The Impact of Agriculture on Other Business Activity: A Nationwide Analysis Applied to Fayette County, Kentucky

For presentation at the 2013 meetings of the Southern Agricultural Economics Association, Orlando, Florida, February 3-5, 2013.

Leigh J. Maynard, Tarrah Dunaway, Lori Garkovich, and Alison Davis
University of Kentucky, College of Agriculture

Funding for this project was provided by Fayette County Kentucky Farm Bureau
Abstract

This study evaluated the county-level impact of equine sales and horse racing on business activity in six other industries. In Fayette County, Kentucky, the results suggested that equine activities substantially increase the number of establishments, payroll, and sales in the hospitality, recreation, finance, professional services, real estate, and retail industries.

Executive Summary

The analysis presented here is one component of a larger evaluation of agriculture’s impact on the Fayette County, Kentucky economy. This component identifies the impact of agriculture on business activity in non-agricultural industries in Fayette County. In terms of sales, agriculture in Fayette County is dominated by the equine industries. Therefore, in this component we measure the impact of equine sales and the presence of horse racing on six other industries related to hospitality, recreation, finance, real estate, professional services, and retail trade. After collecting nationwide county-level data that allow us to control for non-agricultural influences, we estimated the average nationwide impact of the agricultural measures on business activity in the six other industries. We then translated the results into agricultural impacts on Fayette County’s economy, reporting only statistically significant impacts.

An additional 10% of equine sales is associated with 10 additional business establishments in the professional services, real estate, recreational, and financial industries, $6 million of additional annual payroll in the professional services industry, and $45 million of additional annual sales in the professional services, real estate, and retail industries.

The presence of a horse racetrack in a county has strong impacts on the hospitality, recreation, and retail industries. In Fayette County’s case, 15 additional recreational establishments, $88 million in additional annual payroll in these three industries, and $74 million in additional recreational sales are attributed to the racetracks’ presence.
For policy purposes, the analysis quantifies how important Fayette County’s distinctive brand is to major components of the local economy. Agriculture imports wealth into Fayette County that is spent locally by industry participants and visitors, and the visual amenities and cultural history connected with the area’s agricultural character contribute to business activity, business creation, and workforce retention. The area’s nationally recognized character is a catalyst; it offers new businesses a framework on which to build their own image. Unlike manufacturing, where much smaller linkages to other industries were found, agriculture in Fayette County is interconnected with other industries. These linkages should be considered when weighing the costs and benefits of economic development policies.

Policy Questions

Ongoing policy debates motivated an analysis of how the equine and agricultural industries influence the economy of Fayette County, Kentucky. Current policies preserve farmland at public expense, and discourage sprawl by restricting land use. Related debate exists about economic development priorities: Should the county attempt to lure manufacturing firms, or capitalize on its brand as the “Horse Capital of the World?”

We do not expect the equine and agriculture industries themselves to be an important source of employment or payroll tax revenue. We do hypothesize, however, that the presence of the Thoroughbred breeding and racing industry, in particular, imports wealth into the county that directly contributes to business activity in other sectors of the economy. We focus on the following industries: retail trade; hospitality (which includes accommodations and food services); finance (which includes insurance); professional services (which includes scientific and technical services), recreation (which includes arts and entertainment); and real estate. We further hypothesize that the amenities provided by the equine, agricultural, and local food industries encourage business location and retention in the
selected industries. These amenities include greenspace, unique scenery, “character,” and national reputation. The analysis reported here addresses one aspect of agriculture’s role in the Fayette County economy: the impact of quantifiable agricultural business activity on other industries. This study is one component of a larger project addressing additional aspects such as perceptions of business leaders and housing values.

Previous Evidence

Previous studies that quantitatively measure the impact of agriculture on a local economy use different approaches. A common approach is an input-output analysis that uses pre-determined linkages between producing and consuming industries to predict impacts. The most popular tool for doing such studies is IMPLAN, and results are typically presented as multipliers related to employment, income, or output. For example, a sales multiplier of 2.5 implies that for each dollar spent directly on an activity, additional indirect and induced sales of $1.50 occurred because of the activity.

Rephann (2011) used IMPLAN to estimate the 2010 economic impact of the horse industry in Virginia, which was associated with an estimated 16,000 jobs, $65 million in state and local taxes, impact on gross domestic product of $670 million, and total sales impact of $1.2 billion. Stewart et al. (2009) used IMPLAN in an evaluation of Tennessee’s agricultural and forestry industries, with an emphasis on labor productivity measurement. Reum (2007) addressed the importance of agriculture to Fayette County using IMPLAN, and found an employment multiplier of 1.5, and an income multiplier of 2.1. Compared to an industry such as manufacturing or a competing land use such as residential development, agriculture has a lower employment multiplier and a higher income multiplier. The analysis was not able to measure impacts on equine-related industries such as veterinary services, spectator sports, and food and lodging.
In the case of Fayette County, we expect that agriculture’s main contribution to the economy is not direct employment or payroll taxes. American agriculture long ago transitioned into a land- and capital-intensive industry, not a labor-intensive industry. The same is true for Fayette County’s equine-dominated agricultural activities. Where employment is affected, we expect it to be in other industries that serve the producers and consumers of agricultural activities. Fayette County’s agricultural activities are also sufficiently unique that the pre-determined linkages underlying an IMPLAN analysis are unlikely to be valid at the county level, and modifications by the analyst would be arbitrary and suspect. Therefore, we chose statistical analysis of publicly available data as a more appropriate alternative to IMPLAN, and one that would allow an explicit focus on Fayette County’s service industries.

The approach we used is most similar to the methods in Goetz and Rupasingha (2002), who performed regressions to identify whether county-level clustering of high-tech firms occurs. In this case, the authors used the presence of other high-tech firms to explain firm location, controlled for many socioeconomic factors, and collected county-level data from sources such as the U.S. Census Bureau, the Bureau of Labor Statistics, and the U.S. Department of Agriculture. Dorfman, Partridge, and Galloway (2011) used a similar county-level approach to test whether natural amenities influenced where high-tech firms locate, but did not find conclusive evidence, suggesting diverse behavior among firms. A third example of using regression methods to measure determinants of business activity is Lambert, McNamara, and Garrett (2006), who quantified factors affecting Indiana manufacturing investment.

**Methods and Data**

The analysis was a set of regressions using cross-sectional, county-level data for U.S. counties with populations between 100,000 and 500,000. The variables to be explained were the number of establishments, annual payroll, and annual sales in each of the six selected industries (i.e., 18 regressions). Number of establishments are count data, and were therefore modeled using negative
binomial regressions. In each case, significant overdispersion was confirmed, implying that the negative binomial specification was more appropriate than a Poisson specification. Annual payroll and annual sales were modeled using ordinary least squares regression. Box-Cox tests supported log-linear specifications for all 12 payroll and sales regressions. Tobit models were tested, but contributed no statistical advantages or new insights.

The variables used to explain business activity in these six industries fell into two groups, the first being measures of agricultural business activity. Fayette County leads the nation in equine sales. Business establishments located in Fayette County accounted for $410 million of equine sales in 2007 (USDA, 2012). For a perspective on how dominant Fayette County is in equine sales, see Figure 1 and consider that the next highest-ranking counties were Woodford, Ky. ($213 million), Marion, Fl. ($128 million), Bourbon, Ky. ($121 million), Jessamine, Ky. ($96 million), and Scott, Ky. ($46 million). Except for Marion County, Florida, which leads the nation in equine inventory, the top counties in equine sales are all adjacent to each other in the Bluegrass region of Kentucky. Following these six counties, one must total the next 161 ranked counties to equal Fayette County’s equine sales (USDA, 2012).

As Figure 2 shows, the second major component of Fayette County’s agricultural sales is designated in the 2007 Ag Census as “Specialty Animal Totals.” In the questionnaire sent to agricultural establishments (USDA, 2009: Appendix B-41), this category consists of “other animals and other animal products, including bees, embryos, fur-bearing animals, honey, horns, manure, rabbits, semen, other animal specialties, etc.” Given that Woodford County, Ky. leads the nation in this category with sales of $107 million, Fayette County follows at $71 million, and the next highest-ranked county has sales of only $14 million, we expect this component of Fayette County’s agricultural economy consists almost entirely of equine breeding services.

The combination of an urban center and 498 business establishments with equine inventory create a high-priced land market in Fayette County. In 2007, the average value of agriculture land in
Fayette County was $6,594 per acre (USDA, 2012), putting it in the 93rd percentile of U.S. counties and third in Kentucky after Jefferson and Woodford Counties. Even within the Bluegrass region that has easy access to Lexington’s markets, there are counties with vastly lower land values, including Scott County ($3,850 per acre), Clark County ($3,349 per acre) and Garrard County ($2,622 per acre). Non-equine agricultural establishments have strong profit incentives to locate in lower-cost areas, explaining why cattle, tobacco, corn, soybean, vegetable, horticultural, and all other sales combined are only 5% of Fayette County’s agricultural business activity.

Given the dominance of the equine industry in Fayette County’s agricultural business activity, and the association of the equine industry with racing at Keeneland and The Red Mile, we selected annual equine sales and the presence of a horse racetrack as the variables expected to impact business activity in other industries. Only 7% of U.S. counties in the 100,000 – 500,000 population range contain a horse racetrack.

Non-equine agricultural measures were not included, except as a control variable, because $24 million of annual sales were not considered substantial enough to impact other Fayette County industries with annual sales ranging from $164 million (recreation) to $4.8 billion (retail). Fayette County contains considerable greenspace not being used for equine business, and Lexington’s character is influenced by thriving local food markets. This analysis is one component of a broader project, and the benefits of greenspace and local food markets are best evaluated in those other components.

The second group of variables used to explain business activity in non-agricultural industries are control variables, as follows: population, unemployment rate, median household income, median housing value, real estate tax rate, crime rate, commuting time, various types of land use, the number of agricultural establishments, manufacturing industry sales, and a natural amenity index constructed by McGranahan (1999).
Table 1 lists U.S. average and Fayette County values for each of the control variables. Relative to the U.S. average for counties in the 100,000 – 500,000 population range, Fayette County has a slightly higher average household income, but a substantially larger portion of its population living below the poverty level. Consistent with a high poverty rate is a relatively high crime rate. The total area of Fayette County is only 28% of the U.S. average, but Fayette County has 40% more population than the average county in the 100,000 – 500,000 population range. Property taxes are lower than average, and despite the relatively high population, commuting times are shorter than average.

Data sources include the 2010 American Community Survey, the 2007 Survey of Business Owners, and 2010 and 2006 County Business Patterns data from the U.S. Census Bureau, the 2007 Census of Agriculture from USDA, the Bureau of Labor Statistics, and NOAA. We use 2010 sources for the variables we are trying to explain, and earlier sources for the variables used to explain business activity.

Results

We evaluate six non-agricultural industries that were expected to benefit most from Fayette County’s agricultural economy. Within each industry, we evaluate three measures of business activity: number of establishments, annual payroll, and annual sales. Figures 3 - 5 show Fayette County outperforming the national average in per capita business activity for each of the six industries, with the exception of financial sales. Fayette County is especially strong in the professional services industry, with the retail and hospitality industries also well above the national average for similar-sized counties.

In each case, we are most interested in whether the two measures of agricultural activity help explain business activity in a given industry. While one would normally report tables of full regression results, the primary audiences for this work are local legislators, policy advocates, and business leaders.
Thus, we report only impacts that are statistically significant at the 10% level. Impacts not meeting this threshold might be small, or they might be highly variable across counties.

We quantify the impacts from a 10% increase in equine sales, and we compare the impacts of having at least one racetrack in a county versus having no racetracks. The impacts are expressed in terms of percentage changes, dollar amounts, and number of business establishments. Some parameters in the payroll and sales regressions could be directly interpreted as elasticities, and easily converted to show the impacts of 10% shocks in regressors. Those percentage impacts were also presented in dollar terms by applying them to payroll and sales levels in Fayette County, Kentucky. Similarly, the parameter on the racetrack dummy variable was conveniently interpreted as the percentage impact of a racetrack on payroll and sales in other industries, with the percentage impact implying specific dollar impacts for Fayette County.

In the case of the negative binomial regressions on number of establishments, the percentage impact of a 10% increase in equine sales was measured by modifying the formula for marginal effects of continuous variables in the negative binomial model (Long, 1997, pp. 224, 232) to recognize that equine sales were expressed in natural logs. The resulting formula is \(0.1 \cdot e^{x\beta} \hat{\beta}_i\), where the vector \(x\) is measured at Fayette County, Kentucky levels. A different formula is used to measure the marginal effect of discrete regressors such as the racetrack dummy variable: \(\frac{e^{\beta_i - 1}}{e^{\beta_i}} \cdot e^{x\beta}\) (Washington, 2004).

Tables 2–3 show the impacts that could be distinguished from zero, beginning with the impact of equine sales in Table 2. Equine sales have strong links to the professional services and real estate industries. A 10% increase in equine sales in Fayette County would be about $40 million, which is associated with about $26 million in additional sales of professional services each year, $14 million of additional retail sales, and $5 million of additional real estate sales. In terms of employment, 10% more equine sales is associated with about $6 million of additional annual payroll in the professional services industry.
industry, and 7 additional professional services establishments. The number of establishments would also grow slightly in the recreational, financial, and real estate industries.

Is a 10% change in equine sales reasonable to expect? In the volatile world of equine markets, many year-to-year changes in sales exceed 10%. Also, note that the results presented here refer to impacts strictly within Fayette County. Additional impacts would spread beyond the county’s boundaries.

The presence of a horse racetrack in a county has an especially strong impact on business activity in other industries, as Table 3 shows. A racetrack and the activities connected with it lead to the creation of an estimated 15 establishments in the recreation industry, which includes arts and entertainment. Impacts on the annual payroll in the hospitality, recreation, and retail industries total $88 million, with retail trade leading the way. Given that racetrack activities would be a sizeable portion of most counties’ recreational sales, it is not surprising that a track leads to a 45% increase in recreation industry sales. In Fayette County, this translates into $74 million per year of additional sales.

In some cases, policymakers must choose between efforts that promote agriculture versus manufacturing. To clarify the tradeoffs involved, we repeated the analysis to measure the impact of a 10% increase in manufacturing sales on the six selected industries, with the results shown in Table 4.

Although Fayette County’s manufacturing industry is smaller than the U.S. average among similar-sized counties (annual sales of $3 billion versus $4 billion), it is a major contributor to the county’s economy, exceeded only by retail trade. A 10% increase in manufacturing sales is thus many times larger than a 10% increase in equine sales. The estimated impact on the six other industries was a net addition of 2 establishments in the financial industry, $2 million of additional payroll in the retail and recreational industries, and $23 million of additional retail sales. Overall, the manufacturing impacts on the six selected industries were modest; perhaps manufacturing linkages to other industries are stronger. A test of impacts on one good candidate, the construction industry, suggested a 1.3% ($5
million) increase in construction payroll and a 0.8% ($20 million) increase in sales, which is still modest given the $300 million magnitude of a 10% increase in manufacturing sales.

Conclusions and Policy Recommendations

This analysis estimated the impact of agricultural business activity on the number of establishments, the annual payroll, and the annual sales of six non-agricultural industries. The industries selected were those expected to have the strongest linkages to Fayette County’s equine-dominated agricultural industry: hospitality, recreation, finance, real estate, professional services, and retail trade. After collecting data from over 400 counties nationwide with populations between 100,000 and 500,000, we see that Fayette County does indeed produce more per capita business activity in these six industries than the national average.

Equine sales and the presence of a horse racetrack in a county have large impacts on business activity specifically within that county, not even considering spillover effects on other locations. As examples, a 10% increase in Fayette County’s equine sales is linked to $45 million of additional annual sales in professional services, real estate, and retail trade, and the presence of a racetrack is linked to $88 million of additional annual payroll in the hospitality, recreation, and retail industries.

The policy relevance of this study is its evidence that the agricultural industries do not operate in isolation, but are an important driver of Fayette County’s economy. While many business and community leaders assume this to be true, the analysis provides quantitative estimates that can be used for planning.

The results are statistical estimates obtained from publicly available data, and the analysis controlled for many other potential drivers of business activity. They are conservative in the sense that we only report those results for which we are at least 90% confident that the true impact is different from zero.
This analysis provides quantitative evidence that agricultural business activity significantly affects multiple industries in the local economy. A natural question is how the impacts of agriculture compare to the impacts of other business activities. One often hears calls for policies encouraging manufacturing firms to locate in Fayette County, so we tested the impact of manufacturing sales on the six selected industries. Surprisingly, there were few significant linkages between manufacturing and the six industries, and even the linkage with a seventh industry, construction, was modest.

The results suggest that if one were to enact policies promoting manufacturing, the goal should be limited to direct impacts on manufacturing activity, with few expectations of benefit to other local industries. In the case of policies promoting agriculture, the opposite is true; the expected benefits to other industries are approximately as large as the direct benefits. As an example, note in Table 2 that a $40 million increase in equine sales is associated with approximately the same boost in retail, real estate, and professional services sales. Economic development is not a zero-sum game, but one where both vicious and virtuous cycles are possible. Agriculture may be more prone to virtuous cycles if business inputs are sourced locally, profits are spent locally, and if participation in agriculture (for example, attending a Keeneland auction) entails spending on complementary goods (for example, financial services, legal services, restaurants, and accommodations).

Explaining why the results exist requires judgment on the analysts’ part. Reasonable speculation would include at least four factors. The first and most direct factor is that Fayette County’s unique agricultural status allows it to import tremendous wealth from outside the region that is then invested and spent within Fayette County in a wide range of industries.

Second, the combination of historical, cultural, and visual amenities that accompany this investment gives Fayette County a distinctive “brand” that generates a virtuous cycle of business activity. A visit to the Lexington city government and Chamber of Commerce websites illustrates this brand, with about half of the rotating photos on their front pages depicting farms, Keeneland, or
agriforum. Forbes.com placed Lexington 37th in its 2011 ranking of best places for business and careers (see http://www.forbes.com/places/ky/lexington/). Major industries are listed as “agribusiness, horses, technology,” and the profile links the city’s identity to the surrounding farms and its historic racetracks.

Third, Fayette County’s character and amenities have a positive influence on workforce recruitment and retention. An example is the September, 2012 decision by law firm Bingham McCutchen LLP to locate 250 new professional positions in Fayette County. Lexington and two other final candidates offered similar incentive packages, but quality of life was reported as a deciding factor (Sloan and Musgrave, 2012). Recognition by the World Monuments Fund of the Inner Bluegrass Region as a renowned cultural and agricultural landscape is evidence of how agriculture contributes to quality of life in Fayette County.

Fourth, Fayette County and local businesses have invested in a vibrant, entrepreneurial local food and entertainment industry. The Lexington Farmers Market, under the recently constructed 5/3 Pavilion, was recognized as one of the country’s top large farmers markets by the American Farmland Trust (Goins, 2012), and several other successful farmers markets operate in Fayette County. The addition of downtown businesses such as West Sixth Brewing, Shorty’s Grocery, FoodChain Urban Farm, Country Boy Brewing, Town Branch Distillery, and several new restaurants and bars in the area near Cheapside Park are all linked by a distinctive local character that blurs the lines of the agricultural, hospitality, and recreation industries.

At a time when many municipalities are actively trying to establish a brand that will promote growth, Fayette County is fortunate to be nationally recognized for its longstanding agricultural character. Agriculture alone does not create Fayette County’s unique image; it is the combination of the visual amenities of its farms, the glamour of its equine events, and the deep cultural history evident throughout the area. Bourbon distilling, originally a way to preserve the value of corn in an easily
transported form, blends well with Fayette County’s agricultural and equine heritage, strengthening the area’s appeal to visitors and residents alike. Having a strong character makes Fayette County a fertile place for business creation. This is particularly true for local agricultural and food businesses that rely on consumer perception of place as a component of their value.

Fayette County’s brand is analogous to a stock of capital that was acquired over a long period, and now yields returns without diminishing the endowment. Economic growth strategies that work well in one area, given its endowments and historical development, may not be appropriate for another area. Distinctiveness, however, is a key component of any growth strategy. Promoting Fayette County’s distinctiveness can be the deciding factor in attracting and retaining both businesses and a vibrant workforce. Similarly, encouraging not just retention but growth of indigenous firms that have already demonstrated that they are a good fit for the area’s characteristics may efficiently contribute to economic growth and sustainable employment.
References


Table 1. Factors controlled for in the analysis, U.S. average\(^a\) vs. Fayette County, Kentucky

<table>
<thead>
<tr>
<th></th>
<th>U.S. Average</th>
<th>Fayette County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment rate</td>
<td>8.47%</td>
<td>7.20%</td>
</tr>
<tr>
<td>Percent below poverty level</td>
<td>14.72%</td>
<td>20.40%</td>
</tr>
<tr>
<td>Housing value</td>
<td>$ 181,086</td>
<td>$ 161,900</td>
</tr>
<tr>
<td>Commuting time (minutes)</td>
<td>23.59</td>
<td>19.50</td>
</tr>
<tr>
<td>Population</td>
<td>211,417</td>
<td>295,803</td>
</tr>
<tr>
<td>Natural amenity index</td>
<td>3.67</td>
<td>2.00</td>
</tr>
<tr>
<td>Crimes reported</td>
<td>226</td>
<td>1,724</td>
</tr>
<tr>
<td>Household income</td>
<td>$ 64,753</td>
<td>$ 68,846</td>
</tr>
<tr>
<td>Real estate tax rate</td>
<td>1.04%</td>
<td>0.86%</td>
</tr>
<tr>
<td>Agricultural establishments</td>
<td>1,012</td>
<td>810</td>
</tr>
<tr>
<td>Manufacturing sales</td>
<td>$ 4,011,525,000</td>
<td>$ 3,040,740,000</td>
</tr>
<tr>
<td>Water acres per capita</td>
<td>0.06</td>
<td>0.00</td>
</tr>
<tr>
<td>Urban acres per capita</td>
<td>0.24</td>
<td>0.22</td>
</tr>
</tbody>
</table>

\(^a\) U.S. average of counties with population between 100,000 and 500,000

Table 2. Impact of equine sales on other industries

A 10% increase in equine sales leads to …
- 0.5 more recreational establishments
- 1 more financial establishment
- 1 more real estate establishment
- 7 more professional services establishments
- a 1% increase ($5.6 million) in professional services payroll
- a 1% increase ($26.3 million) in professional services sales
- a 1% increase ($5.2 million) in real estate sales
- a 0.3% increase ($13.6 million) in retail sales

Table 3. Impact of a horse racetrack on other industries

The presence of a racetrack in a county leads to …
- 15 more recreation industry establishments
- a 10% increase ($25.2 million) in hospitality payroll
- a 42% increase ($23.8 million) in recreation industry payroll
- an 8% increase ($38.5 million) in retail payroll
- a 45% increase ($74.4 million) in recreation industry sales
Table 4. Compared to agriculture, manufacturing has weaker linkages to other industries

<table>
<thead>
<tr>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 10% increase in manufacturing sales leads to ...</td>
</tr>
<tr>
<td>3 more financial establishments</td>
</tr>
<tr>
<td>1 fewer real estate establishments</td>
</tr>
<tr>
<td>an 8% increase ($0.5 million) in recreation industry payroll</td>
</tr>
<tr>
<td>a 2% increase ($1.2 million) in retail payroll</td>
</tr>
<tr>
<td>a 5% increase ($23.3 million) in retail sales</td>
</tr>
</tbody>
</table>

Figure 1. Fayette County, four of its neighbors, and Marion County, Fl. dominate U.S. equine sales

- Fayette, Ky. ($410 million)
- Four counties neighboring Fayette, Ky. ($475 million)
- Marion, Fl. ($128 million)
Figure 2. Sales of horses and breeding services account for 95% of Fayette County ag sales

- Equine sales ($410 million)
- Specialty animal products ($71 million)
- Other animal sales ($8 million)
- Crop sales ($16 million)

Figure 3. Business establishments per 1,000 residents in six industries, U.S. average\(^a\) vs. Fayette County, Kentucky

\(^a\) U.S. average of counties with population between 100,000 and 500,000
Figure 4. Annual payroll per capita in six industries, U.S. average\textsuperscript{a} vs. Fayette County, Kentucky

\begin{figure}
\centering
\includegraphics[width=\textwidth]{payroll.png}
\caption{Payroll per capita comparison for six industries: Hospitality, Recreation, Finance, Real Estate, Prof. Services, and Retail.}
\end{figure}

\begin{itemize}
\item \textsuperscript{a} U.S. average of counties with population between 100,000 and 500,000
\end{itemize}

Figure 5. Annual sales per capita in six industries, U.S. average\textsuperscript{a} vs. Fayette County, Kentucky

\begin{figure}
\centering
\includegraphics[width=\textwidth]{sales.png}
\caption{Sales per capita comparison for six industries: Hospitality, Recreation, Finance, Real Estate, Prof. Services, and Retail.}
\end{figure}

\begin{itemize}
\item \textsuperscript{a} U.S. average of counties with population between 100,000 and 500,000
\end{itemize}