

STRONGER ECONOMIES TOGETHER (SET) WORKBOOK
MODULE SEVEN: *Exploring Opportunities for a Stronger Region*
Worksheet 4 The Creative Class Exercise Slide 52



The Creative Class Exercise

In his book, *The Rise of the Creative Class*, Richard Florida notes that individuals that are part of the labor force are tied to one of three major occupational classes: (1) the creative class; (2) the working class; or (3) the service class. The accompanying data sheet provides a listing of the various occupations that are associated with each major class. You will be exploring to what degree your region contains these three classes of occupations. It might be useful to compare your region to the state (or the closest metropolitan area).

Examining the Nature of the Creative, Working and Service Classes in Your Region

- a. Examine the percentage workers in your region that are employed in the creative, working, and service classes. (Data does not include Military)
- b. Which class types tend to be most prevalent in your region? Do the percent of persons employed in each class vary between your region and the state? If so, in what ways?
- c. What specific occupations within each of the three classes tend to be the most dominant in terms of numbers of people employed in them? How do these numbers differ between your region and the state? For example, are there some creative class occupations that tend to be more dominant in your state relative to your region, or vice versa? If so, which ones?
- d. What are your group's general observations and impressions about the occupational structure of your region (such as the strength or weakness of their creative economies)? What insights you have gained from reviewing these data that might influence the efforts by your regional team to focus on the creative economy as part of your regional strategies?