

20|20 Charlotte

Charlotte represents the best of southern charm and national progress with its well established market. The city is a national hub for banking and finance. Our focus group facility has access to over 37,700 engaged respondents from a variety of backgrounds. The following information represents current demographics for Charlotte, North Carolina.

POPULATION	#	%
Total Population	2,400,000	

GENDER	#	%
Male	1,224,000	51%
Female	1,176,000	49%

RACE	#	%
White	1,488,000	62%
Black	528,000	22%
Hispanic	240,000	10%
Other	48,000	2%

INCOME	#	%
Under \$50,000	1,080,000	45%
\$50,000-\$100,000	720,000	30%
\$100,000-\$200,000	432,000	18%
Over \$200,000	144,000	6%
Median Income	\$52,916	

EDUCATION	#	%
Less than High School Graduate	288,000	12%
High School Graduate	600,000	25%
Some College	720,000	30%
College Graduate	528,000	22%
Post College Graduate	264,000	11%

AGE	#	%
Younger than 20	648,000	27%
20-39	648,000	27%
40-59	672,000	28%
60+	432,000	18%
Average Age	37	

HOME VALUE	#
Average	\$173,900