

Creative Class Workers

in Huron County

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SUMMARY REPORT

From the Four County Labour Market Planning Board

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What is the Creative Class?

The creative class is a socio-economic class identified as the **key driving force for economic development of post-industrial cities**. It is comprised of:

Creative Professionals

These professionals are classic knowledge-based workers. They draw on complex bodies of knowledge to solve specific problems, using high degrees of education to do so.

They include:

- ⊙ Management occupations
- ⊙ Business and financial operations occupations
- ⊙ Legal occupations
- ⊙ Healthcare practitioners and technical occupations
- ⊙ High-end sales and sales management

Super-Creative Core

Those belonging to this group fully engage in creative and innovative processes. Along with problem solving, their work may entail problem finding. They include:

- ⊙ Computer and mathematical occupations
- ⊙ Architecture and engineering occupations
- ⊙ Life, physical, and social science occupations
- ⊙ Education, training, and library occupations
- ⊙ Arts, design, entertainment, sports, and media occupations



The size of Huron County's workforce has declined, and with the exception of a small growth in the service class, each of its employment classes has also declined. The creative class represents 21% of total employment in Huron County and 34% of total employment in Ontario. **The creative class has grown faster than the average of all occupations in Ontario while declining faster than average in Huron County.**

Examined on its own, the super-creative core of the creative class had a higher growth rate than any class provincially, while in Huron County it declined by a small margin.

Workers by Class, 2006

	Workers in Huron County	Share of Workforce		Growth Rate 2001 to 2006	
		Huron County	Ontario	Huron County	Ontario
Total All Occupations	25,530			-2%	6%
Creative Class	5,335	21%	34%	-4%	8%
Super Creative Core	2,250	9%	17%	-1%	12%
Service Class	10,055	39%	45%	1%	9%
Working Class	5,795	23%	18%	-2%	-2%
Fishing/Farming/Forestry	4,345	17%	2%	-7%	-5%

Concentrations of Creative Class Workers

High Concentrations

Compared to provincial averages, the creative class occupations listed below are highly concentrated in Huron County. Nearly half are found in Natural and applied science and Health.

- ⦿ Agricultural representatives, consultants and specialists
- ⦿ Other professional occupations in physical sciences
- ⦿ Forestry professionals
- ⦿ Agricultural and fish products inspectors
- ⦿ Conservation and fishery officers
- ⦿ Landscape and horticultural technicians and specialists
- ⦿ Inspectors in public and environmental health and occupational health and safety
- ⦿ Optometrists
- ⦿ Head nurses and supervisors
- ⦿ Veterinary and animal health technologists and technicians
- ⦿ Medical sonographers
- ⦿ Other medical technologists and technicians (except dental health)
- ⦿ Licensed practical nurses
- ⦿ Ambulance attendants and other paramedical occupations
- ⦿ Legislators
- ⦿ Telecommunication carriers managers
- ⦿ Managers in social, community and correctional services
- ⦿ Library, archive, museum and art gallery managers
- ⦿ Recreation, sports and fitness program and service directors
- ⦿ Secondary school teachers
- ⦿ Ministers of religion
- ⦿ Probation and parole officers and related occupations
- ⦿ Library and archive technicians and assistants
- ⦿ Support occupations in motion pictures, broadcasting and the performing arts
- ⦿ Artisans and craftspersons
- ⦿ Bookkeepers

Low Concentrations

There are many creative class occupations with an expectably low local concentration because the area's industrial composition doesn't support their employment. However certain occupations may be essential to any workforce and may be under-represented in Huron County. These include:

- ⦿ Architects
- ⦿ Editors
- ⦿ Occupational therapists
- ⦿ Specialist physicians
- ⦿ Medical laboratory technicians
- ⦿ Medical laboratory technologists and pathologists' assistants
- ⦿ Specialists in human resources
- ⦿ Mechanical engineers
- ⦿ Electrical and electronics engineering technologists and technicians
- ⦿ Authors and writers
- ⦿ Human resource managers
- ⦿ Drafting technologists and technicians
- ⦿ Professional occupations in business services to management
- ⦿ Database analysts and data administrators
- ⦿ General practitioners and family physicians
- ⦿ User support technicians
- ⦿ Physiotherapists
- ⦿ Civil engineers
- ⦿ Biologists and related scientists
- ⦿ Computer network technicians
- ⦿ Photographers
- ⦿ Construction estimators
- ⦿ Industrial designers
- ⦿ Graphic designers and illustrators
- ⦿ Dental hygienists and dental therapist
- ⦿ Dietitians and nutritionists



Creative Class Workers by Industry

Six industry groups have a creative class content of over 40%: Education, Professional, scientific and technical services, Information and cultural industries, Arts, entertainment and recreation, Health care and social assistance, Finance and insurance.

Amongst the most prominent local industries with high creative class concentrations, Local, municipal and regional public

administration, and Amusement, gambling and recreation industries have significantly higher shares of creative class workers compared to the provincial level of that industry, while local Professional, scientific and technical services has a significantly lower share than the provincial industry.

High Creative Class Content Industries

	Total Employment Huron County	Creative Class Employment Huron County	Creative Class Employment Share
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Educational services	1,460	1,045	71.6%
Hospitals	715	505	70.6%
Professional, scientific and technical services	730	465	63.7%
Ambulatory health care services	655	375	57.3%
Credit intermediation and related activities	340	170	50.0%
Local, municipal and regional public administration	400	155	38.8%
Low Creative Class Content Industries			
Farms	4,080	115	2.8%
Primary metal manufacturing	870	85	9.8%
General merchandise stores	450	55	12.2%
Food manufacturing	570	45	7.9%
Machinery manufacturing	430	40	9.3%
Construction of buildings	310	35	11.3%

Six industry groups have a creative class content below 10%: Accommodation and food services, Agriculture, Administrative and support, waste management and remediation services, Transportation and warehousing, Mining, oil and gas, and Construction.

Amongst the most prominent local industries with low creative class concentrations, nearly all have a significantly lower local share of creative class workers than at the provincial level. These industries could be experiencing shortages of creative class workers.

Creative Class Commuter Flows

The composition of Huron County's workforce by place of work compared to the workforce by place of residence reveals different concentrations of certain occupational groups. The following are creative class occupations where Huron County gains or loses workers on a daily basis.

Net Surplus of Outward Commuters

- ⊙ Financial auditors and accountants
- ⊙ Other financial officers
- ⊙ Bookkeepers
- ⊙ Landscape and horticultural technicians and specialists
- ⊙ Electrical and electronics engineering technologists and technicians
- ⊙ Registered nurses

Net Surplus of Inward Commuters

- ⊙ Secondary school teachers
- ⊙ Retail trade managers
- ⊙ Other administrative services managers
- ⊙ Insurance adjusters and claims examiners
- ⊙ User support technicians
- ⊙ Civil engineers

New Possibilities for Creative Class Workers Who Work in Declining Industries

There were 6 industries at the 3 digit NAIC code level that experienced net employment loss of over 50 workers between 2008 and 2010 in Huron County. A total of 16% of the region's workforce was employed in industries that had experienced significant employment loss in the previous two years.

Declining Industries, Huron County (2008-2010)

Industry	Employment Change 2008 to 2010	Creative Class Content
Food Services and Drinking Places	-284	Low
Accommodation Services	-130	Low
Clothing and Clothing Accessories Stores	-67	High
Ambulatory Health Care Services	-66	High
Administrative and Support Services	-55	Low
Motor Vehicle and Parts Dealers	-50	Average

Creative class occupations found among these declining industries are:

- ⊙ Retail trade managers
- ⊙ Financial auditors
- ⊙ Sales, marketing and advertising managers
- ⊙ Bookkeepers
- ⊙ Program leaders and instructors in recreation, sport and fitness
- ⊙ Theatre, fashion, exhibit and other creative designers
- ⊙ General practitioners and family physicians
- ⊙ Registered nurses
- ⊙ Specialist physicians
- ⊙ User support technicians
- ⊙ Senior managers

Growth industries where creative class workers in declining industries could possibly seek work are:

- ⊙ Professional, scientific and technical services
- ⊙ Food and beverage stores
- ⊙ Sporting goods, hobby, book and music stores
- ⊙ Rental and leasing services
- ⊙ Electronics and appliance stores
- ⊙ Local, municipal and regional public administration
- ⊙ Machinery, equipment and supplies wholesaler-distributors
- ⊙ Insurance carriers and related activities
- ⊙ Nursing and residential care facilities
- ⊙ Food, beverage and tobacco wholesaler-distributors
- ⊙ Building material and supplies wholesaler-distributors



Project Partners



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