

SATISFACTION OF THE CREATIVE CLASS WITH LIVING IN SZCZECIN: A RELATIONSHIP PERSPECTIVE

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Manuscript received: August 29, 2012

Revised version: November 9, 2012

BĄKOWSKA S., 2012. Satisfaction of the creative class with living in Szczecin: A relationship perspective. *Quaestiones Geographicae* 31(4), Bogucki Wydawnictwo Naukowe, Poznań 2012, pp. 113–123. 2 tables, 2 figs. DOI 10.2478/v10117-012-0040-6, ISSN 0137-477X.

ABSTRACT. This paper presents a set of criteria for measuring the satisfaction of the creative class derived from living in Szczecin. For this purpose, data from a telephone survey sample of the Szczecin creative class was collected*. On the basis of these criteria, the satisfaction level is estimated in the light of such factors as the attractiveness of and access to urban amenities, the city's aesthetic values, and the attitude towards the closest neighbourhood. As a result, the satisfaction level reflects the relationship between the creative class and the local government. Also, this level decides the choice of representatives of the creative class as to whether to continue living in Szczecin or move out.

KEY WORDS: life satisfaction, creative class, relationship, local government

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1. Introduction

Over the last quarter of a century a massive worldwide evolution of places, from cities into regions and from macro-regions into mega-regions, has been observed. This change has kindled a considerable interest among scholars in the research on geographical and size dimensions of a place. Landry & Bianchini (1995) underline how cities, regions and nations can improve in three different innovative ways – cultural, technological and urban, which is why they can offer jobs and ensure competitive advantage. Cities have

always been centres of economic growth and development. With the advance of globalisation, boundaries and such infrastructural factors as transport, rivers, proximity to raw materials, once responsible for urban development, have become less relevant. Technological advancement has enabled the outsourcing of capital, distribution of goods and services, and even allocation of labour force, to spread around the globe. Cities have faced a vast transition which shifts their orientation from manufacturing to trade and commerce. Their better performance is largely based upon complex coherence and strong relationships be-

* The primary research was financed under Doctoral Grant NN115 314 938, Competition no. 38, by the Ministry of Science and Higher Education, Poland; grant duration: 2009–2012.

tween networks of cities and/or regions (Meijers 2005, Kotler et al. 2002, Bąkowska & Rudawska 2011).

Other studies by Buurma (2001) present the city in a broader context, not only as a marketplace where residents have access to public services in return for paying taxes. As emphasised by Kickert (1996), public service, despite its monopoly, has undergone market-type changes and become more inclined to use business management techniques. As a result, citizens have started being recognised as customers with needs (Cousin 1990), and the task for the local government is to satisfy citizens' public service needs in a customer-oriented manner. All those factors lie in an intangible sphere of relationships which create competition, collaboration, and interaction.

The development of the relationship paradigm has initiated a new stage in the approach to urban areas. According to Gummesson (2008), in terms of relationships, an interaction between the resident and the local government is actually perceived as a series of continuous episodes in a developing network. The principal aim of each relationship is to increase profits while minimising sacrifices made by the parties involved and acting in close collaboration (Anderson 1995). The aim of the collaborative relationship is to ensure economic and social benefits that the resident receives in this complex exchange process. Of specific interest to researchers is the perception of satisfaction in terms of expectation of future outcomes. As Dick & Basu (1994) point out, the resident's positive response to the local government's performance is considered an act of satisfaction with life in a city. Accordingly, satisfaction is usually one of numerous antecedents forging a relationship because of the resident's positive interactions with the local government, and determines the quality of future relations and potential profits for the city. Numerous studies have analysed satisfaction with a place in terms of its infrastructure, urban amenities, and social atmosphere, which are of primary importance to the creative class (Florida 2008, Musterd et al. 2010, Strykiewicz & Męczyński 2010, Strykiewicz et al. 2008, 2009). According to Florida (2002), the creative class consists of people with a high level of education or human capital who are employed in knowledge-based

occupations and add economic value through their creativity. The creative class is perceived through the social group and its economic function, like work. Those features are strictly bound with its social and cultural preferences, consumption and purchase behaviour of everyday goods and leisure time. A characteristic aspect of the creative class is that it is involved in creating useful and new forms. It is important to stress that the creative class should be perceived in terms of its intellectual potential, and not its material situation.

This paper demonstrates a set of criteria for measuring satisfaction of the creative class representatives derived from living in Szczecin. For this purpose, data from a telephone survey sample of the **Szczecin creative class** were collected. On the basis of the criteria, the satisfaction level was estimated in terms of such factors as the attractiveness of urban amenities and access to them, the city's aesthetic values, and the attitude towards the closest neighbourhood. As a result, the satisfaction level reflects the relationship between the creative class and the local government. Also, this level decides about the choice of creative class representatives as to whether to continue living in Szczecin or move out.

2. Theory and concepts

Much research in the recent years has focused on changes in geographical aspects of places that have undergone significant growth in terms of infrastructural development. Porter (1998) points out that the significance of the city has increased more than ever before, gaining global competitive advantage that has emerged locally from a dense concentration of sophisticated knowledge, closer relationships, and motivation, unavailable for distant rivals. From this perspective, the city is defined more broadly than a geopolitical location of a territory (Kotler et al. 2002). The city is also much more than a mere marketplace where residents have access to and use of public services in return for paying taxes. This is a pure transaction in its redistributive form where, in an act of exchange, residents cover the costs of public institutions and buy public facilities for a fixed price (Buurma 2001).

As underlined by Jacobs (1970), the city plays a crucial role as a basic unit in any progress. To initiate a city's growth is to maximise the exchange value between the local government and the residents (Kotler et al. 2002). The place must possess a fine design to increase its visual assets and attractiveness. The aesthetic design of the place reflects values and decisions underpinning its development plan. As Tiebout (1956) and Kotler et al. (2002) stress, access to local facilities, mainly basic services, entertainment, environmental maintenance, and leisure-time amenities, will contribute to the decision-making process as part of economic variables that determine the quality of life in a community. This determines the involvement of local authorities and communities in discussions of shared visions and common goals. The local government must be customer-oriented, conduct market surveys through city panels to pin down citizens' needs, apply social marketing to promote certain social objectives, and create a communicative partnership with the business community (Buurma 2001).

A great deal of research has identified sufficient environmental conditions stimulating life satisfaction. For example, in his work Florida (2008) brings up the relevance of a place for evaluating factors that verify its importance in the subjective assessment of a dweller. He explores the relationship between happiness with the quality of life and the place. These results provide evidence that each community comes down to people, their local activity and relationships, either of formal or informal nature. Dynamic places attract people who like active lifestyles and numerous opportunities. Flourishing environments usually attract people seeking easy access to cultural resources and additionally offer an attractive social buzz – vibrant nightlife, a possibility of meeting new people and making friends. Available amenities stimulate networking, enable professional development, and ensure educational options.

Following Florida's course, Musterd et al. (2010), Stryjakiewicz & Męczyński (2010), Stryjakiewicz & Stachowiak (2010), and Stryjakiewicz et al. (2008, 2009) have researched 'hard' location factors, like material infrastructure: skilled labour force, capital, extensive availability of local infrastructure and institutions determining a region's competitive advantage. The re-

search has also focused on 'soft' location factors – immaterial infrastructure – crucial to location preferences of the creative class. This type of infrastructure includes such aspects as the quality of life, urban and social atmosphere, tolerance and openness to population diversity. Their results indicate the relevance of a city's pathway of previous economic development, especially as related to technological change, the industrialisation model, and macro-structural trends. They highlight the great significance of identifying unique characteristics of a place in line with its functions and the associated meaning. The development of its distinctive features gives it a competitive advantage in attracting and retaining new residents and companies. Pathways and places have existed upon human dependency since people have established relationships to facilitate connections either of a personal or a business nature. Personal networks differ in size, range and location, taking precedence over any decision-making between partners and firms. An understanding of the impact of personal types, local relations, and organisational affiliations can foster their role in developing a city (Musterd & Gritsai 2010).

Research by numerous authors (Marlet & van Woerkens 2004, Mellander & Florida 2006, Florida et al. 2008) show the role of universities and consumer service amenities, together with implications of technology, talent, and tolerance. Their findings show regional development as a set system of various relationships where all these factors taken together improve efficiency in boosting its attractiveness and productivity growth.

The relationship approach introduced by Gummeson (1997) and Grönroos (1997) stresses the importance of interaction and communication which are integrated in and influenced by the relationship building process. An important component of interaction is a two-way contact of parties involved in the process of managing information, goods, services, or know-how. The outcome of the relationship building process is reflected in a value attached to it in long terms. The perceived value is a composition of both, tangible elements – the core product, and intangible elements – additional services – the added value (Grönroos 2004). The aim of collaborative relationship is to ensure economic and social

benefits the resident receives in this complex exchange process.

Of specific interest to researchers is the perception of satisfaction in terms of the expectation of future outcomes. The uncertainty of future outcomes arouses a feeling of insecurity among residents, who fear an unexpected change in the service cost. When the gap between possible differences in a resident's expectations and future service outcomes narrows, satisfaction is achieved. Several studies present satisfaction as a function of various variables. For example, Zeithaml et al. (1996) indicate some positive resident behaviour patterns as an indication of satisfaction reflected by an increased purchase volume, preferences for a particular city, and willingness to pay for extra public services. Anderson & Mittal (2000) present the dependency of resident satisfaction on service quality and delivery and relevant attributes enhancing these two aspects. The objective is to identify key factors contributing to overall satisfaction that exclusively capture a resident's entire experience with a city or its services. Donaldson & O'Toole (2000) hold the view that the strength of a relationship embraces two elements: behavioural processes reflected in social bonds, and economic ties. The intensity of interaction between partners and the magnitude of both these elements determine the structure of the relationship. Another factor affecting the perception of the strength of a relationship is relationship investment. Relationship investment implies an expectation of reciprocation by retaining a relationship with regular residents. The significance of the perceived relationship investment encourages both partners to eliminate risk barriers and create a positive atmosphere as a result of reciprocal arrangements (De Wulf et al. 2001, Palmatier et al. 2006).

A detrimental phenomenon is a shift from a strong relationship to a short-lasting one. In this case, the resident is dissatisfied with the existing relationship and feels like terminating it. Lack of commitment generates a weak relationship leading to its short duration, although the expected outcome has been achieved. Despite weakening of the relationship, it is continued, either because of bonds, or the time required to find a new partner, or lack of alternatives. It is important to underline that the most desirable option for both partners is obviously a strong and long-lasting

relationship. This desire is reflected in a positive connection between satisfaction and long relationship duration, which indicates the intention to stay. The longer the resident stays in the city, the greater his loyalty, and the purchase of additional services can be expected assuming positive word-of-mouth communication (Anderson & Narus 1990, Storbacka et al. 1994, Zeithaml et al. 1996, De Wulf et al. 2001).

Since the nature and essence of a relationship fluctuates to a large extent depending on the situation, the attitude to the city may be based either on a transactional or a relational mode, which is up to the resident. In some cases, residents are interested only in a transactional contact with the city, which is acceptable and satisfactory enough, but only to the resident. The relational mode offers two options: active and passive. The active type of a relation is for residents focused on contact, which is a source of security and enables them to swap to the active relational mode anytime in accordance with their wish or necessity. Nevertheless, in both states residents are concentrated on satisfying their needs at a certain level (Grönroos 1997).

Generally, to a certain degree, satisfaction may stem from physical attributes of a place and from relations with other representatives. It is vital for a place to provide inhabitants with opportunities, while a sense of a relationship among the members of the community motivates the desire to satisfy more than basic needs, namely intellectual desires so highly appreciated by the creative class.

This research examines the satisfaction of the creative class with life in the city of Szczecin and its impact on the continuation or termination of the relationship with the city. The presented approach rests on the relationship concept (Gummesson 1997, 2002; Grönroos 1997, 2000, 2004; Ulaga & Eggert 2006) and refers to an analogous one from the studies by Florida (2008), Strykiewicz & Męczyński (2010), Strykiewicz & Stachowiak (2010), and Musterd et al. (2010).

3. Methodology and concepts

The population structure is based on data from the Polish Central Statistical Office ob-

tained from calculations at the $\alpha = 0.05$ significance level, and the presumed maximum error fraction number was determined at nearly 5%, while, theoretically, the general population was close to $N = 65,000$. The size of the research sample was estimated at 400 people, and was divided between Szczecin and other municipalities from the Szczecin Metropolitan Area at a ratio of 75:25. The number of respondents in each category was 300 and 100, respectively. The random selection of respondents was made by the type of profession, residence in Szczecin or outside the city, length of residence in Szczecin, and the likelihood of moving away to another city in Poland. To meet the research objectives, the sampling method presented in Fig. 1 was developed that consisted of five criteria.

The first criterion for recruiting a respondent was the identification of his workplace or residence from the following options:

- Lives and works in Szczecin,
- Lives in Szczecin and works outside of Szczecin,
- Lives outside of Szczecin and works in Szczecin.

The second criterion concerned the respondent's formal academic qualifications, where the expected minimum was a graduate with a bachelor's degree. The third referred to employment of the creative class in professions entailing creative knowledge of an interdisciplinary nature. The last two criteria classified the analysed population into groups in terms of gender and age. The gender was split between the respondents as presented in Table 1. As to the age, respondents under 25 and over 65 were not considered.

Generally, the interview consisted of three main parts. In the first the interviewees evaluated 27 statements on satisfaction with living in Szczecin. The second contained 12 statements on citizens' self-esteem in terms of civic involvement



Fig. 1. Target group recruitment process.
Source: own compilation.

reflecting their trust in the closest neighbourhood. The third concerned the assessment of any voluntary commitment or participation in local events or initiatives taken. Finally, with the aid of 28 criteria, the respondents rated the efficiency of the local authorities responsible for creating opportunities for Szczecin to develop. However, for the purposes of this paper, only the results referring to satisfaction with living in Szczecin will be presented and its influence on the willingness to continue or terminate the relationship with the city.

The dependent variable measures the intensity of the relationship between the creative class and the local authorities. The independent variables enable an assessment of expansion (the desire of representatives of the creative class to stay in the city) and the alternative – contraction (their intention to leave the city). The independent variable is therefore treated as the final result of the analysed relationship.

Table 1. Composition of the research sample.

| Age group | 25–39 years | | 40–54 years | | 55–65 years | |
|----------------------|-------------|------------|-------------|------------|-------------|------------|
| Gender | men | women | men | women | men | women |
| Other municipalities | 21 (12.7%) | 20 (12.0%) | 17 (13.0%) | 18 (13.7%) | 12 (11.7%) | 12 (11.7%) |
| Szczecin city | 62 (37.3%) | 63 (38.0%) | 47 (35.9%) | 49 (37.4%) | 36 (35.0%) | 43 (41.7%) |
| Subtotal | 83 (50.0%) | 83 (50.0%) | 64 (48.9%) | 67 (51.1%) | 48 (46.6%) | 55 (53.4%) |
| Total | 166 (41.5%) | | 131 (32.8%) | | 103 (25.8%) | |

Source: estimated by the Public Profits Ltd. Research Institute.

4. Research methods

The study was conducted by a certified research institute operating on the market since 1996, viz. Public Profits Ltd. from Poznań, Poland. In the period from June to August 2011, 400 respondents were questioned through their call centre using the Computer Assisted Telephoning Interview (CATI) technique based on the Computer Assisted Data Acquisition System (CADAS). Apart from recruitment criteria and background data, the questionnaire embraced four parts where each respondent was asked to rate statements referring to Szczecin on a scale from 1 (very poor) to 5 (very good).

If a respondent was confused about any of the statements in the questionnaire, there was the option 'Don't know', rated 0 on the scale. In response to the telephone interview, 400 correctly completed surveys were received. In terms of the respondents' residence area, over 76% of all surveys (305) came from Szczecin residents, 15.5% (62 surveys) from those of Dobra Szczecińska, followed by 7% (27 surveys) from the Kołbaskowo municipality; only 5 respondents (1.25%) lived in Police and 1 in Gryfino.

5. Findings

Earlier research focused on life satisfaction and happiness concerning a variety of situations and experiences in less tangible dimensions, but it has never included the relevance of a place. According to Deaton (2008), one's life satisfaction depends on the standards of the reference group. For example, Kahneman et al. (2006) perceive the state of happiness as an extension of satisfaction, which results in an integrated utility over time. Florida's (2008) study evaluates the importance of a place in a subjective assessment of well-being.

This research focuses on satisfaction with living in Szczecin and its impact on the decision to continue or terminate the relationship with the city. The conceptual framework of the empirical study proves that residents' satisfaction drives from relationship profitability for all the parties involved in this process. In other words, relationship profitability increases when the lo-

cal government is able to retain current residents within the city and enhance the relationship with them. The results of the conducted telephone interviews on the sample of 400 residents from the creative class reveal factors which influence the level of life satisfaction in the city.

Presented in this section is the overall satisfaction of the respondents with the living conditions created over the years by the local policy makers. The respondents evaluated 27 criteria referring to various satisfaction aspects of living in the city with the aid of a 1-to-5 scale where 1 is the lowest and 5 the highest score. An additional category, indicative of the population interviewed, was lack of assessment skills by the respondent. Using the method described above, a total of 10,800 responses were obtained, of which 9,964 were made on the five-point scale. The remaining 863 statements were not evaluated; they accounted for 7.7% of the responses. The satisfaction level of the respondents was estimated using descriptive statistics (partial mean, median, lower quartile and upper quartile). The set of responses was arranged by size of fractional statistics covering the 400 respondents; it is presented in Fig. 2.

The figure below illustrates that a predominant number of respondents assessed their satis-

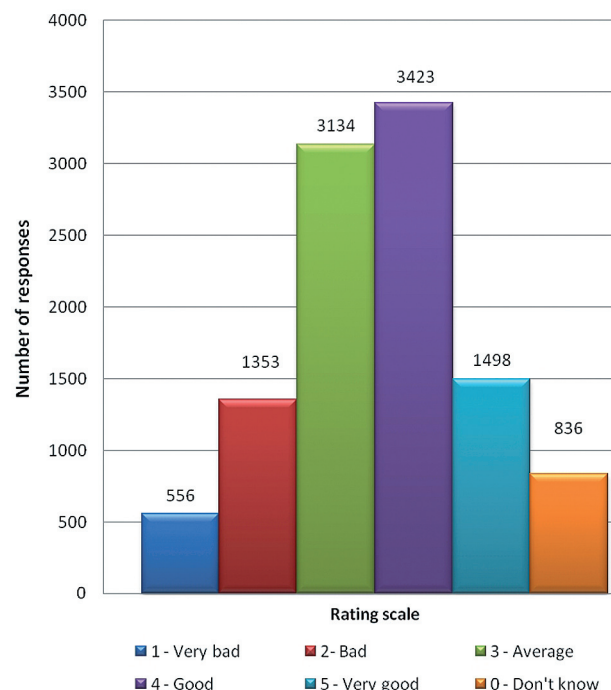


Fig. 2. Satisfaction assessment.

Source: own compilation based on primary research results.

faction as good (3,423 ratings), followed by those who reported it to be average (3,134). In particular, satisfaction was assessed in terms of the safety of residents, the quality of public services, the offer of cultural events, and the city's attractiveness. Those categories received below-average scores. In the majority of responses the 'very bad' and 'bad' rates were 2.5 times less frequent than 'good' and 'very good'.

The research results demonstrate that the green areas surrounding the city are the most valued asset of life satisfaction in Szczecin; they received the highest rating out of all the 27 criteria. The significance of this criterion comes from the geographical location and natural conditions of the city, and the local authorities have a limited impact on its development. The attractiveness of green areas in modern civilisation is a very considerable factor commonly taken into account by inhabitants of cities. Access to services like shopping malls and basic services plays an important role in overall satisfaction. Easy access to a wide range of services is a significant sign of spending power and willingness to spend life actively on consumption.

Satisfaction with living in Szczecin was rated high, as reflected in 82% of the respondents expressing satisfaction with living in the current neighbourhood. 79% feel an emotional attachment to the city, and as many as 60% are proud of being its residents (Table 2). The data presented suggest that the creative class representatives are what is popularly called 'local patriots' and treat Szczecin as 'their little homeland'.

A considerable proportion of respondents (82%) rated highly their satisfaction with their current work, in contrast to 2% rating it very low. This indicates that the work meets the expectations of the local entrepreneurs, managers and professionals. Satisfaction with work is a sign of entrepreneurship and encourages the belief in one's contribution to the city's development and its importance for the country. This positive assessment of work satisfaction signifies strong engagement of the creative class in expanding the economic and social potential of Szczecin. Additionally, great satisfaction with current work means relatively little probability of leaving the city. The results are to some extent consistent with Florida's (2008) results and confirm his tri-

angle of well-being, based first of all on personal life, followed by work, and finally by place.

The operational efficiency of public transport was rated as good and very good by 56% of the respondents, whereas only 10% of them considered it to be bad and very bad. It should be noted, however, that 16% did not have an opinion on the public transport issue, which may have resulted from the use of their own car to move around Szczecin. **The respondents rated the attractiveness of recreational areas for leisure activities as above average, with 75% rating it as average and 16% believing them to deserve the highest value, as against 16% who rated it as very bad.**

In overall satisfaction ratings, below-average marks were given to public health care: as many as 44% of the respondents considered it to be bad and very bad, and 10% did not have any opinion. Public health ratings were the lowest in the whole set of categories. A major problem with public health care was the high expectations of the creative class representatives. Generally, the public health care system in Szczecin is a very sensitive issue because of its inefficiency. Ease of cycling through Szczecin (54% of average and good marks), the attractiveness of sporting events in Szczecin (57%), **and the quality of sporting facilities were rated slightly higher.** A dramatically low rating was given to the attractiveness of residence in the city centre (41% of bad and very bad marks). The below-average ratings of some categories show that in those fields the city does not meet the expectations of the creative class.

Also below average was the attractiveness of nightlife and Internet access in public places. In both cases, one in three respondents was unable to rate them – the lowest rating of all the satisfaction criteria. No attempt to evaluate the first issue indicates that the respondents do not participate in nightlife. As regards Internet access, its assessment can be interpreted as a disapproval of the deficit of network solutions for business and personal use. Approximately 34% of the respondents were unable to assess Internet access in public places, which significantly reduces the credibility of the inference. The domestic and international connectivity of Szczecin as well as the possibility of moving around the city by car were given very similar rates (about 76% of average, good and very good).

Table 2. Satisfaction* of the creative class with life in Szczecin for N = 400 and in per cent of responses.

| Rank | Category | Weighted mean | Very poor | Poor | Average | Good | Very good | Don't know |
|------|-----------------------------------------------------------------------------------------------|---------------|---------------|----------------|-----------------|-----------------|-----------------|-----------------|
| | | | 1 | 2 | 3 | 4 | 5 | 0 |
| 1. | Attractiveness of natural environment in Szczecin | 4.31 | 3 (0.75%) | 6 (1.5%) | 36 (9.0%) | 171 (42.75%) | 182 (45.5%) | 2 (0.5%) |
| 2. | Access to services (shopping malls, local shops, services, e.g. hairdresser's) | 4.21 | 4 (1.0%) | 11 (2.75%) | 32 (8.0%) | 199 (49.75%) | 151 (37.75%) | 3 (0.75%) |
| 3. | Satisfaction with living in current district | 4.20 | 9 (2.25%) | 11 (2.75%) | 45 (11.25%) | 143 (35.75%) | 171 (42.75%) | 21 (5.25%) |
| 4. | Your emotional attachment to Szczecin | 4.16 | 10 (2.5%) | 12 (3.0%) | 57 (14.25%) | 141 (35.25%) | 176 (44.0%) | 4 (1.0%) |
| 5. | Satisfaction with your current work | 4.15 | 7 (1.75%) | 13 (3.25%) | 44 (11.0%) | 176 (44.0%) | 151 (37.75%) | 9 (2.25%) |
| 6. | Your pride of being a resident of Szczecin | 3.88 | 9 (2.25%) | 17 (4.25%) | 82 (20.5%) | 141 (35.25%) | 101 (25.25%) | 50 (12.5%) |
| 7. | Satisfaction with living in Szczecin | 3.83 | 4 (1.0%) | 24 (6.0%) | 86 (21.5%) | 155 (38.75%) | 87 (21.75%) | 44 (11.0%) |
| 8. | Ease of making new friends in Szczecin | 3.66 | 4 (1.0%) | 22 (5.5%) | 117 (29.25%) | 144 (36.0%) | 57 (14.25%) | 56 (14.0%) |
| 9. | Operational efficiency of public transport in Szczecin | 3.55 | 7 (1.75%) | 29 (7.25%) | 101 (25.25%) | 168 (42.0%) | 30 (7.5%) | 65 (16.25%) |
| 10. | Attractiveness of recreational areas for leisure time activities in Szczecin | 3.47 | 12 (3.0%) | 47 (11.75%) | 135 (33.75%) | 137 (34.25%) | 59 (14.75%) | 10 (2.5%) |
| 11. | Quality of municipal service in Szczecin | 3.37 | 18 (4.5%) | 38 (9.5%) | 131 (32.75%) | 170 (42.5%) | 23 (5.75%) | 20 (5.0%) |
| 12. | Personal safety of residents in Szczecin | 3.36 | 12 (3.0%) | 34 (8.5%) | 155 (38.75%) | 163 (40.75%) | 16 (4.0%) | 20 (5.0%) |
| 13. | Aesthetics of Szczecin | 3.29 | 18 (4.5%) | 52 (13.0%) | 151 (37.75%) | 151 (37.75%) | 27 (6.75%) | 1 (0.25%) |
| 14. | Range of cultural offers in Szczecin | 3.29 | 15 (3.75%) | 52 (13.0%) | 155 (38.75%) | 143 (35.75%) | 26 (6.5%) | 9 (2.25%) |
| 15. | Tourist attractiveness of Szczecin | 3.18 | 17 (4.25%) | 63 (15.75%) | 171 (42.75%) | 119 (29.75%) | 24 (6.0%) | 6 (1.5%) |
| 16. | Maintenance of cleanliness by municipal services in Szczecin | 3.17 | 19 (4.75%) | 49 (12.25%) | 188 (47.0%) | 113 (28.25%) | 20 (5.0%) | 11 (2.75%) |
| 17. | Possibility of getting around by car in Szczecin | 3.17 | 23 (5.75%) | 76 (19.0%) | 131 (32.75%) | 143 (35.75%) | 23 (5.75%) | 4 (1.0%) |
| 18. | International connectivity of Szczecin | 3.17 | 31 (7.75%) | 63 (15.75%) | 132 (33.0%) | 116 (29.0%) | 37 (9.25%) | 21 (5.25%) |
| 19. | Domestic connectivity of Szczecin with other cities | 3.10 | 20 (5.0%) | 71 (17.75%) | 154 (38.5%) | 122 (30.5%) | 14 (3.5%) | 19 (4.75%) |
| 20. | Cleanliness in Szczecin | 3.05 | 23 (5.75%) | 64 (16.0%) | 190 (47.5%) | 116 (29.0%) | 6 (1.5%) | 1 (0.25%) |
| 21. | Access to wireless Internet in public places in Szczecin | 3.03 | 21 (5.25%) | 64 (16.0%) | 86 (21.5%) | 71 (17.75%) | 21 (5.25%) | 137 (34.25%) |
| 22. | Attractiveness of nightlife in Szczecin | 2.99 | 30 (7.5%) | 58 (14.5%) | 102 (25.5%) | 90 (22.5%) | 12 (3.0%) | 108 (27.0%) |
| 23. | Quality of sporting facilities in Szczecin (e.g. football stadium, swimming pool, golf field) | 2.85 | 39 (9.75%) | 89 (22.25%) | 139 (34.75%) | 92 (23.0%) | 10 (2.5%) | 31 (7.75%) |
| 24. | Attractiveness of living in the centre of Szczecin | 2.79 | 52 (13.0%) | 100 (25.0%) | 114 (28.5%) | 68 (17.0%) | 30 (7.5%) | 36 (9.0%) |

Table 2. cont.

| Rank | Category | Weighted mean | Very poor | Poor | Average | Good | Very good | Don't know |
|------|------------------------------------------------------------|---------------|----------------|----------------|-----------------|----------------|---------------|----------------|
| | | | 1 | 2 | 3 | 4 | 5 | 0 |
| 25. | Attractiveness of sporting events in Szczecin | 2.76 | 32 (8.0%) | 99 (24.75%) | 141 (35.25%) | 56 (14.0%) | 12 (3.0%) | 60 (15.0%) |
| 26. | Ease of cycling through Szczecin | 2.67 | 52 (13.0%) | 97 (24.25%) | 133 (33.25%) | 58 (14.5%) | 13 (3.25%) | 47 (11.75%) |
| 27. | Patients' expectations from public health care in Szczecin | 2.65 | 65 (16.25%) | 92 (23.0%) | 126 (31.5%) | 57 (14.25%) | 19 (4.75%) | 41 (10.25%) |

* Rating scale from 1 to 5, where: 1 – very poor, 2 – poor, 3 – average, 4 – good, 5 – very good. The answer “Don't know” (0) was used if the respondent was unable to evaluate particular statements about Szczecin on the rating scale of 1 to 5.

Source: own compilation based on primary research results.

It is evident that the majority of factors determining life satisfaction echo those of Florida's (2008), but in the European context a different approach can be noted, according to Musterd & Gritsai (2010). The core objective defining satisfaction American style is more place-related and refers to physical beauty, recreational offers, cultural amenities, openness, and tolerance, whereas the understanding of satisfaction for Europeans is people-related and based on family bonds, language, religion, and national or regional traditions, which was also strongly underlined by Strykiewicz & Stachowiak (2010).

In this study, an analysis was carried out of correlations between life satisfaction and the decision to remain in the city or move out. The method employed was coefficient correlation, which expresses the strength of dependency in the tested relationship. The analysis confirmed a correlation between life satisfaction of the Szczecin representatives of the creative class and their desire to continue living in the city ($r = 0.74$). The higher the satisfaction with life in the city, the greater the willingness of the resident to stay. However, the correlation between life satisfaction and a desire to move out from the city is very weak ($r = 0.37$). The cognitive value of those results demonstrates that the representatives of the creative class are highly satisfied with life in the city of Szczecin. As previous studies have shown, Americans follow places and therefore belong to a highly mobile nation focused on individual independence, while Europeans are more attached to people and their structural localities. A place or economic factors have never been given priority over cultural factors in the European context.

It is evident that the intention to stay in the city and foster professional development is therefore highly dependent on perceived life satisfaction of its creative class representatives. The results of the empirical study indicate that there is a statistically significant correlation (at the $\alpha = 0.05$ level) between their willingness to abandon the relationship (as articulated by the declared moving out of the city) and their level of satisfaction with life in the city. The lower life satisfaction in the city, the greater the desire to leave this place.

It is apparent that the level of satisfaction with work is an important factor determining overall satisfaction, but the attractiveness of green areas around the city and access to services are even more important. The creative class representatives rated the quality of sporting facilities very low. This suggests that the problem belongs to hard infrastructure elements and is commonly raised by Szczecin residents. Opinions expressed by the respondents are not always within the area of responsibility of the local government, for example the domestic and international connectivity of Szczecin.

The results concerning the quality of a place indicate that the attractiveness of living in the city centre is very low. They seem to suggest that, in Szczecin, living in the suburbs or in neighbouring towns is a sign of a high social status, and one requiring low maintenance costs too, which is strongly emphasised by the inhabitants of those places.

It is believed that there is a strong need for representatives of the local government, politicians, and the whole community of Szczecin to become aware not only of 'hard' factors, such as road infrastructure, urban development or in-

vestment, as drivers of development, but also of 'soft' factors, like the cultural offer, attractiveness of nightlife, and sporting events.

6. Conclusions

Prior work has documented that after various aspects of everyday needs have been satisfied, preferences move towards intellectual, cultural and social needs, which become the centre of interest. Florida (2008), for example, reports that to a certain degree satisfaction may derive from physical attributes of a place, while Gummesson (1997, 2002) and Grönross (1997, 2000, 2004) indicate relations among the parties involved (in our case, between creative class representatives and the local authorities) as fundamental to developing stable relationships and openness. However, those studies focus either on life satisfaction or the strength of the relationship.

This research measured satisfaction of the creative class with living in Szczecin and its impact on continuing or terminating the relationship with the city. It was found that effective performance of life satisfaction supports increased productivity and promoted the efficiency of the relationship. A place is vital in determining individual opportunities, but the quality of relationships in a community motivates the desire to achieve the satisfaction of more than basic needs – intellectual desires so highly appreciated by the creative class. These findings add to those of Florida (2008), Strykiewicz & Męczyński (2010), Strykiewicz & Stachowiak (2010), and Ulaga & Eggert (2006), confirming that the interrelation between the local government and the creative class serves to establish relationship functions to achieve satisfaction. In addition, this study combines life satisfaction in the city with the relationship with the local government, indicating that the strength of interaction between the parties involved leads directly to a long-term relationship generating mutual profits over time. Most notably, this is the first study to investigate the maintenance of the relationship between the local authorities and the creative class. It provides compelling evidence for using the potential of the creative class to stimulate city development, and suggests that satisfaction with life in the city is

therefore a key determinant of the value of the relationship. However, some limitations are worth noting. My research focused on a sample of people currently living in Szczecin; it did not include those who had moved out from it. Future work should therefore include past residents of Szczecin who moved to other places in Poland and rate their life satisfaction in order to identify their reasons for terminating the relationship with this particular city. This could eventually lead to improvement of life satisfaction for the current and future residents of Szczecin.

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