

Creative Class in Prague

Abstract

The objective of this thesis is to define the districts of Prague which evince higher ratio of the creative class. Another objective is to identify the reasons of this phenomenon. The research was done by the combination of the quantitative and qualitative approach. The quantitative research consisted of the analysis of the Population and Housing Census 2011 data, the focus of the qualitative part has been structured interviews with the representatives of this creative class who live in Prague 7. This was complemented by the participating observation and informal interviews. The research results showed that the highest ratio of the creative class is in the districts in the central area of Prague and the districts in the adjacent areas. The peripheral districts are exceptions. The reasons of this phenomenon in the studied area are nearness to downtown, the urban nature, and the local community. The target group confirmed that the choice of residence location caused that they had become much less dependent on other districts.

Keywords: creativity, creative class, culture, creative index, innovation, Prague