



**COMPETITIVE
ANALYSIS**

report

OCTOBER
2007



Your Future Is Our Job.

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INTRODUCTION

The Greater Richmond Region competes annually with other metro areas around the country for relocating companies as well as relocating residents seeking an improved quality of life. This report compares the Richmond, VA MSA to six other metro areas: Birmingham-Hoover, AL; Jacksonville, FL; Louisville-Jefferson County, KY-IN; Nashville-Davidson-Murfreesboro, TN; Charlotte-Mecklenburg-Concord, NC and Raleigh-Cary, NC. The report is designed to provide a comparison between these seven metropolitan areas across a number of categories. All of the data is from 2006 unless otherwise noted.

General information describing the population, demographics, educational attainment and quality of life factors, such as crime and public safety and commuting time, are included. Local economic figures such as unemployment rate, income, and the number of Fortune 1000 companies are included as well. While this data is by no means comprehensive, it does provide a good basis for a general comparison of the seven metropolitan areas.

The Richmond MSA is the fifth largest with a population of 1,196,411. Richmond has approximately 389,000 fewer residents than the largest MSA, Charlotte-Mecklenburg-Concord, NC, and approximately 200,000 more than the smallest MSA, Raleigh-Cary, NC. Based on median age, the Jacksonville and Louisville MSAs have the oldest populations while the Raleigh and Charlotte MSAs are the youngest.

A ranking of the seven MSAs across several of the included categories can be found in the below table. Each MSA is assigned a ranking of 1-7 for each category (1=first, 7 =last).

MSA	Richmond	Jacksonville	Nashville	Louisville	Raleigh	Birmingham	Charlotte
Lowest Mortgage Costs (% paying more than \$1,000/mth)	6	4	3	2	7	1	5
Lowest Rent Costs (% paying 30% or more of monthly income)	6	7	3	3	2	1	5
Lowest Unemployment Rate	1	2	5	7	4	2	6
Highest Median Household Income	2	4	5	6	1	7	3
Highest Per Capita Income	2	5	4	7	1	6	3
Fewest families below the poverty line	1	4	5	7	2	6	3
Most Fortune 1000 companies	2	4	3	6	7	5	1
Shortest Average Commute Time	2	3	5	1	7	6	3
Highest Educational Attainment (% Adults with a Bachelor's Degree or Higher)	3	6	4	7	1	5	2
Fewest Violent Crime Offenses	2	5	7	3	1	4	6
Fewest Property Crime Offenses	2	6	3	2	1	5	7
Average	2.6	4.3	4.4	4.6	3.1	4.4	4.0

CONTINUED >>

INTRODUCTION

The Richmond MSA compares very favorably in several areas. Richmond is either 1st or 2nd in the following categories:

- 1st- Lowest Annual Unemployment Rate
- 1st- Lowest percent of families below the poverty line
- 2nd- Percent of Households with Median Household incomes >\$50,000
- 2nd- Highest Per Capita Income
- 2nd- Number of Fortune 1000 companies

The Richmond, VA MSA ranks in the top three in all but two of the ranked categories. Housing costs, both mortgage and rental units, are the only areas listed above where the Richmond MSA ranks fourth or worse. So while housing costs in Richmond are a concern, all other categories compare very favorably.

The Richmond MSA also fared very well when compared to the national averages. Richmond bettered the national average in the following categories:

- ★ Percent of residents with a bachelor's degree or higher
- ★ Average Commute Time
- ★ Unemployment Rate
- ★ Median Household Income
- ★ Per Capita Income
- ★ Percent of families below poverty level
- ★ Violent Crimes committed
- ★ Forcible Rapes committed
- ★ Aggravated Assaults committed
- ★ Total Property Crime
- ★ Burglary
- ★ Motor Vehicle theft
- ★ Larceny / Theft

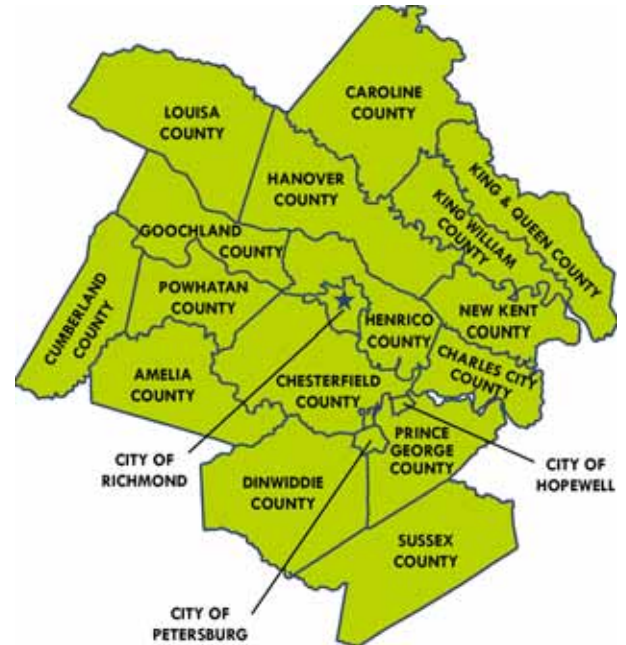
MSA DEFINITIONS

RICHMOND, VA MSA

Counties: Amelia, Caroline, Charles City, Chesterfield, Cumberland, Dinwiddie, Goochland, Hanover, Henrico, King and Queen, King William, Louisa, New Kent, Powhatan, Prince George, Sussex

Cities: Colonial Heights, Hopewell, Petersburg, Richmond

Population: 1,196,411



NASHVILLE-DAVIDSON-MURFREESBORO, TN MSA

Counties: Cannon, Cheatham, Davidson, Dickson, Hickman, Macon, Robertson, Rutherford, Smith, Sumner, Trousdale, Williamson, Wilson

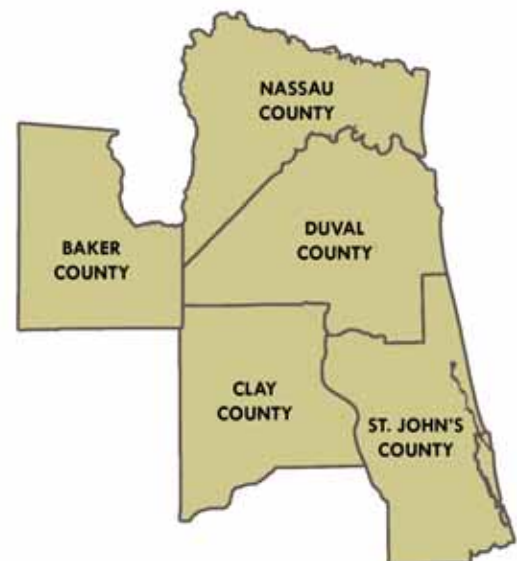
Population: 1,455,296



JACKSONVILLE, FL MSA

Counties: Baker, Clay, Duval, Nassau, St. Johns

Population: 1,276,856



MSA DEFINITIONS

RALEIGH-CARY, NC MSA

Principal Cities: Raleigh, Cary
Counties: Franklin, Johnston, Wake

Population: 995,662



LOUISVILLE-JEFFERSON COUNTY, KY-IN MSA

Principal Cities: Louisville-Jefferson County
Counties: Clark, IN; Floyd, IN; Harrison, IN; Washington, IN; Bullitt, KY; Henry, KY; Jefferson, KY; Meade, KY; Nelson, KY; Oldham, KY; Shelby, KY; Spencer, KY; Trimble, KY

Population: 1,220,636



BIRMINGHAM-HOOVER, AL MSA

Principal Cities: Birmingham, Hoover
Counties: Bibb, Blount, Chilton, Jefferson, St. Clair, Shelby, Walker

Population: 1,089,883



CHARLOTTE-GASTONIA-CONCORD, NC-SC MSA

Principal City: Charlotte
Counties: Anson, Cabarrus, Gaston, Mecklenburg, and Union Counties, NC; York County, SC
 Population: 1,582,627

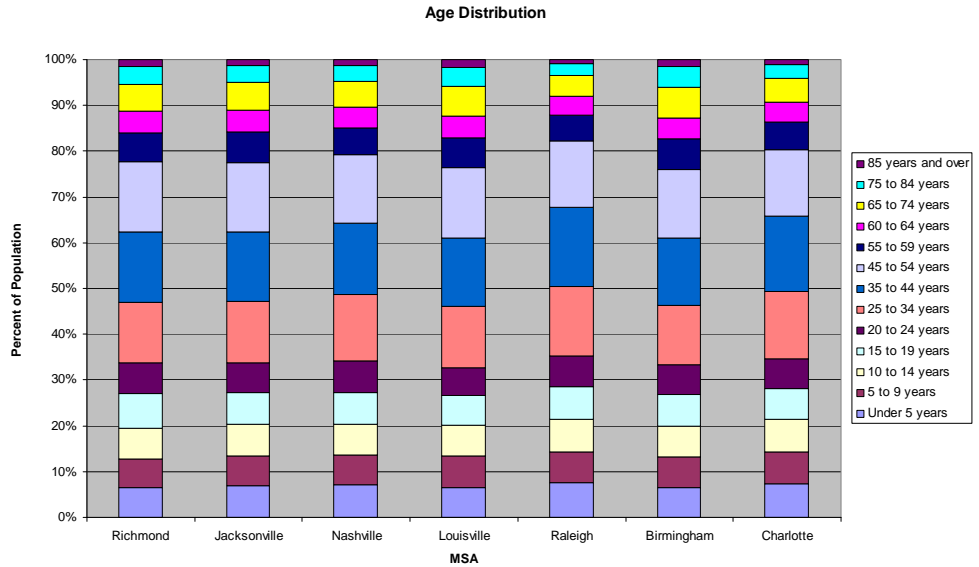


DEMOGRAPHICS

AGE OF POPULATION

The distribution of an area's population based on age range is an effective way to anticipate future needs and issues.

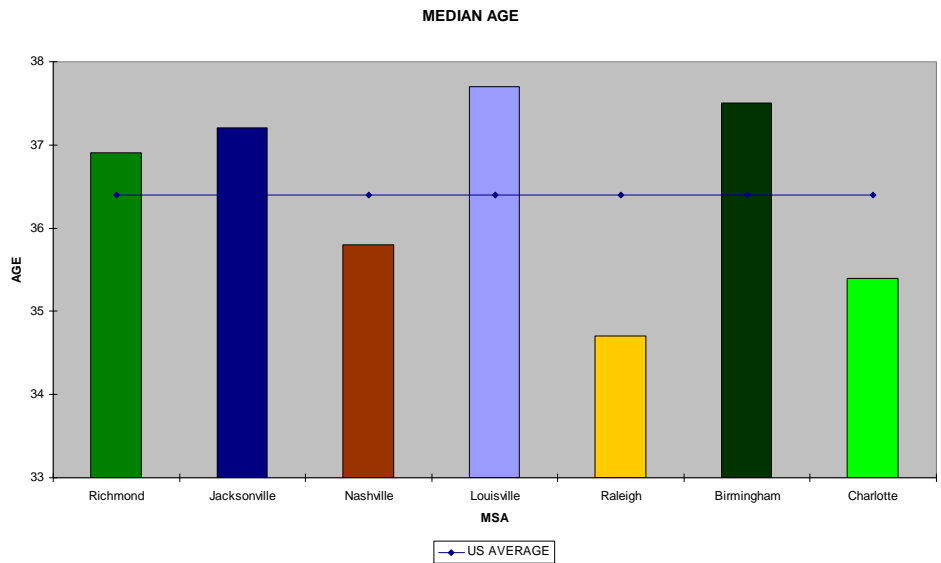
The Raleigh-Cary MSA has the largest percentage of 25 to 44 year olds with 32.5% of the population falling into the range compared to 28.5% for the Richmond, VA MSA.



Source: U.S. Census Bureau, 2006 American Community Survey

MEDIAN AGE

The Median Age for residents of the Louisville-Jefferson County, KY-IN is the highest at 37.7 years followed closely by the Birmingham-Hoover, AL at 37.5 years. Each of these are quite a bit higher than the Raleigh-Cary, NC MSA which has the lowest Median Age at 34.7 years.



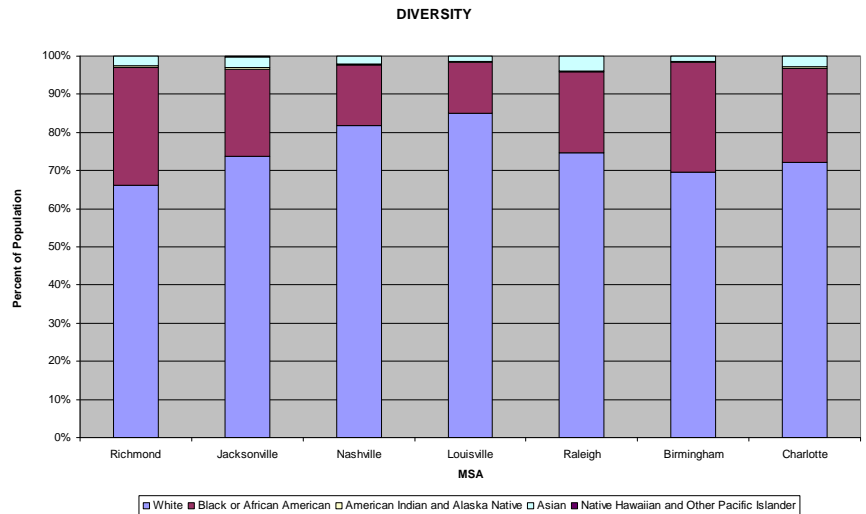
Source: U.S. Census Bureau, 2006 American Community Survey

DEMOGRAPHICS

DIVERSITY

Analysis of population by race is an indicator both of the diversity of a metropolitan area as well as the social and economic issues it may face. Access to economic, educational and social opportunities for all citizens regardless of their ethnicity or race, is crucial to a community's success in the 21st century.

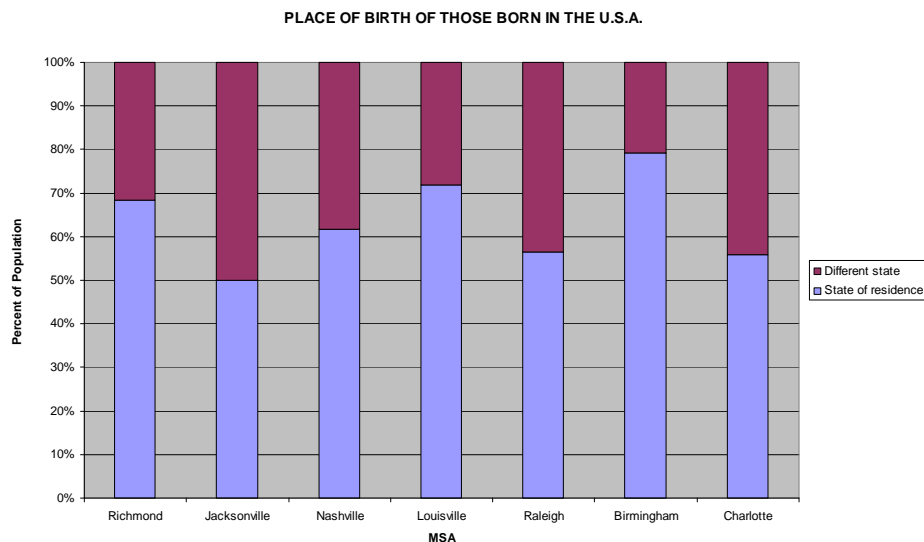
The Louisville-Jefferson County KY-IN MSA is the least diverse in that it has the lowest percentage of non-white residents. The Richmond, VA MSA has the largest percentage of its population that is African-American, 30%.



Source: U.S. Census Bureau, 2006 American Community Survey

PLACE OF BIRTH

The Jacksonville, FL MSA is the only MSA where at least 50% of residents were born in a different state. The Raleigh-Cary, NC MSA and Charlotte-Gastonia-Concord NC-SC MSA are the only other MSAs where at least 40% of residents were born in a different state. The Birmingham-Hoover, AL MSA has the highest percentage of residents, 78%, that were born in state.



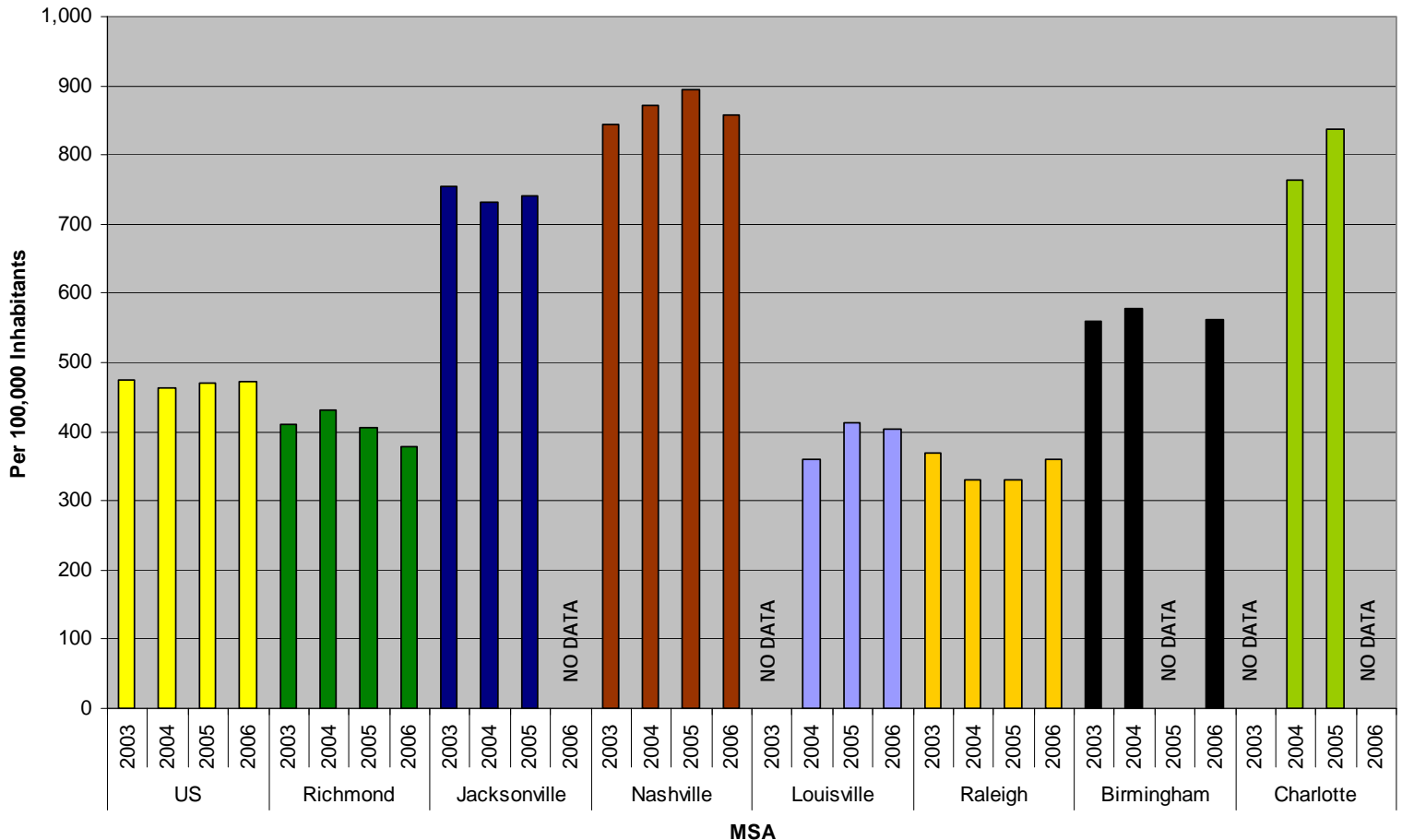
Source: U.S. Census Bureau, 2006 American Community Survey

CRIME & PUBLIC SAFETY

VIOLENT CRIME COMPARISONS

Violent crime, defined by the FBI's Uniform Crime Report as the total incidents of Murder & non-Negligent homicide, Forcible Rape, Robbery and Aggravated Assault has remained relatively flat for the U.S from 2003-2006 with a rate of 473.5/per 100,000 inhabitants in 2006. Of the MSAs in this report, Nashville-Davidson-Murfreesboro, TN; Jacksonville, FL and Charlotte-Gastonia-Concord, NC-SC and Birmingham-Hoover, AL MSA had a 2006 rate above the national average. The Nashville-Davidson-Murfreesboro, TN MSA has the highest rate, 857.7 incidents, in 2006 and has been the highest each year between 2003-2006. The Raleigh-Cary, NC MSA had the lowest incident rate in 2006 at 359.8/100,000 inhabitants.

VIOLENT CRIME



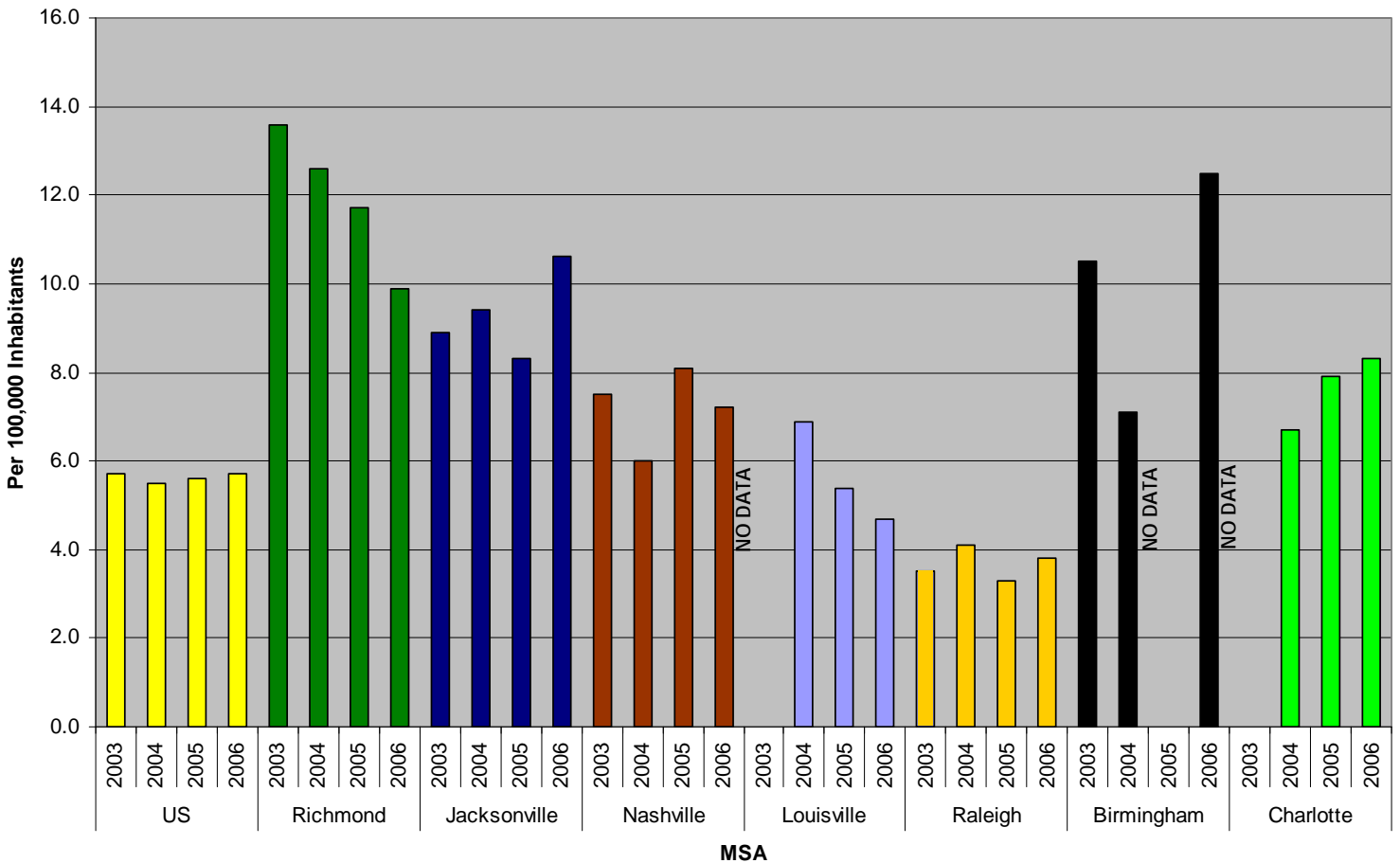
CRIME & PUBLIC SAFETY

MURDER & NON-NEGLIGENT HOMICIDE

The number of murders and non-negligent manslaughters per year is the most frequently reported of any of the Crime categories. The murder rate for a region influences the quality of life for a region by altering how safe the community is perceived to be.

The Birmingham-Hoover, AL MSA murder rate was the highest rate in 2006. The Louisville-Jefferson County, KY and Raleigh-Cary, NC MSAs are the only ones that had a rate below the U.S. Average in 2006.

MURDER AND NON-NEGLIGENT HOMICIDE



Source: FBI Uniform Crime Report, 2006

CRIME & PUBLIC SAFETY

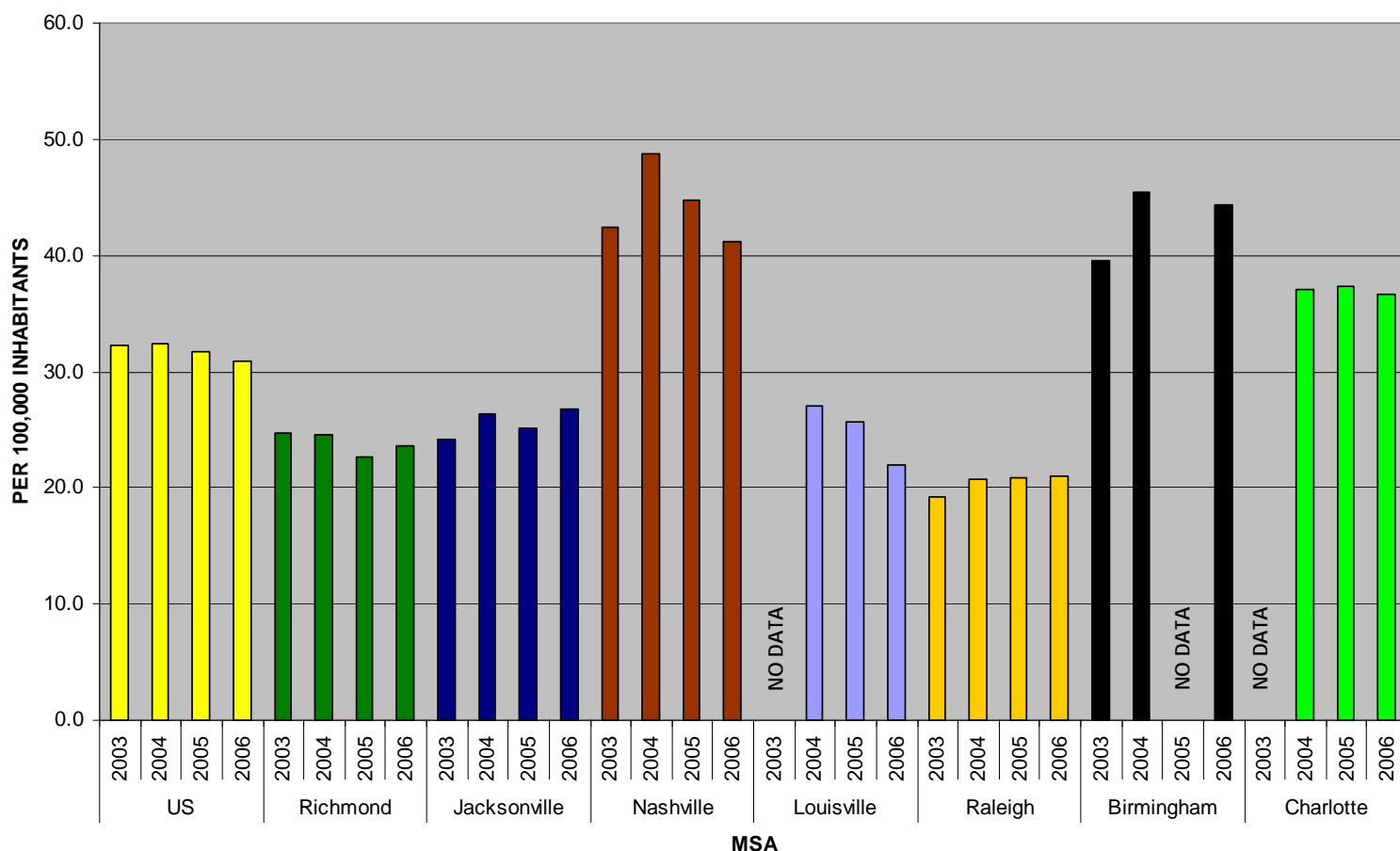
FORCIBLE RAPE

The number of forcible rapes each year in a community can greatly influence the regions overall feeling of safety, particularly among the female population.

The Birmingham-Hoover, AL had the highest rate in 2006 at 44.3/100,000. The Raleigh-Cary, NC MSA had the lowest average rate with 20.3 per year.

The Nashville-Davidson-Murfreesboro, TN; Charlotte-Gastonia-Concord, NC-SC and Birmingham-Hoover, AL MSAs have been consistently higher than the national average.

FORCIBLE RAPE

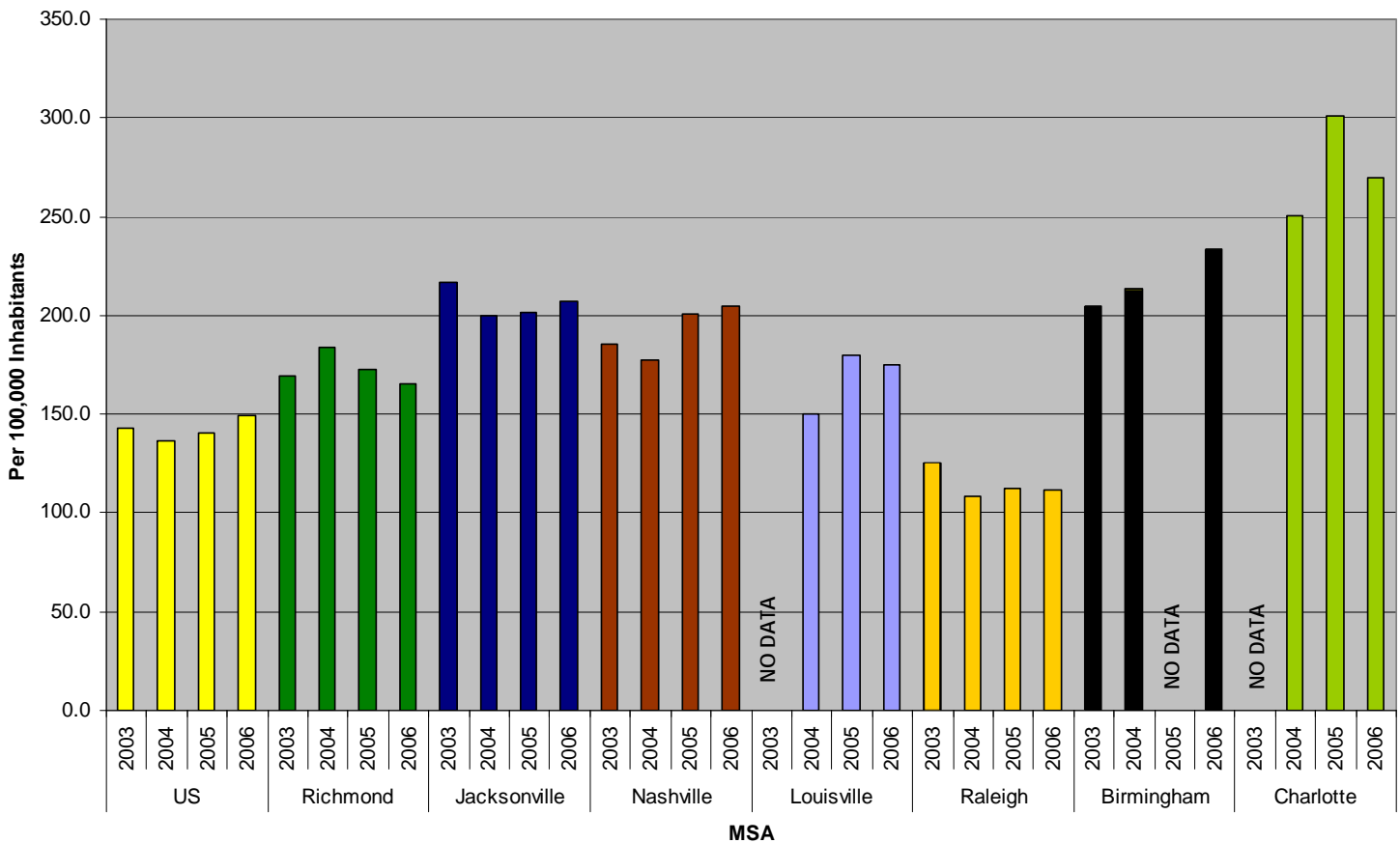


CRIME & PUBLIC SAFETY

ROBBERY

The Jacksonville, FL; Nashville-Davidson-Murfreesboro, TN and Birmingham-Hoover, AL MSAs all have a robbery rate of just over 200 incidents/100,000 inhabitants while the Charlotte-Gastonia-Concord, NC-SC MSA's rate exceeded 250 incidents/100,000 inhabitants in 2006. These rates are well over the national average of 149.4 for 2006. The Raleigh-Cary, NC MSA is the only one that has a robbery rate that is below the national average.

ROBBERY

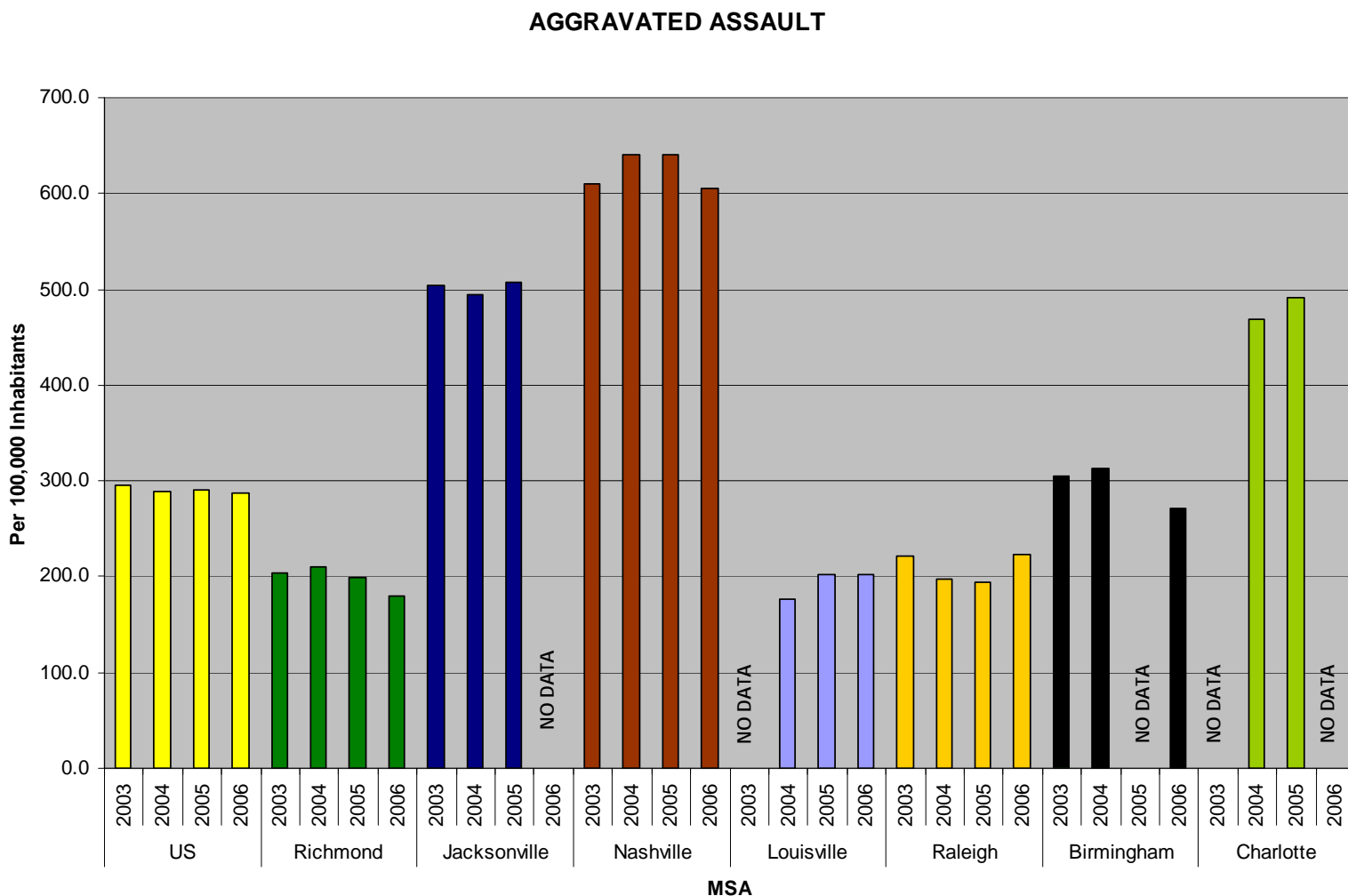


Source: FBI Uniform Crime Report, 2006

CRIME & PUBLIC SAFETY

AGGRAVATED ASSAULT

The rate of Aggravated Assault per 100,000 inhabitants has been significantly higher for the Nashville-Davidson-Murfreesboro, TN MSA from 2003-2006 compared to the other MSAs and national average. The Nashville-Davidson-Murfreesboro, TN rate, 604.8, is more than twice the national average of 287.5. The Richmond, VA MSA is the only one that has a rate below 200 incidents/year.

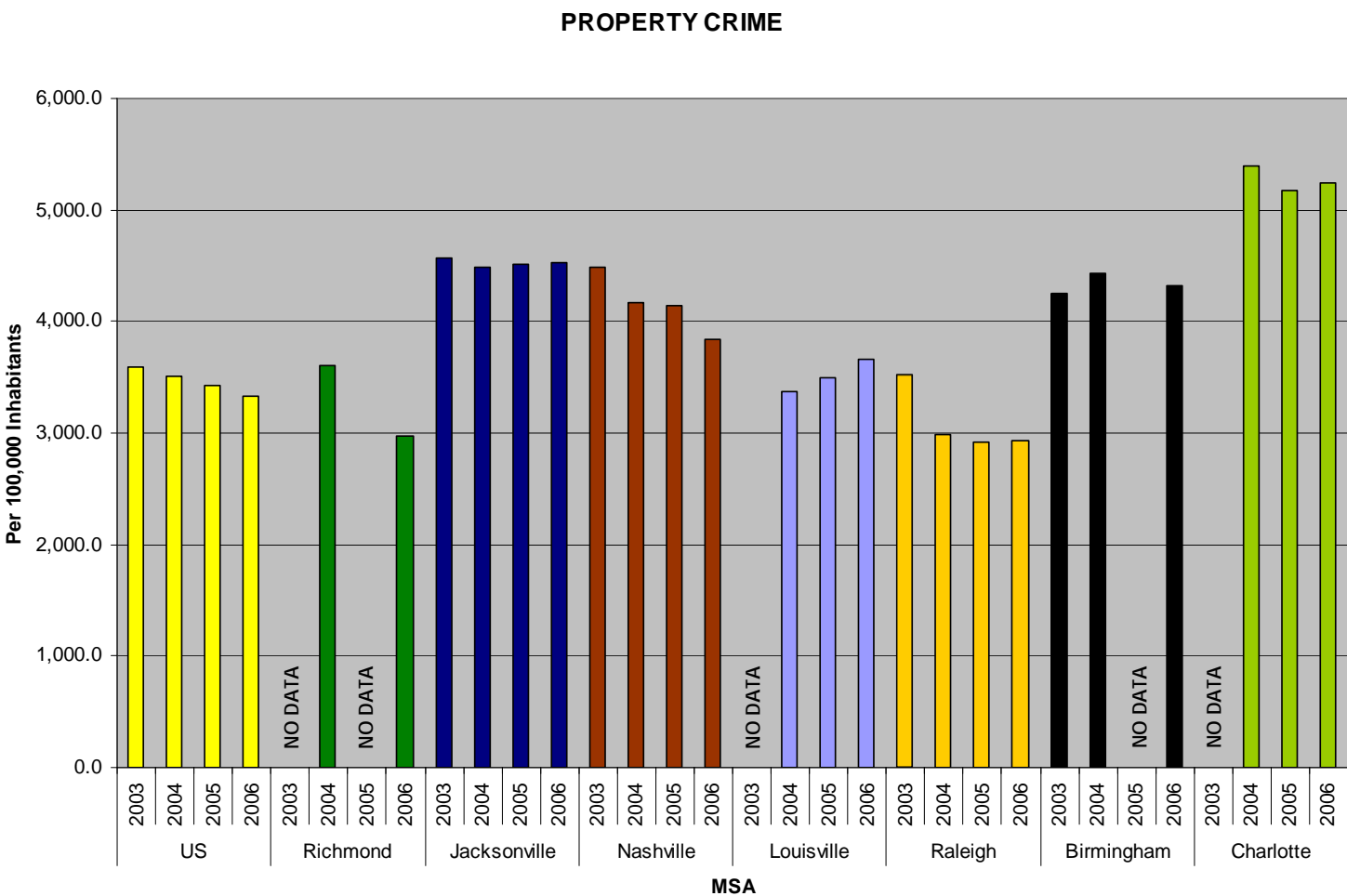


Source: FBI Uniform Crime Report, 2006

CRIME & PUBLIC SAFETY

PROPERTY CRIME

Property crime, defined by the FBI's Uniform Crime Index as the total incidents of Burglary, Larceny and Motor Vehicle Theft, was the highest in 2006 in the Charlotte-Gastonia-Concord, NC-SC MSA where the rate per 100,000 inhabitants was 5,248. This rate is 50% higher than the US average for the same year and over 75% higher than the Raleigh-Cary, NC MSA which had the lowest rate at 2,935 incidents/100,000 inhabitants.



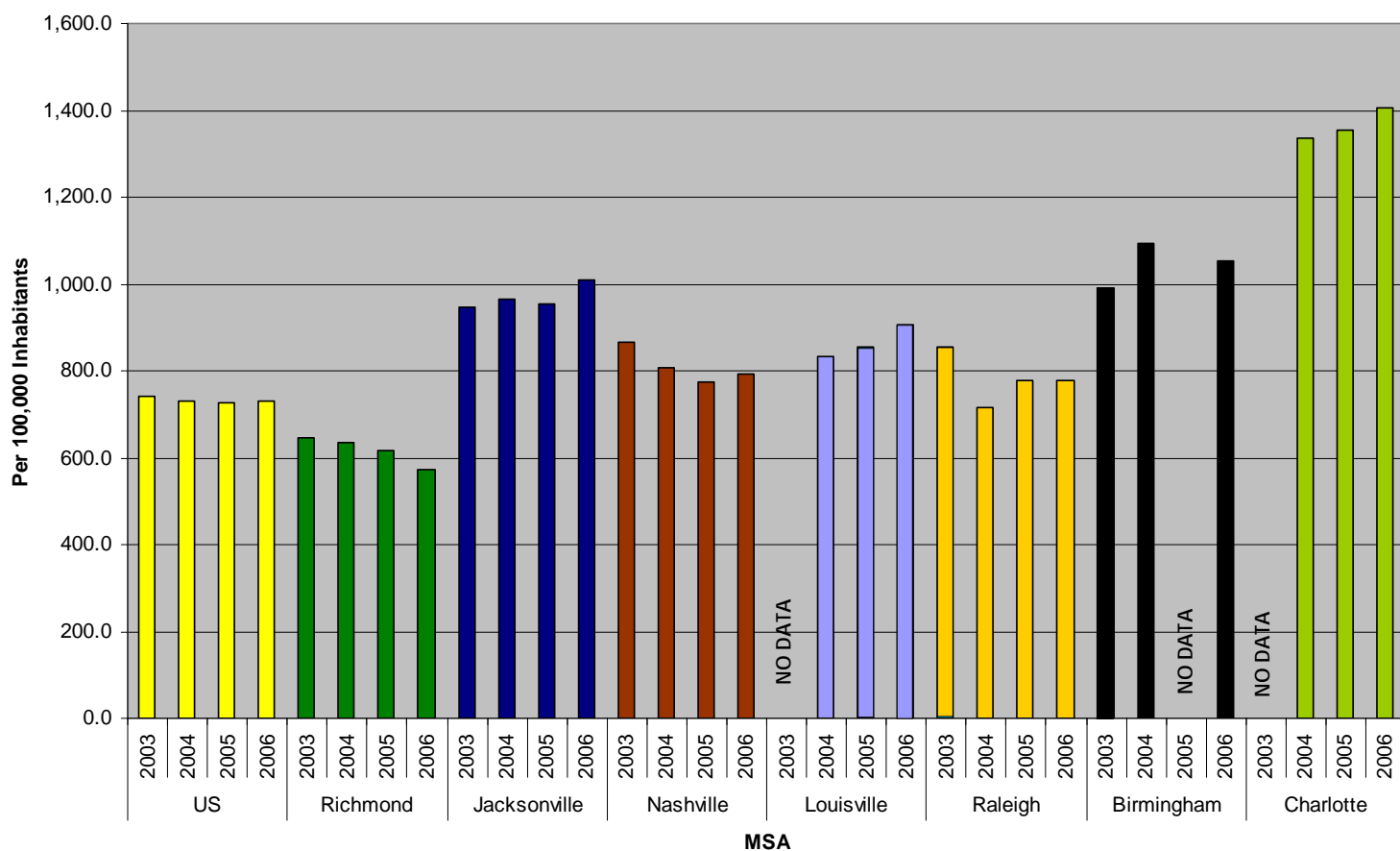
Source: FBI Uniform Crime Report, 2006

CRIME & PUBLIC SAFETY

BURGLARY

The number of burglaries per 100,000 inhabitants has decreased each of the past 4 years for the Richmond, VA MSA. The Charlotte-Gastonia-Concord, NC-SC MSA had the highest burglary rate for each year from 2004-2006 while the Richmond, VA MSA has the lowest rate each year for the same period.

BURGLARY



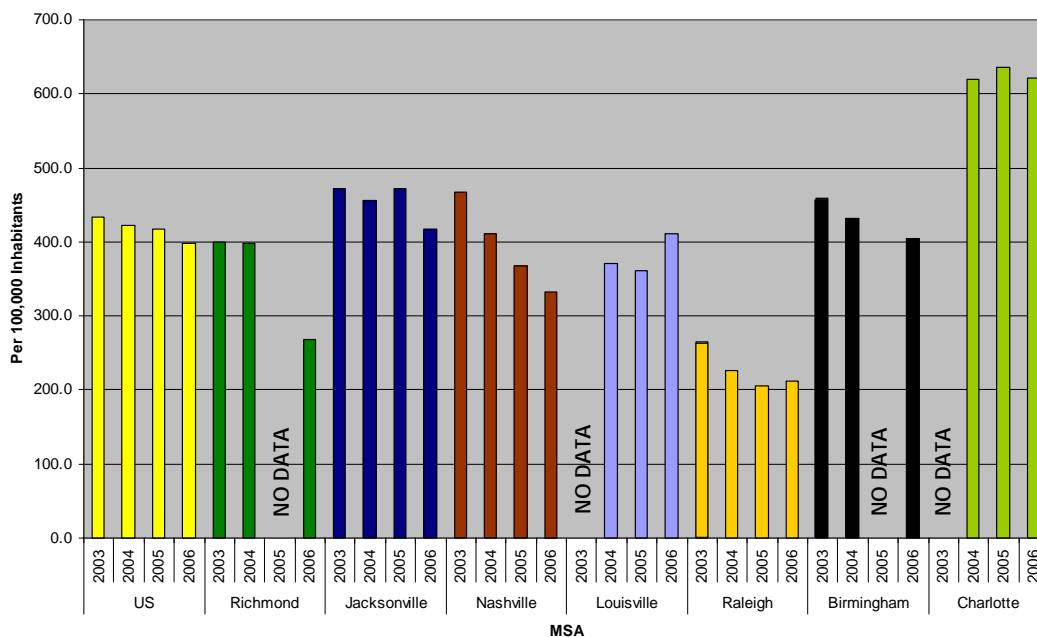
CRIME & PUBLIC SAFETY

THEFT

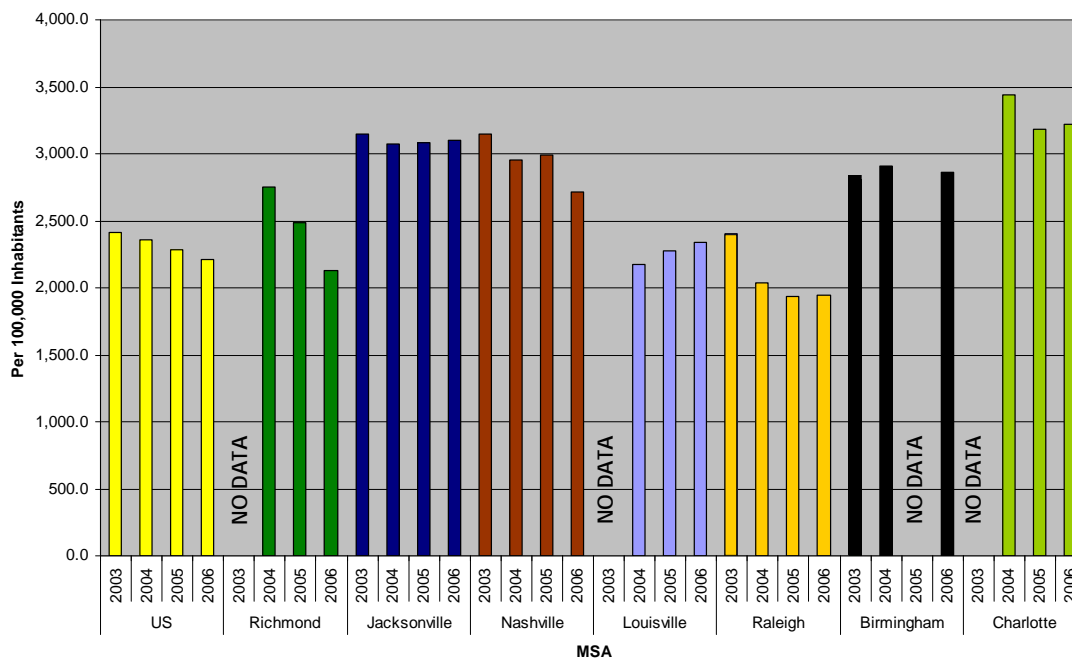
Theft of property is the most common type of Property Crime. Motor vehicle theft and general larceny make up the theft component of the Property Crime index. Motor vehicle theft decreased each year from 2003-2006 nationally and in the Richmond, VA MSA, Birmingham-Hoover, AL and Nashville-Davidson-Murfreesboro, NC MSAs. The Charlotte-Gastonia-Concord, NC-SC MSA had the highest rate in 2006, 622 incidents/100,000 inhabitants. The Raleigh-Cary, NC MSA, by contrast, had the lowest rate, 211.3 incidents.

The decreasing Larceny-theft incident trend for the US from 2003-2006 was mirrored only in the Richmond, VA and Raleigh-Cary, NC MSAs.

MOTOR VEHICLE THEFT



LARCENY-THEFT

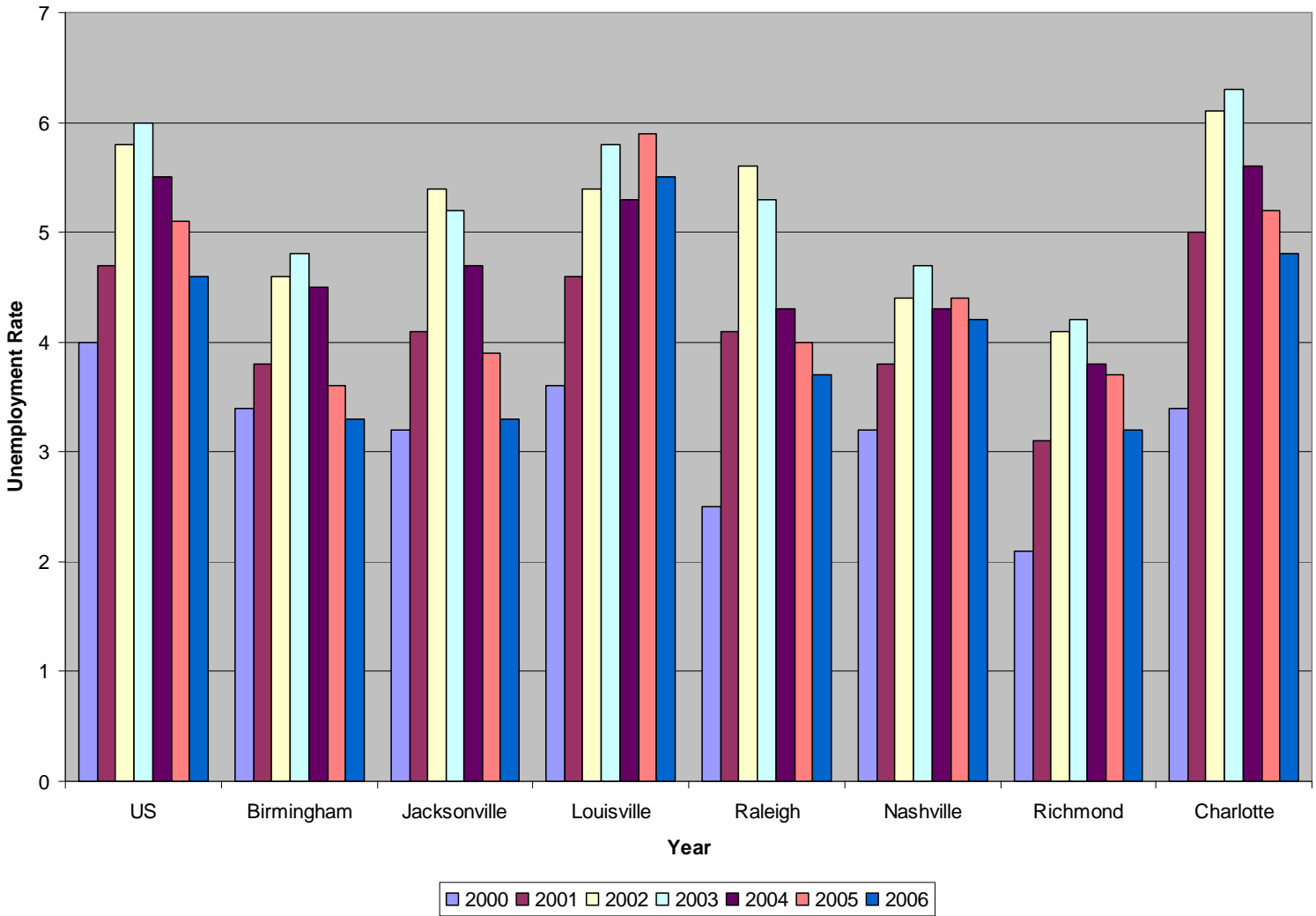


UNEMPLOYMENT RATE

The unemployment rate is one of the most commonly used economic indicators for a region.

Five of the seven MSAs have outperformed the US Average over the past seven years. The only exceptions are the Charlotte-Gastonia-Concord, NC-SC MSA and the Louisville-Jefferson County, KY-IN MSA. The Richmond MSA has consistently the lowest unemployment rate of the seven MSAs.

ANNUAL UNEMPLOYMENT RATE
not seasonally adjusted



Source: Bureau of Labor Statistics

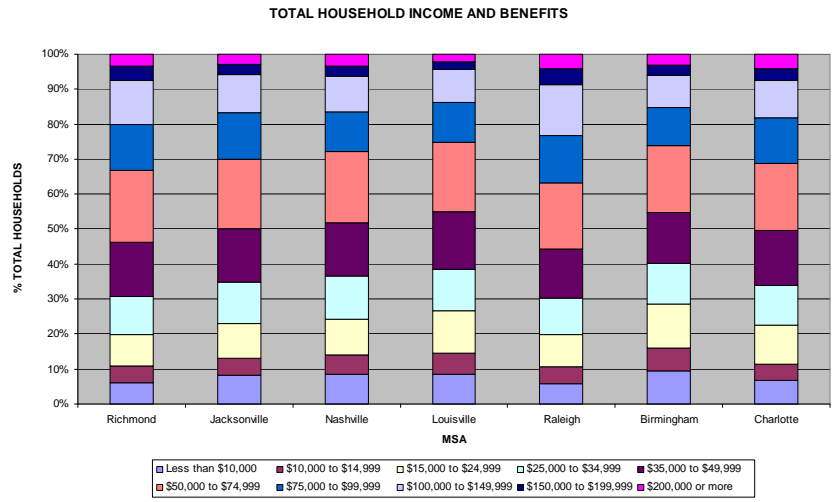
ECONOMY

TOTAL HOUSEHOLD INCOME

Total Household income, in inflation adjusted dollars for 2006, includes both income and benefits for each household within a region.

All seven MSAs had the largest percentage of their households in the \$50,000-\$74,999 annual household income range with approximately 20% of households in each MSA.

The Richmond, VA and Raleigh-Cary, NC MSAs are the only MSAs where more than half, 53%, of all households have a total household income above \$50,000. The Birmingham-Hoover, AL MSA has the highest percentage of households, 28%, with a total household income of less than \$25,000.

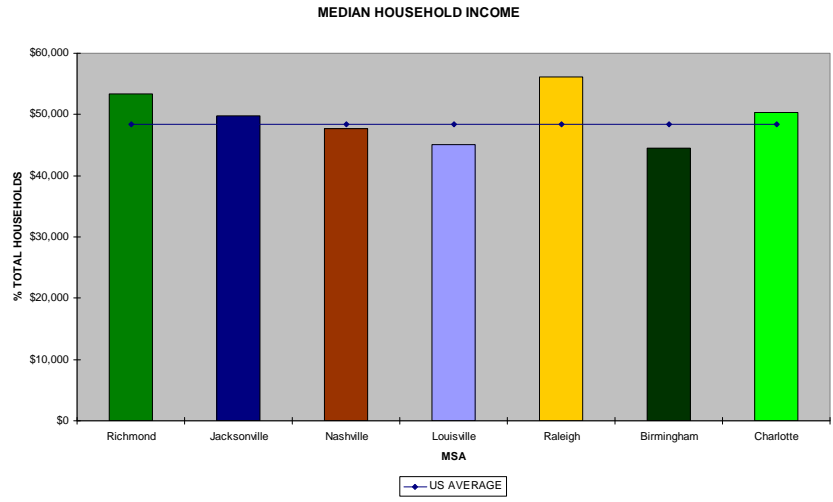


Source: U.S. Census Bureau, 2006 American Community Survey

MEDIAN HOUSEHOLD INCOME

The Median Household Income is the household income for a region that is the midpoint of all household incomes within the region.

Four of the seven areas had median household incomes that exceeded the national average. The Birmingham-Hoover, AL MSA has the lowest Median Household Income at \$44,534. Compared to the US average of \$48,451, the Nashville-Davidson-Murfreesboro, TN, Louisville-Jefferson County, KY and Birmingham-Hoover, AL MSAs are all lower.

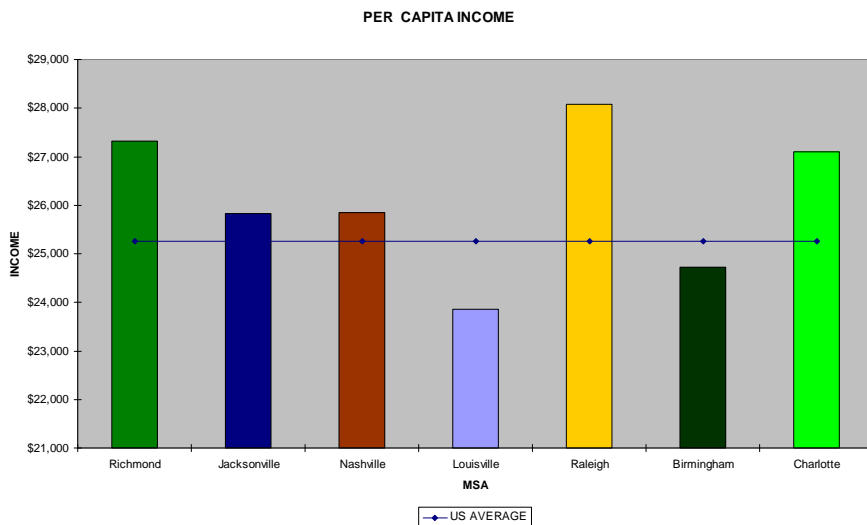


Source: U.S. Census Bureau, 2006 American Community Survey

PER CAPITA INCOME

A common economic indicator for a region is the Per Capita Income which is the total income for a region divided by the total population of the region.

The Raleigh-Cary MSA has the highest per capita income, \$28,075, while the Louisville-Jefferson County, KY MSA has the lowest, \$23,848.

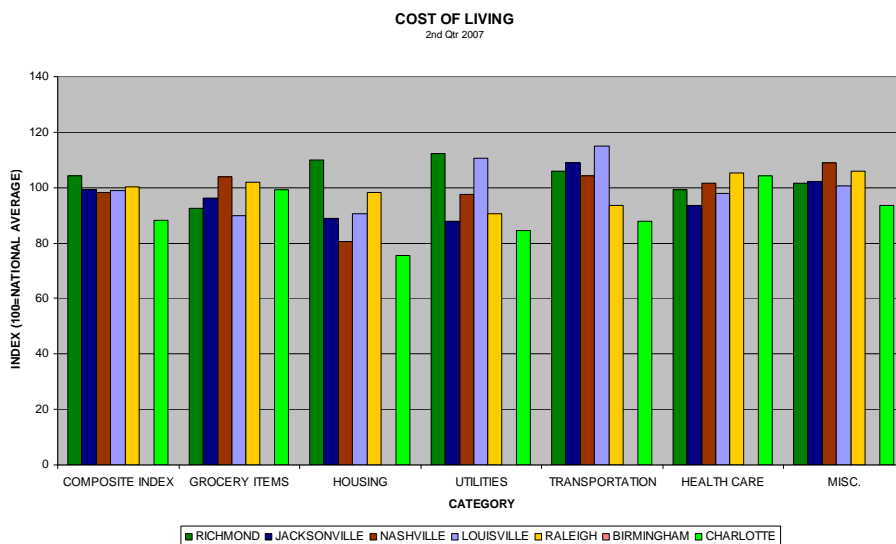


Source: U.S. Census Bureau, 2006 American Community Survey

COST OF LIVING

ACCRA conducts a quarterly cost of living survey across the country to determine a nationally indexed cost of living. The national average for each category is indexed to 100 which represents the national average.

The Richmond, VA MSA had the highest total (composite) index for the 2nd Qtr in 2007 at 104.1. The lowest cost of living was the Charlotte-Gastonia-Concord, NC-SC MSA at 88.2. Among the different categories, the Nashville-Davidson-Murfreesboro, TN MSA had the highest grocery prices while the Louisville-Jefferson County, KY-IN MSA had the highest transportation costs and the Raleigh-Cary, NC MSA has the highest healthcare costs. The Richmond VA MSA was the highest for housing and utilities.

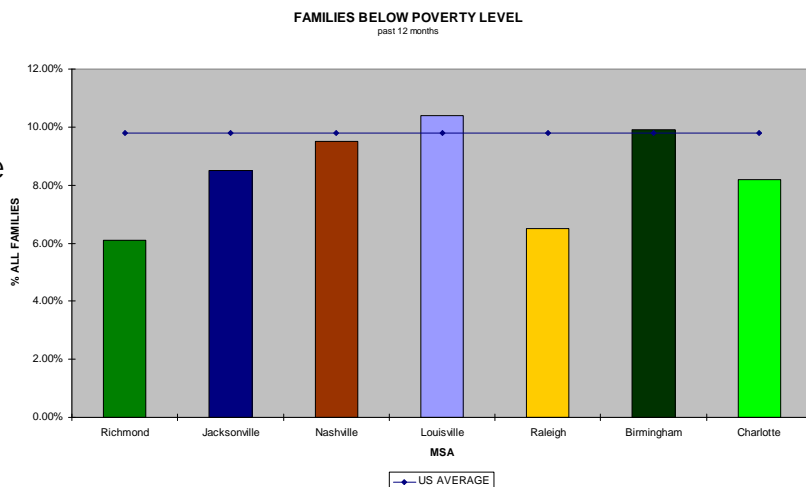


Source: ACCRA, 2nd Quarter 2007

POVERTY & FAMILIES

The percentage of all families with incomes that fall below the poverty line for the 12 months preceding the data collection was lowest for the Richmond, VA MSA, 6.1%, and the Raleigh-Cary, NC MSA, 6.5%.

The Birmingham-Hoover, AL MSA and Louisville-Jefferson County, KY-IN MSA are the only ones that exceeded the national average of 9.8%.

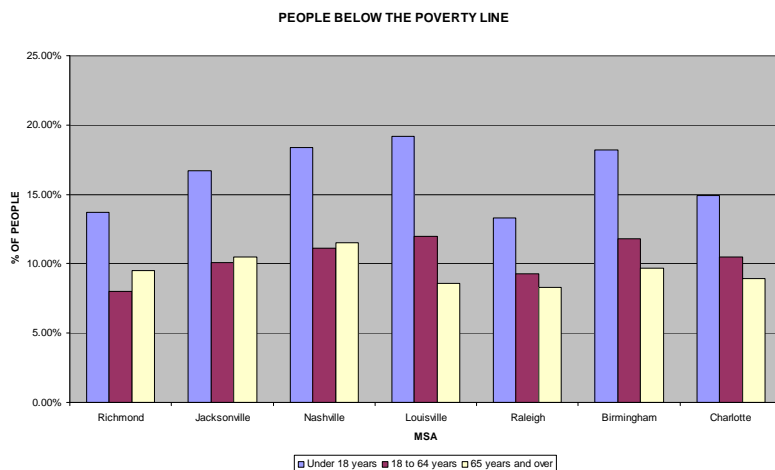


Source: U.S. Census Bureau, 2006 American Community Survey

POVERTY & PEOPLE

The number of people of a given population that are at or below the poverty line has both short and long-term ramifications on all aspects of society.

When looked at by age group, the Raleigh-Cary, NC MSA had the smallest percentage, 13.3%, of people under 18 years of age at or below the poverty line. The Richmond, VA MSA has the lowest percentage of 18-64 year olds below the poverty line.

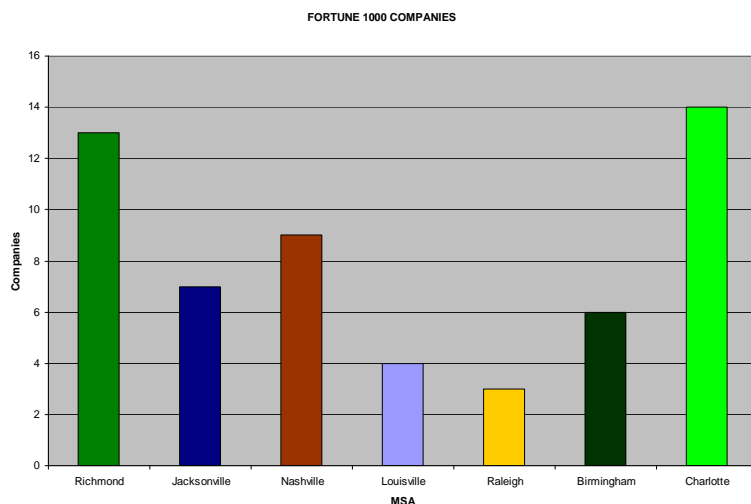


Source: U.S. Census Bureau, 2006 American Community Survey

FORTUNE 1000 COMPANIES

The Fortune 1000 is a ranking of the top 1000 US public corporations as measured by gross revenue. Fortune magazine compiles and publishes the list annually.

The Charlotte-Gastonia-Concord, NC-SC MSA has the most with 14 followed by the Richmond, VA MSA with 13.



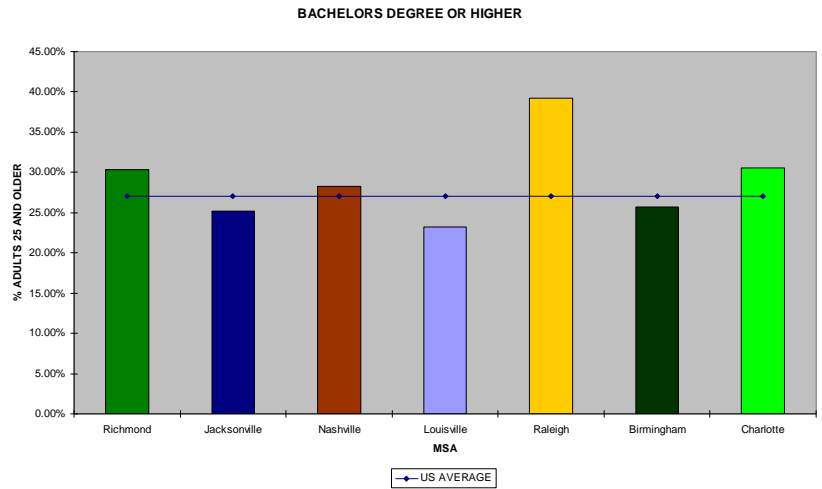
Source: Fortune Magazine

EDUCATION

EDUCATIONAL ATTAINMENT

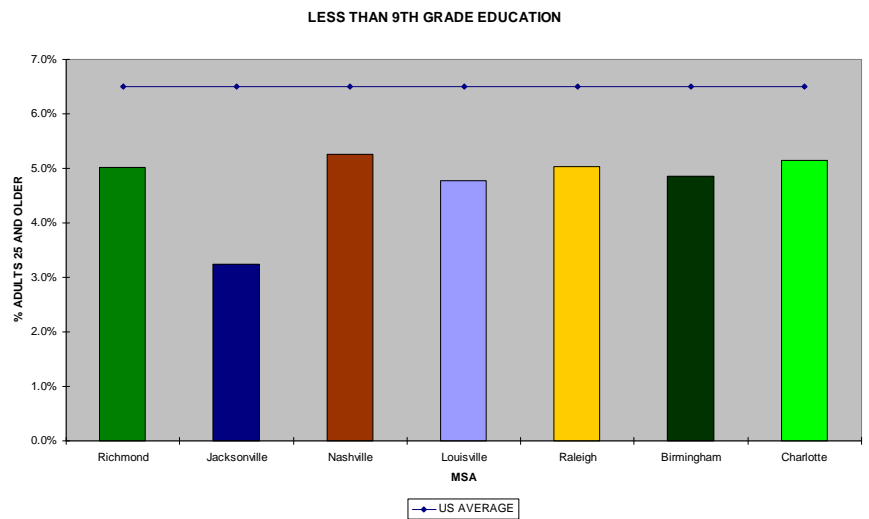
A common economic indicator for a region is the educational attainment of the population. This indicator tracks the highest level of educational completion across the entire population of a region.

The percentage of residents that have a bachelor's degree or higher is highest in the Raleigh-Cary, NC MSA where 39.2% of people 25 and over have a Bachelor's, Graduate or Professional degree. The Charlotte-Gastonia-Concord, NC-SC MSA has the second highest percentage at 30.5%.



Source: U.S. Census Bureau, 2006 American Community Survey

The other end of the spectrum, those 25 and older with less than a 9th grade education, is highest in the Nashville MSA at 5.3%. All seven of the MSAs are below the national average of 6.5%.



Source: U.S. Census Bureau, 2005 American Community Survey

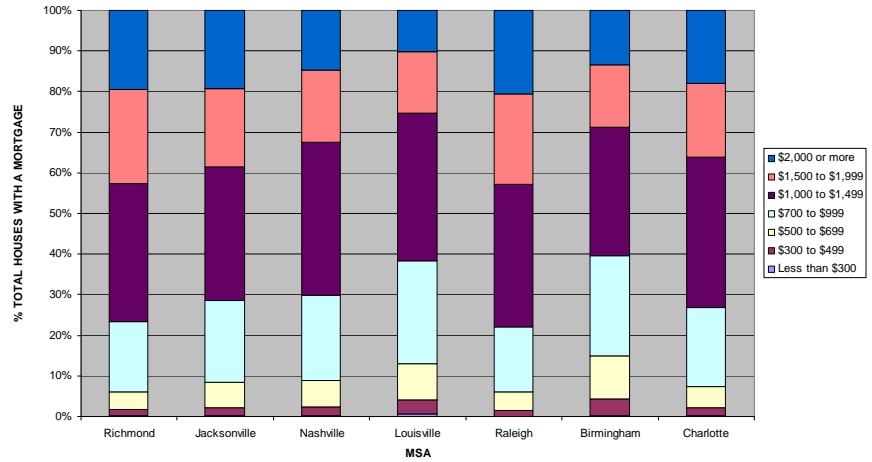
HOUSING

HOUSING COST

The cost of housing related to monthly income is an important indicator since it tracks housing affordability with wages and income in a particular area. As housing prices rise faster than wages, it can potentially force lower wage workers to move further outside the metro area to find affordable housing.

The percentage of housing units with a mortgage where the monthly payment is \$1,000 or greater is the highest in the Raleigh-Cary, NC MSA where 77.9% of all mortgages are \$1,000 or greater each month. The Richmond, VA MSA has the second highest percentage with 76.6% of mortgages costing \$1,000 or more each month.

MONTHLY OWNERSHIP COST OF HOMES WITH A MORTGAGE



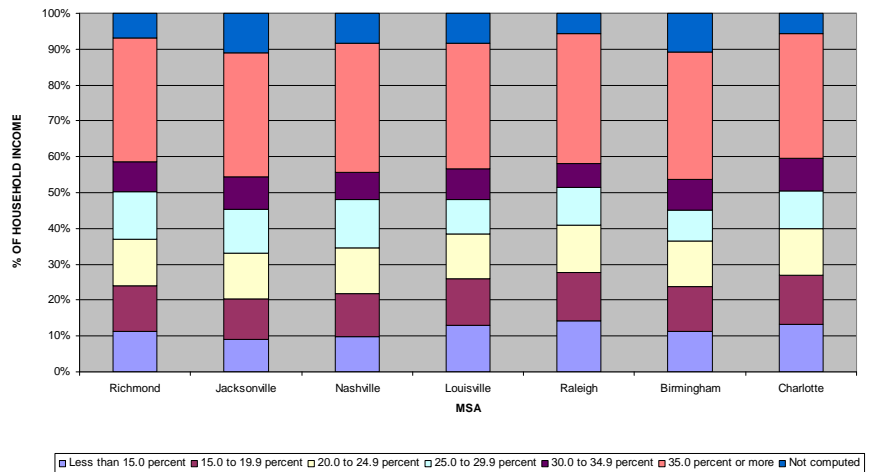
Source: U.S. Census Bureau, 2006 American Community Survey

RENT COST

A measure of affordability of housing for the rental market compares the gross rent as a percentage of total income.

Birmingham-Hoover, AL MSA is the most expensive rental market with 44% of renters using 30% or more of their income to cover rent.

RENT COST



Source: U.S. Census Bureau, 2006 American Community Survey

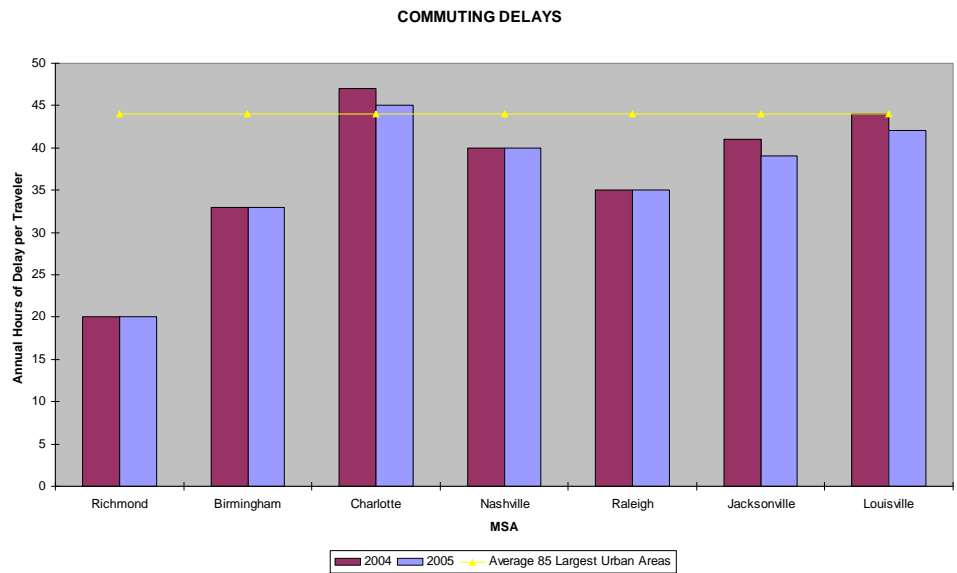
TRANSPORTATION

COMMUTING

The time it takes to commute to and from work each day is becoming an increasingly important factor related to quality of life in a region.

DELAY HOURS

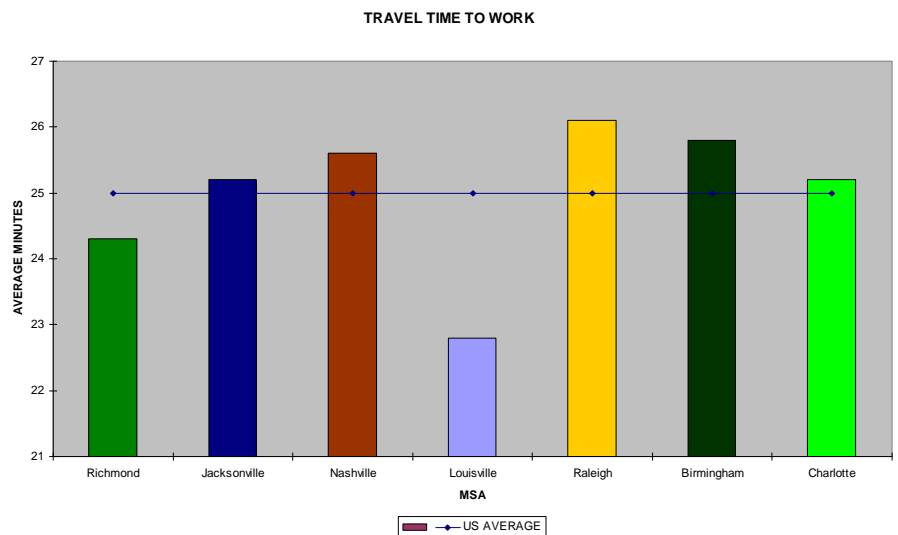
The Richmond, VA MSA has a far lower average delay hours than the other areas. The average annual delay hours for Richmond is over 33% lower than the next lowest, Birmingham-Hoover, AL MSA.



Source: 2007 Annual Urban Mobility Report

TRAVEL TIME

The Louisville-Jefferson County, KY-IN MSA has the lowest average commute time at 22.8 minutes. This is 3.3 minutes faster than the Raleigh-Cary, NC MSA which averages 26.1 minutes for the commute. The Richmond, VA and Louisville-Jefferson County, KY-IN MSAs are the only two with commute times below the national average of 25 minutes.



Source: U.S. Census Bureau, 2006 American Community Survey

THE 2007 COMPETITIVE ANALYSIS REPORT IS PRESENTED BY

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