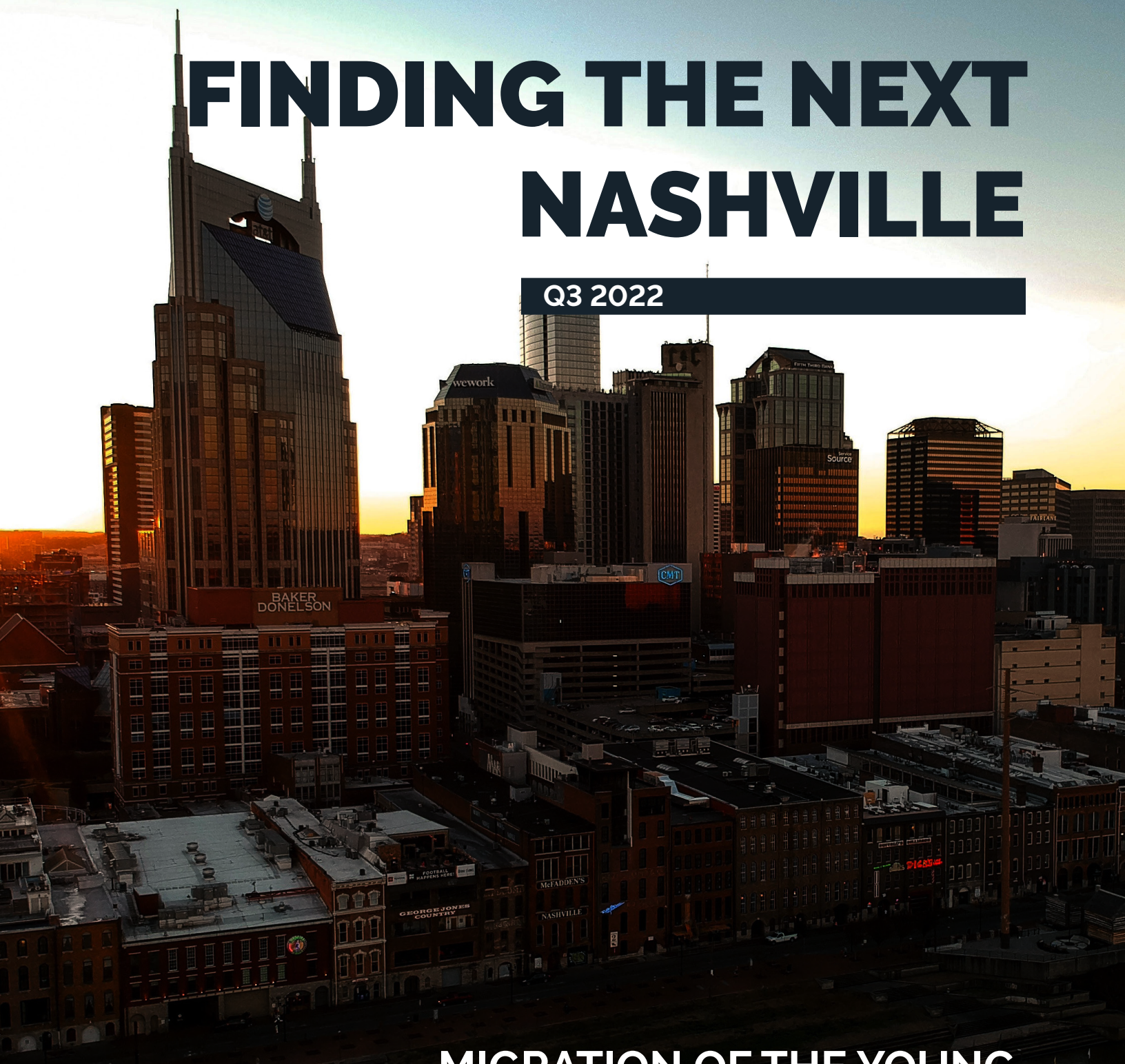
FINDING THE NEXT NASHVILLE

Q3 2022



MIGRATION OF THE YOUNG, EDUCATED WORKFORCE

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RESEARCH SPONSORED BY ALEX. BROWN REALTY, LLC

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INTRODUCTION

Young, college educated workers are among the most highly mobile demographic
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will seek them out and want to locate in cities with large numbers of these workers.
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average college educated worker contributes over a quarter of a million dollars more to the local economy than the average high school educated worker over the course of their lifetime. [2] If these young, educated workers move to a city for a new
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productive. [4] ;õUÕ <ñÕ4Õ ÊÕ Õc<4 ² Ñ <ñÕ ê²Ë< <ñ²< -Õ -
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young, educated workers is important for the economic growth of cities. [5] This
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have the highest share of young, college educated workers and which cities have
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pandemic and the increase in working from home might change those dynamics.

In this report, we will look at the geography of where young and college educated
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large numbers of young, educated people gain the most? Or were there new cities
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and universities have in attracting young, educated workers in cities. Which universities are the best at retaining students in their city after graduation?
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Are young, college educated people moving to the most productive cities? Are they moving to big cities or small cities? Or are consumption activities and
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pandemic might impact the location decisions of young, educated workers.

GEOGRAPHY OF THE YOUNG AND COLLEGE EDUCATED LABOR FORCE, — É ⊐Tǿ — É O @

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Figure I: Share of total population and young, college educated population by geography, 2019

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QLargest 100 Metros
QRest of U.S.

Source:
2019 1-year American Community Survey (ACS), Educational Attainment.

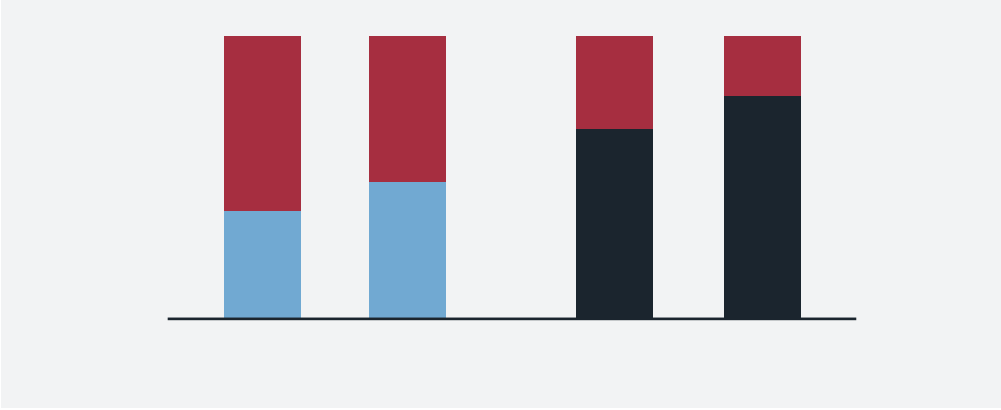

Table I (a): Top 10 and bottom 10 cities for share of adult population that is young and college educated, 2019

Source:
2019 and 2010 1-year ACS, Educational Attainment.

Rank: 2019	Name	Adult Population	# of Young & Ed.	% of Young & Ed.
-	United States	224,898,568	16,837,545	7.5%
1	San Jose, CA	1,392,655	200,304	14%
2	Madison, WI	448,645	59,571	13%
3	San Francisco, CA	3,443,062	456,241	13%
4	Austin, TX	1,507,707	197,101	13%
5	Boston, MA	3,432,848	443,450	13%
6	Denver, CO	2,075,491	251,432	12%
7	Seattle, WA	2,808,487	336,286	12%
8	Washington, DC	4,310,584	514,381	12%
9	Raleigh, NC	935,320	106,398	11%
10	New York City, NY	13,500,496	1,463,335	11%
11	Nashville, TN	1,312,544	141,507	11%
91	Las Vegas, NV	1,560,947	80,420	5%
92	Palm Bay, FL	450,772	21,276	5%
93	Bakers eld, CA	551,956	25,391	5%
94	Scranton, PA	396,701	17,801	4%
95	Youngstown, OH	382,752	15,772	4%
96	Stockton, CA	484,712	19,347	4%
97	Cape Coral, FL	584,326	21,257	4%
98	Lakeland, FL	504,283	16,477	3%
99	Deltona, FL	501,267	16,197	3%
100	North Port, FL	649,631	19,941	3%

... attracting footloose young, educated workers is important for the economic growth of cities.

Table I (b): Top 10 and bottom 10 cities for share of adult population that is young and college educated, 2010

Source:
2019 and 2010 1-year ACS, Educational Attainment.

Rank: 2010	Name	Adult Population	# of Young & Ed.	% of Young & Ed.
-	United States	204,288,933	12,742,318	6.2%
1	Madison, WI	375,584	42,234	11%
2	Washington, DC	3,757,454	420,607	11%
3	Boston, MA	3,104,813	337,547	11%
4	San Jose, CA	1,232,081	133,204	11%
5	Austin, TX	1,089,734	117,265	11%
6	San Francisco, CA	3,038,192	313,883	10%
7	Raleigh, NC	733,460	70,283	10%
8	Minneapolis-St. Paul, MN-WI	2,167,982	207,007	10%
9	New York City, NY	12,877,789	1,195,669	9%
10	Denver, CO	1,703,989	157,465	9%
26	Nashville, TN	1,050,043	78,438	7%
91	McAllen, TX	426,142	17,405	4%
92	Riverside, CA	2,564,671	102,550	4%
93	Youngstown, OH	393,821	15,108	4%
94	Palm Bay, FL	394,234	13,153	3%
95	Bakers eld, CA	493,204	16,337	3%
96	Stockton, CA	413,983	12,799	3%
97	Deltona, FL	355,183	9,909	3%
98	Cape Coral, FL	452,098	10,968	2%
99	Lakeland, FL	407,783	9,014	2%
100	North Port, FL	531,556	11,423	2%

Tech hubs and college towns dominate the top of the list of metropolitan areas with the highest share of young and college educated adults in 2019.

Tech hubs and college towns dominate the top of the list of metropolitan areas
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tech hubs such as San Jose, Seattle, San Francisco, and Boston are among
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towns such as Madison, WI and Raleigh that have small populations, but big
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educated adults.

Table II: Top 10 metro areas with the largest percentage point increase of young and college educated adults, 2010 to 2019

Source:
2019 and 2010 1-year ACS, Educational Attainment.

Rank	Metro Area	% Change 2010 to 2019	% of Young & Ed. — 2019	% of Young & Ed. — 2010	# of Young & Ed. — 2019
1	San Jose, CA	3.6%	14.4%	10.8%	200,304
2	Seattle, WA	3.3%	12.0%	8.7%	336,286
3	Nashville, TN	3.3%	10.8%	7.5%	141,507
4	San Francisco, CA	2.9%	13.3%	10.3%	456,241
5	Denver, CO	2.9%	12.1%	9.2%	251,432
6	Grand Rapids, MI	2.6%	8.5%	5.9%	60,512
7	Austin, TX	2.3%	13.1%	10.8%	197,101
8	Colorado Springs, CO	2.3%	8.4%	6.1%	41,182
9	Pittsburgh, PA	2.2%	8.8%	6.7%	149,214
10	El Paso, TX	2.2%	6.6%	4.5%	34,726

All of these metro areas grew their population of young and college educated adults at a faster rate than their adult population in general.

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share of young and college educated adults, only half (San Jose, Seattle, San Francisco, Denver, and Austin) were among the top 25 metro areas ranked by 4ñ²0Õ ê X A ë ² Ñ Ë ÕëÕ ÕÑAË²<ÕÑ ²ÑA <4 õ •}~}£]²4ñU Colorado Springs, Pittsburgh, and El Paso all emerged as new top destinations ê 0 X A ë ² Ñ Ë ÕëÕ ÕÑAË²<ÕÑ ²ÑA <4 ÊÕ<VÕÕ •}~} ² Ñ • grew substantially. Other metro areas that emerged as new destinations and Ë õ ÊÕÑ 0Õ <ñ² ~, 4- <4 õ <ñÕ 0² õ ë4 ÊÕ<VÕÕ •}~} ² I share of young and college educated adults include Portland, ME; Providence, •E¨ "Õ<0 õ<ž \E¨ ² Ñ ƒ-0õ ëcÕ Ñž \ £

Table III: Top 10 metro areas with the largest percent increase in young and college educated adults, 2010 to 2019

Source:
2019 and 2010 1-year ACS, Educational Attainment.

Rank	Metro Area	% Inc. in Young & Ed.	% Inc. in Adults	Young & Ed. 2019	Adult Pop. 2019
1	Grand Rapids, MI	106%	43%	60,512	711,409
2	Cape Coral, FL	94%	29%	21,257	584,326
3	Lakeland, FL	83%	24%	16,477	504,283
4	Nashville, TN	80%	25%	141,507	1,312,544
5	North Port, FL	75%	22%	19,941	649,631
6	Charlotte, NC	69%	56%	153,887	1,794,033
7	Austin, TX	68%	38%	197,101	1,507,707
8	Greenville, SC	67%	49%	43,278	625,541
9	Seattle, WA	66%	20%	336,286	2,808,487
10	El Paso, TX	64%	11%	34,726	523,383

Grand Rapids, MI ranks as the top metropolitan area for percent increase in <ñÕ A ÊÕ0 ê X A ë ² Ñ Ë ÕëÕ ÕÑAË²<ÕÑ ²ÑA <4 ÊÕ<VÕÕ midwestern city near Lake Michigan more than doubled the number of young ² Ñ Ë ÕëÕ ÕÑAË²<ÕÑ ²ÑA <4 <ñ²< õUÕÑ <ñÕ0Õ ÊÕ<VÕÕ Cape Coral, FL almost achieved the same rate of increase. Looking at larger Õ<0 - õ<² ²0Õ²4ž]²4ñUõ ÕžÑ ñ²0 <<Õž A4<õ ž ² Ñ ƒÕ²<< cities with over 1.3 million adults that grew their young and college educated adult population by 65 percent or more. All of these metro areas grew their population of young and college educated adults at a faster rate than their adult - -A ²<õ õ ëÕ Õ0²ž ÊA< ñ²0 <<Õž ;0ÕÕ Uõ Õž A4<õ ž ƒÕ²<< Õ ² 4 ñ²Ñ UÕ0X ñõëñ ²ÑA < - -A ²<õ ë0 V<ñ 0²<Õ4£ metros stand out as their young and college educated adult population growth 0²<Õ V²4 UÕ0 ,} -Õ0ËÕ <²ëÕ - õ <4 ñõëñÕ0 <ñ² <ñÕõ0 ²ÑA 0²<Õ£ c X <V ê <ñÕ ~}} ²0ëÕ4< Õ<0 ²0Õ²4 ñ²Ñ ²ÑA < - that were higher than their young and college educated adult population growth

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There is a clear regional trend that emerges when looking at growth rates of young
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as shown in Table III. Among the top 25 states for growth rate, only Grand Rapids
and Portland, ME, which ranks 25th for growth rate, are located outside of the
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and Austin are quickly becoming top destinations for young and college educated
adults, even as large numbers of this demographic continue to live in traditional
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and Denver had larger increases than their size might suggest. Washington, D.C.
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fact that young and college educated adults were moving to a combination of
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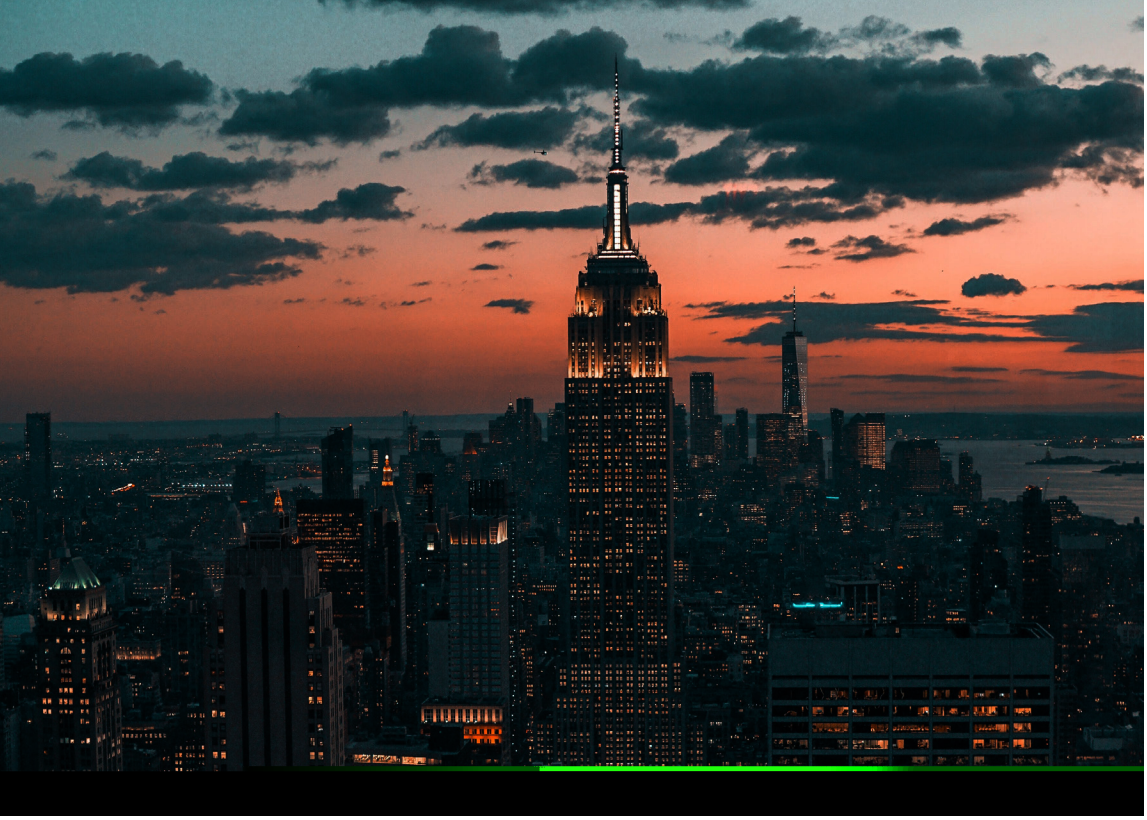
Table IV: Top 10 metro areas with highest growth in the number of young and college educated adults, 2010 to 2019

Source:
2019 and 2010 1-year ACS, Educational Attainment.

Rank	Metro Area	Change in # of Young & Ed.	Young & Ed. 2019	Adult Pop. 2019
1	New York City, NY	267,666	1,463,335	13,500,496
2	Los Angeles, CA	237,282	862,223	9,162,092
3	San Francisco, CA	142,358	456,241	3,443,062
4	Dallas, TX	141,654	433,734	4,932,192
5	Seattle, WA	133,617	336,286	2,808,487
6	Houston, TX	120,739	370,231	4,571,710
7	Atlanta, GA	106,247	369,374	4,020,704
8	Boston, MA	105,903	443,450	3,432,848
9	Philadelphia, PA	97,564	400,139	4,248,994
10	Denver, CO	93,967	251,432	2,075,491

MIGRATION TO PRODUCTIVE AND BIG CITIES



College educated adults are more likely to migrate than their high school educated peers. [6] There is also evidence that college educated workers ²0Õ 0Õ 0Õ4- 4õUÕ < A<´ ê´4<²<Õ ²Ê [7]More0 Õ< -- productive cities that reward college educated adults for their skills with higher wages will be more attractive places to live, all else equal. However, households face tradeoffs in choosing where to live as it can be costly to move and cities featuring higher incomes can also have higher rents, costs of living, and commute times as demand to live in a metro area increases. Given that young adults are more likely than older adults to migrate and college educated adults are more mobile, were young and college educated adults choosing to live õ Ëõ<õÕ4 <ñ²< êêÕ0ÕÑ ñõëñÕ0 õ ² V²ëÕ4 ÊX •}~†¤

E •}~†ž Õ<0 - õ<² ²0Õ²4 Võ<ñ ñõëñÕ0 ÕÑõ² õ ÑõUõÑA² with Bachelor's degrees also had higher shares of young and college educated adults in the population. This suggests that young and college educated workers ²0Õ Ëñ 4õ ë < õUÕ õ 0Õ -0 ÑAË<õUÕ Ëõ<õÕ4£ E •}~†ž area offered the highest median earnings for college graduates and had the ñõëñÕ4< 4ñ²0Õ ê X A ë ² Ñ Ë ÕëÕ ÕÑAË²<ÕÑ ²ÑA <4 ² ë ²0Õ²4£ ‹ñÕ ÕÑõ² Ë ÕëÕ ë0²ÑA²<Õ õ ƒ² Q 4Õ Õ²0 ÕÑ U < A4< UÕ0 Çƒ~ž}}} õ |ñõ ²ÑÕ -ñõ²£ ‹ñÕ VÕ4< Ë ²4< <ÕËñ X A ë ² Ñ Ë ÕëÕ ÕÑAË²<ÕÑ ²ÑA <4 <ñ²< V²4 cUÕ -Õ0ËÕ <² <ñÕ Ëõ<X ê Ê0 <ñÕ0 X UÕ£ ‹ñÕ V² Õ ² Ñ´¥õ <Õ0 A²UÕ ž : the second lowest median earnings for college educated adults and the third lowest share of young and college educated adults. There are some outliers to <ñõ4 <0Õ Ñž õ Ë AÑõ ë]²4ñUõ Õž VñõËñ ñ²Ñ <ñÕ ~~<ñ ñõë college educated adults but earnings that were around the median for large metro areas, and Madison, WI, which had the second highest share of young ² Ñ Ë ÕëÕ ÕÑAË²<ÕÑ ²ÑA <4 õ •}~† ÊA< Õ²0 õ ë4 <ñ²< VÕ median. These cities have other attributes that may have made them attractive Ë²<õ 4 ê 0 X A ë ² Ñ Ë ÕëÕ ÕÑAË²<ÕÑ ²ÑA <4 VñõËñ VÕ subsequent sections.