

Following the Creative Class in St. John's, Newfoundland

10th Annual Meeting of the Innovation
Systems Research Network -
Graduate Student Session

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Presentation Outline

- Background
- Research Questions
- Methodology
- Expected Outcomes

Background: Importance of Place

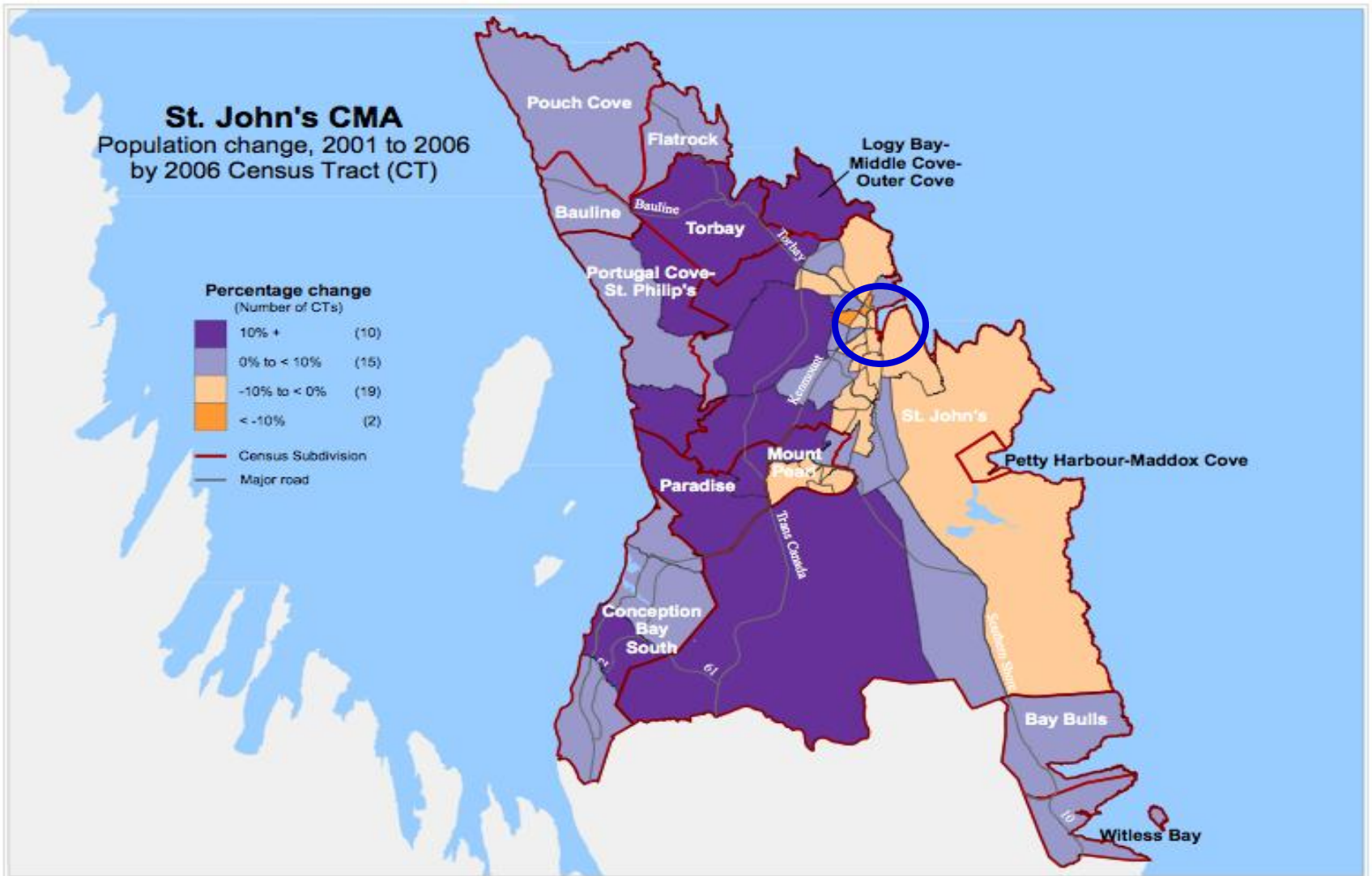
- Richard Florida's creative class theory
 - Actual location of creative class in terms of work and residence within St. John's CMA
- Quality of place
 - Lifestyle preferences in relation to cultural landscape (“downtown” vs “suburban” vs “rural”)

Background: Two criticisms of creative class theory

- Scale and context of studies
 - Florida's studies use American MSAs with populations of +700,000 (Florida 2002, Nathan 2005, Malanga 2004)
- Definition of creative class
 - Aggregates disparate occupations: conflates occupation with lifestyle, etc. (Markusen 2006)

Research Questions

- How does creative class theory understand causality (i.e. The causes of the 'creative milieu')?
- Where is the creative class (in the St. John's CMA)? And, has their distribution changed over time (1991-2006)
 - What is the role of lifestyle preferences in the work and residential location preferences of creative workers in St. John's CMA?

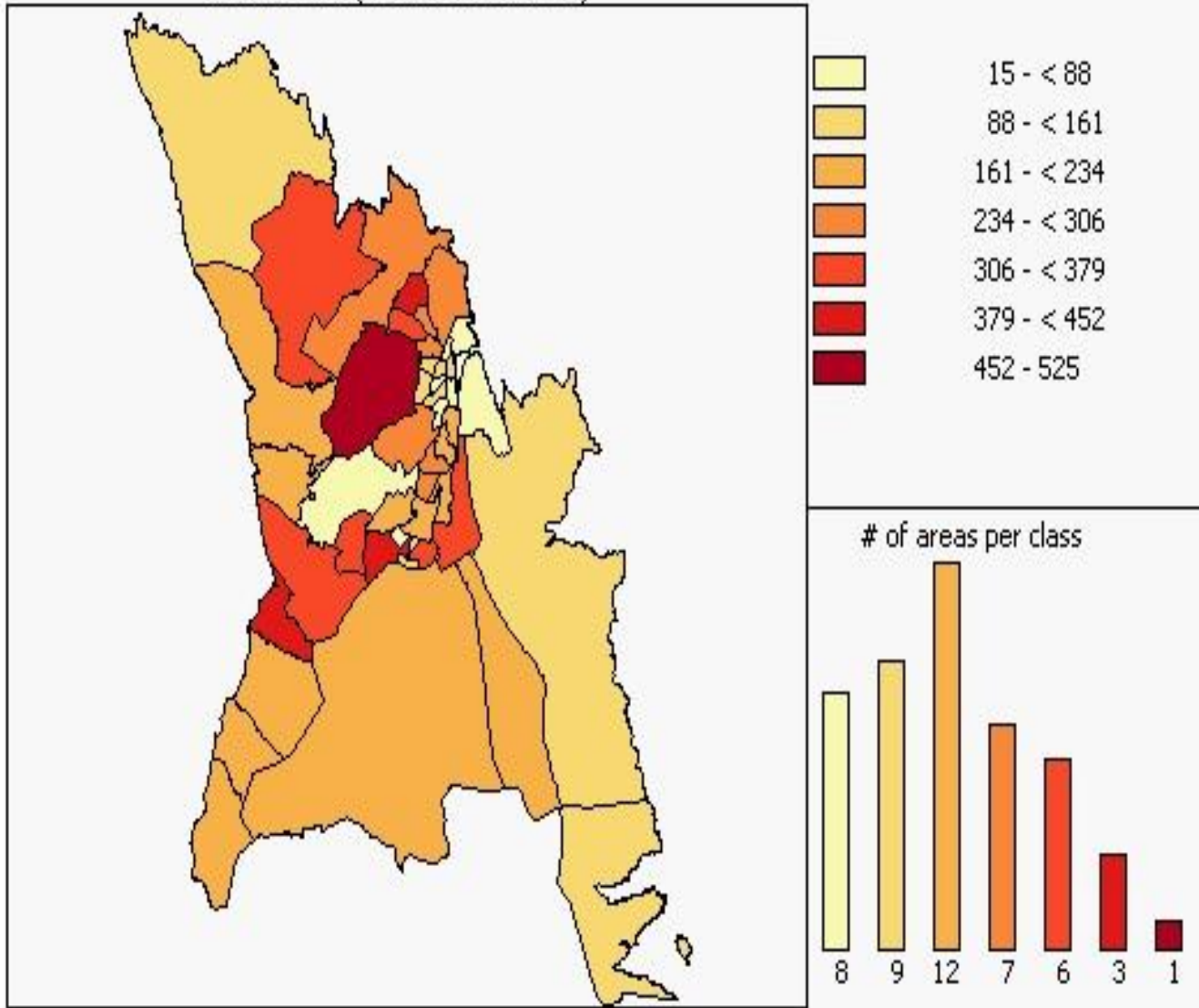


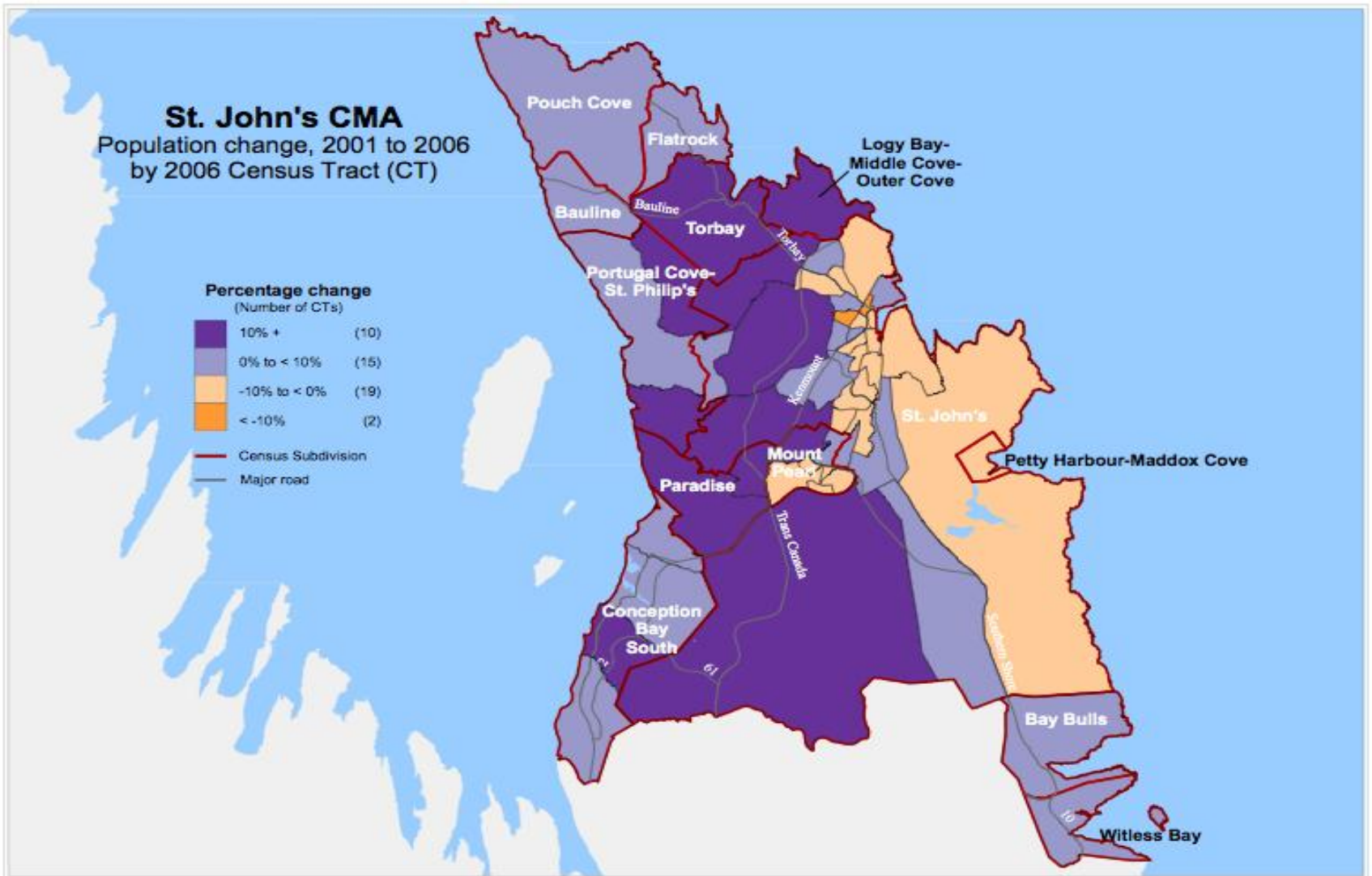
Location of Creative Workers by Census Subdivision (% Change from 2001-2006)

Conception Bay South	2.8
Paradise	4.6
Portugal Cove-St. Philips	2.1
St. John's	-0.3
Torbay	.09
Mt. Pearl	-0.7

(Source: Statistics Canada, 2006 Census of Population and 2001 Census of Population)

A Management occupations
St. John's (46 Census tracts)

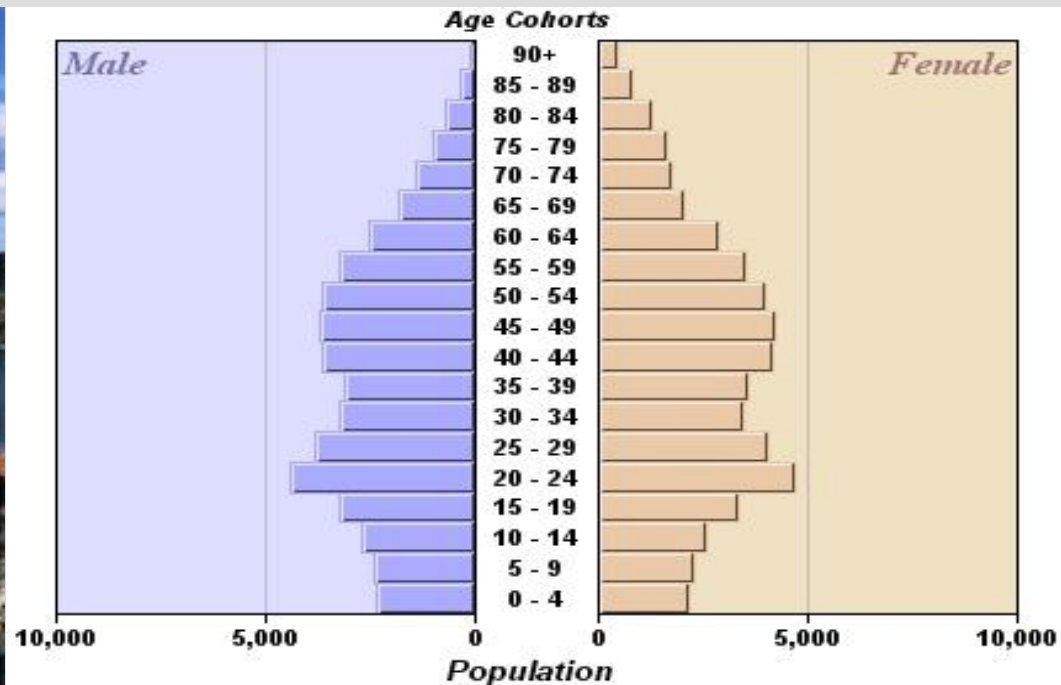




City of St. John's - 2006 Population Pyramid

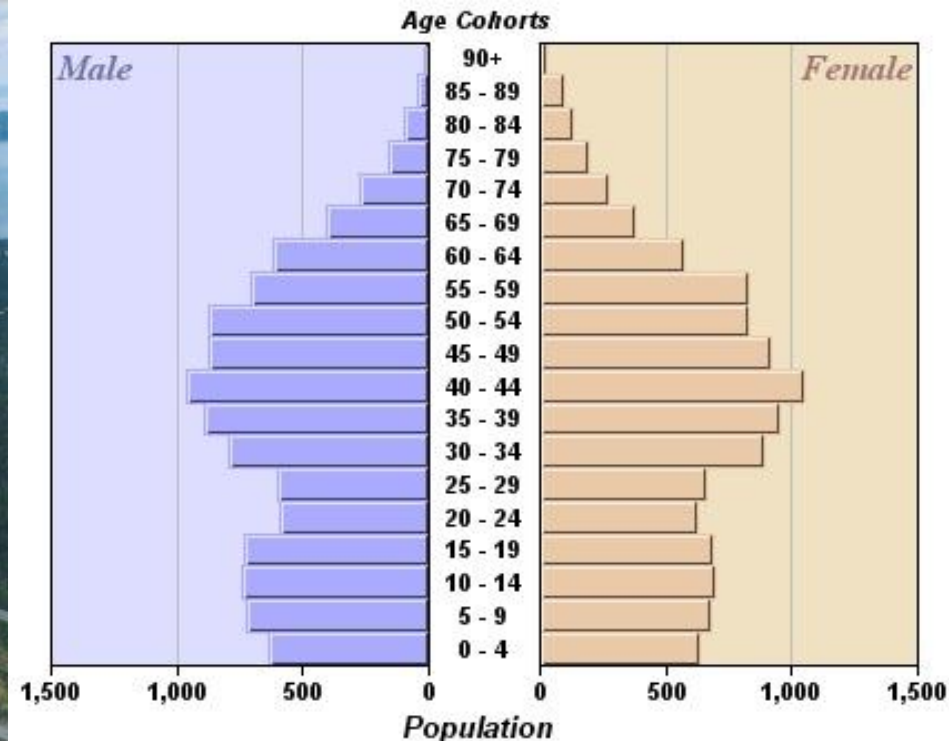
Population **47,470**

Change (2001-2006) **-0.3%**



Town of Conception Bay South (CBS)- 2006 Population pyramid

- Population **10,735**
- Change (2001-2006) **+9.6%**



Downtown St. John's



Source: Google Imagery 2008, Virtual Tourist 2008

City of Mt. Pearl



Sources: Google Imagery 2008, City of Mount Pearl Community Profile n.d.

Methods

- Thematic Mapping
 - Distribution of creative workers 1996-2006 at the census subdivision level by occupation
- Interviews
 - Creative workers residential preferences
 - Newfoundlander/CFA, “townies” and “baymen”
 - Snow ball recruitment
 - Semi-structured interviews

What I am hoping to find

- To assess the internal consistency of creative class theory
- How well does creative class theory help explain the geographies of creative workers in the St. John's CMA
- Do the lifestyle preferences of those who self identify as creative workers suggest any concrete planning policy recommendations that mid-sized cities can use to help urban development?

Acknowledgements

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