

= Who 's Your City ? =

Who 's Your City ? : How the Creative Economy Is Making Where You Live the Most Important Decision of Your Life is a non @-@ fiction book written by Richard Florida . The book advances Florida 's previous work on the locational choices of people and businesses . He adds a dimension of environmental psychology by assigning psychological profiles to urban regions according to the dominant personality traits of the people who live there . For example , the New York metropolitan area and the ChiPitts area have the highest concentration in the United States of people whose dominant personality trait is neuroticism . The book ends with a ten step guide to choosing a location best suited to the reader 's personality and life situation . Since the 2002 publication of The Rise of the Creative Class , Florida has enjoyed academic and commercial success in his study and promotion of the concept of a creative class , or a cohort of highly innovative , highly creative individuals who are sought after by businesses . Who 's Your City ? , Florida 's fourth book on the subject , combines scholarly research with a lighthearted self @-@ help tone . Some critics questioned the assumption that the target audience , those easily able to move , would consult the book for advice on moving , but also found the book provides a valuable insight into the impacts of locational choices on the urbanized world .

= = Background = =

Economic geographer Richard Florida came to prominence when he popularized the concept of a creative class , or a subset of individuals whose work involves creativity and innovation . Florida 's previous three books , The Rise of the Creative Class (2002) , Cities and the Creative Class (2005) , and The Flight of the Creative Class (2005) , link the creative class with wealth generation and argue that the individuals in the creative class choose to locate in places with strong cultural and recreational activities , as well as an interesting nightlife . Cities that have offered those activities have attracted innovative people , and despite high land and labor costs , businesses have chosen to re @-@ locate to those areas in order to access them . With the success of his creative class theories , Florida founded a consulting firm , called the Creative Class Group , to advise local governments and other organizations about how to attract creative and innovative people . Florida , a professor at Carnegie Mellon University 's Heinz College in Pittsburgh until 2005 , wrote his next book , Who 's Your City ? , after moving to George Mason University 's School of Public Policy . By the time he agreed to move to the University of Toronto he was deemed an " academic pop star " . Upon his arrival , he was personally greeted by the mayor of Toronto and the premier of Ontario . Articles in the National Post and Toronto Star heralded his move , an article appeared in the magazine Style at Home featuring his new house , and he was given a regular column in the Globe & Mail .

= = Synopsis = =

= = = Part 1 : Why Place Matters = = =

Who 's Your City ? is divided into four parts with a total of 16 chapters . The first part presents data that suggests the world 's population and economy are becoming increasingly geographically concentrated into few mega @-@ regions , such as BosWash and the San Francisco Bay Area . Thomas Friedman 's Flat World Theory , or his assertion that distance and place is becoming irrelevant , is countered by Florida with maps of population growth , economic activity , innovation (as demonstrated by patent registration) , and scientific discovery (as demonstrated by residence of the most heavily cited scientists) . Florida 's maps show " spiky " concentrations in these mega @-@ regions , although each region does not necessarily rank high in each category . For example , the Taiheiy? Belt ranks high in innovation but low in scientific discovery , and Indian and Pakistani cities show high population concentrations but low economic activity . Florida explains the existence

of these geographical spikes by insisting that talented individuals tend to cluster to one another , creating a (non @-@ linear) multiplier effect that attracts additional talented individuals to that geographical area .

=== Part 2 : The Wealth of Place ===

The second part of the book presents evidence that globalization is creating a new class divide : those who are able to move to a different community to take advantage of opportunity and those who are rooted . This mobile class of people are differentiating urban areas in terms of values , culture , economic specialization , and other factors , and businesses are following the most talented people to these cities despite high land prices and labor costs . Florida also insists that a disproportionate amount of wealth is being generated in those cities which have been successful in attracting the creative class . Finally , globalization has reduced the importance of resource extraction and manufacturing in the economy and increased the importance of fields in which the creative class participate .

=== Part III : The Geography of Happiness ===

The third part of Who 's Your City ? examines the role of " where someone lives " as a factor of happiness . Florida 's " Place and Happiness Survey " , which he conducted with The Gallup Organization , shows that higher incomes and levels of education produces more community satisfaction , married people tend to be more satisfied with their community than singles , as older people as compared to younger people . In addition , renters are slightly more satisfied with their living arrangements than home owners , and people are generally satisfied with where they live .

Adding psychological profiles to his previous work , Florida was able to find strong connections between the Big Five personality traits and regions in the United States . For example , neuroticism is concentrated in the New York metropolitan area and the ChiPitts area , agreeableness and conscientiousness in the eastern Sunbelt area , extraversion in the Chicago metropolitan area , the St. Louis / Nashville / Atlanta area , and the South Florida area . Openness seems to be concentrated in the BosWash and the San Francisco Bay Area . Florida explains the results by linking the dominant forms of employment in the areas with the personality traits : manufacturing regions require people who are agreeable (i.e. , they follow rules) and conscientious (they work with dangerous machinery) , areas with high immigrant populations require that their residents exhibit openness , and management and sales @-@ related jobs need workers with extroversion . Florida was also able to find that his " Gay and Bohemian Index " , which connects gay and artistic communities to high growth and wealth generation areas , is a proxy for regions with large concentrations of the openness personality trait .

=== Part IV : Where We Live Now ===

The final part of the book suggests that most people have three significant moves : when leaving their parents ' home , when starting a family , and when retiring (or when their own adult children move out) . When young people leave their home (or when they complete college) , they tend to locate to areas that offer attractive job markets , cultural or recreational amenities , and rank high in quality of life factors . When they get married or have children , people choose areas that are perceived as safe and family @-@ friendly . Florida suggests using a " Trick @-@ or @-@ Treater Index " to gauge if parents feel safe allowing their children to go door @-@ to @-@ door on Halloween . He also cites Catherine Austin Fitts ' " Popsicle Index " , which gauges how far are parents willing to allow their children to walk to buy a treat . Once retired , or when their adult children move away , people tend to gravitate towards similar areas as young people , if it is close to their grandchildren , but in quieter neighborhoods that provide opportunities for hobbies or for a second career .

= = Style = =

Who 's Your City ? was intended to be a self @-@ help book , based on scholarly research and an academic theory , that provided a reader the mental framework necessary to match their personality and life situation with the optimum city to reside . Florida drew upon his past research on the geographical aspects of wealth generation and locational decisions of members of the creative class , as well as theories and opinions of other academics , like Jane Jacobs , and even those who have been critical of Florida 's work , like Tim Harford . New research included a psychological aspect to his theory . Maps , graphs , tables , and indices illustrate the text . The book has been described as having a " lighthearted tone ... [that] doesn 't always work " , " earnest ... [with] forced exuberance " , and wandering from a broad " discussion of the world economy to home @-@ buying advice " . Doron Taussig of Washington Monthly described the book as a hybrid between " academic form " and " professional @-@ advice @-@ giving " . Several reviewers noted that while a popular audience is the target , the book is also of interest to professionals or students of the topic .

= = Publication = =

Who 's Your City ? was published as a hardcover in March 2008 by Basic Books in the United States and Random House Canada in Canada . A year later , the trade paperback version was published in the United States . After Canadian reviewers commented on the US @-@ focus of the book , a revised Canadian version , with some studies and maps expanded to include Canada , was published by Vintage Canada as a trade paperback . An international version was published overseas . Excerpts were published in The Globe and Mail newspaper and Fast Company magazine .

= = Reception = =

While critics recognize the value in Florida 's work , many found the premise behind Who 's Your City ? flawed . The reviewer for Salon.com wrote it was questionable that " anyone , least of all a member of the creative class , would need such a self @-@ help book Ambitious people already have a clear sense of where they need to be , and wannabes know but can 't get off their rusty dusties and go " .

Several critics noted that Florida sounded too eager to coin terms and that some of the pop cultural references and anecdotes were awkward . Environmental psychologist Michael Dudley pointed out copy @-@ editing errors such as misspellings , and complained that Florida ignored existing literature on the topic of the connections between personalities and places . Likewise , Tom Hutton in the journal Economic Geography noted the absence of influential academics Allen Scott and Peter Hall in the text . The reviewer in The Chronicle of Higher Education found the chapter that examined the Big Five personality traits to be the best part of the book . In The Globe and Mail , reviewer Joe Berridge wrote , " Like all self @-@ help books , it suffers from the assertive blandness of soft psychologizing " , but called Who 's Your City ? an " informative , insightful , imaginative book " . Reviewer Nathan Glazer in The New Republic commented on the inappropriate urban area conglomerations like Delhi ? Lahore , and geographical scales such as metropolitan areas . Steve Sailer of The American Conservative wrote a negative review and called Florida 's conclusions " professionally cautious " so that they would not harm his consulting career . The review in the Library Journal recommended the book for all libraries and stated that " Although the text is occasionally overloaded with trendy demographic jargon , this thought @-@ provoking and seminal work will surely be studied , not only by scholars but ... by consumers pondering a move " .