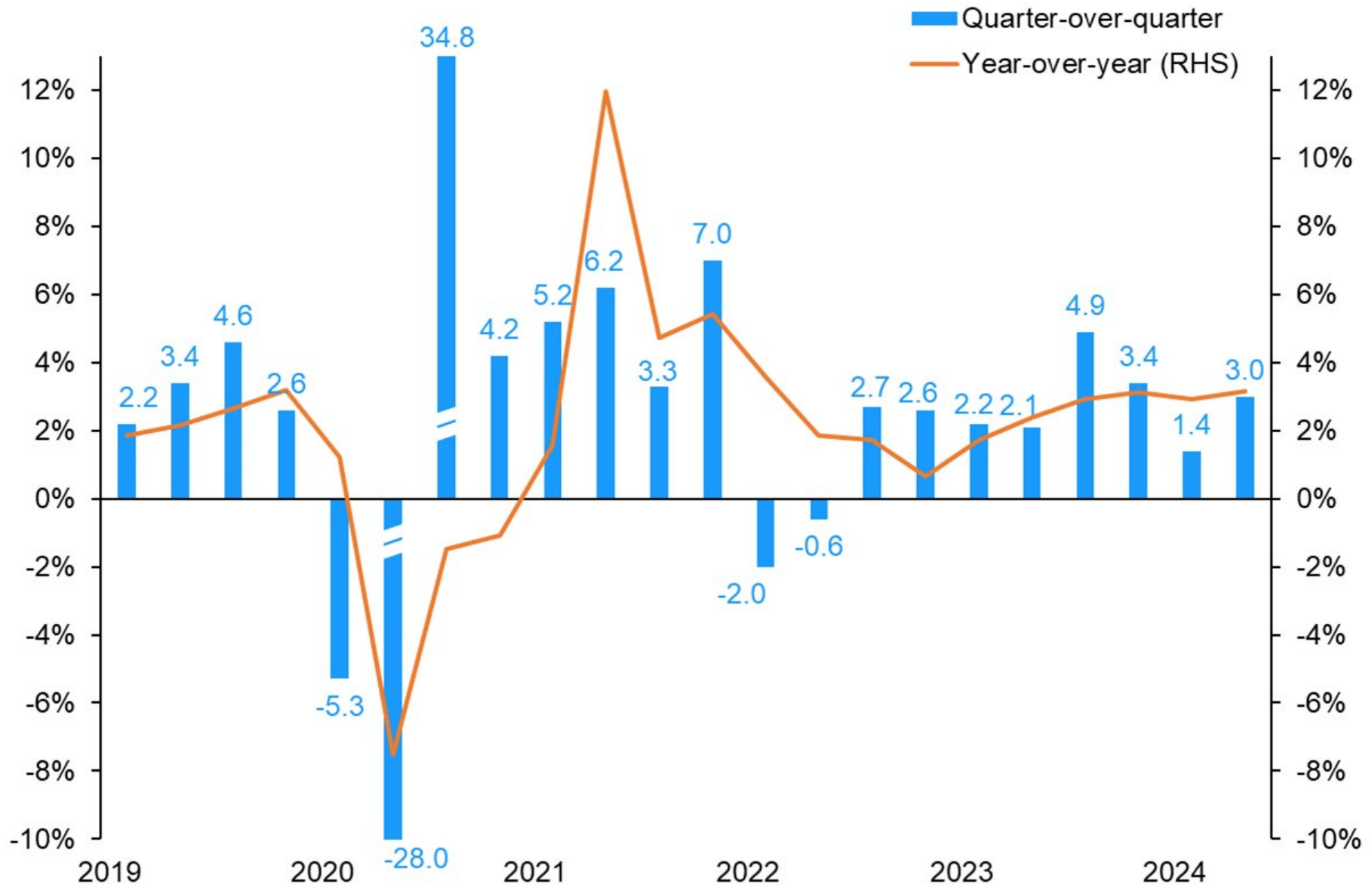
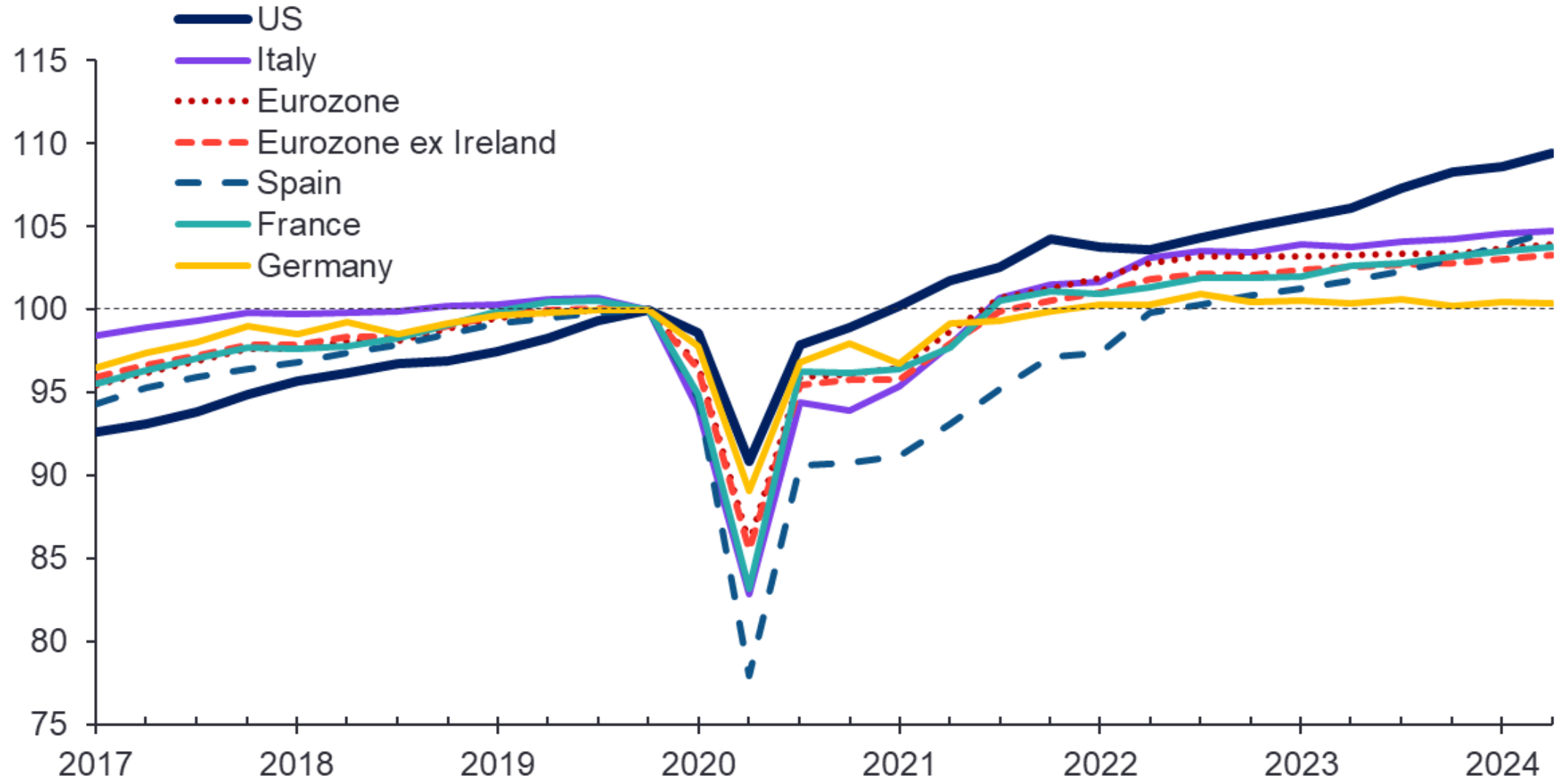


Real GDP Growth 2019 Q1 - 2024 Q2



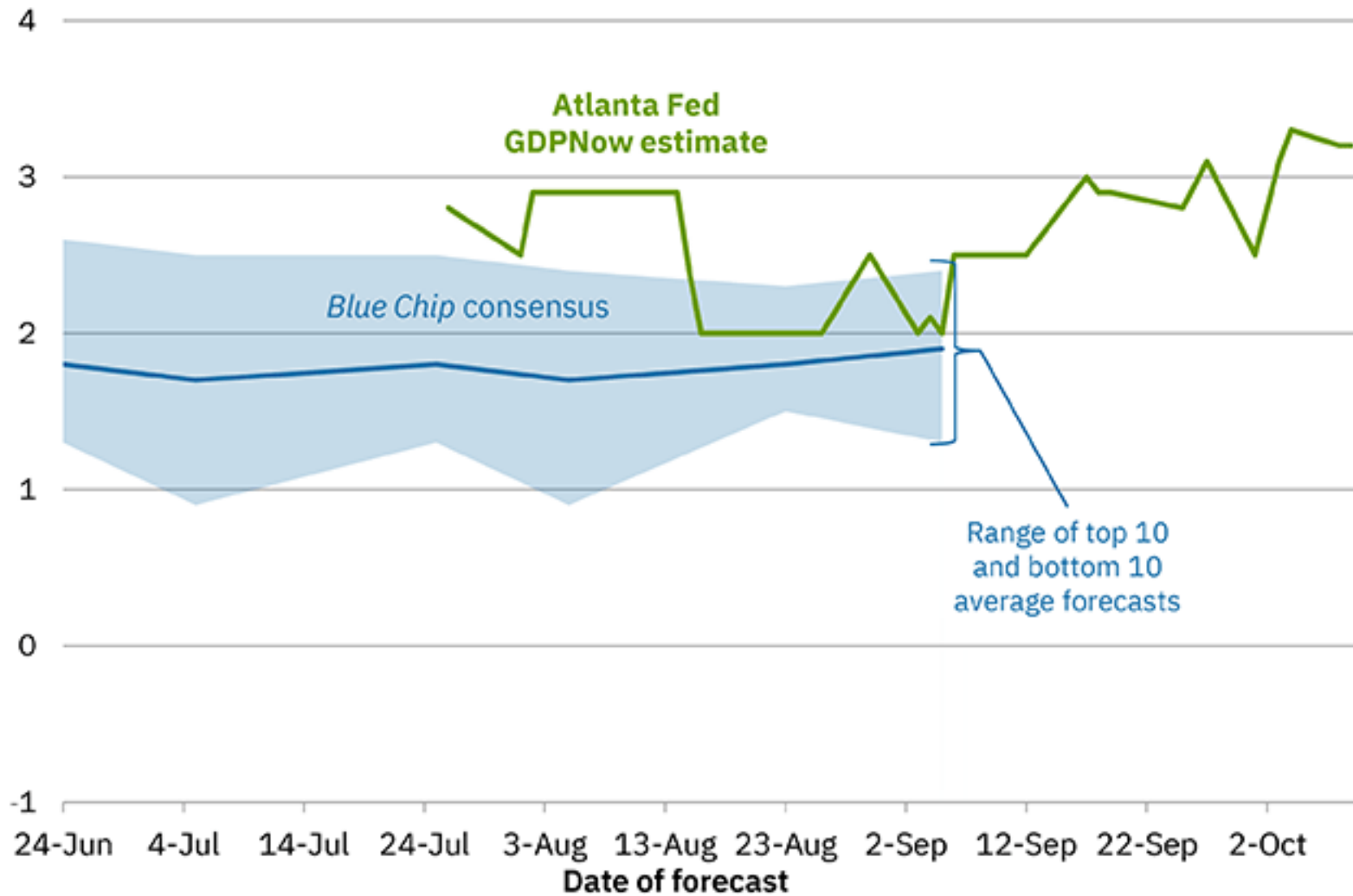
Source: BEA, EY-Parthenon

Real GDP 2019Q4=100



Source: Haver Analytics; EY-Parthenon

Evolution of Atlanta Fed GDPNow real GDP estimate for 2024: Q3 Quarterly percent change (SAAR)



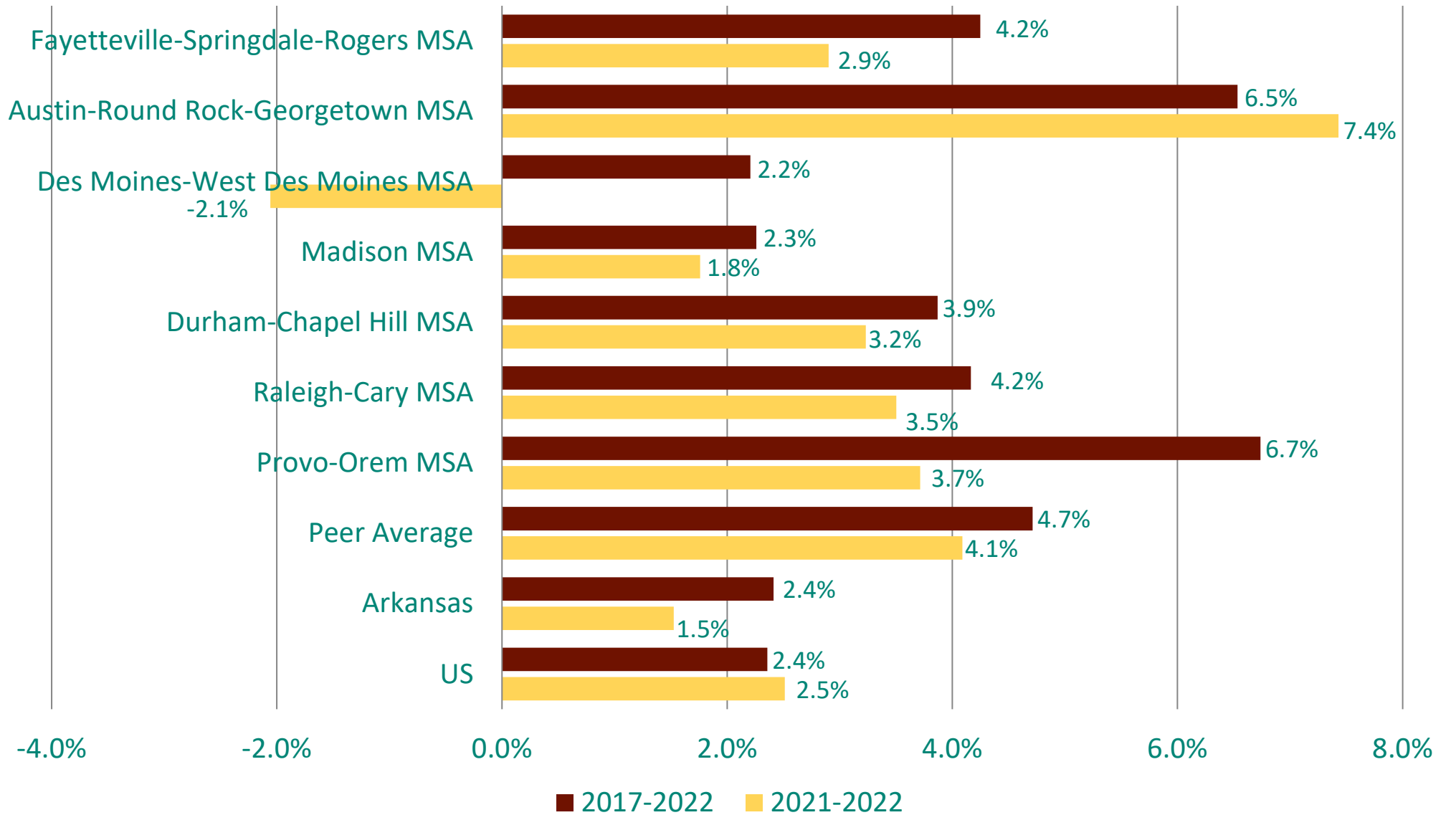
Sources: Blue Chip Economic Indicators and Blue Chip Financial Forecasts

Note: The top (bottom) 10 average forecast is an average of the highest (lowest) 10 forecasts in the Blue Chip survey.

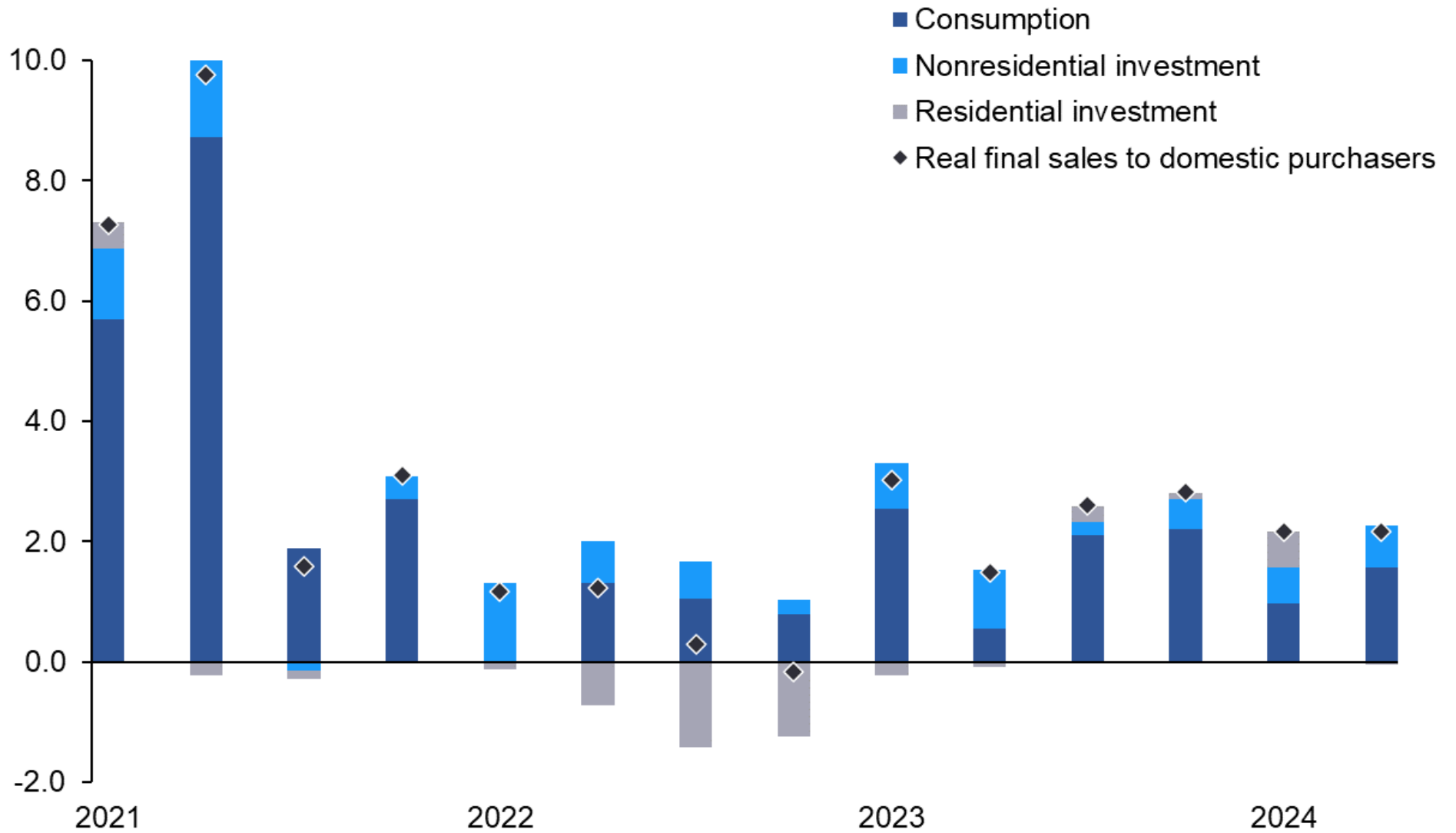


Change in Real GDP

Source: U.S. Bureau of Economic Analysis



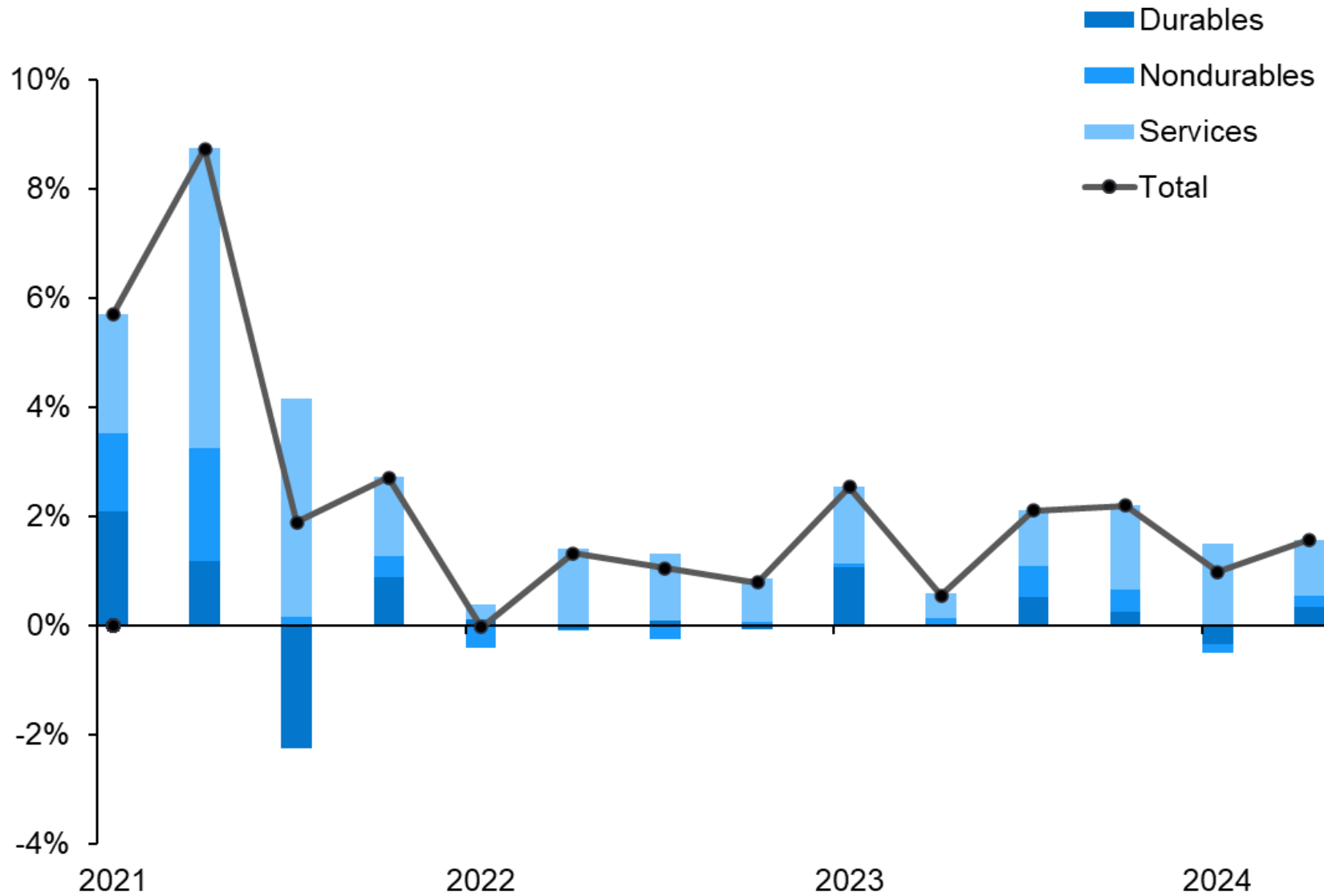
US domestic demand Q1 2021 - Q2 2024 (%pts, annualized)



Source: BEA; EY-Parthenon

US: Consumer spending contribution to GDP

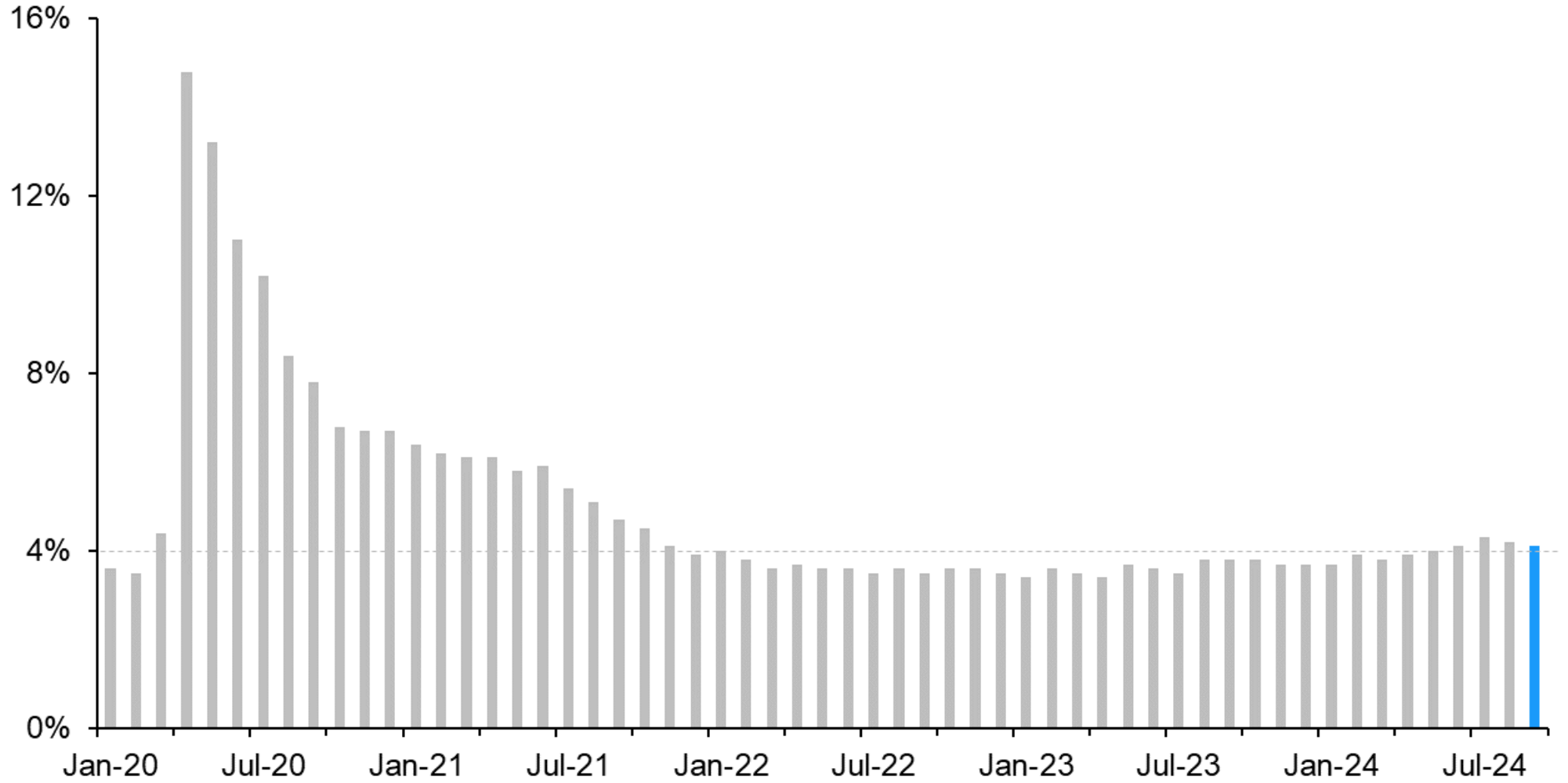
2021 Q1 - 2024 Q2



Source: BEA; EY-Parthenon



Unemployment Rate January 2020 - September 2024

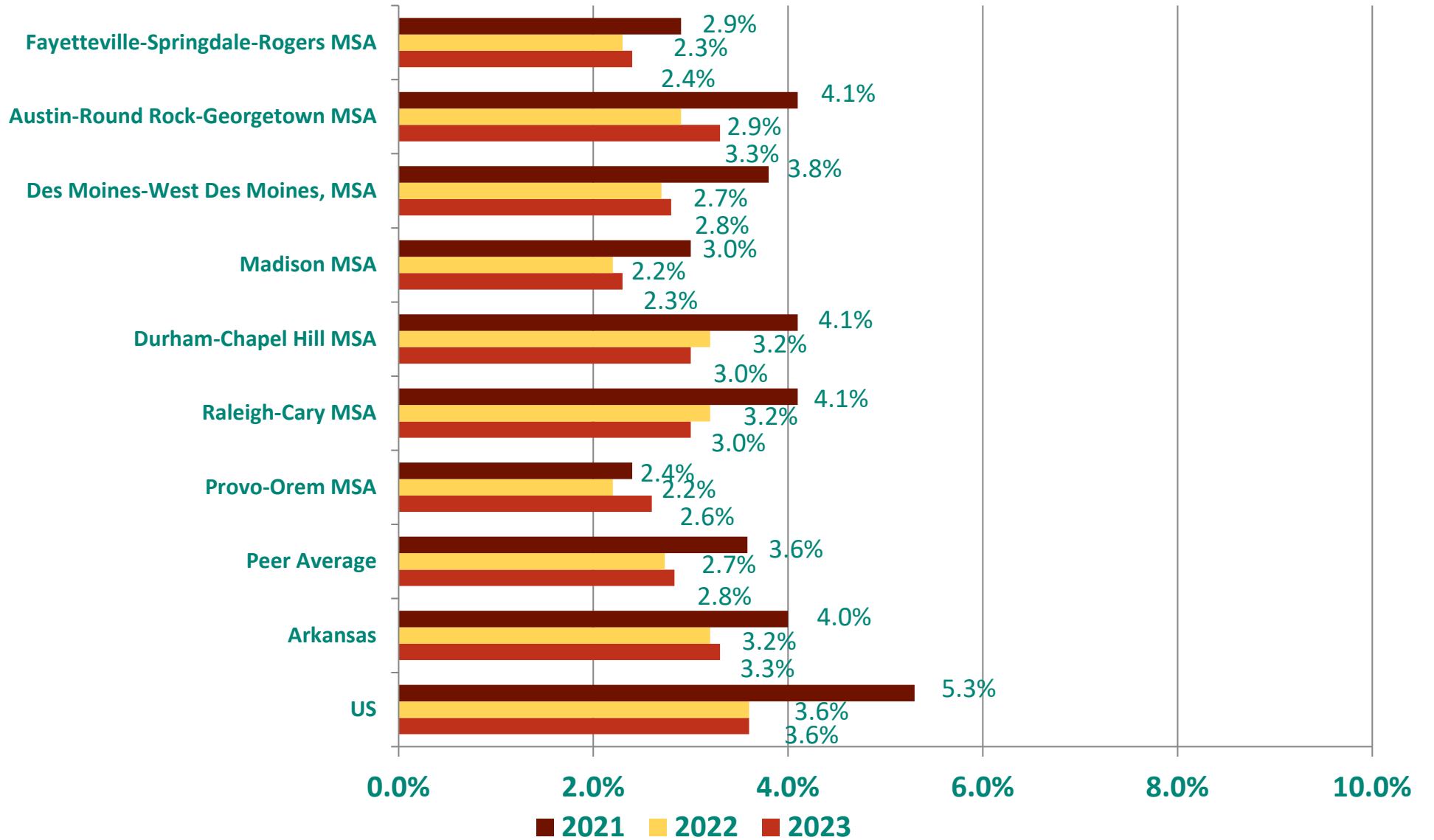


Source: BLS; EY-Parthenon



Unemployment Rate, Annual Average

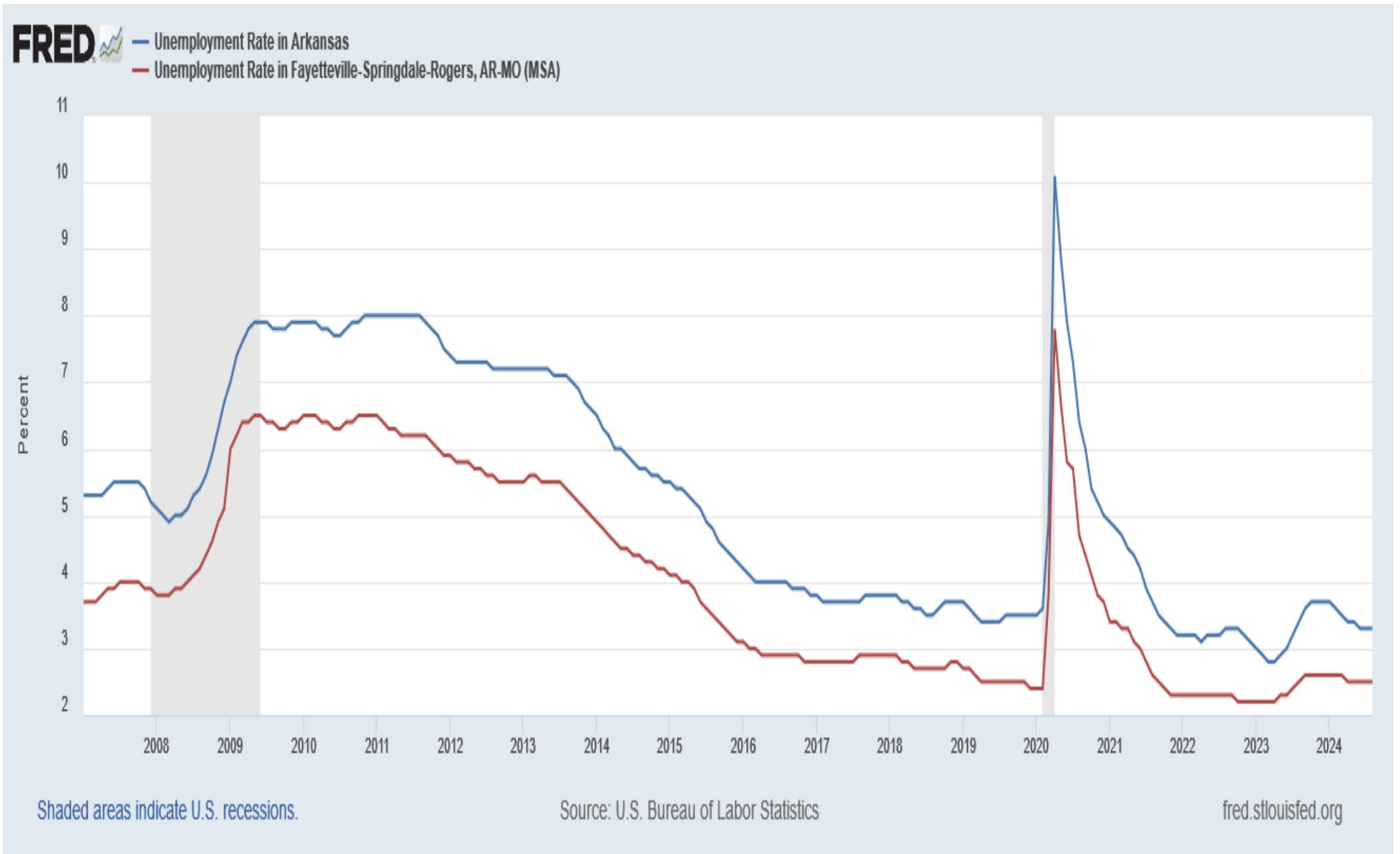
Source: U.S. Bureau of Labor Statistics



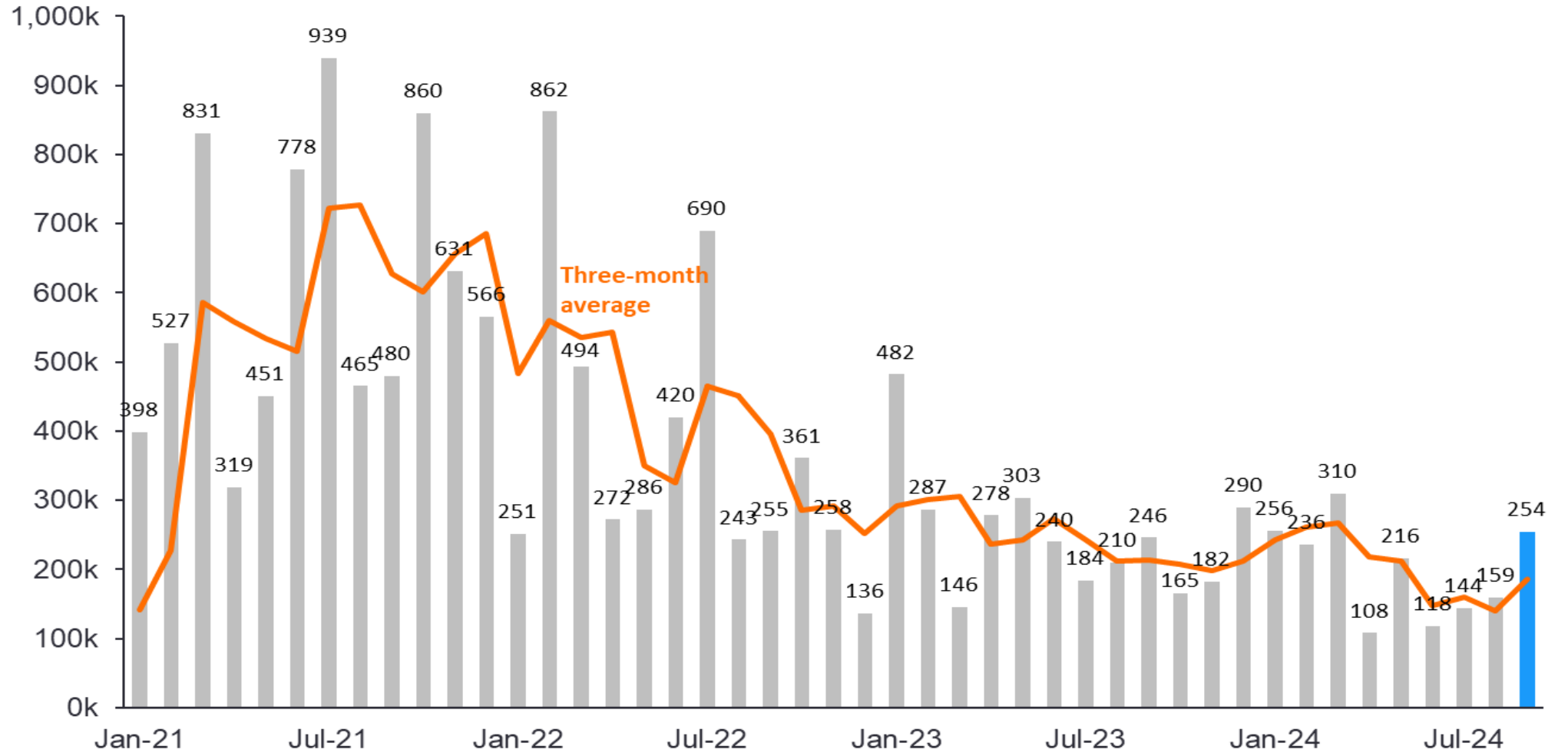
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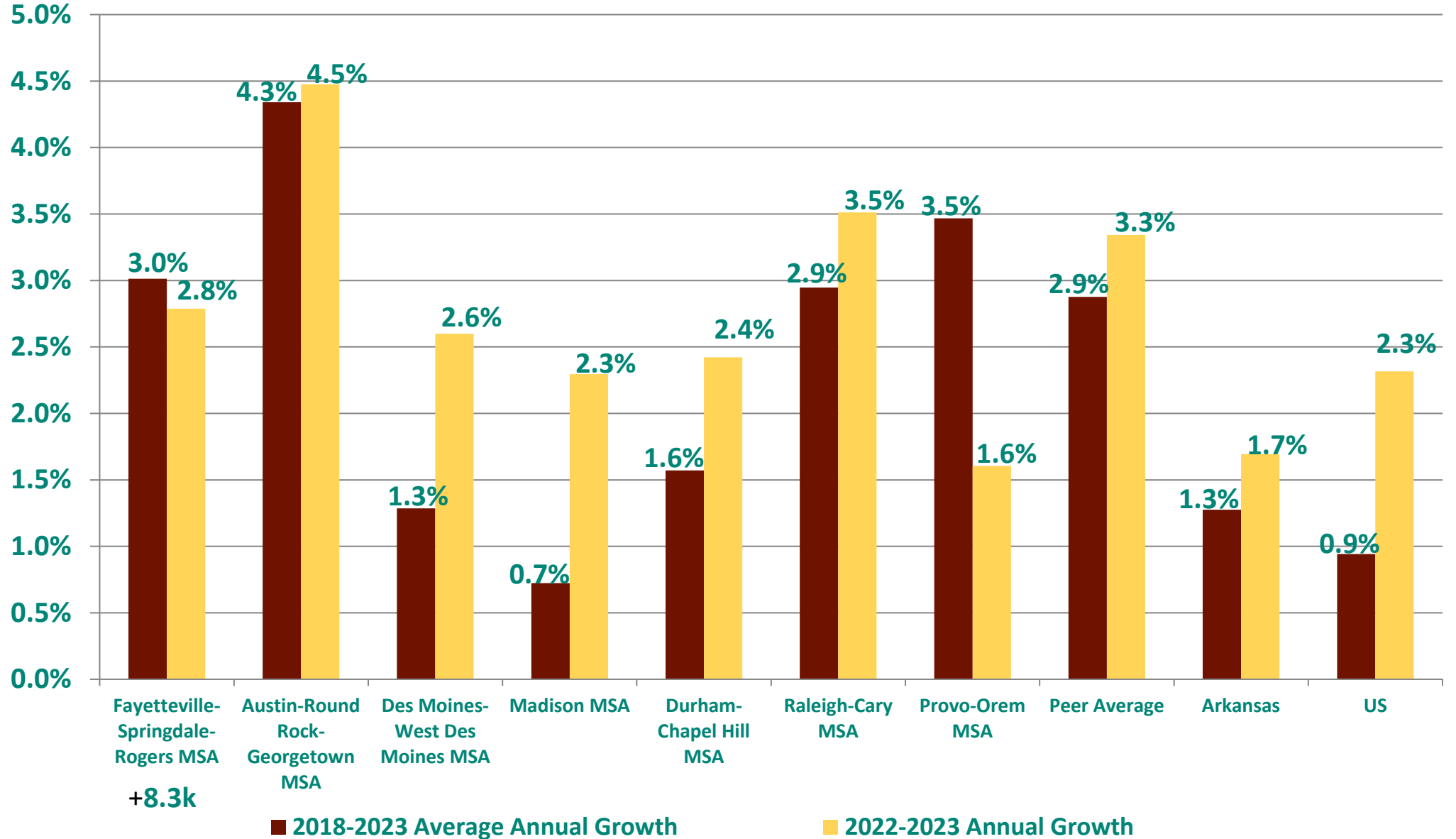


Month-over-month change in total nonfarm employment January 2021 - September 2024



Source: BLS; EY-Parthenon

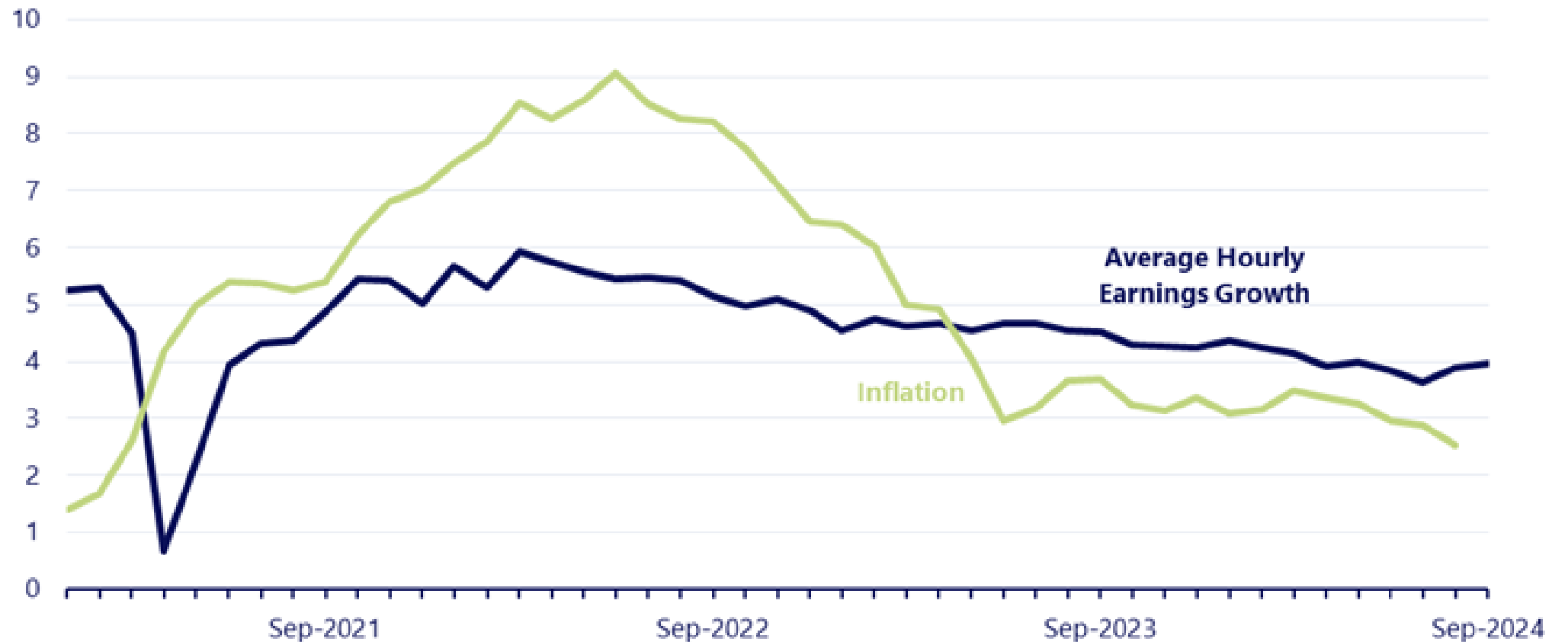
Employment Growth Rate Source: U.S. Bureau of Labor Statistics



Yearly nominal wage growth has outpaced inflation for 16 months through August.

Nominal average hourly earnings, all employees, and headline CPI-U inflation

Percent, year-on-year



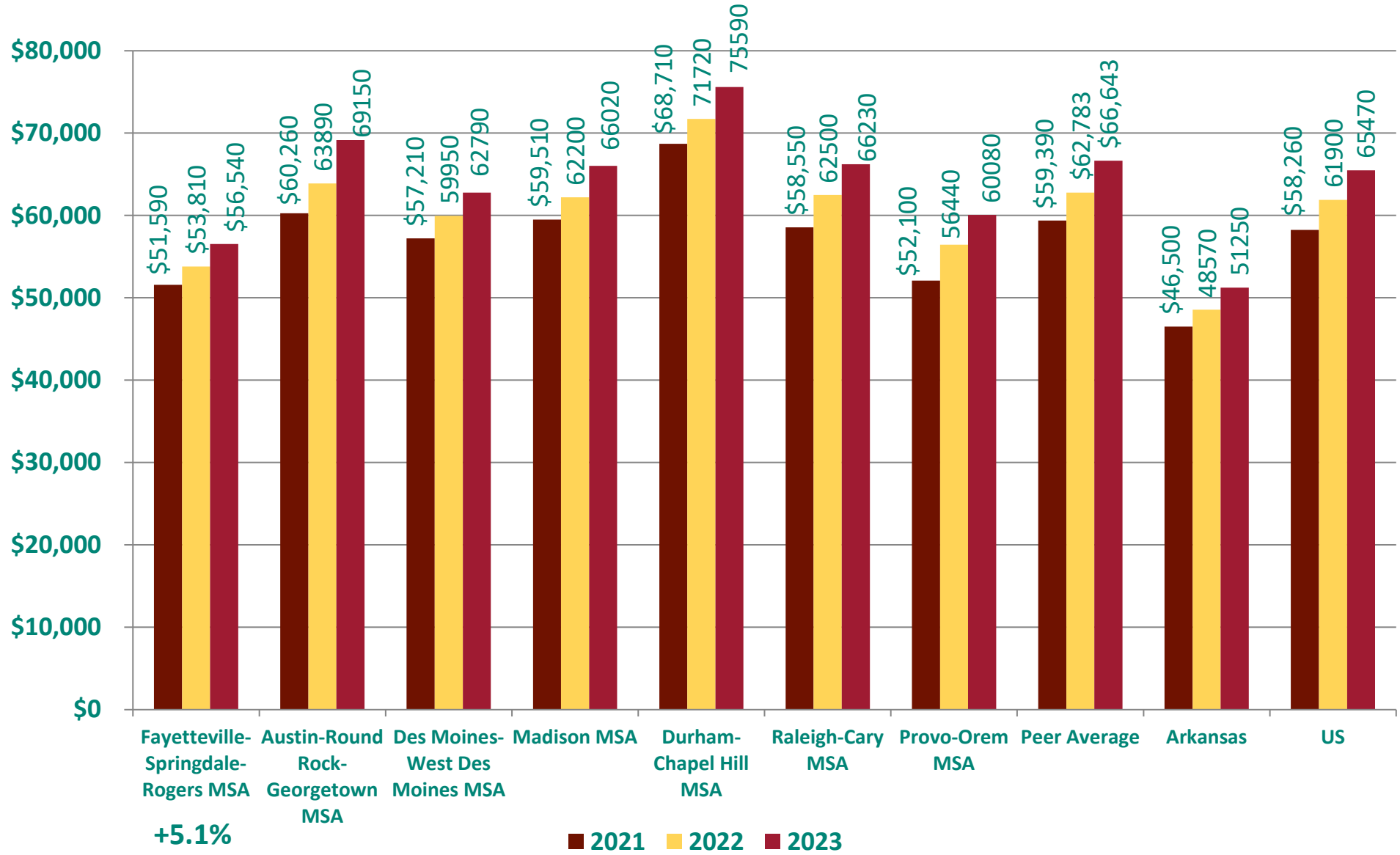
Council of Economic Advisers

Sources: Bureau of Labor Statistics; CEA calculations.

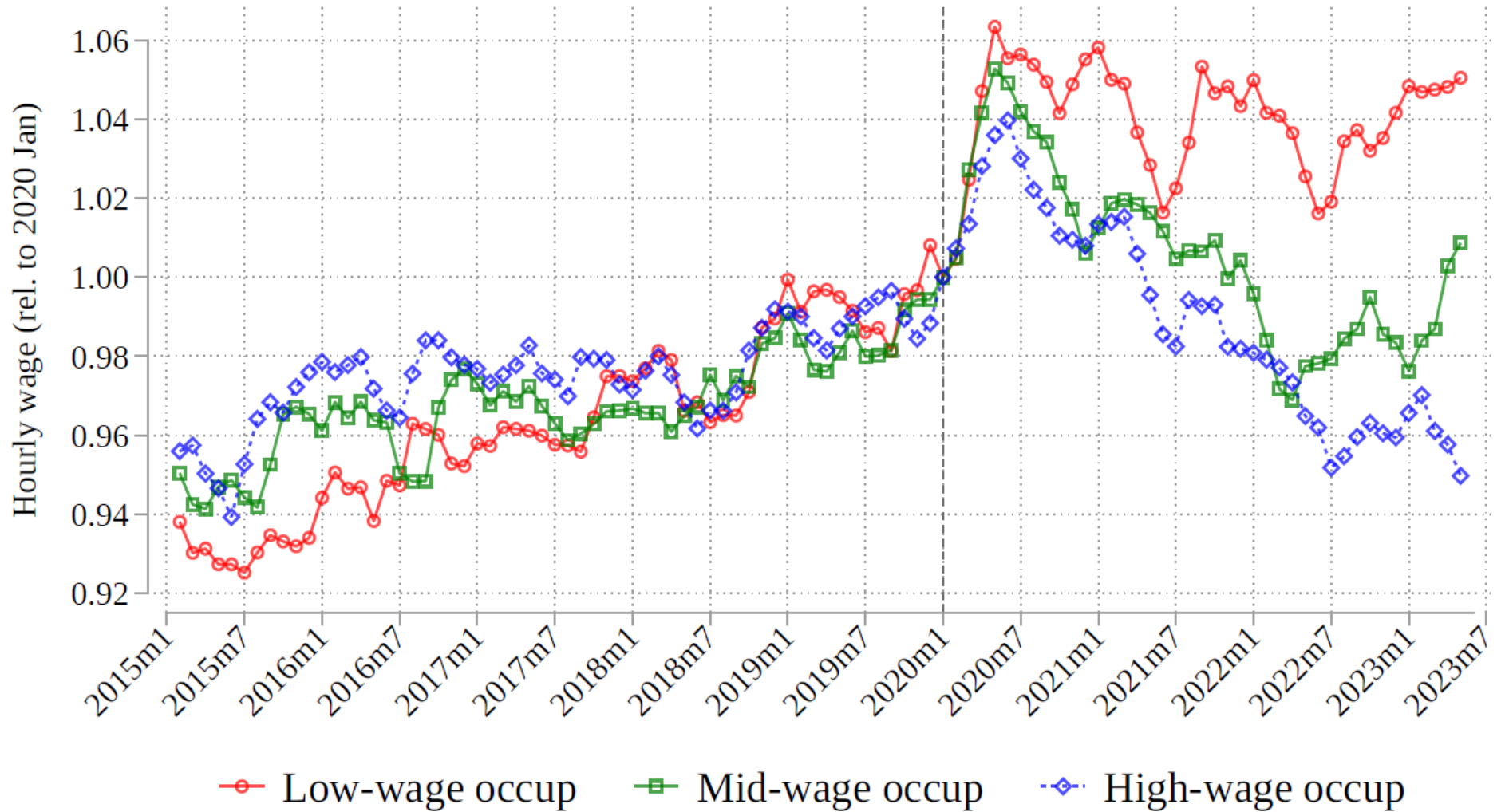


Average Annual Wages

Source: U.S. Bureau of Labor Statistics

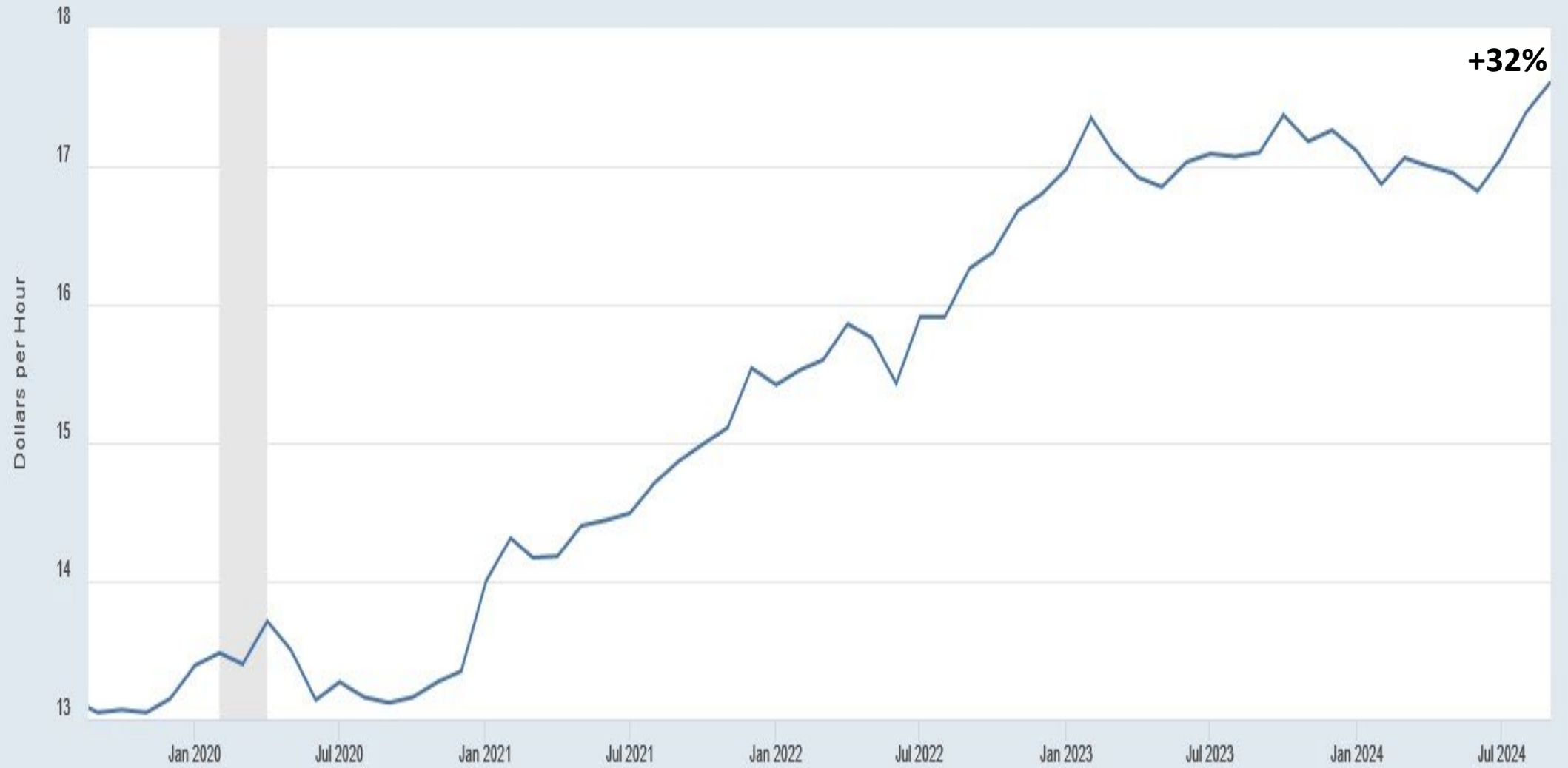


Occupational inequality: Real wage growth fastest in lowest-paid 3rd of occs





FRED — Average Hourly Earnings of All Employees: Leisure and Hospitality in Arkansas



Shaded areas indicate U.S. recessions.

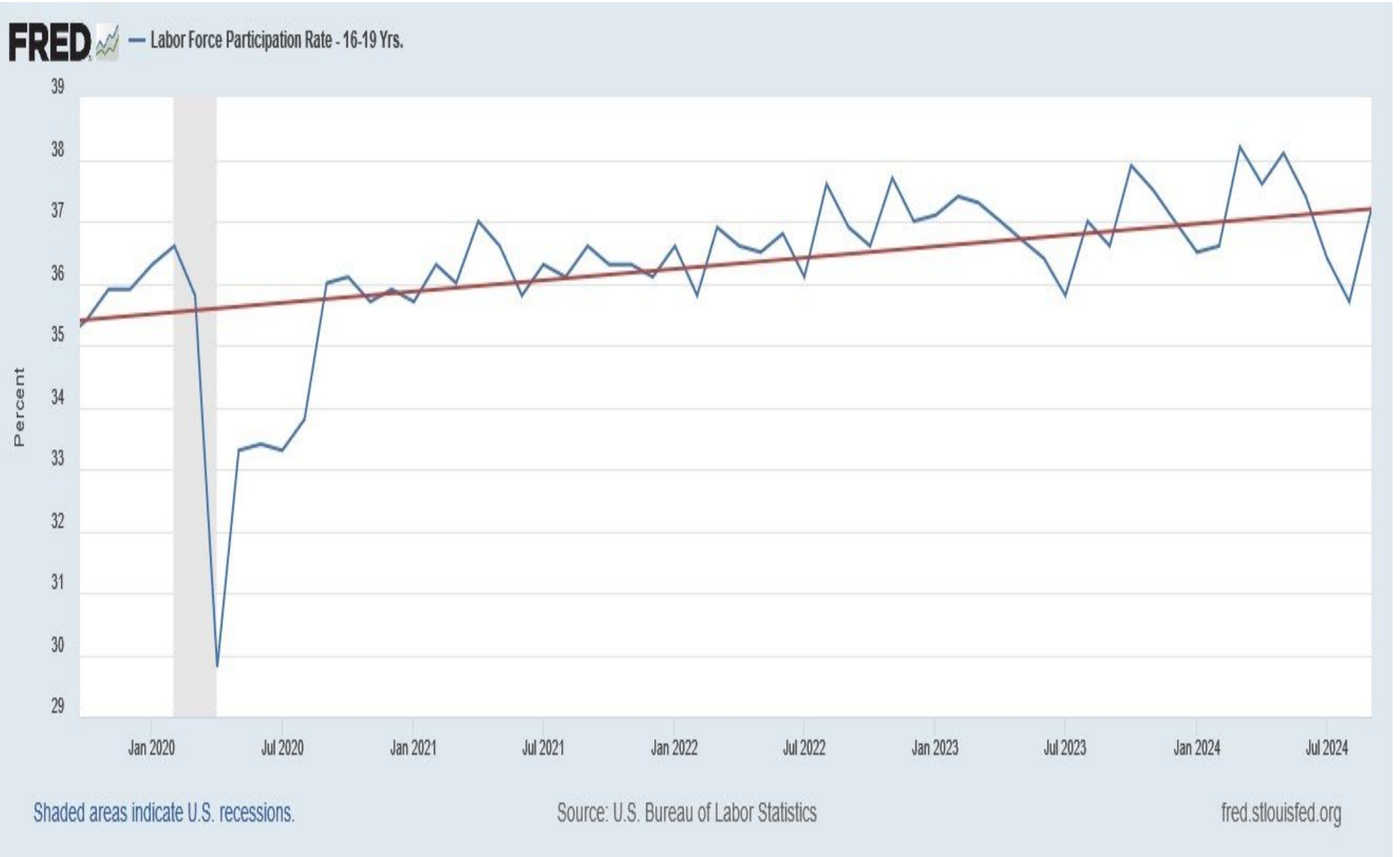
Sources: BLS; St. Louis Fed

fred.stlouisfed.org

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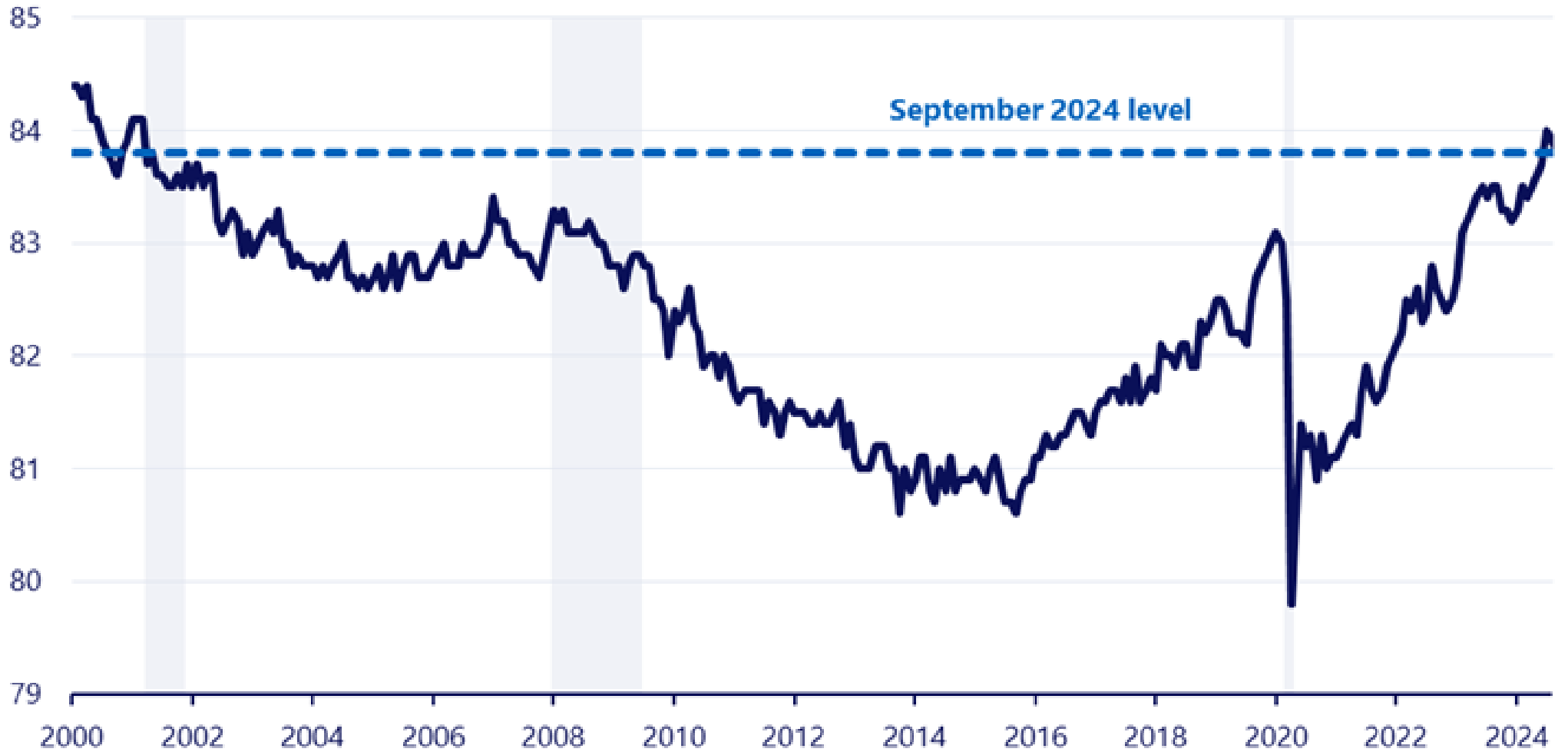


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The prime-age labor force participation rate remains high.

Percent of population, age 25-54



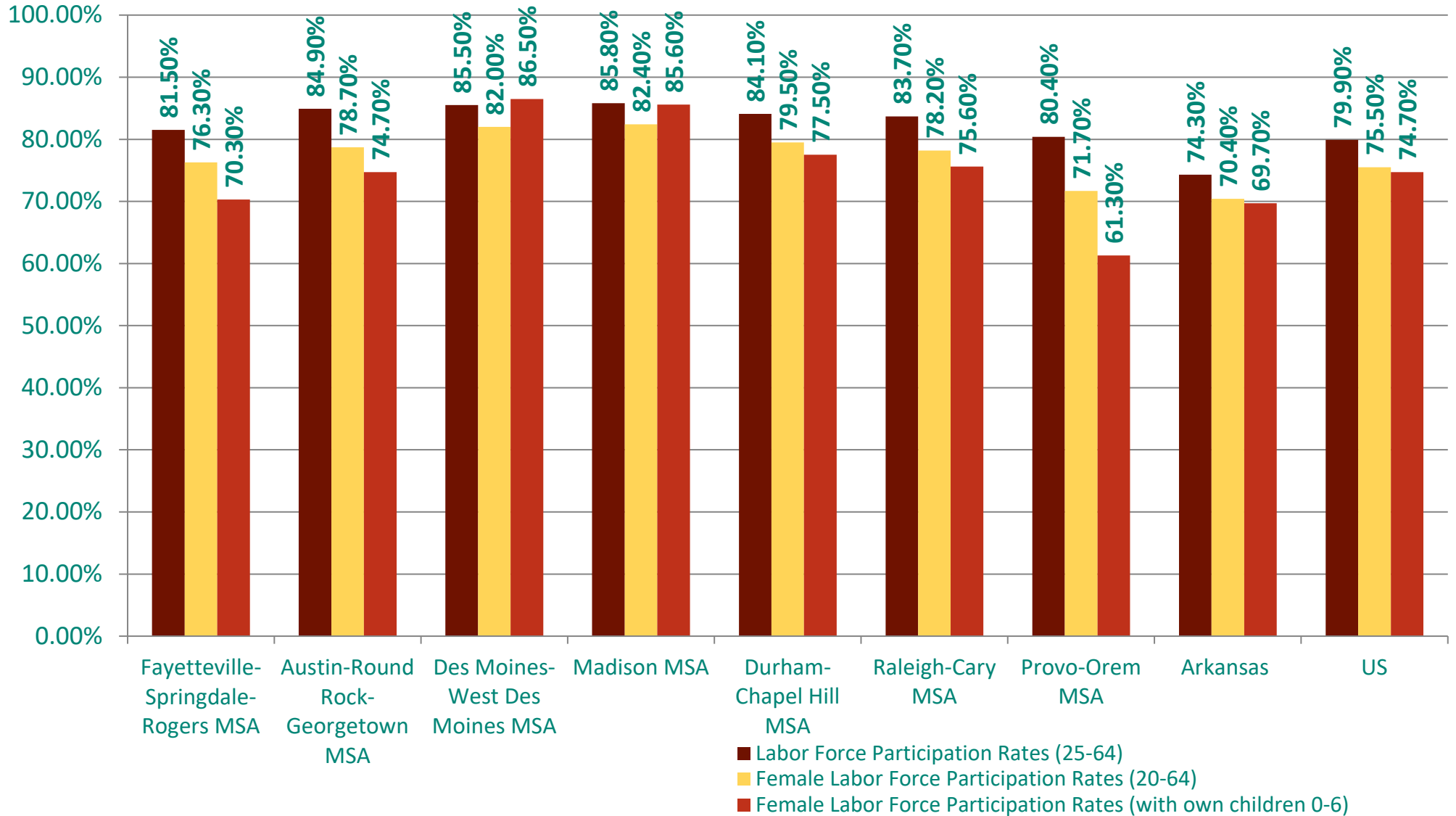
Council of Economic Advisers

Sources: Bureau of Labor Statistics; CEA calculations.



2023 Labor Force Participation Rates

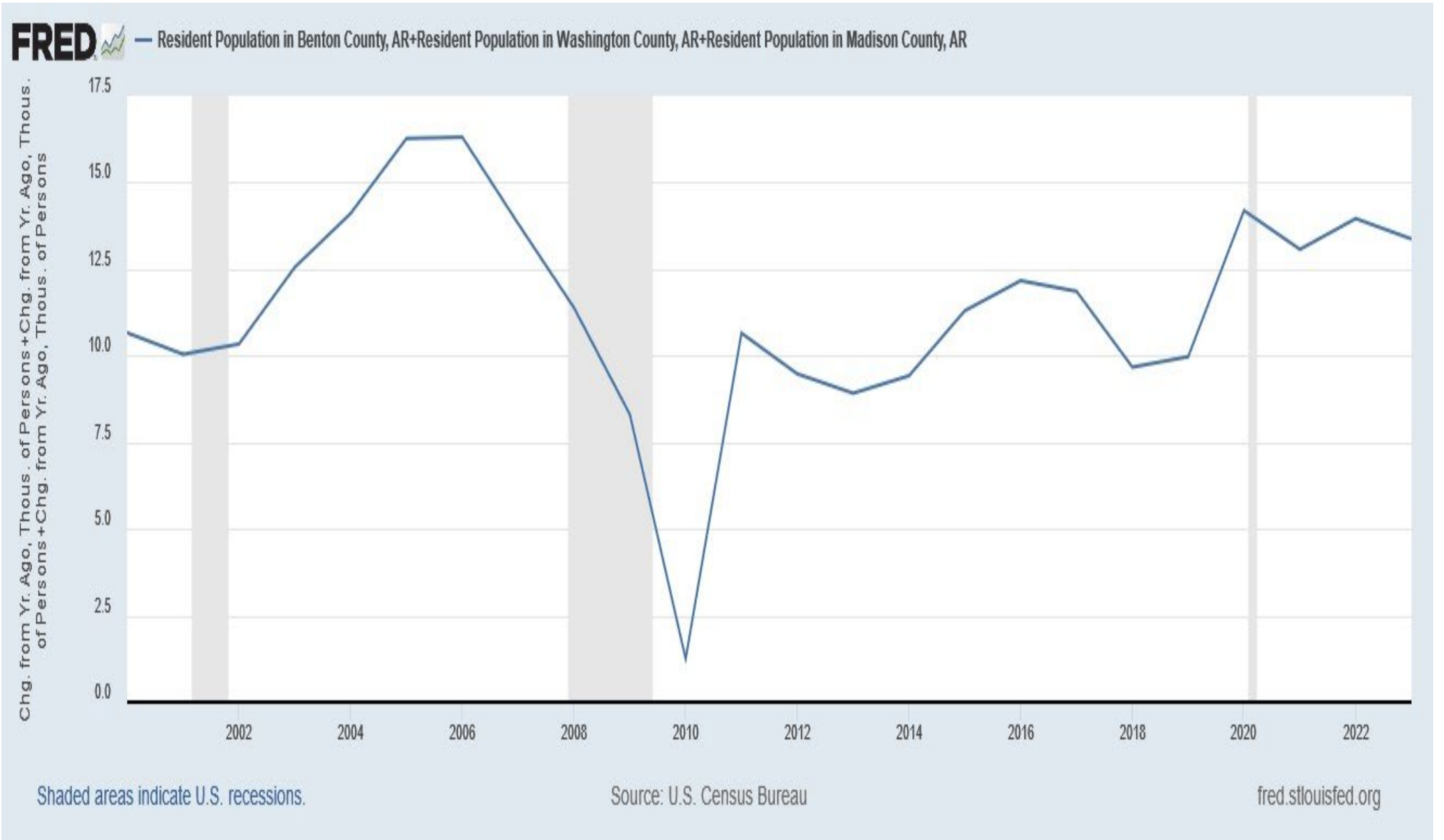
Source: U.S. Census Bureau



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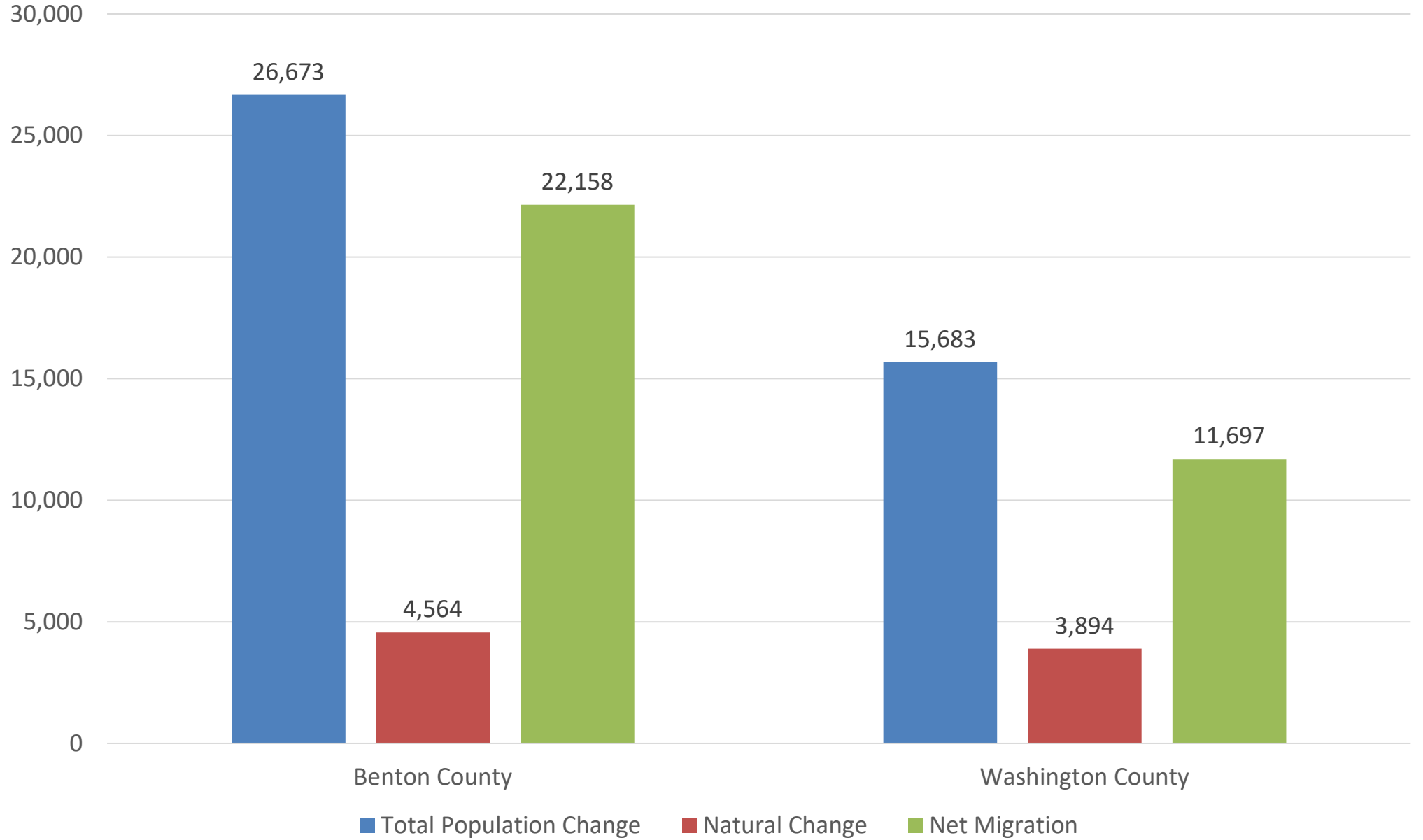


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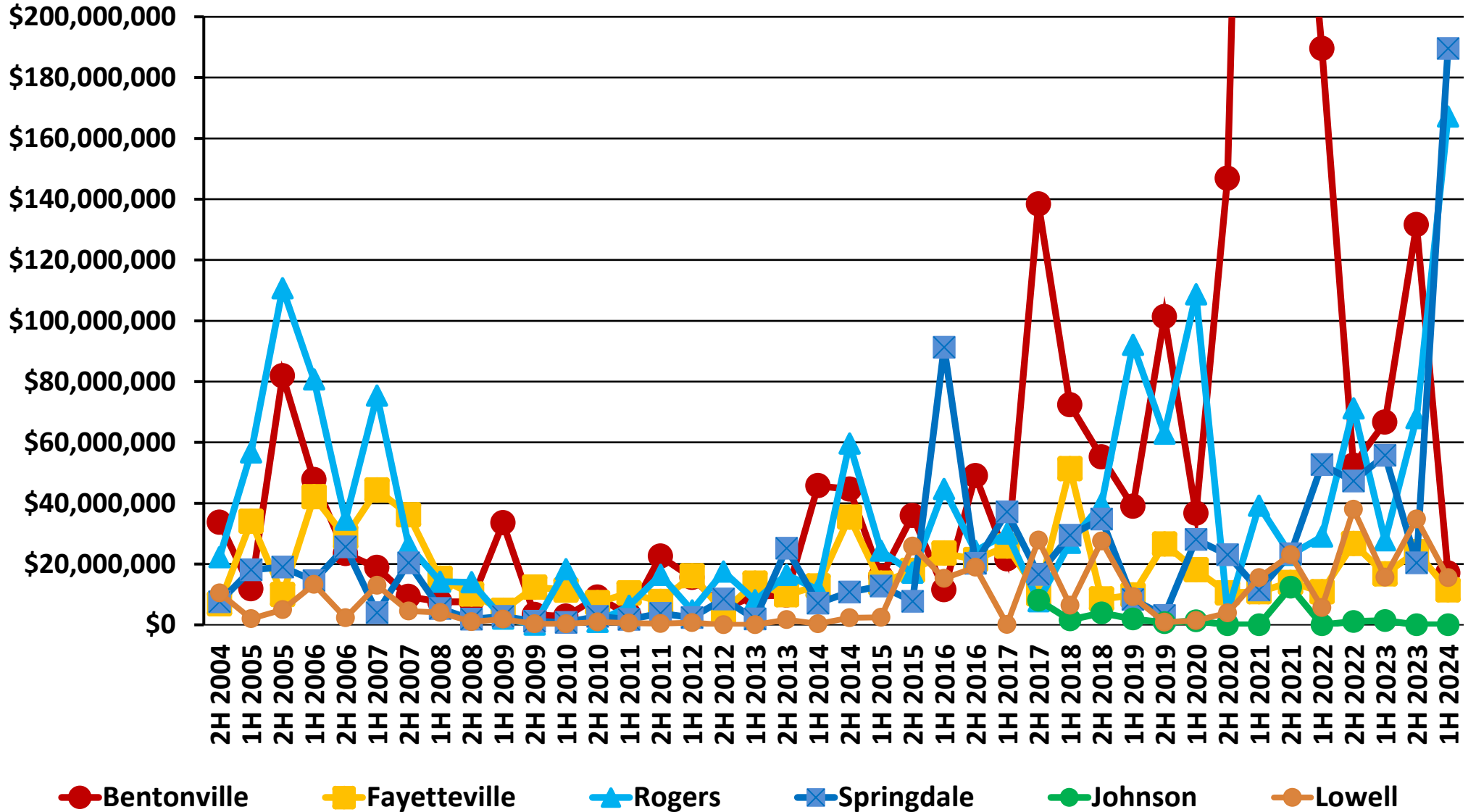


Total Population Change 2020-23

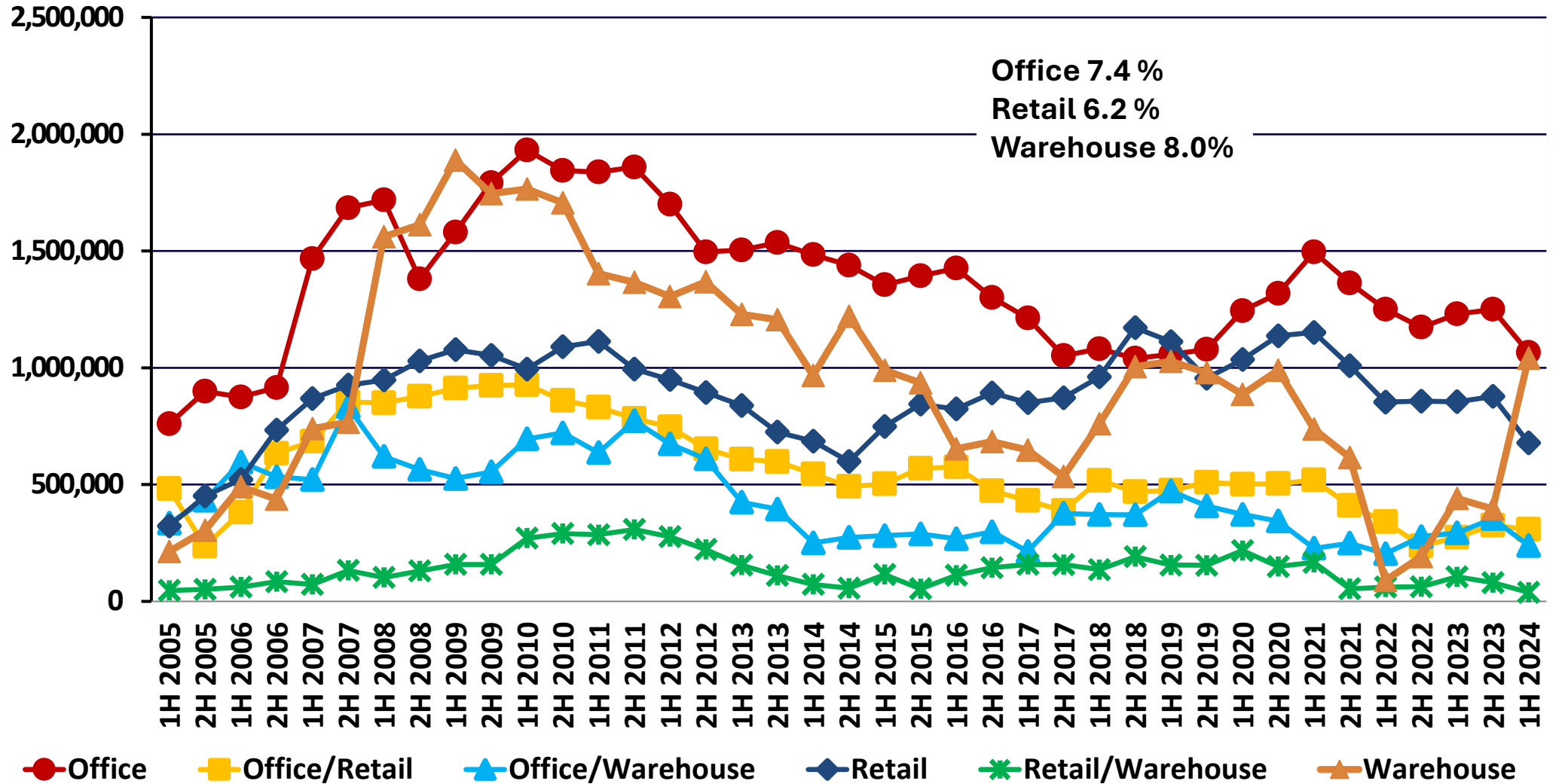




Commercial Building Permit Values

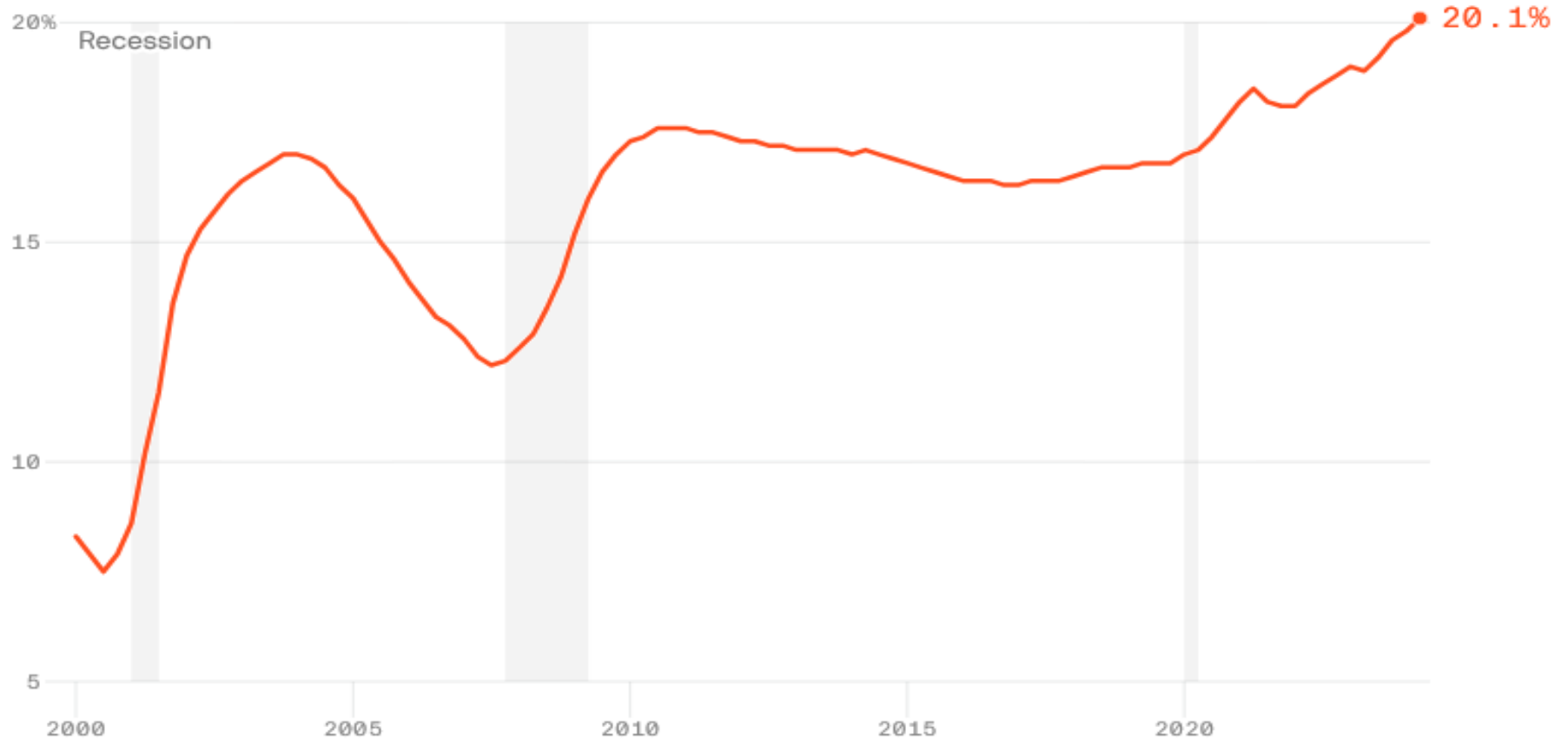


Northwest Arkansas Available Square Footage



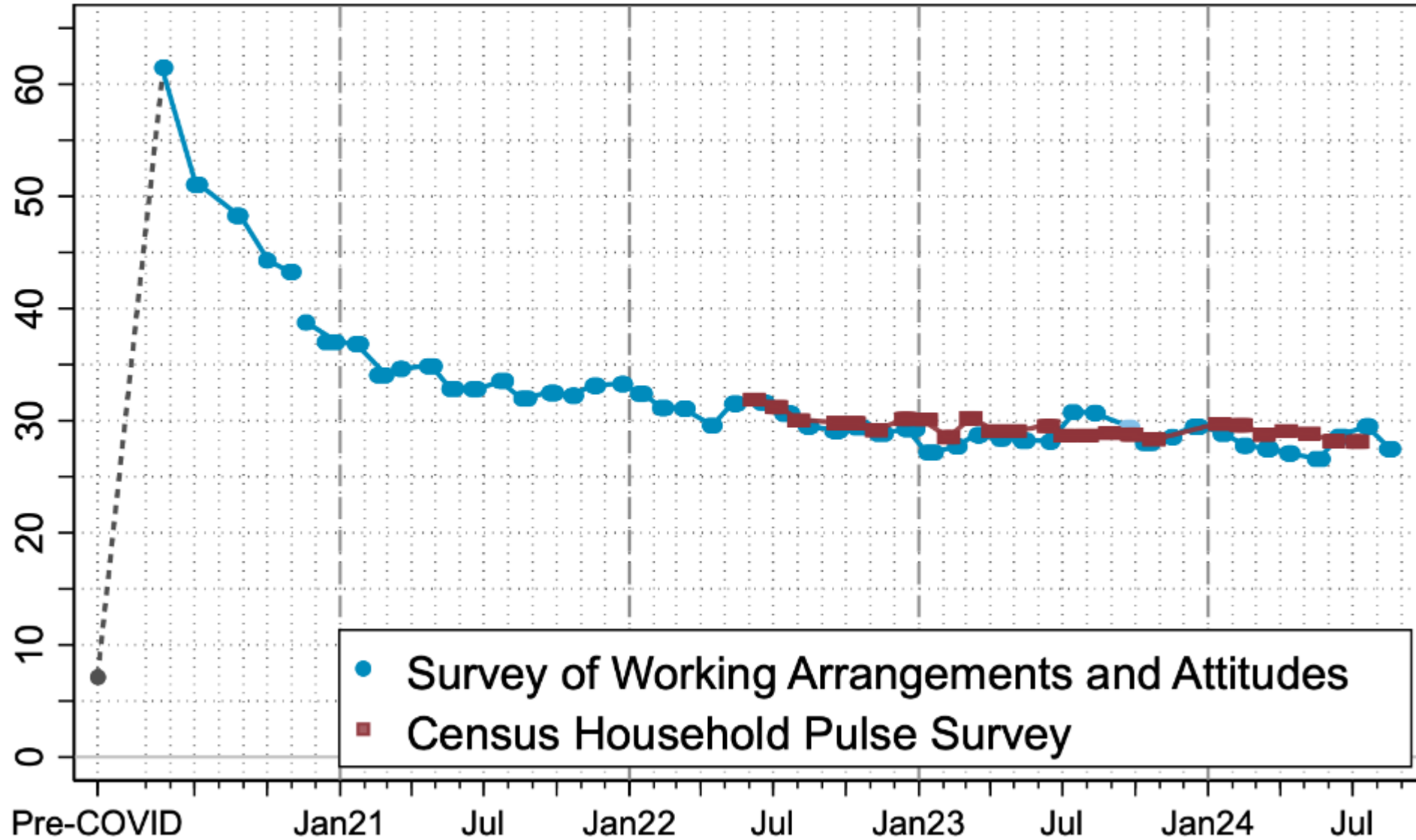
U.S. office vacancy rate

Quarterly; Q1 2000 to Q2 2024

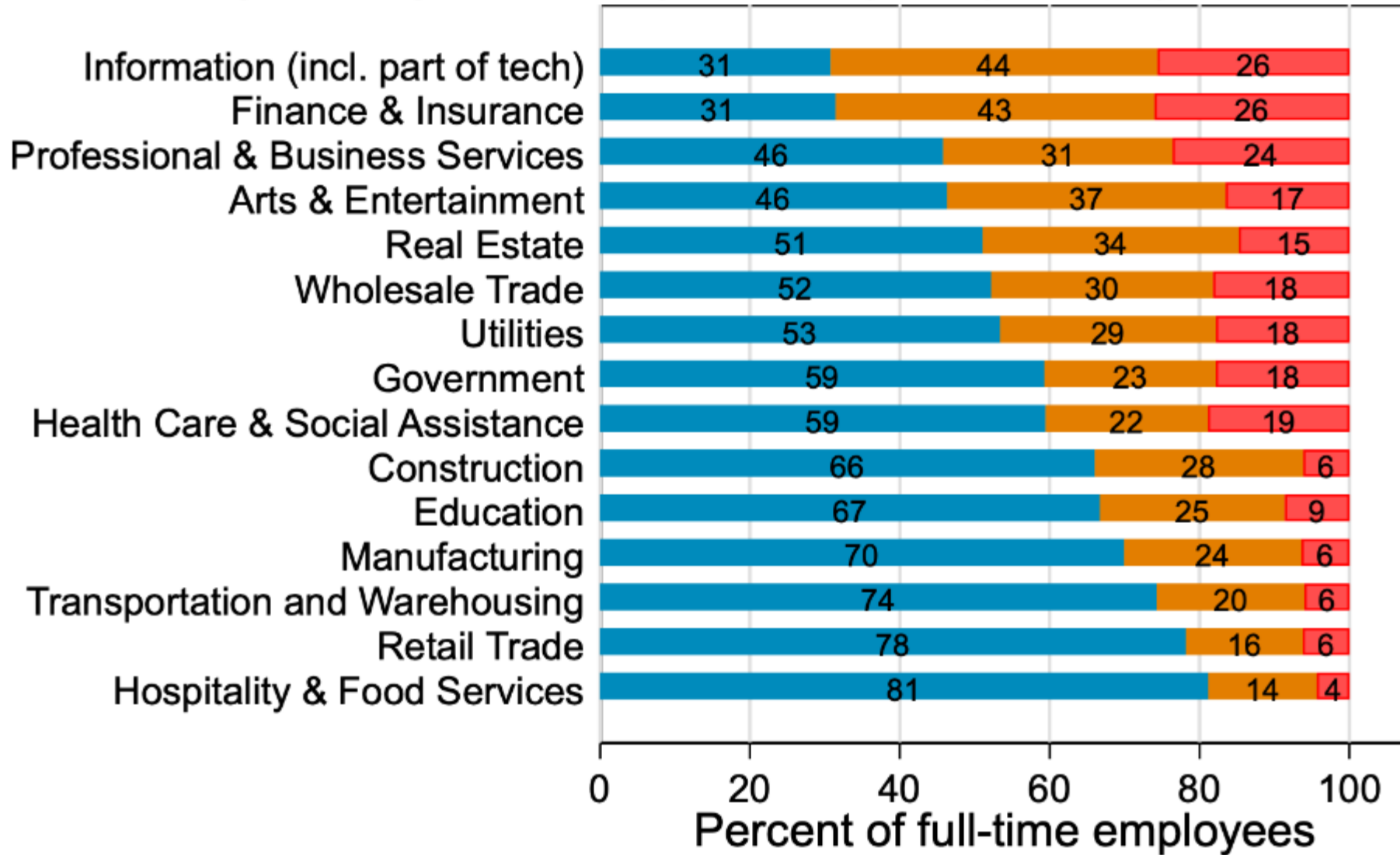


Data: Moody's; Note: Data covers vacancy rates in Tier 1 metro areas; Chart: Axios Visuals

Percentage of paid full days worked from home

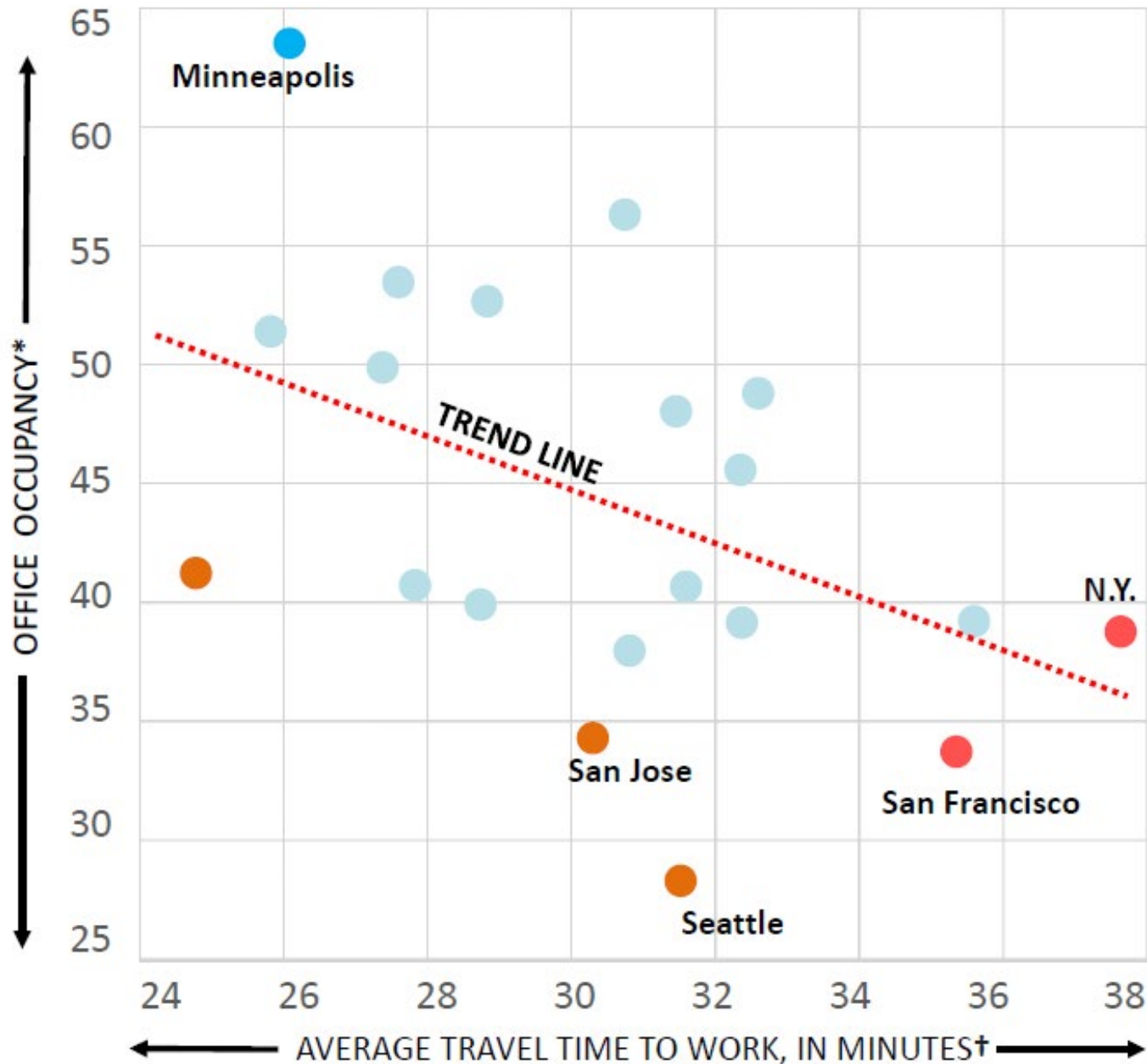


Working Arrangements by Industry May to Aug 2024





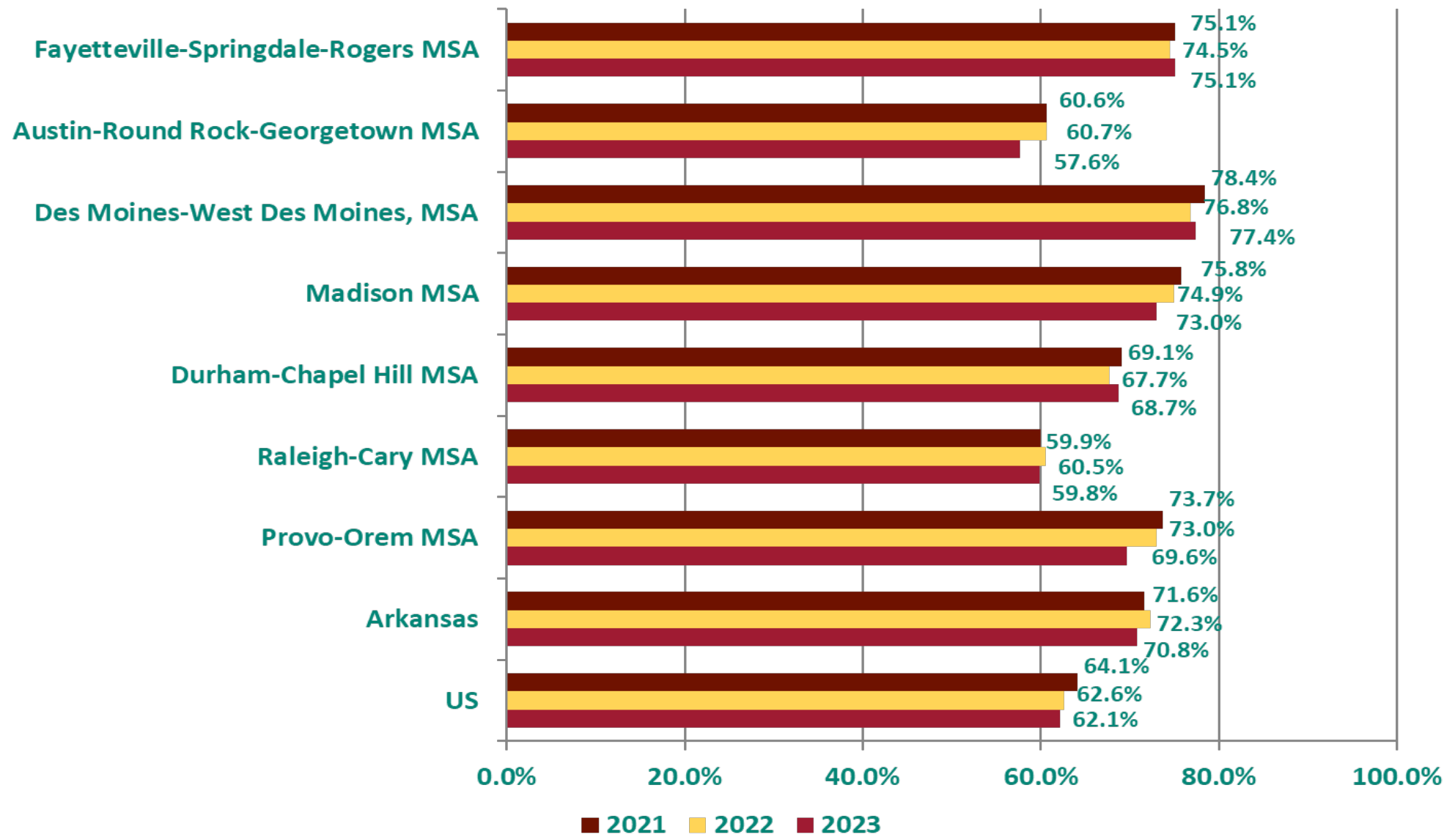
Commutes Hinder Office Return



Source: U.S. Census Bureau 2019 American Community Survey (travel time); Kastle Systems (office occupancy)

Commuting: Percent of Workers Traveling Fewer than 30 Minutes

Source: U.S. Census Bureau



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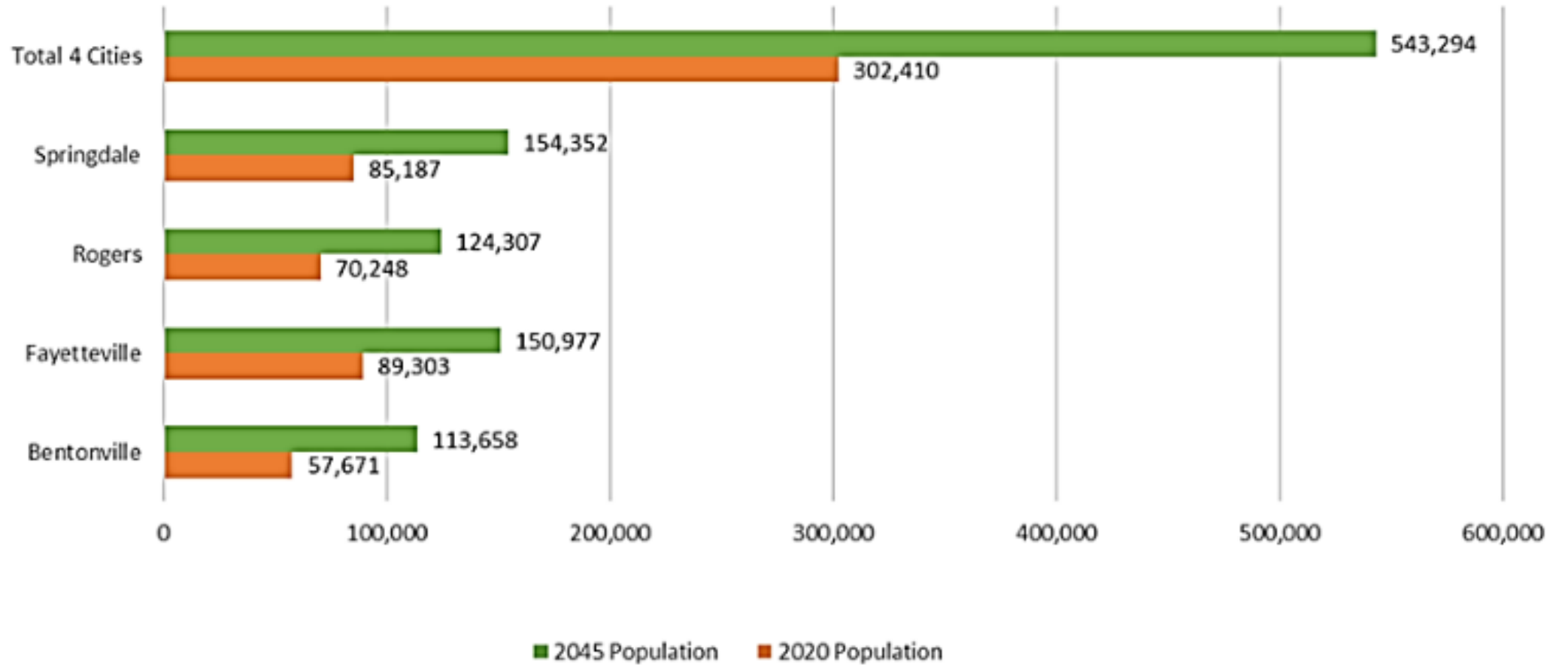
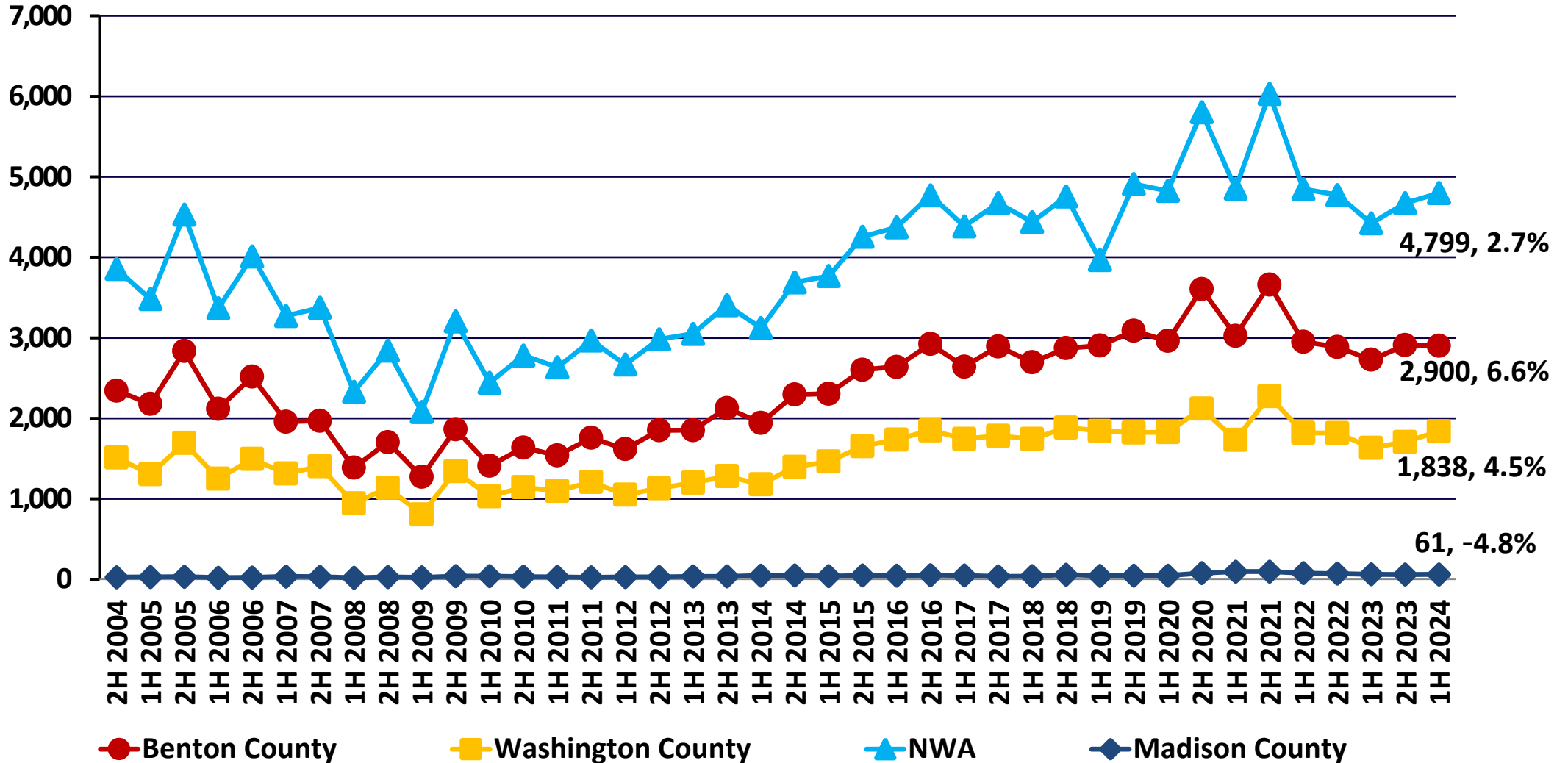


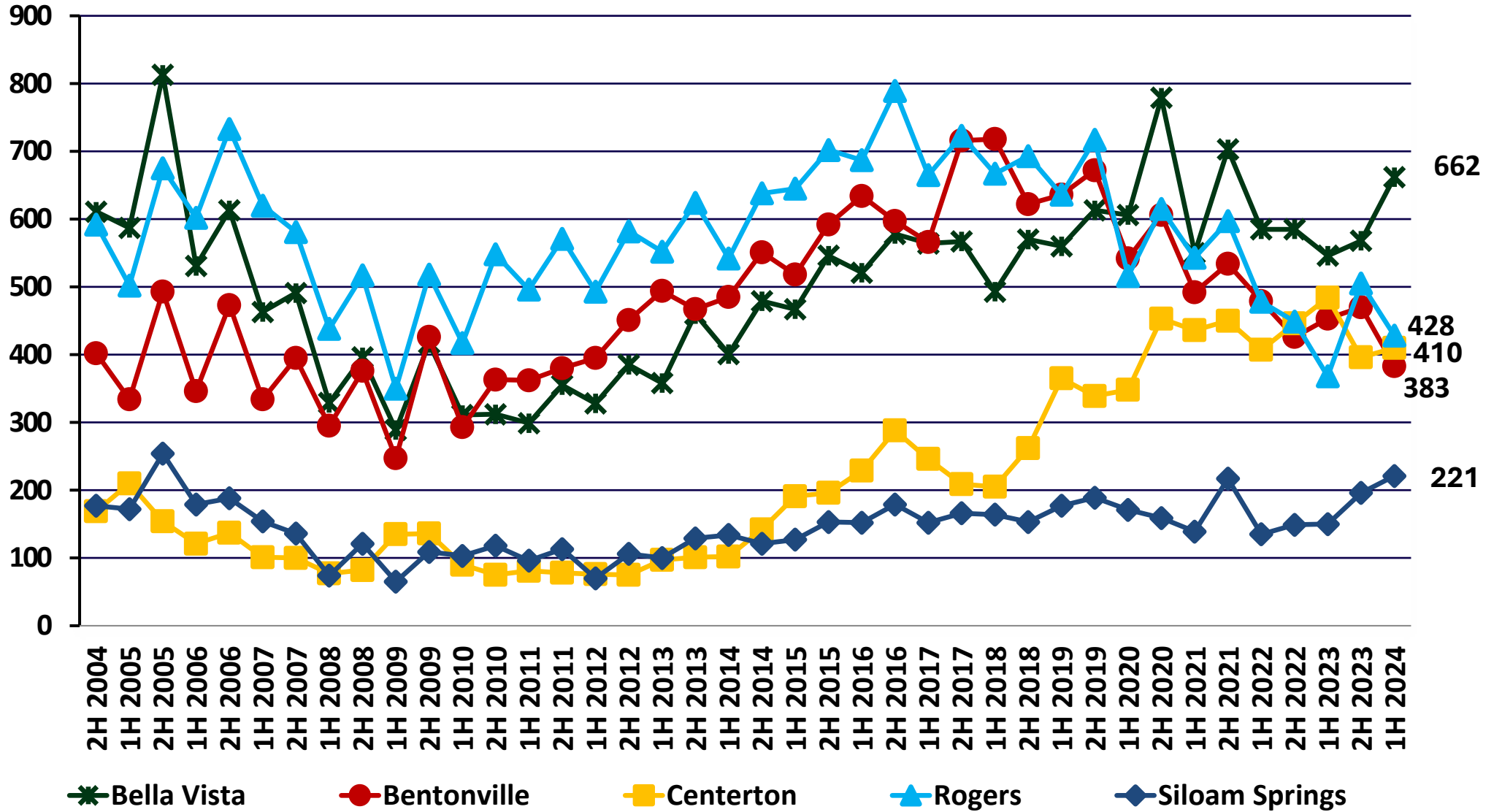
Figure 3.3 - Population Projections for the Four Largest Cities in Northwest Arkansas

Benton, Madison and Washington County Number of Houses Sold

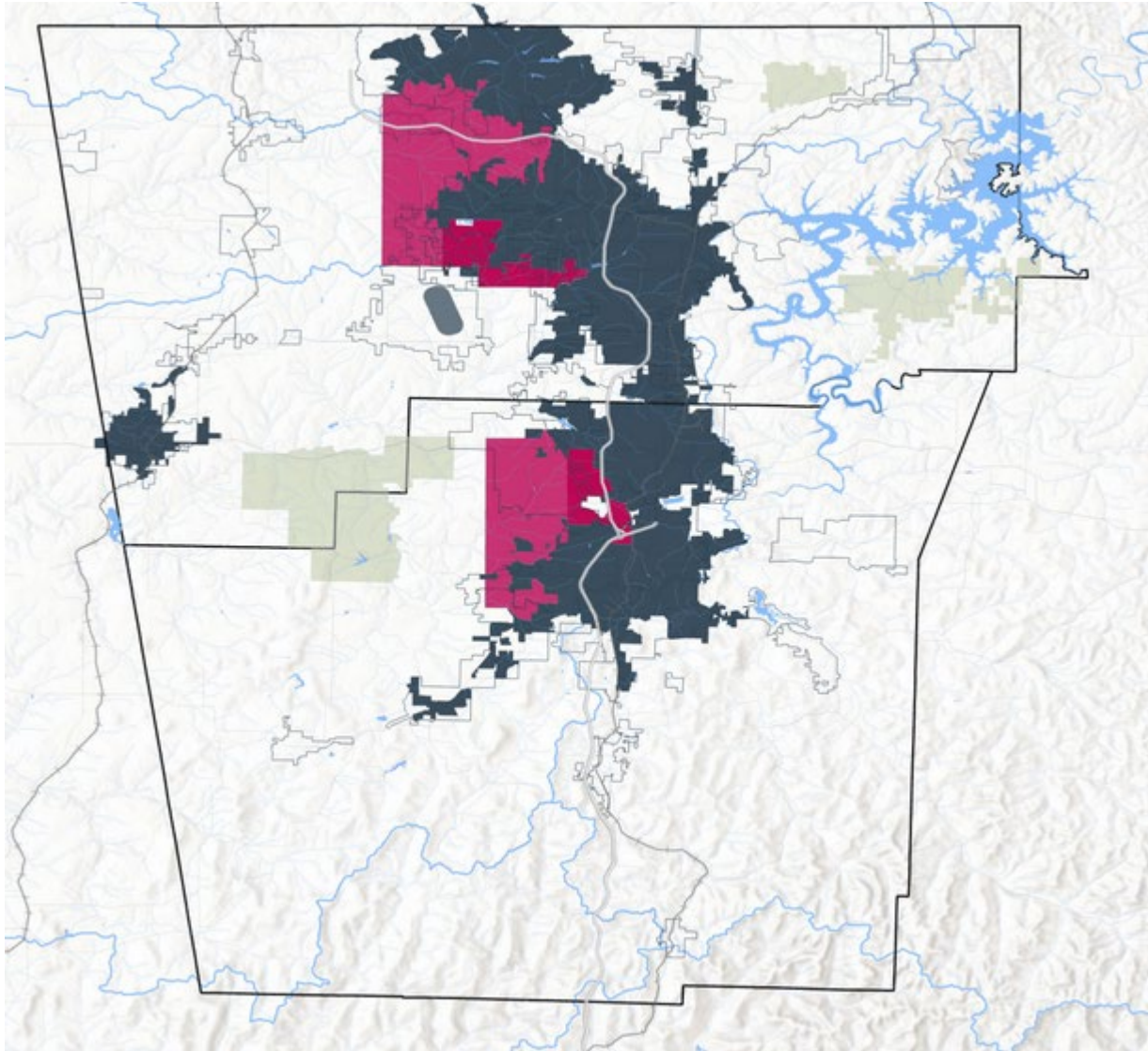




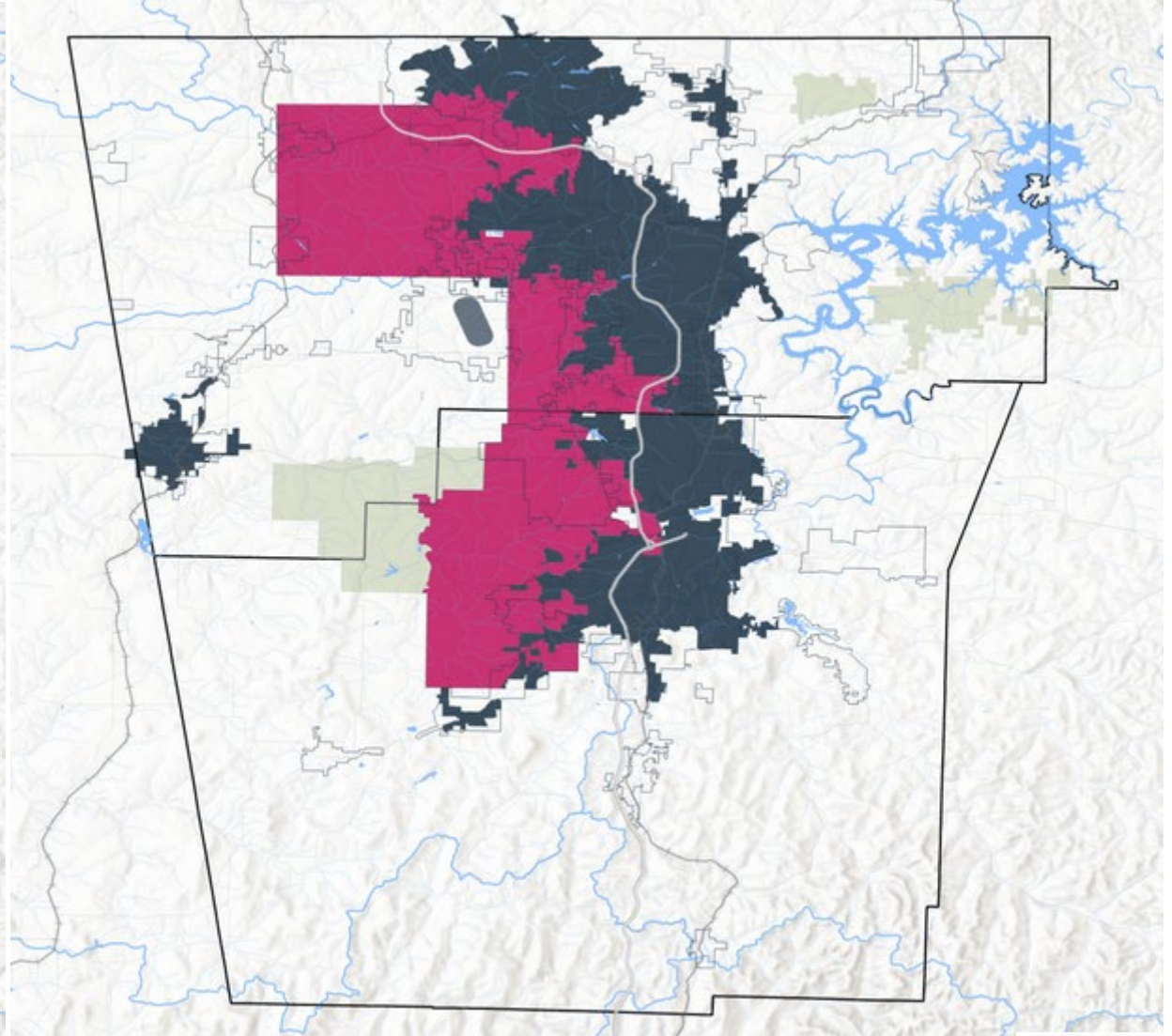
Selected Cities in Benton County Number of Houses Sold



10 Years



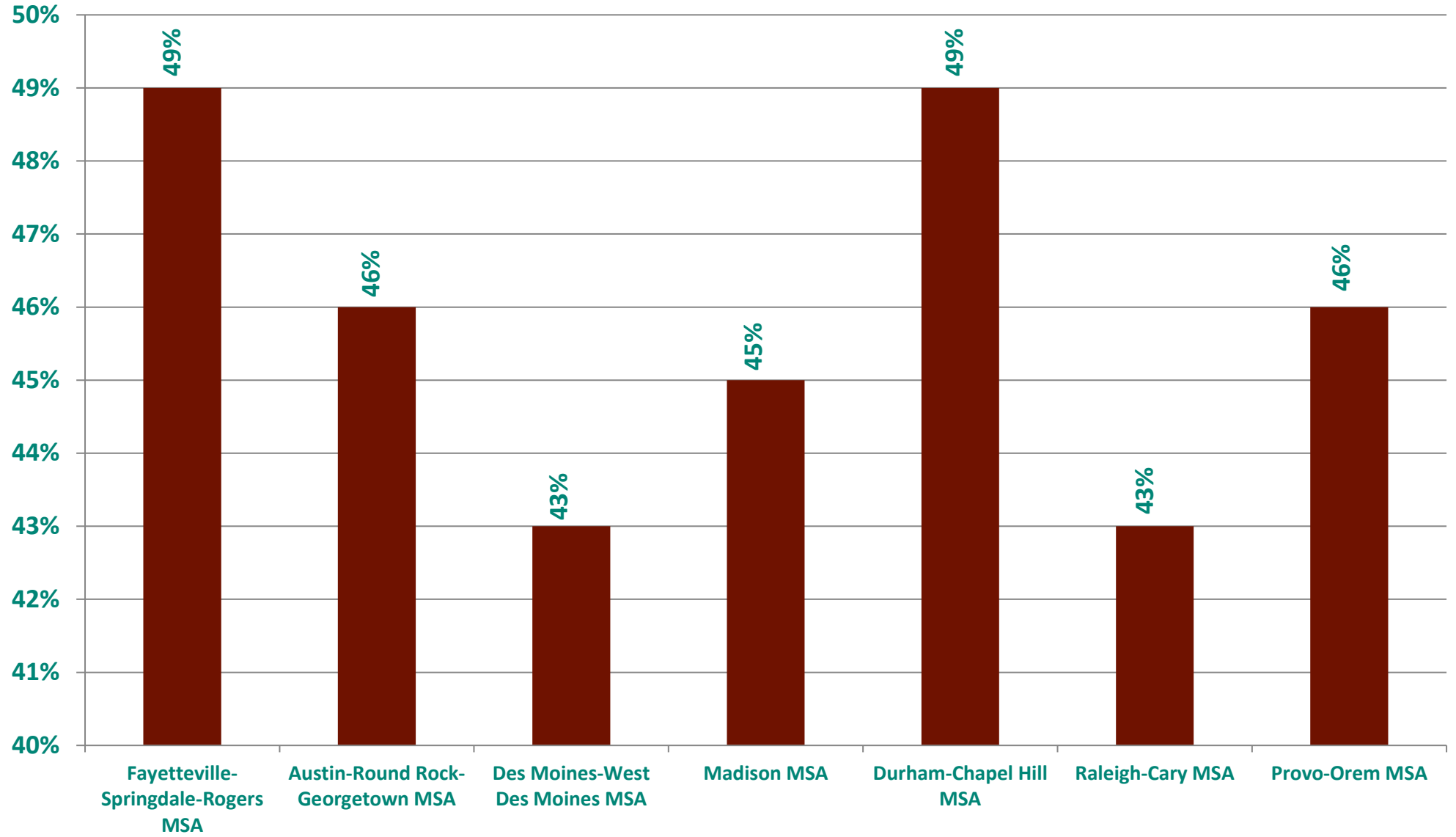
26 Years





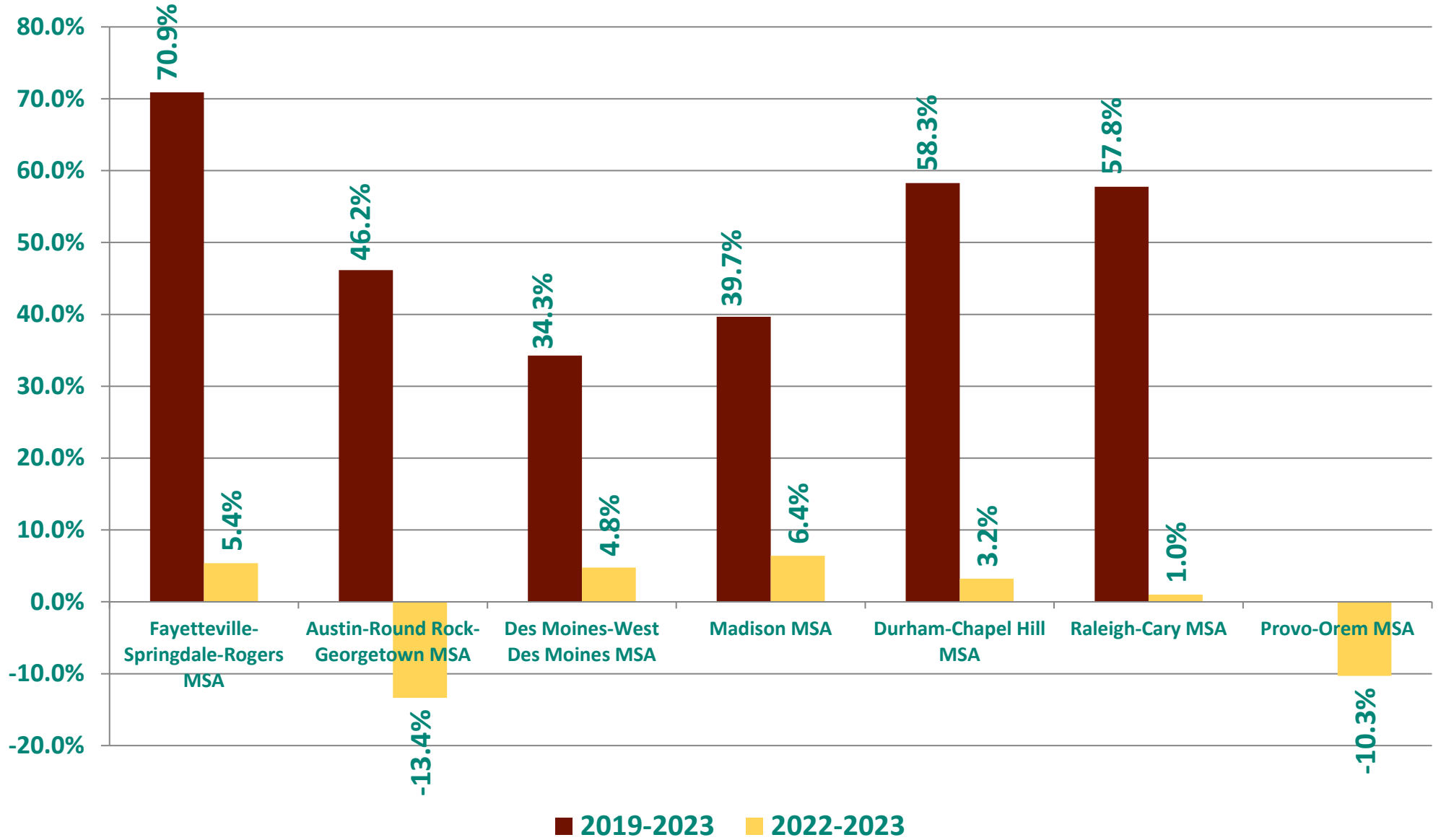
Housing + Transportation Costs

Source: Center for Neighborhood Technology



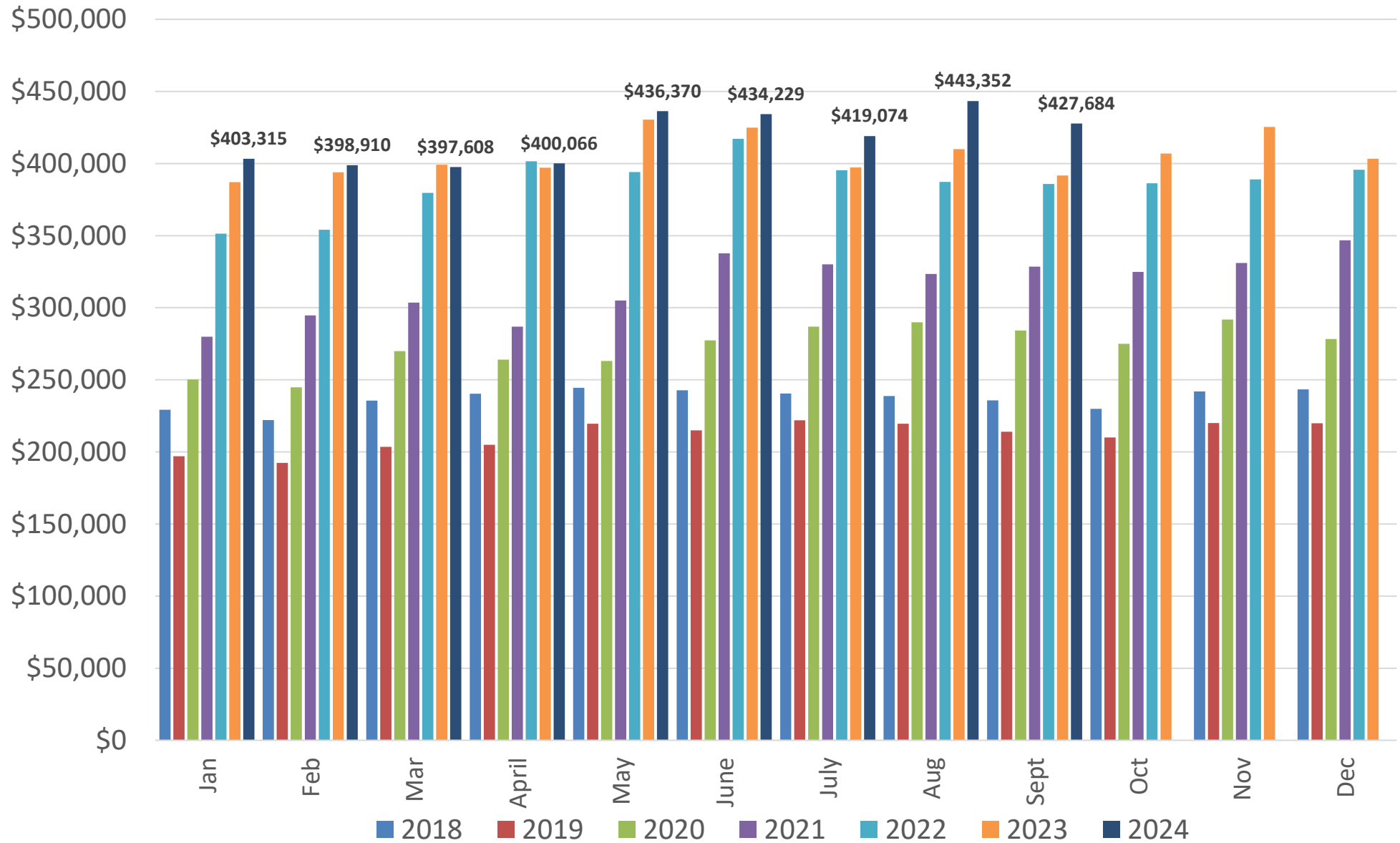
Percent Change in Median Sales Price of Existing Single Family Homes

Source: U.S. Census Bureau





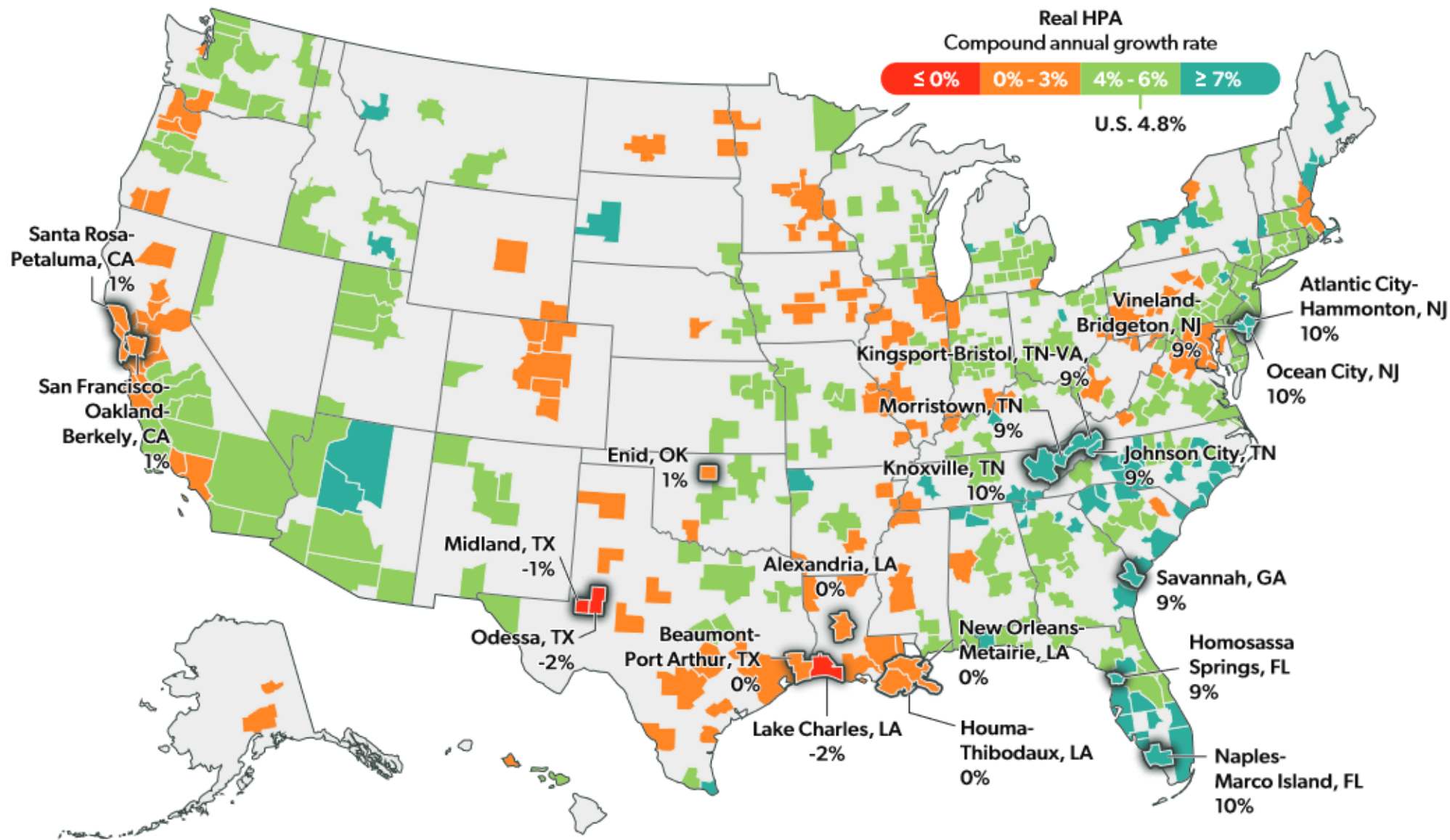
NWA Average Price of Homes



Source: Skyline Report, MLS Database

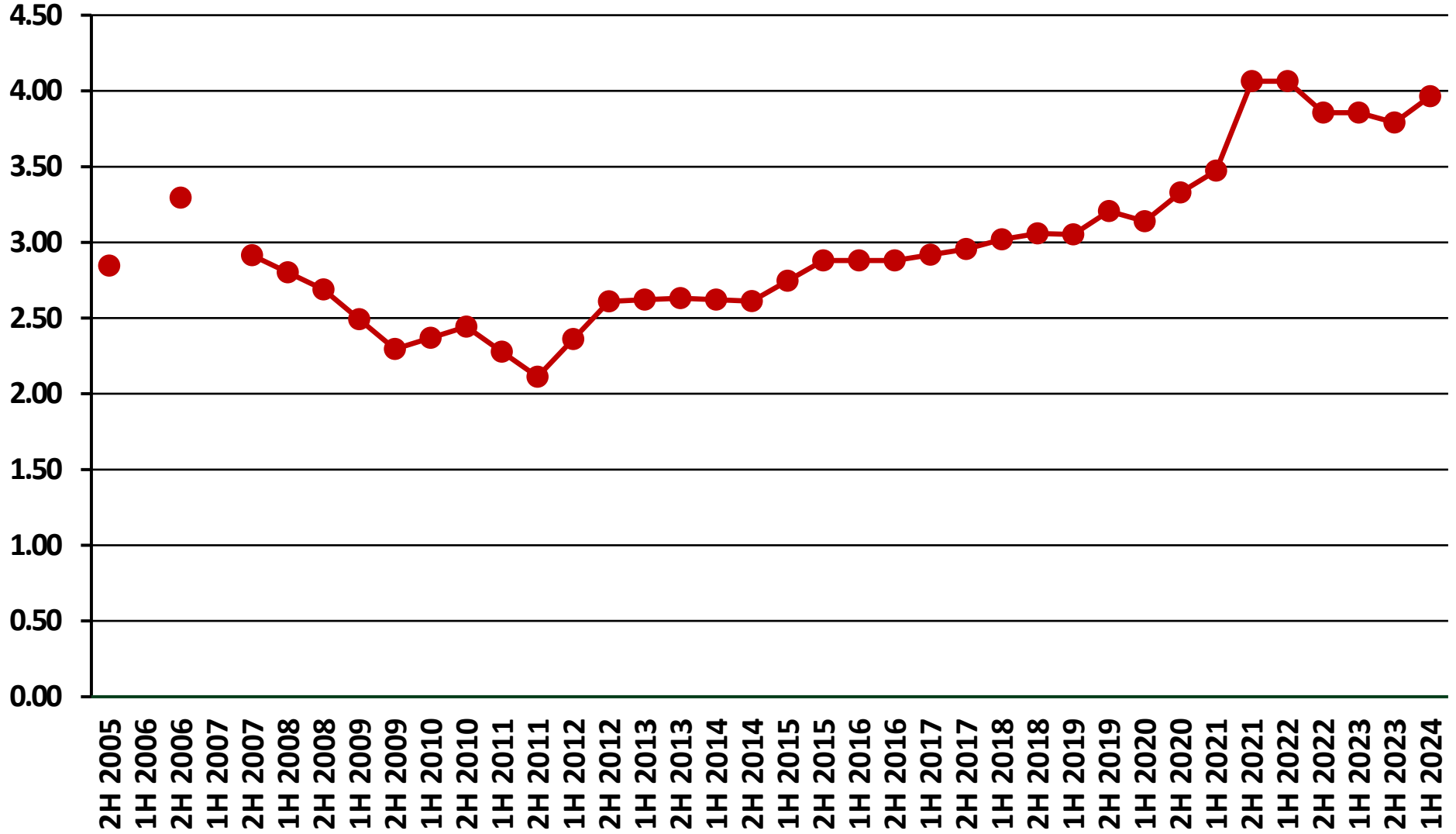
Real Freddie Mac House Price Index home price appreciation by metro (December 2019 - June 2024)

Compound annual growth rate; deflated using CPI, less shelter; top 10 and bottom 10 markets highlighted



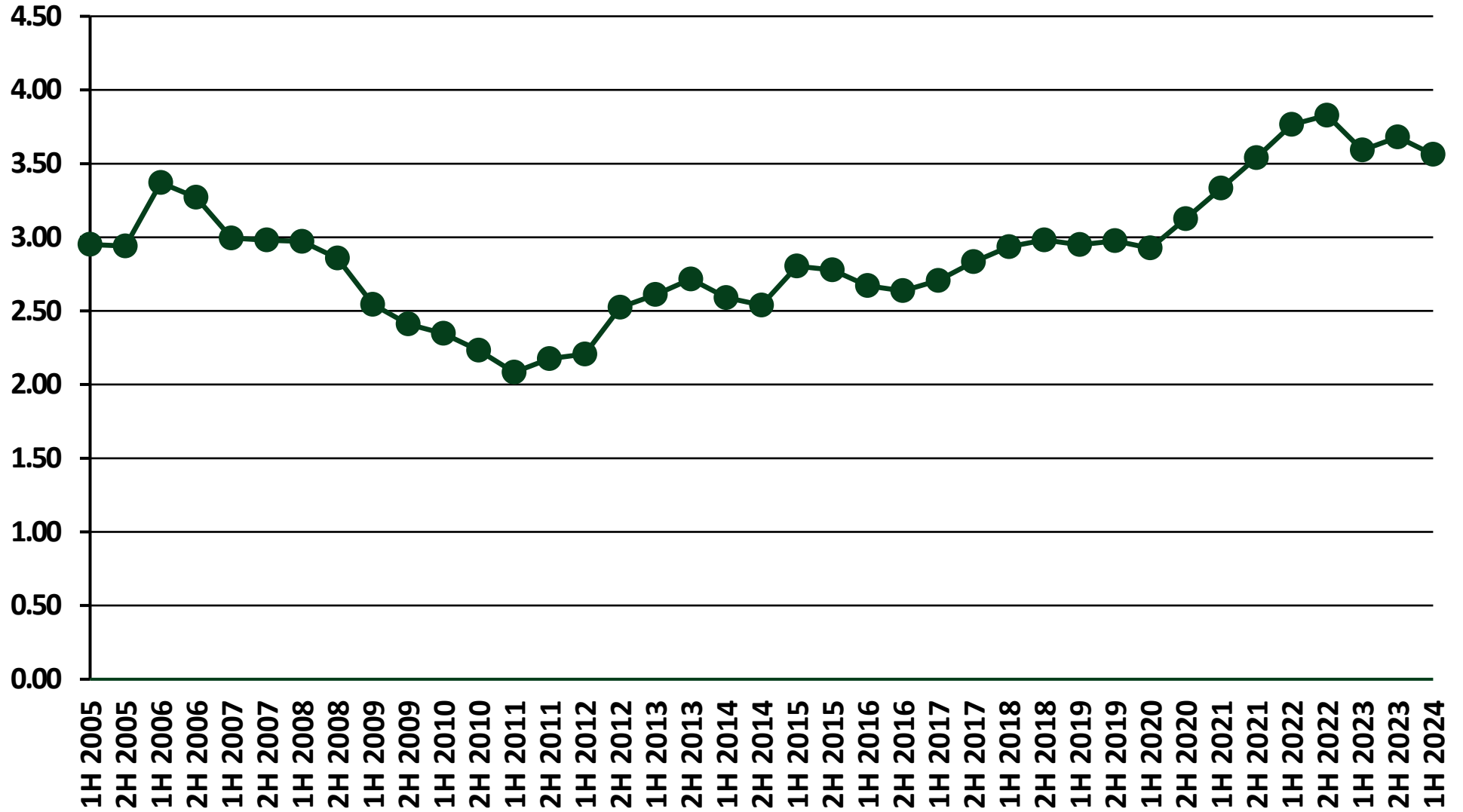


Benton County Housing Median Multiple

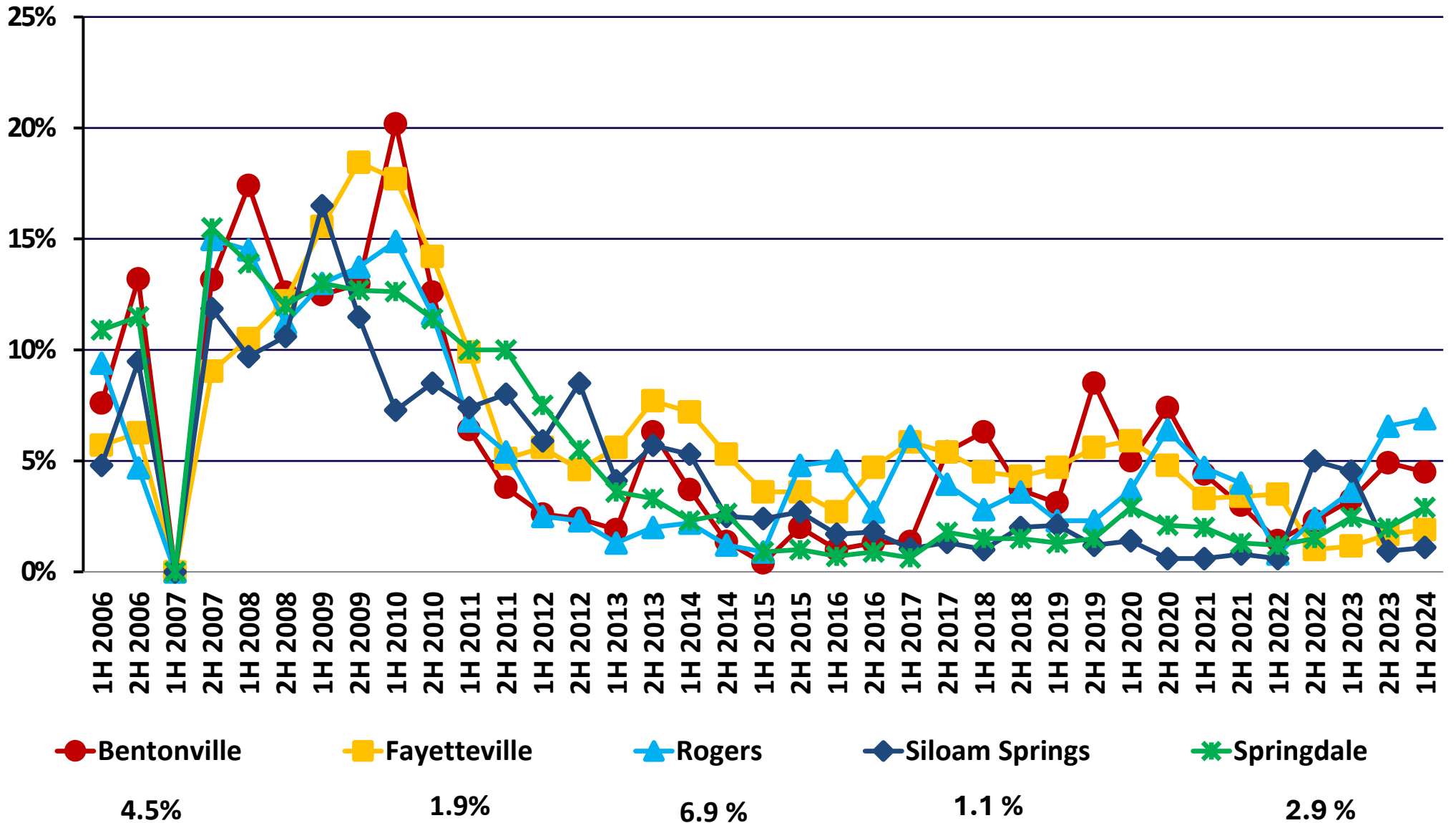




Washington County House Median Multiple



Selected Cities Multifamily Average Vacancy Rates by City



4.5%

1.9%

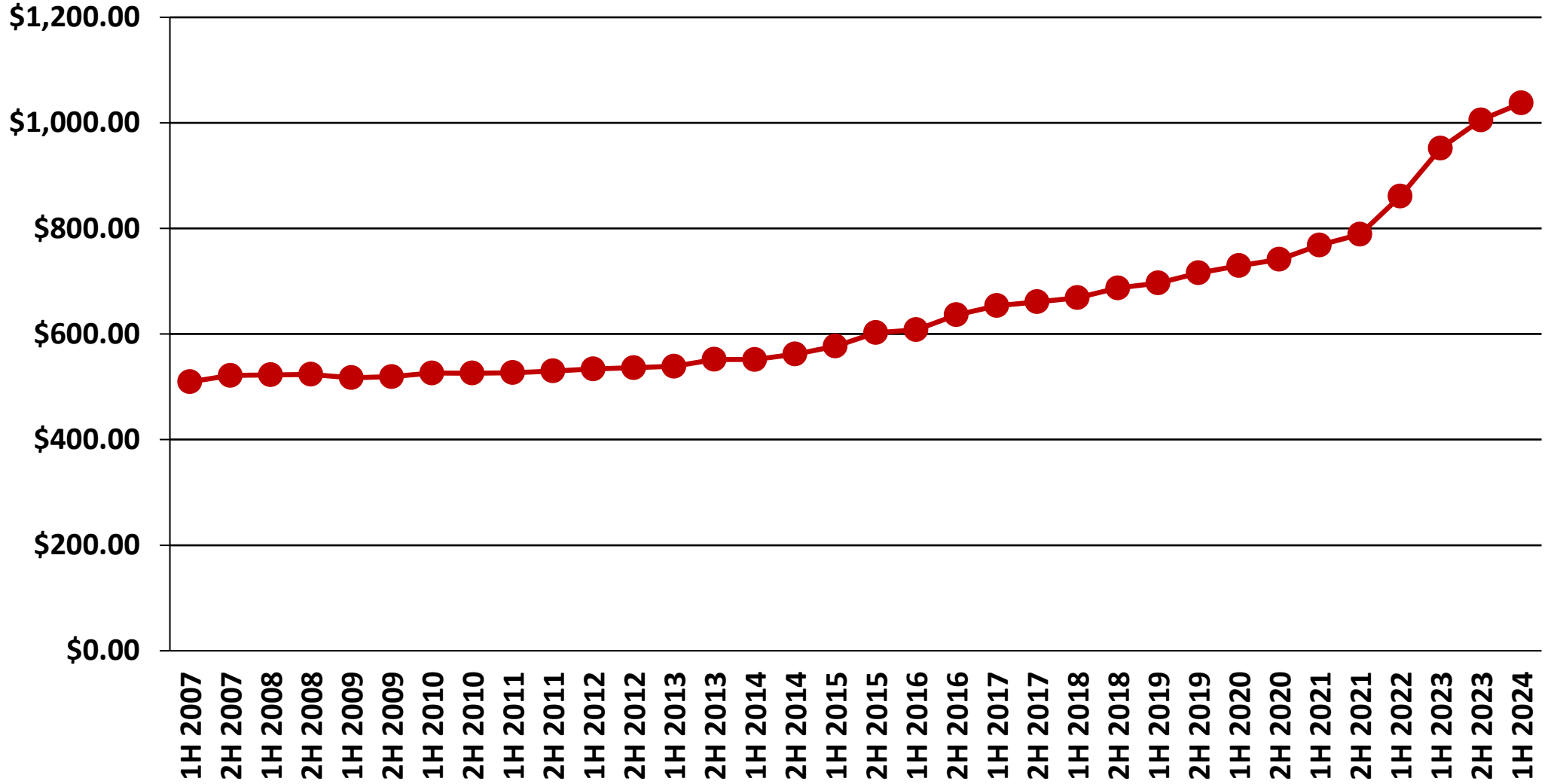
6.9%

1.1%

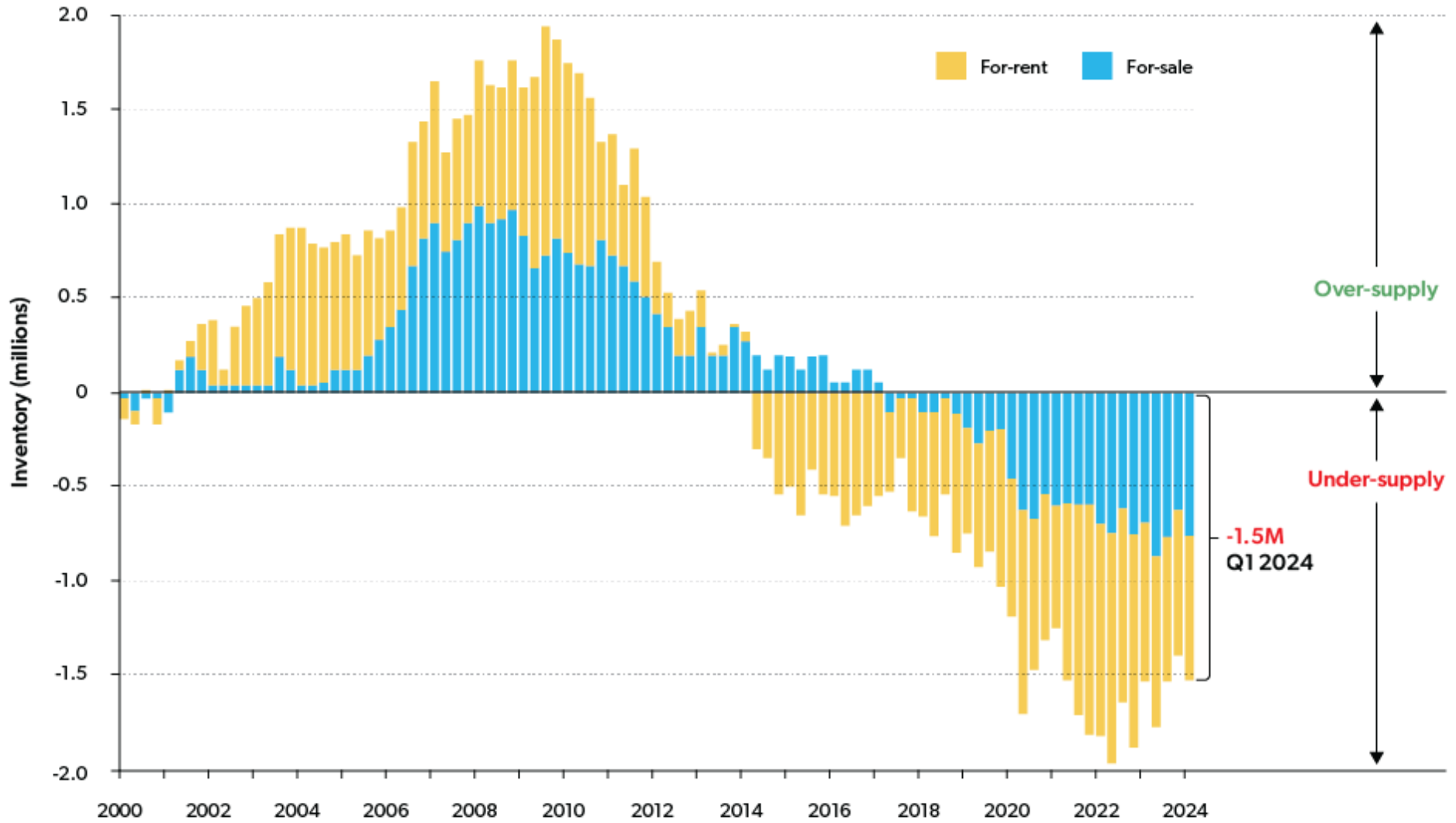
2.9%



Northwest Arkansas Price per Unit

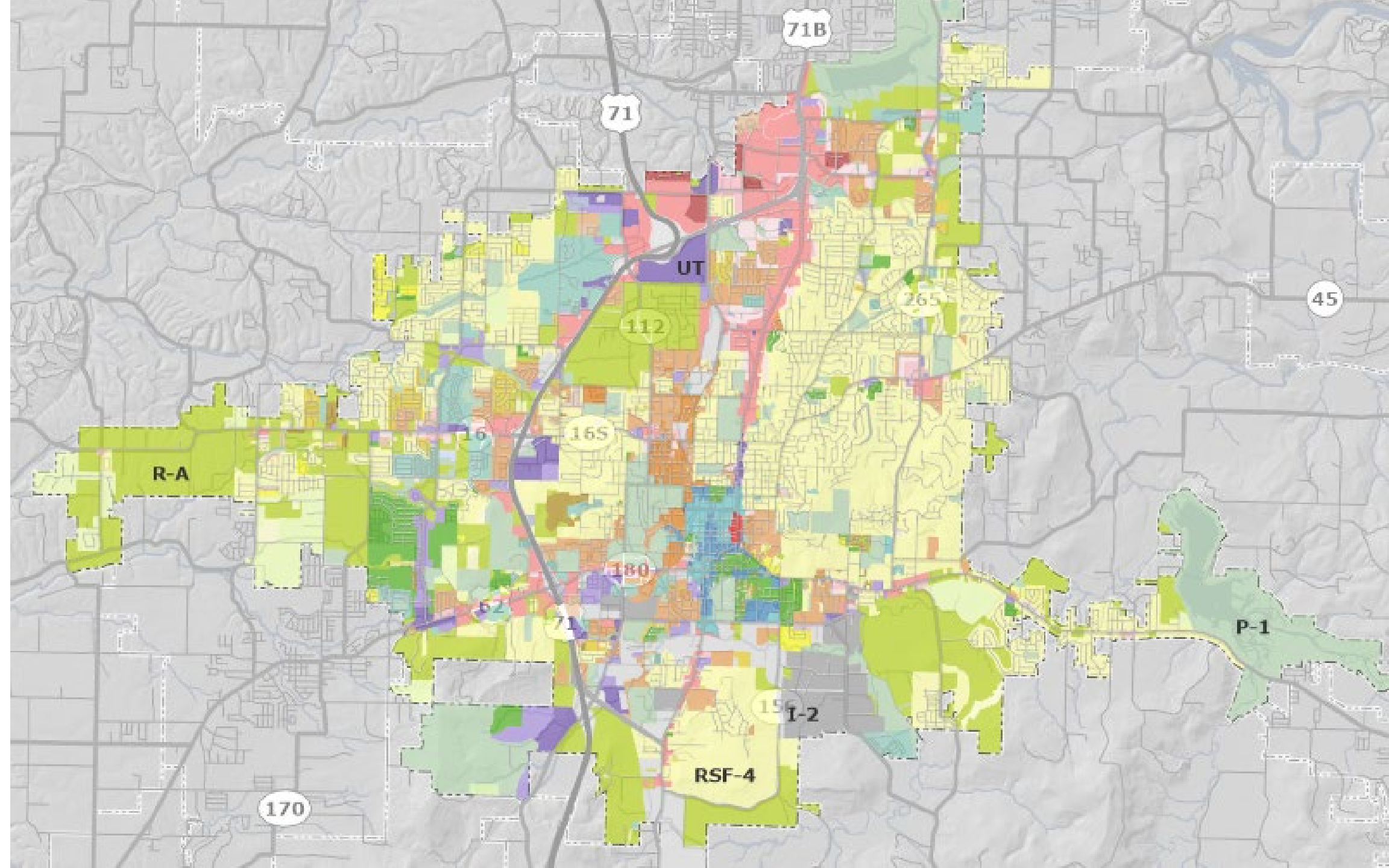


Total for-sale and for-rent vacant housing is 1.5 million units below a balanced market



Source: Freddie Mac calculations using U.S. Census Bureau data





Legend

- R-A
- RSF-5
- RSF-1
- RSF-2
- RSF-4
- RSF-7
- RSF-8
- RSF-18

RESIDENTIAL MULTI-FAMILY

- RI-12
- RI-U
- RMF-6
- RMF-12
- RMF-18
- RMF-24
- RMF-40

INDUSTRIAL

- I-1
- I-2

EXTRACTION

- E-1

COMMERCIAL

- R-O
- C-1
- C-2
- C-3

FORM BASED DISTRICT

- DC
- UT
- MSC
- DG
- CS
- NS-L
- NS-G

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Detached Single-Family Houses

Duplex: Side-By-Side + Stacked

Fourplex: Stacked

Courtyard Building

Cottage Court

Townhouse

Multiplex: Medium

Triplex: Stacked

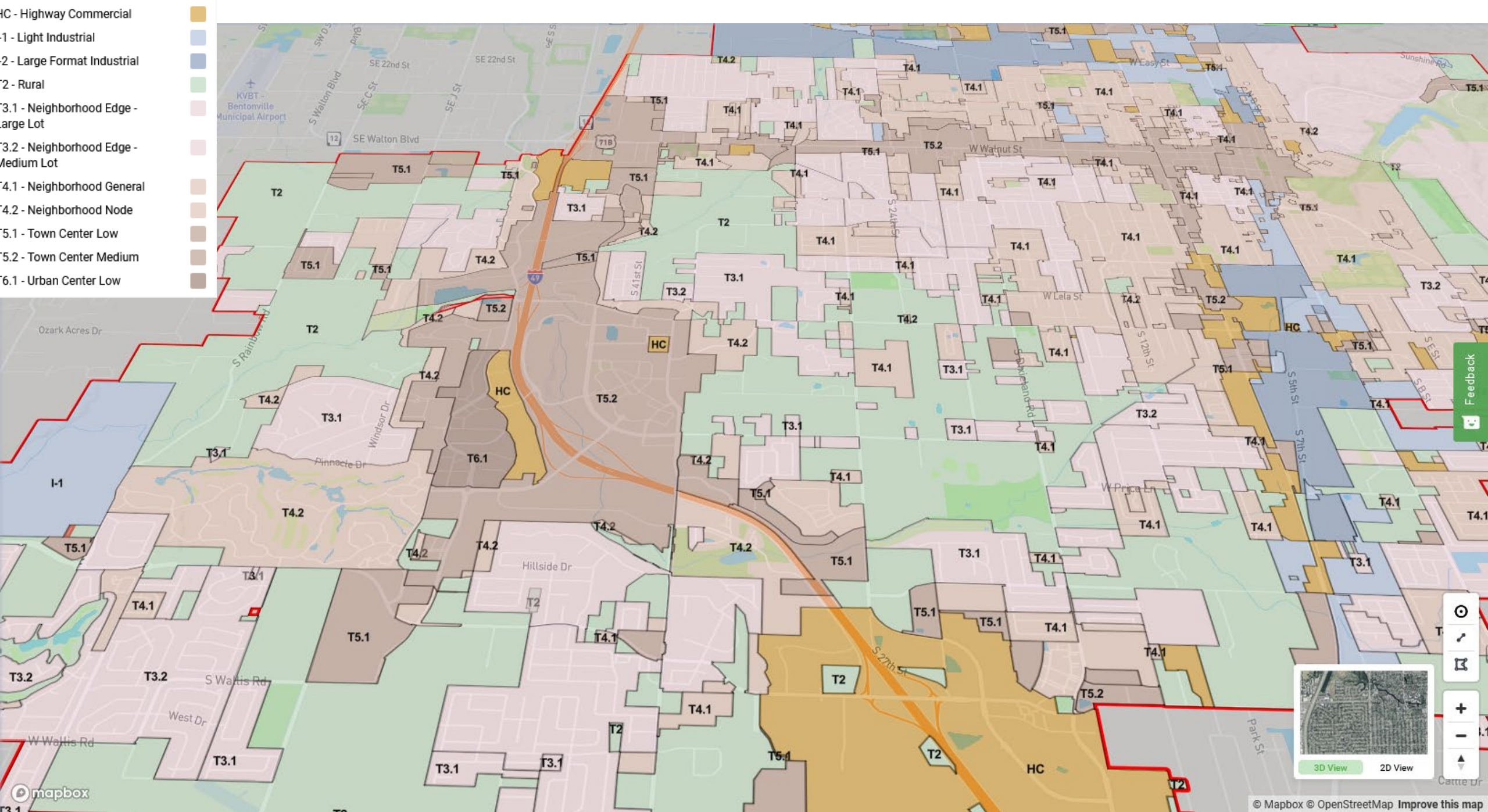
Live-Work

Mid-Rise

Missing Middle Housing

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PRIMARY

Residential (10)

Permitted

- Apartment House
- Attached house
- Cottage House
- Detached house
- Duplex
- Home occupation
- Live-work building
- Mixed-use building
- Multi-unit house
- Townhouse

Lodging (1)

Permitted

- Lodging

Office (1)

Permitted

- Office

Commercial (5)

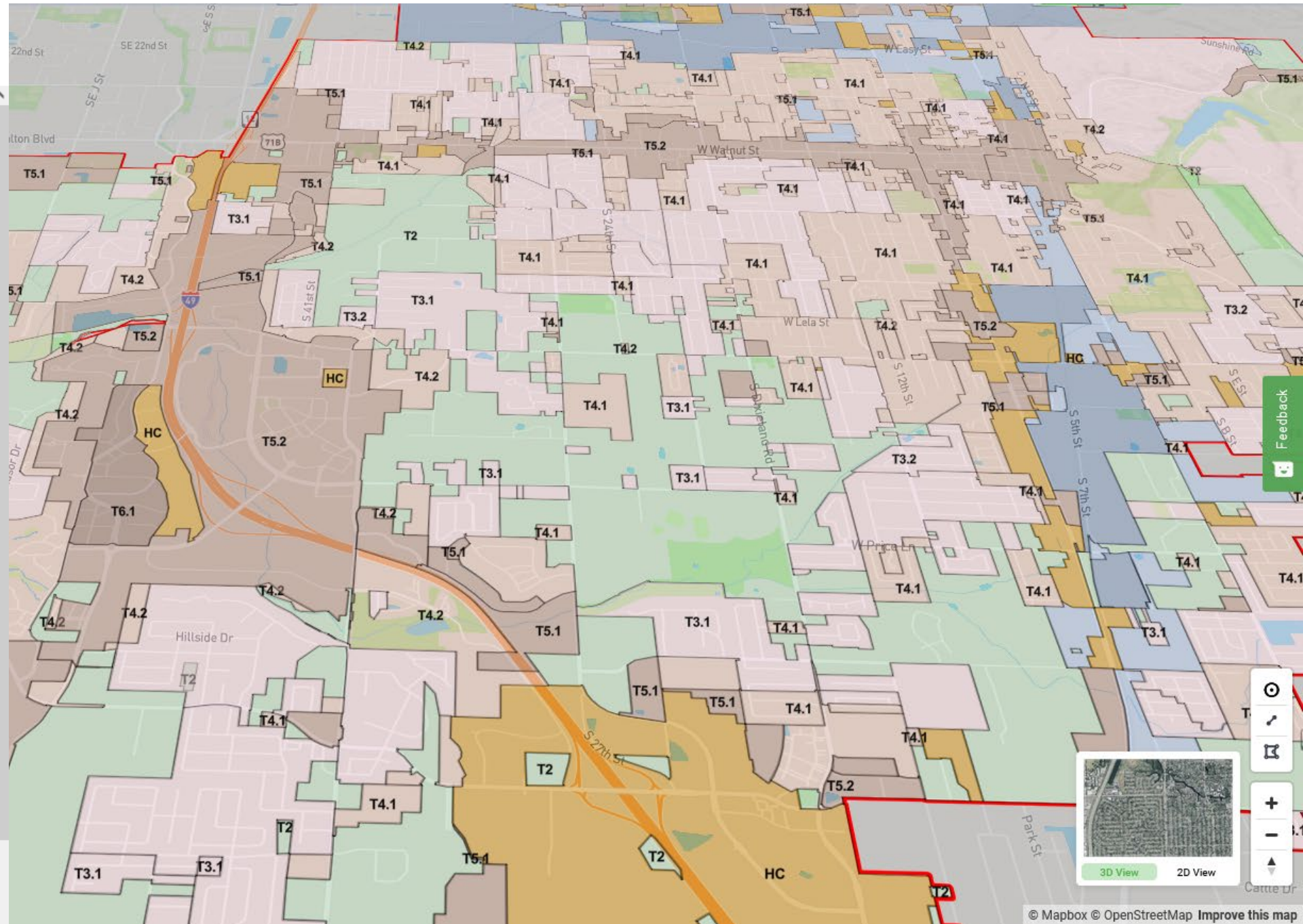
Permitted

- Eating and drinking
- Entertainment or event venue
- Parking
- Professional or personal services
- Retail

Institutional (2)

Permitted

- Civic spaces



Feedback

Map navigation controls including a compass, a location pin, a square icon, a plus sign for zoom in, a minus sign for zoom out, and an up arrow for full screen.



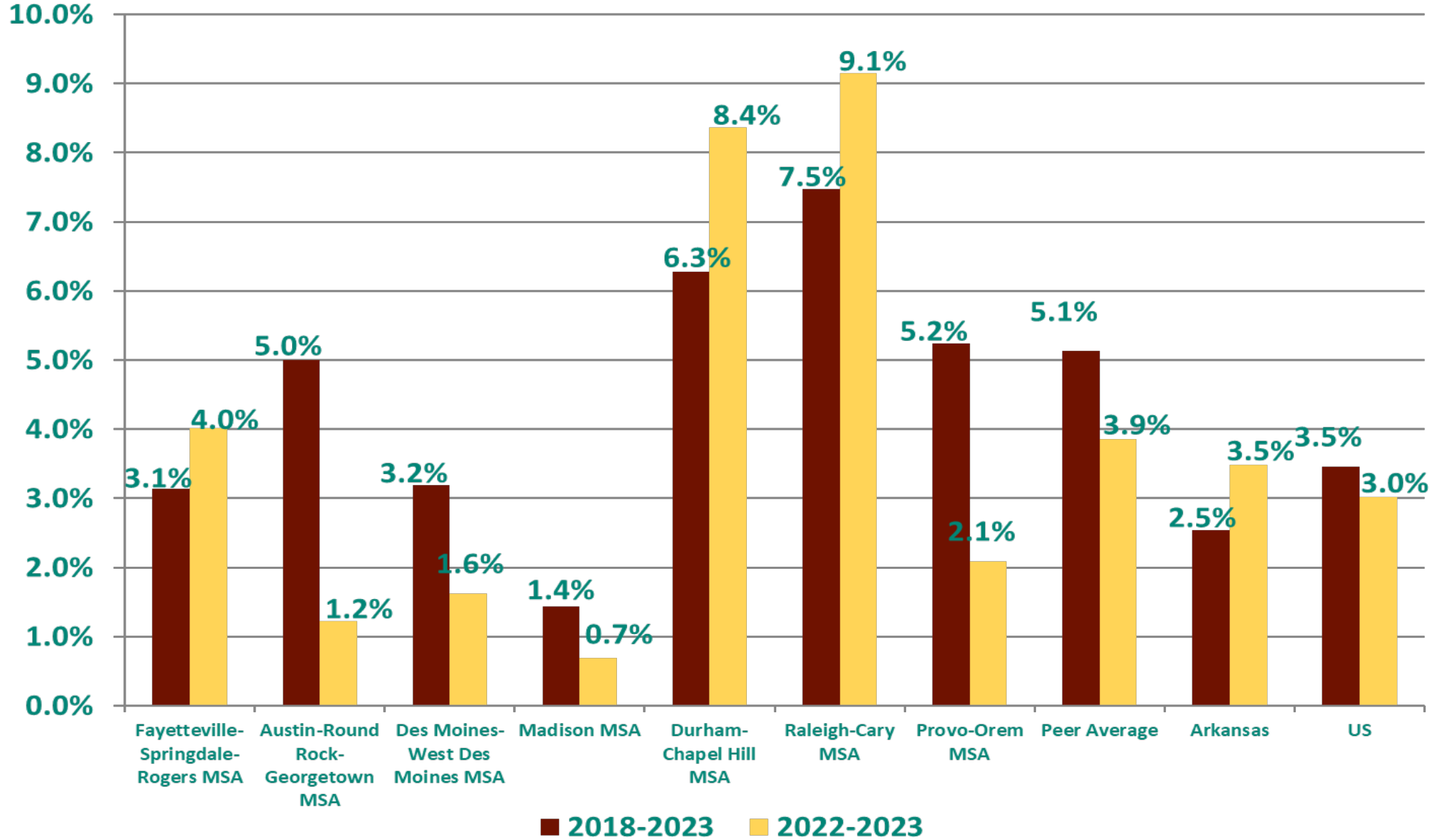
3D View 2D View



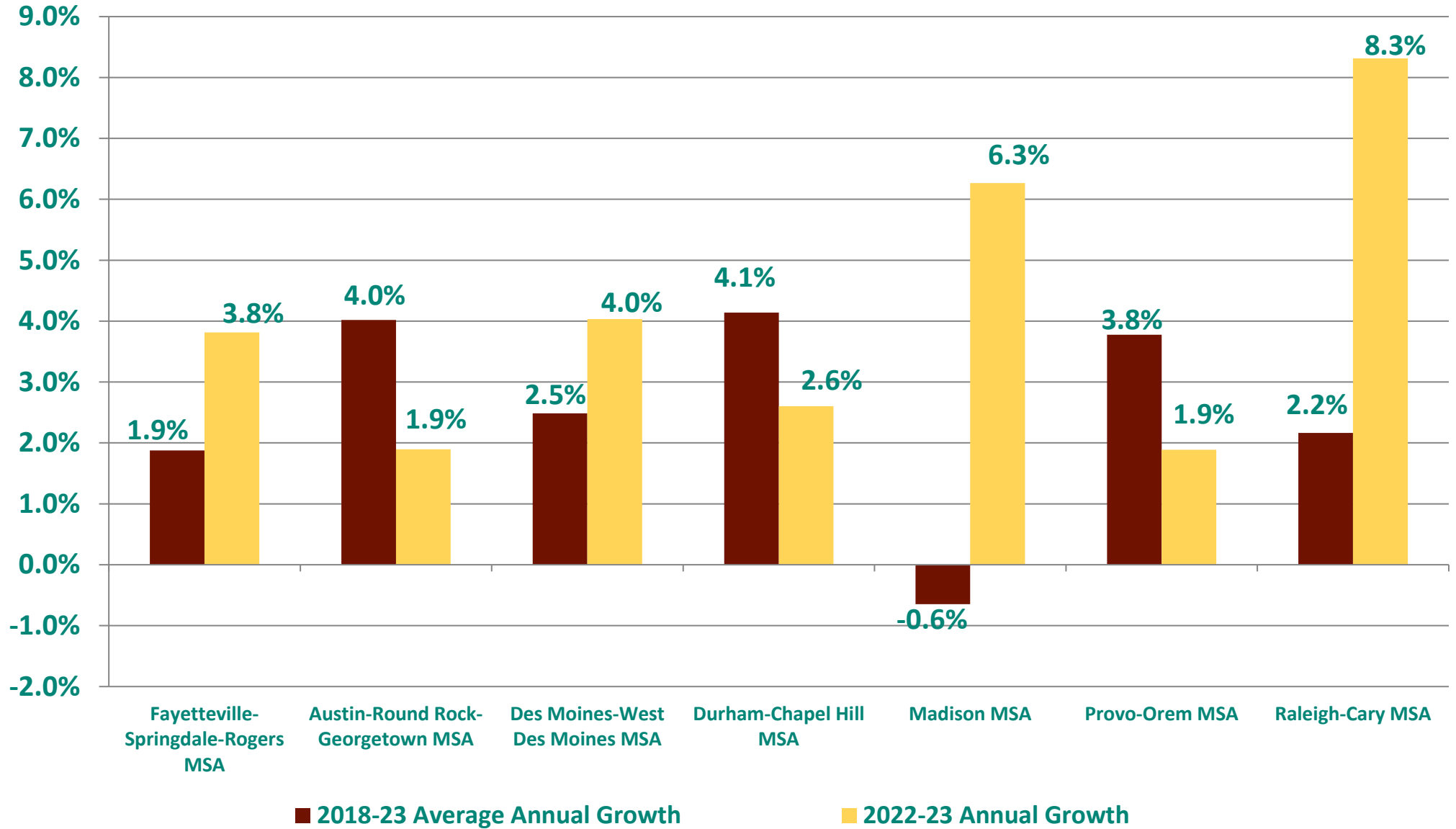


Business Establishment Growth

Source: U.S. Bureau of Labor Statistics

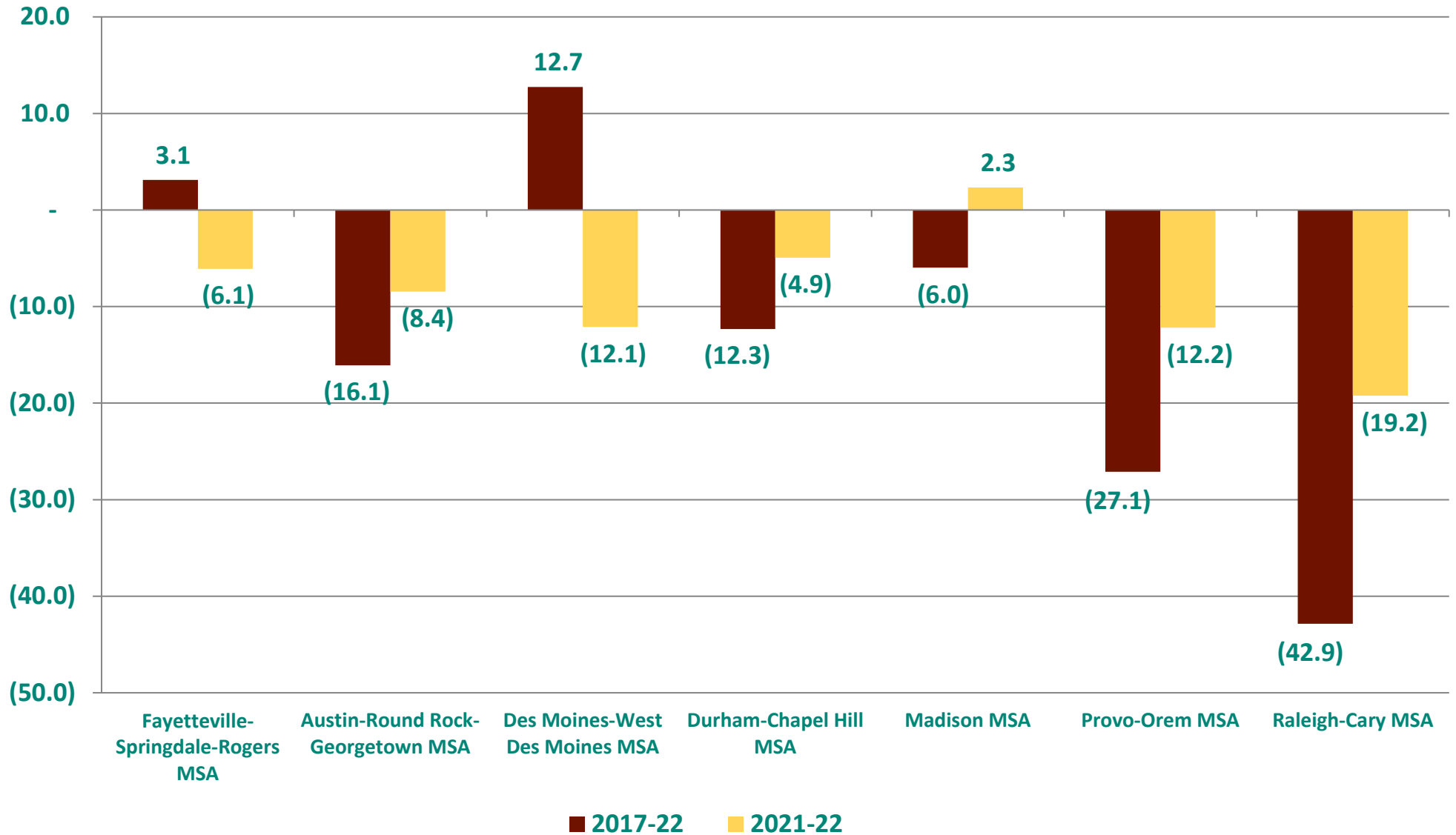


High Technology Employment Growth Rate Source: U.S. Bureau of Labor Statistics

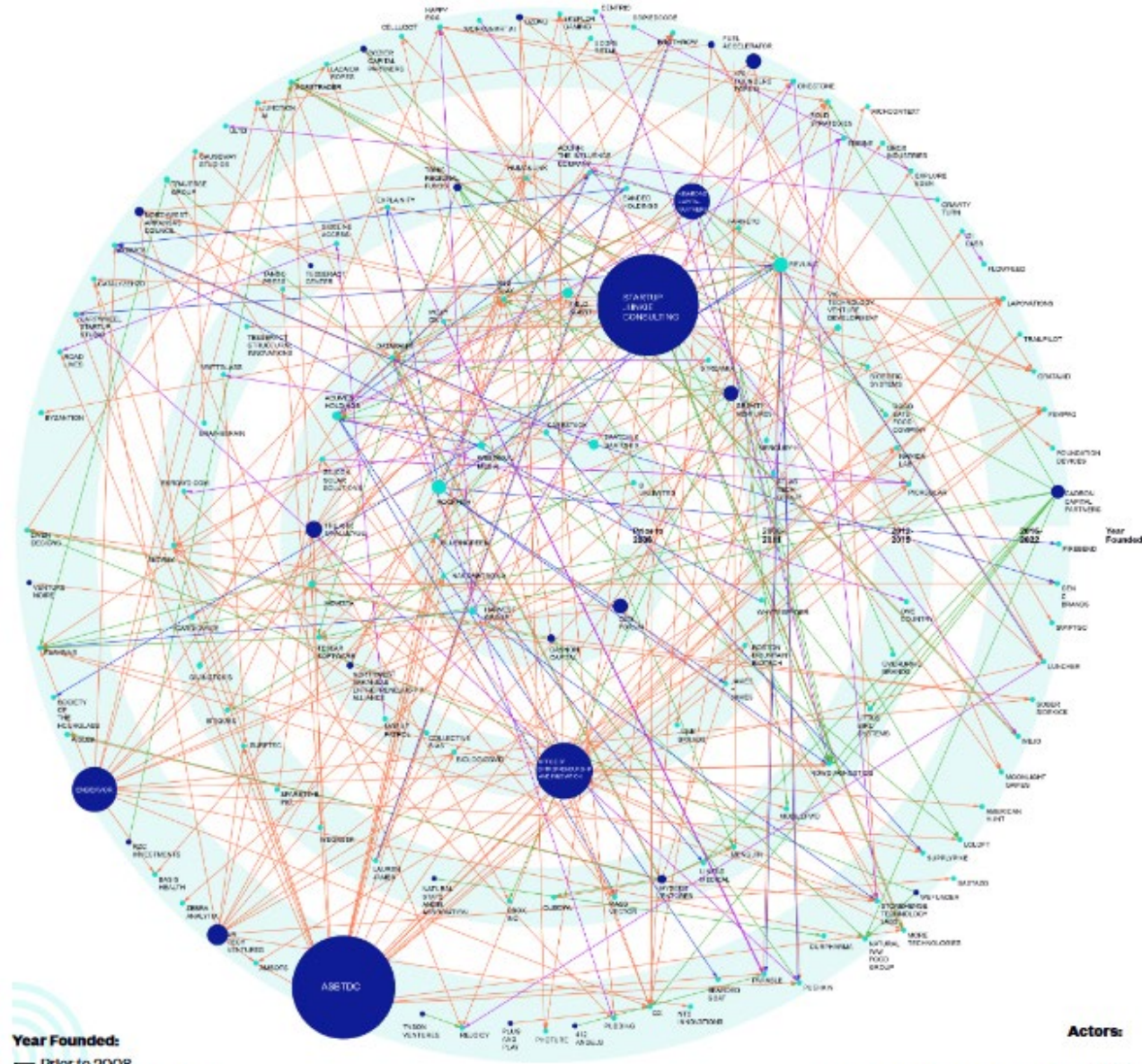


Change in Utility Patents Issued per 100,000 Residents

Source: U.S. Patent and Trademark Office



NETWORK MAP OF THE ENTREPRENEURSHIP COMMUNITY IN NORTHWEST ARKANSAS



Year Founded:
 — Prior to 2008
 — Between 2008 and 2011
 — Between 2012 and 2015
 — Between 2016 and 2022

Connections:

Actors:

Local Entrepreneurial Companies



Other Organizations



(e.g. accelerators, investment firms)

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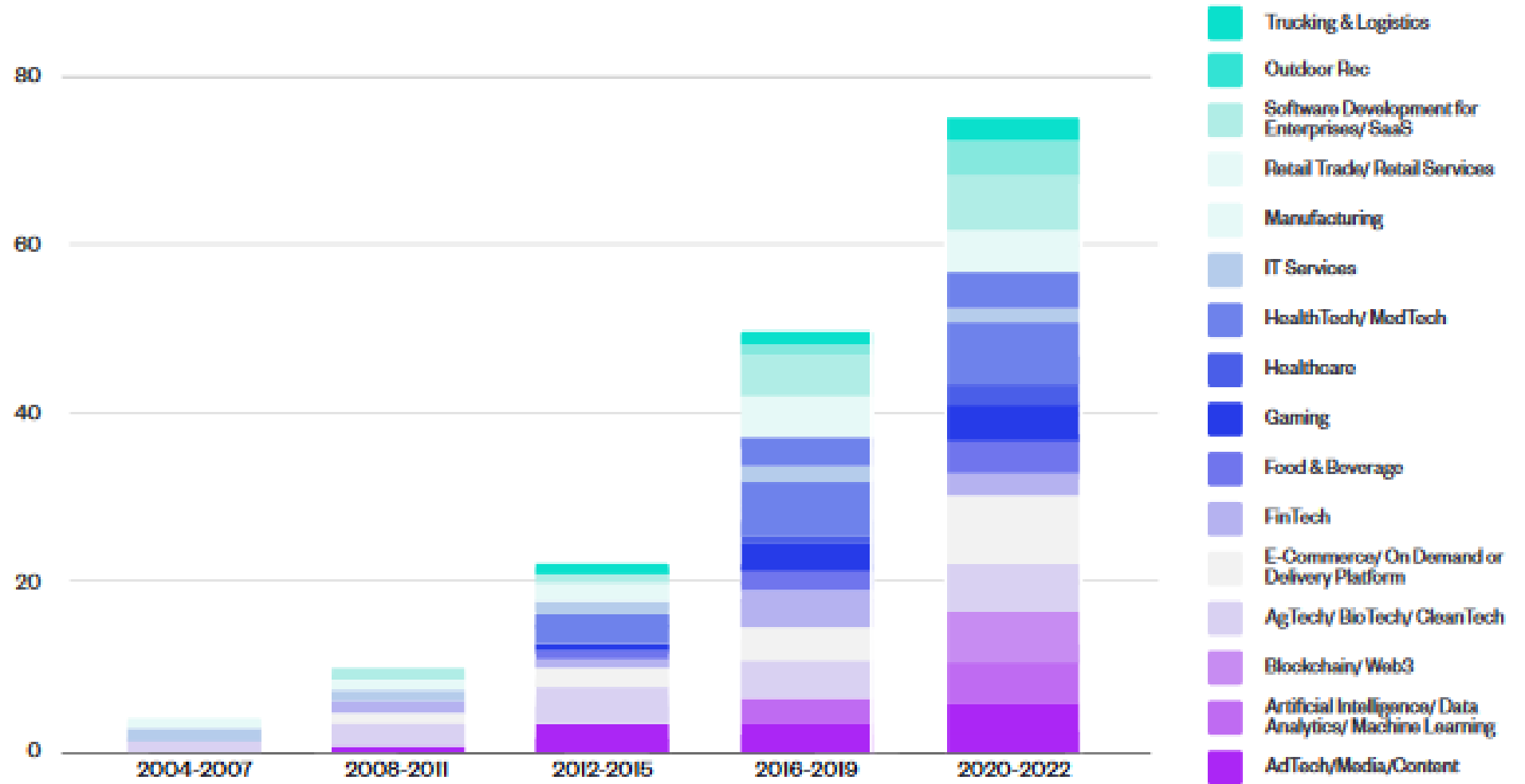


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Source: Endeavor Insight



CUMULATIVE GROWTH OF ENTREPRENEURIAL COMPANIES IN NORTHWEST ARKANSAS BY SUBSECTOR



Notes: Based on 78 active companies, where data was available.

Sources: Endeavor Insight analysis, LinkedIn, Crunchbase, company websites.

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PEER REGIONS OVERVIEW

RANKING SCALE	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th
	Fayetteville-Springdale-Rogers MSA	Austin-Round Rock-Georgetown MSA	Des Moines-West Des Moines MSA	Madison MSA	Durham-Chapel Hill MSA	Raleigh-Cary MSA	Provo-Orem MSA
Population Growth, 2022-2023	2.4%	2.2%	1.1%	1.1%	-8.3%	1.7%	2.6%
Real GDP Growth, 2021-2022	2.9%	7.4%	-2.1%	1.8%	3.2%	3.5%	3.7%
Annual Unemployment Rate, 2023	2.4%	3.3%	2.8%	2.3%	3.0%	3.0%	2.6%
Nonfarm Employment Growth, 2022-2023	2.8%	4.5%	2.6%	2.3%	2.4%	3.5%	1.6%
Median Household Income, 2023	\$77,695	\$98,508	\$82,728	\$82,132	\$83,280	\$96,096	\$100,791
Average Annual Wages, 2023	\$56,540	\$69,150	\$62,790	\$66,020	\$75,590	\$66,230	\$60,080
Business Establishment Growth, 2022-2023	4.0%	1.2%	1.6%	0.7%	8.4%	9.1%	2.1%
% of Adults w/Bachelor's Degree or Higher, 2023	36.6%	52.1%	39.8%	49.2%	54.7%	52.7%	45.4%
Poverty Rate, 2023	10.4%	9.3%	10.1%	10.1%	10.3%	7.8%	9%
R&D Expenditures (thousands), 2022	\$184,080	\$845,896	\$393,184	\$1,523,513	\$1,361,028	\$1,390,538	\$670,119
% Change in Utility Patents Granted, 2021-2022	-17.3%	-3.9%	-21.7%	4.1%	-3.5%	-16.8%	-16.3%
High-Tech Employment Growth, 2022-2023	3.8%	1.9%	4.0%	6.3%	2.6%	8.3%	1.9%
% of Workers Traveling Fewer than 30 Min., 2023	75.1%	57.6%	77.4%	74.9%	73.0%	59.8%	69.6%
Avg. Domestic Airfare, 2023	\$492.34	\$370.30	\$390.67	\$528.09	\$366.55	\$366.55	\$438.34

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BUSINESS FORECAST



SAVE THE DATE

2025 Business Forecast Luncheon

Friday, January 31, 2025

Rogers Convention Center, Rogers, Arkansas

More details will be available in December at
cber.uark.edu or email cber@uark.edu



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Sam M. Walton College of Business