



Our people have lifelong learning opportunities.  
Not all of them have to do with their careers.

T H R I V E  
*in* NORTH  
CAROLINA™



# Quality of Life



North Carolina offers an exceptional quality of life that contributes to a highly desirable place for businesses to attract and keep skilled workers.

With a moderate climate, diverse geography and abundant outdoor recreational activities, it's little wonder that North Carolina ranks as the 6<sup>th</sup> most visited state in the United States with one of the fastest growing populations in the country. The state's natural scenic beauty, rich history and culture, vibrant cities, quaint small towns and central east coast location make it an ideal place to live and to do business. And, the abundance of direct air access into the state from national and international destinations around the globe have helped to position it as preferred international destination—a place where both people and businesses can Thrive.



## Quality of Life in North Carolina:

- A moderate climate
- A culture rich in history and the arts
- World-class sports events
- Recreational opportunities
- Quality health care
- Low cost of living
- Low construction costs

# Quality of Life — Climate



Our moderate climate is characterized by mild winters, long pleasant periods of spring and fall and warm summers. The state is renowned for its natural resources that include the scenic mountains and 300 miles of coastline.

## N.C. Regional Averages

N.C. Region	Average Temperature	Average Rainfall	Average Snowfall
Mountains	55°	48"	16"
Piedmont	59°	41"	8"
Coast	64°	54"	2"

North Carolina is home to more than 120 species of trees, and the state's mountains are the perfect vantage point for viewing the brilliant kaleidoscope of colors they produce each fall. The Blue Ridge Parkway and other points in the west are famed spots to witness the beautiful foliage display whether biking, hiking or driving.



# Quality of Life — Arts and Entertainment

The landscape and spirit of North Carolina have ample cultural, historical and artistic flavor. Symphonies, museums, summer theaters, wineries and festivals are found throughout North Carolina. Other traditions that span centuries — like dance and crafts — dot the state as it stretches from coast to mountains.

## History and Heritage

North Carolina is rich in history and culture with celebrated Native American and Civil War roots, and a time-honored link to one of the country's most pivotal moments in innovation. Deep in the Great Smoky Mountains, visitors can experience one of the state's greatest cultural treasures: the traditions, fine arts, music and dance of the 10,000-year-old Cherokee culture. Across the state, battlefields and other sites tell tales of the defining period in North Carolina history when it became the last state to secede from the Union and join the Confederacy. The Wright Brothers National Memorial in Kill Devil Hills commemorates the first moments of flight that changed the world and forever linked the state to one of aviation's greatest triumphs.

## Performing Arts

North Carolina's symphonies, ballets, theaters and other performing arts are joined by outdoor drama. With its scenic beauty, history and love of storytelling, North Carolina is outdoor drama's birthplace and brings ten productions to life each summer. The performances are mainly historical, depicting actual events near the sites where history took place.



## Wineries

With 400 vineyards and more than 100 wineries across 50 counties, North Carolina has risen to become one of the top grape and wine producing states in the country. Visitors and residents alike can walk the vineyards, explore the wineries and enjoy both formal tastings and relaxed picnics in the state where the nation's first cultivated wine grape was discovered.



## Quality of Life — Arts and Entertainment



### Zoo and Aquariums

A nationally recognized zoo and fine system of aquariums bring wildlife education to North Carolina. Considered one of the nation's finest zoological facilities, the N.C. Zoo was the first American zoo designed from its inception around the "natural habitat" philosophy — presenting animals and plants in exhibits that closely resemble their habitats in the wild. It is the nation's largest walk-through, natural-habitat zoo that spans more than 500 acres with more than five miles of walkways.



The N.C. Zoo's 37-acre African Plains exhibit is as large as many entire zoos.

More than one million visitors a year visit the N.C. Aquariums' three facilities on Roanoke Island, at Pine Knoll Shores and at Fort Fisher along the coast — all recently expanded to include new exhibit and classroom space. For example, in Pine Knoll Shores, visitors can get a glimpse of what Blackbeard's flagship, the Queen Anne's Revenge, and the sunken German sub U-352 look like on the ocean floor.



### Popular Cultural and Historic Attractions:

- Airborne and Special Operations Museum
- U.S.S. North Carolina Battleship
- Biltmore Estate
- Cherokee Indian Reservation
- Discovery Place
- Fort Macon Historic Site
- Fort Raleigh Natural Historic Site
- Marbles Kids Museum
- N.C. Maritime Museum
- N.C. Museum of Art
- N.C. Museum of Life and Science
- N.C. Museum of Natural Sciences
- Tweetsie Railroad
- Wright Brothers National Memorial

## Quality of Life — Recreation

Recreational opportunities range from celebrated golf courses to outdoor sports to college and professional athletics. North Carolina's beaches, national and state parks and mountains offer boating, kayaking, fishing, hiking and skiing.

### Outdoor Sports and Activities

The state's 300 miles of white sandy beaches — more than any other Atlantic Coast state except Florida — enable visitors and residents alike to enjoy a range of water sports, from boating and swimming to kayaking and saltwater fishing, along the North Carolina coast. The mountains offer scenic beauty and an ideal setting for hiking, golfing, whitewater rafting and skiing. Horseback riding, boating, fishing and golfing are popular activities in the piedmont region.

In addition to the Great Smoky Mountains National Park, which is the most popular national park in the United States, outdoor recreation areas in North Carolina include the Blue Ridge Parkway, Cape Hatteras and Cape Lookout national seashores, and 36 state parks and recreation areas. Park facilities include more than 60 public campgrounds joined by more than 300 private camping facilities across the state.



### World Class Golf

North Carolina is recognized worldwide for its more than 550 golf courses. The state's courses combine natural beauty and unique regional features, resulting in an ideal golfing experience. North Carolina's Pinehurst is considered to be the birthplace of American golf. Its Pinehurst No. 2 course was created by famed designer Donald Ross and was home to the 1999 and 2005 U.S. Open tournaments and will host the event again in 2014. The nearby Ross course, Pine Needles, hosted the 2001 and 2007 U.S. Women's Open and will host the event again in 2014. The quality of the state's golf courses was further confirmed by Golf World's 2011-12 annual "America's 100 Greatest Golf Courses" list. Five courses (Wade Hampton Golf Course, Cashiers; Pinehurst Resort No. 2, Pinehurst; Eagle Point Golf Course, Wilmington; Mountaintop Golf & Lake Club, Cashiers; and Diamond Creek Golf Course, Banner Elk) were included in the rankings.



Water and land sports alike get equal billing in a state renowned for its rivers and beaches, as well as the birthplace of American golf.

## Quality of Life — Recreation



### Professional and Collegiate Sports

With four universities — Duke University, N.C. State University, Wake Forest University and The University of North Carolina at Chapel Hill — in the leading Atlantic Coast Conference, there's plenty of action for the college sports enthusiast. North Carolina also boasts an array of professional sports:

- NFL's Carolina Panthers
- NHL's Carolina Hurricanes
- NBA's Charlotte Bobcats
- 9 Minor League Baseball teams

When engines rev, North Carolina is the place to be. The heart of motorsports, North Carolina is home to nearly 50 racetracks as well as the recently opened NASCAR Hall of Fame. More than one million fans attend motorsports events in North Carolina each year, including the NASCAR Sprint All-Star Challenge and the Coca-Cola 600 held each May at Lowe's Motor Speedway, the largest sports facility in the Southeast.



Carolina Hurricanes celebrate winning the Stanley Cup at the 2006 NHL Championship.

North Carolina is not only the birthplace of stock car racing, but is also home to many of its legends, including Dale Jarrett, Richard Petty and the late Dale Earnhardt.



# Quality of Life — Health Care

North Carolina has some of the country's finest medical facilities as well as affordable health care costs. Four respected medical schools produce a wealth of fine medical professionals that serve patients across the state and nation:

- Duke University School of Medicine
- Brody School of Medicine at East Carolina University
- The University of North Carolina at Chapel Hill School of Medicine
- Wake Forest University School of Medicine

Many of these professionals elect to spend some portion of their careers at the state's largest hospitals:

- Carolinas Medical Center
- Duke University Medical Center
- Forsyth Medical Center
- Mission Hospitals
- Moses Cone Health System
- Wake Forest University Baptist Medical Center

These medical facilities are joined by more than 100 community hospitals. Each year, *U.S. News & World Report* issues annual rankings of America's medical centers, ranking facilities in 17 specialties as well as highlighting an "Honor Roll" of those select hospitals that demonstrate a particular breadth of excellence. In *U.S. News' Best Hospitals 2013*, North Carolina performed exceptionally well. Duke University Medical Center was named among the top 15 hospitals in 12 specialties. Three of North Carolina's major hospitals ranked among the country's best facilities for cancer care. North Carolina hospitals also earned inclusion in the specialty rankings for:

- Digestive Disorders
- Ear, Nose and Throat
- Endocrinology
- Geriatrics
- Gynecology
- Heart and Heart Surgery
- Kidney Disease
- Neurology and Neurosurgery
- Ophthalmology
- Orthopedics
- Pediatrics
- Psychiatry
- Respiratory Disorders
- Rheumatology
- Urology

## Fast Facts on Health Care

### Personal Health Care Expenditures:

Per Capita Personal Health Care Expenditures:

N.C. \$6,444 (ranks 14th lowest)

U.S. \$6,815

Per Capita Expenditures for Hospital Care:

N.C. \$2,280 (ranks 14th lowest)

U.S. \$2,475

Source: [www.StateHealthFacts.org](http://www.StateHealthFacts.org), 2009 Data

### Health Professionals per 10,000 People:

Physicians 22.1

Dentists 4.3

Registered Nurses 98.6

Source: N.C. Health Professionals Data System, 2011 Data Book



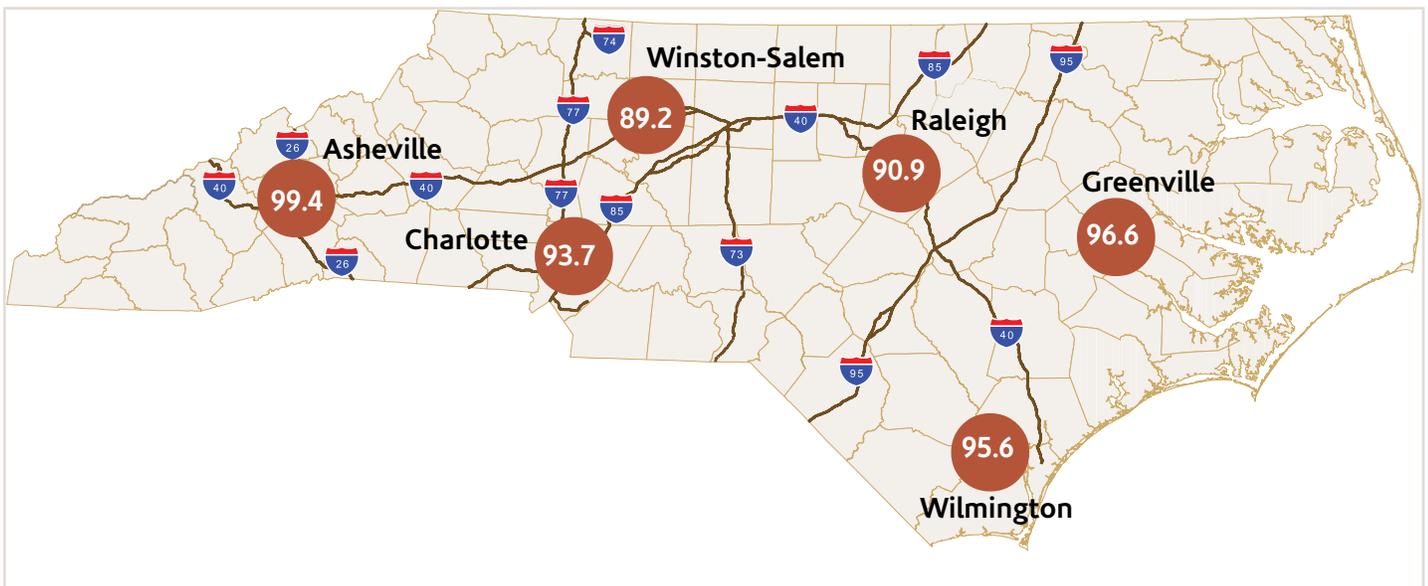
# Quality of Life — Cost of Living

The cost of living in North Carolina is very reasonable. Housing, utilities, supplies and groceries, transportation and health care are all below the national average. In a 2012 national comparison of average construction costs, all of the state’s major metropolitan areas were also shown to be well below the national average.

## 2012 AACRA Cost-of-Living Index

City	Cost-of-Living Index	City	Cost-of-Living Index
Auburn, AL	95.9	Ann Arbor, MI	103.0
San Francisco, CA	168.3	New York, NY	229.6
San Jose, CA	157.0	Cleveland, OH	101.9
Denver, CO	105.1	Philadelphia, PA	122.8
Washington, D.C.	150.9	Charleston, SC	98.1
Fort Lauderdale, FL	112.6	Hilton Head, SC	110.5
Sarasota, FL	99.8	Chattanooga, TN	93.7
Atlanta, GA	95.0	Dallas, TX	96.4
Marietta, GA	97.9	Plano, TX	103.3
Boston, MA	142.8	Richmond, VA	100.6

## 2012 N.C. Cities Cost-of-Living Index



# Quality of Life — Office Space and Construction Costs

In a 2012 national comparison of average construction costs, eight North Carolina cities — including all of the state’s major metropolitan areas — were shown to be well below the national average. While construction costs can vary widely depending on labor and materials, zoning restrictions, weather conditions and other factors, North Carolina offers a favorable climate for the construction of structures ranging from homes and apartments to office, industrial, health care and community facilities.

## 2012 R.S. Means Construction Cost Index

City	Construction Cost Index	City	Construction Cost Index
Birmingham, AL	87.4	Philadelphia, PA	113.6
San Francisco, CA	123.4	Columbia, SC	76.4
Denver, CO	94.2	Memphis, TN	85.6
Jacksonville, FL	85.7	Salt Lake City, UT	86.9
Atlanta, GA	88.5	Richmond, VA	85.3
Detroit, MI	103.0	Seattle, WA	104.2
New York, NY	132.2	Charleston, WV	94.9

## 2012 N.C. Cities Construction Cost Index

