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### Poznan as a creative knowledge region. The views of high-skilled employees, managers and transnational migrants

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**acre**

## **Poznan as a creative knowledge region**

**The views of high-skilled employees, managers  
and transnational migrants**

**ACRE report 8.8**



European Commission



CITIZENS AND GOVERNANCE IN A  
KNOWLEDGE-BASED SOCIETY

Tadeusz Strykiewicz  
Michał Męczyński  
Krzysztof Stachowiak

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# **Poznan as a creative knowledge region**

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### **ACRE report 8.8**

Tadeusz Strykiewicz  
Michał Męczyński  
Krzysztof Stachowiak



Accommodating Creative Knowledge – Competitiveness of European Metropolitan  
Regions within the Enlarged Union

Amsterdam 2009  
AMIDSt, University of Amsterdam



## ACRE

ACRE is an acronym of the international research project ‘Accommodating Creative Knowledge – Competitiveness of European Metropolitan Regions within the Enlarged Union’.

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## EXECUTIVE SUMMARY

The objective of the research presented in this report is to evaluate features influencing the development of the creative knowledge sector in the Poznan metropolitan region (PMR). This evaluation is made from two perspectives:

- of different target groups associated with the creative knowledge sector;
- of particular local conditions attracting the creative class to work and live in the region.

This research is one of the successive stages (WP8) of the two-year ACRE research project. Hence, it is a logical consequence of the earlier analyses involving the determination of the development pathway of the Poznan metropolitan region (WP2) and a survey research carried out in the following target groups:

- a) graduates and employees (WP5)
- b) managers (WP6), and
- c) transnational migrants (WP7).

The results presented in the earlier studies concerned, among other things, the relative importance of 'soft' location factors (such as the quality of space, attractiveness of the residential environment and meeting places, a tolerant atmosphere, the cultural heritage, a subjective feeling of security, and job satisfaction). The broad approach adopted meant considering the various social groups participating in the study and conducting the research in terms of the spatial dimension (an analysis of the city-suburbs relationship and the identification of 'creative spaces' within the region studied).

In the present report two basic parts can be distinguished which reflect the above-mentioned perspectives. In the first, attention has been paid to the way the different social groups constituting the creative class (graduates, employees, managers and transnational migrants) perceive the attractiveness of the PMR as a place of residence and work. In the second part, main factors ('hard' and 'soft') attracting those groups to the PMR have been analysed.

As far as the first perspective is concerned, one can conclude that what makes the PMR attractive to workers and graduates of the creative knowledge sector is one 'hard' economic factor, namely an attractive labour market in the region. The workers belonging to the creative subsector also claimed that the PMR was not only attractive to them in terms of finding a job here, but also of pursuing a career. Another reason they had come to Poznan was a close person (partner) taking up work in the city. The attractiveness of the PMR in terms of employment was also emphasised by representatives of the knowledge-intensive subsector and graduates, except that with those two groups the opportunity of boosting their careers carried the greatest weight.

Not only the results of the survey research carried among workers and graduates, but also many statements by managers employed in the creative knowledge sector confirm the importance of the PMR as an attractive working place. The fact that it offered great job opportunities was emphasised by the managers belonging to both, the creative and knowledge-intensive subsectors. Of significance to those two groups was also the location of many higher schools in Poznan city. In their opinion, their presence ensured a great inflow of young, highly skilled persons into the labour market. Managers of the creative subsector (similarly to employees) also attached great weight to the nearness of the closest persons and friends. It was often this network of contacts that had allowed them to expand their firms.

A bit different factors made the PMR attractive to creative and talented transnational migrants. Apart from the great job opportunities (already mentioned by the employees, graduates and managers), they also stressed high wages in the region's enterprises. Crucial for many workers of the knowledge-intensive subsector coming to Poznan were the city's many higher schools where they could find employment and follow their scientific pursuits. Transnational migrants found the PMR attractive also due to factors of a 'soft' nature, including the working environment and the quality of life in the city.

The second part of the report identifies basic location factors that determine the attractiveness of the PMR to the creative class. The main factor attracting people involved in the creative knowledge sector to the Poznan metropolitan area was employment. A well-developed and diverse job market created opportunities for satisfactory jobs. Furthermore, employment played a significant role in preventing migration of workers from the region. Jobs were treated by creative knowledge workers not only as a source of income, but also as a source of personal satisfaction, thanks to which they achieved creative fulfilment and self-actualisation. This was the reason the working environment played such an important role, especially in the creative subsector. Both the 'hard' and 'soft' employment factors are of key significance for Poznan and its region. They not only allow the PMR to keep those living and working here for years, but also to attract newcomers from other parts of the country as well as from abroad.

Another important factor besides employment was the possibility of receiving good education. The large number of higher education institutions attracted people from outside the region. Education, like employment, was both an attracting and a retaining factor, especially with workers and transnational migrants.

The 'soft' factors also influenced the decision to stay in the region, even though they played a less significant role in Poznan than the 'hard' ones. The working environment, the quality of the urban environment, and the quality of life were indicated most frequently among the 'soft' factors. The quality of the environment, connected particularly with the location of the city, its image, and the accessibility of services and entertainment, was pointed out by workers and managers more often than by transnational migrants, who were more inclined to indicate the quality of life connected with the cultural offer of the city.

Personal trajectories were nearly as significant a factor influencing the location decisions of those working in the creative knowledge sector as employment. Most of the creative knowledge workers came to the PMR for their family or life partner. Embeddedness in social

and family networks strongly influenced the decision to stay in the city or move to Poznan in order to follow their partner and start a family here.

In sum, the results of the research show that the three target groups analysed present a partly similar and partly different perception and evaluation of the Poznan metropolitan region as a place to live and work in the creative knowledge sector. Taking into consideration policy issues, this means that there are different needs, demands and problems concerning the embeddedness of the creative class within the city and region.

The study has not confirmed R. Florida's thesis (Florida 2002, 2007, 2008) about a crucial role of 'soft' factors in attracting the creative class to metropolitan regions. 'Hard' factors (in the case of the PMR, employment opportunities and relatively high wages) have turned out to be of prime importance. Equally important seem personal trajectories, such as the place of birth or family ties. 'Soft' factors are much more significant as a force retaining rather than attracting the creative class, and are mostly emphasised by transnational migrants.



## 1.1 Aim and outline of the report

The aim of this book is to evaluate the features influencing the development of the creative knowledge sector in the Poznan metropolitan region (PMR). The evaluation is made from two perspectives:

- different target groups associated with the creative knowledge sector, i.e. (1) employees and graduates; (2) managers, and (3) transnational migrants;
- particular local conditions attracting the creative class to work and live in the region.

The book summarises the results of a two-year research project which were partially presented in the ACRE reports: 2.8. Poznan faces the future. Pathways to creative and knowledge-based regions; 5.8. Poznan welcomes talents. Understanding the attractiveness of the metropolitan region for creative knowledge workers; 6.8. The attractiveness of the Poznan metropolitan region for the development of the creative knowledge sector. The managers' view; and 7.8. The attractiveness of the Poznan metropolitan region for the development of the creative knowledge sector. The view of transnational migrants.

The results presented in the above studies concerned the determination of the development pathway of the Poznan metropolitan region (WP2) and the role that the 'hard' and 'soft' location factors played in the decisions of the creative employees and graduates (WP5), managers (WP6), and transnational migrants regarding job-seeking and the choice of residence places. In particular, the researchers focused on the relative importance of 'soft' location factors (such as the quality of space, attractiveness of the residential environment and meeting places, a tolerant atmosphere, the cultural heritage, a subjective feeling of security, and job satisfaction). A broad research approach meant considering various social groups participating in the research and conducting the research from the perspective of a spatial science (WP5; analysing the city-suburbs relationship and defining 'creative spaces' within the region studied). This study tries to determine both the meaning of 'hard' and 'soft' location factors in attracting creative-knowledge graduates, workers, managers and transnational migrants to the PMR, and the perception of these factors by those social groups.

## 1.2 Introduction to the Poznan metropolitan region

Poznan is one of the largest and fastest-growing cities in Poland. Located in the west-central part of the country and equidistant between Warsaw and the German capital Berlin, it is the place where the Polish statehood originated more than 1,000 years ago. With its almost 561 thousand inhabitants (2007), Poznan is the fifth largest city in Poland (after Warsaw, Lodz, Cracow, and Wroclaw). The position of Poznan among other Polish cities in terms of selected characteristics (including those of the creative knowledge sector) is presented in Table 1.1.

**Table 1.1 Poznan in comparison with other Polish cities and Poland (2007)**

	Poznan	Gdansk	Cracow	Lodz	Warsaw	Wroclaw	Poland
Area in km <sup>2</sup>	262	262	327	293	517	293	312,679
Population in thousands	560.9	455.7	756.6	753.2	1,706.6	632.9	38,115.6
Women per 100 men	115	111	114	120	118	114	107
Population growth per 1,000 inhabitants	0.0	-0.1	-0.6	-6.5	-0.1	-1.3	0.3
Infant deaths per 1,000 live births	6.6	5.5	7.3	4.0	4.6	8.9	6.0
State enterprises registered in the REGON system	91,444	59,076	104,349	94,214	313,367	93,781	3,685,608
of which:							
commercial companies	11,090	7,566	11,789	7,121	56,935	10,545	230,588*
of which foreign capital	2,603	1,306	2,299	1,540	18,343	2,847	54,336*
Unincorporated business proprietors	65,681	39,782	71,875	71,245	202,980	64,676	2,787,650
Average employment:							
in thousands	232.2	139.1	270.9	219.0	789.9	240.0	10,432.3
per 1000 inhabitants	414.0	305.2	358.0	290.8	462.9	379.2	273.7
Registered unemployment:							
in thousands	9.3	7.2	14.4	28.6	31.9	13.5	1,746.6
Unemployment rate %	2.9	3.7	3.8	8.5	2.9	4.5	11.2
Average gross monthly salary (zlotys)**	3,156.71	3,473.08	2,995.18	2,698.09	4,099.73	3,048.98	2,866.04
Flats completed in thousands	4.0	3.3	4.9	1.6	15.7	3.3	133.7
Crime detection rate %	50.1	45.5	38.6	39.6	45.1	51.3	64.6
Number of schools							
primary	107	83	148	133	282	101	13,540
general secondary	86	60	101	93	219	75	6,326
post-elementary							
vocational	24	14	35	16	27	19	1,400
comprehensive high	48	33	57	58	151	45	2,409
vocational	29	17	43	31	65	21	2,523
post-secondary	91	79	93	96	113	137	3,317
higher education	25	14	21	22	76	24	448
Pupils and students in thousands:							
primary	27.7	22.6	36.8	33.1	75.7	28.0	2,347.9
general secondary	16.5	13.5	21.6	20.7	43.1	17.3	1,420.2
post-elementary							
vocational	2.9	1.8	3.8	1.9	2.8	1.6	218.2
comprehensive high	16.6	9.8	20.7	17.6	47.0	14.6	712.9
vocational	8.0	6.0	12.5	5.3	12.4	2.7	561.7



post-secondary higher education	10.9	7.5	12.4	12.5	15.4	12.7	301.0
College and university enrolment per 10,000 inhabitants	135.6	74.5	181.0	122.3	280.2	144.7	1,922.7
Viewers in permanent cinemas per 10,000 inhabitants	2,417.5	1,634.8	2,392.3	1,623.7	1,641.9	2,286.3	504,4
Lodgings in thousands	78,784.1	34,650.0	35,434.8	22,012.8	40,964.5	31,079.2	8,860
Hotel customers in thousands including foreign tourists	7.6	10.2	19.4	3.8	20.7	7.8	582.1
Per capita Gross Domestic Product in 2006	524.2	394.7	1,434.8	306.4	1,896.4	724.0	18,947.2
	157.0	146.5	820.0	69.9	746.8	249.5	4,387.4
	56,081	37,731***	44,529	33,269	83,933	40,457	27,799

\* 2005

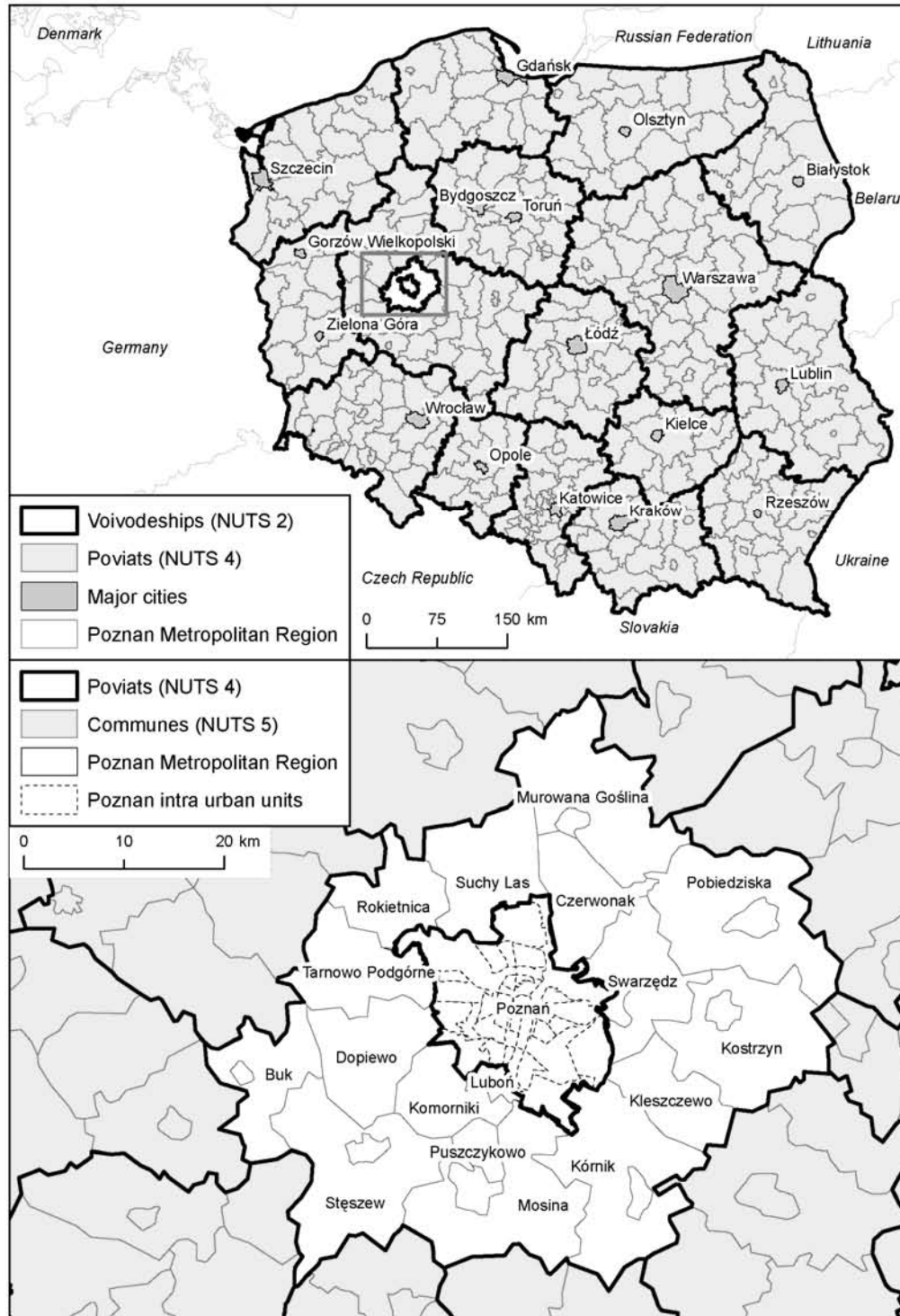
\*\* 1 zloty  $\approx$  0.25 euro (2007)

\*\*\* Tri-cities area (Gdansk, Gdynia, Sopot)

Source: Statistical Office in Poznan

Poznan is the centre and main city of a metropolitan region (PMR) inhabited by about 865 thousand people. The spatial range of the region adopted in the ACRE project, apart from the city, coincides with the boundaries of the administrative unit called Poznan powiat (district). It corresponds to the NUTS 4 level and includes the adjacent towns and communes (gmina). These are: two towns (Lubon and Puszczykowo), 8 urban-rural communes (Buk, Kostrzyn, Kornik, Mosina, Murowana Goslina, Pobiedziska, Steszew, and Swarzedz), and 7 rural communes (Czerwonak, Dopiewo, Kleszczewo, Komorniki, Rokietnica, Suchy Las, and Tarnowo Podgorne). Some of these communes within the limits of the Poznan metropolitan region (such as Tarnowo Podgorne, Czerwonak or Suchy Las), although called rural, are among the most industrialised communes in Poland. The spatial range of the Poznan metropolitan region is presented in Figure 1.1.

**Figure 1.1 Poznan metropolitan region - the research area**



Source: own compilation

Apart from its municipal and poviats administrative functions, Poznan is also the seat of provincial authorities. The provincial-level unit of the administrative system (corresponding to NUTS 2) is called the voivodeship (województwo). Wielkopolska voivodeship is one of the largest in Poland (the second largest in terms of area and the third in terms of population).

The position of Poznan in the European network of metropolitan regions is defined by the following features:

1. In comparison with the biggest European cities, Poznan's metropolitan functions are not fully formed yet.
2. Poznan's location halfway between Warsaw and Berlin puts the city under strong competitive pressure from those two capitals.
3. The discontinuity of the city's development path and its inability to keep up with global processes under the communist system (like in other cities of the Eastern bloc) have serious implications for accommodating creative knowledge.

In spite of all the above-mentioned reservations, Poznan is one of the most dynamic Polish cities, a leader in the process of social and economic transformation. It also has assets that can make it into a creative and knowledge-based metropolitan region. So far, this type of development path has been far from common in post-communist East-Central Europe. There are signs, however, that this unfavourable situation is gradually changing. Poznan provides many examples of this change.

Poznan is a city generally well perceived by the inhabitants of other regions of Poland, attractive to live and work in. Its milieu is a product of history, an urban layout with a historic centre and numerous architectural monuments, cultural institutions, higher schools, wedges of greenery, retail outlets, practically an absence of degraded areas, and finally order and cleanliness. The city's attractiveness is enhanced by its good location in terms of transport, a diversified economic structure, a low unemployment rate, a relatively low crime rate, and the feeling of safety in the place of residence. The cost of living, while rather high in the Polish conditions, is lower than in the other major cities, like Warsaw, Gdansk, Gdynia or Wroclaw. The costs of housing and municipal services are rather high too. According to Ziółkowski (2004), the Poznanians are perhaps less spontaneous and extroverted, but very reliable and hard-working. All this makes Poznan a place people are glad to live and work in, and glad to visit. It is also attractive to foreign investors, who have for years been sitting their investments there, worth in 2006 a total of \$5.1 billion (it is only in Warsaw that the total stock of foreign direct investment has outstripped that in Poznan).



## 2 SURVEY METHODOLOGY OF DIFFERENT TARGET GROUPS IN A CREATIVE KNOWLEDGE SECTOR

The outcomes presented in this report are the generalisation of a previous work undertaken in the last three work packages (WP 5-7). This chapter recalls the methodology of the research made in the ACRE project, what should be helpful in understanding the current synthesis.

### 2.1 Employees and graduates

The research in the Work Package 5 was based on the standardised questionnaire. The questionnaire was developed and led by members of the Dublin team (Declan Redmond, Brendan Williams, Niamh Moore, Martin Sokol, Veronica Crossa, Enda Murphy). The objective of the Work Package 5 was to understand the drivers behind the decisions of higher educated graduates and workers in creative and knowledge-intensive industries to find a job at a specific location in the region. A second and interrelated objective was to explore the role that both 'hard' and 'soft' factors play in workers' and graduates' decision to live in a particular location in the region. With these general objectives in mind, the questionnaire was divided into 4 categories:

**Satisfaction with the city.** One of the key arguments in the debate on knowledge and creative cities is that what are termed 'soft factors' are increasingly important in both the location decisions of firms/organisations as well as individual workers. In particular, it is argued that workers in the creative sector place a high value on what are termed 'soft factors', by which is meant for example the atmosphere of a city or the variety of attractions and interests that are to be found there. The idea behind the creation of this section of the questionnaire was to find out how satisfied workers and graduates were with different aspects of the city. In developing this section, it was intended to achieve an overall evaluation of the city.

**Satisfaction with job and work environment.** In the knowledge economy, and in particular in the creative economy, there is a suggestion that the work-life of the knowledge worker is more flexible, creative and interesting than other types of jobs. This sought to address issues of satisfaction with respect to the respondents' jobs and general work environment.

**Satisfaction with neighbourhood/area and dwelling.** Although a person can be generally satisfied with the city in which they live, this satisfaction does not necessarily translate into other spheres of their life. Given that the neighbourhood in which people live is a central element to people's satisfaction, the Dublin team, whose task was to work out the questionnaire, thought it pertinent to address issues of neighbourhood and, more concretely, dwelling satisfaction.

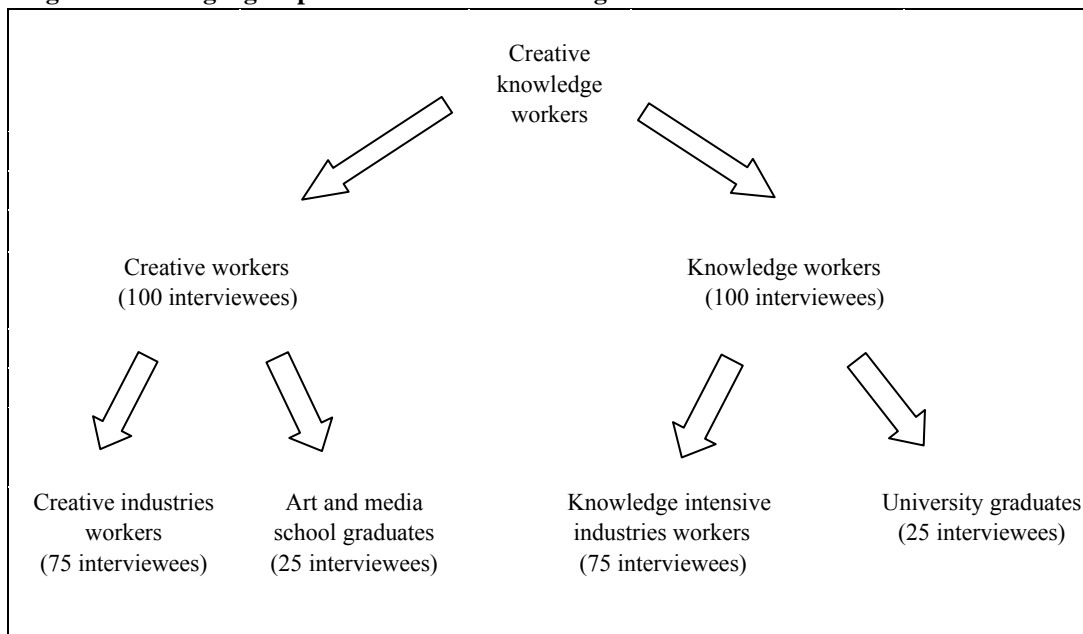
**Background data.** Background information is essential in any questionnaire, as it is what provides a basis for the analysis.

The aim of the sampling was to select respondents for a questionnaire survey in each of the metropolitan regions under investigation, including the Poznan metropolitan region (PMR). Following the decision of the ACRE project coordination team, six sub-sectors were surveyed. These are:

1. Creative industries: - architecture,
  - - ICT services (software branch),
  - - video, film, music and photography;
  
2. Knowledge intensive industries:
  - - law and business services,
  - - R&D and higher education,
  - - finance.

The analysis of the creative knowledge workers included the following target groups (Figure 2.1).

**Figure 2.1 - Target groups of the creative knowledge sector**



In Table 2.1 the number of respondents in each sector is identified by its size (employment) and location. Since there were spatial differences in the number of employees among the selected sectors, the survey also reflects them.

**Table 2.1 - Selection of interviewees by sector and spatial distribution**

Group	Sector	Emplo- yees	Inter- viewees	Spatial distribution of interviewees			
				Inner city	Rest of city	Suburban sub- centres	Other localities of suburban region
Creative industries	Architecture	6,263	37	19	9	6	3
	ICT services*	5,268	31	16	8	4	3
	Video, film, music and photography	913	7	2	2	2	1
Knowledge intensive industries	Law and other business services	23,689	35	18	9	5	3
	R&D and higher education	18,310	27	14	7	4	2
	Financial intermediation	9,003	13	7	3	2	1

\*Interviewees will be selected from the software branch only (a part of ICT services)

Source: Own calculations

The number of graduates to be interviewed was defined on the basis of the total number of students graduating from higher schools by direction of study (Table 2.2). The respondents represented two groups: 1) university graduates and 2) art and media school graduates. Because the ACRE project methodology excludes medical studies, their graduates were not taken into account. Since all higher schools of the Poznan metropolitan region are situated in Poznan itself, the spatial scope of the survey was limited to the city. The choice of the interviewees was based on the data supplied by Graduate Clubs operating in the individual schools and, wherever possible, lists of graduates of the various university faculties.

**Table 2.2 - Selection of graduate interviewees**

University graduates (25 respondents)	
Direction	Respondents
Social science, economics and law	15
Engineering and computer science	3
Arts and humanities	2
Services, transport, environment	1
Science	1
Other	3
Total	25
Art/media school graduates (25 respondents)	
Direction	Respondents
Arts	8
Architecture	17
Total	25

Source: Own calculations

## 2.2 Managers

The aim of Work Package 6 was to enrich the knowledge acquired in previous WP 5. In order to obtain qualitative information, use was made of the method of an individual in-depth interview. This is a typical method of collecting quantitative data to get an insight into matters that would elude examination by a standardised instrument, e.g. a questionnaire (Kotus 2001, pp. 103-105). When talking to a person, one can devote more time to issues that are more interesting from the cognitive point of view. An advantage of this approach is that the interviewee himself can touch upon matters the interviewer did not anticipate. The course of the interview can be imposed by the researcher proceeding with a list of issues to be dealt with, but it can also be chosen by the interviewee. Then the interviewer merely stimulates the conversation and allows the interlocutor to follow its various threads. In the interviews conducted for the present research, a list of issues (in the form of general questions) was employed. They were put to the interviewee and then, as the situation developed, several additional questions were asked, or the interviewee himself elaborated on new aspects of an issue. The interviews were held in 20 creative knowledge firms with top-ranking management representatives, e.g. the chairman of the board, director, or owner. All the interviewees had their own experience of business operation in the creative and knowledge-intensive sector. Therefore, the opinions collected were those of people with a practical and decisive influence on a firm's performance. The data obtained are qualitative in nature, which disallows the quantification of, e.g., the frequency with which specified problems occurred. However, they do illustrate the role of location factors in the operation of firms of the creative knowledge sector. As a result, they ensure an insight into the matter studied.

In-depth interviewing as a data generation method is "the hallmark of qualitative research" (Rossman, Rallis 2003, p. 180). It is also a way to get rich and detailed data about how people view their worlds. For the purposes of this study, interviews could be considered conversations with a purpose (cf. Rossman, Rallis 2003). Daniels and Cannice (2004) suggest that interview-based studies are particularly well-suited when there is a small population of possible respondents and when there is a wish to acquire rich information from each respondent and a need to develop a deeper rapport with the informants. To obtain the intended data for the purposes of this study, a quantitative research approach was unsuitable.

To select the companies to be contacted, purposive sampling (also called theoretical sampling) was employed (cf. Mason 1996; Denzin, Lincoln 2000). In purposive sampling the parameters of the population are critically considered before choosing the sample. In this study the selection of interviewees was made on the basis of the relative importance of the companies for the particular sub-sector. The companies approached operate in the fields of:

- business and management consultancy,
- motion picture, video, radio and television activities, and
- software and electronic publishing.

The choice was made from among those entities whose activities were considered the most significant for the creative knowledge sector, not only in the Poznan metropolitan region, but in all the 13 metropolitan regions of Europe participating in the ACRE project.



Additionally chosen were entities performing a key role in the creative knowledge sector of the city and region, and those crucial in the cultural field or supporting the operation of knowledge and creative industries. The structure of the entities polled is presented in Table 2.3 The studied firms include small, medium-sized and large units. This allowed us to achieve richer and more comprehensive empirical data, and to gain an insight into how the firms' size affects the specificity of their creative activities.

**Table 2.3 - Selection of interviewees**

Sub-sector	Inter-viewees	Spatial distribution of interviewees					
		City			Suburban region		
		small firms	medium firms	large firms	small firms	medium firms	large firms
Business and management consultancy	5	1	1	1	1	0	1
Motion picture, video, radio and television activities	3	0	1	1	0	1	0
Software and electronic publishing	5	1	0	1	1	1	1
Other key players in cultural and creative industries	7	0	0	7	0	0	0
Total	20	2	2	10	2	2	2

The interviews were conducted in Poznan and its metropolitan region. The interviewees included either executives or managers of the firms. Carried out in Polish, the interviews were recorded and then transcribed. Important parts of the transcribed interviews were translated into English. Detailed list of interviewees can be found in Table 2.4.

For the use of the interviewing team, an interview guide was prepared by the ACRE project coordination team. The interview themes and open-ended questions were sketched out, but leaving some room for the flexibility and discretion of the individual interviewer. The interview themes were the same for all the metropolitan regions analysed in the ACRE project. They consisted of (1) general company and interviewee background information, (2) the role of 'soft' and 'hard' location factors for the creative knowledge sector, (3) an assessment of the city as a creative environment and as an arena of operation of creative individuals and organisations, (4) an assessment of the policy and measures of the city authorities towards the creative knowledge sector, (5) relations of the firm with other entities of the creative knowledge sector, and (6) the operation of the firms on the market and their links with other entities. Table 2.4 shows a sample of the interviewed companies. Due to issues of anonymity, the actual names of the companies and interviewees are withheld.

To analyse the generated data, we employed the techniques of coding, and category and theme generation (cf. Rossman, Rallis 2003). The analysis was performed by humans, not software. The coding was found useful for tracing tendencies, since exact figures were not an objective. The findings deviating from the mainstream were handled with care and explanations for them were sought.

**Table 2.4 - Interviewees from the creative knowledge sector in the Poznan metropolitan region**

Type of entity	Date of interview	NACE section / category	Location	Size category	Firm character	Gender	Interview symbol
Computer consulting	31.03.2008	722 (software and electronic publishing)	city	large (6-200)	private, independent	male	ACRE_O1_722
Computer & financial consulting	11.03.2008	722 (software and electronic publishing)	city	small (1)	private, independent	male	ACRE_02_722
ICT services	19.03.2008	722 (software and electronic publishing)	city	small (1)	private, independent	male	ACRE_03_722
Computer consulting, SAP systems implementation	31.03.2008	722 (software and electronic publishing)	region	large (6-200)	private, independent	male	ACRE_04_722
Computer consulting, ERP systems implementation	15.04.2008	722 (software and electronic publishing)	region	medium (2-5)	private, independent	male	ACRE_05_722
Centre of economic expert reports	29.04.2008	741 (business and management consultancy)	city	large (6-200)	private, independent	male	ACRE_06_7414
Business consulting	12.03.2008	741 (business and management consultancy)	city	medium (2-5)	private, independent	male	ACRE_07_7414
Real estate consulting	28.03.2008	741 (business and management consultancy)	region	large (6-200)	private, independent	female	ACRE_08_7414
Business consulting	20.03.2008	741 (business and management consultancy)	city	small (1)	private, independent	male	ACRE_09_7414
Business consulting	18.04.2008	741 (business and management consultancy)	region	small (1)	private, independent	male	ACRE_10_7414
Regional public television	27.03.2008	921 (motion picture, video, radio and television activities)	city	large (6-200)	public, branch	female	ACRE_11_921
Cartoon film studio	13.03.2008	921 (motion picture, video, radio and television activities)	city	medium (2-5)	private, independent	male	ACRE_12_921
Studio monitors and recording studio		921 (motion picture, video, radio and television activities)	region	medium (2-5)	private, independent	male	ACRE_13_921

**Table 2.4 continued**

Type of entity	Date of interview	NACE section / category	Location	Size category	Firm character	Gender	Interview symbol
National Museum in Poznan	21.04.2008	key player	city	large (6-200)	public, independent	female	ACRE_14_key
National Museum in Poznan	24.04.2008	key player	city	large (6-200)	public, independent	female	ACRE_15_key
Poznan Scientific-Technological Park of Adam Mickiewicz University Foundation	18.04.2008	key player	city	large (6-200)	public, independent	male	ACRE_16_key
Academic Incubator of Entrepreneurship, Higher School of Communication and Management	15.04.2008	key player	city	large (6-200)	public, independent	male	ACRE_17_key
Zamek Cultural Centre	28.03.2008	key player	city	large (6-200)	public, independent	male	ACRE_18_key
Wielkopolska Cultural Society	24.04.2008	key player	city		public, independent	male	ACRE_19_key
Old Brewery Centre of Trade, Arts and Business	26.04.2008	key player	city	large	private, independent	female	ACRE_20_key

### 2.3 Transnational migrants

In the Work Package 7 similar methodology of in-depth interviews was applied as in the previous WP 6. The basic question examined in the research was the identification of factors that had decided the transnational migrants (ex-pats) to take up work in the creative knowledge sector of the Poznan metropolitan region. Another aim was to estimate the relative importance of the location factors that played a role in their decision-making process ('classic' factors, such as the presence of adequate and specialised labour, spatial accessibility or tax incentives, and 'soft' factors, such as the quality of space, atmosphere of the city and region, availability of high-quality residential space, etc.).

To select the transnational migrants to be contacted, purposive sampling (also called theoretical sampling) was employed. The selected transnational migrants were employed in the fields of:

- business and management consultancy,
- visual and performing arts, and
- higher education and knowledge.

The choice was made from among those entities whose activities were considered the most significant for the creative knowledge sector, not only in the Poznan metropolitan region, but in all the 13 metropolitan regions of Europe participating in the ACRE project.

Originally it was planned to base the analysis on 50 questionnaires completed by skilled international migrants. Due to the fact that in the PMR the number of creative, talented and highly skilled transnational migrants is limited, it was decided by the coordination team upon

approval of the EU to change the methodology. Instead of 50 questionnaires, we carried out 25 semi-structured interviews with highly skilled migrants and 5 expert interviews.

It was agreed that we should not only concentrate on the group of ex-pat migrants who had been sent to Poznan by their companies, but also on other highly skilled migrant groups. Managers and trans-national migrants who were not sent by their companies formed the main target groups of the research. In addition, it was agreed that the target groups of migrants and experts were not only asked about their housing situation but also about other factors that may have played a role in their decision to settle in the region.

**Table 2.5 - Structure of the sample**

	<b>Subsector</b>	<b>Country of origin</b>	<b>Gender</b>	<b>Sector</b>	<b>Interview code</b>
<b>Transnational migrants (25)</b>					
1.	Higher education and knowledge	Germany	M	Knowledge intensive industry	ACRE_WP7_01
2.	Business consultancy	Germany	M	Creative industry	ACRE_WP7_04
3.	Visual and performing arts	Russia	F	Creative industry	ACRE_WP7_06
4.	Higher education and knowledge	Germany	M	Knowledge intensive industry	ACRE_WP7_10
5.	Visual and performing arts	Ukraine	M	Creative industry	ACRE_WP7_16
6.	Business consultancy	Germany	M	Creative industry	ACRE_WP7_17
7.	Visual and performing arts	Spain	F	Creative industry	ACRE_WP7_05
8.	Business consultancy	Germany	M	Knowledge intensive industry	ACRE_WP7_20
9.	Business consultancy	Spain	M	Creative industry	ACRE_WP7_21
10.	Business consultancy	Turky	M	Creative industry	ACRE_WP7_29
11.	Visual and performing arts	France	M	Creative industry	ACRE_WP7_22
12.	Business consultancy	Germany	M	Creative industry	ACRE_WP7_11
13.	Higher education and knowledge	Japan	M	Knowledge intensive industry	ACRE_WP7_25
14.	Visual and performing arts	Germany	M	Creative industry	ACRE_WP7_12
15.	Visual and performing arts	Bulgaria	M	Creative industry	ACRE_WP7_28
16.	Business consultancy	USA	M	Creative industry	ACRE_WP7_14
17.	Visual and performing arts	Belarus	M	Creative industry	ACRE_WP7_27
18.	Higher education and knowledge	Ethiopia	M	Knowledge intensive industry	ACRE_WP7_23
19.	Visual and performing arts	Ukraine	M	Creative industry	ACRE_WP7_15
20.	Higher education and knowledge	Venezuela	F	Knowledge intensive industry	ACRE_WP7_05
21.	Higher education and knowledge	Italy	M	Knowledge intensive industry	ACRE_WP7_07
22.	Visual and performing arts	Palestine	M	Creative industry	ACRE_WP7_02
23.	Business Consultancy	Spain	M	Creative industry	ACRE_WP7_24
24.	Higher education and knowledge	Great Britain	M	Knowledge intensive industry	ACRE_WP7_08
25.	Higher education and knowledge	Great Britain	M	Knowledge intensive industry	ACRE_WP7_09
<b>Experts (5)</b>					
1.	Higher education and knowledge	Poland	M	-	ACRE_WP7_18
2.	Business consultancy	Poland	F	-	ACRE_WP7_13
3.	Business consultancy	Poland	F	-	ACRE_WP7_26
4.	Business consultancy	Poland	F	-	ACRE_WP7_03
5.	Business consultancy	Poland	M	-	ACRE_WP7_19

### **3 EVALUATION OF THE CITY REGION FROM THE PERSPECTIVE OF DIFFERENT TARGET GROUPS**

#### **3.1 Creative knowledge employees and graduates**

The decisions of the workers of the creative knowledge sector to settle, or stay, in Poznan were mostly prompted by matters of education and study as well as employment, i.e., 'hard' factors. The role of 'soft' factors was only slight; here the considerations were the working environment, and especially job satisfaction. What played a great part were personal trajectories, in particular family reasons and the fact of being born in Poznan or the region. This has been corroborated by an empirical study carried out under the ACRE project.

In that study, in order to understand what motivated the creative knowledge workers to move to Poznan, they were asked to indicate four most important reasons of living in the city on a scale of 1 to 4, with 1 being the most important and 4 the least important reason (Table 3.1). The most frequent responses were those from the group of personal connections. The most popular factor (59.0% of responses) was studies in the city, which means that a lot of people who had come to the city to study found it a place to live and settled there after graduation. This factor was ranked 1 by the greatest proportion of the respondents, 33.5%.

The next factor attracting the respondents to Poznan was good employment opportunities (55.5%); this factor was ranked 1 by 15.5% of them. Higher wages, in turn, were important for 18.5%, but a mere 2.5% indicated them as the most crucial. Another reason for living in Poznan turned out to be family connections; nearly one in two respondents (45.5%) listed them among the four most important considerations. The attraction of such factors as housing availability, housing affordability and housing quality turned out to be low: 6.0%, 7.0% and 6.0% of the respondents, respectively, considered them among the four most important. 'Soft' factors defining the general climate, atmosphere and openness of the city do not seem to have played any significant role in the decision of the creative knowledge workers to move to Poznan.

**Table 3.1 - Most important reasons for living in Poznan. A choice of 4 reasons out of 26 (1 being the most important and 4 the least important) (in per cent of responses)**

General reason	Detailed reason	Ranked 1	Ranked 2	Ranked 3	Ranked 4	Not ranked	Total
Personal connections	Born here	31.0	3.5	0.5	4.5	60.5	100.0
	Family lives here	19.5	17.0	6.0	3.0	54.5	100.0
	Studied in city	33.5	11.5	10.0	4.0	41.0	100.0
	Proximity to friends	10.5	10.0	11.0	7.0	61.5	100.0
Job	Moved because of my job	10.5	4.5	2.0	1.5	81.5	100.0
	Moved because of partner's job	3.5	1.5	1.5	2.0	91.5	100.0
	Good employment opportunities	15.5	18.0	13.5	8.5	44.5	100.0
	Higher wages	2.5	4.0	5.5	6.5	81.5	100.0
Location	Size of city	6.5	5.5	8.0	9.5	70.5	100.0
	Weather/climate	0.5	1.5	3.5	0.5	94.0	100.0
	Good transport links	6.5	5.0	4.0	5.5	79.0	100.0
	Proximity to natural environment	2.0	3.0	3.0	4.5	87.5	100.0
City characteristics	Housing affordability	1.5	2.0	1.0	1.5	94.0	100.0
	Housing availability	2.0	1.5	1.5	2.0	93.0	100.0
	Housing quality	1.0	1.0	2.0	2.0	94.0	100.0
	Safe for children	2.0	0.5	0.0	4.5	93.0	100.0
People/Social atmosphere	Open to different people	2.5	2.5	0.5	1.5	93.0	100.0
	Open-minded and tolerant	2.0	1.0	2.5	1.5	93.0	100.0
	Gay/lesbian friendly	0.0	1.5	1.0	1.0	96.5	100.0
	Language	0.5	1.0	0.5	1.5	96.5	100.0
	General friendliness	5.5	2.0	6.0	1.5	85.0	100.0
	Diversity of leisure and entertainment	6.0	2.0	5.0	6.0	81.0	100.0
	Cultural diversity	3.5	4.0	2.5	2.5	87.5	100.0
	Diversity of built environment	1.5	2.0	0.5	1.0	95.0	100.0
Education	Presence of good universities	8.0	2.5	2.5	9.5	77.5	100.0
Other reasons		1.5	0.0	0.0	0.5	98.0	100.0

Source: Survey research

Personal connections were the most important factors for all the categories of respondents, whether employed in creative industries, knowledge-intensive industries, or graduates. Their connection with the city and the decision to seek a job in it resulted mostly from prior studies here. The well-developed higher education system and good employment opportunities after graduation were the strongest motives for the creative knowledge workers. In fact, all the workers of the creative sector displayed a similar preference structure (Table 3.2).

**Table 3.2 - Most important reasons for living in Poznan. A choice ranked 1 or 2 in per cent of responses**

Category	Detailed reason	Per cent	
<b>Creative workers</b>			
1.	Personal connections	Family lives here	43.4
2.	Personal connections	Studied in city	38.2
3.	Personal connections	Born here	35.5
4.	Job	Good employment opportunities	28.9
5.	Personal connections	Proximity to friends	17.1
6.	Location	Size of city	15.8
7.	Job	Moved because of my job	14.5
8.	People/Social atmosphere	General friendliness	11.8
9.	Location	Good transport links	10.5
10.	Job	Higher wages	10.5

**Table 3.2 continued**

<b>Knowledge workers</b>			
1.	Personal connections	Studied in city	47.3
2.	Job	Good employment opportunities	39.2
3.	Personal connections	Born here	33.8
4.	Personal connections	Family lives here	32.4
5.	Job	Moved because of my job	21.6
6.	Education	Presence of good universities	18.9
7.	Location	Good transport links	16.2
8.	Personal connections	Proximity to friends	13.5
9.	Location	Size of city	12.2
10.	People/Social atmosphere	Diversity of leisure & entertainment	9.5
<b>Graduates</b>			
1.	Personal connections	Studied in city	52.0
2.	Personal connections	Proximity to friends	36.0
3.	Personal connections	Born here	34.0
4.	Job	Good employment opportunities	32.0
5.	Personal connections	Family lives here	32.0
6.	People/Social atmosphere	Diversity of leisure & entertainment	8.0
7.	Job	Moved because of my job	6.0
8.	Location	Good transport links	6.0
9.	Location	Size of city	6.0
10.	People/Social atmosphere	Cultural diversity	6.0

Source: Survey research

‘Soft’ factors played a part in the decision to stay in the city, hence they had a retaining character. The specific nature of employment in the creative knowledge sector usually involves a suitable use of the creative potential and knowledge of the workers, which requires appropriate conditions and motivation. As a result, the creative knowledge workers polled are satisfied primarily with the non-material aspects of their work (Table 3.3). What satisfies them best is the friendliness of their working environment - 76.3% of 'satisfied' or 'very satisfied' responses. Next comes the amount of influence they have over their jobs (69.5%) and the sense of achievement they get from work (66.5%). It is largely the ‘soft’ aspects of work, therefore, that make it valuable. If it offers an opportunity for self-actualisation and a suitable use of one's creative potential, it engenders greater satisfaction. ‘Hard’ factors, in turn, are often the cause of dissatisfaction - the pay and the amount of holiday time/paid leave are those aspects of work which the respondents find the most disappointing (26.0% and 19.6% of 'dissatisfied' responses, respectively). Also lack of ability to balance professional and personal life is one of the major reasons for dissatisfaction.

**Table 3.3 - Level of satisfaction with particular aspects of the job (per cent of responses)**

Aspect	Very satisfied	Satisfied	Neither	Dis-satisfied	Very dissatisfied	Don't know/Refuse
Sense of achievement you get from your work	15.0	51.5	25.5	5.0	0.5	2.5
Scope for using your own initiative	18.2	45.5	27.3	6.6	0.0	2.5
Amount of influence you have over your job	18.5	51.0	22.0	4.5	1.0	3.0
Facilities in the workplace	15.7	36.4	32.8	10.6	0.5	4.0
Intellectually stimulating aspect of the job	20.0	44.0	26.5	5.0	2.0	2.5
Friendliness of the working environment	30.8	45.5	18.2	4.5	0.0	1.0
Training you receive	10.8	24.7	31.4	12.9	4.6	15.5
Amount of pay you receive	8.0	35.5	27.5	14.5	11.5	3.0
Amount of holiday time/paid leave	10.6	38.7	24.6	13.6	6.0	6.5
One's job security	16.2	42.9	29.3	5.1	3.0	3.5
Prospects for career advancement	11.3	31.8	35.4	11.3	4.1	6.2
Ability to balance your professional and personal life	12.6	41.4	23.2	16.7	2.0	4.0
Ability to meet and network with professionals from the same field	14.7	47.7	24.9	6.1	2.0	4.6
Overall satisfaction with job	12.6	61.1	20.2	3.0	1.5	1.5

Source: Survey research

The level of satisfaction with the individual aspects of work is similar among creative workers and knowledge workers (Table 3.4). Both categories of workers think the friendliness of the working environment to be among the most crucial. Also overall satisfaction with the job is of great significance to all the respondents irrespective of the nature of their work. Assessments of those elements with which the respondents are dissatisfied show a similar distribution. While the amount of pay received is the most often listed cause for dissatisfaction in all the categories with the exception of creative industry workers, the next positions in the ranking are occupied by various aspects, especially a limited amount of holiday time or paid leave, poor ability to balance the professional and personal life, or the training received.

**Table 3.4 - Satisfaction with the individual aspects of work by type of worker**

Level of satisfaction (very satisfied + satisfied)			Level of dissatisfaction (dissatisfied + very dissatisfied)		
<b>Workers of creative industries</b>					
Rank	Aspect	%	Rank	Aspect	%
1.	Friendliness of the working environment	78.4	1.	Amount of holiday time/paid leave	25.0
2.	Amount of influence you have over your job	77.6	2.	Amount of pay you receive	23.7
3.	Overall satisfaction with job	73.3	3.	Ability to balance your professional and personal life	22.7
<b>Art/media school graduates</b>					
Rank	Aspect	%	Rank	Aspect	%
1.	Friendliness of the working environment	92.0	1.	Amount of pay you receive	32.0
2.	Overall satisfaction with job	80.0	2.	Amount of holiday time/paid leave	25.0
3.	Ability to meet and network with professionals from the same field	80.0	3.	Ability to balance your professional and personal life	16.0



**Table 3.4 continued**

<b>Creative workers total</b>					
Rank	Aspect	%	Rank	Aspect	%
1.	Friendliness of the working environment	81.8	1.	Amount of pay you receive	25.7
2.	Overall satisfaction with job	75.0	2.	Amount of holiday time/paid leave	25.0
3.	Amount of influence you have over your job	73.3	3.	Ability to balance your professional and personal life	21.0
<b>Workers of knowledge-intensive industries</b>					
Rank	Aspect	%	Rank	Aspect	%
1.	Friendliness of the working environment	71.6	1.	Amount of pay you receive	28.4
2.	Overall satisfaction with job	71.2	2.	Training you receive	16.9
3.	Sense of achievement you get from your work	67.6	3.	Facilities in the workplace	16.2
<b>University graduates</b>					
Rank	Aspect	%	Rank	Aspect	%
1.	Intellectually stimulating aspect of the job	80.0	1.	Ability to balance your professional and personal life	24.0
2.	Overall satisfaction with job	76.0	2.	Amount of pay you receive	20.0
3.	Friendliness of the working environment	68.0	3.	Training you receive	20.0
<b>Knowledge workers total</b>					
Rank	Aspect	%	Rank	Aspect	%
1.	Overall satisfaction with job	72.4	1.	Amount of pay you receive	26.3
2.	Friendliness of the working environment	70.7	2.	Training you receive	17.7
3.	Intellectually stimulating aspect of the job	67.7	3.	Ability to balance your professional and personal life	16.3
<b>Total - all workers</b>					
Rank	Aspect	%	Rank	Aspect	%
1.	Friendliness of the working environment	76.3	1.	Amount of pay you receive	26.0
2.	Overall satisfaction with job	73.7	2.	Amount of holiday time/paid leave	19.6
3.	Amount of influence you have over your job	69.5	3.	Ability to balance your professional and personal life	18.7

Source: Survey research

The 1989-2006 rate of socio-economic development of the PMR provides grounds for optimistic forecasts of raising standards of living in the region. This is reflected in good economic indices as well as the scale and direction of movement of workers, especially creative knowledge ones. Among the polled sample of 200, just a little more than 12.2% declare they will definitely leave the PMR or are very likely to do so. Most (56.9%), however, claim that they are not going to leave the region over the next three years (Table 3.5).

**Table 3.5 - Creative knowledge workers and the likelihood of their leaving Poznan in the next three years (per cent of responses)**

Type of worker	Likelihood of respondents' leaving Poznan in the next 3 years				
	Almost definitely	Very likely	Somewhat likely	Not too likely	Not likely at all
Creative workers	5.3	2.6	18.4	55.3	18.4
Art/media school graduates	4.0	24.0	16.0	52.0	4.0
Creative workers total	5.0	7.9	17.8	54.5	14.9
Workers of knowledge intensive industries	6.9	4.2	5.6	58.3	25.0
University graduates	4.2	8.3	8.3	62.5	16.7
Knowledge workers total	6.3	5.2	6.3	59.4	22.9
Total	5.6	6.6	12.2	56.9	18.8

Source: Survey research

The development of the PMR, and especially Poznan as an academic centre, offers knowledge workers a unique opportunity of finding an interesting job at universities. This is proved by the fact that 60% of those creative knowledge workers that are university employees wish to stay in the PMR. The unwillingness of well-educated inhabitants to move from the PMR will contribute considerably to the development of the region based on qualified labour force. Another opportunity for creative workers, especially highly qualified specialists wanting to stay in the region, to display their skills and qualifications, is development in the areas of culture, media, modern construction projects and IT that has been taking place since 1989.

A negative aspect of the planned migrations is the age of people wishing to leave the PMR within the next three years. Just as in the case of people immigrating to the PMR, the majority of those wishing to leave it are between 24 and 34 years old (53.6%). They are mostly art and media school graduates who, having completed their higher education, plan to leave the PMR and go abroad, largely for financial reasons. Mostly, however, it is only a temporary migration connected with their desire to earn money abroad and come back to their home country with their resources.

### **3.2 Creative knowledge managers**

In the light of the opinions of the creative knowledge managers, it was possible to define the profile of the Poznan metropolitan region in terms of its attractiveness for the development of the creative knowledge sector. The profile is characterised by three groups of problems:

1. Growth pattern of firms of the creative knowledge sector and the development path of the Poznan metropolitan region,
2. Role of the 'hard' factors which influence location decisions of the creative knowledge managers,
3. Significance of 'soft' location factors - the role of formal and informal networks of links among businesses and the 'look and feel' of the city.

The profile of the Poznan metropolitan region is connected with its development path. The respondents observed that even before the collapse of communism in 1989 Poznan stood out among other cities for its business orientation, hence it was sometimes called an 'economic capital of Poland'. This image results from both, the traditional role that the city has performed in the structure of the Polish state as a fair and commercial centre, and its favourable geographical location between the two big metropolises of Berlin and Warsaw, at the crossroads of east-west and north-south communication routes. This has helped the city to develop several supra-local functions.

As follows from the remarks of most managers, the breakthrough moment in the region's economic growth was 1989, the year when the communist system collapsed in Poland. The introduction of free-market rules has brought about a revival of the spirit of entrepreneurship, a feature so characteristic of Poznan residents that it is used even today – the managers claimed – as a marketing element, especially by big PMR-based enterprises.

The post-1989 economic changes have led to the formation of two groups of managers. One embraces people who took advantage of their contacts established while they had worked in the public sector before that year to open their own businesses in the early 1990s. The other group includes entrepreneurs of a younger generation who finished their education after the systemic change. Often gathering experience in foreign corporations, they went on to launch firms of their own based on new standards of doing business. This group of managers can be found primarily in the dynamically growing software and electronic publishing sub-sector, which is likely to play a significant role in shaping the region's profile.

In the opinion of the interviewed managers, the path development played especially important role in the location of creative industries, especially those belonging to the motion picture, video, radio and television sub-sector. Both the tradition of the presence in Poznan of television and certain entities specialising in making equipment and technologies caused the companies to want to do business in the Poznan area.

However, tradition is not the only factor of locating a creative business in the PMR. The interviews with the creative knowledge managers show there to be a fairly wide variety of other factors responsible for the choice of location for the activity conducted, whether considered by branch or size. For most firms, big and small, in the knowledge-intensive sub-sector (business and management consultancy) as well as in the creativity-intensive sub-sector (motion picture, video, radio and television activities; software and electronic publishing), classic 'hard' factors, especially the nearness of the market, were of paramount importance. This refers not only to the nearness of the present market but also the size of the potential customer market in the PMR. Consequently, in order to gain a competitive edge, the best choice was to locate a business in the centre of the region – Poznan or its vicinity. The size of the city was important because it determines its diversity. The big centre of the region has a good business environment and a platform for exchanging ideas and solutions thanks to an increasing number of cinemas, galleries, and cultural events.

*“A great advantage is the fact that there are many firms and enterprises based in Poznan, and they are not necessarily that big in terms of size, there are many small and medium-sized firms, but they are really the core of the business, they form a major part of our customers, our end-users, this really is a key benefit”.*

(ACRE\_03\_722)

An equally important factor for managers who evaluated the PMR was the labour market. The firms' managers emphasised its local specificity - a substantial number of highly qualified workers and the number of graduates from Poznan higher education institutions. Florida (2002) states that talented and well-educated people play a crucial role in building the creative knowledge sector in a city. It is a feature which is assigned to individuals who have substantial resources of knowledge. From the perspective of the location of resources, its practical use or its transfer to the economy is important.

*“I think that Poznan is, as indicated by statistics, the third academic and scientific centre in the country. (...) I think that the potential (of the research and development sector) is huge.”*

(ACRE\_16\_key)

The managers also claimed that it would be hard to build smoothly operating firms with a family atmosphere based on the dynamic job market in Warsaw.

*“In my opinion, the Warsaw job market could often be described as a market of corporate workers, that is of people who come to work with the following conviction in mind: Here I come to work for this corporation, I have some goals I wish to attain, such as gaining experience, and in two or three years' time I am going to change my job. There is no corporate loyalty. On the other hand, large corporations often contribute to this kind of attitude. In Poznan or Cracow, however, it seems to us that it's easier to find candidates ready to really work for a company. This is because they simply view their employer as a long-term career investment”.*

(ACRE\_04\_722)

The labour market and the availability of qualified workers were also significant for film-makers. However, the managers of the firms from the motion picture, video, radio and television activities paid attention to the problem of educating prospective employees of this sub-sector. In their opinion, film schools' curricula do not reflect the needs of the market. Hence, film studios play a didactic role, teaching students how to use their creative potential in practice. Shortages of knowledge on how potential makers may put their skills into practice also pose a problem:

*“Young graduates] are so closed to the market that they are unable to take up a freelance job in a professional studio with a professional band. As if it was a shame for artists to work for money.”*

(ACRE\_12\_921)

Many creative knowledge managers pointed to poor road infrastructure as one of the factors that make their lives harder in the PMR, and said it should be modernised. At the same time, they stressed that in their field of creative knowledge business, road transport was not that crucial. The cost of renting office space, however, was deemed more important. It was nevertheless said to be lower than in Warsaw.

*“Naturally, the cost of renting a square metre of office space in Poznan or Wroclaw is definitely lower. (...) It seems that the market there keeps reasonable prices, which may be because that market was launched later”.*

(ACRE\_05\_722)

*“The cost of renting office space is lower, the same goes for some other services including legal or marketing services”.*

(ACRE\_04\_722)

While the more classic ‘hard’ factors are still very important for the location of the creative knowledge firms in the opinion of their managers, the academic debate has shifted towards a growing emphasis on ‘soft’ location factors (Musterd, Bontje, Chapain, Kovacs and Murie, 2007). These encompass, e.g., a creative milieu, tolerance for alternative lifestyles, and the ‘look and feel’ of the city (Helbrecht 2004; Brown, Męczyński 2009). These factors are hard to measure but they start to play a major role not only in attracting creative business activities to cities, but also in retaining these activities there. The managers of software and electronic

games companies specifically underscored the importance of 'soft' factors. They did so especially when asked whether they would consider moving their firms to Warsaw.

Among the 'soft' factors underlying their decision to stay in the current location, the managers emphasised the exceptional character of the PMR connected with the creative milieu of the city resulting from its atmosphere of entrepreneurship and reliability. They also pointed to the old trading traditions of Poznan, which have been preserved through generations. This often had an impact on the marketing activities of the software and electronic publishing companies. In their choice of a service provider, clients are driven by their conviction that the PMR-based enterprises are known for a well-developed working ethos characterised by reliability and diligence.

*"I associate Poznan with an atmosphere of business initiative, with successful business people who achieve something with the help of their business activity. (...) In general, Poznan is a city with a very good atmosphere, great people, an overwhelming number of firms, enterprising people who speak a common language, and because of all that our firm exists".*

(ACRE\_03\_722)

*"Poznan entrepreneurship is very much a fact. Poznan order is in place as well, but we'll see what it becomes in the next generation. We're going to teach our offspring how to make that order and that way of thinking stay here".*

(ACRE\_01\_722)

In the interviews, when asked whether they would be ready to consider other locations for their firm, the managers of software and electronic publishing companies often stressed the fact that company founders had their origins in Poznan. In view of the fact that most of them have their roots in Poznan, relocating their firm would entail losing contact with their families and friends. However, not only contacts of this type were important for the interviewed managers. In the light of their opinions, the formal and informal contacts with the employees and managers from other firms were of crucial importance for their firms' position on the PMR market. Developing external business links and networks with other co-operating entities played a crucial role in the firms' growth. The scale of those networks largely depended on the size of the firm. The larger the firm, the bigger its network of partners, although in the case of software and electronic publishing companies, even small, those networks went beyond the PMR boundaries. However, this was mainly the result of technological advances and the potential for the use of the Web and Internet in running the company.

An exceptional role of the informal networks of contacts was stressed by the managers of firms of the motion picture, video and television sub-sector. They especially value informal contacts thanks to which it is possible to find companies or employees fulfilling specific conditions, such as the right quality of the services provided. For film producers such contacts are significant because they enable them to select a team of people who are bound to complete each project successfully. Even though official co-operation is formal and based on written agreements, major arrangements and commitments are informal. It is also the case of equipment producers, especially in small and medium-sized enterprises. When a firm is small and starts operation, most relationships are informal and based on oral agreements. As

production steps up and a network of co-operation has been developed, there is a need for at least partial formalisation whose aim is to reduce risk connected with the activities.

*”We are still developing and fighting for our market share. I think we’ve almost reached the level where we’ll be known and recognised in the market, at least in Europe. Once we have achieved it, our relations with our partners will definitely change, because our sales will have increased by then. I believe our co-operation will be finalised and contracts will be signed, although I don’t think the partners will use any pressure. It is us who will want to secure certain deliveries”.*

(ACRE\_13\_921)

Many interviewees also emphasised the role of the ‘look and feel’ of the city, especially in retaining them in it. They enjoyed living in the PMR and claimed that the region was a far better place to live than Warsaw. The opinions of managers point to the fact that in their decision to locate or retain their business in the PMR they took into account such factors as the immediate surroundings. For most of them, proximity to green areas, good restaurants, shops, and public transport were of crucial importance. At times those factors made them choose the firm’s location at a greater distance from their place of residence.

*“I like it here, I have a garden, a nice view, good transport – I live in the suburbs so my drive to work is longer but I take the ring road so I avoid the city centre. I like it here because of simple down-to-earth reasons. First, they serve delicious food at the “Dorota restaurant” (...). Secondly, a very important thing to me (...) – the post office and a shop are nearby. Actually, everything is”.*

(ACRE\_01\_722)

At the same time, they said that despite the fact that Poznan had a good investment climate and living conditions, it lagged behind Warsaw, Cracow and lately also Wroclaw in terms of culture and entertainment. Warsaw, Cracow and Wroclaw host more and better cultural events.

*“I actually go to cultural events quite regularly and though the situation in Poznan could be worse, it definitely doesn't stand comparison with Warsaw or Wroclaw”.*

(ACRE\_03\_722)

*“As to the availability of cultural events, the situation is not that bad, but I envy Warsaw in this respect. There are numerous theatres there, although it isn't easy to get a ticket. Here Poznan simply does not stand comparison”.*

(ACRE\_01\_722)

The situation of Poznan is 'remedied' by the Malta Street Theatre Festival, a rich collection of exhibits at the National Museum, especially on the so-called Long Night of Museums, and the Old Brewery, a commerce, art and business centre that supports numerous initiatives fostering creativity. The said events and places are thought to constitute Poznan’s main cultural attractions.

### 3.3 Transnational migrants in a creative knowledge sector

The Poznan metropolitan region belongs to the most dynamic migration centres in Poland. However, the balance of foreign migration is negative, like in many other Polish metropolitan regions. One of the reasons of this situation is the liberalisation of border movement regulations after 1990 and Poland's joining the Schengen zone at the beginning of 2008. With international bilateral agreements on employment signed in the 1990s and Poland's accession to the European Union, Poles have been able to enjoy greater access to, and freedom of, employment abroad. Short-time migrations have become more significant because of purely economic reasons, especially the relation of costs and migration-related benefits as well as demand in the labour market of the receiver countries. At the same time, as early as the 1990s, Poland became an attractive country to be in for more and more immigrants. The country's joining the European Union has contributed to a massive rise in economic migrations and has led to growing attractiveness of Polish citizenship.

On the basis of the interviews with creative knowledge transnational migrants, two groups of factors can be identified that determine the influx to and retaining of creative, highly skilled people in the Poznan metropolitan region:

- 'hard' (economic) factors - job offers, working conditions and education;
- 'soft' factors - personal or social networks (professional contacts), tolerance and quality of life (creative milieu).

As in the case of the creative knowledge employees and creative knowledge managers, the first group of factors had induced the talented migrants to come to the PMR, and the other, to stay in the region. Among the 'hard' factors which decided them to come to the PMR, the most important was an attractive job offer.

*“When it comes to job opportunities in Poznan, I rate them fairly highly. There are too few Poznan inhabitants in proportion to the number of jobs available in the local market, so the city needs people from outside. Consequently, everybody stands quite a chance of being employed.”*

(ACRE\_WP7\_02)

However, an attractive job offer was not the sole consideration that had made them move to the PMR; also influential were the working conditions created by the firm seeking creative knowledge migrants. Creative people delegated to Poznan by their companies had the easiest way to adapt to the new conditions. A full service was provided for them, including a work permit, finding a place to live, and registration of the residence. A high standard of service of highly-qualified employees of the creative sector raises the attractiveness of work in the region. The respondents confirm that such service offered to a new employee is one of the reasons why foreigners are motivated to take up work in the PMR.

*“At the moment I have my own company plane which takes off from Poznan to land in Braunschweig where our specialists meet in their main office on Monday morning. The plane also takes off on Wednesdays and Fridays. It means that our work is much more efficient for various reasons, for example, taking development engineers to the factory where they are needed all the time.”*

(ACRE\_WP7\_17)

Poznan has one of the best universities in Poland and it is not only a place which attracts highly qualified academic staff from Poland, but also is able to attract them from all over the world. The interviews conducted with talented and creative transnational migrants show unambiguously that Poznan universities offer individuals a chance of self-development and an academic career. One of the forms of financing a stay in the PMR was a scholarship co-financed by an international or domestic institution. The interviewees also had offers of full-time employment at one of the Poznan universities.

The prospect of finding a good job, an opportunity for building one's skills, and favourable conditions in the firm were the most frequently stressed factors among those that had decided the creative knowledge migrants to come to Poznan. However, those significant in their decision to extend their stay in the PMR, or to settle there permanently, were 'soft' ones. They were mostly personal or social networks (professional contacts) and the quality of the place (the creative milieu).

*"In Kyoto I met a professor from Poznan and I asked him if I could actually work as a teacher of Japanese in Poznan. That's why I came here."*

(ACRE\_WP7\_12)

It often happened that foreigners had come to the PMR because of their family relations and friends. Usually these were spouses who had come to the area earlier and had already found employment there.

*"I met my wife here, in this country, and I have two children."*

(ACRE\_WP7\_08)

*"We met here in Poznan, and simply had jobs here, so we didn't feel compelled [to change the place of residence]."*

(ACRE\_WP7\_10)

Many of the interviewed transnational creative knowledge migrants stressed that their decisions to move to, or remain in the PMR were motivated by close personal contacts – family or friends – rather than by economic factors. They had moved to the region because their initial personal experience influenced their further location decisions. For some of them, loss of a close person made them change their old lifestyles and move to a new place. The interviewees emphasised that at the beginning it was a sort of therapy involving a change of the environment and a temporary stay, but then it led them to settle in the PMR permanently and to start a family.

However, the newcomers did not only rely on networks of personal contacts among family members, but also on social networks created in the living and working environments. There were usually friends, both Polish and foreign, who offered them a job, a support in finding it, or temporary accommodation, that helped the interviewees decide to come to, or to stay in, the PMR. Those friends themselves belonged to the creative knowledge sector and their contacts and achievements guaranteed their ability to find employment for the newcomers as well as to help them adapt to their new environment. This type of networks was particularly useful in institutions granting work permits and permanent residence cards. Some of the interviewees who came to the PMR in the late 1980s or at the beginning of the socio-



economic transformation stressed the important role that their friends played in helping them to settle in the area. At the time when the systemic change took place, the respondents gained most support from Adam Mickiewicz University, which provided additional bonuses to accompany the basic salary and accommodation.

Two of the most important aspects of living in another country is the immigrants' adaptation to the new environment and the locals' reaction to people coming from different countries. In the respondents' opinions, Poznan is open and tolerant towards foreigners. In this respect, the city stands out from other regions of Poland.

*“It seems to me that Poznan inhabitants are extremely tolerant and open towards foreigners. Very often when I come back to Germany, I’m asked whether the old grudges from the times of the war are still harboured or whether Poles are hostile towards Germans. I’ve never experienced that and neither have my employees, who feel safe and comfortable in Poland and who have never experienced any aggression towards them. The city’s inhabitants are very open and friendly. It also holds for our company. I have friends here myself and German employees have friends, too, both in the company and outside it. I have a feeling we are very welcome here (...).”*

(ACRE\_WP7\_17)

Foreigners perceive the local environment as conducive to action, especially to entrepreneurship. Many creative knowledge migrants who had come to the PMR thought that the area would be a good place to start a new business. In many cases they were prompted by the fact that they were entering a new market in which the product or service that they were going to offer was unknown. They started with the simplest forms of economic activity, but as the time passed they enlarged their businesses and were often successful and well known on the PMR market. They proved able to adapt to the Polish law and make use of the advantages it gives in running one's own business.

*“I teach calligraphy as a hobby. It’s a different type of activity. There are usually 15-20 people who are interested. And I do it additionally, because as a child I learnt calligraphy and once I have run a workshop, and someone told me that if I wanted to come ... I made up my mind and found a place to do it”.*

(ACRE\_WP7\_12)

There are quite a lot of Germans who have set up their own companies in the creative sector in the PMR. On the one hand, their decisions to find a job and settle in the area were made on the basis of historical conditions, viz. socio-economic relationships that date back to the times of the Prussian partition. Because of that, German entrepreneurs trust the PMR inhabitants and value them for their spirit, reliability and honesty. On the other hand, what plays a significant role is the area's geographical location with convenient links to Berlin (especially trains which enable easy transport of goods and people).

*“Germany is the closest, so there are lots of Germans here. Out of all members of the EU, they are the most numerous. But it does not only stem from the geographical location. It’s all about principles. You must remember that they think we used to be part of their territory – the Prussian territory. But they are here not only for sentimental reasons, but also for business. Second, they can communicate here more easily. I don’t mean German. It used to be the Prussian territory, so inhabitants of Wielkopolska were not persecuted so much during the Second World War and earlier. Besides, although I’m not from Poznan myself, I can say that its inhabitants have some kind of thrift in them.”*

(ACRE\_WP7\_13)

The majority of respondents liked the local colour. The local community has some features that make interpersonal relations easier, like the spirit of entrepreneurship and pragmatism. At the same time the environment stimulates creativity, which opens up prospects for the creative knowledge sector. Nevertheless, Poznan is considered to have a slower pace of life than Cracow, for example, and to be very family orientated.

*“I’m here because there are such initiatives as Made in Poznan. If mad enthusiasts keep on doing what they want, it doesn’t matter if they do it for money or not, because this is what they have a passion for, and I like it an awful lot. It seems to me it’s a beautiful thing to do.”*

(ACRE\_WP7\_05)

Foreign representatives of the creative knowledge sector often stressed the importance of the quality of life in the region, especially when they considered how long they were going to stay there. Especially, those who were concerning longer stay in the PMR, seemed to be taking more and more interest in the attractiveness of their place of residence.

*“I must say that in this respect Poznan is incredibly developed. The diversity of offers for people looking for entertainment is really impressive. The city can easily compete with the other metropolises of old Europe. Take the Old Brewery, Malta Ski or the shopping centre that’s being built near the lake. Such changes usually take place very slowly, and here everything is changing so fast, and it’s so fascinating. Once I entertained German guests and the city impressed them a lot. We took a stroll in the Old Market, I showed them the Old Brewery and Malta Lake, we also visited the suburbs, and I could see that instantly their image of Poland, all stereotypes and everything that they had expected before they arrived ceased to have any importance whatsoever. In the summer last year I also invited my uncle and his friends to see Poznan. They visited the factory, the casting shop in the Wilda district, and the effect was exactly the same as in the case of my previous German guests. The reality took them by surprise.”*

(ACRE\_WP7\_17)

Despite the complimentary remarks about the free-time and recreation possibilities, there were also some critical comments concerning mainly a shortage of cultural institutions, concerts and open-air events in which the creative knowledge immigrants could take part. Very often, participation in cultural activities was their passion and they were not usually paid for this. They stressed at the same time that many such events were organised without any external help from the outside, so they expected more support from the city authorities.

### **3.4 Summary - Main 'hard' and 'soft' location factors influencing the decision-making of the target groups**

The survey research and in-depth interviews with both workers, graduates and managers as well as transnational migrants belonging to the creative knowledge sector made it possible to identify the main so-called 'hard' and 'soft' factors determining the attractiveness and choice of the PMR as a place to live and work.

In the light of the research among the first group, viz. workers and graduates of the creative knowledge sector, what makes the PMR attractive to them is a 'hard' economic factor, namely the presence in the region of an attractive labour market (Table 3.6). The workers belonging to the creative subsector also decided that the PMR was not only attractive in terms of finding a job here, but also of pursuing a career. They also stated that the reason they had come to Poznan was a close person (partner) taking up work in the city. The attractiveness of the PMR in terms of employment was also emphasised by representatives of the knowledge-intensive subsector and graduates, except that with those two groups the opportunity of boosting their career carried the greatest weight.

Among factors of a 'soft' nature that made the polled persons stay in the PMR was the working environment; however, it was significant only for workers of the creative subsector.

Much attention in the research was given to personal attachment to the metropolitan region. Among the factors indicated by the representatives of each of the subsectors (creative, knowledge-intensive and graduates) that had made them come to, or stay in, the PMR were 'family reasons' and 'born here'. Thus, they can be said to appreciate the traditional way of life, which they associated with the nearness of the family and friends.

Not only the results of the survey research, but also many statements by managers employed in the creative knowledge sector confirm the importance of the PMR as an attractive working place. That it offered great job opportunities was emphasised by the managers belonging to both, the creative and knowledge-intensive subsectors. Of significance for those two groups was also the location of many higher schools in Poznan city. In their opinion, their presence ensured a great inflow of young, highly skilled persons into the labour market. Managers of the creative subsector, as well as employees also attached great weight to the nearness of the closest persons and friends. It was often this network of contacts that had allowed them to expand their firms.

A bit different factors made the PMR attractive to creative and talented transnational migrants. Apart from the already mentioned by employees, graduates and managers great job opportunities, they also stressed high wages in the region's enterprises. Crucial for many workers of the knowledge-intensive subsector coming to Poznan were the city's many higher schools where they could find employment and follow their scientific pursuits. Transnational migrants found the PMR attractive also due to factors of a 'soft' nature, including the working environment and the quality of life in the city.

**Table 3.6 - Summary matrix - Main 'hard' and 'soft' location factors influencing decision-making of target groups to work and live in the Poznan metropolitan region**

Target groups	'Hard' factors Attracting + retaining	'Soft' factors Retaining	Personal trajectories Retaining
Employees	creative	<b>Employment</b> (career opportunities – his/her or partner's current job) <b>Education and study</b> (studied here)	<b>Working environment</b> (job satisfaction) <b>Family reasons</b> <b>Born here</b>
	knowledge - intensive	<b>Employment</b> (career opportunities) <b>Education and study</b> (studied here)	<b>Family reasons</b> <b>Born here</b>
	graduates	<b>Employment</b> (career opportunities) <b>Education and study</b> (studied here)	<b>Family reasons</b> <b>Born here</b>
Employers/ managers	creative	<b>Employment</b> (job offers) <b>Education and study – universities</b> (highly, diversified qualified labour force)	<b>Working environment</b> <b>Social cohesion</b> (reliability) <b>Social networks:</b> – private sphere: friends, family – professional sphere: contacts, working staff
	knowledge – intensive	<b>Employment</b> (job offers, career opportunities) <b>Education and study</b> (universities)	<b>Born here</b> <b>Family reasons</b> (parental family lives here)
International migrants	creative	<b>Working conditions</b> (salary) <b>Employment</b> (job offers)	<b>Working environment</b> <b>Followed the partner</b> <b>Family reasons</b> (marriage) <b>Social networks</b>
	knowledge - intensive	<b>Employment</b> (job offers) <b>Working conditions</b> (salary) <b>Education and study</b> (universities)	<b>Quality of life in the city</b> <b>Social networks</b> (professional sphere - contacts) <b>Family reasons</b> (marriage)

## 4 EVALUATION OF THE CITY REGION FROM THE PERSPECTIVE OF LOCAL CONDITIONS AND POLICIES

### 4.1 Employment

Because occupational work takes up a substantial part of one's life, the conditions in which it occurs are of major importance. This is especially true of intellectual work relying on knowledge and creativity. Then its efficiency depends not only on the physical conditions but also, or perhaps primarily, on such 'soft' factors as e.g. the atmosphere at work or the level of self-actualisation the work ensures. The evaluation of local conditions for the location of creative knowledge sector by the representatives of this sector strongly depends on the structure of firms where they are employed or the character of their occupation and work.

A characteristic feature of the occupations in the creative knowledge sector is work on one's own account, often in small, one-person businesses. This also goes for the population studied: almost one-third (30.9%) of the creative knowledge workers polled as part of the ACRE project are self-employed. A decided majority work in micro-firms employing fewer than 10 people, or small businesses with up to 50 workers (Table 4.1).

**Table 4.1 - Size of the firm where the respondents work**

<b>Firm size (employment level)</b>	<b>Per cent</b>
Micro (under 10)	43.9
Small (10-49)	24.5
Medium (50-249)	21.9
Big (over 250)	7.1
Don't know or refuse	2.6
Total	100.0

*Source: Survey research*

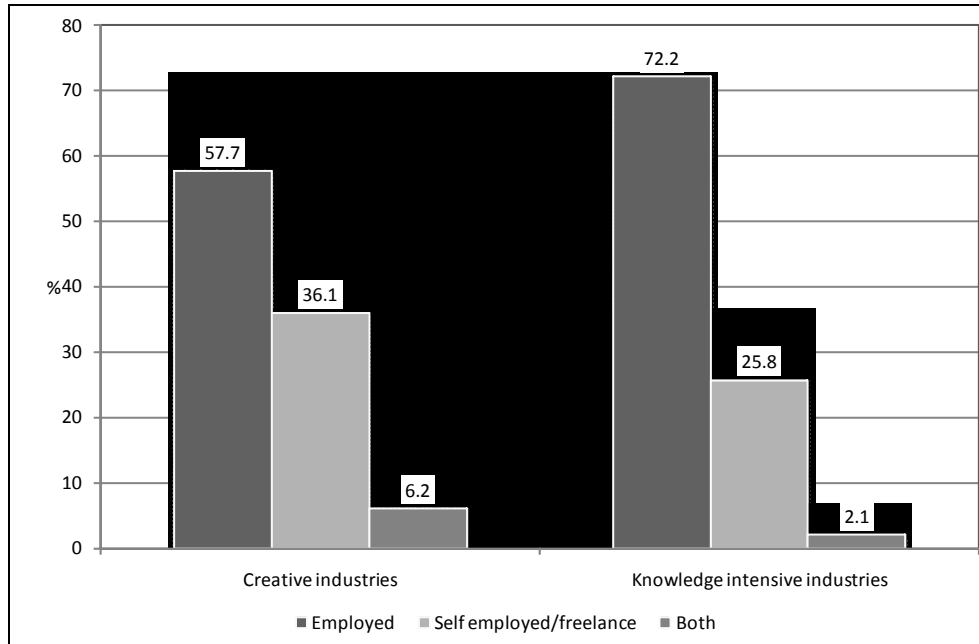
In formal terms, most of the creative knowledge workers are employed on contracts. These are usually limited permanent contracts (46.4% of the respondents), while 23.0% are employed on a fixed term contract. Thus, almost three-fourths of workers of the creative knowledge sector serve under a contract of employment. Only 2.0% have no written form of contract, and 8.2% are employed on a temporary basis for a concrete project.

The comparatively high mobility of the creative knowledge workers and their changes of both, place of residence and work, makes their length of service rather short. One-third have worked in the current place for under a year, and a total of 67.1% not longer than 5 years.

As mentioned above, what is a characteristic feature of creative knowledge workers is that they often run small, one-person businesses. This holds less for knowledge workers (25.8% of them are self-employed or freelancers) than for creative workers – (36.1%) (Figure 4.1). A

total of 72.2% of knowledge workers work for a different employer than themselves, while in the case of creative workers this proportion is 57.7%. The above differences are also similar among graduates.

**Figure 4.1 - Employment status of creative knowledge workers**



Source: Survey research

Knowledge workers are more often employed on a permanent contract - 51.0%, as against 41.8% of creative workers. In turn, contracts for a specific project are more popular with creative workers (11.2%) than with knowledge workers (5.1%). Generally, few of the respondents work without a specified status, i.e. without any contract (a mere 2.0%), but among those who do, creative workers (3.1%) predominate over knowledge workers (1.0%).

Good employment opportunities and satisfaction with the job underlined by the creative knowledge workers are related with profession and income. A better and more responsible job usually offers greater financial possibilities. This is so in the creative knowledge sector. Workers in the group of professionals (like physical, mathematical and engineering science professionals, life science and health professionals, teaching professionals) earn more than the rest. Next come technicians and associate professionals (mostly physical and engineering science associate professionals), and clerks (office clerks and customer service clerks). Workers of the creative industries are employed as professionals more often (77.2%) than those in knowledge-intensive industries (66.7%). In the case of occupations from the groups of technicians/associate professionals and clerks, the proportion of workers of knowledge-intensive industries is higher (25.3% and 7.1%, respectively) than that in creative industries (19.8% and 1.0%, respectively). Their incomes are also lower than those of the professionals. The kind of occupation is a differentiating feature especially in the group of graduates. Art and media school graduates work as technicians and associate professionals definitely more often (44.0%) than university graduates (24.0%). The latter find employment mainly as professionals (68.0%) or clerks (8.0%).

Both the kind of profession and employment in creative or knowledge-intensive industries affect the level of income earned. Creative workers are better off materially. For example, while almost a half of knowledge workers earn less than 500 euro per month, only one-third of creative workers can be put in this income group (cf. Table 4.2).

**Table 4.2 - Level of income by types of creative knowledge workers**

Type of workers	Monthly income after tax (in euros)					Total
	Less than 500	500-999	1,000-1,999	2,000 and more	Don't know/refuse	
Workers of creative industries	35.1	33.8	9.5	0.0	21.6	100.0
Art/media school graduates	85.7	9.5	4.8	0.0	0.0	100.0
Creative workers total	46.3	28.4	8.4	0.0	16.8	100.0
Workers of knowledge-intensive industries	46.5	31.0	9.9	1.4	11.3	100.0
University graduates	70.8	12.5	4.2	8.3	4.2	100.0
Knowledge workers total	52.6	26.3	8.4	3.2	9.5	100.0
Total	49.5	27.4	8.4	1.6	13.2	100.0

*Source: Survey research*

Even though one might assume that profession and income are essential for job satisfaction, in fact the general level of satisfaction with the work performed depends on many factors, both material and non-material. In the case of workers of the creative knowledge sector, of relatively great significance are those termed 'soft'. Even so, one might expect higher wages to generate greater satisfaction with work. It turns out, however, that in the PMR there is no dependence between those elements. This means that workers of the creative knowledge sector, irrespective of their level of income, are satisfied with their work (Table 4.3). Thus, income is not a determinant of job satisfaction. What is more, this tendency seems to be negative, i.e. those who earn more tend to be less satisfied with their work. What affect overall job satisfaction most are small factors connected with it, like the scope for using one's own initiative, an intellectually stimulating aspect of the job, the amount of influence one has over the job, or a sense of achievement one can get from it.

**Table 4.3 - Monthly level of income after tax and overall satisfaction with job (per cent within 'Monthly income after tax' category)**

Monthly income after tax (in euros)	Overall satisfaction with job					Total	
	Very satisfied	Satisfied	Neither	Dis-satisfied	Very dissatisfied		Don't know
Less than 500	9.6	58.5	23.4	4.3	1.1	3.2	100.0
500-999	13.5	69.2	13.5	1.9	1.9	0.0	100.0
1,000-1,999	13.3	46.7	40.0	0.0	0.0	0.0	100.0
2,000-2,999	100.0	0.0	0.0	0.0	0.0	0.0	100.0
Don't know /refuse	8.3	70.8	16.7	4.2	0.0	0.0	100.0
Total	12.2	61.2	20.7	3.2	1.1	1.6	100.0

*Source: Survey research*

Thus, a question arises about what affects job satisfaction among the creative knowledge workers. The analysis undertaken in the ACRE project has shown the general level of satisfaction with work to be mostly associated with:

- age - the older the respondents, the more dissatisfied with their work;
- overall satisfaction with life in the city - those who are satisfied with their work also have a good opinion about the city;
- overall quality of life in neighbourhood - those more satisfied with their work give a more favourable assessment of the neighbourhood in which they live;
- housing cost - those less satisfied with their work tend to complain about the high housing cost more;
- contract status in the current job - the more long-term the contract, the greater satisfaction with work.

There is also a dependence between overall satisfaction with work and anticipated length of service in the firm. The more satisfied the workers, the more ready to stay with the firm and create long-term visions of work in it. The anticipated length of service in the firm is also positively correlated with the amount of influence they have over the job and the intellectually stimulating aspect of the job.

In turn, there is no relation between satisfaction with work and the number of hours the respondents work in a week. What affect the amount of work input is the pay (the higher it is, the more work is done), and whether it offers intellectual stimulation (creative workers work more if it does). This probably follows from the belief that by working they can also develop their own selves.

Good employment opportunities which exist in the PMR are among the most important factors influencing decisions of the creative knowledge workers to settle in the city region. However, the same factor makes them also wish to change work, especially that they display a higher occupational mobility than workers of the other sectors of the economy. The creative knowledge workers assess prospects for their further employment in the present firm in various ways (Table 4.4). Knowledge workers prevail in the groups intending to work long. 21.2% of creative workers and 9.2% of knowledge workers plan to work less than one year. Almost one-third of knowledge workers expect to spend at least one but less than three years in the current workplace, while more than one-fifth have plans to stay there more than ten years. In the case of creative workers, the latter proportion is a mere third of that figure, at 6.1%. It is worth noting that one-third of the respondents (34.0%) are unable to define how long they intend to be with the current firm.



**Table 4.4 - Anticipated length of stay in the current workplace and the type of workers**

Type of workers	Less than 6 months	Less than 1 year	Between 1 and 3 years	More than 3 but less than 5 years	Between 5 and 10 years	More than 10 years	Don't know	Total
Workers of creative industries	13.5	8.1	23.0	10.8	6.8	6.8	31.1	100.0
Art/media school graduates	0.0	20.0	28.0	8.0	0.0	4.0	40.0	100.0
Creative workers total	10.1	11.1	24.2	10.1	5.1	6.1	33.3	100.0
Workers of knowledge-intensive industries	4.1	0.0	27.4	4.1	5.5	17.8	41.1	100.0
University graduates	16.0	8.0	36.0	0.0	4.0	20.0	16.0	100.0
Knowledge workers total	7.1	2.0	29.6	3.1	5.1	18.4	34.7	100.0
Total	8.6	6.6	26.9	6.6	5.1	12.2	34.0	100.0

Source: Survey research

Generally, the creative knowledge employees list the following potential reasons for leaving their current employment: to seek better pay (38.4%), to seek a more interesting job (21.9%), and to seek better working conditions (13.9%). The wish to seek a better-paid job appears more frequently in the group of knowledge workers: this motivation is the strongest for 43.8% of them, while it is so for 34.5% of creative workers. Seeking a more interesting job is a more important reason for the latter group (25.3%) than for knowledge workers (17.2%). Thus, while the pay motivation is the strongest, it is less compelling for creative workers than for knowledge workers. Also crucial for creative workers are the non-material aspects of their work, like interest in what they do and the sense of self-actualisation. Knowledge workers are also more willing than creative workers to leave their current employment in search of better conditions. Interestingly enough, none of the knowledge workers polled intends to leave work in order to go abroad, while as many as 9.2% of creative workers declare such an intention.

The addition to the creative knowledge workers' opinions are the statements of the managers and transnational migrants employed in this sector, which were obtained during thorough interviews.

Most of them emphasised that the possibility of finding a job had been one of the most crucial factors that decided them to move to the region, or to stay there if they came from it. Still, the two groups stressed different aspects of PMR employment. The managers commented on a positive attitude to work and high skills of PMR workers (which seem to be a significant locational advantage of this region).

*"An indisputable advantage is that it is a business city and, most importantly, the people can be seen to have a serious attitude to work, both in Poznan and its vicinity. A serious attitude to work, and a serious attitude to business."*

(ACRE\_10\_7414)

In turn, the creative knowledge migrants emphasised that the PMR-based firms which employed them guaranteed them good salaries, helped them to build their skills, and offered them a position higher than the one they had held in the previous workplace. Readily visible in this group are the consequences of mobility and adaptability to new conditions of work and residence accentuated by Florida (2008). They show primarily in an improvement of material conditions.

*“From the perspective of foreigners I know, making a career in Poznan is possible when you take up a job in a company where they speak a foreign language.(...) All the people who work in Poznan that I know of have been sent here by their parent companies. Of course all the people, including me, want to develop professionally.”*

(ACRE\_WP7\_17)

Among the opinions collected, especially those of the managers, there were also ones indicating problems in the PMR labour market. A major one was an outflow of young and creative persons engaged in artistic and cultural activities from the region's core - Poznan.

*“Poznan is a big and fairly strong academic centre offering artistic directions of study, with people enrolled in them deriving not only from Poznan. Hence there is no deficiency of those who could enrich cultural life in the city in the future. I'm not sure, however, that they are determined to realise their often very bold ideas in Poznan, of all places.”*

(ACRE\_14\_key)

In the light of the results of the survey research among employees of the creative knowledge sector and interviews with managers and transnational migrants working in this sector, employment opportunities in the Poznan metropolitan region are great; they also help to boost careers and improve the quality of life. Hence the conclusion that in a mere four years since Poland's accession to the European Union, the PMR labour market has become competitive with those of the metropolitan regions of the 'old' Union and promising for representatives of the creative knowledge sector.

## 4.2 Education

Education is a very important factor influencing both the locational behaviour of Poznan's creative class as well as the attraction of creative firms to the Poznan metropolitan region. One of the motives that had decided creative knowledge workers to move to the PMR was their earlier attachment to Poznan, the city where they had studied and then some of them settled as academic staff at universities (Table 4.5). The presence in Poznan of scientific circles associated with higher schools and cultural institutions offering high-brow services creates, in their opinion, an atmosphere of openness and tolerance indispensable for creativity.

**Table 4.5 - Importance of studying in Poznan (per cent of responses) as a reason for creative knowledge workers to live in the city**

Type of workers	Ranked 1	Ranked 2	Ranked 3	Ranked 4	Not ranked	Total
Workers of creative industries	26.3	11.8	10.5	3.9	47.4	100.0
Art/media school graduates	36.0	16.0	8.0	4.0	36.0	100.0
Creative workers total	28.7	12.9	9.9	4.0	44.6	100.0
Workers of knowledge intensive industries	37.8	9.5	6.8	5.4	40.5	100.0
University graduates	40.0	12.0	20.0	0.0	28.0	100.0
Knowledge workers total	38.4	10.1	10.1	4.0	37.4	100.0
Total	33.5	11.5	10.0	4.0	41.0	100.0

*Source: Survey research*

The significance of Poznan as the seat of many higher schools and R&D institutions was apparent not only from the survey research conducted, but also appeared repeatedly in the statements of managers and transnational migrants working in the creative knowledge sector. They noted both, the high level of education ensured to young people by the Poznan universities and the scale of this activity. In connection with the latter aspect, they emphasised the city's great creative potential deriving from the large number of young, well-educated residents.

*"That there are educated people with energy for some creative action living in Poznan is obvious. Poznan is a big academic centre offering artistic studies and directions. (...) a big number of graduates leaving those dozen or so higher schools, one might say this is a terrific labour market and great wealth."*

(ACRE\_WP7\_20\_key)

Florida (2002) indicates that talent plays a crucial role in building the creative knowledge sector in the city. It is a feature which is assigned to individuals who have substantial resources of knowledge. From the perspective of the location of resources, its practical use or its transfer to the economy is important. In the opinion of workers, managers and transnational migrants belonging to the creative knowledge sector, not only the presence of higher schools and R&D institutions by itself gives Poznan a high position as a scientific centre. They often mentioned links occurring between the world of science and the economy,

primarily the frequent practical placements of students in firms of the creative knowledge sector.

*"Naturally, we co-operate with the University (in admitting students to do their practice with us). This is very important, in fact, of key importance to us."*

(ACRE\_04\_722)

As to co-operation between the firms and R&D institutions in the transfer of knowledge, opinions were less than enthusiastic. The interviewees quoted initiatives and projects (such as the Regional Innovation Strategy for Wielkopolska) intended to improve the situation. However, they claimed, those measures still functioned in the form of declarations and documents rather than real activities.

*"I think that Poznan is, as indicated by statistics, the third academic and scientific centre in the country. (...) The potential (of the research and development sector) is huge. However, it is completely not used, or at least is not used a lot, in the context of the economic innovation level. As we know, according to statistics, the innovation level is below the national average and the concentration of the research and development sector is above the national average. (...) Therefore, because we have this large potential, which is indisputable, and because we have a low innovation level in general, which is also indisputable according to statistics, the main task of the research and development sector is the transfer of its achievements to the economy."*

(ACRE\_16\_key)

There were also statements about a mismatch between the profile of studies conducted by the Poznan higher schools and labour market requirements. The interviewees often deplored the resultant outflow of well-educated graduates from the PMR.

*"It would be nice if the rectors of the Poznan University of Economics or Poznan University of Technology, or even the senates of those universities started a consultation process with the representatives of local businesses about which professions are going to be needed in the job market and how soon. I mean like the Japanese, where they actually estimate at the ministry of education what professions will be required within the next 10 years, and they educate students according to those forecasts"*

(ACRE\_05\_722)

The representatives of firms belonging to the creative knowledge sector were often of the opinion that while the possibilities of growth of this sector in the PMR were great, the existing restrictions slowed this process down. They included in particular the lack of a consistent and dependable policy on the part of the city as well as the rigidity of organisational structures in administration and wherever creativity and knowledge play a major role, as the following statement proves.

*"Poznan has an estimated 128-132 thousand students enrolled at its higher schools. It's bad if such a talented student, then a doctoral student full of very interesting ideas, has got no chance of attracting any means to help him probe things deeper. Similarly, he has no access to laboratories, because first he has to make a doctorate - I can see this among the talented doctors whose services we employ. They are being brought down continually, because for the first 10-15 years they work a bit for the chair, a bit for the professor, a bit*

*for the research project designed in this way. At the time when this idea of his, this innovativeness, could be put to use, he has to do other things. After a few or a dozen years, if he decides to stay here rather than go and work in other centres abroad, this innovativeness of his is a bit, let's say, dimmed or at least it hasn't got this initial impetus."*

(ACRE\_06\_7414)

In spite of the many critical comments about the profile of studies offered in Poznan and the limited links of R&D institutions and higher schools with the economy, education plays a significant role in the assessment of the PMR by creative workers, managers and transnational migrants. Poznan has a large concentration of substantial resources of R&D personnel and students. It thus fits Florida's (2002) conception of building creative metropolitan areas on the basis of a stock of talented, creative, and highly skilled persons.

### 4.3 Working conditions

In the opinions of the managers and creative transnational migrants clearly accentuated the significance of one of 'hard' economic factors, viz. working conditions. The comfortable terms on which the interviewees were employed carried much weight in their assessment of the attractiveness of the PMR as a place of work. Many of them thought that the fair remuneration system devised by the firms' management - adjusted to the qualifications and time required to perform a given job - had made them the successful economic entities they were.

*"Who works 100 hours gets paid for 100 work hours and who works 150 hours gets paid for 150 work hours".*

(ACRE\_01\_722)

*"(Wages in our firm are) market ones. To our knowledge, we are in a market average, perhaps even a bit higher, but in quantitative terms we are not the best payer. (...) Rather, what we are trying to do is create conditions that keep people, make them want to work with us."*

(ACRE\_05\_722)

Another aspect of working conditions touched upon in the interviews was the form of employment of workers of the creative knowledge sector. It is often suggested that non-standard, more flexible work patterns characteristic of the creative industries lead to a blurring of both the spatial and temporal boundaries between private and professional life (Oldenburg 1989; Neilson, Rossiter 2005; Florida 2002), which potentially places pressure on social and familial relationships (Jarvis, Pratt 2006; Brown, Męczyński, Nadler 2009). In the eyes of the managers of the PMR-based firms of this subsector, of prime importance was the flexibility of employment adjusted to the nature of the activity pursued. They listed various forms of employment, including short-term ones, task-work contracts, and long-term, full-time work. In the case of short-term jobs, there are networks of tried and tested persons co-operating with the firms of the sector who are employed to deal with a specified task or under a concrete,

time-limited project. Flexible forms of employment meet with an approval of the creative PMR workers, because they helped them to achieve a work-life balance.

*"Most of our workers are engaged on permanent contracts, we also co-operate with people pursuing an economic activity, own-account workers; they are as a rule professionally experienced persons. (...) We have our highly favoured subcontractors who largely work for us, but are also self-employed."*

(ACRE\_04\_722)

Another element decisive for a favourable assessment of the working conditions in the PMR-based firms of the creative knowledge sector, and hence of the region itself, was help in adapting to the new conditions of work and residence extended to transnational migrants. It should be noted, however, that it is largely offered in supranational enterprises which employ workers of unique skills. The assistance mainly concerned formal matters - the complexities of securing a visa or a work permit, for example. It also often included finding a place to live and registering the residential address.

#### **4.4 Working environment**

When discussing the reasons for which creative knowledge workers decided to move to the PMR, one cannot ignore such a vital factor as work. It should be emphasised, however, that no significant relationship was found to occur between satisfaction with the qualitative characteristics of work (e.g. the salary, amenities at work) and the previous place of residence. Hence, qualitative factors had no major effect on the movement of the creative knowledge workers to the PMR. What the analysis did reveal, in turn, was that in spite of the region's good economic situation a more significant problem was the very possession of a job and fear of its loss. This was the opinion presented by mobile creative knowledge workers who had previously lived in the other quarters of Poznan or in the communes of Poznan poviat. Still, the fear of job loss in this group of respondents was connected with lack of better positions furthering their careers rather than with general job availability. Those from the other towns of the region or country were motivated, in emigrating to the PMR, by a wish to find work in the new place. They displayed a higher level of optimism as manifested by the opinion that the target region would guarantee them the fulfilment of their plans.

Another aspect of the working environment was the friendly atmosphere prevailing in the firms of the creative knowledge sector. Their managers insisted that they tried to create conditions making work comfortable for their staff. In their opinion, a way to achieve this was setting up a medium-sized firm where there are good relations between employees and employer.

*"It isn't a big company, it isn't a corporation, it is still a family firm. I try to prevent the rat race and put a stop to any person trying to establish that atmosphere. Trust is important, especially regarding the people who shape the firm's activity. They should co-operate and understand one another well. I try to resolve all tensions, if possible in a friendly manner, sometimes in a top-down fashion."*

(ACRE\_04\_722)

A friendly atmosphere was not the only element crucial for the favourable assessment of the working environment in the PMR by prosperous creative managers and transnational migrants. Other factors included self-improvement opportunities and a chance to demonstrate creativity (especially in the software and electronic publishing sector). This was the reason why students and graduates sent their applications for practical placements and later jobs so eagerly. They also received preferential treatment in personnel departments since they demonstrated high flexibility in adapting to company rules. In this way, creative knowledge firms in the PMR also tried to build up their image by behaving according to the Poznan culture of steady and reliable work, as well as by building a 'milieu of trust'.

#### 4.5 Personal trajectories

Both in the ACRE project and in most works on the creative sector, factors of its location and development are generally divided into 'hard' (objectively identifiable and easy to measure, e.g. size of a city, transport accessibility, wages in a region) and 'soft' (subjectively identifiable and hard to measure, e.g. availability and quality of housing, attractiveness of the natural environment, safety, atmosphere of tolerance). While in general terms this division seems straightforward enough and hardly controversial, in the case of very detailed empirical studies there appear difficulties with ascribing some factors to one of the dichotomic categories. Moreover, factors featuring very strongly in the ACRE project - apart from those mentioned above and referring to certain features of the metropolitan regions as places of residence and work of the creative class - are personal considerations, like an association with the place of birth and study or nearness of family and friends.

Despite changes in lifestyles and the growing importance of the material aspects of life, the creative sector workers in the PMR appreciate the traditional ways of life. Cherishing nearness to family and friends, they chose the PMR as a place where they could be in close contact with them (Table 4.6). Among the respondents in whom this behaviour pattern prevailed were primarily creative workers.

**Table 4.6 - Previous place of residence and reasons for moving to Poznan – importance of family links (per cent of responses)**

Place of living prior to moving to city	Ranked 1	Ranked 2	Ranked 3	Ranked 4	Not ranked	Total
In city but other neighbourhood	31.6	28.1	5.3	1.8	33.3	100.0
Another city in region / province /country	7.1	9.5	2.4	2.4	78.6	100.0
Another city in country	11.9	5.1	6.8	6.8	69.5	100.0
Outside Europe	0.0	100.0	0.0	0.0	0.0	100.0
Total	17.6	15.1	5.0	3.8	58.5	100.0

*Source: Survey research*

The opinions of workers of the creative knowledge sector concerning the role of the nearness of family and friends in the choice of the PMR as the place of residence and work were backed up by their managers. In the case of this group, it was their place of birth that determined their choice of workplace or location of their own business. Most of the managers interviewed were born in the PMR. The situation was different in the case of creative transnational migrants, for who crucial in the choice of the PMR was the fact that their partner came from this place.

*“I came to Poznan with my wife, who had worked as a piano teacher in Teatr Wielki [Grand Theatre] for the previous three years. She found the job when she found out in Lviv that the theatre needed new employees. Before I actually got the job, I had come to play concerts here.”*

(ACRE\_WP7\_16)

Among the ‘soft’ factors that had played a role in the choice of the place of residence and work are also contacts between friends and colleagues from work. They proved to be especially important for transnational migrants.

*“I rented a flat thanks to my friends, then I lived with my husband. I had problems with communication because of the language and because the inability to obtain Polish citizenship. I had a lot of support from my future husband and his family.”*

(ACRE\_WP7\_06)

*“There was Rector of the university. I contacted him personally and he gave me the job.”*

(ACRE\_WP7\_08)

Sometimes highly complicated personal trajectories of workers of the creative knowledge sector result from their great mobility. Frequent changes of the place of residence and the building of new relationships associated with them contribute to their continuing development. Of great importance for the formation of a creative PMR is the fact that owing to respect for such traditional values as family, a partner or the closest friends, creative and highly skilled persons choose Poznan as their place of residence. The problem that their high mobility poses, however, is how long they can be induced to stay in the city.

#### **4.6 Quality of the environment**

‘Soft’ factors have a predominantly retaining character, which means they have played a part in the decision to stay in Poznan rather than moving elsewhere. Embeddedness in the place, the development of social ties (the family, friends, professional relationships) and the quality of the city’s living environment were the chief ‘soft’ factors influencing the decisions of creative knowledge workers. Such aspects as Poznan’s social life and diversity of leisure, combined with the city’s geographical location and good accessibility by transport (including international links), make the newcomers to the region take root in it. For example, the next-ranking factor in the decision of the creative knowledge workers to move to the PMR, after the nearness of the family, was accessibility of open space. It was especially highly appreciated by creative workers (Table 4.7). This group, with generally more comfortable



incomes than knowledge workers, have settled in the Poznan suburban zone or in the communes of Poznan powiat. They often live in high-standard, mansion-type houses with ample open garden space.

**Table 4.7 - Creative knowledge workers and reasons for moving to Poznan – importance of accessibility of open space (per cent of responses)**

Type of workers	Very important	Quite important	Somewhat important	Not important	Don't know	Total
Workers of creative industries	40.0	30.7	13.3	6.7	9.3	100.0
Art/media school graduates	28.0	44.0	24.0	0.0	4.0	100.0
Creative workers total	37.0	34.0	16.0	5.0	8.0	100.0
Workers of knowledge intensive industries	38.4	35.6	11.0	8.2	6.8	100.0
University graduates	8.0	20.0	40.0	24.0	8.0	100.0
Knowledge workers total	30.6	31.6	18.4	12.2	7.1	100.0
Total	33.8	32.8	17.2	8.6	7.6	100.0

*Source: Survey research*

Other ‘soft’ factors that have prompted the creative knowledge workers to move to and to retain in the PMR include accessibility of recreational facilities, as shown by a relation observed between their place of residence and the accessibility of such amenities. Their easy availability in the PMR makes the creative knowledge workers satisfied. This factor also accounts for the respondents' movements within the PMR, to other city quarters and sub-Poznan communes: they seek more attractive, higher-standard flats and houses in which the developers have guaranteed a wide range of recreational facilities (e.g. playgrounds for children, fitness centres, swimming pools).

When discussing the ‘soft’ factors playing a crucial role in decisions of moving to the PMR, worth noting is the need to create a civil society felt by the creative knowledge workers. The research undertaken in the ACRE project showed there to be a dependence between their movement to the PMR and participation in local associations of residents. Activity in various types of citizen organisations in the metropolitan area gave them an opportunity to show their own initiative and voice their opinions in social discussion. This factor did not have a direct influence on their decisions to move to the PMR because a mere one-third of the respondents declared participation in residents' organisations, with creative workers (17.2%) being more active in this field than knowledge workers (14.4%).

Frequently mentioned in the opinions of the creative knowledge managers was the quality of life in Poznan as a factor crucial to a smooth adaptation in the region and the decision to stay in it further. Despite the positive remarks about the possibility of spending free time and recreation, there were also some negative comments, relating mainly to the lack of tranquil areas downtown and the unused opportunities that the river offers:

*“Personally, I miss an area in the city centre that would be free of noise. Wroclaw, for example, has beautiful areas by the Odra river, which can be found in the very centre. You just take a back street and you can enjoy some peace and quiet. True, Poznan has a park in front of the Opera House, but it’s surrounded by the noise of heavy traffic. Although it’s nice to sit there in summer, for example, it’s quite noisy. (...) I wish areas near the Warta river would be developed in a similar way to Wroclaw. You might say that the river doesn’t flow through Poznan, and Poznan doesn’t lie on the Warta. Wroclaw lies on the Odra, because it’s part of the city’s space, you can reach it and use it. In Poznan the river is separated, there are a lot of wilder areas which you can’t actually use.”*

(ACRE\_WP7\_10)

The Warta river has played an important role in the socio-economic development of Poznan for ages. It has been important for transportation and recreation, but also as a source of fresh water. Creative and talented transnational migrants are certainly right in claiming that the primary function of the river should be restored. Hopefully, the restoration of the former splendour to the river zone will be possible owing to renewal plans put into effect by the local authorities (e.g. the Urban Renewal Plan for Poznan). However, the authorities are not the only agent taking action to improve the quality of life in this part of the city. There are also individual investors who locate new investments in the existing old building stock to create attractive conditions for both, economic activity and living.

#### **4.7 Summary - Attractiveness of the city region from the point of view of different location factors**

The main factor attracting people involved in the creative knowledge sector to the Poznan metropolitan area was employment (Table 4.8). A well-developed and diverse job market created opportunities for satisfactory jobs. Furthermore, employment played a significant role in preventing migration of workers from the region. The jobs the respondents participating in the ACRE project had let them realise their plans and covered their costs of living, which was a significant factor for workers and transnational migrants. The workers underlined that their jobs were not only a source of income, but also a source of personal satisfaction, thanks to which they achieved creative fulfilment and self-realisation. This was the reason why the working environment played such an important role, especially in the creative subsector, which was sometimes even more important than the salary. All this makes both the ‘hard’ and ‘soft’ employment factors serve a key function for Poznan and the region. This function allows not only keeping those who know the region and work in it, but also attracting newcomers from other parts of the country.

Besides employment, another important factor was the possibility of receiving good education. The large number of higher education institutions attracted people from outside the region. During five years of college not only did they study but also made acquaintances and worked, thus identified with Poznan more. This influenced their decisions about settling and working in Poznan after graduation. Therefore, education, just like employment, was an attracting and a retaining factor. This was the case predominantly with workers and

transnational migrants. However, managers belonging to the latter group often expressed a dissatisfaction with the quality of elementary education at Poznan-based international schools. Improving the qualifications of the staff teaching in those institutions would help to enhance their attractiveness for children of highly skilled transnational migrants. In the light of the respondents' comments, high quality of education at the elementary level meeting international standards would greatly boost the attractiveness not only of the schools themselves, but of the entire PMR.

The 'soft' factors often influenced the decision concerning staying in the region, even though they played a less significant role in Poznan than the 'hard' ones. The above-mentioned working environment, the quality of the urban environment, and the quality of life were all indicated most frequently among the 'soft' factors. The quality of the environment, connected particularly with the location of the city, its image and the accessibility of services and entertainment, was pointed out more often by workers and managers than the transnational migrants, who rather tended to indicate the quality of life connected with the cultural offer of the city. However, the quality of cultural activities in the PMR often met with criticism on the part of graduates, workers, including managers, and transnational migrants representing the creative subsector.

Personal trajectories were nearly as significant a factor influencing the location decisions of those working in the creative knowledge sector as employment. Most of the ACRE respondents came from Poznan and its suburbs, or came to Poznan for their family or life partner. The rooting in the social and family structures decided them to stay in the city or move to Poznan. Even part of transnational migrants changed their working and residence place, and followed their partner, stayed in Poznan, and started a family. For many of them, especially those coming from Eastern Europe, finding a partner in Poland and moving to the PMR that this involved had been a change for the better in life. Not surprisingly, therefore, most of the respondents in this group assessed the quality of life in the region very highly. This high opinion, however, resulted from their finding a partner from the PMR, which determined their choice of the place of residence.

**Table 4.8 - Summary matrix - Evaluation of the Poznan metropolitan region according to different location factors**

Location factors	Importance of the factor for the respective target group:		
	Strong	Medium	Weak
<b>'Hard' factors</b>			
Factor 1 Employment (job opportunities, current job)	1+, 3B++	2, 3A+	
Factor 2 Education (presence of good universities)	1C+, 2A+/-, 2B+	1B+, 3A+, 3B-	1A+
Factor 3 Working conditions (salary)	1B, 3A+	3B+/-	
<b>'Soft' factors</b>			
Factor 1 Working environment (job satisfaction)	1A+	1C+/-	1B, 2A, 3A+
Factor 2 Quality of the environment (location, image of the city, diversity of leisure)	2A+	1A, 1C+, 3B+/-	1B, 3A+/-
Factor 3 Quality of life (cultural, leisure, sport and entertainment possibilities)	2B+, 3A+/-, 3B+, 2A-		
<b>Personal trajectories</b>			
Factor 1 Born here	1+, 2B+/-		
Factor 2 Family reasons	1+, 3B+/-	2B+	3++
Factor 3 Followed the partner	3A+		

**Key**

<b>Target groups</b>		<b>Codes</b>	
1 Employees	creative	1A	
	knowledge intensive	1B	1
	graduates	1C	
2 Employers/managers	creative	2A	2
	knowledge intensive	2B	
3 International migrants	creative	3A	3
	knowledge intensive	3B	

**Evaluation** of the factor by the respective target group

- ++ very positive
- + positive
- +/- neither positive nor negative
- negative
- very negative

## 5 CONCLUSIONS

The report presents the results of analyses concerning the attractiveness of the PMR according to the representatives of the creative knowledge sector. The group of respondents and interviewees for this research project was formed of graduates, employees, managers and transnational migrants. Since they came from such different working environments, it was possible to obtain detailed information concerning the development of the creative knowledge sector in Poznan.

The main objective of the study was to understand and compare the different (spatial) orientations of the target groups distinguished and the differences between them in terms of the relative weight they attached to the various factors regarded as relevant to them. The integration of the results of those comparative analyses led to the understanding of the strong and weak points of the region regarding its capacity to accommodate creative knowledge.

The report offers two research approaches. One presents various social groups that took part in the research and the factors which, according to them, determined the attractiveness of the region. The other is an attempt to assess the significance of the factors determining the attractiveness of the region from the perspective of the mentioned social groups.

In the analysis adopting the first research approach, the 'hard' factors making the PMR attractive to graduates and employees were the following:

- presence of an attractive labour market in the region,
- pursuing a career,
- close person (partner) taking up work in the city.

Among the 'soft' factors which made the graduates and workers stay in the PMR were:

- working environment,
- family reasons,
- Poznan as the birthplace.

The managers from the creative knowledge sector also paid much attention to the mentioned factors, both 'soft' and 'hard'. Moreover, this group appreciated the presence of higher education institutions in the region. In their opinion, it ensured a great inflow of young, highly skilled people into the labour market.

For the last of the social groups under study, the transnational migrants, the majority of the mentioned factors also played a major role. However, they seemed to attach the highest value to the following 'soft' factors:

- working environment, and
- quality of life in the city.

In the case of the other approach adopted in this study, it was possible to define the factors determining the attractiveness of the PMR in the following order, according to their significance:

- 'hard' factors:
  - 1) employment, and
  - 2) education,
  
- 'soft' factors:
  - 1) personal trajectories,
  - 2) working environment,
  - 3) quality of urban environment, and
  - 4) quality of life.

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## APPENDIX

### QUESTIONNAIRE – CREATIVE KNOWLEDGE EMPLOYEES AND GRADUATES

This questionnaire is part of a large EU research project that explores the impact of knowledge-intensive industries and emerging creative industries and on the competitiveness of several EU metropolitan regions. Through a comparative approach, which includes 13 European metropolitan areas, the project seeks to understand the extent to which creativity, innovation and knowledge are central to successful long-term economic development. As a person working in a sector of the economy that has played a central role in the economic development of the Poznań Metropolitan Region, your contributions to this research are very important for us.

We are keen to obtain your view on the following:

- Living in Poznan
- Your job and work environment
- Your neighborhood and living environment

Your cooperation in this research is of course, voluntary and the survey complies with the ethical standards used currently by researchers. Your responses are anonymous and confidential to this project. The questionnaire should take no more than 20 minutes of your time.

In order to complete the questionnaire please:

Select a response by carefully placing a tick  $\surd$  in the appropriate box.

If you wish to change a response then you should change the tick for the incorrect response to an X.

We would be grateful if you would complete the survey using a pen not a pencil.

**Thank you for taking the time to complete this questionnaire.**

City					Questionnaire No.	
Amsterdam	1	Poznan	8			
Barcelona	2	Riga	9			
Birmingham	3	Sofia	10			
Budapest	4	Toulouse	11			
Helsinki	5	Milan	12			
Leipzig	6	Dublin	13			
Munich	7					

**SECTION A – SATISFACTION WITH THE CITY**

The following questions are related to how long you have lived in Poznan and the main reasons for being here. Select a response by carefully placing a tick ✓ in the appropriate box.

**A1) How long have you lived in Poznan?**

Less than one year	
Between one and 2 years	
Between 2 and 5 years	
Between 5 and 10 years	
More than 10 years	

**A2) Where did you live prior to moving to your current address?**

In Poznan but other neighbourhood	
Another city in region/province/county	
Another city in Poland	
Outside Poland	
Outside Europe	

**A3) Please rank the 4 most important reasons why you currently live in Poznan (1 being the most important and 4 the least important)**

Personal Connection	Born here	
	Family lives here	
	Studied in Poznan	
	Proximity to friends	
Job	Moved here because of my job	
	Moved here because of my partner's job	
	Good employment opportunities	
	Higher wages	
Location	Size of city	
	Weather/climate	
	Good transport links	
	Proximity to natural environment (sea, mountains, countryside)	
City characteristics	Housing affordability	
	Housing availability	
	Housing quality	
	Safe for children	
People/Social Atmosphere	Openness to different types of people (in terms of race, ethnicity)	
	Open minded and tolerant	
	Gay/lesbian friendly	
	Language (able to communicate in English/Spanish/Italian/Dutch, etc)	
	Overall friendliness of city	
	Diversity of leisure and entertainment facilities	
	Cultural diversity	
	Diversity of the built environment	
Education	Presence of good universities	
Other reasons	(please specify)	

**A4) Which of the following most applies to you and your household?**

I wanted to live in this city and so I found employment here	
My partner wanted to live in this city, so we found employment here	
I live in this city because I found employment here	
I live in this city because my partner found employment here	
Not applicable	

The following questionnaire are about your experiences of Poznan as a city and how satisfied you are with aspects of living in Poznan.

**A5) How often are you involved in any of the following activities?**

		Every day	At least once a week	Less often	Never	(Don't know)
A	Going out to the pub/bar					
B	Eating out					
C	Going to movie, theatre and/or concerts					
D	Going to museum and/or art gallery					
E	Walking around city centre					
F	Excursions in national parks or peripheral green areas					
G	Going to a night club					
H	Going to sport events					
I	Going to parks					
J	Going to a festival					
K	Visiting friends					
L	Participating in resident's associations					
M	Participating in religious activities					
N	Participating in community work					
O	Participating in political activities (trade union, political party, etc)					
P	Others (please specify)					

**A6) How satisfied you are with the following leisure activities offered in Poznan**

		Very satisfied	Satisfied	Neither	Dis-satisfied	Very dissatisfied	Don't know
A	Quality of Public spaces (plazas, parks, etc)						
B	Quality of sport facilities						
C	The quality and range of festival events and cultural activities						
D	The quality and range of art galleries / museums						
E	Quality and range of restaurants						
F	Quality of pubs						
G	Quality of cinemas						
H	Quality of shopping areas						
I	Architecture of city/relevant monuments						
J	Number of associations/ organisations for social activities						

**A7) How satisfied you are with the following public services offered in Poznan**

		Very satisfied	Satisfied	Neither	Dis-satisfied	Very dissatisfied	Don't know
A	Quality of Poznan's public transportation system						
B	Transport within city						
C	Connectivity between city & periphery						
D	Safety in streets						
E	Police services						
F	Number of Bicycle lanes						
G	Quality of Tourist Attractions						
H	Social Security						
I	Quality of Health services						

**A8) How would you rate the following environmental aspects of the city?**

		Very good	Good	Average	Poor	Very poor	Don't know
A	Pavement condition of city streets and sidewalks						
B	Condition/cleanliness of city streets and sidewalks						
C	Recycling collection services						
D	Quality of drinking Water						
E	Garbage/waste collection						
G	Cleanliness of facilities in city parks						
H	Traffic congestion						
I	Availability of parking space						
J	Availability of bicycle lanes						
K	Noise pollution						
L	Air pollution						
M	Quality of Playgrounds of city						

**A9) How worried are you are about the following issues in Poznan:**

		Very worried	Somewhat worried	Not particularly worried	Not worried	Not worried at all	Don't know
A	Amount of crime in the city						
B	Safety						
C	Availability of recreation for teenagers						
D	Availability of affordable housing						
E	Availability of recreation for Seniors						
F	Availability of jobs						
G	Availability of public transportation						

H	Availability of recreation for children						
I	Amount of graffiti						
J	Drug problems						
K	Homelessness						
L	Aggressive/anti-social behaviour						
M	Prostitution in streets						
N	Traffic						
O	Air pollution						
P	Demonstrations in public spaces						

**A10) Thinking of the cost of living in Poznan, how expensive is the following:**

		Very expensive	Expensive	Average	Cheap	Very cheap	Don't know
A	Housing cost (mortgage, rent)						
B	Cost of basic services related to the house (gas, electricity)						
C	Cost of leisure activities						
D	Transport costs						
E	Cost of food and beverages (basic consumables)						
F	General cost of living						

*The following questions are related to your experiences travelling/commuting in Poznan*

**A11) Which is the main mode of transport you and other household members normally use to get to work/college/school? Please tick the relevant box for each household member**

	Specify relation to member	Walk	Cycle	Rail	Private car	Tram	Bus	Metro/subway	Car passenger	Other (Please specify)
A	You									
B	Member 2									
C	Member 3									

**A12) On average how often do you and other household members use public transport facilities?**

	Specify relation to member	Never	Once a month	A few times a month	Once a week	A few times a week	5 or more days per week
A	You						
B	Member 2						
C	Member 3						

**A13) On average how long does it take you to travel to work (one way)?**

I work from home	
Less than 15 minutes	
15-29 mins	
30-44 mins	
45-59 mins	
60- 90 mins	
More than 90 mins	

**A14) Generally how far do you travel to get to work (one way)?**

I work from home	
No fixed place	
Under 1 kilometre	
1-4 kilometres	
5-9 kilometres	
10-14 kilometres	
15-29 kilometres	
30 or more kilometres	
Don't know	

**A15) How many cars does your household own? Please tick the relevant box**

None	
1 car	
2 cars	
3 cars or more	

*The following questions are about how Tolerant you think Poznan is as a City*

**A16) To what extent do you agree with the statement that Poznan is a welcoming place to people from other countries?**

Strongly agree	
Agree	
Neither	
Disagree	
Strongly disagree	
Don't know	

**A17) To what extent do you agree with the statement that Poznan is a welcoming place to visible minorities?**

Strongly agree	
Agree	
Neither	
Disagree	
Strongly disagree	
Don't know	

**A18) To what extent do you agree with the statement that Poznan is a place which is lesbian-friendly**

Strongly agree	
Agree	
Neither	
Agree	
Strongly disagree	
Don't know	

**A19) To what extent do you agree with the statement that Poznan is a place which is gay-friendly**

Strongly agree	
Agree	
Neither	
Agree	
Strongly disagree	
Don't know	

**A20) To what extent do you agree with the statement that Poznan is a place with tensions between people of high income and low income levels?**

Strongly agree	
Agree	
Neither	
Agree	
Strongly disagree	
Don't know	

I want to Ask you About your overall satisfaction with Poznan as a City

**A21) Do you think that the quality of life in Poznan has got better, stayed the same or got worse in the last five years?**

Improved	
Stayed the same	
Got worse	
Don't know	

WHY? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**A22) If you have lived elsewhere for 1 year or more, how would you rate Poznan as a place to live, compared to other places you have already lived in?**

The best place in which to live	
A much better place in which to live	
A slightly better place in which to live	
A slightly worse place in which to live	
A much worse place in which to live	
The worse place in which to live	
Not applicable	

**A23) Typically, where do you spend your weekends?**

At home	
In Poznan (but not at home)	
Out of Poznan but in Poland	
Out of Poznan and in Europe	
Don't know	

**A24) All things considered, how satisfied are with your life in Poznan? Please tell me on a scale of 1 to 10, where 1 means very satisfied and 10 means very dissatisfied.**

Very satisfied										Very dissatisfied
1	2	3	4	5	6	7	8	9	10	

**A25) What is the likelihood of you moving away from Poznan in the next 3 years?**

		Where?	Why?
Almost definitely			
Very likely			
Somewhat likely			
Not too likely			
Not at all likely			

**A26) In your opinion, can Poznan be called creative when you compare it with other cities?**

Definitely yes	
Rather yes	
Both yes and no	
Rather not	
Definitely not	
Don't know	

**A27) Please indicate people, institutions, places and events that, in your opinion, best reflect your city's creativity (give a maximum of 3 examples in each box):**

Creative people active in the city (name, occupation)	
Creative activities/ industries /fields of socio-economic life	
Creative institutions /organisations in the city	
Creative events in the city	
Creative spaces (those especially favourable to development of creative activities) in the city or metropolitan region	



**A28) Give examples of what you think are the most creative cities (3 in each box):**

In Poland	
In Europe	

**A29) List 3 concrete measures that your city authorities could take to improve conditions for the development of the creative knowledge sector in Poznan and in poviat.**


## SECTION B. SATISFACTION WITH JOB AND WORK ENVIRONMENT

*The questions that follow are related to your job and where you work and about how satisfied you are with various aspects of your working life. Select a response by carefully placing a tick ✓ in the appropriate box.*

**B1) What is your current occupation?**

Enter occupation	
------------------	--

**B2) What is your current employment status?**

	Current status
Employed	
Self employed/freelance	

**B3) What is your contract status in your current job?**

On an unlimited permanent contract	
On a contract for a specific project	
On a fixed term contract of less than 12 months	
On a fixed term contract of 12 months or more	
On a temporary employment agency contract	
On apprenticeship or other training scheme	
Without a written contract	
Other (specify)	
(Don't know)	

**B4) Please describe in a few sentences what your current job entails**

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**B5) Including yourself, about how many people are employed at the place where you usually work/worked?**

Under 10	
10 to 49	
50-99	
100-249	
250-499	
500-999	
1000 – 1999	
2000 or more	
(Don't know)	

**B6) How long have you been in your company or organisation altogether?**

Enter years	
-------------	--

**B7) How many people, if any, work under your supervision?**

Enter number	
--------------	--

**B8) How many hours do you usually work per week in your main job**

Less than 20	
Between 21 and 30 hours	
Between 31 and 42 hours	
Between 43 and 55 hours	
More than 55 hours	
Varies ever week	
Don't know	

**B9) How satisfied are you with the following aspects of your job?**

		Very satisfied	Satisfied	Neither satisfied or dissatisfied	Dis-satisfied	Very dissatisfied	Don't know
A	The sense of achievement you get from your work						
B	The scope for using your own initiative						
C	The amount of influence you have over your job						
D	The facilities in the workplace						
E	The intellectually stimulating aspect of your job						
F	The friendliness of the working environment						
G	The training you receive						
H	The amount of pay you						

	receive						
I	The amount of holiday time/paid leave						
J	Your job security						
K	Prospects for career advancement						
L	The ability to balance your professional and personal (family, friends) life						
M	Ability to meet and network with professionals from the same field						
N	Overall satisfaction with the job						

**B10) How long do you expect to remain in this company/organisation?**

Less than 6 months	
Less than 1 year	
Between 1 and 3 years	
More than 3 but less than 5 years	
Between 5 and 10 years	
More than 10 years	
Don't know	

**B11) If you expect to leave the company/organisation in the next year what are the main 2 reasons in order of priority?**

To seek a more interesting job	
To seek better pay	
To seek a less stressful job	
To seek better conditions	
My work contract will be over	
I am moving out of Poznan	
I am leaving the country	
Other reasons	

**SECTION C SATISFACTION WITH YOUR NEIGHBOURHOOD AND DWELLING**

Next are some questions about how satisfied you are with the neighbourhood that you live in and about the dwelling that you live in. Select a response by carefully placing a tick ✓ in the appropriate box.

**C1) Would you consider the area in which you live to be...**

City centre	
Rest of the core city (just beyond city centre)	
Rest of the city, including the outskirts	
Village or small town in metropolitan area	
Medium or large town in metropolitan area	
(Don't know)	

**C2) How long have you lived in this neighbourhood/area?**

Less than 1 year	
Between 1 and 5 years	
Between 5 and 10 years	
More than 10 years	

**C3) How satisfied are you with the following aspects of life in your neighbourhood/area?**

		Very satisfied	Quite satisfied	Somewhat unsatisfied	Very unsatisfied	No opinion
A	Nearness to employment					
B	Personal safety					
C	The level of traffic noise					
D	The level of pollution					
E	The provision of childcare facilities					
F	The provision of healthcare facilities					
G	The level of social interaction between neighbours					
H	Appearance of the neighbourhood					
I	Access to commercial facilities (food, chemist, etc)					
J	Access to public spaces (parks, etc)					
K	Access to public transport					
L	Overall quality of life in the neighbourhood					

**C4) Has living in this neighbourhood/area generally lived up to your expectations?**

Yes	
No	

**C5) How important were the following factors in your decision to move to your current residence?**

		Very important	Quite important	Somewhat important	Not important	Not applicable
A	Distance from home to work					
B	Cost of dwelling					
D	Size of dwelling					
E	Availability of private open space (e.g. balcony, gardens)					
F	Proximity to family/friends					
G	Closeness to services/facilities					
H	Proximity to public transport					
I	Proximity to major roads/highways					
J	Nearness to pubs/nightclubs					
K	Closeness to city centre					
L	Proximity to good quality schools					
M	Availability of crèches					
N	Availability of leisure facilities					
O	The quality of the surrounding neighbourhood					
P	Closeness to public open space (e.g. parks, playgrounds)					
Q	The neighbourhood atmosphere					

**C6) How satisfied are you with the following aspects of your dwelling?**

		Very satisfied	Quite satisfied	Somewhat unsatisfied	Very unsatisfied	No opinion
A	Overall size of dwelling					
B	Storage space inside					
C	Size of kitchen					
D	Size of bedrooms					
E	Outlook from dwelling					
F	Security of dwelling					
G	Provision of open (garden) space					
H	Physical quality of dwelling					
I	Parking space					
J	Level of noise from neighbours					
K	Quality of management/maintenance of building (if in apartment building)					
L	Other (specify)					

**C7) Which of the following best describes your accommodation?**

Own without mortgage (i.e. without any loans)	
Own with mortgage	
Tenant, paying rent to private landlord	
Tenant, paying rent in social/voluntary/municipal housing	
Accommodation is provided rent free	
Other	
(Don't know)	

**C8) If you are renting, what percentage of your monthly income is your rental payment?**

0-10 %	
11-20%	
21-30%	
31-40%	
41-50%	
51-60%	

**C9) If you are purchasing, what percentage of your monthly income is your mortgage payment?**

0-10 %	
11-20%	
21-30%	
31-40%	
41-50%	
51-60%	

**C10) All things considered, is your monthly rent/mortgage**

Very easy to afford	
Easy to afford	
Just about affordable	
Not easy to afford	
Very difficult to afford	

**SECTION D BACKGROUND DATA**

*This is the last section of the questionnaire on some important background information on you and your household.*

**D1) Please indicate your gender.**

Male	
Female	

**D2) Which of these categories best describes the household you currently live in?**

One person	
Husband and wife /cohabiting	
Husband and wife (or cohabiting couple) with children	
Lone Father/mother and children	
Husband and wife (or cohabiting couple) and other persons	
Husband and wife (or cohabiting couple) and children and others	
Lone Father/mother and children and others	
Two family units	
Non-family household containing related persons (brother or sisters) or non-related persons (friends, flatmates)	
Other (specify)	

**D3) Indicate the total number, including yourself, of individuals living in your dwelling unit**

1	
2	
3	
4	
5	
6 or more	

**D4) What is your highest level of education received?**

Enter level of Education	
--------------------------	--

**D5) Where did you obtain your highest level of education?**

Enter city	
Enter institution	

**D6) Please indicate the range that best describes your monthly income after taxes (Euros).**

Income	
Less than 250	
250-499	
500-749	
750-999	
1000-1249	
1250-1499	
2000-2249	
2500-2749	
Don't know/refuse	
Total	

**D7) Please indicate the range that best describes your age**

15-24	
25-34	
35-44	
45-54	
55-64	
65-78	
78-84	
85 years and over	
Refuse	

**D8) Please indicate your place of birth**

Enter place of birth	
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**D9) What is your nationality (one or more)**

Enter nationality (ies)	
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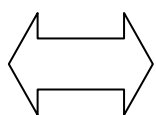
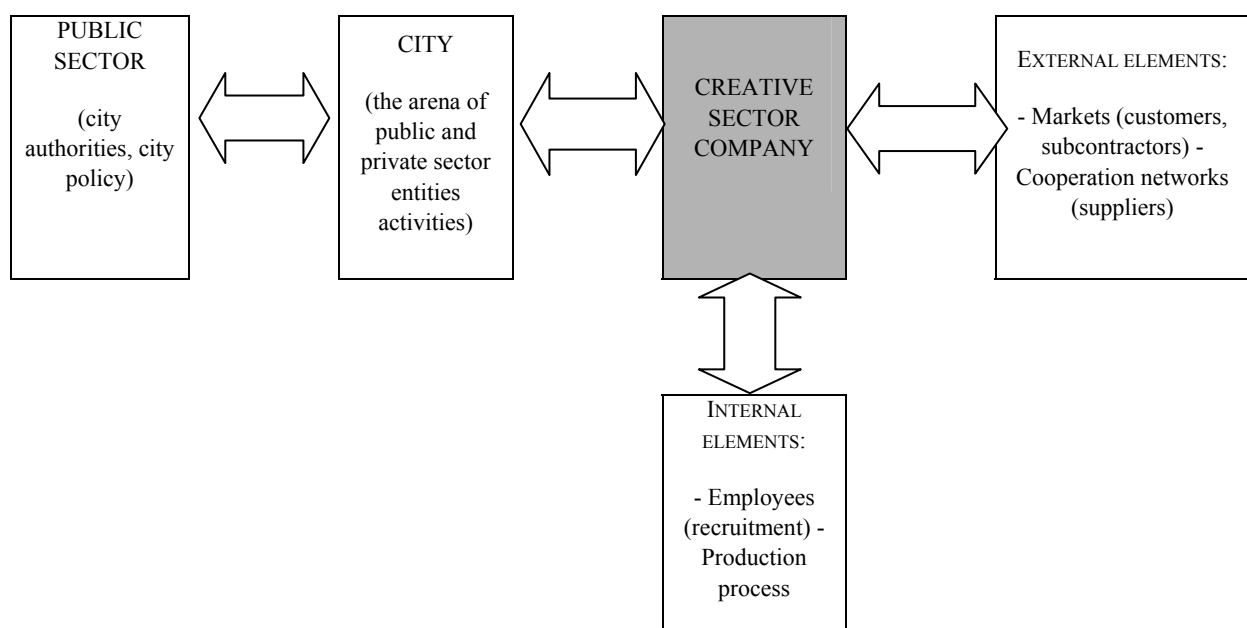
***This completes the questionnaire.  
Once again, thank you for your time and cooperation.***



## CREATIVE KNOWLEDGE MANAGERS - INTERVIEW STRUCTURE

### Key WP 6 questions to remember:

- What caused managers of the selected creative and knowledge intensive industries to decide about the location in a given place of the researched region?
- What was the relative weight of location factors which influenced this decision-making process ('classic' factors such as the existence of appropriate specialised workforce, availability, tax incentives, as well as 'soft' factors such as the quality of space, the city's and region's atmosphere, high-quality residential space, etc.)?
- What role did the city/regional authorities play: did their particular strategies designed to stimulate or generate creative activity clusters and/or knowledge intensive clusters influence the decision about the firm's location?



researched relations and interactions between the elements

### 1. Short presentation of the interviewer and ACRE

### 2. Warm-up questions to start the interview

- Short description of the interviewee's career (if the person is the founder)
- Position /description of everyday work and responsibilities in the firm
- What is your position in the firm?
- How long have you worked in this firm and how long have you worked in the present position?
- How many people do you supervise?

### **3. Origin of the firm and its activity**

- The firm's history (When was it created? how was it created? how did it develop? who was the founder? who hit upon the idea to start the activity?)
- Firm type - beginning, buyout, etc.

### **4. Activity**

- Basic and secondary activity (What does the firm produce? What services does the firm provide?)
- Could you explain this to me? (proceed to the various problem areas listed in the instruction: see below)

### **5. Possible opening questions:**

- Do you think there is something that makes your firm different from other companies (product or process innovations implemented, working atmosphere, type of activity,...)?

**Or: begin with any other problem area if you think it is more appropriate for the local specificity**

**Remember to include the following issues in the interviews:**

### **6. Business models and markets**

- How many and what type of customers does the firm have (Who are the firm's customers?)
- Where are located:
  - the firm's customers? (customers' approximate location: downtown, region, country, abroad)
  - the firm's subcontractors /suppliers? (subcontractors' approximate location: downtown, region, country, abroad)
- What economic sectors are represented by:
  - the firm's customers?
  - the firm's subcontractors /suppliers?
- Orientation towards the local /national /international market (scale of activity)

### **7. Networks**

- What is the nature of co-operation with other companies: formal or informal?
- What role do informal relationships play in the firm (in terms of competitiveness, innovation)?
  - What informal networks operate in the city or region?
  - What type of knowledge /information is shared during informal meetings?
- Who does the firm co-operate with?
  - same sector / another sector companies
  - universities /research institutes
  - members of economic organisations
  - administration / public authorities

## 8. Co-operation with other companies in the Poznan metropolitan region

- Describe the dominating nature of relationships with other companies in the region:
  - co-operation / competition
- What type of actors does the firm co-operate with?
  - universities /research institutes
  - economic organisations
  - administration / public authorities
- What type of actors does the firm compete with?
  - universities /research institutes
  - economic organisations
  - administration / public authorities
- Type of co-operation:
  - long-term contract (period)
  - commission contract (average number of commission contracts)
  - other (what type?)
- Quality of the relationships (satisfaction level)
- How was the co-operation established:
  - during formal meetings?
  - during informal meetings?
- Is the city atmosphere conducive to this type of contacts?

## 9. Work process and recruitment of employees

- How does the firm organise its production process? Or: How does the firm organise its activity?
- How is the work process organised in the firm?
- What type of people (with what qualifications /knowledge) does the firm employ?
- The role of 'freelancers' /people employed on the basis of permanent contracts /subcontractors
- How does the firm recruit its employees?
- Where does it recruit employees?
  - regionally /nationally / internationally
  - universities / fairs
  - problems
- Does the firm employ foreigners? What role do they play?

## TRANSNATIONAL MIGRANTS - INTERVIEW STRUCTURE

### ***Start of the interview:***

- Short introduction of ACRE
- Permission to record the interview

### ***First question:***

How did you come to live in the Poznan metropolitan region now?

- Did you study here?
- Are you here with your family?
- Where do you live? (city / suburban commune)
- For how long?
- Where did you live before?
- How much did you know about the Poznan metropolitan region before you came here for your present stay?

### ***Education:***

Could you please tell me something about your education?

- Where (else) did you go to school / university?
- What did you study?
- From where did you obtain your degree?

### ***Professional experience / Career:***

Could you please tell me something about the main steps in your career after finishing study?

### ***How did you find your first job in the Poznan metropolitan region?***

- I was offered the job (by whom?)
- Own search
- Own internet search
- Sent by the company
- Advertisement (newspaper / internet)
- Open application
- Family / Friends
- Other, what?

Where do you work? Could you please describe your actual working situations?

- Position, job description
- What do you like about your job situation / what do you not like?
- How satisfied are you with your situation?
- Would you like to change something?

### ***Motivation to come to the Poznan metropolitan region:***

What was your main motivation to come to the Poznan metropolitan region? (pull and push-factors)

- Role of 'hard' factors:
  - study
  - job offer, career opportunities now and later in your home country, interesting work task, higher income, better working conditions (working hours, permanent / temporary contract, executive level),
  - good international accessibility of the Poznan metropolitan region, transport infrastructure and public transport facilities,
  - public social infrastructure (availability of kindergartens, (international) schools, higher education),
  - technical infrastructure,
  - price of housing
  - price of living

- availability of subsidies (e.g. for artists),
  - tax incentives,
  - other?
- Role of 'soft' factors
    - followed partner
    - came here with my parents
    - tolerance, acceptance of cultural diversity, equality, openness or too strong social cohesion, civil society
    - quality of life (spare time activities, subcultural scene)
    - quality of the environment (landscape, culture and tourism sights etc.)
    - attractive residential environment, attractive architecture, housing conditions

### ***Social networks***

- What is your family background and social ties?
- What role have other family members (wife / husband) or Polish colleagues played in the decision process?
- How many people did you know in the Poznan metropolitan region before?

### ***Actual living and working situation:***

Could you please describe your actual living situation?

- What do you like about the Poznan metropolitan region / what do you not like about the Poznan metropolitan region? (quality of life, housing situation, tolerance, diversity, spare time activities, landscape etc.)
- What problems and chances do you experience at the moment in the Poznan metropolitan region?
- How satisfied are you with your living situation?

### ***Past:***

When you think back to your first months in the Poznan metropolitan region, how did you experience the first time after you came from abroad?

- Did you get support? (e.g. by your company, the city, friends in the Poznan metropolitan region...)
- How did you find your accommodation (relocation service, own search,...)?
- How were contacts with clerks, the bureaucracy?
- How much did you pay yourself for the international move?
- Did you miss a certain type of support?

### ***Future:***

What are your future plans?

### ***End of the interview:***

- What do you think can be done to improve the situation of highly skilled migrants in the creative knowledge industry in the Poznan metropolitan region?
- How does the Poznan metropolitan region compare with other metropolitan regions in terms of conditions for the development of the creative knowledge sector?
- Which places /persons in the Poznan metropolitan region would you consider crucial in shaping the climate of a city favourable to the inflow of the creative class and the development of the creative knowledge sector?
- How do you assess the policy of the city and region authorities in this respect?
- Would you like to add something?

***Personal background (following information should be obtained; see also short questionnaire)***

male/female

age

family situation

nationality/ies

country living before coming to this country

duration of stay in the Poznan metropolitan region region (month/year)

income

highest educational degree/country obtained