

Table of contents

| | |
|---|-----------|
| Executive summary | 1 |
| 1 Introduction..... | 5 |
| 1.1 Objective and outline of the report | 5 |
| 1.2 Introduction to the Poznan metropolitan region (PMR) and its creative knowledge policy | 6 |
| 1.3 Graduates and workers in the creative knowledge sector of the Poznan metropolitan region | 11 |
| 2 Methodology | 13 |
| 2.1 Creation of the questionnaire | 13 |
| 2.1.1 Developing the questionnaire | 13 |
| 2.1.2 Distributing the draft questionnaire..... | 14 |
| 2.1.3 Feedback and revision | 14 |
| 2.1.4 Posting online – extranet | 15 |
| 2.2 Sampling | 15 |
| 2.2.1 Employees in creative industries | 16 |
| 2.2.2 Employees in knowledge intensive industries..... | 19 |
| 2.2.3 Graduates..... | 21 |
| 2.2.4 Selection of respondents from creative and knowledge industries..... | 24 |
| 2.2.5 Selection of respondents from among graduates..... | 25 |
| 2.3 Application of the questionnaire | 26 |
| 2.4 Description of the sample | 27 |
| 2.4.1 Demographic structure of the sample..... | 27 |
| 2.4.2 Basic residential and employment features | 28 |
| 3 Satisfaction with the city | 31 |
| 3.1 Descriptive statistics | 31 |
| 3.1.1 Reasons for living in Poznan..... | 31 |
| 3.1.2 Spending leisure time | 33 |
| 3.1.3 Satisfaction with leisure services | 33 |
| 3.1.4 Satisfaction with public services and environmental aspects of the city..... | 35 |
| 3.1.5 Journeys to work | 37 |
| 3.1.6 Tolerance..... | 39 |
| 3.1.7 Quality of life | 40 |
| 3.2 Relative importance of particular aspects of satisfaction with the city..... | 42 |
| 3.2.1 Spending leisure time | 43 |
| 3.2.2 Satisfaction with leisure services | 43 |
| 3.2.3 Satisfaction with public services and the environmental aspects of the city | 44 |
| 4 Satisfaction with neighbourhood and living conditions..... | 47 |
| 4.1 Descriptive statistics | 47 |
| 4.2 Relative importance of particular aspects of satisfaction with neighbourhood | 50 |
| 4.2.1 General quality of life in neighbourhood | 50 |
| 4.2.2 Residential attractiveness | 50 |
| 4.2.3 Form of ownership of dwelling..... | 52 |

| | | |
|-------------------------|--|-----------|
| 5 | Satisfaction with job and work environment | 53 |
| 5.1 | Descriptive statistics | 53 |
| 5.2 | Relative importance of the particular aspects of job satisfaction..... | 55 |
| 5.2.1 | Profession and income..... | 55 |
| 5.2.2 | Employment status | 57 |
| 5.2.3 | Satisfaction with job..... | 57 |
| 5.2.4 | Company size | 60 |
| 5.2.5 | Prospects for the future in current workplace..... | 61 |
| 6 | Mobility of creative knowledge workers..... | 63 |
| 6.1 | Migration movement - Statistical characteristics of creative knowledge workers immigrating to the PMR | 63 |
| 6.2 | Factors influencing creative knowledge workers' decision to immigrate to the PMR | 65 |
| 6.3 | Migration movements – Statistical characteristics of creative knowledge workers emigrating from the Poznan Metropolitan Region | 68 |
| 6.4 | Factors influencing creative knowledge workers' decision to emigrate from the PMR | 69 |
| 7 | Opinions about Poznan as a creative city | 73 |
| 7.1 | Creativity of Poznan in comparison with other Polish and European cities | 74 |
| 7.2 | Components of the city's creativity (people, activities, institutions, events, places)..... | 76 |
| 8 | Conclusions..... | 83 |
| 8.1 | Summing up the results of the survey research..... | 83 |
| 8.2 | General assessment of the results in terms of the research hypotheses | 86 |
| 8.3 | Implications for competitiveness and the current policy | 87 |
| 8.4 | Problems and limitations..... | 89 |
| 8.4.1 | Selected problems with the development of the creative knowledge sector in the Poznan metropolitan region..... | 89 |
| 8.4.2 | Methodological problems and limitations | 90 |
| References | | 91 |
| Appendices | | 93 |