



Insight: Measuring Staten Island's Creative Workforce

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*The NYUSPS Schack Institute of Real Estate Urban Lab
develops new understandings of the economic and real estate trends that are shaping our cities.*

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Key Takeaways

- **Creative Class.** With approximately 30,000 workers, the Creative Class makes up 28.7 percent of Staten Island’s workforce.
- **Projected Growth.** Staten Island’s Creative Class is projected to grow approximately 11.0 percent, adding 3,200 members by 2025. 45 percent of these new workers will be Healthcare Practitioners and Community and Social Service workers.
- **Healthcare Focus.** Healthcare occupations account for 32 percent of Staten Island’s Creative Class (9,489 workers)—a share that is 64 percent larger than the national average.
- **Maritime Sector.** Significant vestiges of New York’s harbor-related industries can be described in the occupational profiles of Staten Island’s residents. The borough’s workforce includes a significant share of captains or pilots of water vessels (LQ 23.8), ship’s engineers (LQ 18.3), sailors (LQ 17.6), and ship loaders (LQ 9.5).

Despite its reputation as New York City’s “Forgotten Borough,” Staten Island is home to nearly half a million residents (474,558, according to the 2015 American Community Survey). In fact, if it were a city, it would rank among the largest in the country. However, Staten Island remains “forgotten” for a few reasons—most notably, its physical isolation, mostly due to its lack of rail access to New York and New Jersey.

Staten Island has the smallest creative economy of New York’s five boroughs, with seven in ten workers belonging to the Service or Working classes. Less than 30,000 (28.7 percent) of its workers are employed in creative occupations. From 2011 to 2015, the borough’s Creative Class grew by six percent, and it is expected to grow another 11.0 percent by 2025. Even so, with a location quotient (LQ) of 1.10, Staten Island’s concentration of creative workers is slightly higher than the national average.

Figure 1: Staten Island Occupational Payroll Clusters

Cluster	LQ	Employment	Share of Employment	Annual Salary
Creative Class	1.10	29,571	28.7%	\$76,565
Service Class	1.30	51,779	50.3%	\$29,328
Working Class	1.06	21,582	21.0%	\$43,638

Source: QCEW Employees, Non-QCEW Employees - EMSI 2015.2 Class of Worker

State Island's Creative Class

The Creative Class consists of workers with advanced skills in technology, arts and culture, professional services, and education. Although 79,000 members of the Creative Class live in Staten Island, only 30,000 work there. They earn an average salary of \$77,000 per year. An additional 4,600 members of the Creative Class are self-employed. Figure 2 (below) breaks out each creative cluster by category and salary, and Figure 3 (below) graphs the location quotient, total employment and employment growth of each cluster to showcase those that are competitive strengths, declining and emerging.

Figure 2: Staten Island Creative Occupational Payroll Clusters

Occupational Cluster	LQ	2015 Employment	2011-2015 5-Year Growth	2025 Employment	10-Year Projection	Annual Salary
Healthcare Practitioners and Technical	1.64	9,489	1.6 %	10,278	8.3 %	\$79,522
Community and Social Service	1.37	2,377	14.1 %	3,063	28.9 %	\$44,005
Legal	0.99	760	9.5 %	786	3.4 %	\$114,827
Management	0.90	4,609	10.2 %	5,169	12.2 %	\$121,197
Education, Training, and Library	0.86	5,313	9.2 %	5,965	12.3 %	\$50,841
Arts, Design, Entertainment, Sports, and Media	0.76	1,066	0.7 %	1,138	6.8 %	\$53,809
Business and Financial Operations	0.68	3,480	8.4 %	3,851	10.7 %	\$70,084
Life, Physical, and Social Science	0.56	481	-2.0 %	490	1.9 %	\$66,431
Computer and Mathematical	0.49	1,416	-2.2 %	1,488	5.1 %	\$80,728
Architecture and Engineering	0.32	580	14.4 %	593	2.2 %	\$72,960

Source: QCEW Employees, Non-QCEW Employees - EMSI 2015.2 Class of Worker

Most members of the Creative Class who work in Staten Island have occupations in the healthcare and education sectors. With just under 9,500 employees, Healthcare Practitioners is the largest creative cluster in the borough, exceeding the national average by 64 percent—the greatest margin of any creative cluster. From 2011 to 2015, Healthcare Practitioners grew by 1.6 percent and will grow another 8.3 percent by the year 2025. The borough's share of surgeons is four times the national average. (The dominance of this cluster is reflected in other classes as well; for example, Staten Island's share of ambulance drivers is six times the U.S. average and its share of home health aid workers is more than five times the national

average). With an annual salary of nearly \$80,000, Staten Island's Creative Class Healthcare Practitioners earn about the same as their colleagues in Queens.

Staten Island's Education cluster contains just over 5,300 Creative Class employees. With an LQ of 0.86, this cluster falls below the national average but it is growing. Between 2011 and 2015, the borough's Education sector grew by 9.2 percent and it is expected to grow by another 12.3 percent in the coming decade. Even with this growth, Education professionals in Staten Island receive some of the lowest average salaries of any Creative Class occupation—slightly over \$50,000 a year.

There are about 4,600 employees in Staten Island's Management cluster, which falls just short of the national average for concentration, with an LQ of 0.90. . This cluster has also seen some of the most significant growth in recent years, having increased by 10.2 percent between 2011 and 2015 and it is expected to grow by another 12.2 percent over the next decade. Among all ten creative clusters in Staten Island, Management employees earn the highest annual salaries—about \$121,000 per year.

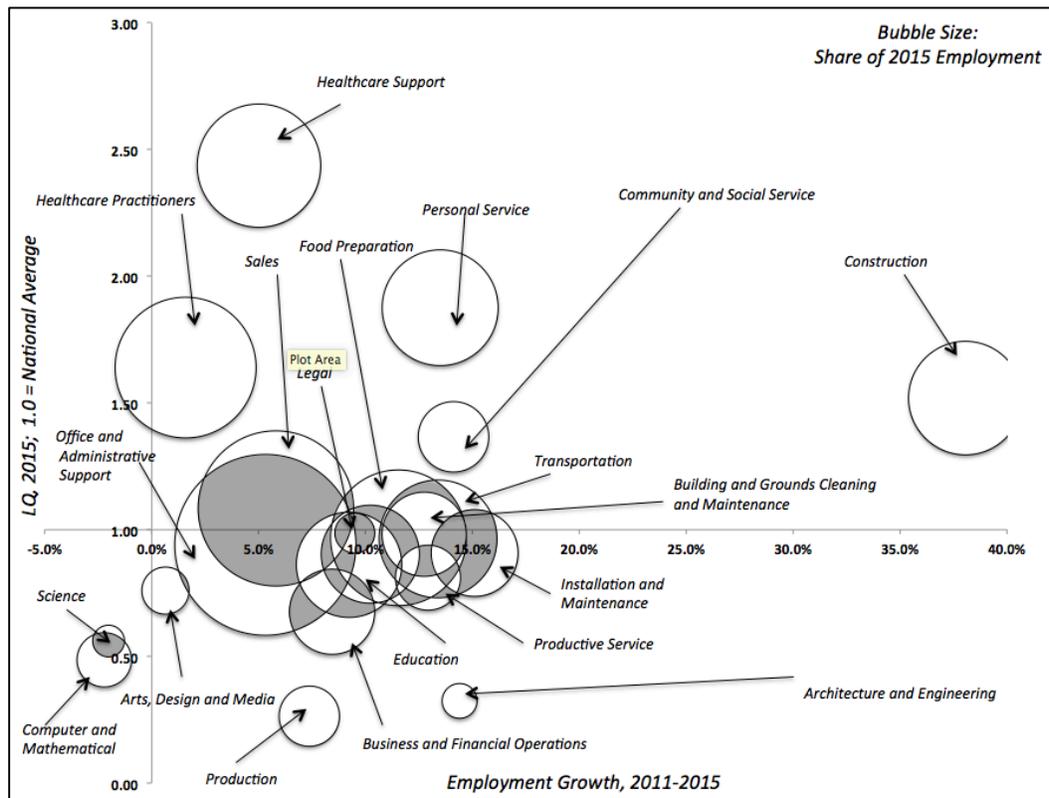
Business and Financial Operations has seen considerable growth compared to other Creative Class occupational groups—around 8.4 percent from 2011 to 2015, though with nearly 3,500 employees, this cluster is much smaller than the national average (LQ 0.68). In the coming decade, however, it is expected to grow by another 10.7 percent. With an annual salary of over \$70,000 a year, Staten Island's business and finance workers earn a relatively moderate wage compared to other creative clusters.

Community and Social Service has the lowest salary of all ten creative clusters—around \$44,000 per year, nearly the same as Community and Social Service workers in Queens. Despite these low wages, the cluster has seen the most significant growth among Staten Island's creative occupations. From 2011 to 2015, Community and Social Service grew by 14.1 percent and it is expected to grow by 28.9 percent in the coming decade. With just over 2,300 employees and an LQ of 1.37, Community and Social Service is the second of two occupational groups to exceed the national average.

With over 1,400 employees, Staten Island's Computer and Mathematical cluster is nearly half the size of the national average (LQ 0.49). Computer and Mathematical jobs in the borough declined by 2.2 percent between 2011 and 2015, but they are expected to grow by 5.1 percent in the coming decade. Only one other creative cluster—Life, Physical, and Social Science—also decreased in size during this time period, experiencing a 2.0 percent decline from 2011 to 2015. In the next ten years, this cluster is also expected to grow by a small margin—1.9 percent.

With just 580 workers, Architecture and Engineering is the second smallest cluster in Staten Island, but it has seen some of the most significant growth—14.4 percent from 2011 to 2015. Even so, it remains considerably smaller than the U.S. average (LQ 0.32). With a mere 480 employees, Staten Island's smallest creative cluster—Life, Physical, and Social Science—is also well below the national average (LQ 0.56).

Figure 3: Staten Island Occupational Payroll Clusters



Source: QCEW Employees, Non-QCEW Employees - EMSI 2015.2 Class of Worker

Self-Employment

Although service professionals make up the bulk of payroll employment in Staten Island, creative professionals make up the majority of self-employment (40.0 percent). In addition to Staten Island’s nearly 30,000 payroll employees in the Creative Class, there are another 4,600 creative workers in the borough who are self-employed—a share that far exceeds the national average (LQ 1.34). The Arts, Design, Entertainment, Sports, and Media cluster has by far the highest concentration of self-employed workers in the borough (1000-plus—about the same number as are on payrolls). Management is close behind with 900 self-employed professionals, followed by Business and Financial Operations with nearly 650.

Figure 4: Staten Island Occupational Self-Employment Clusters

Cluster	LQ	Employment	Share of Employment	Annual Salary
Creative Class	1.34	4,562	40.0%	\$48,922
Service Class	1.08	3,642	32.0%	\$26,312
Working Class	1.00	3,256	28.0%	\$30,888

Source: QCEW Employees, Non-QCEW Employees - EMSI 2015.2 Class of Worker

Only a few of Staten Island's creative clusters have seen a rise in self-employment from 2011 to 2015. These include Education (10.3 percent), Community and Social Service (9.5 percent), Arts, Design, Entertainment, Sports, and Media (9.1 percent), and Management (0.1 percent). The borough's remaining creative clusters have all experienced small declines. Staten Island's self-employed Architecture and Engineering jobs, for instance, declined by 10.4 percent between 2011 and 2015, and are projected to shrink by 7.6 percent in the next decade. Similarly, its share of self-employed Healthcare Practitioners has declined by 7.6 percent and will likely shrink by another 21.5 percent over the next ten years.

Staten Island's Service Class

Staten Island's workforce is dominated by the Service Class, a group consisting of low-paying, routine jobs in food preparation and service, retail trade, personal care, clerical and administrative positions, and more. With nearly 52,000 employees, the service sector makes up over half (50.3 percent) of Staten Island's total workforce. It also boasts an LQ of 1.30, making it 30 percent larger than the national average. Its members earn an average annual salary of \$29,000 per year, just 38 percent of the average Creative Class salary. An additional 3,600 members of the Service Class are self-employed.

A significant plurality (30.3 percent) of Staten Island's Service Class, nearly 16,000 workers, are employed in Office and Administrative Support. With an LQ of 0.94, this share is slightly less than the U.S. average. Another 11,500 service workers—around 22.3 percent of the Service Class—work in Sales.

Self-Employment

Service workers make up only a third (32.0 percent) of self-employment in Staten Island, though this share is slowly increasing. With nearly 1,500 employees, the borough's Personal Care and Service cluster hosts more self-employed professionals than any Service Class cluster, and is expected to increase by 25.0 percent in the coming decade.

Staten Island's Working Class

While the combined creative and service economies account for four-fifths of Staten Island's total employment, the borough's blue-collar economy cannot be underestimated. Staten Island's Working Class—made up of blue-collar jobs in production, construction, transportation, cleaning, and building and grounds maintenance—accounts for 21 percent of employment in the borough (about 22,000 employees), who earn an average of \$44,000 per year (much more than Service Class workers, but only about 58 percent of what Creative Class workers make). The sector has demonstrated significant growth and durability in recent years. From 2011 to 2015, Staten Island's Working Class grew by 19.0 percent and is expected to rise by another 18.2 percent over the next ten years. The majority of these blue-collar employees—nearly 60 percent—work in Transportation or Construction. The borough's shares of ship engineers (LQ 18.3), captains or pilots of water vessels (LQ 23.8), sailors (LQ 17.6), and ship loaders (LQ 9.5) far exceed the national average. Although Staten Island is known for its large share of police officers, firefighters, and city and sanitation workers, only about 2000 Protective Service workers work in the borough itself.

Self-Employment

Construction makes up the bulk of self-employment (45.7 percent) in the Working Class, with 1,500 employees. All told, Staten Island’s blue-collar workers make up 28.0 percent of self-employment in the borough.

Who Lives in Staten Island

Although the Creative Class makes up less than a third of Staten Island’s payroll employees, nearly four in ten Staten Island working residents (79,000 people) belong to it but work in other locations. With an LQ of 1.06, the borough’s share of Creative Class residents is almost the same as the national average. The majority of Staten Island’s creative professionals work in Management, which accounts for around 24.0 percent of creative residents. Close behind is Education, which contributes another 20.8 percent, or 16,400 residents in total. With over 10,500 residents, Healthcare Practitioners yields another 13.4 percent. For the most part, these shares are similar to or exceed the national average.

Figure 5: Staten Island Residents by Occupational Cluster

Cluster	LQ	Residents	Share of Residents
Creative Class	1.06	78,968	38.3%
Service Class	1.06	84,721	41.1%
Working Class	0.85	42,493	20.6%

Source: U.S. Census American Community Survey 2015

Service workers make up half of the borough’s workforce, but account for only 41.1 percent of Staten Island’s working residents. With an LQ of 1.06, Staten Island’s 85,000 service residents exceed the national average by a mere six percent. The majority of these residents—over 36 percent—are employed in Office and Administrative Support, while another 24.6 percent are employed in Sales. Notably, Staten Island’s share of Protective Service residents is much higher than its share of Protective Service workers. Over 11,500 Protective Service workers live in the borough compared to the mere 2,000 who work there.

With a little more than 42,500 residents, Staten Island’s Working Class makes up the smallest share of its total population—20.6 percent. The majority (56.5 percent) work in Transportation and Construction.

The disparity between Staten Island’s share of Creative Class residents and Creative Class jobs reflects the fact that the borough is largely a bedroom community. A clear majority of its local jobs, whether Creative Class or not, provide educational, healthcare, and other services for its residents.

About the Authors

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