



Austin area reigns as one of ‘human capitals’ of U.S.

August 2, 2:52 PM · John Egan - Austin Market Examiner

The Austin area ranks among the top “human capitals” in the United States, a new analysis shows.

Drawing on data from the [Brookings Institution](#), urban studies guru [Richard Florida](#), author of “The Rise of the Creative Class,” collaborated with colleague Charlotta Mellander and their team at Toronto’s [Martin Prosperity Institute](#) to come up with the [analysis](#), which put Austin at No. 10 among the cities with the most brainpower. According to the analysis, published by The Atlantic, 43.6 percent of adults in the city of Austin hold at least a bachelor’s degree.

In first place was Washington, D.C. (58 percent), followed by Raleigh-Cary, N.C. (52.4 percent); Seattle (52.1 percent); San Francisco (51.3 percent); Madison, Wis. (51 percent); Boston (50.5 percent); Atlanta (46.1 percent); Charleston, S.C. (45.3 percent); Minneapolis-St. Paul (43.7 percent); and Austin.

As for brainpower across metro areas, the Austin region ranked ninth, with 39.3 percent of adults holding at least a bachelor’s degree.

Washington, D.C. topped the list of brainiest metro areas (48.6 percent), followed by Bridgeport-Stamford, Conn. (47 percent); San Francisco (45.8 percent); San Jose, Calif. (41.4 percent); Boston (50.5 percent); Raleigh, N.C. (52.4 percent); Madison, Wis. (51 percent); Minneapolis-St. Paul (39.7 percent); Austin; and Denver (38.9 percent).

Austin was one of seven places to rank in the top 10 on both the city and metro lists, with the others being Washington, D.C.; San Francisco; Boston; Raleigh; Madison; and Minneapolis-St. Paul.

The Greater Austin Chamber of Austin has branded the city as [“The Human Capital.”](#)

Florida wrote that “the most powerful factor in economic growth is human capital—the level and concentration of skilled, energetic, and productive people.”

Across the country, Florida wrote, the distribution of human capital central cities and metro areas tends to be “quite uneven.” The Austin area is one of the exceptions.

Florida warned: “Economic and social inequality is increasingly overlaid with a deepening economic geography of skill and of class. That’s a very serious problem—and one that’s getting worse.”



Richard Florida says being a "human capital" drives a city's and region's economic prosperity.
Creative Class Group

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John Egan is an Examiner from Austin. You can see John's articles at: "<http://www.Examiner.com/v-37614-Austin-Market-Examiner>"

