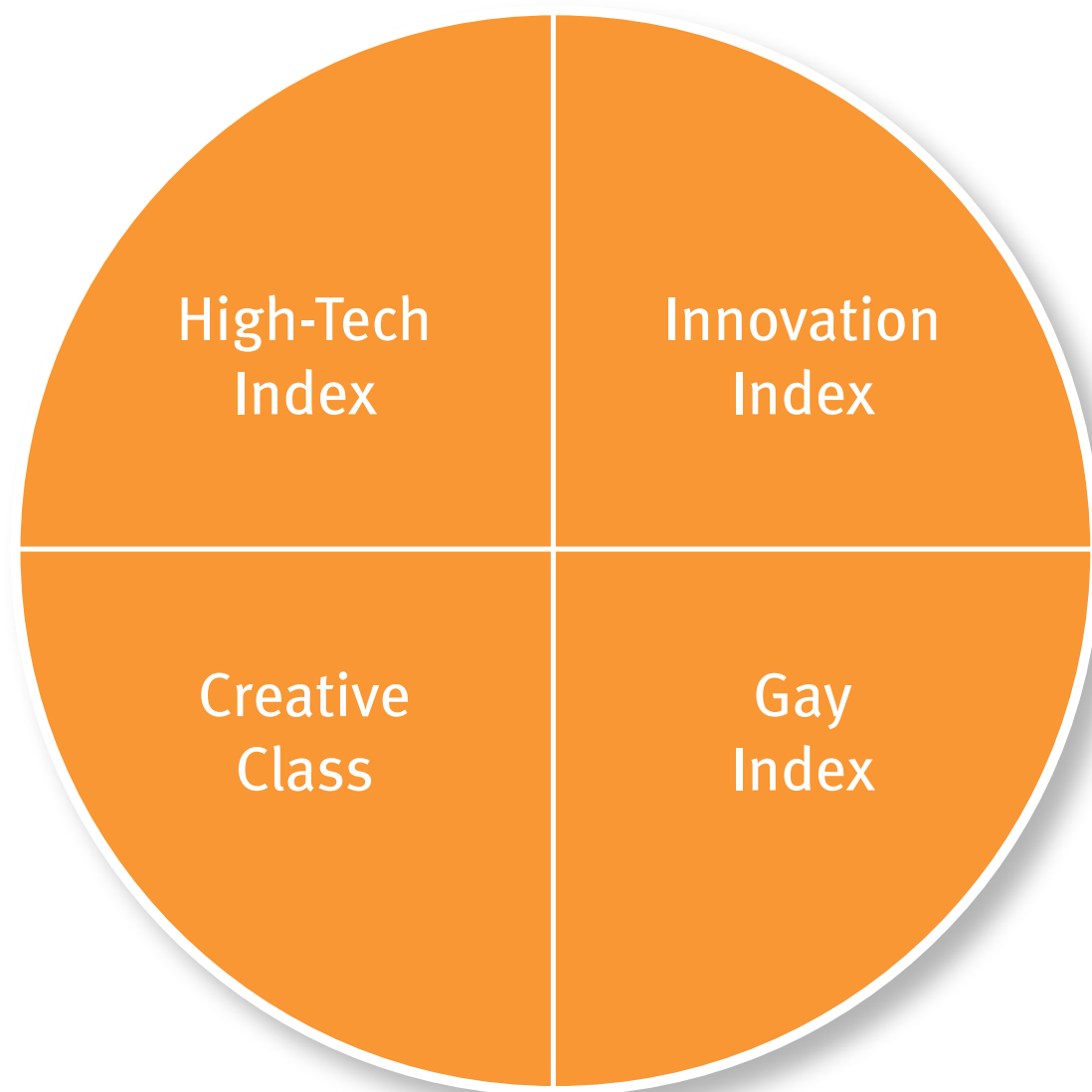
**PART 4:**

# **The Creative Class and Community**

# DEFINING THE CREATIVE INDEX

The Creative Index, a scale from “0-1”, is a mix of four equally weighed factors.

## The Creative Index



### High-tech industry

Measured by the High-tech Index, using the Milken Institute’s widely accepted Tech Pole Index.

### Creative Class

The creative class share of the workforce.

### Innovation

Measured as patents per capita.

### Diversity

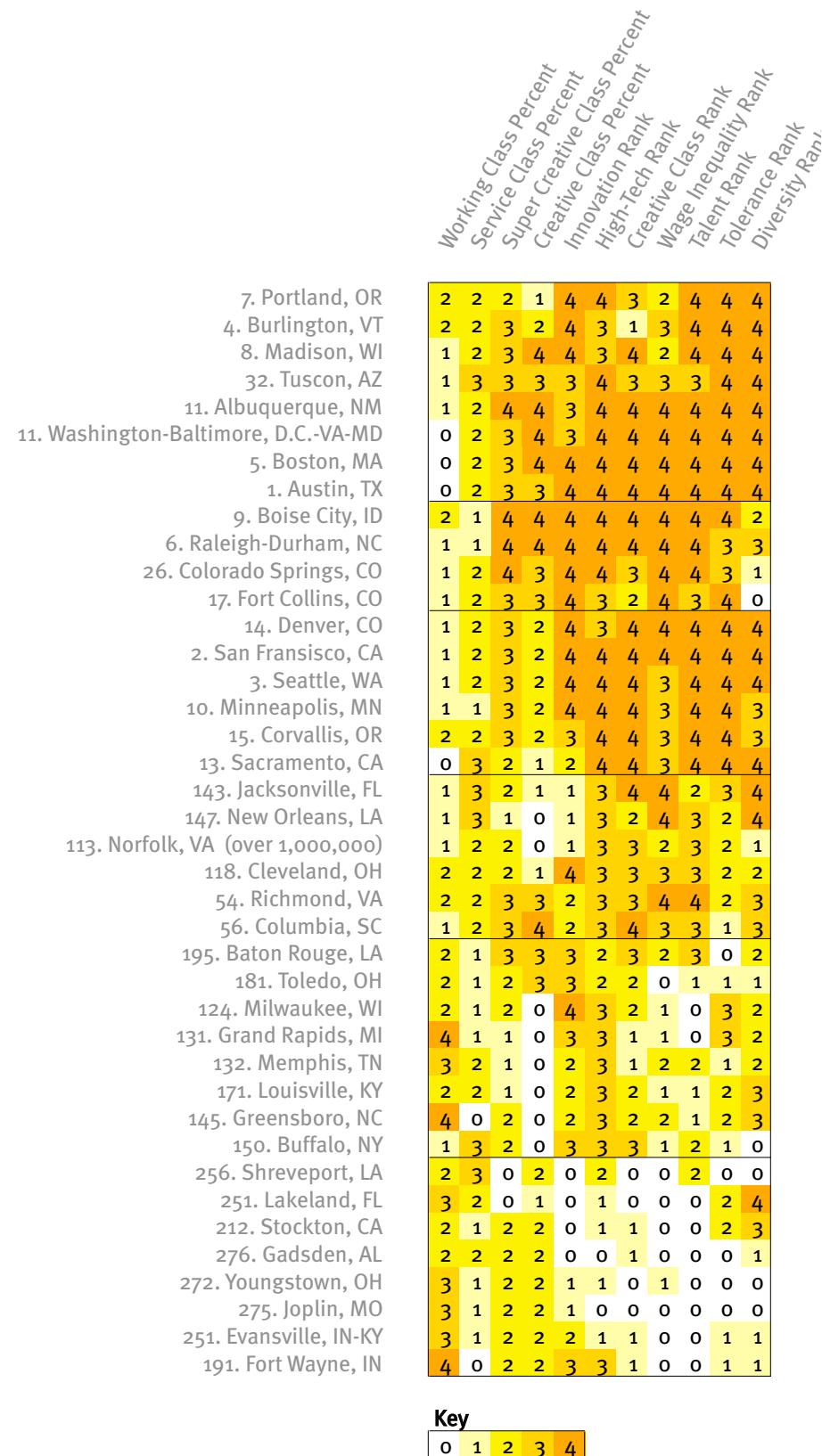
Measured by the Gay Index, a reasonable proxy for an area’s openness to different kinds of people and idea.

“This composite indicator is a better measure of a region’s underlying creative capabilities than the simple measure of the creative class, because it reflects the joint effects of its concentration and of innovative economic outcomes.”

Richard Florida

# ASYMMETRIC MATRIX

What is the relationship between city attributes and the distribution of social classes?



## Cities

- 7. Portland, OR
- 4. Burlington, VT
- 8. Madison, WI
- 32. Tuscon, AZ
- 11. Albuquerque, NM
- 11. Washington-Baltimore, D.C.-VA-MD
- 5. Boston, MA
- 1. Austin, TX
- 9. Boise City, ID
- 6. Raleigh-Durham, NC
- 26. Colorado Springs, CO
- 17. Fort Collins, CO
- 14. Denver, CO
- 2. San Fransisco, CA
- 3. Seattle, WA
- 10. Minneapolis, MN
- 15. Corvallis, OR
- 13. Sacramento, CA
- 143. Jacksonville, FL
- 3. Seattle, WA
- 10. Minneapolis, MN
- 15. Corvallis, OR
- 13. Sacramento, CA
- 143. Jacksonville, FL
- 147. New Orleans, LA
- 113. Norfolk, VA (over 1,000,000)
- 118. Cleveland, OH
- 54. Richmond, VA
- 56. Columbia, SC
- 195. Baton Rouge, LA
- 181. Toledo, OH
- 124. Milwaukee, WI
- 131. Grand Rapids, MI

(Cities cont.)

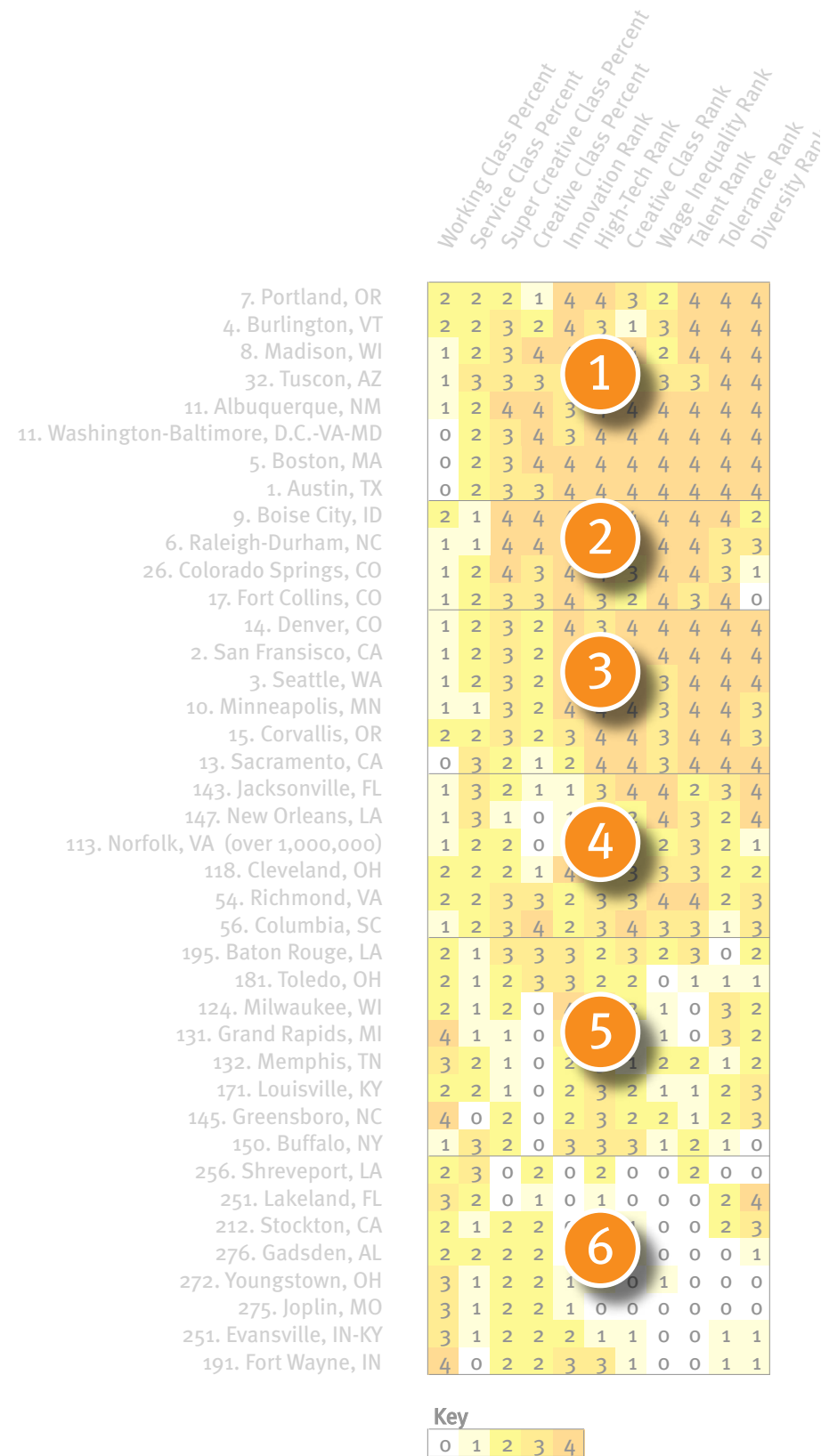
- 132. Memphis, TN
- 171. Louisville, KY
- 145. Greensboro, NC
- 150. Buffalo, NY
- 256. Shreveport, LA
- 251. Lakeland, FL
- 212. Stockton, CA
- 276. Gadsen, AL
- 272. Youngstown, OH
- 275. Joplin, MO
- 251. Evansville, IN-KY
- 191. Fort Wayne, IN

## Creative Index Ratings

- Working Class Percent
- Service Class Percent
- Super Creative Class Percent
- Creative Class Percent
- Innovation Rank
- High-Tech Rank
- Creative Class Rank
- Wage Inequality Rank
- Talent Rank
- Tolerance Rank

# ASYMMETRIC MATRIX

What is the relationship between city attributes and the distribution of social classes?



## 1 Creatives and Super Creatives

High wage inequality is related to high super creative and creative class

## 2 High Disparity, High Creativity

Low diversity rank and high wage inequality is related to high super creative class

## 3 Tolerance and Talent

Tolerance and talent is related to high super creative class

## 4 Lack of Creatives

Even distribution of social class is related to lack of creative attributes

## 5 High Disparity, Low Creativity

High working class and low creative class is related to low wage inequality

## 6 Room for Growth

Low innovation, low tolerance, low diversity, low wage inequality is related to low creativity

# CREATIVE INDEX

What is the geographic distribution of the top 30 highest ranked cities in the US?

An analysis of this map illustrates which regions are winning in the effort to attract and retain creative workers.

## NORTHWEST

San Francisco CA	0.958
Seattle WA	0.955
Portland OR	0.926
Sacramento CA	0.895
Corvallis OR	0.873

## LANDLOCKED MOUNTAINS

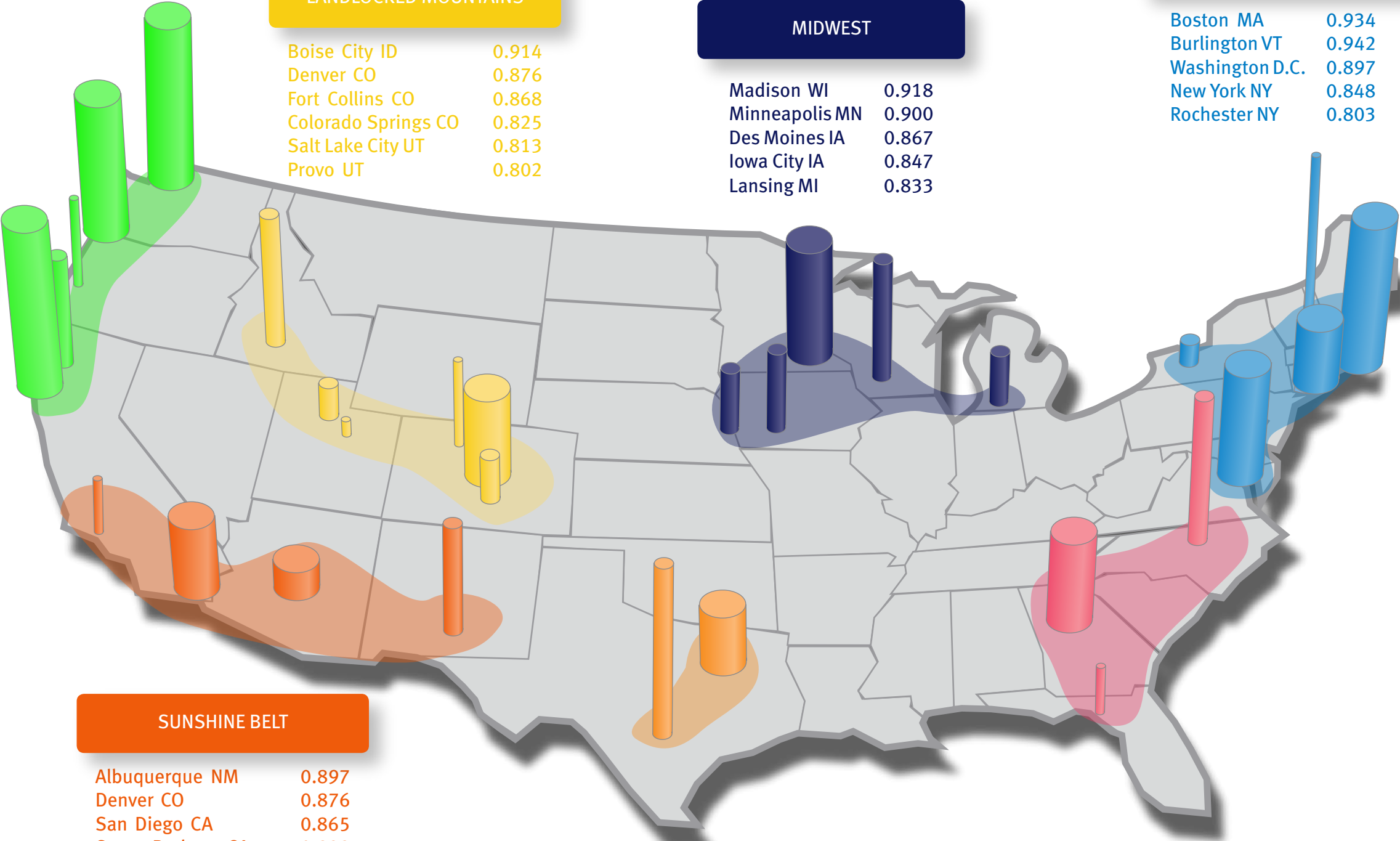
Boise City ID	0.914
Denver CO	0.876
Fort Collins CO	0.868
Colorado Springs CO	0.825
Salt Lake City UT	0.813
Provo UT	0.802

## MIDWEST

Madison WI	0.918
Minneapolis MN	0.900
Des Moines IA	0.867
Iowa City IA	0.847
Lansing MI	0.833

## NORTHEAST

Boston MA	0.934
Burlington VT	0.942
Washington D.C.	0.897
New York NY	0.848
Rochester NY	0.803



### KEY

Creative Index = Height  
(Range is from 0.75-1.0)

Size of Workforce:

 less than 200,000

 200,000 - 800,000

 over 800,000

## SUNSHINE BELT

Albuquerque NM	0.897
Denver CO	0.876
San Diego CA	0.865
Santa Barbara CA	0.838
Fort Collins CO	0.868
Colorado Springs CO	0.825
Salt Lake City UT	0.813
Phoenix AZ	0.809
Provo UT	0.802

## TEXAS PLAINS

Austin TX	0.963
Dallas TX	0.847

## SOUTHEAST

Raleigh NC	0.932
Atlanta GA	0.873
Tallahassee FL	0.832



# SUMMARY

The creative class is a growing influence on the future of American cities. What are the motivations and desires of this class? What can American cities do to foster this growth?

A rise in the number of creative professionals active in the workforce occurred when generation X entered the workplace and the internet became part of the mainstream.

The creative class is generally motivated by a desire to influence their surrounding and affect change. This is implemented through self expression, social involvement, professional advancement, academic influence, strong career ambition.

Creative professionals are problem-solvers that desire work settings with relaxed activity structures that are focused on camaraderie in the workplace.

Outside the workplace creative types prefer physical activities that allow them to make their own rules and explore boundaries beyond conventional hobbies.