

CREATIVE CLASS SM

Females and the Creative Class

It's simple. Tolerant regions attract talent. All kinds of talent – immigrant, African American, young, gay, female, etc. Talented and skilled regions move to the front, while others stay stagnant or fall behind.

For this week's "By the Numbers," we take a look at females and the creative class. This measure is strong on many levels. It measures half the labor force – female vs. male – and has an underlying assumption/ evaluation of tolerance. We would bet: regions with a higher percentage of female creative class members have a more tolerant environment than others.

What's our data source? Rather than utilizing the typical BLS occupational data, we used census occupational data from the American Community Survey. Unfortunately, the Census didn't create occupational estimates for all metros, but we have the rankings for the metros that were included.

In addition to female creative class members, we also the rankings – top and bottom metros – for female educational attainment

Check the numbers out!

Female Creative Class Members (%)

Top 10 Metros: Female Creative Class (%)

Rank	Metro	Female Creative Class %
1	Charlottesville, VA	25%
2	Washington, DC	23%
3	Durham, NC	23%
4	Ann Arbor, MI	22%
5	Rochester, MN	22%
6	Boston, MA	21%
7	Gainesville, FL	21%
8	Madison, WI	21%
9	San Francisco, CA	20%
10	Boulder, CO	20%

Source: Bureau of Labor Statistics, 2005. RFCG Analysis, 2007.

Bottom 10 Metros: Female Creative Class (%)

Rank	Metro	Female Creative Class %
1	Bakersfield, CA	11%
2	Las Vegas, NV	11%
3	Salinas, CA	12%
4	Visalia, CA	12%
5	Fond du Lac, WI	12%
6	Brownsville, TX	12%
7	Naples, FL	12%
8	Rockford, IL	13%
9	Riverside, CA	13%
10	Kingsport, TN	13%

Source: Bureau of Labor Statistics, 2005. RFCG Analysis, 2007.

Female Super-Creative Class Members (%)

Top 10 Metros: Female Super-Creative Class (%)

Rank	Metro Area	Female Super Creative %
1	Charlottesville, VA	11.3%
2	Ann Arbor, MI	10.3%
3	Boulder, CO	10.1%
4	Athens, GA	10.0%
5	Durham, NC Metro Area	10.0%
6	Washington, DC	9.6%
7	Champaign-Urbana, IL	9.6%
8	Bloomington-Normal, IL	9.2%
9	Iowa City, IA	9.1%
10	Madison, WI	8.8%

Source: U.S. Census, American Community Survey, 2005. RFCG Analysis, 2007

Bottom 10 Metros: Female Super-Creative Class (%)

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1	Bakersfield, CA	11%
2	Las Vegas, NV	11%
3	Salinas, CA	12%
4	Visalia, CA	12%
5	Fond du Lac, WI	12%
6	Brownsville, TX	12%
7	Naples, FL	12%
8	Rockford, IL	13%
9	Riverside, CA	13%
10	Kingsport, TN	13%

Source: Bureau of Labor Statistics, 2005. RFCG Analysis, 2007.

Female Educational Attainment

Large Metros (Million-plus): Top 5 - Female BA and Above%

Rank	Metro Area	Female: BA & Above (%)
1	Washington, DC	44%
2	San Francisco, CA	42%
3	San Jose, CA	41%
4	Boston, MA	40%
5	Austin, TX	38%

Source: U.S. Census, American Community Survey, 2005. RFCG Analysis, 2007.

Large Metros (Million-plus): Bottom 5 - Female BA and Above%

Rank	Metro Area	Female: BA & Above (%)
1	Riverside, CA	18%
2	Las Vegas	19%
3	Tampa, FL	23%
4	Louisville	23%
5	San Antonio, TX	23%

Source: U.S. Census, American Community Survey, 2005. RFCG Analysis, 2007.

Medium Metros (500K-million): Top 5 - Female BA and Above%

Rank	Metro Area	Female: BA & Above (%)
1	Bridgeport, CT	41%
2	Raleigh, NC	40%
3	Madison, WI	40%
4	Portland, ME	33%
5	Worcester, MA	32%

Source: U.S. Census, American Community Survey, 2005. RFCG Analysis, 2007.

Medium Metros (500K-million): Bottom 5 - Female BA and Above%

Rank	Metro Area	Female: BA & Above (%)
1	McAllen, TX	14%
2	Bakersfield, CA	15%
3	El Paso, TX	16%
4	Lakeland, FL	16%
5	Youngstown, OH	17%

Source: U.S. Census, American Community Survey, 2005. RFCG Analysis, 2007.

Mid-sized Metros (250-500K): Top 5 - Female BA and Above%

Rank	Metro Area	Female: BA & Above (%)
1	Boulder, CO	54%
2	Ann Arbor, MI	51%
3	Fort Collins, CO	42%
4	Durham, NC	42%
5	Trenton, NJ	36%

Source: U.S. Census, American Community Survey, 2005. RFCG Analysis, 2007.

Mid-size Metros (250-500K): Bottom 5 - Female BA and Above%

Rank	Metro Area	Female: BA & Above (%)
1	Brownsville, TX	12%
2	Visalia, CA	12%
3	Fort Smith, OK	13%
4	Ocala, FL	14%
5	Modesto, CA	14%

Source: U.S. Census, American Community Survey, 2005. RFCG Analysis, 2007.

Small Metros (Below 250K): Top 5 - Female BA and Above%

Rank	Metro Area	Female: BA & Above (%)
1	Ithaca, NY	50%
2	Lawrence, KS	49%
3	Ames, IA	49%
4	Columbia, MO	47%
5	Iowa City, IA	45%

Source: U.S. Census, American Community Survey, 2005. RFCG Analysis, 2007.

Small Metros (Below 250K): Top 5 - Female BA and Above%

Rank	Metro Area	Female: BA & Above (%)
1	Ithaca, NY	50%
2	Lawrence, KS	49%
3	Ames, IA	49%
4	Columbia, MO	47%
5	Iowa City, IA	45%

Source: U.S. Census, American Community Survey, 2005. RFCG Analysis, 2007.

Small Metros (250-500K): Bottom 5 - Female BA and Above%

Rank	Metro Area	Female: BA & Above (%)
1	Lake City, FL	7%
2	New Iberia, LA	10%
3	Opelousas, LA	10%
4	Lake Havasu City, AZ	10%
5	Weirton, WV Area	11%

Source: U.S. Census, American Community Survey, 2005. RFCG Analysis, 2007.