



Economic Development Division
203 S. Farwell St.
Eau Claire, WI 54701
www.EauClaireDevelopment.com

Business. Life. Balance.

FOR IMMEDIATE RELEASE

Contact: Mike Schatz

Phone: (715) 839-4914

Date: June 8, 2012

EAU CLAIRE RANKS 23RD AS ONE OF AMERICA'S BRAINIEST CITIES

EAU CLAIRE, WI – In a study conducted by Richard Florida, founder of the Creative Class Group, Eau Claire ranks 23rd of America's Brainiest Cities. The study used a new metric developed by Lumos Labs, and is based on brain performance and cognitive capacity. To measure the smartest cities, scientists tracked over a million individuals and rated them in five areas: memory, processing speed, flexibility, attention, and problem solving. The information was then linked with education attainment, knowledge, and creative work.

According to Lumosity's metrics, below is a list of America's 25 brainiest metros:

1. Charlottesville, Virginia
2. Lafayette, Indiana
3. Anchorage Alaska
4. Madison, Wisconsin
5. San Francisco-Oakland-San Jose
6. Cedar Rapids-Waterloo-Iowa City & Dubuque, Iowa
7. Honolulu
8. Johnstown-Altoona, Pennsylvania
9. Champaign & Springfield-Decatur, Illinois
10. Minneapolis-St. Paul
11. Boston-Manchester (Massachusetts/New Hampshire)
12. Austin
13. Rochester, New York
14. Gainesville, Florida
15. Fargo-Valley City North Dakota
16. Lansing, Michigan
17. Santa Barbara-Santa Maria-San Luis Obispo
18. Burlington-Plattsburgh (Vermont/New York)
19. Pittsburgh
20. Syracuse, New York
21. Baton Rouge, Louisiana
22. Columbia-Jefferson City, Missouri
- 23. La Crosse-Eau Claire, Wisconsin**
24. Harrisburg-Lancaster-Lebanon-York Pennsylvania
25. Springfield-Holyoke, Massachusetts

Details can be found at <http://www.theatlanticcities.com/neighborhoods/2012/06/americas-brainiest-cities/2132/>.

Mike Schatz, the Economic Development Director, stated, “The City of Eau Claire is pleased to be recognized for ranking in the top 25 for brainiest cities. This validates why so many businesses do well here and the success we have had attracting talented, intelligent, creative, and resourceful people to the city.”

About the Economic Development Division:

As a division of the City of Eau Claire, our mission is to grow local businesses, facilitate expansions, and recruit outside businesses to locate in Eau Claire in order to increase quality of living, add well-paying jobs and grow tax base.

###