

CREATIVE CLASS WORKERS

Pennsylvania Transfer of Wealth Study

09.15.15

Background and Introduction

The Center for Rural Entrepreneurship has been retained by the [Center for Rural Pennsylvania](#) to update the Commonwealth's **Transfer of Wealth Opportunity (TOW)** analysis. Related to this project the Center has prepared a [series](#) of mini-reports focusing on unique factors that impact community TOW opportunities. This mini-report addresses the **Creative Class Workers**.

Question and Additional Information

Don Macke – Center for Rural Entrepreneurship
don@e2mail.org – 402.323.7336 – www.energizingentrepreneurs.org

What is the Creative Class?

Richard Florida (www.creativeclass.com) popularized the idea of the **creative class** and its unique influence on our society and economy. Florida breaks the creative class into two groups – Super Creative Class and Creative Professions. The Core (Super Creative Class) is particularly important as it includes professions such as science, engineering, higher education, computer science and research. Creative professions include health care, business, legal and education. Defining and measuring the creative class is challenging and imprecise. Any person and any profession that creates innovation and adds unique value to our economy and society may be viewed as part of the creative class.

Why is the Creative Class Important?

Development theory, supported by field experience, suggests that where there are concentrations of creative class workers, and particularly Super Creative Class workers, there is innovation and new wealth being created. In communities with larger concentrations of creative class workers, there is a stronger probability of new wealth creation. Consider Apple's impact in Northern California or Microsoft's impact in the Seattle region. In our TOW scenarios, we adjust scenario estimates upward for those counties with relatively high concentrations of creative class workers to account for the likely higher new wealth formation over the scenario period, as compared to other counties with lower thresholds of these workers.

What Has Our Analysis Found?

Given the imprecise tools available to measure creative class workers and activities, we employ a surrogate indicator – the share of wage and salary workers in an economy that are in “professional, scientific, management, administrative and waste management” or **professional and scientific** occupations according to the U.S. Census Bureau.

Center for Rural Entrepreneurship

The following map highlights three major concentrations and a number of more minor concentrations of Super Creative Class occupations in Pennsylvania. The strongest concentration is in the Philadelphia region followed by the Pittsburgh area and Cumberland and Dauphin Counties (Harrisburg) in South Central PA. There is also higher activity in the Penn State Region (Centre County) and Northeastern PA adjoining the New York metropolitan region.



Supporting Research and Sources

The source for this analysis is the [2009-2013 American Community Survey](#) (ACS), DP03 data series (focused on employment by Industry sector).



The Center promotes and sustains the vitality of Pennsylvania's rural and small communities by sponsoring research projects to identify policy options for legislative and executive branch consideration and action; collecting data on trends and conditions to understand the diversity of rural Pennsylvania; publishing information and research results to inform and educate audiences about the diverse people and communities of rural Pennsylvania; and participating in local, state and national forums on rural issues to present and learn from best practices.

Mary Kandray Gelenser – Center for Rural Pennsylvania – 717.787.9555

gelensermk@rural.palegislature.us – www.rural.palegislature.us