

Strategic Location

Largest City Within the Nation's Sixth Largest Urban Region

In order for any business to be successful, it must have quick and convenient access to major markets. Charlotte offers that access. Charlotte is the largest city within the nation's sixth largest urban region. This region had a 2004 population of 12.2 million. Only the urban regions containing New York City, Dallas, Chicago, Los Angeles and San Francisco had greater populations.

The area east of the Mississippi represents only 29% of the contiguous land of the U.S. Yet this area accounts for 59% of the population, 60% of all manufacturing establishments and 65% of all manufacturing employment. Of the nation's new business starts, 53% occurred in this area. Also, 50% of all exports come from the eastern U.S.

Specifically, 35 of the nation's 50 metropolitan markets with over one million in population are within these eastern states. Thirty-one of these markets lie within a 650-mile radius of Charlotte, which can easily be reached by 24-hour truck delivery or two hours jet time. In fact, Charlotte remains the only major distribution center midway between the Northeast, Midwest and Florida markets.

Of the major distribution centers in the Southeast, Charlotte and Atlanta each have over 7 million people living within a 100-mile radius.

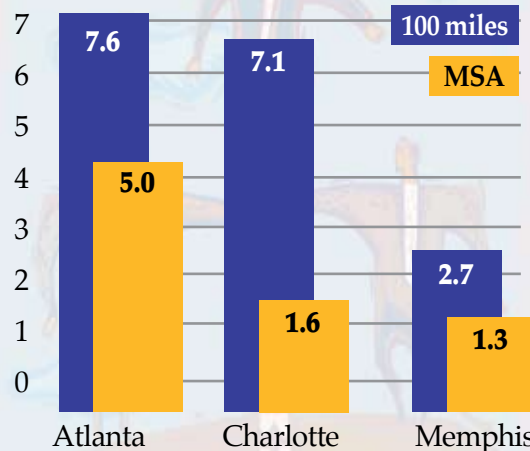


This radius population well exceeds Miami's 5.9 million and the 2.7 million around Memphis. Even when considering a 650-mile radius, Charlotte is the clear leader. (See table on the next page.)

The future for Charlotte continues to shine bright. Recent studies confirm the on-going national trend of population movement to the Sunbelt. In 2005, North Carolina ranked fifth nationally in total net migration of population,



Population in a 100 Mile Radius



Source: Sales and Marketing Management, 2005 Survey of Buying Power.

Charlotte business can reach 60% of U.S. population within two hours by air or 24 hours by truck.

Charlotte's population in a 100-mile radius exceeds that of Birmingham, Jacksonville, Miami, Tampa, Memphis, Nashville, and Norfolk.

and all four of the adjacent states are placed among the top 25.

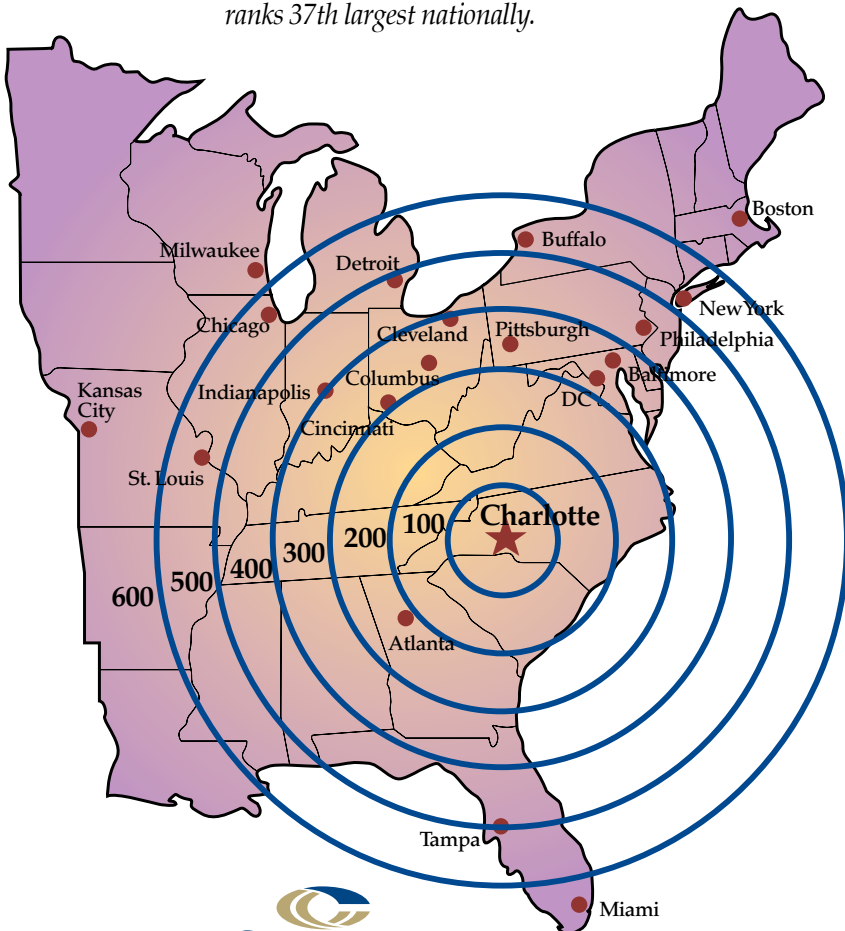
Center of the Southeast's Largest Major Trading Area

The Charlotte-Greensboro-Greenville-Raleigh Major Trading Area is one of forty-seven defined by Rand McNally. With 12.2 million people, this trading area leads the Southeast and ranks sixth nationally. From 1990 to 2000 Charlotte's major trading area has increased by 2.7 million people or 30%.

Charlotte's immediate market, called the Charlotte-Gastonia-Concord MSA, encompasses a six county area with a population of 1.6 million people.* The area's prosperity is reflected by an effective buying income total of \$32 billion with retail sales amounting to \$21 billion annually. The core county has a median household effective buying income of \$45,865.

For any additional information, please contact the Charlotte Chamber of Commerce.

*The Charlotte-Gastonia-Concord MSA consists of Anson, Cabarrus, Gaston, Mecklenburg and Union Counties, NC as well as SC's York County. This MSA ranks 37th largest nationally.



2005 Major Trading Areas

Rank/Area	Population 1/1/04 (thousands)	Percent Pop. Gain, 90-00	Rank By % Gain
1 New York	28,857	6.8	12
2 Los Angeles/ San Diego	23,919	16.1	7
3 San Francisco/ Oakland/San Jose	14,535	15.9	8
4 Chicago	13,575	9.5	11
5 Dallas/Fort Worth	12,504	20.6	5
6 Charlotte/ Greensboro/ Greenville/ Raleigh	12,227	19.1	6
7 Detroit	10,844	6.6	13
8 Boston/Providence	10,263	5.9	15
9 Philadelphia	9,753	6.5	14
10 Washington/ Baltimore	9,396	13.1	9
11 Atlanta	9,348	25.8	1
12 Tampa/ St. Petersburg/Orlando	7,281	22.9	3
13 Minneapolis/St. Paul	6,985	10.6	10
14 Houston	6,821	21.5	4
15 Miami-Ft. Lauderdale	6,799	25.3	2

Note: As defined by Rand McNally, "Major Trading Areas" are drawn on a county line basis and have been "determined after an intensive study of such factors as physiography, population, newspaper circulation, economic activities, highway facilities, railroad service, suburban transportation, and field reports of experienced sales analysts."

Source: 2005 Commercial Atlas & Marketing Guide, Rand McNally & Company.

Population Comparison 650 Mile Radius

Population	Percentage of U.S.
Charlotte 177,620,800	60%
Atlanta 129,334,700	44%
New York 117,222,800	40%

Total U.S. Population 295,140,100

Source: Sales and Marketing Management, 2005 Survey of Buying Power.



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