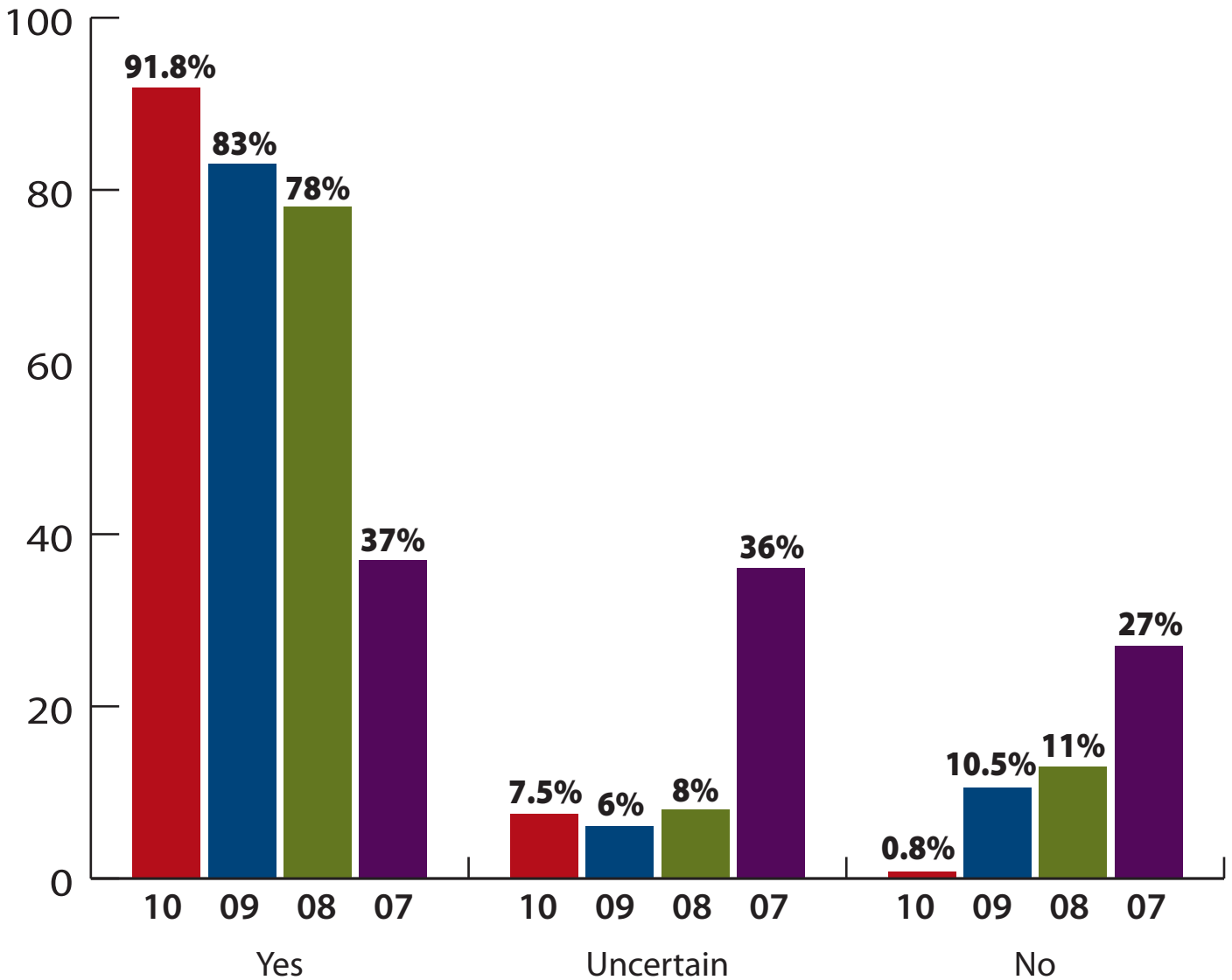


Durham Residents Familiar with the Overarching Durham Brand Signature* “Durham, Where Great Things Happen”



*Brand launched in late 2006.

Source: NanoPhrades and Durham Convention & Visitors Bureau