

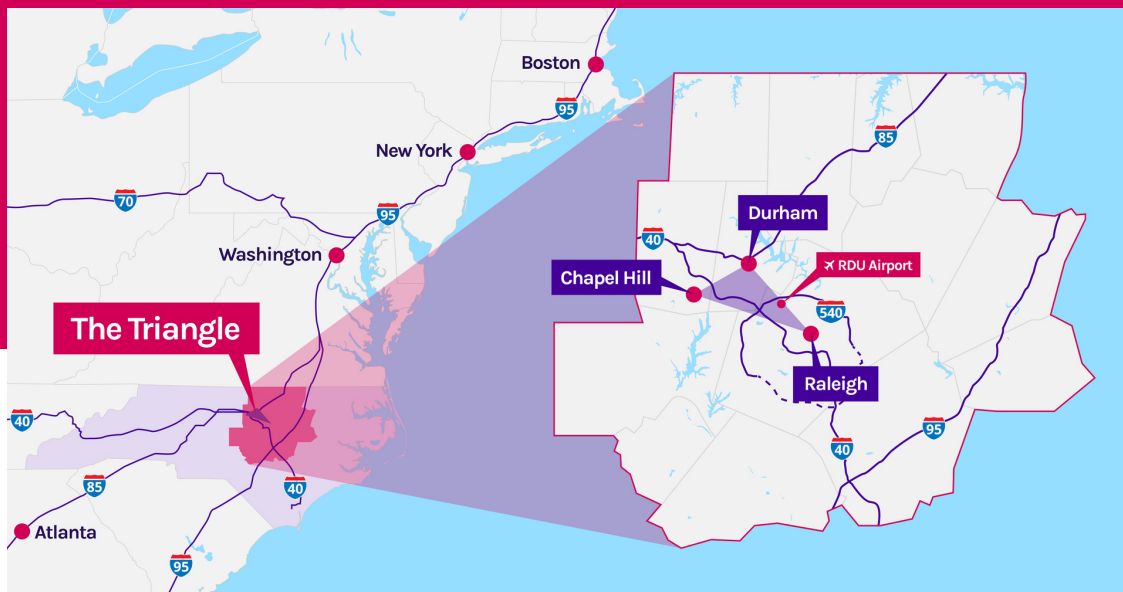
# CHOOSE YOUR PATH



KEY  
MESSAGE  
GUIDE



## WORK IN THE TRIANGLE



## The East Coast Made Easy

Midway between New York City and Miami, with getaway destinations like Washington DC and Charleston, SC only a four-hour road trip away, the Triangle feels like it's at the middle of it all. Going farther? Raleigh-Durham International Airport (RDU) is ranked as one of the best mid/large-sized airports and has ten major airlines with 400+ daily flights. We're also located right on I-40 which runs straight through the country to California and close to I-95, which runs north-south on the East Coast.

## Live Better. Pay Less.

Things are booming in the Triangle. As one of the nation's fastest-growing regions, we offer an ideal blend of cost, comfort, and culture, plus thousands of diverse jobs. Our regional cost of living index is 95.4, lower than the national average. In fact, we are the only tech hub in the U.S. with a cost of living below the national average.







## Thriving Jobs Hotspot

The job market in the Triangle has exploded over the past five years – and it's not slowing down anytime soon. Glassdoor named the Raleigh metro area the #1 Best City for Jobs in 2020 with good reason. It's predicted that Raleigh-Durham-Chapel Hill will gain between 12,000 and 15,000 net new jobs in 2021. In fact, the Triangle saw 17% job growth in the last five years.

## Tech & Life Sciences Epicenter

The Triangle is the second-fastest growing tech hub in the US. Our 4,000 tech companies employ more than 60,000 in software development, information security, and everything in between. The region was even named the #10 Top Tech Talent Market in North America 2020 in a CBRE report. As the 5th largest life sciences hub in the country, more than 600 life science companies have operations in the Triangle, employing 42,000+ people with an average annual salary of \$140,000.





## Meet Research Triangle Park

Research Triangle Park (also known as “RTP”) is the largest research park in the United States located at the center of three tier-1 research universities: University of North Carolina at Chapel Hill, North Carolina State University, and Duke University. The 7,000-acre research park is home to more than 300 companies including tech powerhouses Apple, IBM, Cisco, Dell, and more. Companies at RTP conduct more than \$6 billion worth of research ranging from life sciences to advanced manufacturing.

## Higher Education Hub of the East Coast

Home to Duke University, UNC-Chapel Hill, and NC State, as well as numerous other institutions, the Triangle attracts some of the brightest minds in the U.S. and the world, contributing to the area’s high performance workforce. We have three HBCUs, the largest women’s college in the Southeast, and four seminaries. The Triangle also boasts a number of community colleges and technical schools. With over 100,000 students currently enrolled in the area’s colleges and universities, we’re definitely doing something right.







## Your Real-Life Dream Life

Running on a greenway, visiting a museum, or exploring a heritage site – there are so many ways for singles and families alike to fill their time. Experience our booming food and drink scene in Raleigh’s Glenwood South, Chapel Hill’s Franklin Street, or Downtown Durham. Commune with nature at Eno River or Falls Lake. With over 10,000 acres of parkland and 180+ miles of greenway trails, easy access to nature is definitely one of our best features. Whether a modern townhome, suburban tract home, urban high-rise apartment, or rural home with plenty of breathing space, when you move to the Triangle you can choose the lifestyle you’ve always wanted.

## A Home For All

The Triangle is a vibrant, eclectic mix of an estimated 2M people from all over the U.S. and the world. We are one of the most racially and internationally diverse areas of the country. Here you’ll find people working hard to foster and support inclusion across all lines: race, gender, LGBTQ, veterans and disability.





# Welcome to the Triangle

Your next chapter begins in the Triangle. Here, you'll find an average year-round temperature of 70 degrees, safe neighborhoods, a booming local economy, and a healthy housing market.

We have a great thing going here in the Triangle and want to keep that momentum. While you'll consistently see the region in those "Best Places to Live" lists, we understand that we have to be proactive in attracting and retaining our most important asset – people – to continue to flourish. This is why the Work in the Triangle initiative was created by Wake County Economic Development, in partnership with the Raleigh Chamber and other regional organizations. Think of us as a local friend who will give you the real deal on why you should move your life and career to the Triangle.



@WorkTriangleNC



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