

# Raleigh, North Carolina Fact Sheet

The triangle-area of Raleigh, North Carolina has been consistently ranked among the nation's best places to live, work, raise a family, and earn a world-class education by renowned national publications such as Money, Forbes, FORTUNE, and Entrepreneur. A strong and diverse economic climate, high quality of life, skilled workforce, and highly acclaimed academic institutions make Raleigh, NC, the perfect platform to showcase and highlight new products and services, conduct market research, and increase your presence and brand awareness with a key, growing consumer base. Below are recent statistics that were used to choose Raleigh, NC, for the launch of CoolKidz Expo.

- **Prosperous Business Climate** - Anchored by one of the nation's largest research parks and three nationally renowned research universities, the Raleigh triangle-area ranks among the nation's best economies year after year fueling thriving retail sales and entrepreneurial successes.
- **Highly Educated Work Force** - Raleigh's triangle-area boasts one of the most highly educated work forces with a third of its 25-or-older population holding a bachelor degree or higher.
- **Growing Blend of People and Cultures** - Approximately 65 new people per day make this area their home, positioning the Raleigh triangle-area as the nation's fastest growing metro area. There is a diverse and growing blend of people and cultures from every corner of the globe, resulting in a population full of vitality, diversity, and prosperity.
- **Quality of Life** - While the area is most closely associated with a thriving economy, the triangle-area of Raleigh, Durham, and Chapel Hill, along with Cary, boast full and diverse menus of art, music, sports, and other cultural treasures, such as multiple theatre venues and fine art museums.
- **Education** - The Raleigh triangle-area is home to 10 quality colleges and universities, including a trio of the nation's most prominent institutions: North Carolina State University in Raleigh, Duke University in Durham, and The University of North Carolina at Chapel Hill. Public schools in each of the school districts continue to earn high marks, outperforming school districts across the state and nation in end-of-course and proficiency tests, SAT scores, and other performance-measuring criteria.

