

ECONOMIC SNAPSHOT

An entrepreneur-friendly area

Entrepreneurs share many of the same attributes as Richard Florida's Creative Class. Madison has a large proportion of Creative Class occupations. Percentage out of all jobs that are considered Creative Class:

	Super Creative Core	Creative Professional	Total Creative Class
Madison MSA*	15.7%	18.8%	34.5%
Wisconsin	11.1%	15.8%	26.9%
United States	12.5%	17.7%	30.2%

Super Creative Core occupations:

Computer and mathematical; architecture and engineering; life, physical, and social science; education, training, and library; arts, design, entertainment, sports, and media

Creative Professional occupations:

Management; business and financial operations; legal; health-care practitioners and technical; high-end sales and sales management

*The Madison Metropolitan Statistical Area (MSA) includes Dane, Iowa and Columbia counties

SOURCES: "The Flight of the Creative Class," Richard Florida; Bureau of Labor Statistics Occupational Employment Statistics, www.bls.gov/oes

QUESTIONS: Contact Professor Greg Wise, Center for Community and Economic Development, University of Wisconsin-Extension, at greg.wise@uwex.edu.

Part 3 of this month's series on entrepreneurship

Next week: Our development report card

Economic Snapshot is a weekly feature provided by the Center for Community and Economic Development, University of Wisconsin-Extension.

