

AN ECONOMIC DEVELOPMENT INFORMATION ASSESSMENT: CITY OF MOUNTAIN HOME

Prepared for

**The Mountain Home Chamber of
Commerce**

By:

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INTRODUCTION

The following report is a quantitative economic development assessment of the structural underpinnings of the Mountain Home area economy, otherwise known as an economic base analysis. Within this report, secondary research and detailed analytics measure and present activity and change as it relates to:

- ✓ Population
- ✓ Education attainment
- ✓ Labor force and employment, by sector
- ✓ Concentrations in employment, by sector
- ✓ Commuting patterns and labor draw (laborshed delineation)
- ✓ Retail sales capture and leakage
- ✓ Retail trade area delineation
- ✓ Income

The findings presented within are formed through the aggregation of data from multiple sources (U.S. Census American Community Survey, Bureau of Economic Analysis, Bureau of Labor Statistics, EMSI, ESRI, and local data collection), and calculations performed by IEA.

The purpose of this economic base analysis is to provide community leaders with a data-driven view of their community and surrounding areas. This base analysis will benefit Mountain Home in a number of ways, including:

- ✓ This analysis and the information provided will support community leaders' efforts in strategic planning by creating a non-biased, fact-based, objective foundation of community data from which leaders can more effectively assess their situation and plan accordingly;
- ✓ This analysis and the information provided will enable Mountain Home to be better prepared for business development opportunities, including aiding in responding to requests for information by both prospective and existing industry, as well as assisting in small business market research necessary for business financing and location assessment; and
- ✓ This analysis and the information provided will enable Mountain Home officials with data and analysis generally (and specifically to the identification of "need") supporting community and school district grant applications.

DEMOGRAPHIC ASSESSMENT:

Figure 1: Population 2010

Location	Population			Change 2000-2010
	2000	2005	2010	
Mountain Home	11,012	11,817	12,448	13.04%
Baxter County	38,386	40,330	41,513	8.15%
Arkansas	2,673,400	2,776,221	2,915,918	9.07%
United States	282,162,400	295,516,600	309,349,700	9.64%

Source: U.S. Census Bureau

From 2000 to 2010, the State of Arkansas grew by 9.07% to its 2010 population of 2,915,918. This population increase is consistent with the increase at the national level of 9.64%. According to the findings, Mountain Home experienced a substantial increase in population between 2000 and 2010 (13.04%). To a lesser degree, Baxter County's population grew over the same period of time by 8.15%.

Figure 2: Age Distribution 2010

Age	Baxter County	Percent	Arkansas	Percent
0-9 years	4,072	9.80%	394,566	13.60%
10-19 years	4,239	10.21%	401,364	13.80%
20-29 years	3,489	8.40%	391,803	13.40%
30-39 years	3,667	8.83%	367,353	12.60%
40-49 years	4,905	11.81%	388,138	13.30%
50-59 years	6,000	14.45%	385,682	13.20%
60-69 years	7,038	16.95%	300,398	10.30%
70-79 years	5,156	12.42%	178,976	6.20%
> 80 years	2,947	7.09%	107,638	3.70%
N=	41,513	100.00%	2,915,918	100%

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

Figure 2b: Age Distribution 2000

Age	Baxter County	Percent	Arkansas	Percent
0-9 years	3,711	9.70%	368,809	13.80%
10-19 years	4,347	11.40%	391,700	14.60%
20-24 years	1,444	3.80%	181,598	6.80%
25-34 years	3,390	8.80%	352,845	13.20%
35-44 years	4,699	12.20%	398,127	14.90%
45- 54 years	5,078	13.20%	349,519	13.10%
55-59 years	2,704	7.00%	139,393	5.20%
60-64 years	2,731	7.10%	117,390	4.40%
65-74 years	5,463	14.20%	198,334	7.40%
75-84 years	3,535	9.20%	129,193	4.80%
> 85 years	1,284	3.30%	46,492	1.70%
N=	38,386	100.00%	2,673,400	100%

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

Please note the changed age cohort aggregation from the 2000 census to the 2010 census.

Figure 2c: Median Age: 1990, 2000, 2010

	1990	2000	2010
Baxter County	47	48	50
Arkansas	34	36	37

Source: U.S. Census Bureau

Figure 3: Age Distribution Trend

		Baxter County		Arkansas	
Age Group		Population	%	Population	%
1990	<18	6,067	19.45	621,131	26.42
	18-64	16,012	51.34	1,379,536	58.69
	>64	9,107	29.2	350,058	14.89
2000	<18	7,281	18.96	680,369	25.45
	18-64	20,823	54.24	1,619,012	60.56
	>64	10,282	26.78	374,019	13.99
2010	<18	7,506	18.08	711,475	24.62
	18-64	22,348	53.83	1,784,462	61.76
	>64	11,659	28.05	419,981	14.53

Source: U.S. Census Bureau

Figure 4: Population Projection

Location	2015	2020	% Change
Baxter County	43,595	45,336	3.99%
Arkansas	3,107,353	3,286,838	5.78%
United States	325,540,000	341,387,000	4.87%

Source: IEA

Population projections do identify continued growth. From 2010 to 2015, Baxter County is expected to grow by 2,082 people (5%), while Arkansas is expected to grow by 179,485 (5.8%).

EDUCATION ASSESSMENT

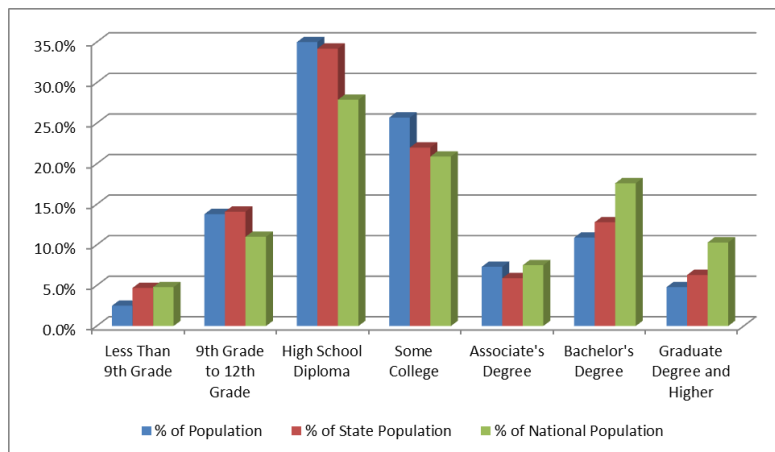
Education is critical to economic development and the future of our communities. Economic development assessments include education components as a measure of a community’s capacity for skilled business opportunity and innovation. Figure 5 presents education attainment levels for Baxter County, Arkansas and the U.S.

Figure 5: Education Attainment in Baxter County
(Highest Level Attained)

	% of Population	% of State Population	% of National Population
Less Than 9th Grade	2.5%	4.7%	4.8%
9th Grade to 12th Grade	13.8%	14.1%	11.0%
High School Diploma	35.0%	34.2%	27.9%
Some College	25.7%	22.0%	20.9%
Associate's Degree	7.3%	5.9%	7.5%
Bachelor's Degree	10.9%	12.8%	17.6%
Graduate Degree and Higher	4.8%	6.3%	10.3%

Source: EMSI

Figure 5b: Education Attainment in Baxter County



Source: EMSI

From figures 5 and 5b, 23% of the adult population in Baxter County has earned an Associate’s Degree, Bachelor’s Degree, Graduate Degree, or greater. In comparison, 25% of Arkansas’ adult population has achieved an Associate’s Degree or greater, while the U.S. level is 35%.

**Figure 6: Arkansas State University- Mountain Home
Completions, Regional Openings, and Wages**

Program Code	Program	ASU at Mt Home Completions	Regional Openings Baxter County (2012)	Median Hourly Earnings	Regional Jobs (2012)	Regional Jobs (2018)	Growth (2012-2018)
52.0401	Administrative Assistant and Secretarial Science, General	13	5	\$13.55	384	397	3%
52.0101	Business/Commerce, General	23	18	\$24.03	679	696	3%
52.0201	Business Administration and Management, General	10	21	\$22.52	760	781	3%
47.0104	Computer Installation and Repair Technology/Technician	18	1	\$11.08	16	15	(5%)
11.0901	Computer Systems Networking and Telecommunications	7	1	\$18.26	84	96	14%
43.0103	Criminal Justice/Law Enforcement Administration	9	0	\$19.68	10	10	(2%)
51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	30	1	\$16.23	47	47	0%
12.0301	Funeral Service and Mortuary Science, General	11	4	\$13.42	35	41	15%
50.0409	Graphic Design	7	4	\$14.78	53	62	18%
51.0000	Health Services/Allied Health/Health Sciences, General	12	79	\$19.14	2,465	2,724	10%
11.0401	Information Science/Studies	32	0	\$32.07	29	33	14%
24.0101	Liberal Arts and Sciences/Liberal Studies	140	1	\$26.12	61	63	5%
51.3901	Licensed Practical/Vocational Nurse Training	24	8	\$17.73	303	330	9%
51.0713	Medical Insurance Coding Specialist/Coder	2	3	\$13.21	62	71	14%
51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide	141	8	\$10.03	417	439	5%
52.0204	Office Management and Supervision	7	6	\$18.49	178	192	8%
51.1009	Phlebotomy Technician/Phlebotomist	7	2	\$14.49	41	45	11%
51.0908	Respiratory Care Therapy/Therapist	6	1	\$18.40	38	39	3%
13.1206	Teacher Education, Multiple Levels	42	7	\$22.47	210	225	7%
48.0508	Welding Technology/Welder	30	4	\$12.83	93	91	(2%)

Source: EMSI

Figure 6 showcases data for ASU Mountain Home along with regional job openings in Baxter County only. As you analyze this data, direct your attention to the final column “Growth”. This column shows the percentage of growth in jobs over a six-year period for each of the educational programs listed from 2012- 2018. It is important though, to determine the actual number of jobs that percentage increase represents. Graphic Design, for example, has a growth rate of 18%, yet this equates to only nine jobs over the six-year period. Health Services, in contrast, has a smaller growth rate of 10%, yet accounts for 259 jobs. All data presented in this report should be pursued with similar discernment. In the Appendix of this assessment you will find additional sets of Integrated Postsecondary Education Data System (IPEDS) data showing regional openings for each public college in NWAEDD. When utilizing this data it is useful to consider the impact of an educational institution on the region as well as the county. When looking at data for the entire district the number of job openings are frequently greater than that shown for Baxter County alone.

IPEDS is a system of interrelated surveys conducted annually by the National Center for Education Statistics (NCES). IPEDS gathers information from every college, university, and technical and vocational institution that participates in the federal student financial aid

programs. The Higher Education Act of 1965, as amended, requires that institutions that participate in federal student aid programs report data on enrollment, program completions, graduation rates, faculty and staff, finances, institutional prices, and student financial aid.

LABOR FORCE & EMPLOYMENT ASSESSMENT

Figures 7 and 7b present labor force trend data for Baxter County.

Figure 7: Baxter County Labor Force Trend (2003-2012)

Year	2003	2004	2005	2006	2007
Labor Force	16,381	16,754	17,425	17,750	18,242
Employment	15,227	15,690	16,434	16,712	17,248
Unemployment	1,154	1,064	991	1,038	994
Unemployment Rate (%)	7	6.4	5.7	5.8	5.4

Year	2008	2009	2010	2011	2012
Labor Force	18,253	17,865	17,381	17,158	17,976
Employment	17,194	16,268	15,931	15,667	16,581
Unemployment	1,059	1,597	1,450	1,491	1,395
Unemployment Rate (%)	5.8	8.9	8.3	8.7	7.8

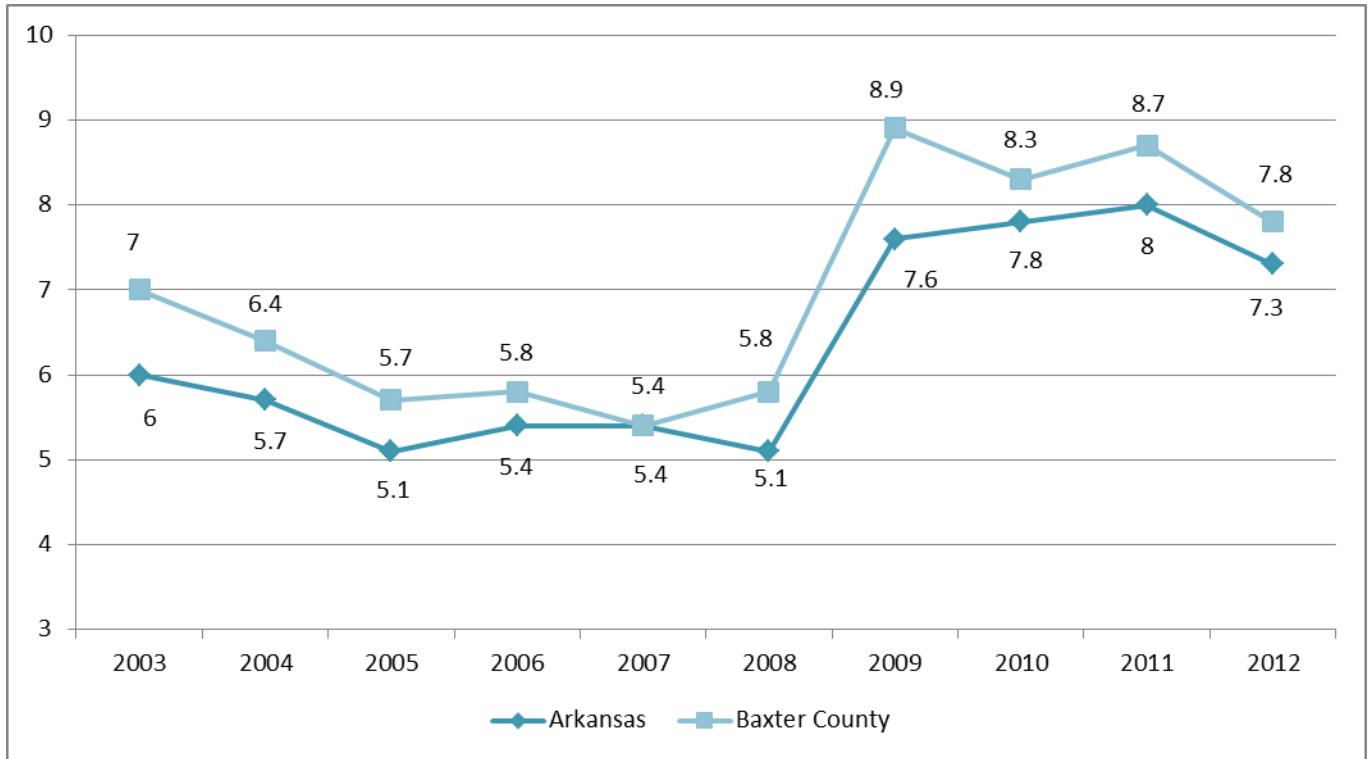
Source: Bureau of Labor Statistics

The employment in Baxter County increased from 15,227 in 2003 to 17,194 in 2008. This 12.9% increase represents the change in employment leading up to the recession of 2008.

Employment dropped following the beginning of the recession though has been increasing over recent years again to near pre-recession levels. In 2012, employment was listed at 16,581.

Since the recession, unemployment in Baxter County has remained high, with a 2012 unemployment rate of 7.8%.

Figure 7b: Unemployment Trend (2003 – 2012)



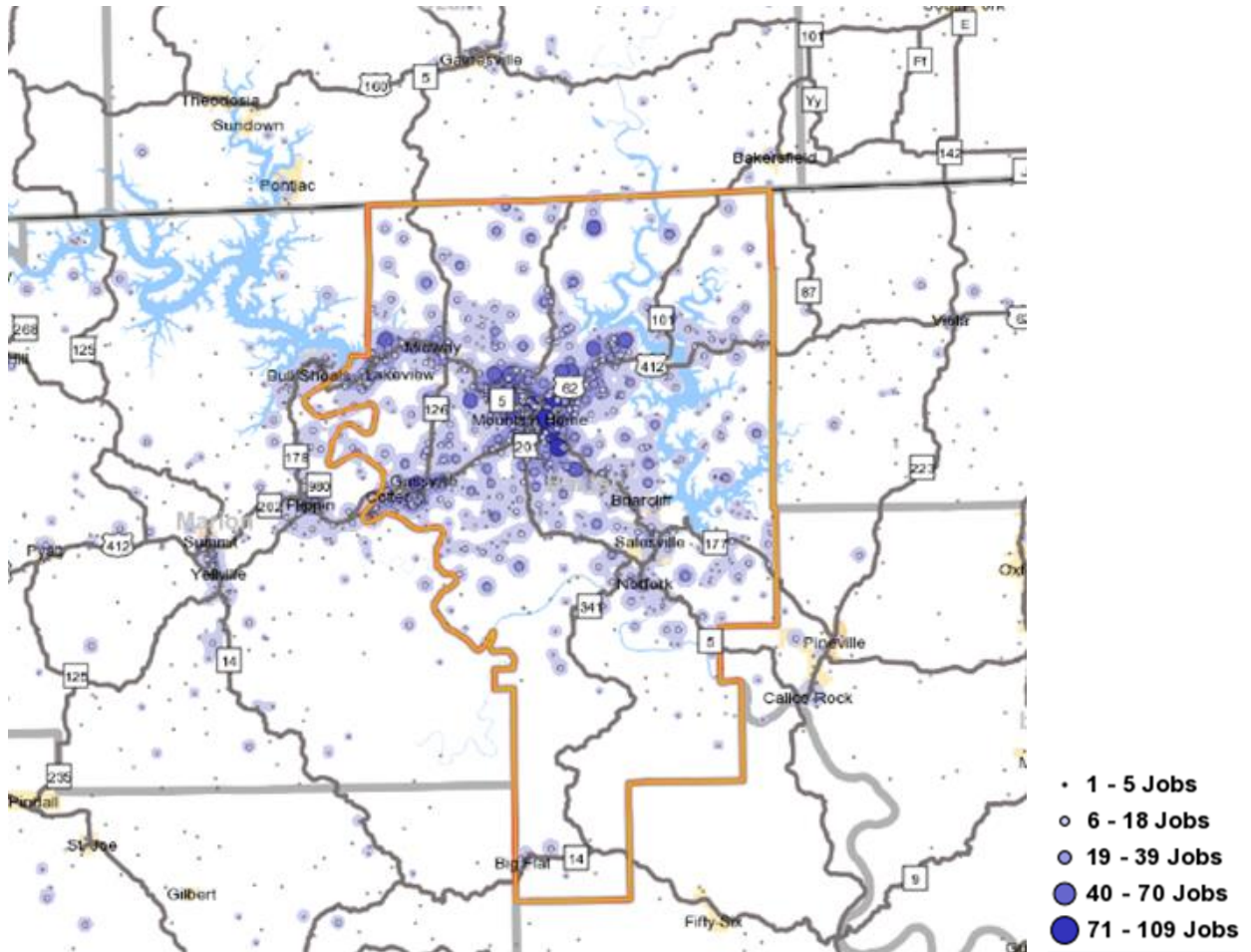
Source: Bureau of Labor Statistics

Figure 8: Work Destination Report, Where Workers in Baxter County Live

Baxter County: Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live - All Jobs					
	2007	2008	2009	2010	2011
	Share	Share	Share	Share	Share
Baxter County, AR	67.9%	68.8%	67.2%	64.8%	61.1%
Marion County, AR	5.3%	4.7%	8.0%	5.9%	7.3%
Fulton County, AR	2.8%	3.2%	3.2%	3.1%	3.1%
Ozark County, MO	3.2%	2.5%	0.2%	3.2%	2.4%
Searcy County, AR	0.5%	0.2%	0.1%	0.4%	2.3%
Izard County, AR	1.7%	1.6%	2.7%	3.0%	1.7%
Newton County, AR	0.3%	0.2%	0.2%	0.3%	1.5%
Boone County, AR	1.7%	1.6%	1.4%	1.3%	1.3%
Benton County, AR	1.6%	1.4%	1.6%	1.6%	1.1%
Pulaski County, AR	1.3%	1.6%	1.4%	1.3%	1.0%
Howell County, MO	1.2%	1.0%	1.0%	1.1%	0.9%
Craighead County, AR	0.7%	0.8%	0.8%	0.7%	0.9%
Washington County, AR	0.7%	0.6%	1.0%	1.1%	0.9%
Sharp County, AR	0.3%	0.5%	0.4%	0.5%	0.9%
Stone County, AR	0.8%	0.5%	0.5%	0.5%	0.9%
Carroll County, AR	0.5%	0.4%	0.3%	0.5%	0.7%
Saline County, AR	0.3%	0.3%	0.4%	0.3%	0.7%
Independence County, AR	1.1%	1.1%	0.7%	0.9%	0.6%
Van Buren County, AR	0.4%	0.3%	0.3%	0.3%	0.6%
Cleburne County, AR	0.5%	0.4%	0.3%	0.4%	0.5%
White County, AR	0.5%	0.4%	0.5%	0.5%	0.5%
Hot Spring County, AR	0.1%	0.1%	0.1%	0.2%	0.5%
Douglas County, MO	0.1%	0.1%	0.1%	0.2%	0.4%
Greene County, AR	0.5%	0.4%	0.3%	0.3%	0.4%
Oregon County, MO	0.1%	0.1%	0.1%	0.1%	0.3%
All Other Locations	6.1%	7.2%	7.0%	7.4%	7.4%

Source: U.S. Census Bureau, On the Map

Figure 9: Baxter County Workers' Residences



Source: U.S. Census Bureau, On the Map Application

Figure 10: Work Area Profile – Baxter County

Total All Jobs							
	All Places	Mountain Home	Midway CDP	Gassville	Norfolk	Cotter	All Other Places
	Share	Share	Share	Share	Share	Share	Share
Total All Jobs	100.0%	90.3%	3.9%	3.5%	1.5%	0.4%	0.3%

Jobs by Worker Age							
	All Places	Mountain Home	Midway CDP	Gassville	Norfolk	Cotter	All Other Places
	Share	Share	Share	Share	Share	Share	Share
Age 29 or younger	21.4%	21.3%	18.1%	32.7%	12.1%	20.4%	16.1%
Age 30 to 54	54.0%	53.8%	62.4%	47.8%	59.5%	61.2%	45.2%
Age 55 or older	24.5%	24.9%	19.5%	19.6%	28.3%	18.4%	38.7%

Jobs by Earnings							
	All Places	Mountain Home	Midway CDP	Gassville	Norfolk	Cotter	All Other Places
	Share	Share	Share	Share	Share	Share	Share
\$1,250 per month or less	30.1%	29.4%	20.2%	52.5%	34.1%	63.3%	35.5%
\$1,251 to \$3,333 per month	48.0%	48.2%	55.1%	41.8%	35.3%	26.5%	45.2%
\$3,333 per month	21.9%	22.3%	24.7%	5.7%	30.6%	10.2%	19.4%

Source: U.S. Census Bureau, On the Map Application

ECONOMIC BASE

The following figures present employment by sector, as well as measures of the relative strength and weakness of each sector from within the broader economy of Baxter County.

Location Quotient Analysis

This study utilizes location quotients to measure concentrations in employment by sector. Location quotients are a statistic that allows direct comparison of a numeric factor (in this instance, employment) occurring in two distinct geographic regions (here, the county versus the nation). It is calculated as an index of ratios of these factors. Location quotients can be calculated using the formula below.

$$LQ = \frac{e^i / e}{E^i / E}$$

Where e^i = local employment in industry (“i”)
 e = total local employment
 E^i = reference area employment in industry (“i”)
 E = total reference area employment

A location quotient of 1.0 indicates that the ratio of local industry employment to total employment is exactly the same as it is in the reference area—i.e. in Baxter County industry employment is proportionally exactly the same as it is for the nation. A location quotient less than 1.0 indicates that, for the specified industry, the local area employs proportionally fewer people than the reference area does. A location quotient greater than 1.0 indicates industry employment in the local area is proportionally greater than in the reference area, presenting a degree of “specialization”.

From figure 11 below, the following sectors possess national location quotients of greater than 1.0 in 2013:

- ✓ Agriculture, Forestry, Fishing, and Hunting- 1.71
- ✓ Construction – 1.25
- ✓ Manufacturing – 1.65
- ✓ Retail Trade – 1.31
- ✓ Real Estate and Rental and Leasing – 1.26
- ✓ Health Care and Social Assistance – 1.70
- ✓ Other Services – 1.04
- ✓ Accommodation and Food Services – 1.04

Figure 11: Baxter County Jobs by Industry 2003-2013

NAICS CODE	Description	2013 Establishments	2013 Jobs	2013 State Location Quotient	2013 National Location Quotient
11	Agriculture, Forestry, Fishing and Hunting	3	693	0.83	1.71
21	Mining, Quarrying, and Oil and Gas Extraction	3	94	0.41	0.56
22	Utilities	6	65	0.57	0.97
23	Construction	123	1,317	1.13	1.25
31	Manufacturing	57	2,404	1.12	1.65
42	Wholesale Trade	32	246	0.37	0.34
44	Retail Trade	213	2,772	1.25	1.31
48	Transportation and Warehousing	18	332	0.36	0.49
51	Information	18	249	1.07	0.66
52	Finance and Insurance	63	975	1.18	0.83
53	Real Estate and Rental and Leasing	42	1,227	1.68	1.26
54	Professional, Scientific, and Technical Services	84	760	0.90	0.52
55	Management of Companies and Enterprises	2	<10	--	--
56	Administrative and Support and Waste Management and Remediation Services	53	892	0.77	0.67
61	Educational Services (Private)	11	131	0.41	0.25
62	Health Care and Social Assistance	240	3,948	1.63	1.70
71	Arts, Entertainment, and Recreation	19	272	1.04	0.58
72	Accommodation and Food Services	104	1,563	1.16	1.04
81	Other Services (except Public Administration)	95	1,250	1.08	1.04
90	Government	70	1,851	0.62	0.67
99	Unclassified Industry	0	0	0.00	0.00
	Total	1,255	21,044		

Source: QCEW Employees - EMSI 2013.3 Class of Worker

Figure 11b: Baxter County Jobs by Industry, NAICS Code 4 digit:
 “Government” and “Other Services” Sectors

NAICS CODE	Description	2013 Establishments	2013 Jobs	2013 State Location Quotient	2013 National Location Quotient
8111	Automotive Repair and Maintenance	33	194	1.22	1.35
8112	Electronic and Precision Equipment Repair and Maintenance	3	11	0.72	0.60
8113	Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance	6	26	0.70	0.86
8114	Personal and Household Goods Repair and Maintenance	3	99	1.85	1.81
8121	Personal Care Services	15	183	0.87	0.79
8122	Death Care Services	5	57	2.30	3.32
8123	Drycleaning and Laundry Services	6	29	0.66	0.75
8129	Other Personal Services	8	360	2.06	1.93
8131	Religious Organizations	0	259	0.80	1.20
8132	Grantmaking and Giving Services	0	<10	--	--
8133	Social Advocacy Organizations	0	<10	--	--
8134	Civic and Social Organizations	5	38	1.83	0.79
8139	Business, Professional, Labor, Political, and Similar Organizations	3	20	0.52	0.37
8141	Private Households	9	17	0.31	0.16
9011	Federal Government, Civilian	19	153	0.53	0.45
9012	Federal Government, Military	0	182	0.75	0.76
9026	Education and Hospitals (State Government)	1	212	0.40	0.63
9029	State Government, Excluding Education and Hospitals	11	167	0.34	0.64
9036	Education and Hospitals (Local Government)	3	674	0.68	0.69
9039	Local Government, Excluding Education and Hospitals	36	458	0.90	0.72

Source: EMSI

RETAIL ANALYSIS

“As our retail sector goes, so goes the community” is a quote often heard in communities and states where retail sales tax is so important to community budgets and capital improvement programs. The study of retail activity is one of the most powerful assessments (or tools) for local leaders as they work hard to develop plans for the future, as well as assist their local business and industry. Retail assessment helps community leaders and businesses alike understand their retail and service market and market potential. Where are our shoppers coming from? Where should they be coming from? How much in sales tax revenues should we be bringing in on a regular basis? How much money are we capturing and how much is leaking out? The answers to these questions are addressed in retail analysis and are included within this report.

In two sections, this report addresses retail activity in Mountain Home and across Baxter County. First, figure 12 presents retail sales, sales capture and leakage. In this section, focus is placed on the examination of multiple retail categories and their local level of prominence. Second, retail trade areas are calculated for Mountain Home to better understand the community’s respective area of retail influence. Figure 13 presents a statistical trade area measurement utilizing a gravity model, while figures 14 and 15 provide trade areas based upon selected drive times. A summary of trade area demographics is provided in figure 16. Detailed demographics and consumer spending profiles for each trade area measurement are provided within the appendix for viewing.

Population capture analysis identifies the number of people required to spend the dollars actually spent in a county. Population Capture is widely accepted as a truer measure of “retail health” than absolute retail sales, and is based on the premise that populations across Arkansas spend the same amount for selected goods and services on an annual basis, adjusted only by the differences in income. As a result, we are identifying the number of people spending actual retail sales, based upon Arkansas’ sales per person (or per capita sales). Included within this analysis are ratios of population capture divided by the county population, or “Pull Factors”. A capture ratio of 100% indicates a capture of 100% of a county’s population (the county is capturing exactly its own population’s spending). A capture ratio of 25% would indicate a capture of only 25% of the county population’s spending. This would represent a leakage of 75% to other areas outside of the county’s borders in this example.

Figure 12: Population Capture / Leakage (By County & Category)

Baxter County	Sales & Capture	Pull Factor	Baxter County	Sales & Capture	Pull Factor
Population 2010	41,513	41,513	Population 2010	41,513	41,513
TOTAL RETAIL SALES (Including Food Service and Drinking Places)	\$ 725,087,912	116.0%	GASOLINE STATIONS-447	\$ 49,882,445	61.1%
Capture	48,172		Capture	25,370	
Leakage	-		Leakage	16,143	
TOTAL RETAIL SALES	\$ 672,920,291	114.6%	CLOTHING & CLOTHING ACCESSORIES STORES-448	\$ 27,976,153	106.9%
Capture	47,587		Capture	44,369	
Leakage	-		Leakage	-	
MOTOR VEHICLE & PARTS DEALERS-441	\$ 142,182,818	93.8%	SPORT GDS, HOBBY, BOOK, MUSIC STORES-451	\$ -	0.0%
Capture	38,959		Capture	-	
Leakage	2,554		Leakage	41,513	
FURNITURE & HOME FURNISHINGS STORES-442	\$ 11,919,843	95.4%	GENERAL MERCHANDISE STORES-452	\$ 35,014,530	46.0%
Capture	39,615		Capture	19,096	
Leakage	1,898		Leakage	22,417	
ELECTRONICS & APPLIANCES STORES-443	\$ 13,124,742	65.9%	MISCELLANEOUS STORE RETAILERS-453	\$ 4,212,475	33.3%
Capture	27,362		Capture	13,827	
Leakage	14,151		Leakage	27,686	
BUILDING MATERIAL GARDEN EQUIP STORES -444	\$ 216,821,284	282.8%	NON-STORE RETAILERS-454	\$ 17,121,132	149.1%
Capture	117,393		Capture	61,909	
Leakage	-		Leakage	-	
FOOD & BEVERAGE STORES-445	\$ 94,314,137	156.2%	FOODSERVICE & DRINKING PLACES-722	\$ 52,167,621	137.9%
Capture	64,853		Capture	57,253	
Leakage	-		Leakage	-	
HEALTH & PERSONAL CARE STORES-446	\$ 60,350,732	130.9%			
Capture	54,360				
Leakage	-				

Source: Nielson Claritas, Calculations performed by Authors

As stated earlier, geographic trade area calculations assist local leaders in better understanding their community's respective area of retail influence and where their customers are from. A community's general trade area represents the geographic area from which a community's customers should travel from to purchase the full complement of goods and services in that respective community, versus traveling elsewhere to buy comparable goods and services. A community's trade area can be measured through statistical models and surveys. Though identifying trade areas through properly-conducted surveys of customers is generally the most reliable method, several statistical models can calculate a trade area's geographic boundaries with remarkable accuracy.

Included here are trade areas calculated based upon:

- 1) A gravity model calculating a point between Mountain Home and its competitors where a customer is equally likely to travel either way to buy comparable goods or services (i.e. the trade area boundary) based upon relative distance to each community and size of the community; and
- 2) Drive time calculations of 10-, 20-, and 60-minutes. Drive time calculations are frequently utilized by businesses to measure estimated market boundaries.

The theory behind gravity models suggests that the larger communities in the region represent relatively greater retail drawing power than do the smaller communities. And thus, the larger communities will typically possess larger trade areas, and for more goods and services. For this report, the Institute for Economic Advancement employed the Reilly Model of Retail Gravitation to calculate Mountain Home's trade area. This gravity model can be mathematically stated as:

$$BP = \frac{\text{Distance (Community to Competitive Community)}}{1 + (\text{SQRT (Competition Population / Community Population)})}$$

Where: BP = Breakpoint (point at which a person is equally likely to travel either direction)
SQRT = Square Root

Once trade area boundaries were determined for Mountain Home, the next step was to identify the number of people within those boundaries, how much money they have and spend, and what they spend their money on. This is called a demographic assessment of the trade area, the detailed results of which are included within the appendix.

Figure 13: Mountain Home Statistical Trade Area

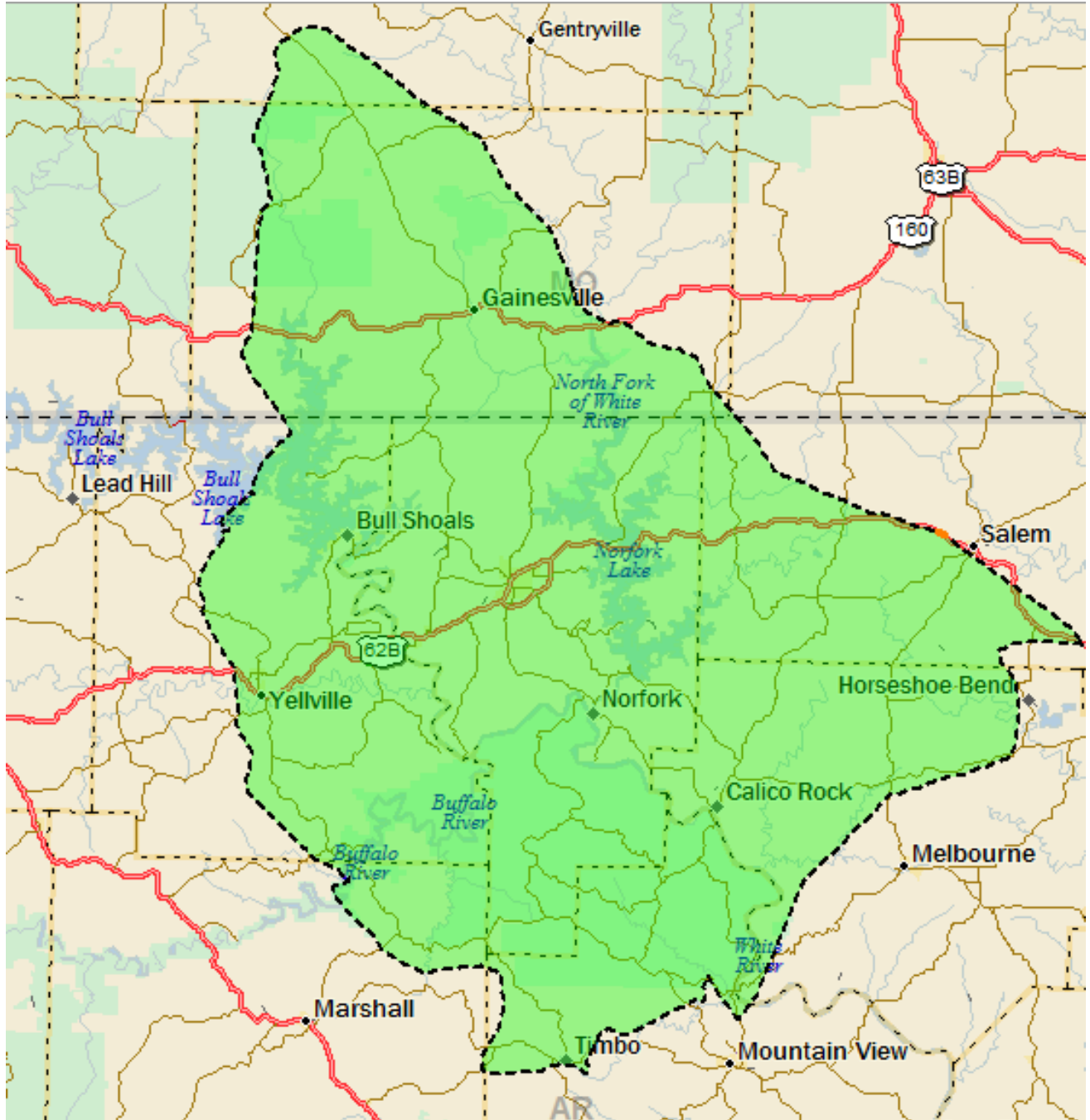


Figure 14: Mountain Home 10-, and 20-Minute Drive Time Trade Area

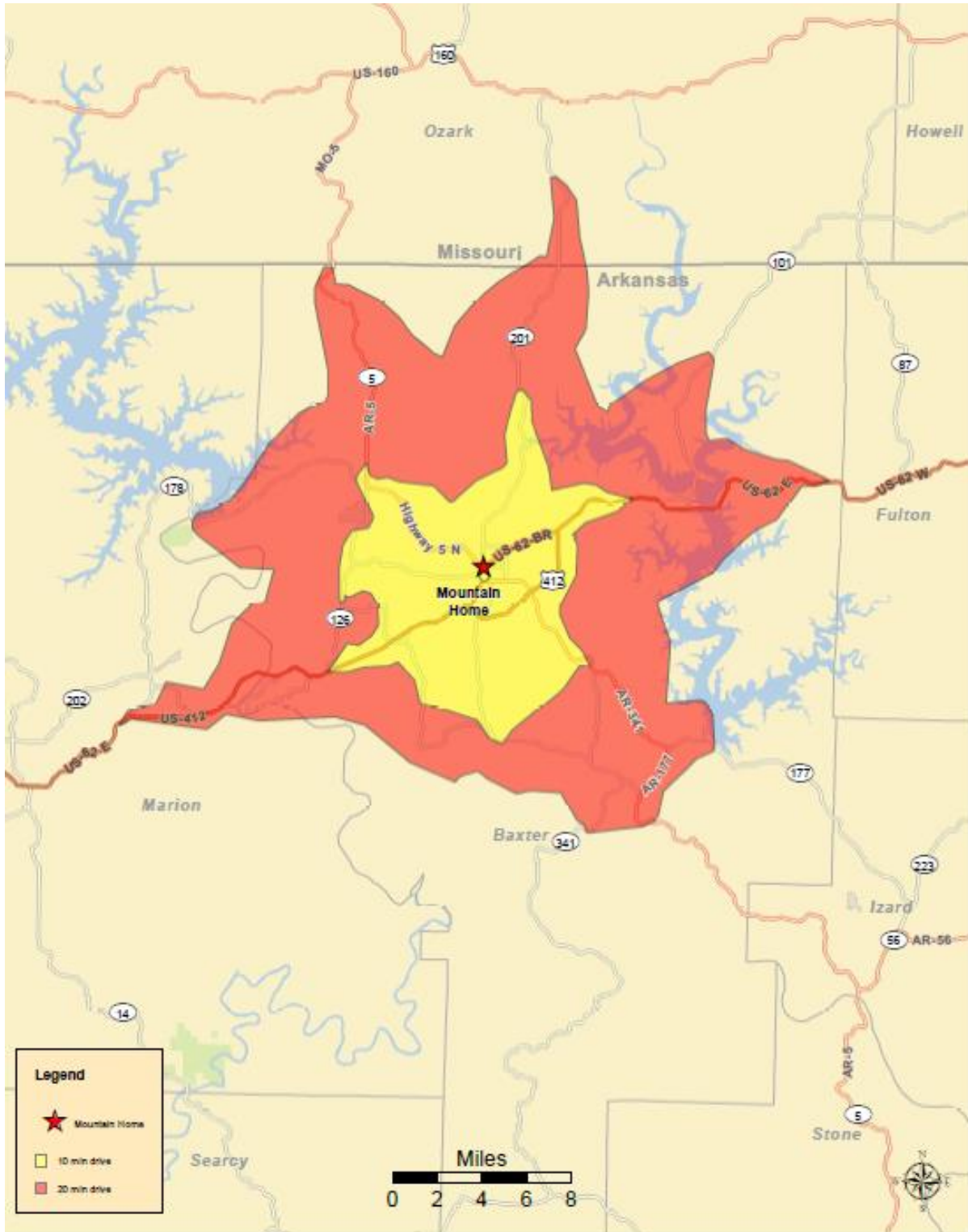


Figure 15: Mountain Home 60-Minute Drive Time Trade Area

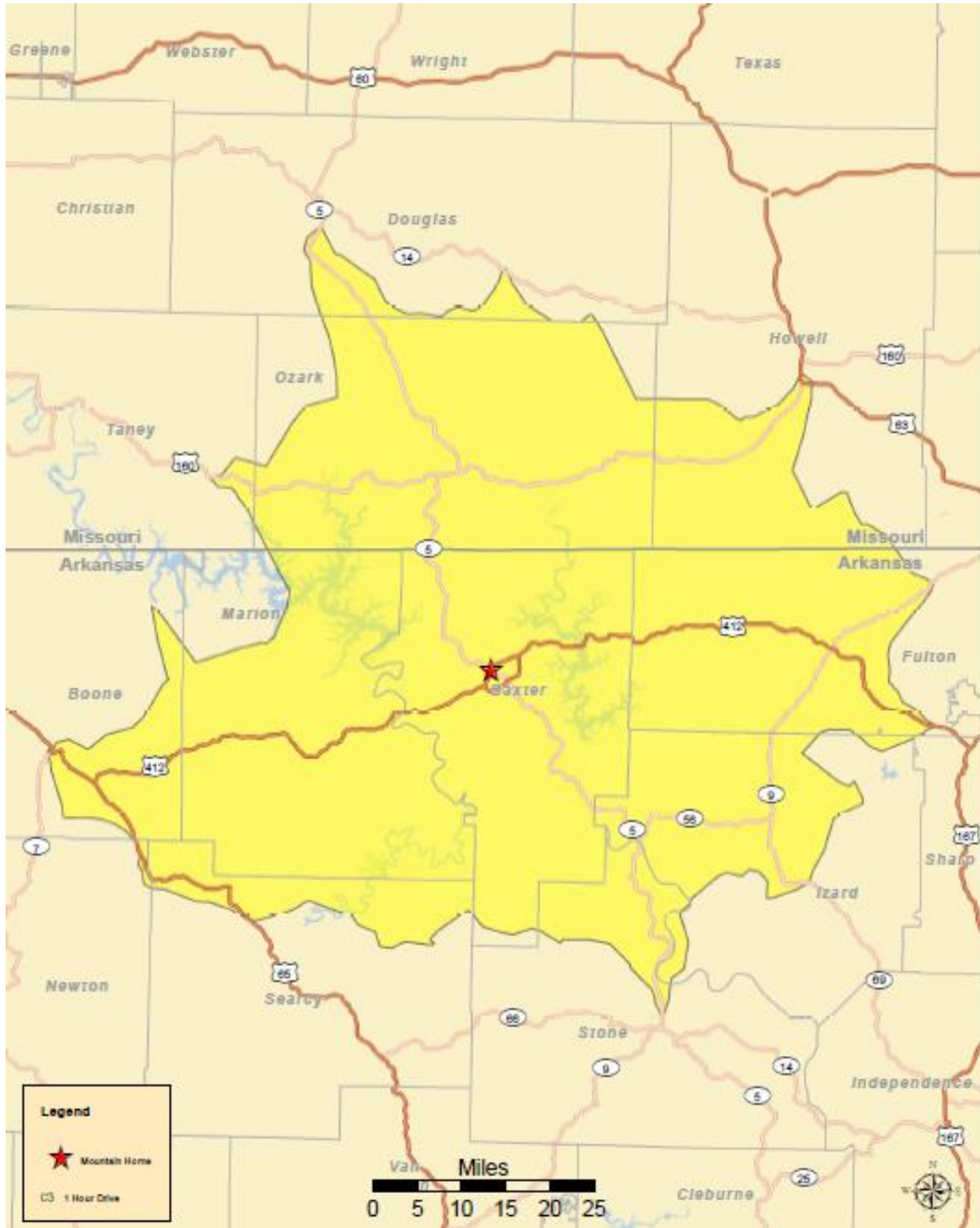


Figure 16: Trade Area Demographics and Consumer Spending Summary

		<i>10-Min. Drive</i>	<i>20-Min. Drive</i>	<i>60-Min. Drive</i>	<i>Stat. Trade Area</i>
2013 Population		21,997	37,953	98,240	74,783
2013 Households		10,016	17,244	42,771	33,058
2013 Median Disposable Income		\$ 28,407	\$ 29,488	\$ 29,677	\$ 29,207
2013 Per Capita Income		\$ 20,704	\$ 21,176	\$ 20,388	\$ 20,594
Retail Potential					
	NAICS				
Motor Vehicle & Parts Dealers	441	\$ 35,536,276	\$ 59,959,967	\$ 142,497,079	\$ 111,443,822
Furniture and Furnishings Stores	442	\$ 3,392,077	\$ 5,655,642	\$ 13,440,928	\$ 10,475,743
Electronics & Appliance Stores	443	\$ 4,239,541	\$ 7,092,640	\$ 17,152,434	\$ 13,286,959
Building Materials, Garden Stores	444	\$ 6,725,684	\$ 11,758,289	\$ 28,233,486	\$ 22,137,624
Food & Beverage Stores	445	\$ 24,137,410	\$ 40,635,320	\$ 96,311,416	\$ 75,433,138
Grocery Stores	4451	\$ 21,529,612	\$ 36,272,409	\$ 86,792,426	\$ 67,745,478
Gasoline Stations	4471	\$ 22,352,854	\$ 37,874,860	\$ 91,330,437	\$ 71,219,350
Clothing Stores	448	\$ 8,307,291	\$ 13,651,436	\$ 32,357,658	\$ 25,162,471
Sporting Goods	451	\$ 3,640,238	\$ 6,077,021	\$ 13,994,250	\$ 11,045,614
Full-Service Restaurants	7221	\$ 6,293,441	\$ 10,420,754	\$ 24,805,866	\$ 19,298,349
Limited-Service Restaurants	7222	\$ 10,265,046	\$ 17,052,700	\$ 39,131,159	\$ 30,922,667

Source: ESRI

PERSONAL INCOME

Figure 17: Per Capita Personal Income: 2002 – 2011

Location	2002	2003	2004	2005	2006
Baxter County	\$24,439	\$24,725	\$25,536	\$26,864	\$28,886
Arkansas	\$24,260	\$25,407	\$26,810	\$27,858	\$29,385
United States	\$31,481	\$32,295	\$33,909	\$35,452	\$37,725

Location	2007	2008	2009	2010	2011
Baxter County	\$30,655	\$31,470	\$30,845	\$30,842	\$33,096
Arkansas	\$31,353	\$32,861	\$31,688	\$32,373	\$33,740
United States	\$39,506	\$40,947	\$38,637	\$39,397	\$41,560

Source: Bureau of Economic Analysis

Figure 18: Median Household Income: 2005 – 2012

	2005	2006	2007	2008	2009
Baxter County	\$31,278	\$33,474	\$35,845	\$34,666	\$33,878
Arkansas	\$35,041	\$36,627	\$38,239	\$38,820	\$37,888
United States	\$46,242	\$48,451	\$50,740	\$52,029	\$50,221

	2010	2011	2012
Baxter County	\$34,421	\$33,312	\$35,315
Arkansas	\$38,413	\$38,889	\$40,151
United States	\$50,046	\$50,502	\$51,371

U.S. Census Bureau

Figure 19: Personal Income and Transfer Receipts:

Area	Description	2002	2003	2004	2005	2006
United States	Personal Income (in thousands \$)	9,145,998,000	9,479,611,000	10,043,284,000	10,605,645,000	11,376,460,000
	Current transfer receipts (\$000)	1,280,320,000	1,342,834,000	1,416,648,000	1,511,975,000	1,609,617,000
	% as transfer receipts	13.99%	14.16%	14.10%	14.25%	14.14%
Arkansas	Personal Income (in thousands \$)	65,646,579	69,230,717	73,719,848	77,475,378	82,918,067
	Current transfer receipts (\$000)	12,813,484	13,332,059	14,278,226	15,347,092	16,758,637
	% as transfer receipts	19.52%	19.26%	19.37%	19.81%	20.21%
Baxter County	Personal Income (in thousands \$)	941,050	958,642	1,004,435	1,074,351	1,180,490
	Current transfer receipts (\$000)	251,532	263,582	289,327	315,610	352,593
	% as transfer receipts	26.73%	27.50%	28.80%	29.38%	29.87%

Area	Description	2007	2008	2009	2010	2011
United States	Personal Income (in thousands \$)	11,990,244,000	12,429,284,000	12,073,738,000	12,423,332,000	13,179,561,000
	Current transfer receipts (\$000)	1,722,744,000	1,883,939,000	2,140,155,000	276,873,000	2,306,890,000
	% as transfer receipts	14.36%	15.15%	17.72%	2.28%	17.50%
Arkansas	Personal Income (in thousands \$)	89,312,492	94,460,843	91,793,885	94,581,100	99,127,035
	Current transfer receipts (\$000)	18,085,902	19,752,996	22,028,327	23,310,234	23,870,888
	% as transfer receipts	20.25%	20.91%	24.00%	24.65%	24.08%
Baxter County	Personal Income (in thousands \$)	1,271,915	1,300,336	1,277,719	1,278,313	1,362,456
	Current transfer receipts (\$000)	374,254	401,284	439,832	459,895	470,433
	% as transfer receipts	29.42%	30.86%	34.42%	35.98%	34.53%

Source: Bureau of Economic Analysis

Appendix

IPEDS DATA: EMSI

NWA Community College: NWAEDD

Program Code	Program	Completions, NWA Community College	Regional Openings NWAEDD (2012)	Median Hourly Earnings	Regional Jobs (2012)	Regional Jobs (2018)	Growth (2012-2018)
52.0302	Accounting Technology/Technician and Bookkeeping	1	164	15.67	4546	5158	0.13
01.0000	Agriculture, General	1	9	14.18	217	240	0.11
12.0501	Baking and Pastry Arts/Baker/Pastry Chef	3	20	11.73	435	485	0.11
52.0101	Business/Commerce, General	73	523	34.49	13111	14485	0.1
52.0201	Business Administration and Management, General	30	572	32.53	14239	15769	0.11
19.0706	Child Development	5	218	9.03	4178	4829	0.16
50.0402	Commercial and Advertising Art	17	71	15.89	731	882	0.21
11.0101	Computer and Information Sciences, General	41	153	34.93	3912	4446	0.14
43.0199	Corrections and Criminal Justice, Other	4	20	14.13	327	370	0.13
43.0107	Criminal Justice/Police Science	47	62	17.79	1273	1414	0.11
43.0104	Criminal Justice/Safety Studies	19	7	18.3	153	167	0.09
12.0503	Culinary Arts/Chef Training	16	150	9.77	2578	3051	0.18
51.0601	Dental Assisting/Assistant	14	31	14.09	644	755	0.17
15.1301	Drafting and Design Technology/Technician, General	8	11	22.01	221	210	-0.05
13.1210	Early Childhood Education and Teaching	4	62	16.8	1225	1437	0.17
15.0303	Electrical, Electronic and Communications Engineering Technology/	2	8	22.32	136	148	0.08
51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	64	33	16.07	298	328	0.1
15.0507	Environmental Engineering Technology/Environmental Technology	9	3	16.32	87	97	0.11
03.0104	Environmental Science	2	6	14.81	105	126	0.2
43.0202	Fire Services Administration	9	4	19.9	76	83	0.1
43.0106	Forensic Science and Technology	1	1	20.28	20	22	0.11
24.0102	General Studies	34	0	0	0	0	0
50.0409	Graphic Design	19	100	14.63	1089	1315	0.21
51.0000	Health Services/Allied Health/Health Sciences, General	70	879	22.01	19250	22151	0.15
43.9999	Homeland Security, Law Enforcement, Firefighting and Related Pro	5	21	14.34	225	268	0.19
52.0901	Hospitality Administration/Management, General	7	77	16.14	1561	1792	0.15
22.0302	Legal Assistant/Paralegal	15	28	17.47	595	677	0.14
24.0101	Liberal Arts and Sciences/Liberal Studies	468	185	31.49	2484	3029	0.22
52.0203	Logistics, Materials, and Supply Chain Management	1	32	37.71	1264	1359	0.08
51.3801	Registered Nursing/Registered Nurse	71	168	25.94	3924	4333	0.1
51.0908	Respiratory Care Therapy/Therapist	18	9	21.55	209	223	0.06
52.1803	Retailing and Retail Operations	13	1300	10.92	25782	28120	0.09
13.1501	Teacher Assistant/Aide	3	116	9.45	2135	2424	0.14
13.1206	Teacher Education, Multiple Levels	16	247	23.54	4264	4801	0.13

North Arkansas College: NWAEDD

Program Code	Program	Completions North Arkansas College	Regional Openings NWAEDD (2012)	Median Hourly Earnings	Regional Jobs (2012)	Regional Jobs (2018)	Growth (2012-2018)
52.0301	Accounting	8	143	25.86	2216	2580	0.16
52.0401	Administrative Assistant and Secretarial Science, General	7	180	15.48	6392	6981	0.09
47.0603	Autobody/Collision and Repair Technology/Technician	26	20	14.78	460	489	0.06
47.0604	Automobile/Automotive Mechanics Technology/Technician	24	80	13.01	1405	1497	0.07
15.0401	Biomedical Technology/Technician	4	3	18.34	41	52	0.26
52.0101	Business/Commerce, General	36	523	34.49	13111	14485	0.1
15.1302	CAD/CADD Drafting and/or Design Technology/Technician	4	10	21.53	205	191	-0.07
46.0201	Carpentry/Carpenter	3	120	13.6	4324	4096	-0.05
51.1004	Clinical/Medical Laboratory Technician	8	9	15.75	178	211	0.19
11.0101	Computer and Information Sciences, General	20	153	34.93	3912	4446	0.14
11.0201	Computer Programming/Programmer, General	2	192	31.76	5218	5832	0.12
11.0901	Computer Systems Networking and Telecommunications	4	140	28.57	3353	3870	0.15
49.0202	Construction/Heavy Equipment/Earthmoving Equipment Operator	16	56	15.41	1612	1625	0.01
46.0000	Construction Trades, General	11	458	15.33	12154	11798	-0.03
15.1301	Drafting and Design Technology/Technician, General	5	11	22.01	221	210	-0.05
15.0303	Electrical, Electronic and Communications Engineering Technology/Technician	17	8	22.32	136	148	0.08
51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	5	33	16.07	298	328	0.1
24.0102	General Studies	9	0	0	0	0	0
51.0707	Health Information/Medical Records Technology/Technician	8	12	14.9	225	265	0.18
51.0000	Health Services/Allied Health/Health Sciences, General	68	879	22.01	19250	22151	0.15
47.0201	Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician	20	30	17.84	637	649	0.02
24.0101	Liberal Arts and Sciences/Liberal Studies	171	185	31.49	2484	3029	0.22
51.3901	Licensed Practical/Vocational Nurse Training	34	77	18.29	1932	2199	0.14
51.0907	Medical Radiologic Technology/Science - Radiation Therapist	20	17	22.85	473	526	0.11
51.0708	Medical Transcription/Transcriptionist	1	7	12.05	202	226	0.12
30.9999	Multi-/Interdisciplinary Studies, Other	5	0	0	0	0	0
51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide	1	124	10.43	3041	3369	0.11
51.1009	Phlebotomy Technician/Phlebotomist	9	16	18.2	347	410	0.18
51.3801	Registered Nursing/Registered Nurse	41	168	25.94	3924	4333	0.1
51.0909	Surgical Technology/Technologist	6	4	18.55	93	109	0.17
13.1206	Teacher Education, Multiple Levels	16	247	23.54	4264	4801	0.13
49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	32	342	14.74	14116	14705	0.04
48.0508	Welding Technology/Welder	33	38	15.15	872	862	-0.01

Northwest Technical College: NWAEDD

Program Code	Program	Completions NW Technical College	Regional Openings NWAEDD (2012)	Median Hourly Earnings	Regional Jobs (2012)	Regional Jobs (2018)	Growth (2012-2018)
52.0301	Accounting	3	143	25.86	2216	2580	0.16
52.0401	Administrative Assistant and Secretarial Science, General	7	180	15.48	6392	6981	0.09
15.1303	Architectural Drafting and Architectural CAD/CADD	4	10	21.53	205	191	-0.07
47.0604	Automobile/Automotive Mechanics Technology/Technician	20	80	13.01	1405	1497	0.07
11.0101	Computer and Information Sciences, General	15	153	34.93	3912	4446	0.14
11.0201	Computer Programming/Programmer, General	4	192	31.76	5218	5832	0.12
47.0605	Diesel Mechanics Technology/Technician	14	20	15.74	854	894	0.05
15.0303	Electrical, Electronic and Communications Engineering Technology/Technician	12	8	22.32	136	148	0.08
47.0201	Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology	8	30	17.84	637	649	0.02
15.0501	Heating, Ventilation, Air Conditioning and Refrigeration Engineering Technology	7	30	17.84	637	649	0.02
47.0303	Industrial Mechanics and Maintenance Technology	8	97	17.14	1990	2118	0.06
51.3901	Licensed Practical/Vocational Nurse Training	37	77	18.29	1932	2199	0.14
48.0503	Machine Shop Technology/Assistant	9	81	15.89	1799	1781	-0.01
51.0709	Medical Office Computer Specialist/Assistant	5	88	27.43	2622	2836	0.08
51.0909	Surgical Technology/Technologist	12	4	18.55	93	109	0.17
49.0205	Truck and Bus Driver/Commercial Vehicle Operator and Instructor	14	342	14.74	14116	14705	0.04
48.0508	Welding Technology/Welder	14	38	15.15	872	862	-0.01

ASU Mountain Home: NWAEDD

Program Code	Program	ASU at Mt Home Completions	Regional Openings NWAEDD (2012)	Median Hourly Earnings	Regional Jobs (2012)	Regional Jobs (2018)	Growth (2012-2018)
52.0401	Administrative Assistant and Secretarial Science, General	13	180	\$15.48	6,392	6,981	9%
52.0101	Business/Commerce, General	23	523	\$34.49	13,111	14,485	10%
52.0201	Business Administration and Management, General	10	572	\$32.53	14,239	15,769	11%
47.0104	Computer Installation and Repair Technology/Technician	18	16	\$13.47	467	515	10%
11.0901	Computer Systems Networking and Telecommunications	7	140	\$28.57	3,353	3,870	15%
43.0103	Criminal Justice/Law Enforcement Administration	9	7	\$18.30	153	167	9%
51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	30	33	\$16.07	298	328	10%
12.0301	Funeral Service and Mortuary Science, General	11	8	\$15.60	135	137	1%
50.0409	Graphic Design	7	100	\$14.63	1,089	1,315	21%
51.0000	Health Services/Allied Health/Health Sciences, General	12	879	\$22.01	19,250	22,151	15%
11.0401	Information Science/Studies	32	41	\$41.13	858	1,030	20%
24.0101	Liberal Arts and Sciences/Liberal Studies	140	185	\$31.49	2,484	3,029	22%
51.3901	Licensed Practical/Vocational Nurse Training	24	77	\$18.29	1,932	2,199	14%
51.0713	Medical Insurance Coding Specialist/Coder	2	39	\$14.17	805	989	23%
51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide	141	124	\$10.43	3,041	3,369	11%
52.0204	Office Management and Supervision	7	102	\$19.73	2,670	2,952	11%
51.1009	Phlebotomy Technician/Phlebotomist	7	16	\$18.20	347	410	18%
51.0908	Respiratory Care Therapy/Therapist	6	9	\$21.55	209	223	6%
13.1206	Teacher Education, Multiple Levels	42	247	\$23.54	4,264	4,801	13%
48.0508	Welding Technology/Welder	30	38	\$15.15	872	862	(1%)

University of Arkansas: NWAEDD

Program Code	Program	Completions U of A Fayetteville	Regional Openings NWAEDD (2012)	Median Hourly Earnings	Regional Jobs (2012)	Regional Jobs (2018)	Growth (2012-2018)
52.0301	Accounting	170	143	25.86	2216	2580	0.16
13.1201	Adult and Continuing Education and Teaching	35	75	15.19	906	1177	0.3
01.0102	Agribusiness/Agricultural Business Operations	48	357	11.34	9518	9836	0.03
01.0801	Agricultural and Extension Education Services	18	3	27.01	49	58	0.18
01.0103	Agricultural Economics	21	1	21.4	8	11	0.28
14.0301	Agricultural Engineering	24	11	46.99	203	221	0.09
01.0301	Agricultural Production Operations, General	5	357	11.34	9518	9836	0.03
13.1301	Agricultural Teacher Education	4	103	24.32	1800	1982	0.1
01.1102	Agronomy and Crop Science	10	367	11.35	9758	10074	0.03
05.0102	American/United States Studies/Civilization	2	185	31.49	2484	3029	0.22
01.0901	Animal Sciences, General	40	365	11.34	9735	10048	0.03
45.0201	Anthropology	56	1	17.76	19	23	0.22
19.0901	Apparel and Textiles, General	43	44	11.5	1153	1186	0.03
04.0201	Architecture	46	29	32.92	523	541	0.04
50.0701	Art/Art Studies, General	42	60	12.38	1370	1607	0.17
51.0913	Athletic Training/Trainer	12	2	22	38	45	0.17
51.0204	Audiology/Audiologist and Speech-Language Pathology/Pathologists	72	15	33.56	349	402	0.15
26.0101	Biology/Biological Sciences, General	155	6	38.83	141	157	0.11
52.0101	Business/Commerce, General	3	523	34.49	13111	14485	0.1
52.0601	Business/Managerial Economics	25	2	18.23	25	32	0.32
52.0201	Business Administration and Management, General	169	572	32.53	14239	15769	0.11
26.0406	Cell/Cellular and Molecular Biology	21	3	14.73	54	60	0.09
14.0701	Chemical Engineering	47	12	46.38	218	239	0.1
40.0501	Chemistry, General	69	6	42.12	126	146	0.16
14.0801	Civil Engineering, General	60	43	37.81	593	647	0.09
16.1200	Classics and Classical Languages, Literatures, and Linguistics, General	5	19	20.91	312	384	0.23
16.0104	Comparative Literature	3	185	31.49	2484	3029	0.22
11.0101	Computer and Information Sciences, General	47	153	34.93	3912	4446	0.14
14.0901	Computer Engineering, General	24	117	36.85	2812	3235	0.15
13.1101	Counselor Education/School Counseling and Guidance Services	14	28	22.93	500	570	0.14
23.1302	Creative Writing	6	42	15.61	753	905	0.2
43.0104	Criminal Justice/Safety Studies	56	7	18.3	153	167	0.09
13.0301	Curriculum and Instruction	12	14	32.93	231	279	0.21
50.0501	Drama and Dramatics/Theatre Arts, General	21	28	15.84	385	465	0.21
45.0601	Economics, General	14	2	18.23	25	32	0.32
13.9999	Education, Other	1	7	21.12	52	75	0.43
13.0404	Educational, Instructional, and Curriculum Supervision	3	56	33.67	905	1041	0.15
13.0501	Educational/Instructional Technology	5	15	32.37	242	291	0.2
13.0699	Educational Assessment, Evaluation, and Research, Other	1	185	31.49	2484	3029	0.22
13.0601	Educational Evaluation and Research	1	185	31.49	2484	3029	0.22
13.0401	Educational Leadership and Administration, General	18	56	33.67	905	1041	0.15
13.0603	Educational Statistics and Research Methods	7	185	31.49	2484	3029	0.22
14.1001	Electrical and Electronics Engineering	50	24	40	396	439	0.11
13.1202	Elementary Education and Teaching	157	144	22.96	2465	2819	0.14
14.0101	Engineering, General	13	20	40.57	315	358	0.14
15.1501	Engineering/Industrial Management	258	5	21.19	125	121	-0.03
23.0101	English Language and Literature, General	79	185	31.49	2484	3029	0.22
26.0702	Entomology	5	7	35.11	167	185	0.11

University of Arkansas: NWAEDD (Cont.)

Program Code	Program	Completions U of A Fayetteville	Regional Openings NWAEDD (2012)	Median Hourly Earnings	Regional Jobs (2012)	Regional Jobs (2018)	Growth (2012-2018)
14.1401	Environmental/Environmental Health Engineering	2	15	46.39	272	300	0.1
03.0104	Environmental Science	25	6	14.81	105	126	0.2
19.0101	Family and Consumer Sciences/Human Sciences, General	11	3	27.01	49	58	0.18
52.0801	Finance, General	188	226	31.16	3909	4843	0.24
19.0501	Foods, Nutrition, and Wellness Studies, General	77	150	9.3	3390	4106	0.21
01.1001	Food Science	20	19	12.37	503	531	0.06
16.0901	French Language and Literature	16	19	20.91	312	384	0.23
45.0701	Geography	11	0	32.17	2	2	0.15
40.0699	Geological and Earth Sciences/Geosciences, Other	5	7	45.14	129	150	0.16
40.0601	Geology/Earth Science, General	21	7	44.67	132	154	0.17
16.0501	German Language and Literature	15	19	20.91	312	384	0.23
31.0501	Health and Physical Education/Fitness, General	105	56	16.26	863	1054	0.22
13.0406	Higher Education/Higher Education Administration	35	21	39.94	242	295	0.22
54.0101	History, General	84	0	23.83	20	21	0.05
01.1103	Horticultural Science	3	359	11.36	9547	9870	0.03
19.0701	Human Development and Family Studies, General	46	3	27.01	49	58	0.18
52.1005	Human Resources Development	58	14	21.29	283	338	0.19
14.3501	Industrial Engineering	59	29	40.29	535	578	0.08
50.0408	Interior Design	20	18	16.71	195	224	0.15
52.1101	International Business/Trade/Commerce	29	166	39.55	4392	4911	0.12
45.0901	International Relations and Affairs	68	3	9.34	97	106	0.09
09.0401	Journalism	119	52	15.34	901	1065	0.18
13.1203	Junior High/Intermediate/Middle School Education and Teaching	7	193	24.38	3401	3794	0.12
13.1209	Kindergarten/Preschool Education and Teaching	43	62	16.8	1225	1437	0.17
31.0505	Kinesiology and Exercise Science	16	5	26.29	133	165	0.24
04.0601	Landscape Architecture	20	12	43.92	226	245	0.08
22.0101	Law	122	74	36.06	1314	1512	0.15
22.9999	Legal Professions and Studies, Other	6	89	34.02	1683	1924	0.14

University of Arkansas: NWAEDD (Cont.)

Program Code	Program	Completions U of A Fayetteville	Regional Openings NWAEDD (2012)	Median Hourly Earnings	Regional Jobs (2012)	Regional Jobs (2018)	Growth (2012-2018)
52.0203	Logistics, Materials, and Supply Chain Management	49	32	37.71	1264	1359	0.08
52.1201	Management Information Systems, General	81	62	36.02	1918	2040	0.06
52.1401	Marketing/Marketing Management, General	166	152	41.61	2644	3164	0.2
40.1002	Materials Chemistry	9	191	31.99	2615	3180	0.22
27.0101	Mathematics, General	32	5	46.35	123	142	0.15
14.1901	Mechanical Engineering	80	51	32.41	798	874	0.09
50.0903	Music Performance, General	40	41	14.7	833	965	0.16
01.0603	Ornamental Horticulture	12	375	11.31	9912	10287	0.04
31.0301	Parks, Recreation and Leisure Facilities Management, General	17	31	9.4	601	757	0.26
31.0101	Parks, Recreation and Leisure Studies	21	35	9.44	653	824	0.26
38.0101	Philosophy	9	185	31.49	2484	3029	0.22
13.1314	Physical Education Teaching and Coaching	9	251	22.58	4278	4867	0.14
40.0801	Physics, General	27	3	54.01	89	99	0.12
40.0203	Planetary Astronomy and Science	2	2	55.85	84	93	0.11
26.0305	Plant Pathology/Phytopathology	4	5	39.61	135	149	0.1
45.1001	Political Science and Government, General	79	0	34.63	4	5	0.4
01.0907	Poultry Science	28	357	11.34	9525	9844	0.03
42.0101	Psychology, General	103	35	30.63	506	638	0.26
44.0401	Public Administration	8	359	35.44	9245	10364	0.12
51.2207	Public Health Education and Promotion	43	11	15.47	158	196	0.24
44.0501	Public Policy Analysis, General	9	54	36.3	1288	1464	0.14
51.3801	Registered Nursing/Registered Nurse	98	179	27.41	4137	4597	0.11
13.1205	Secondary Education and Teaching	74	103	24.32	1800	1982	0.1
44.0701	Social Work	43	30	16.12	524	618	0.18
45.1101	Sociology	61	0	32.81	3	4	0.23
16.0905	Spanish Language and Literature	38	19	20.91	312	384	0.23
13.1001	Special Education and Teaching, General	13	135	17.85	2030	2412	0.19
09.0101	Speech Communication and Rhetoric	107	74	16.46	778	1020	0.31
27.0501	Statistics, General	8	4	45.54	119	136	0.14
13.1319	Technical Teacher Education	17	12	25.26	238	258	0.09
14.0804	Transportation and Highway Engineering	1	43	37.81	593	647	0.09
51.2310	Vocational Rehabilitation Counseling/Counselor	18	8	12.86	91	129	0.41