



**COMMUNITY ECONOMIC ANALYSIS
POPULATION, INCOME and RETAIL SALES
Retail Leakage and Trade Area Capture**

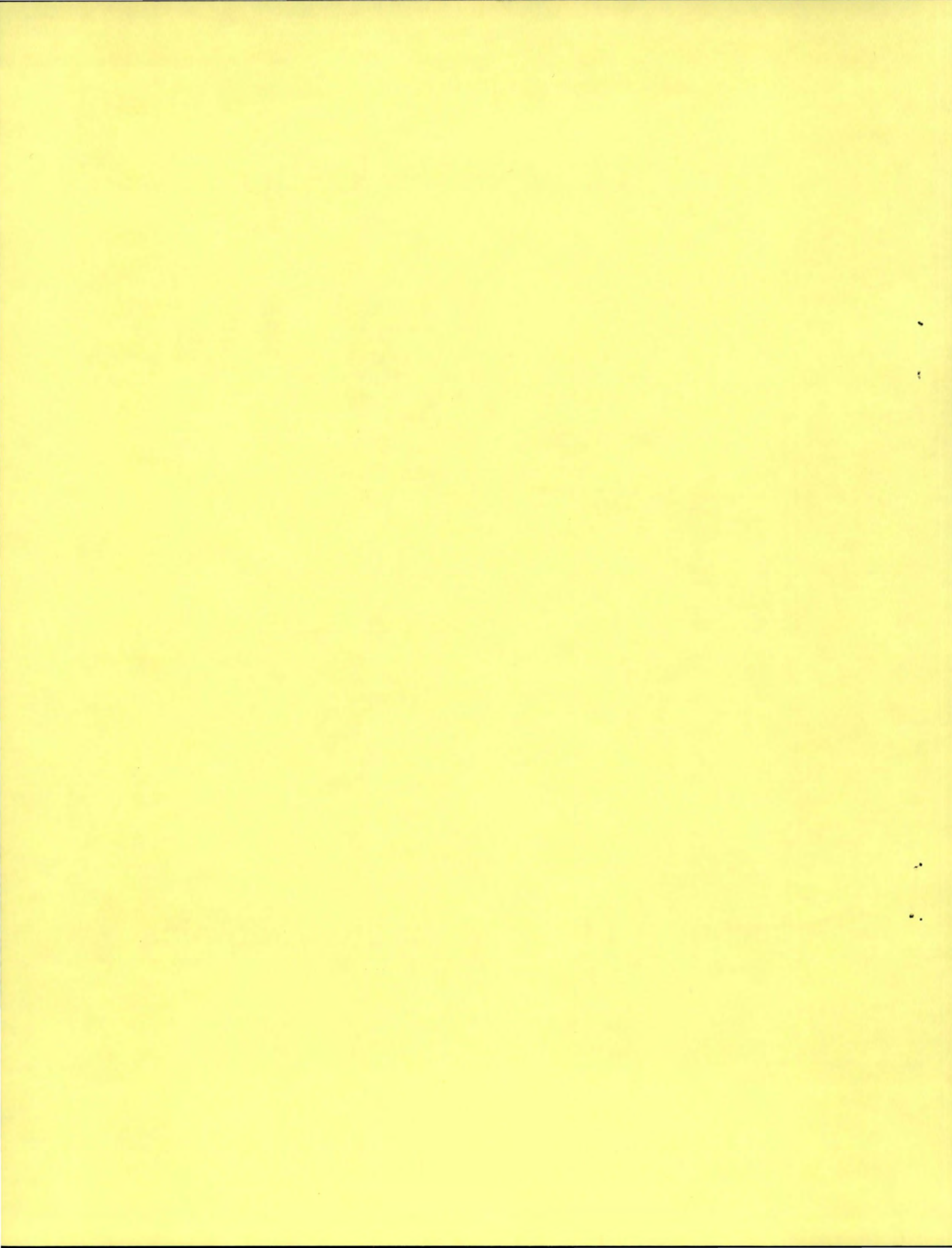
**for
Clearwater, Idaho and Lewis Counties of Idaho**

**by
Neil Meyer, Roger Coupal and Jerry Thomas
Dept. Ag. Econ and Rural Sociology
University of Idaho, Moscow, Id. 83843
Phone: 208-885-6335**

**A. E. Extension Series No. 90-8
March, 1990**

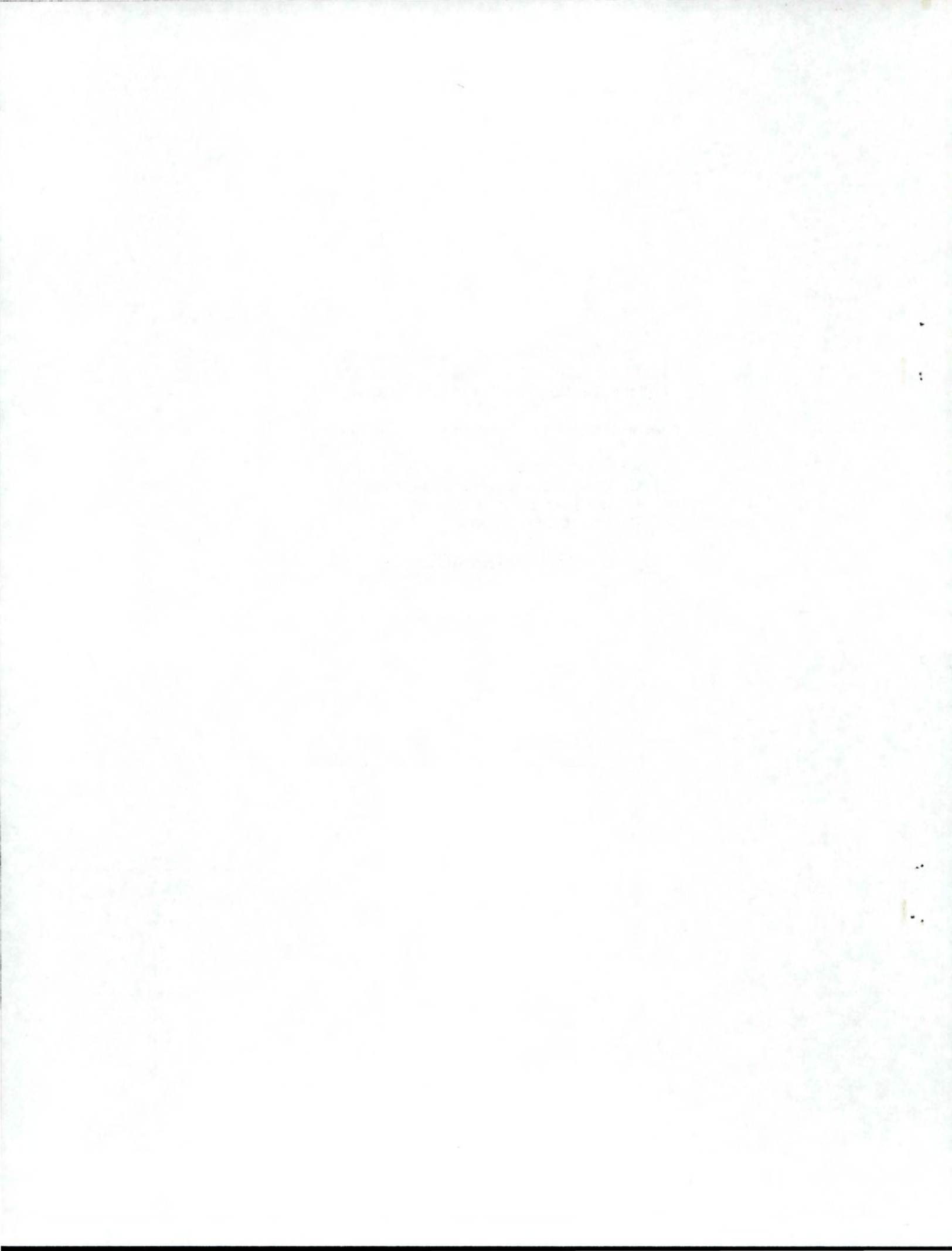
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Moscow, Idaho 83843**



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Checking a community's or county's economic health involves looking at factors which have direct or indirect effects on local economic activity. Among the factors to be examined include trends in income, population, population composition, and retail sales.

The following charts show trends in population, income (real and nominal), and retail trade. Population charts include a population profile which shows the number of persons in four age categories. Income is shown on a per capita basis. Nominal values are shown as well as real values (numbers adjusted for the effects of inflation). Total retail sales are shown for each county. In addition the trade area capture is calculated for seven categories. Trade area capture is the customer equivalents served for a given county (See definition below). The categories included are:

Total Retail Sales

Auto Dealers and Accessories - (SIC-54)

Drug Stores - (SIC-591) stores that fill prescriptions only

Eating and Drinking Establishments - (SIC-11)

Food Stores - (SIC-54) food for home consumption

Furniture, Home Furnishings and Appliances - (SIC-57)

General Merchandise - (SIC-53) department stores, variety stores, and discount stores, etc.

Other - all other types of retail sales

Source: Sales and Marketing Management, July issues.

Pull factors are also shown. Pull factors are the ratio of retail sales for a given retail sector per county resident compared to the average retail sales for a given retail sector per state resident. A ratio of one or greater implies that the county is pulling more customers in from surrounding counties for retail business than are leaving for retail purchases. A second possibility is local residents spend more than the state per capita average on that category of retail sale.

Definitions:

Trade Area Capture (TAC): Divides actual retail sales by state per capita sales and multiplies that value by a ratio of county per capita income to state per capita income. The resulting number is in customer equivalents. To interpret this value if the trade area capture value is increasing over time the community is gaining customers. However, if it is declining the community is losing customers.

$$TAC = \frac{\text{Retail sales (County)}}{\text{Retail sales (state)} \times \frac{\text{County per capita income}}{\text{State per capita income}}}$$

= customer equivalents served

Pull Factor: The ratio of retail sales for a given retail sector per county resident compared to the average retail sales for a given retail sector per state resident. To interpret this value, a ratio of one or greater implies that the county/community is pulling customers in from surrounding counties for retail business.

$$\text{Pull factor} = \frac{\text{TAC for item}}{\text{County population}}$$

Data Sources: Data for this analysis comes from the Department of Commerce Bureau of Economic Analysis, Sales Marketing and Management Magazine, and U.S. Census estimates.

PLUMBER BOND

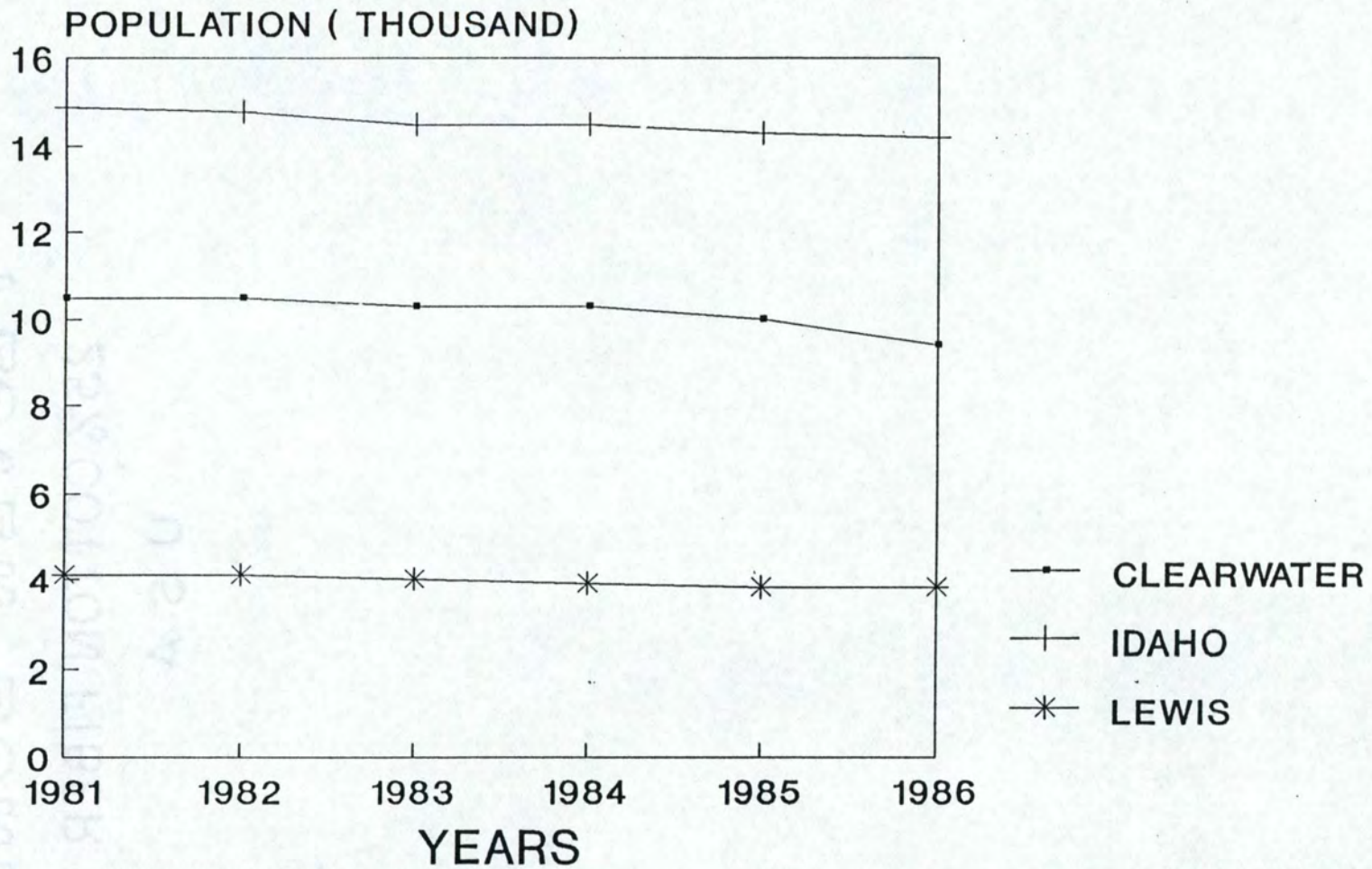
25% COTTON FIBER

U.S.A.

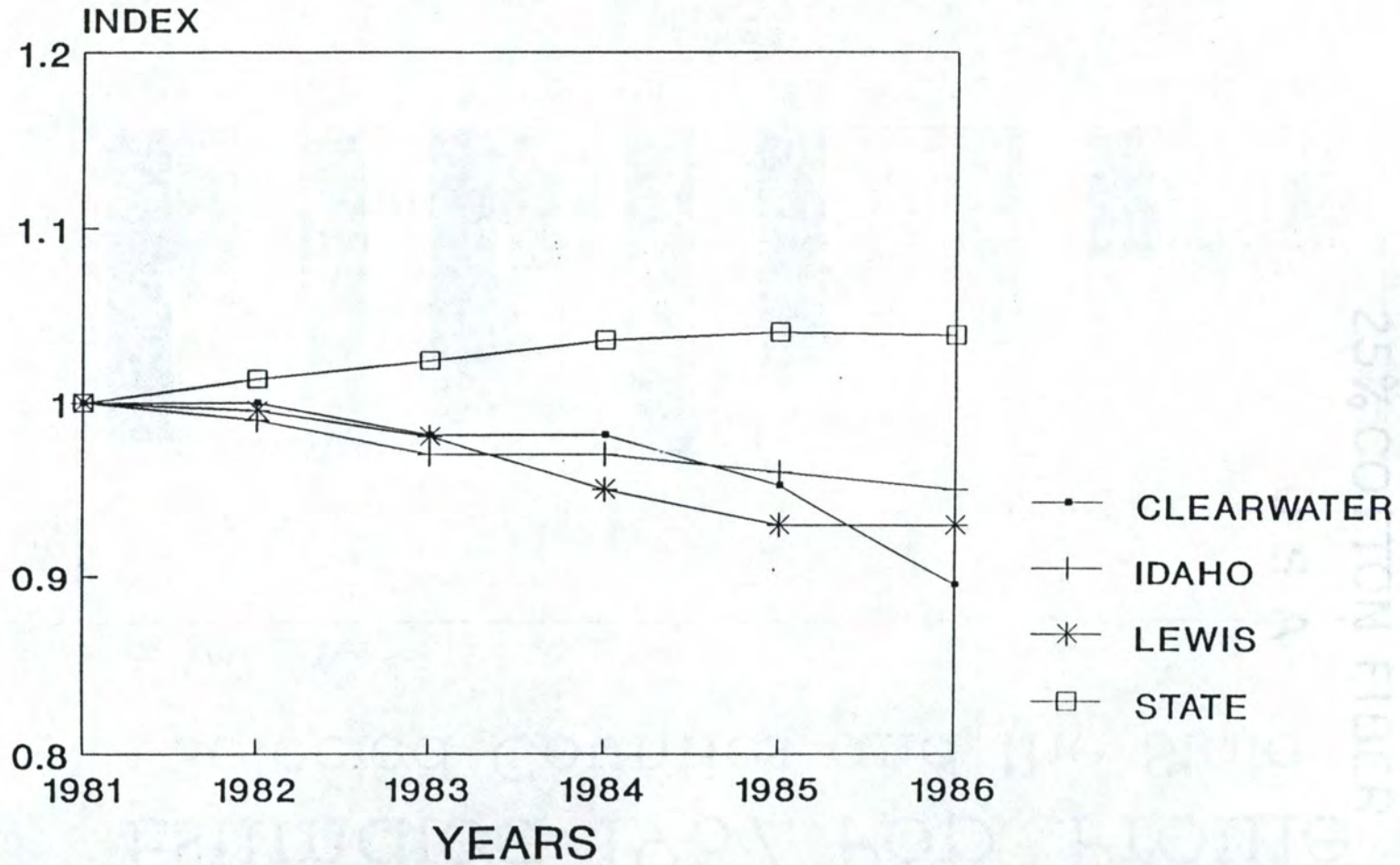
Decorative script

THE PLUMBER BOND COMPANY
NEW YORK, N.Y.

POPULATION TREND BASE = 1981 CLEARWATER, IDAHO & LEWIS COUNTIES

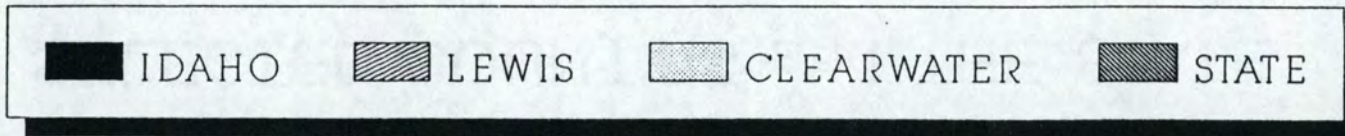
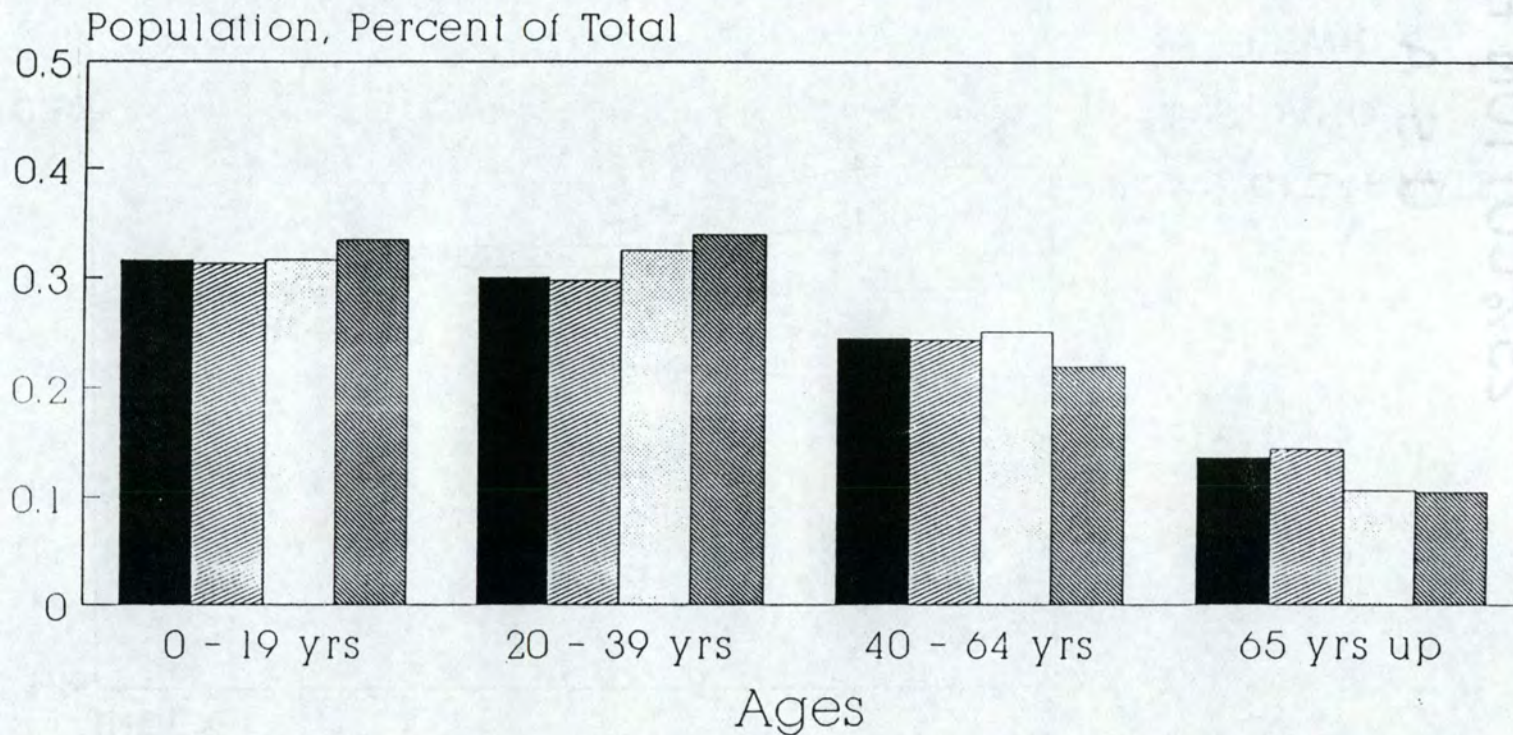


POPULATION INDEX BASE = 1981 SELECTED COUNTIES and THE STATE



Estimated 1987 Pop. Profile

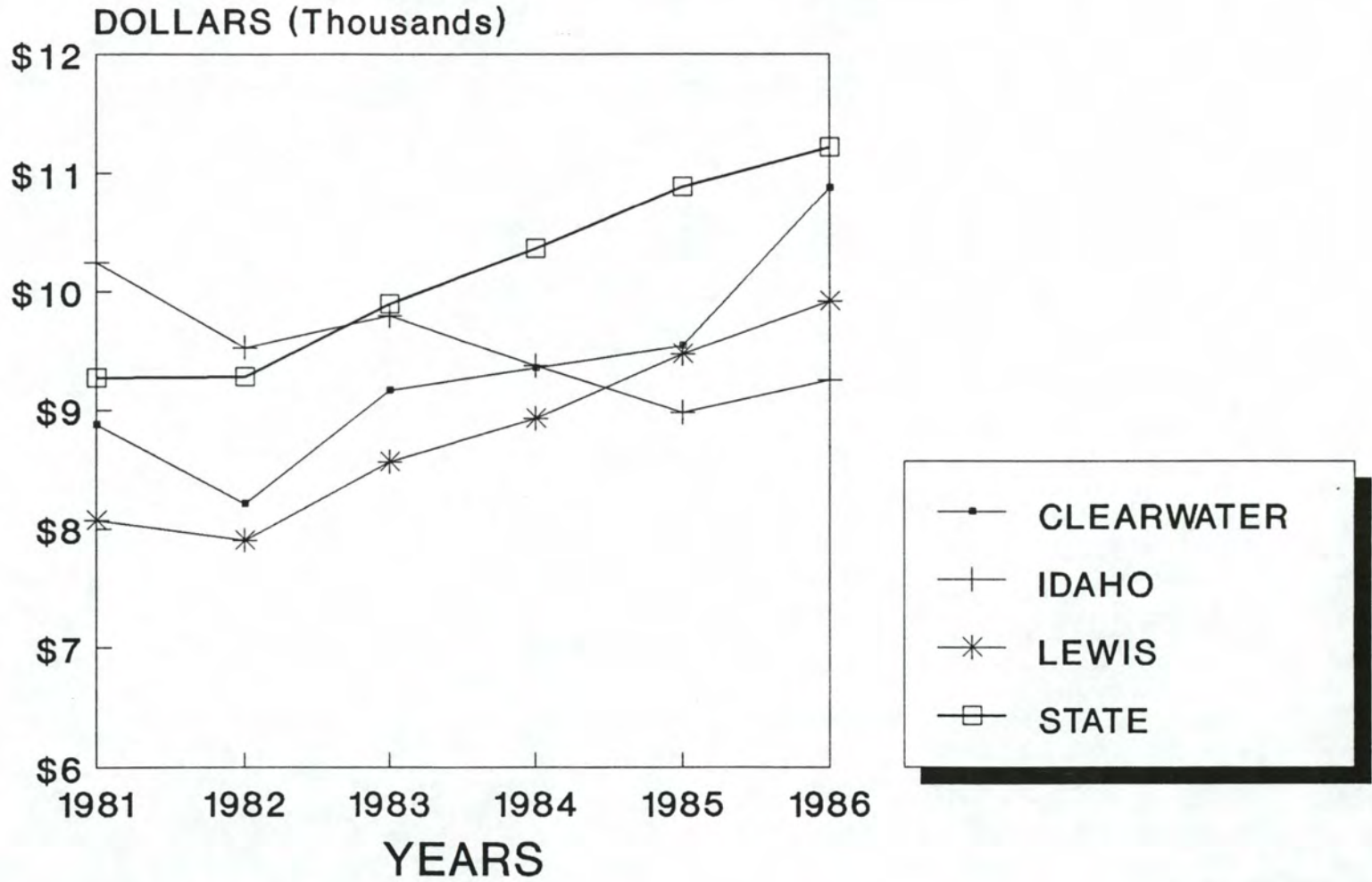
Selected Counties and the State



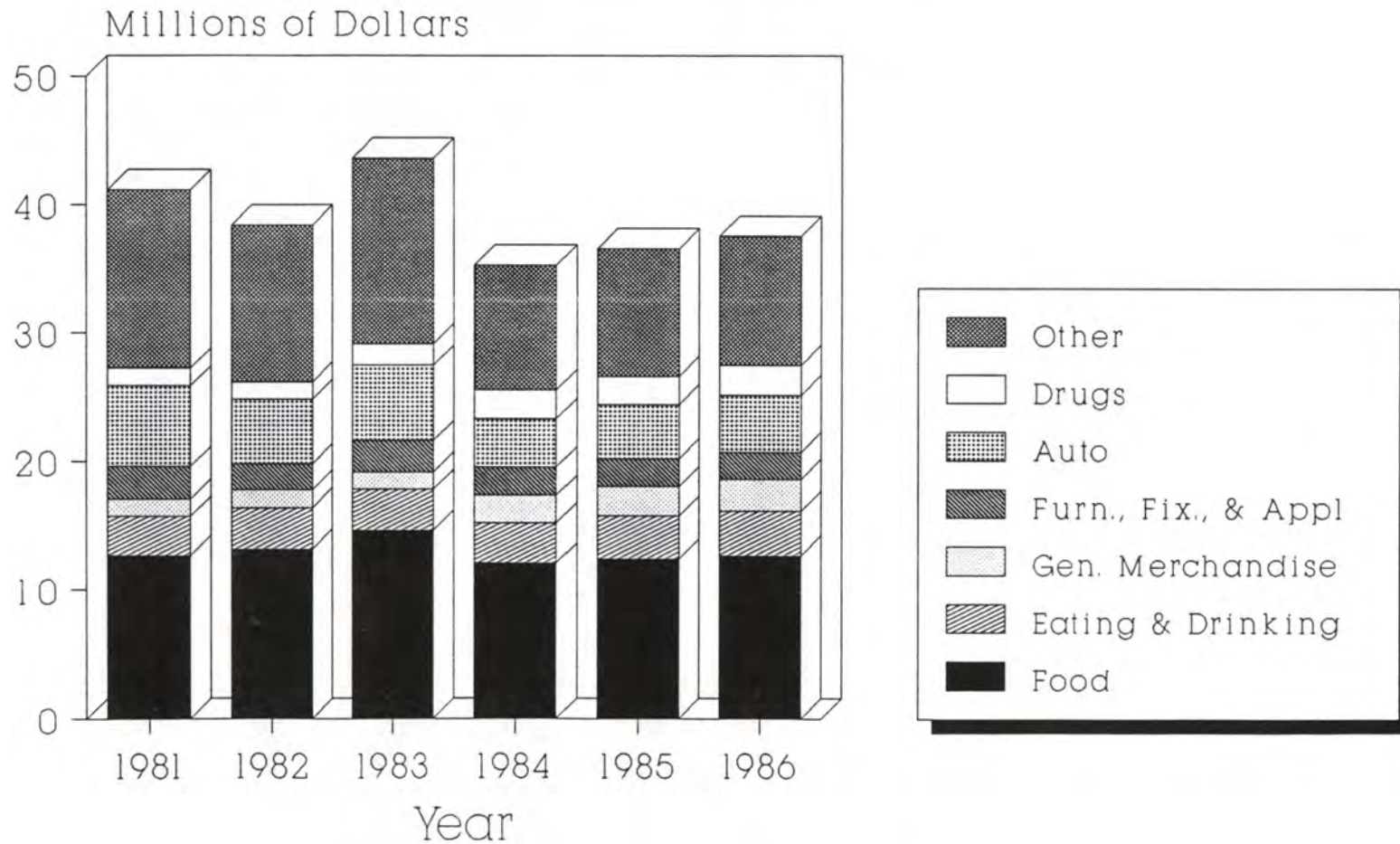
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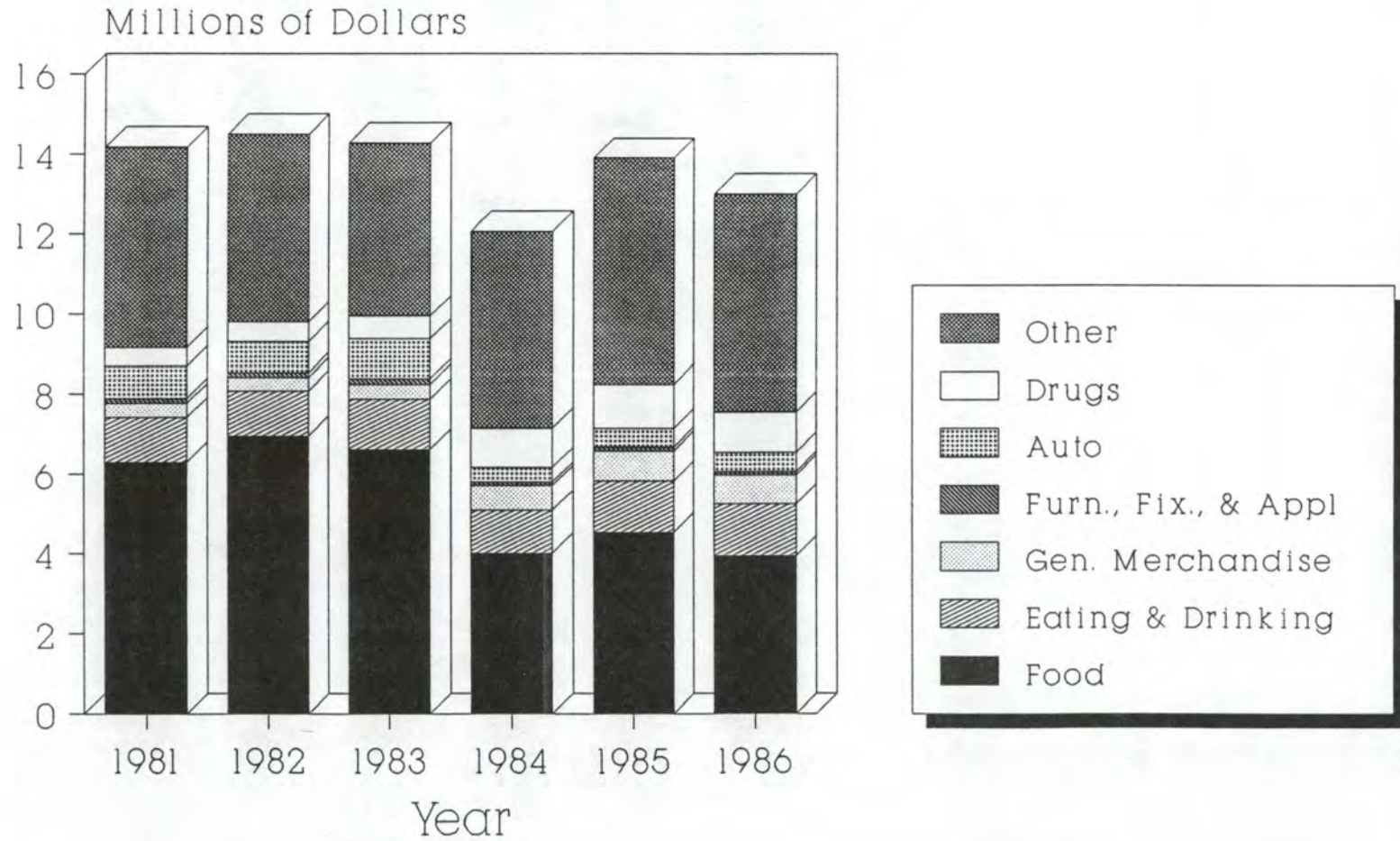
PER CAPITA INCOME, NOMINAL SELECTED COUNTIES AND THE STATE



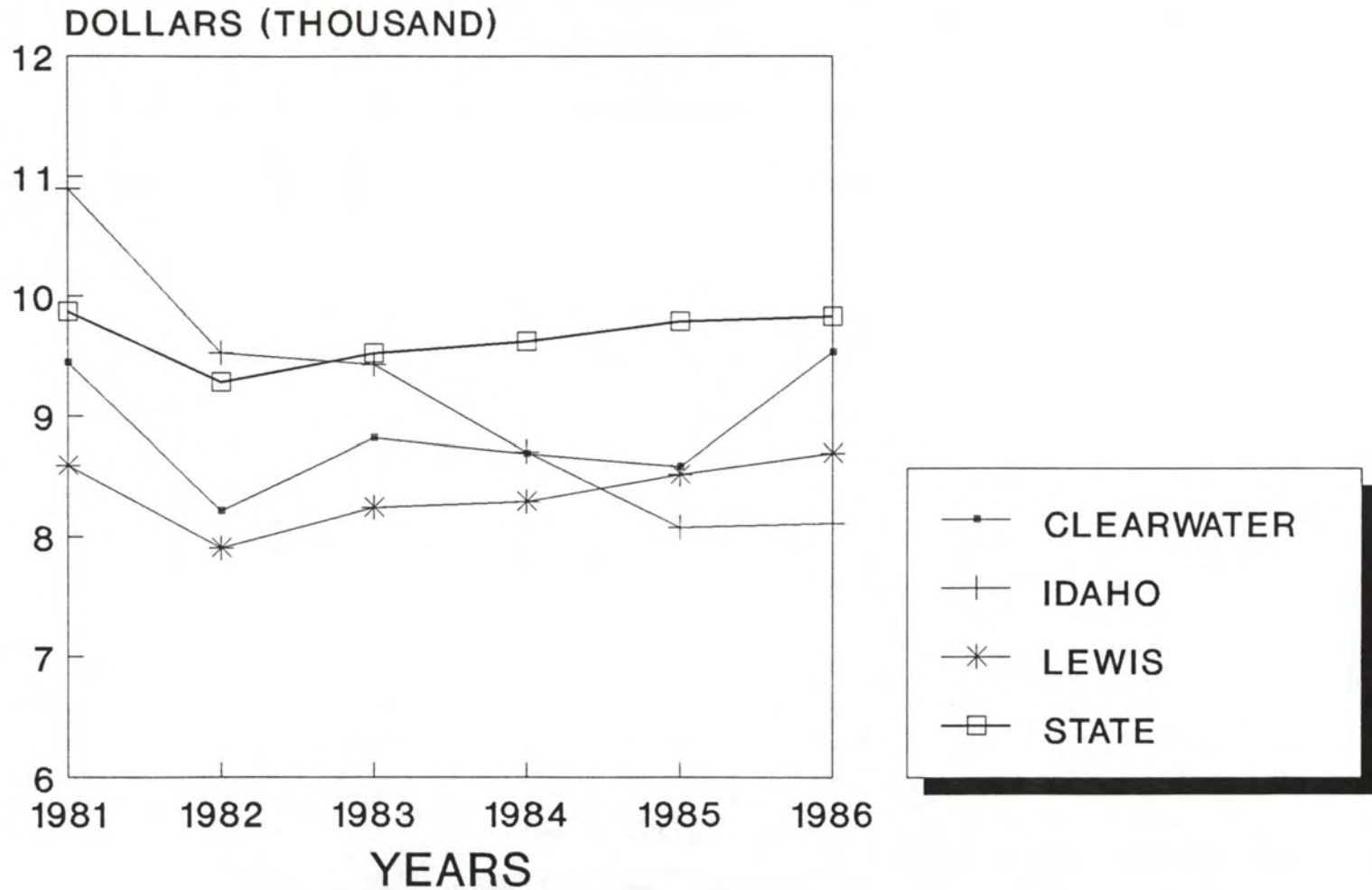
Total Retail Sales Idaho County



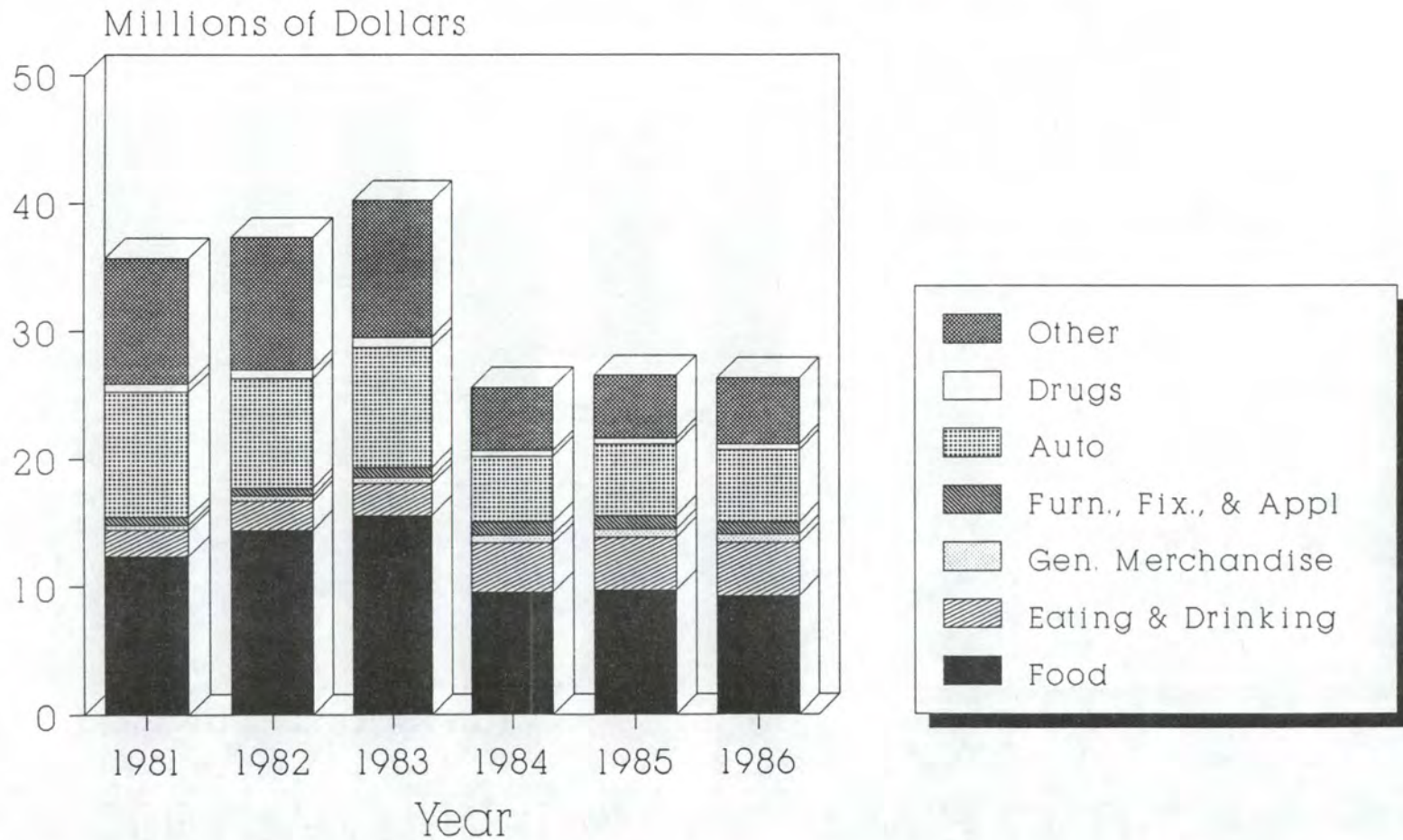
Total Retail Sales Lewis County



PER CAPITA INCOME, REAL CLEARWATER, IDAHO & LEWIS COUNTIES



Total Retail Sales Clearwater County

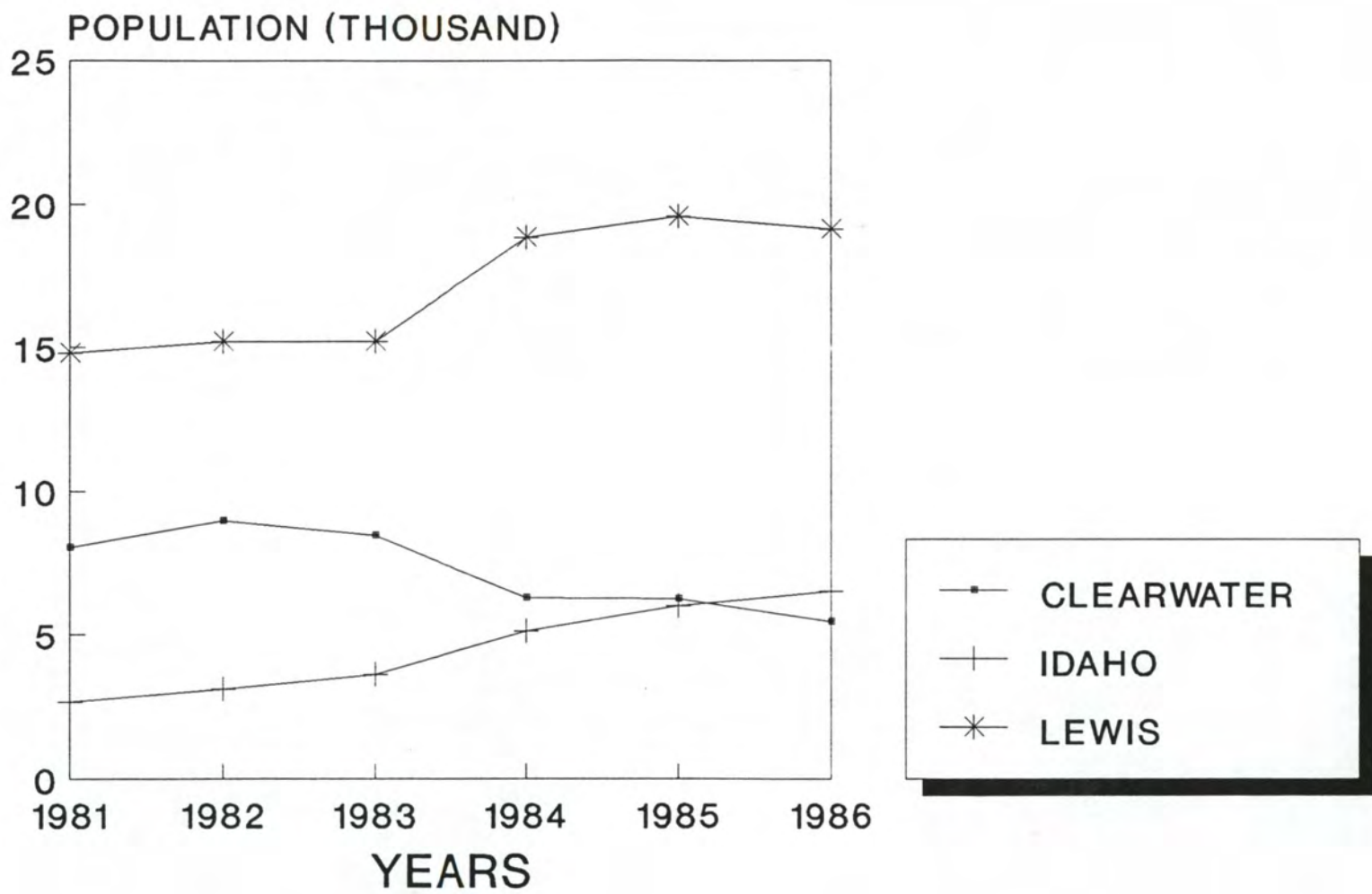


Total Retail Sales

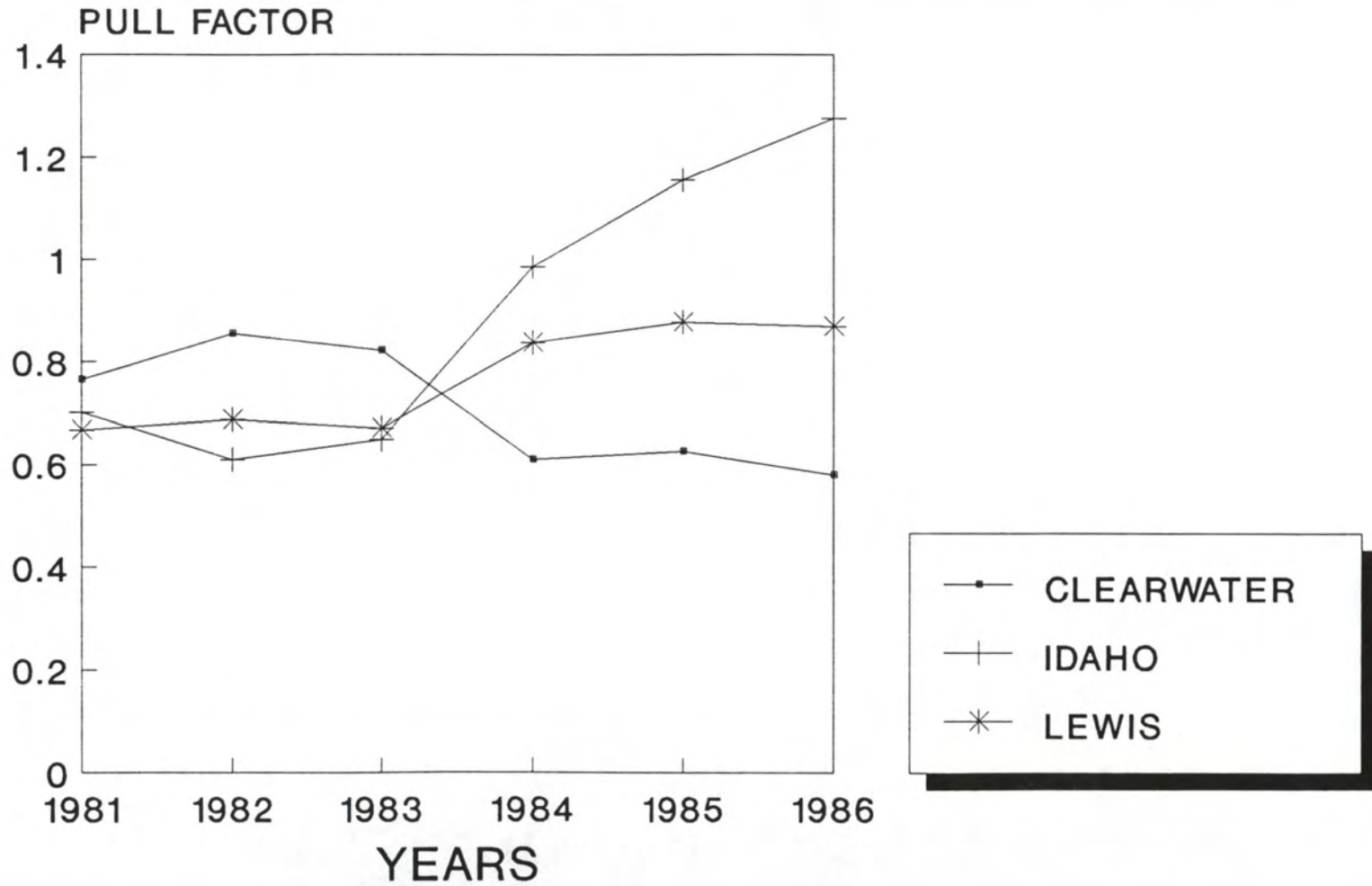
Wholesale Sales

Inventory

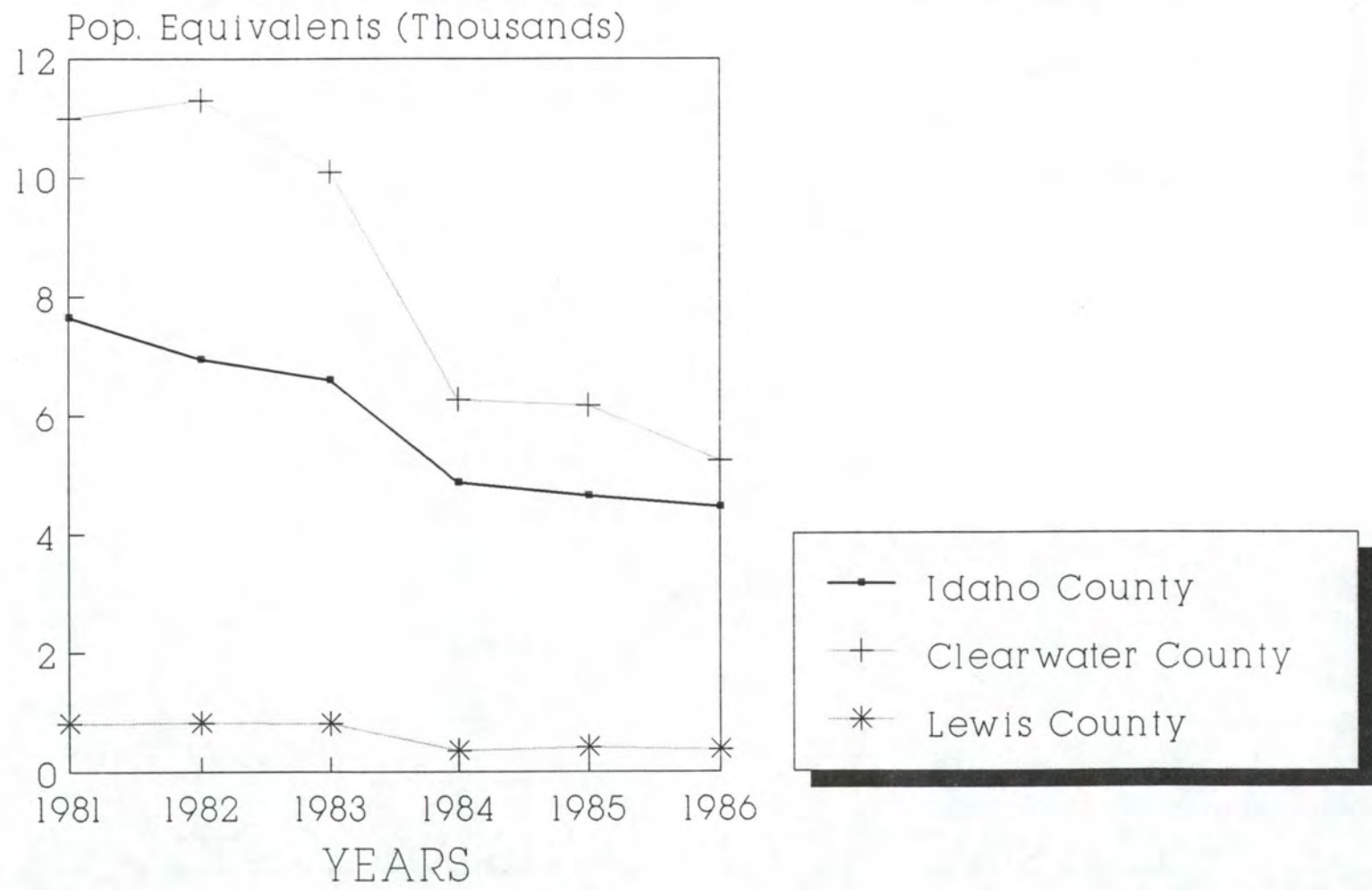
TRADE AREA CAPTURE CLEARWATER, IDAHO & LEWIS CO.



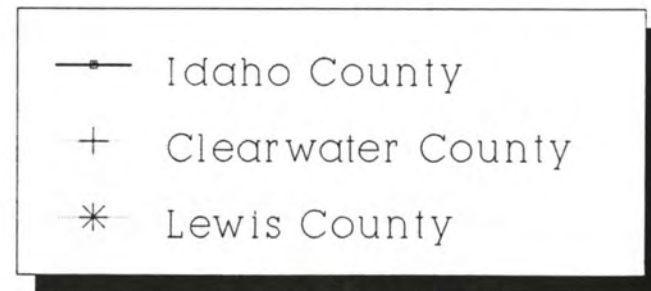
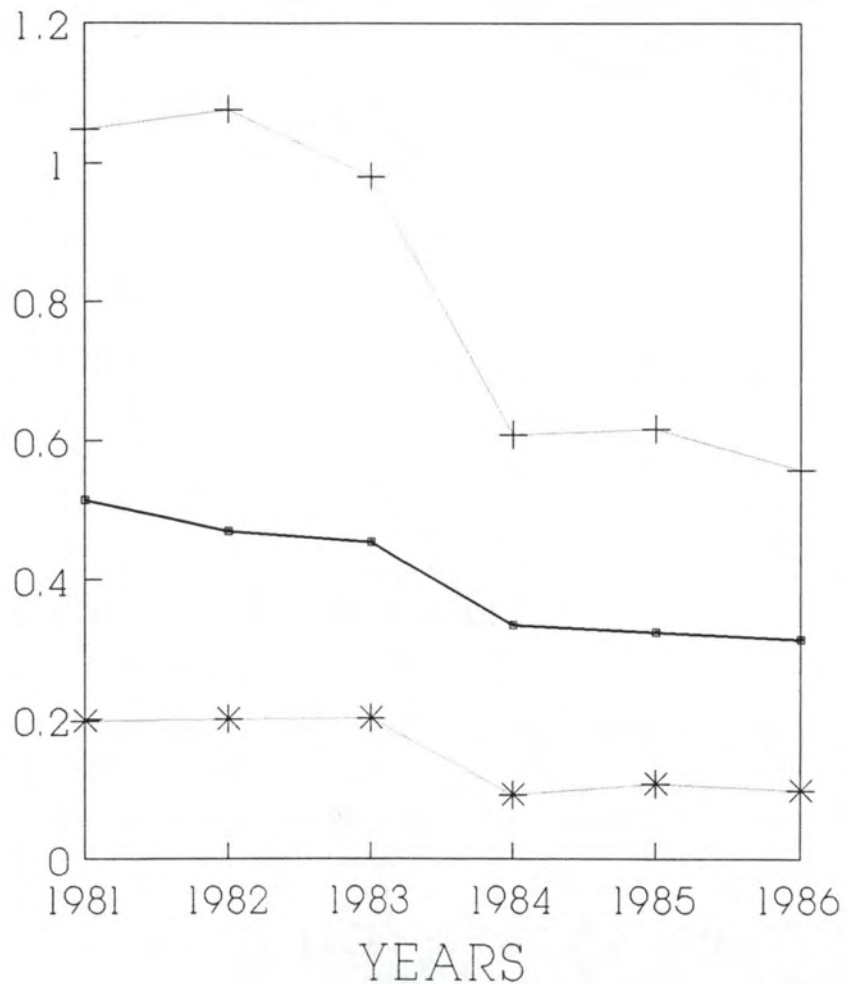
PULL FACTOR CLEARWATER, IDAHO & LEWIS CO.



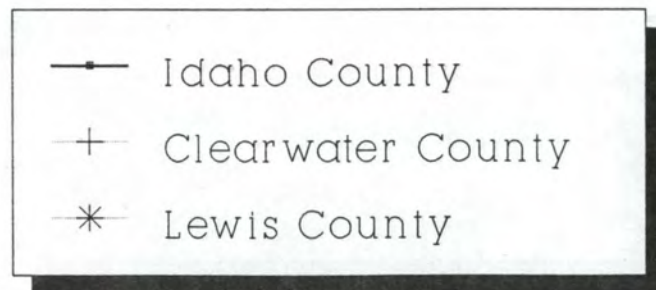
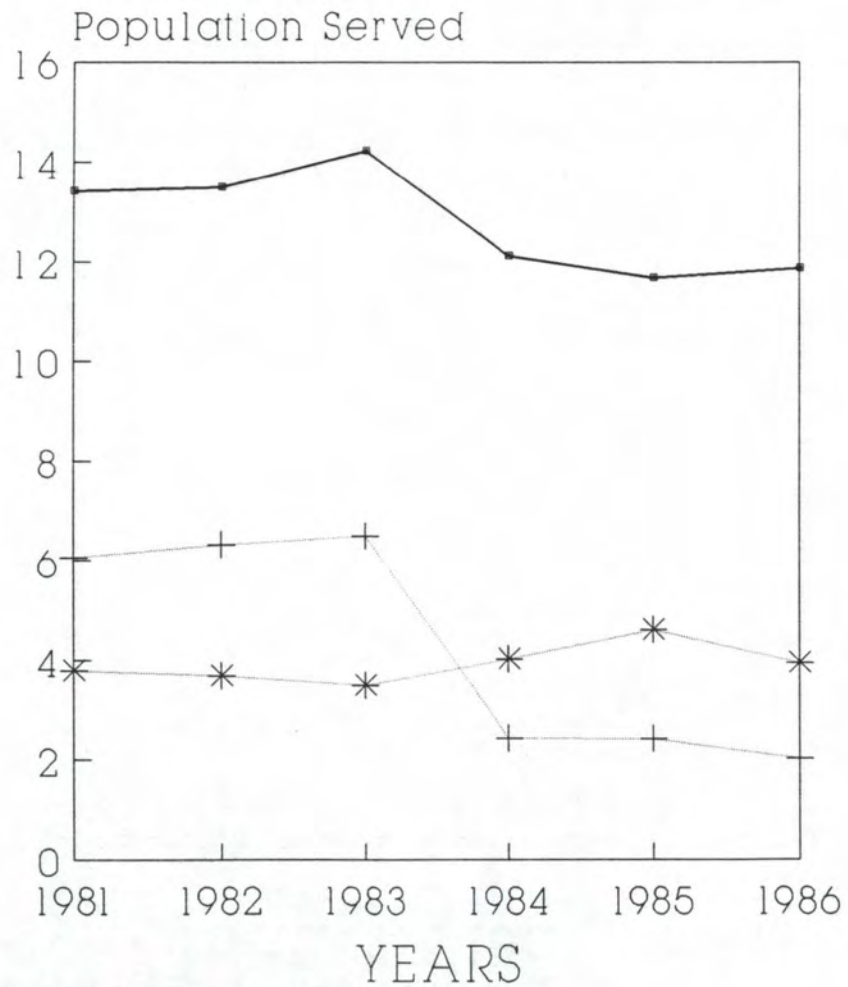
TRADE AREA CAPTURE - Auto Sales & Serv. Idaho, Clearwater, and Lewis Co.'s



PULL FACTOR - Auto Sales, Serv., & Asse Idaho, Clearwater, and Lewis Co.'s

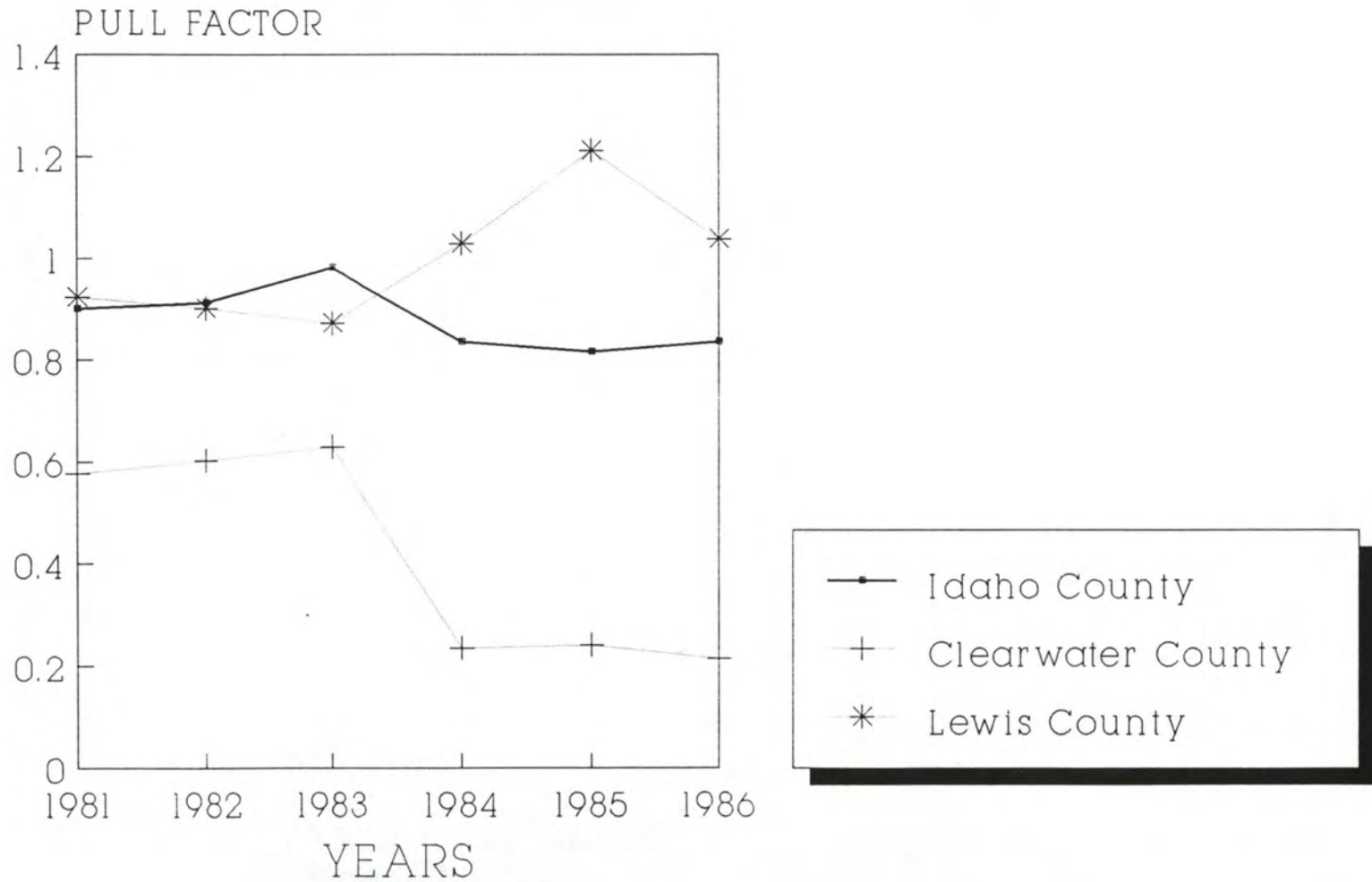


TRADE AREA CAPTURE - Drugs Idaho, Clearwater, and Lewis Co.'s

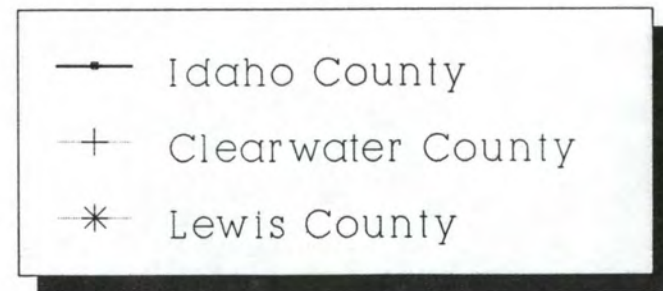
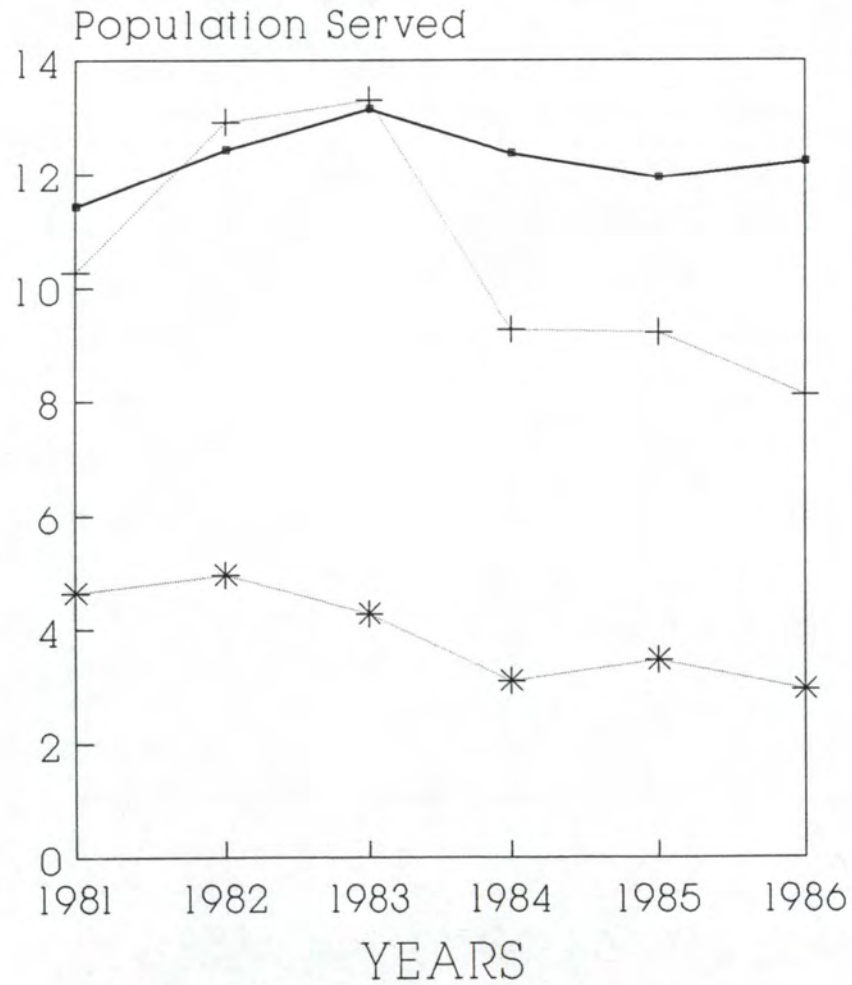


PULL FACTOR - Drugs

Idaho, Clearwater, and Lewis Co.'s

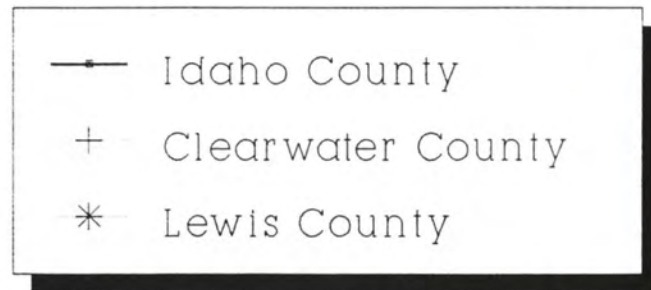
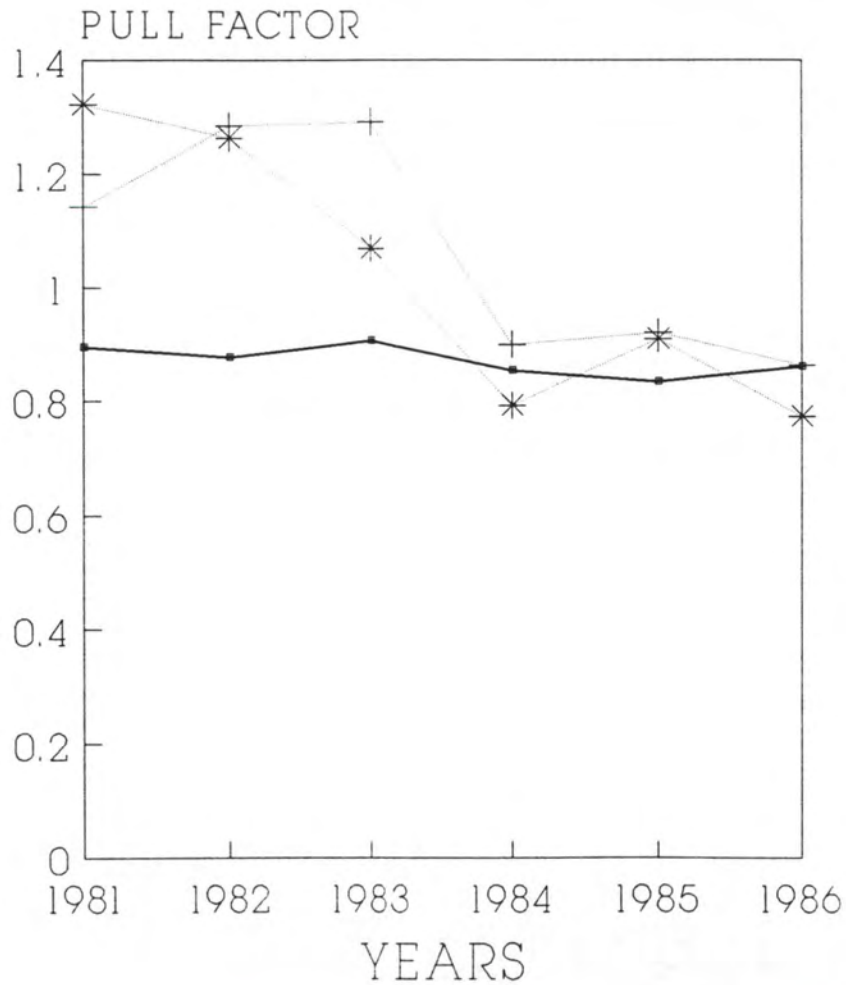


TRADE AREA CAPTURE - Food Idaho, Clearwater, and Lewis Co.'s

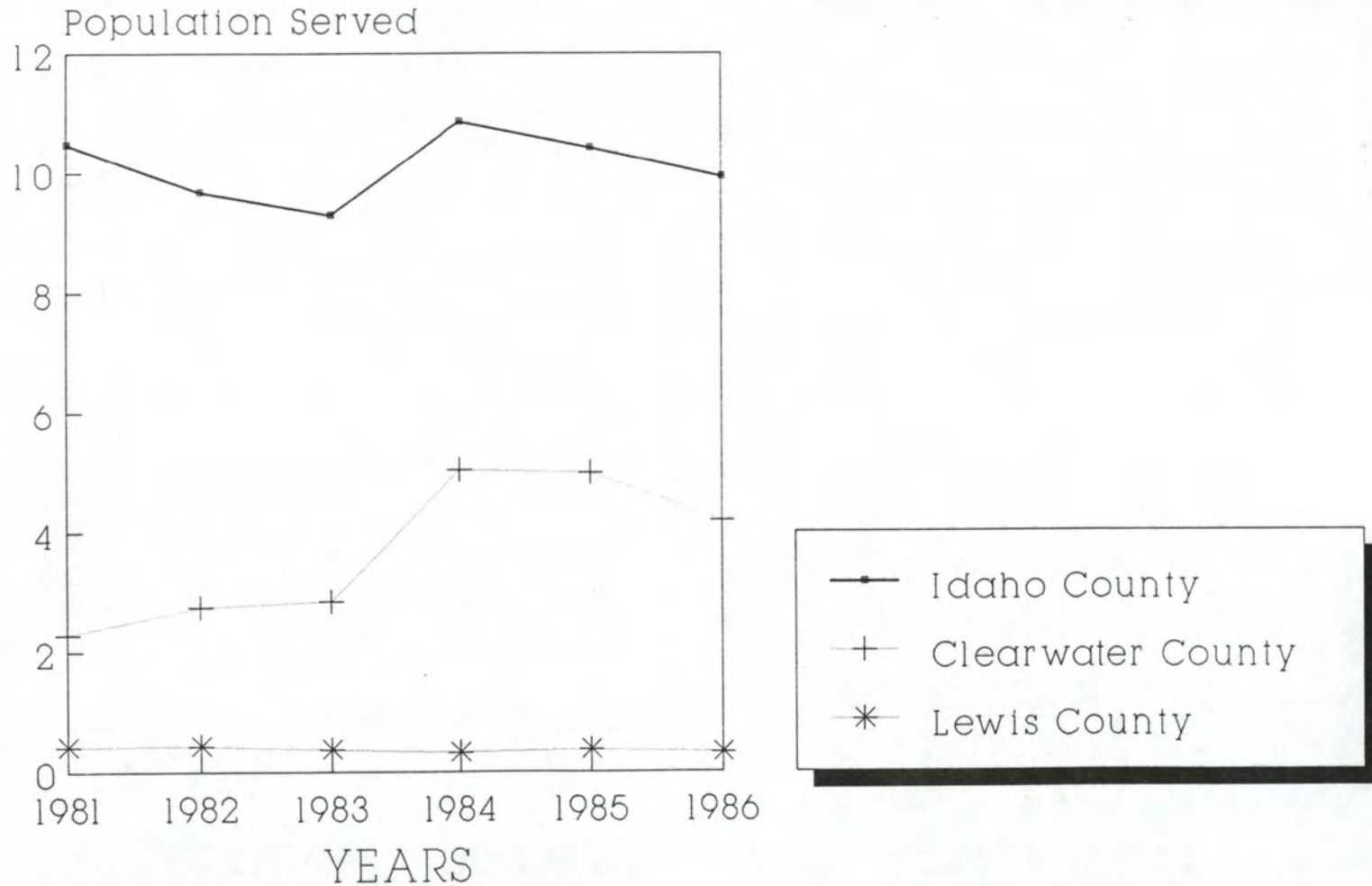


PULL FACTOR - Food

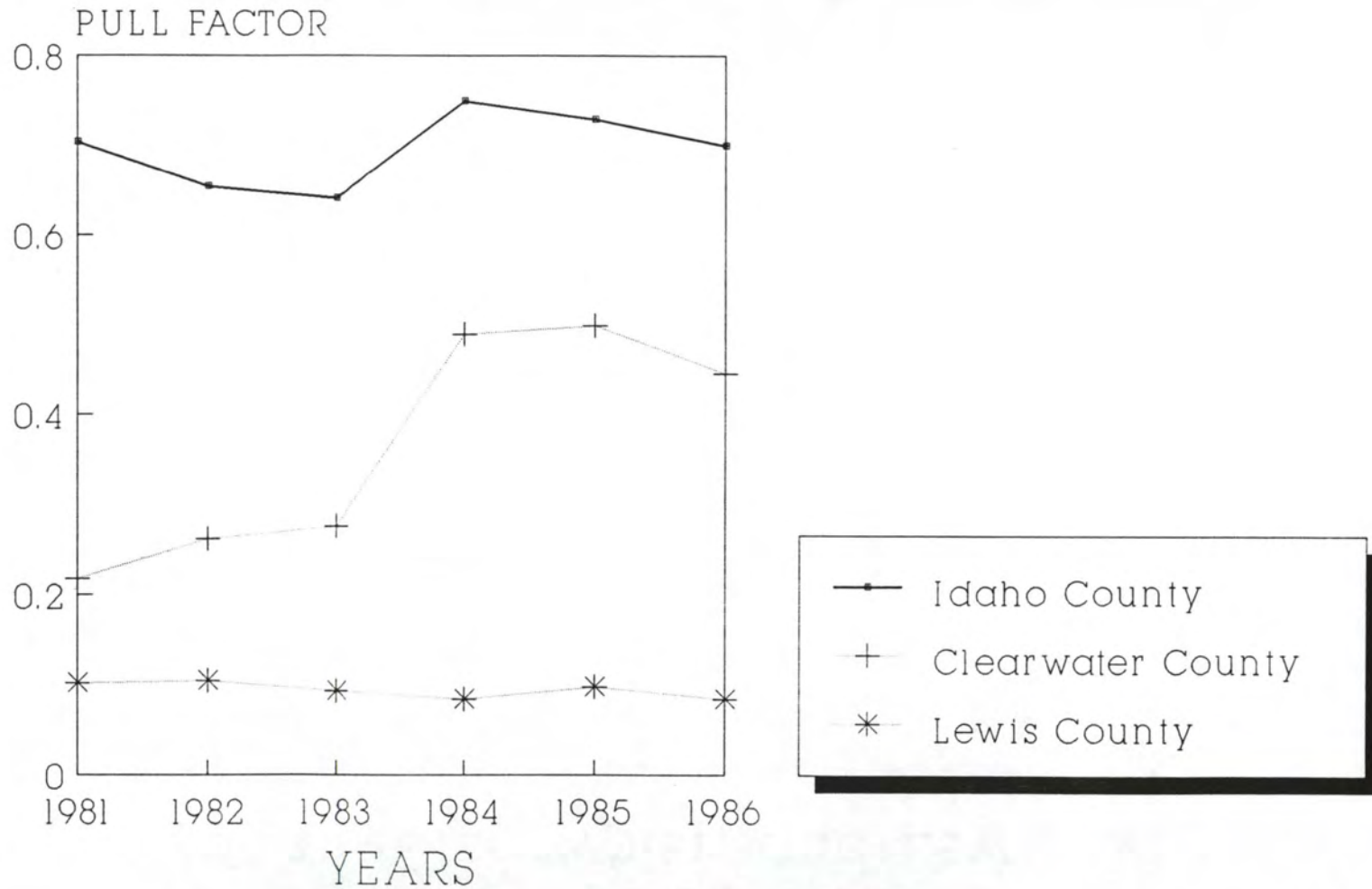
Idaho, Clearwater, and Lewis Co.'s



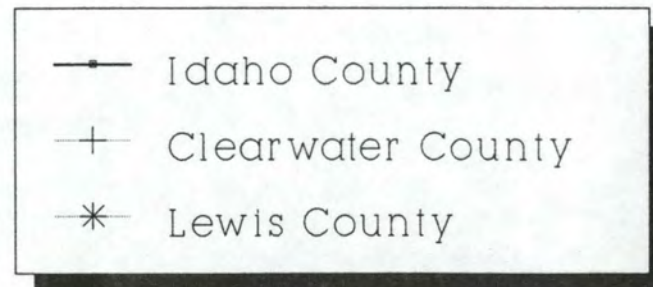
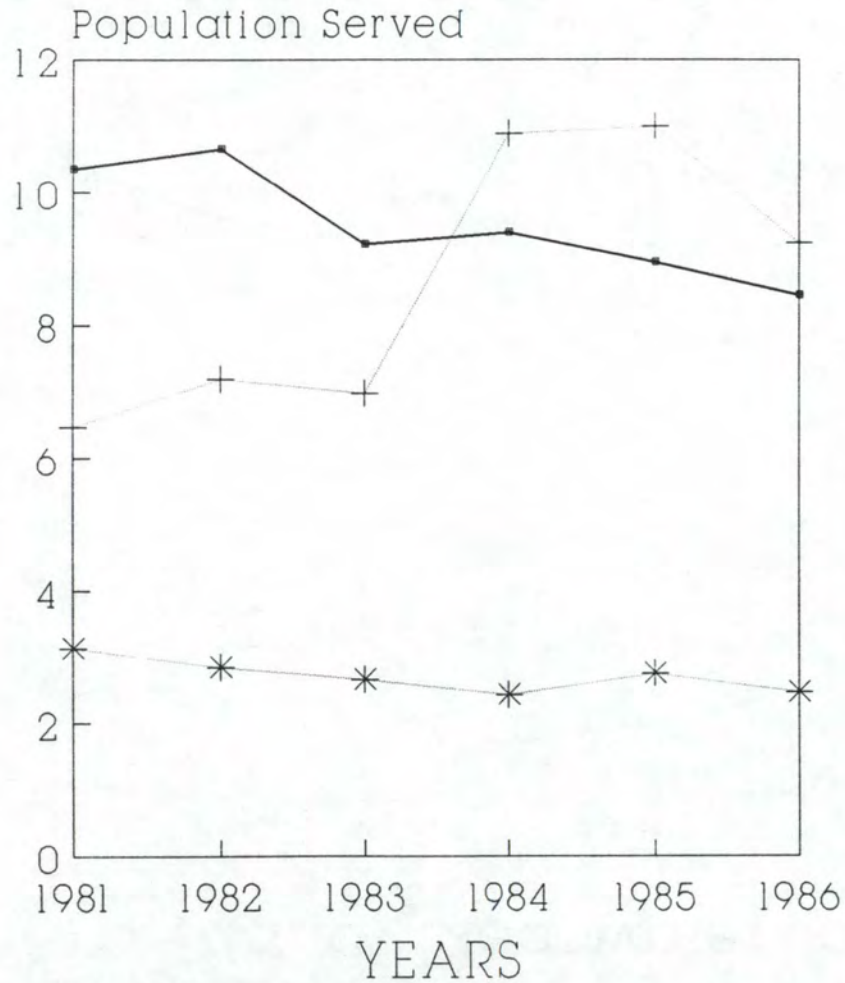
TRADE AREA CAPTURE - Furn, Fixtr, & Appl Idaho, Clearwater, and Lewis Co.'s



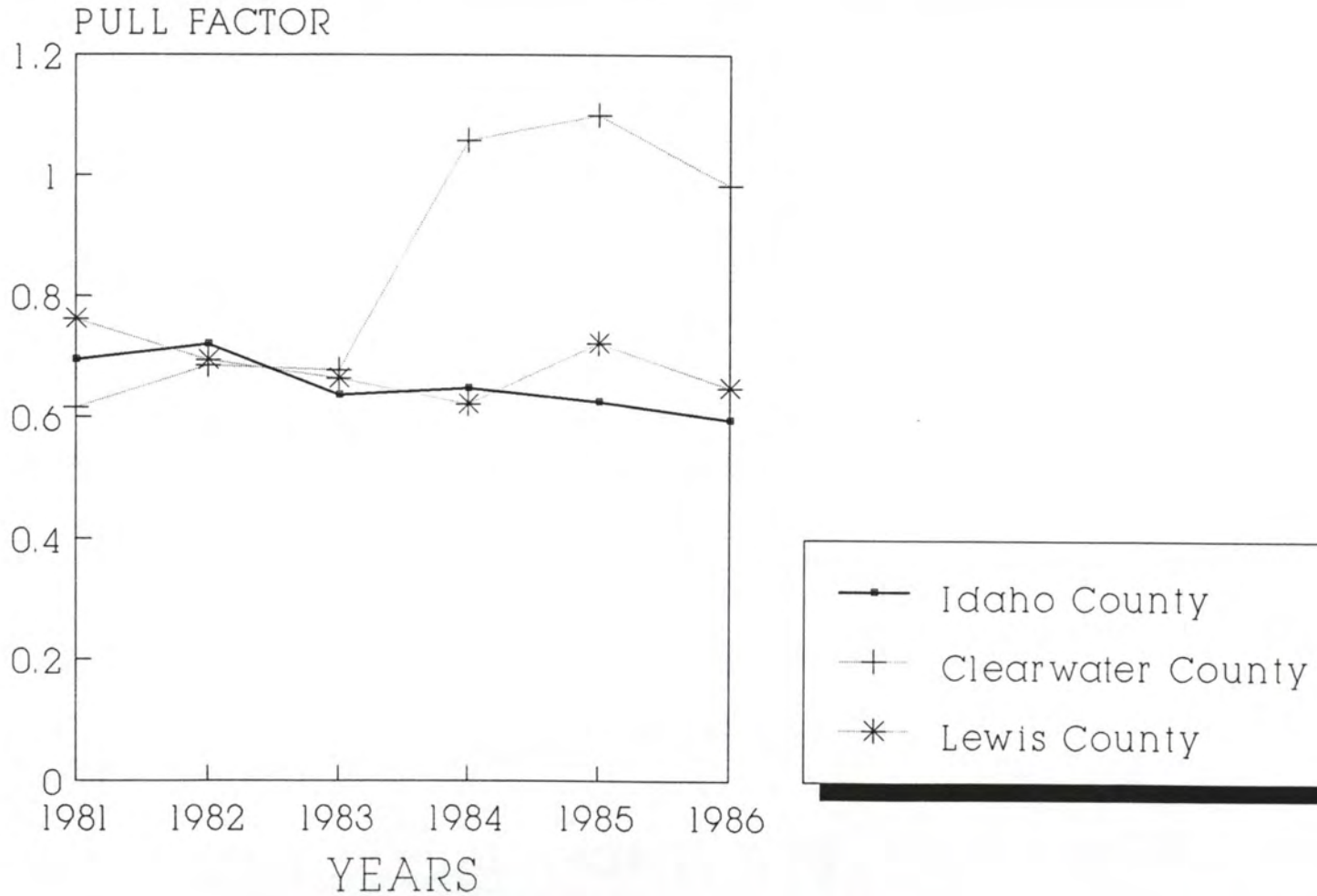
PULL FACTOR - Furn., Fixt., & Appl. Idaho, Clearwater, and Lewis Co.'s



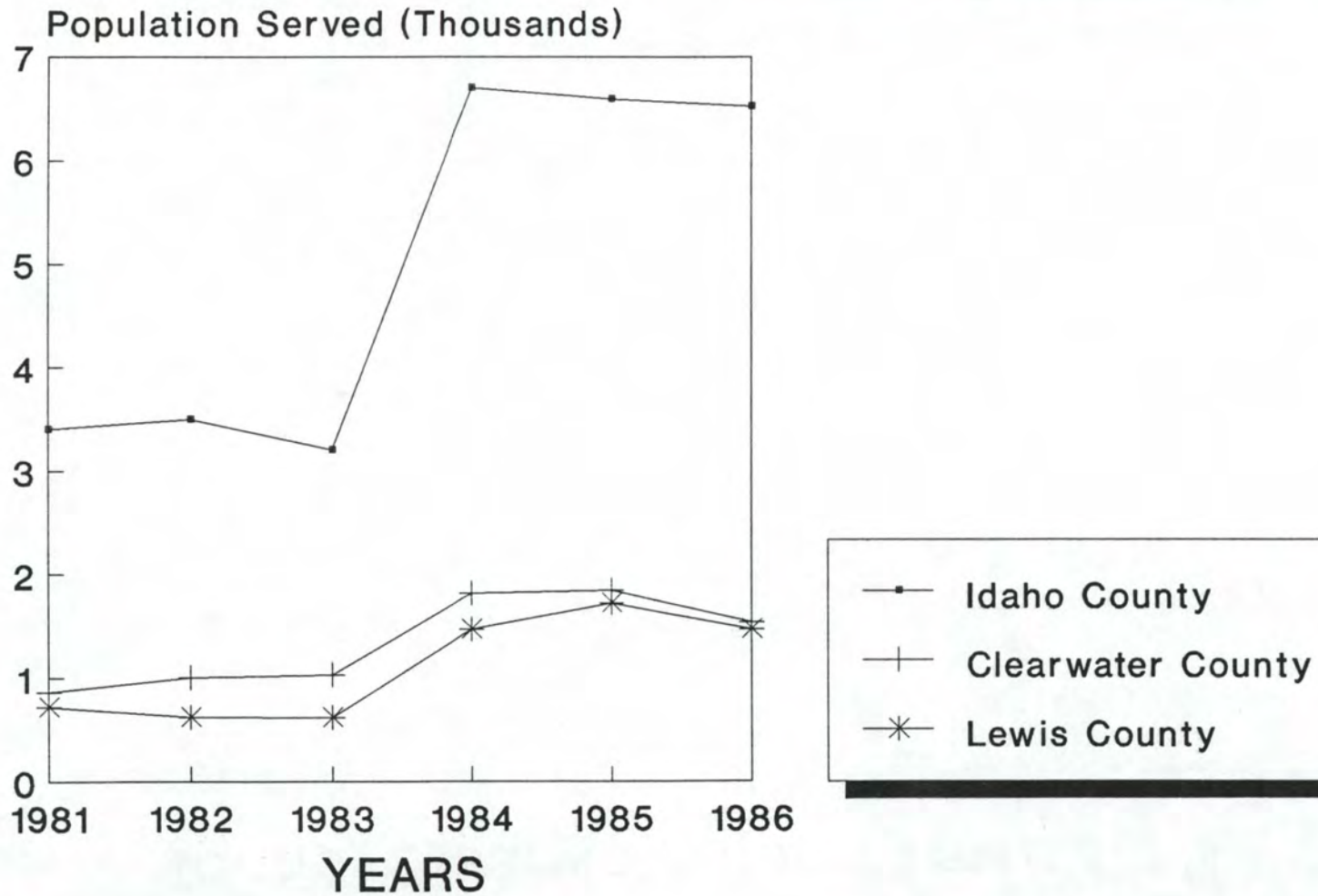
TRADE AREA CAPTURE - Eating & Drinking Idaho, Clearwater, and Lewis Co.'s



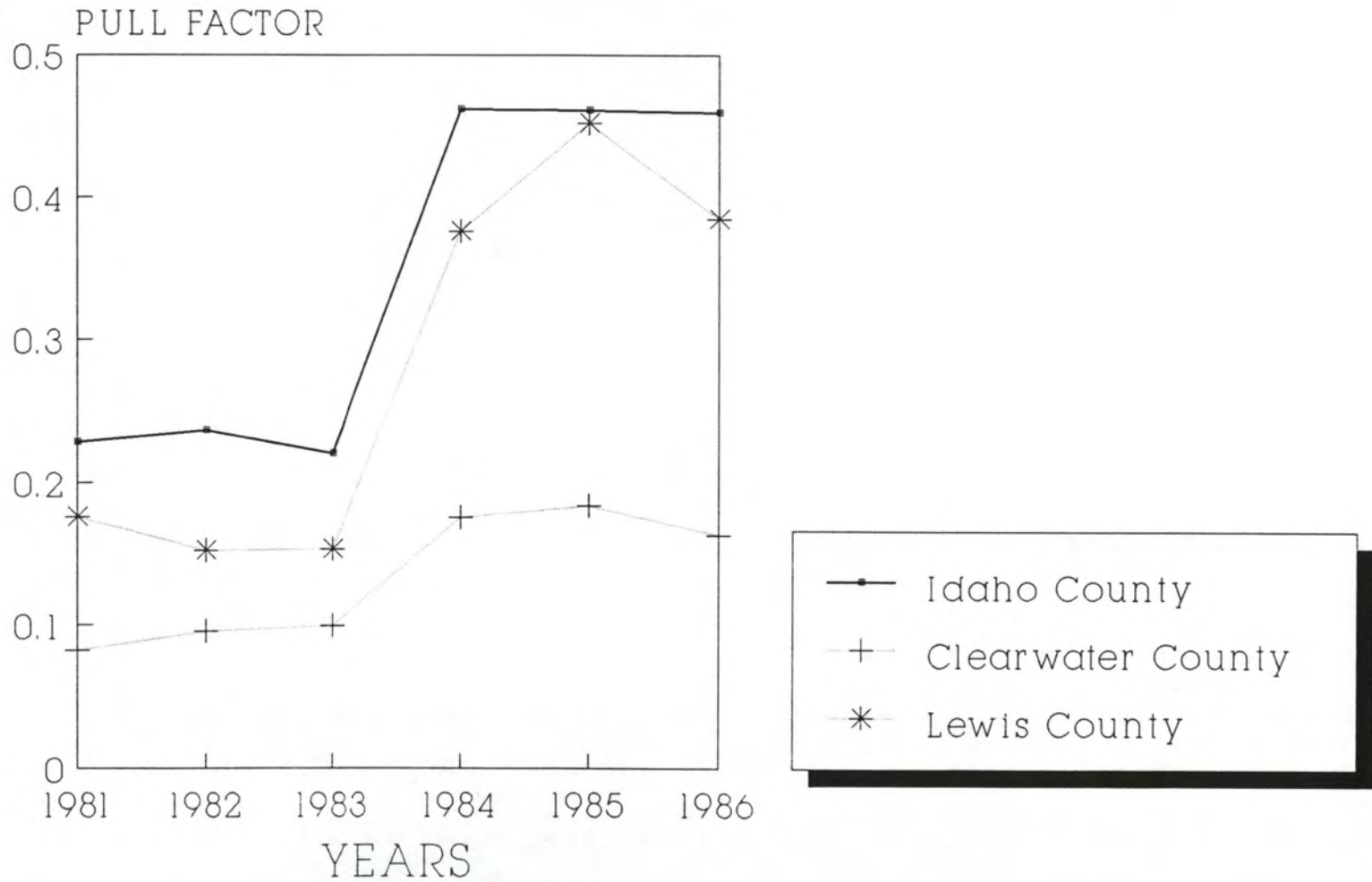
PULL FACTOR - Eating and Drinking Idaho, Clearwater, and Lewis Co.'s



TRADE AREA CAPTURE - General Merchandise Idaho, Clearwater, and Lewis Co.'s



PULL FACTOR - General Merchandise Idaho, Clearwater, and Lewis Co.'s



POSTAGE AND FREIGHTS - General Merchandise

Idaho, Clearwater, and Lewis Co's

Idaho, Clearwater, and Lewis Co's

Idaho County

Clearwater County

Lewis County

1887 - 1888 - 1889 - 1890 - 1891 - 1892

Idaho, Clearwater, and Lewis Co's