Driven by a strong economy and an outstanding quality of life, Raleigh is consistently ranked among the nation’s best places to live and operate a business. Understanding that the city’s impressive growth should not be taken for granted—nor continue unchecked—local leaders are working with the community to develop strategies that encourage smart and sustainable growth.

<table>
<thead>
<tr>
<th>COMMUNITY DEMOGRAPHICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational attainment: 49.9% received their bachelor’s degree or higher.</td>
</tr>
<tr>
<td>Median household income: $56,488</td>
</tr>
<tr>
<td>Median home price: $232,348</td>
</tr>
<tr>
<td>Unemployment rate: 3.7%</td>
</tr>
</tbody>
</table>

Sources:
1. U.S. Census Bureau, EMSI estimates for 2017
2. U.S. Census Bureau, Esri forecasts for 2017
3. Wake County - Local Area Unemployment Statistics (LAUS) - March 2018

MAJOR EMPLOYERS
- ABB
- Allscripts
- Citrix
- Merz, Inc.
- North Carolina State University
- Red Hat
- Rex Healthcare
- WakeMed Health & Hospitals

KEY INDUSTRIES
- Cleantech
- Consumer Goods
- Life Sciences
- Technology
- Entrepreneurship
- Small Business
- Retail

COLLEGES & UNIVERSITIES
- Campbell University
- Meredith College
- Saint Augustine’s University
- Shaw University
- Wake Tech Community College
- William Peace University
To learn more about our growing business community, or living in Raleigh, please contact us or visit us online.