

## 'Small-city feel with the benefits of big-city life'



DAVID T. FOSTER III - dtfooster@charlotteobserver.com

J.P. Knapp (center), his fiancée Sara Levi (left) and Julius Blackmon listen to Jennifer Boland (back to camera). The group gathered at Wild Wing Cafe. Knapp, 31, moved to Charlotte in June 2005 from Indianapolis.

# 'The young and restless' flocking to Queen City

*Jobs, climate, access to amenities pull in professionals, study says*

BY GREG LACOUR  
glacour@charlotteobserver.com

Two years ago, Jignesh Shroff and his wife looked for houses in what Shroff thought was his dream city, San Diego.

Shroff woke up from the dream once he saw listing prices. He looked for other cities with saner real estate costs and ended up in Charlotte. He and his wife,

Kathryn, live in a \$327,000 home he said would have cost \$1.5 million in San Diego.

Home value wasn't the only consideration. Shroff, a 32-year-old international tax manager for Ernst & Young, wanted to live in a city with a booming economy and temperate climate.

They're all attributes that are drawing college-educated professionals ages 25 to 34, perhaps the nation's most coveted demographic, to Charlotte.

A recently released Metro Atlanta Chamber of Commerce study ranks metropolitan Char-

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### Courting the 'Young and Restless'

A study last month by the Metro Atlanta Chamber of Commerce shows the Charlotte area ranking high in its ability to draw 25-34-year-olds with at least a four-year college degree - a critical demographic for urban economies as the baby boomers reach retirement. Charlotte's statistical area includes Gastonia and Rock Hill, S.C.; raw data came from the 2000 U.S. Census.

#### INCREASE IN YOUNG AND EDUCATED POPULATION BY PERCENTAGE, 1990-2000

1. Las Vegas, 105
2. CHARLOTTE, 57
3. Austin, Texas, 56
4. Portland, Ore., 50
5. Atlanta, 46

#### YOUNG AND EDUCATED SHARE OF THE OVERALL POPULATION, 2000

1. Austin, 18.2%
2. Atlanta, 17.6%
3. Raleigh-Durham-Chapel Hill, 17.5%
4. Dallas-Fort Worth, 16.8%
5. CHARLOTTE, 16.6%