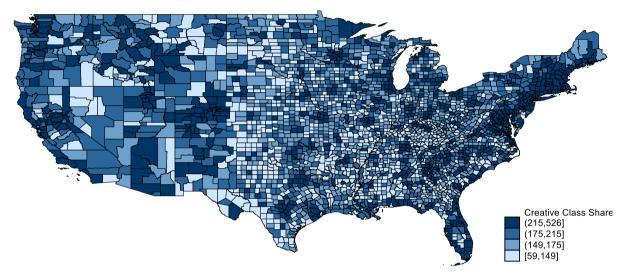
Annex F. Creative occupations in the US

Figure A F.1. Creative occupations in the US

Share of creative sectors, by county level



Note: The figure represents the share of employment in creative occupations overall employment, per 1 000 employed workers. Occupations considered creative are identified through O*NET classification of occupations and were described as "thinking creatively" following the method set up by Florida (2002_[10]) and the US Department for Agriculture's Economic Research Service (2020_[11]). Source: Florida, R. (2002_[10]), *The Rise of the Creative Class*, Basic Books, New York; USDA ERS (2020_[11]), *Documentation*, <u>https://www.ers.usda.gov/data-products/creative-class-county-codes/documentation/</u> (accessed on 3 November 2021); U.S. Census Bureau.

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OECD Rural Studies Unlocking Rural Innovation

In the midst of a global slowdown in productivity, unlocking the innovative potential of rural places is more important than ever. As part of a series on supporting to help rural areas thrive, this thematic report provides the latest analysis and research on rural innovation, and proposes ways to overcome the growing gaps between rural and urban places that are contributing to the geographies of discontent. It first explores the multi-facetted innovative practices that are already occurring in rural places, and proposes alternative indicators beyond the traditional science and technology measures to capture them. Then, it identifies policy drivers and bottlenecks to help rural entrepreneurs, firms and people fully mobilise their growth potential. Results and recommendations are drawn from research and fact-finding missions from select OECD member countries.



PDF ISBN 978-92-64-61214-3

PRINT ISBN 978-92-64-59908-6





From: Unlocking Rural Innovation

Access the complete publication at: https://doi.org/10.1787/9044a961-en

Please cite this chapter as:

OECD (2022), "Creative occupations in the US", in Unlocking Rural Innovation, OECD Publishing, Paris.

DOI: https://doi.org/10.1787/6d49face-en

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