

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

for

Nez Perce and Latah Counties of Idaho

by

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AEE 90-9

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.

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

= customer equivalents served

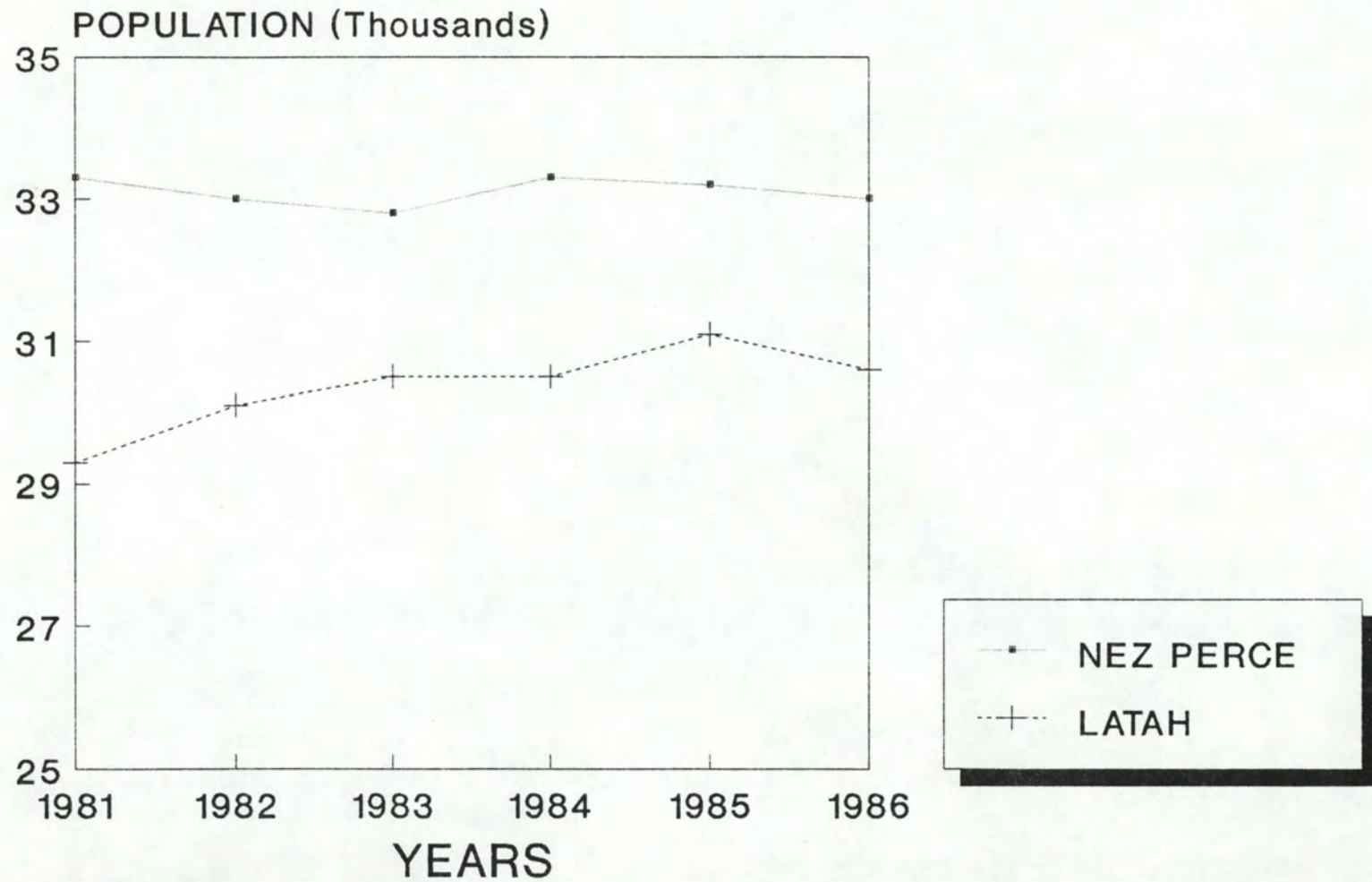
Pull Factor: The ratio of retail sales for a given retail sector per county resident compared to the average retail sales for a given retail sector per state resident. To interpret this value, a ratio of one or greater implies that the county/community is pulling customers in from surrounding counties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

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

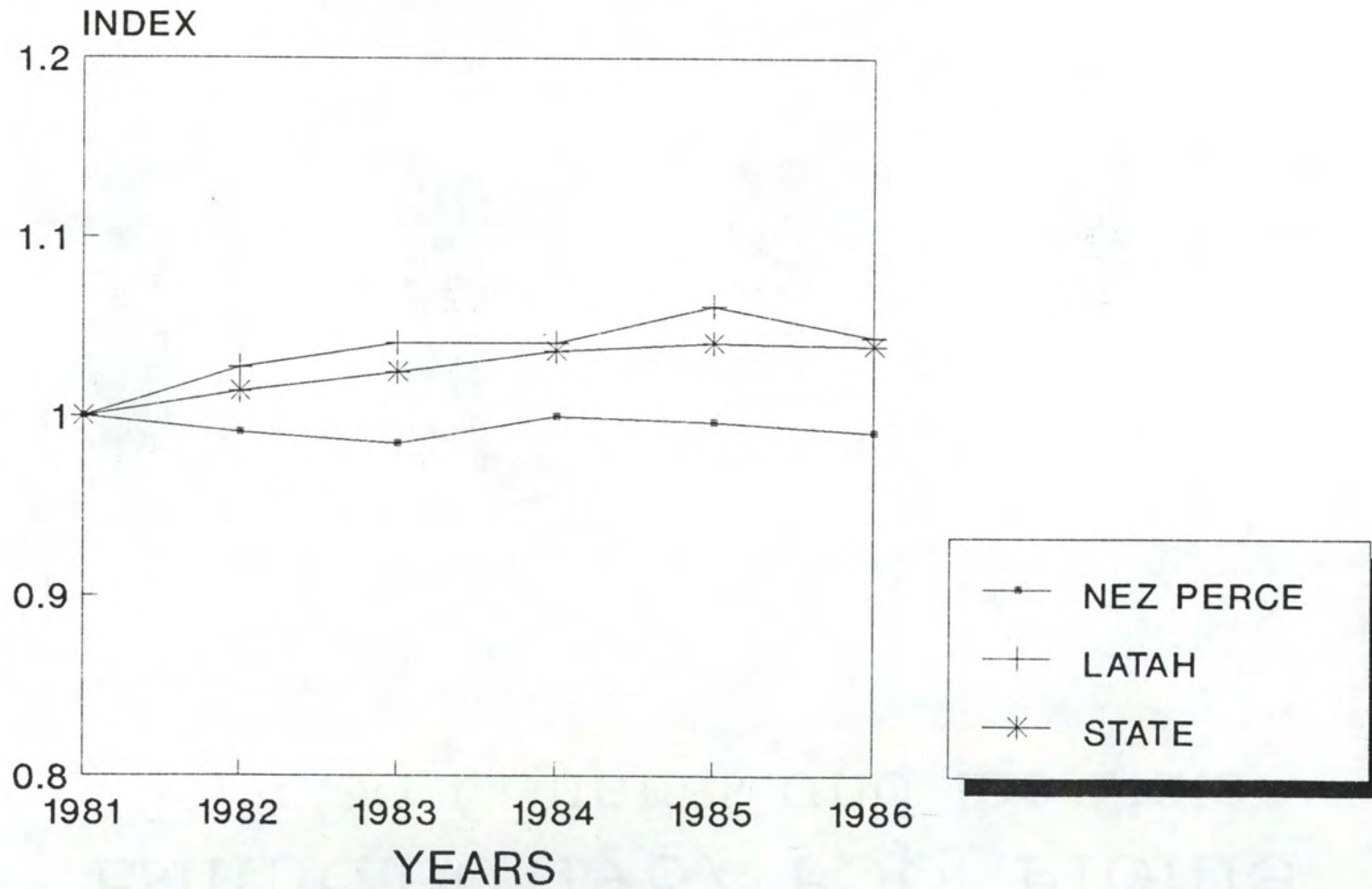
Data Sources: Data for this analysis comes from the Department of Commerce Bureau of Economic Analysis, Sales Marketing and Management Magazine, and U.S. Census estimates.

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POPULATION TREND NEZ PERCE & LATAH COUNTIES

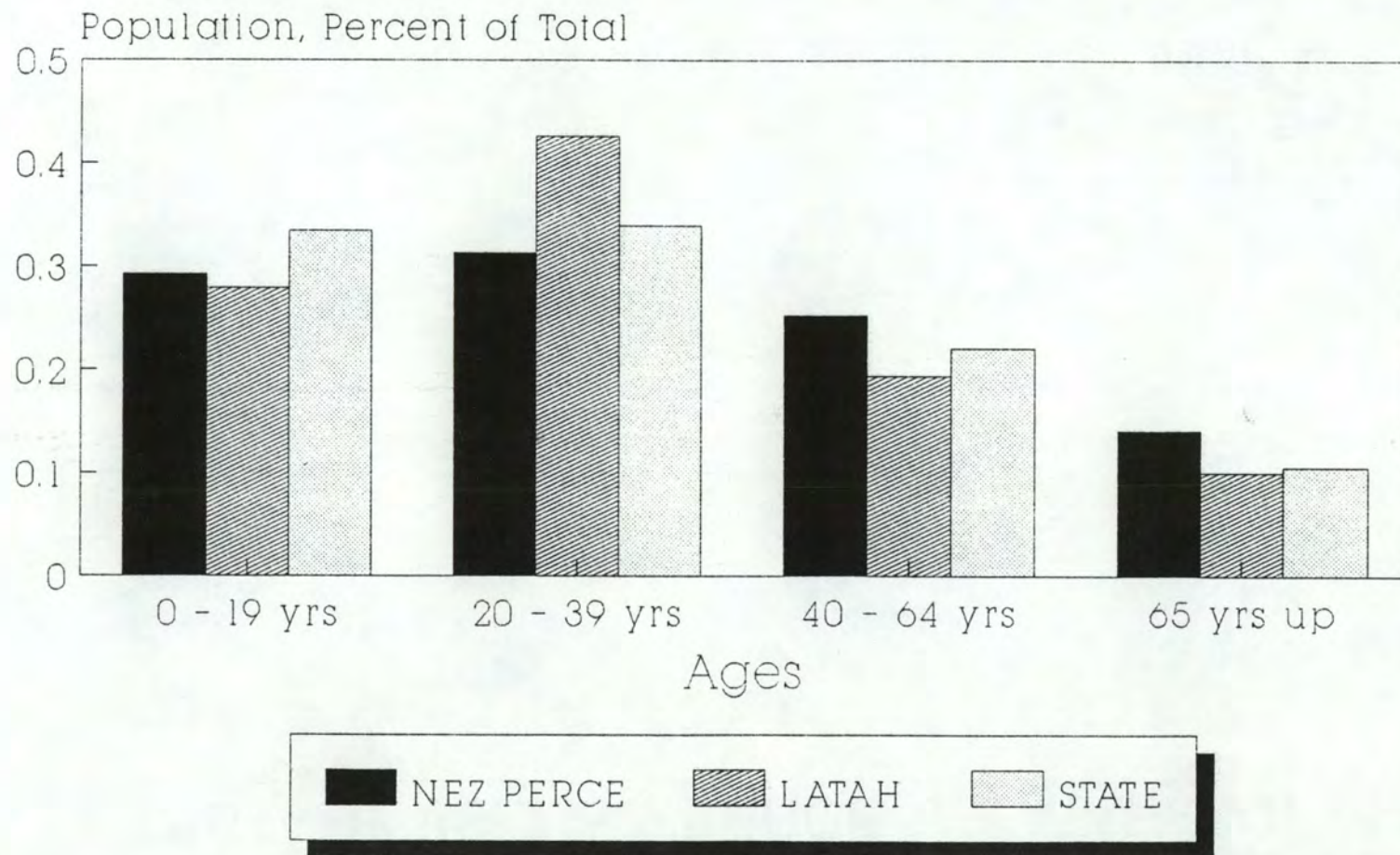


POPULATION INDEX - BASE=1981 STATE VS. NEZ PERCE & LATAH CO.

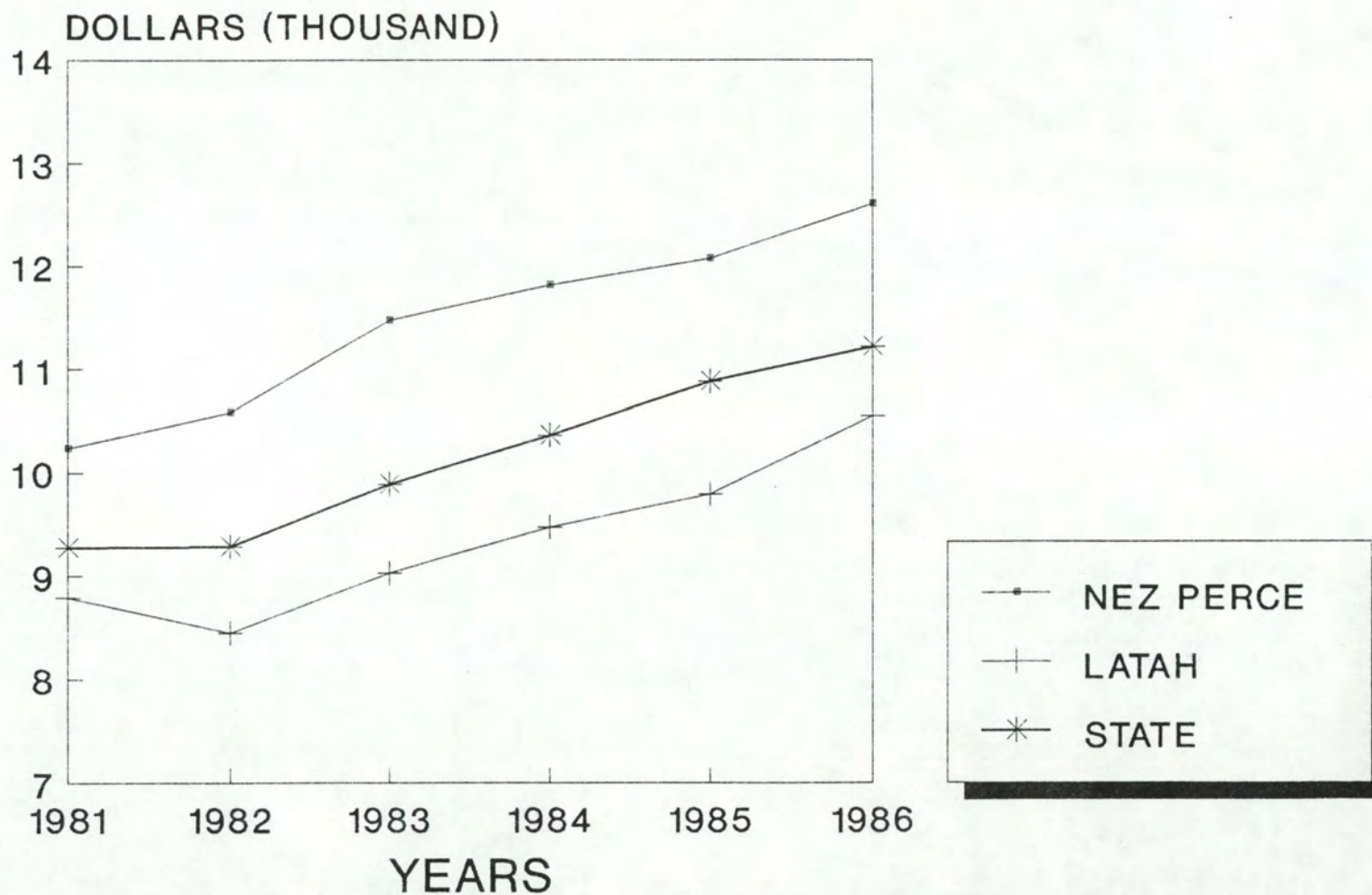


Estimated 1987 Pop. Profile

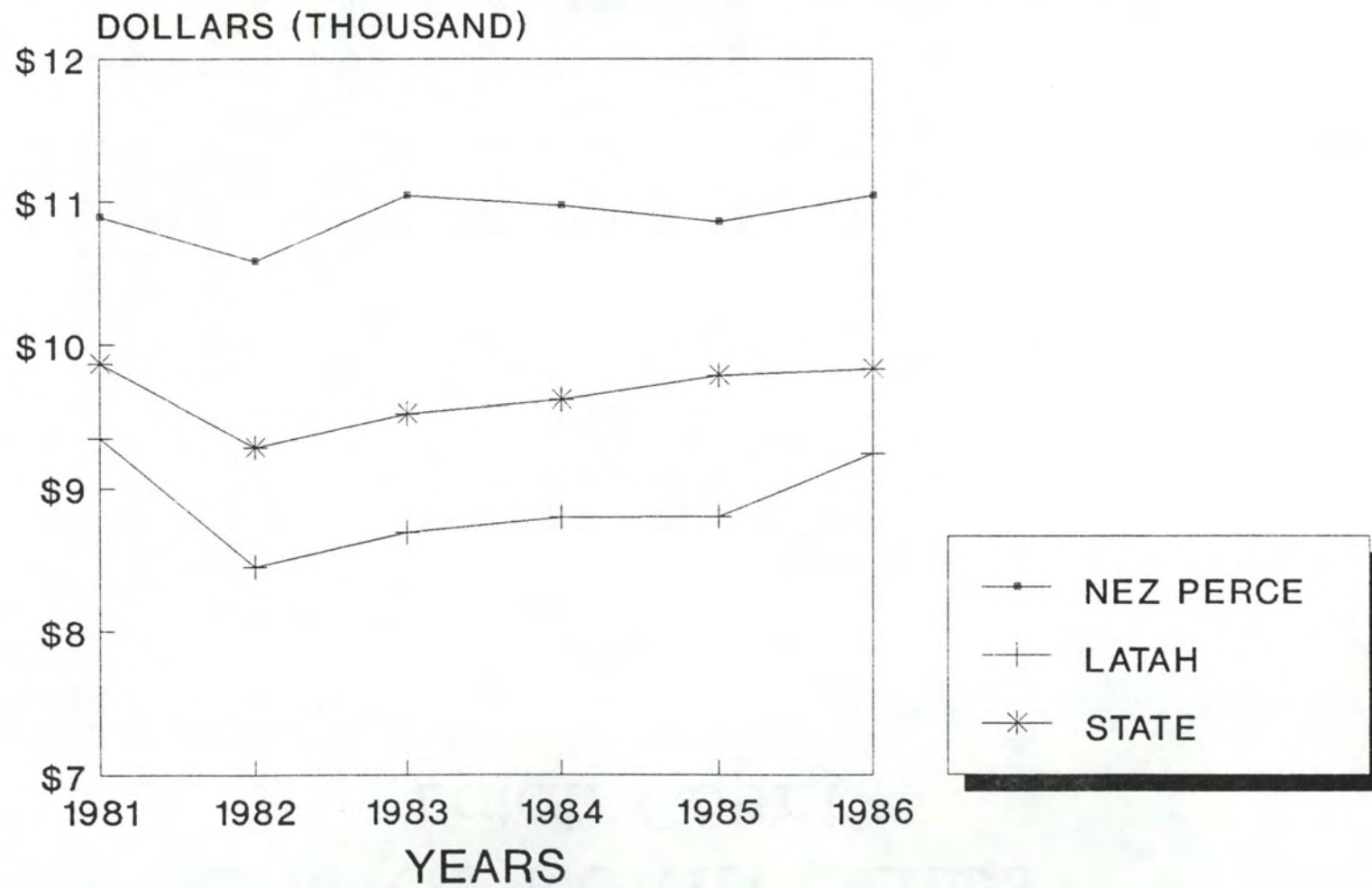
Selected Counties and the State



PER CAPITA INCOME (NOMINAL) Selected Counties and the State

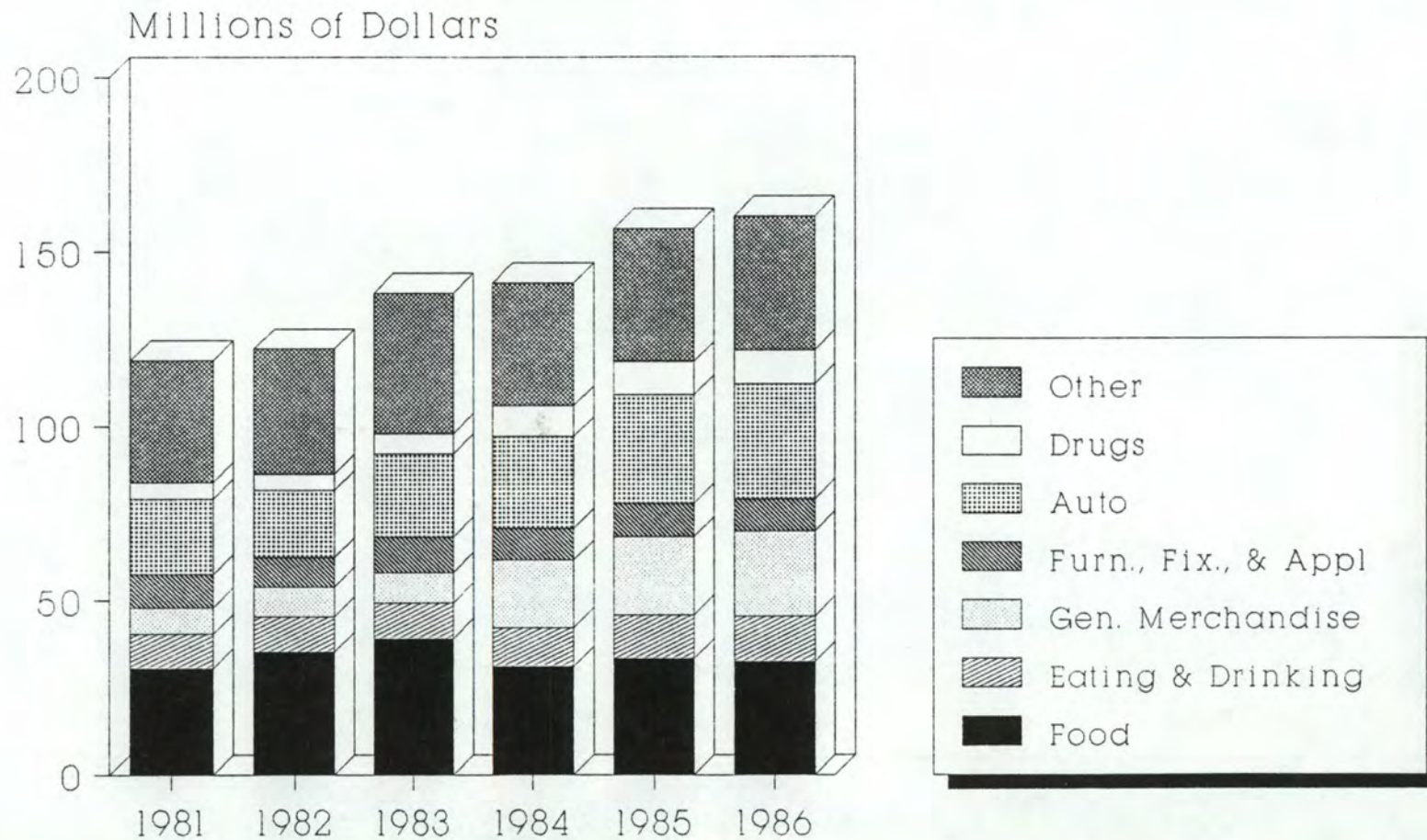


PER CAPITA INCOME, REAL NEZ PERCE & LATAH COUNTIES



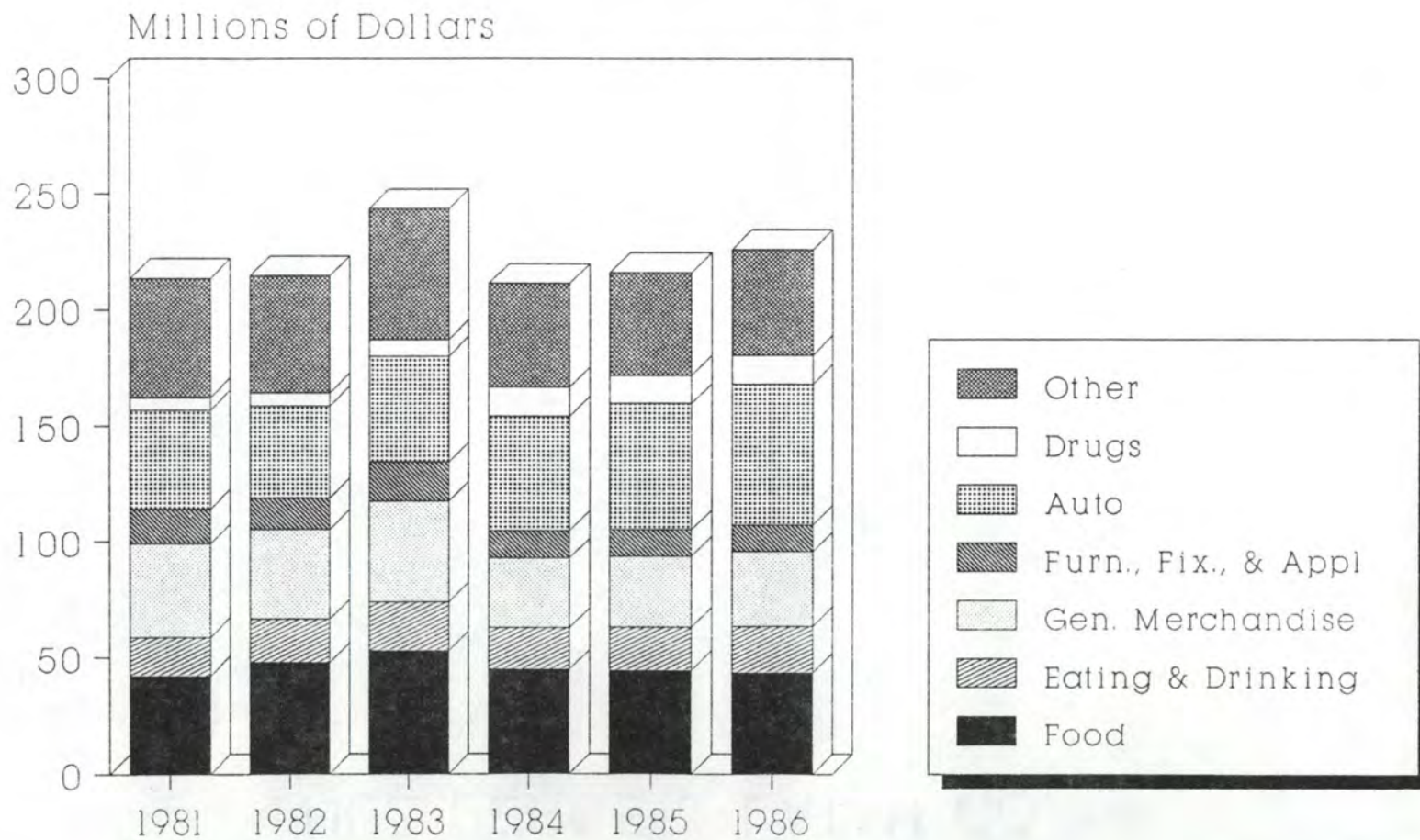
Total Retail Sales

Latah County

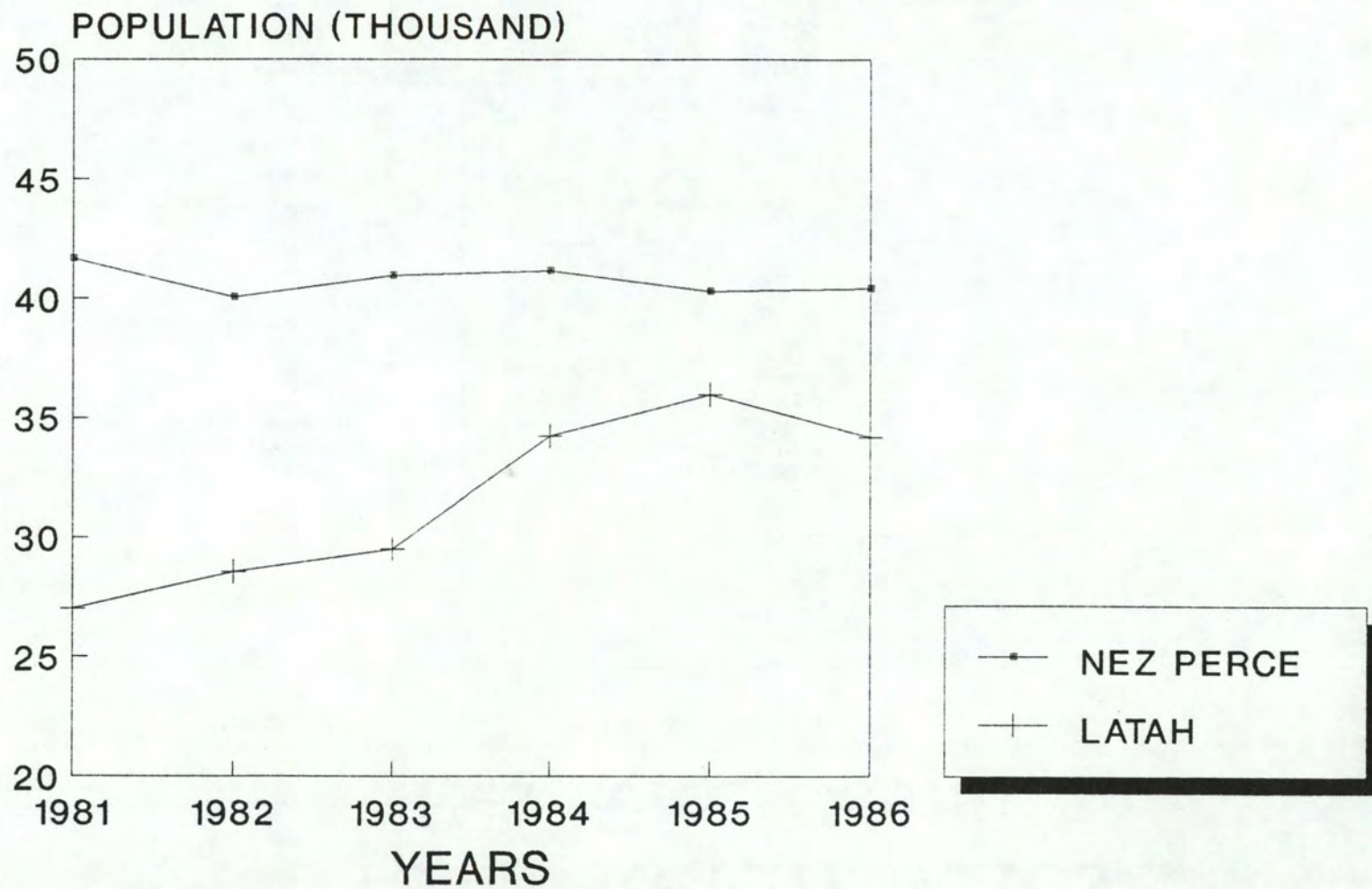


Total Retail Sales

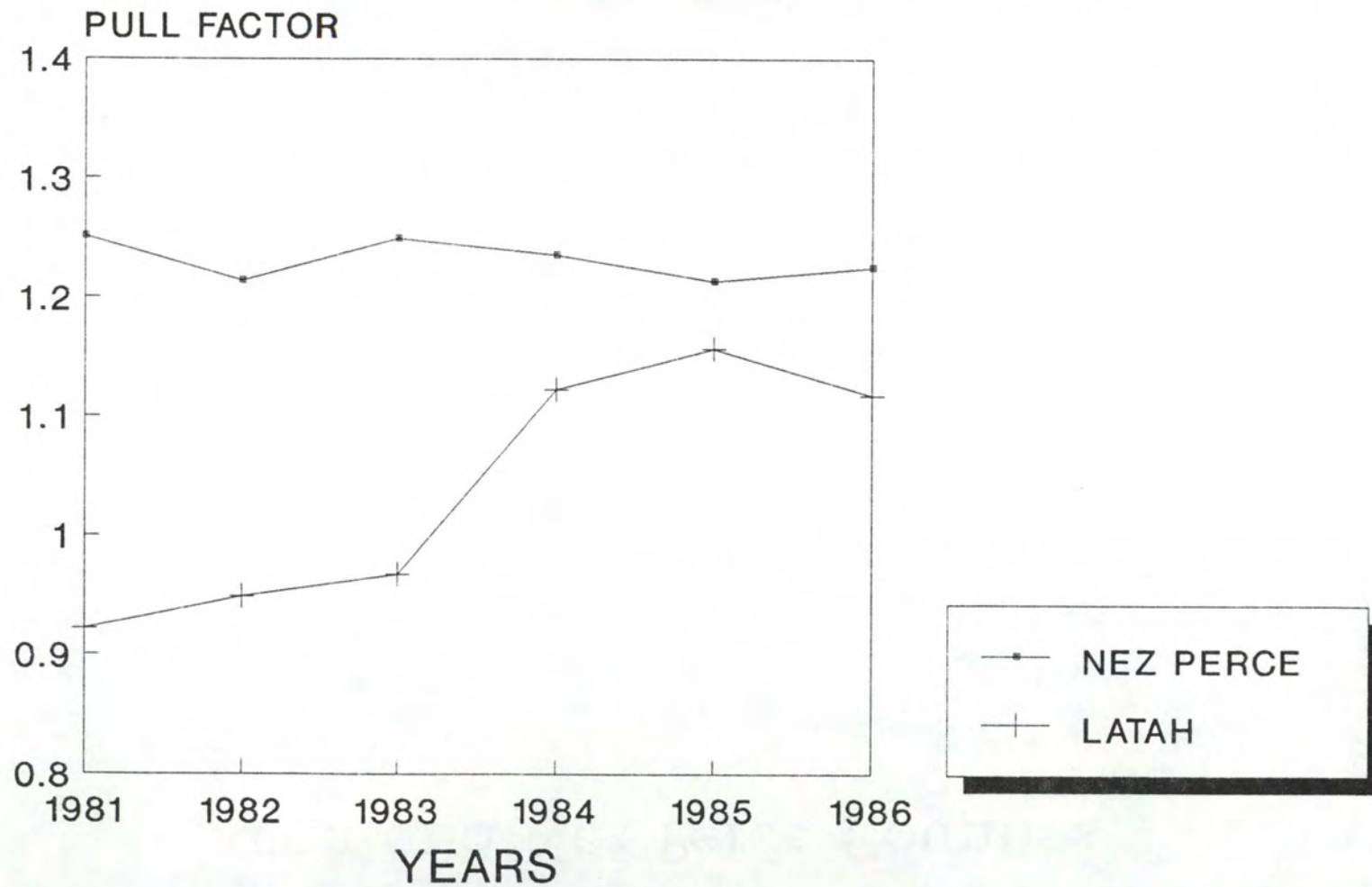
Nez Perce County



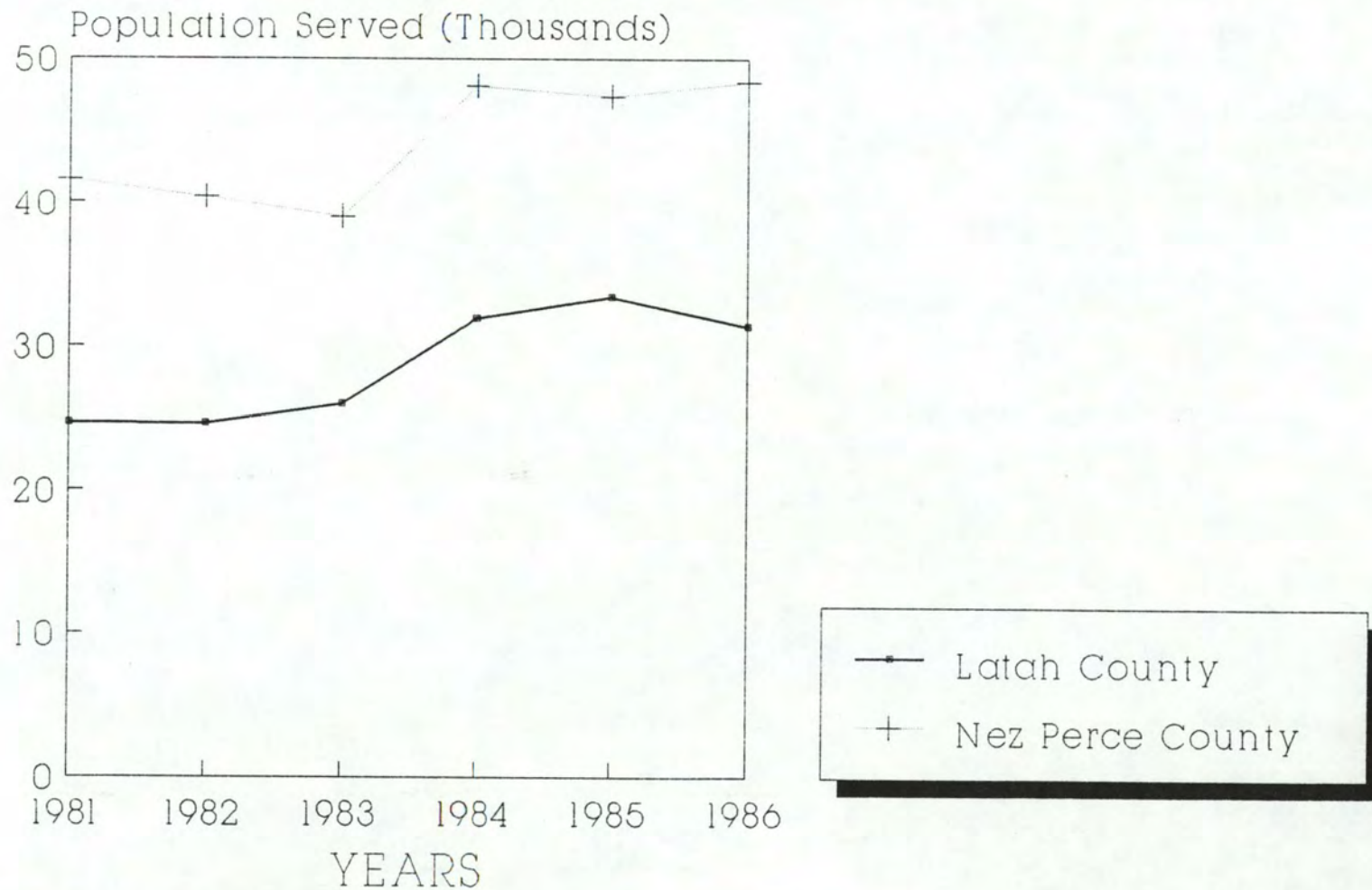
TRADE AREA CAPTURE NEZ PERCE & LATAH CO.



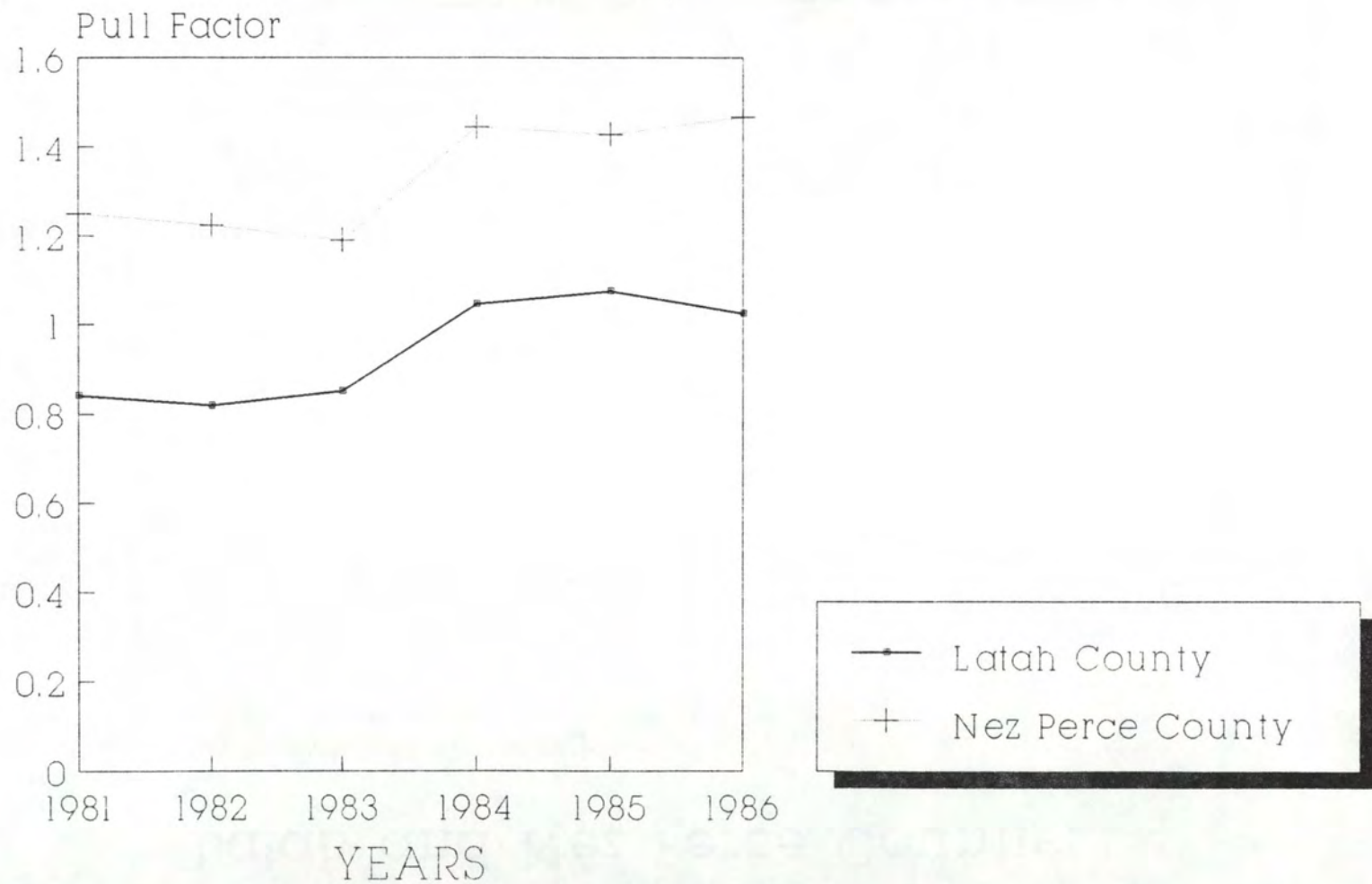
PULL FACTOR NEZ PERCE & LATAH CO.



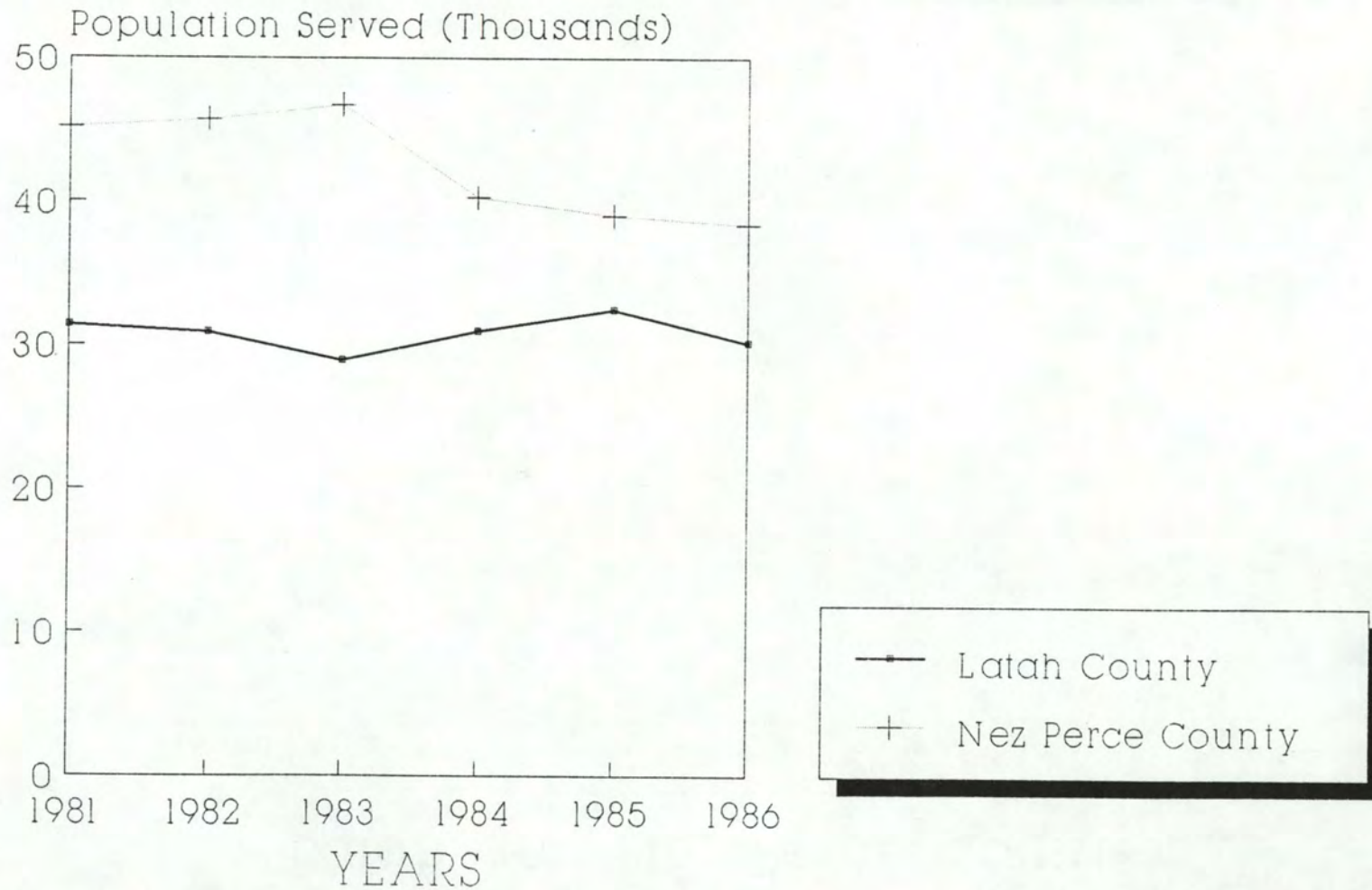
TRADE AREA CAPTURE - Auto Sales & Serv. Latah and Nez Perce Counties



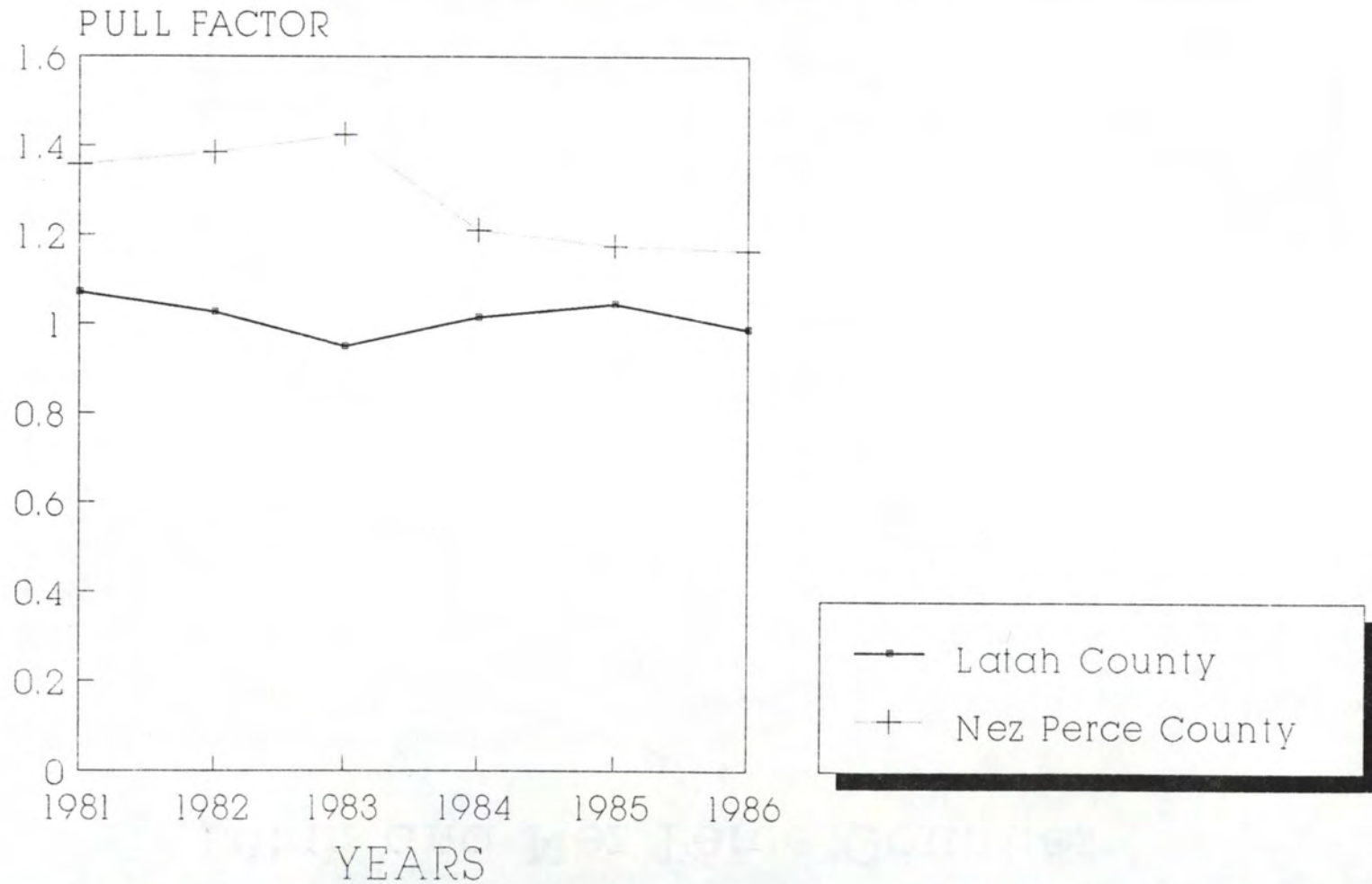
PULL FACTOR - Auto Sales, Serv., & Asse Latah and Nez Perce Counties



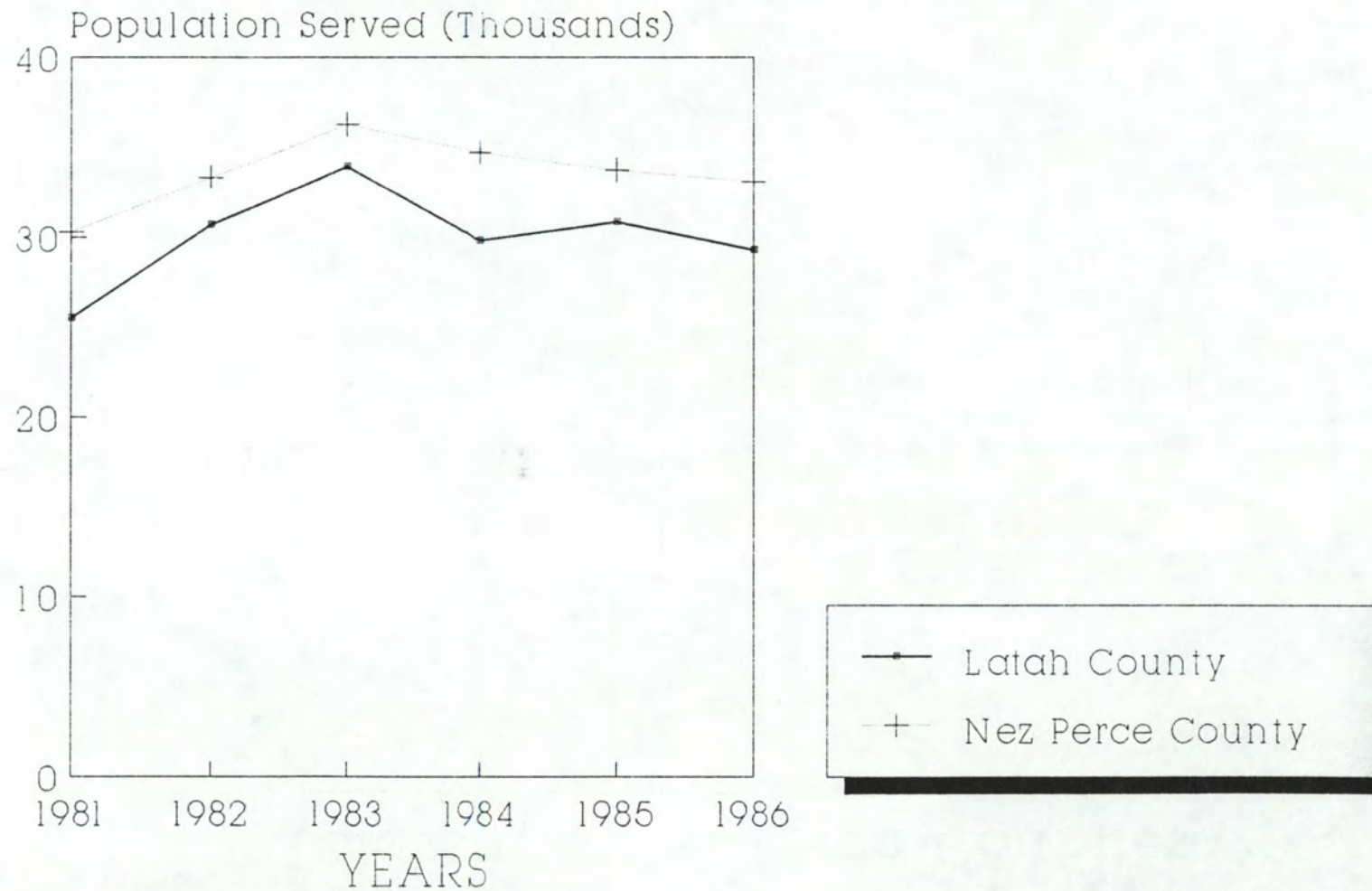
TRADE AREA CAPTURE - Eating & Drinking Latah and Nez Perce Counties



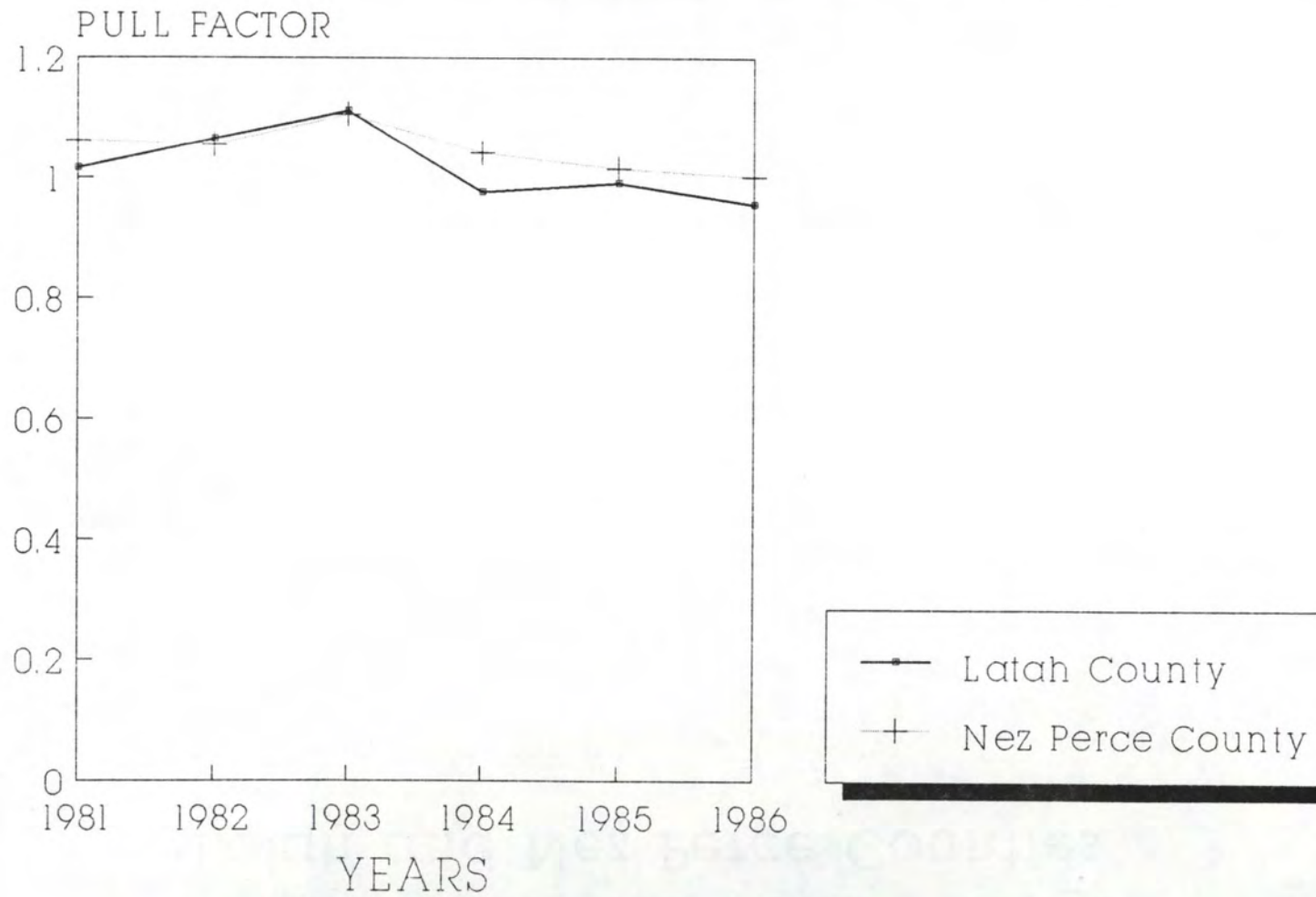
PULL FACTOR - Eating and Drinking Latah and Nez Perce Counties



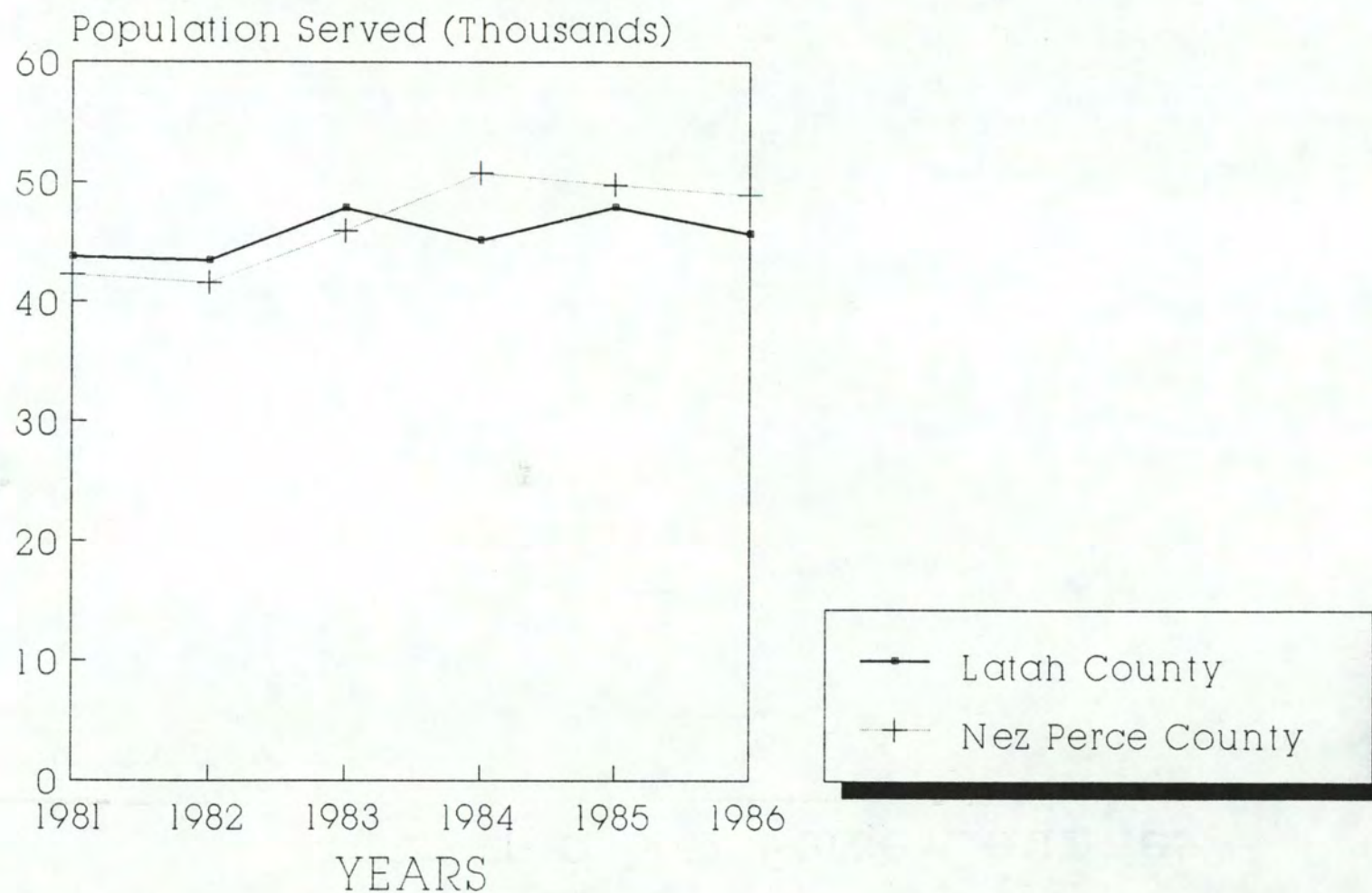
TRADE AREA CAPTURE - Food Latah and Nez Perce Counties



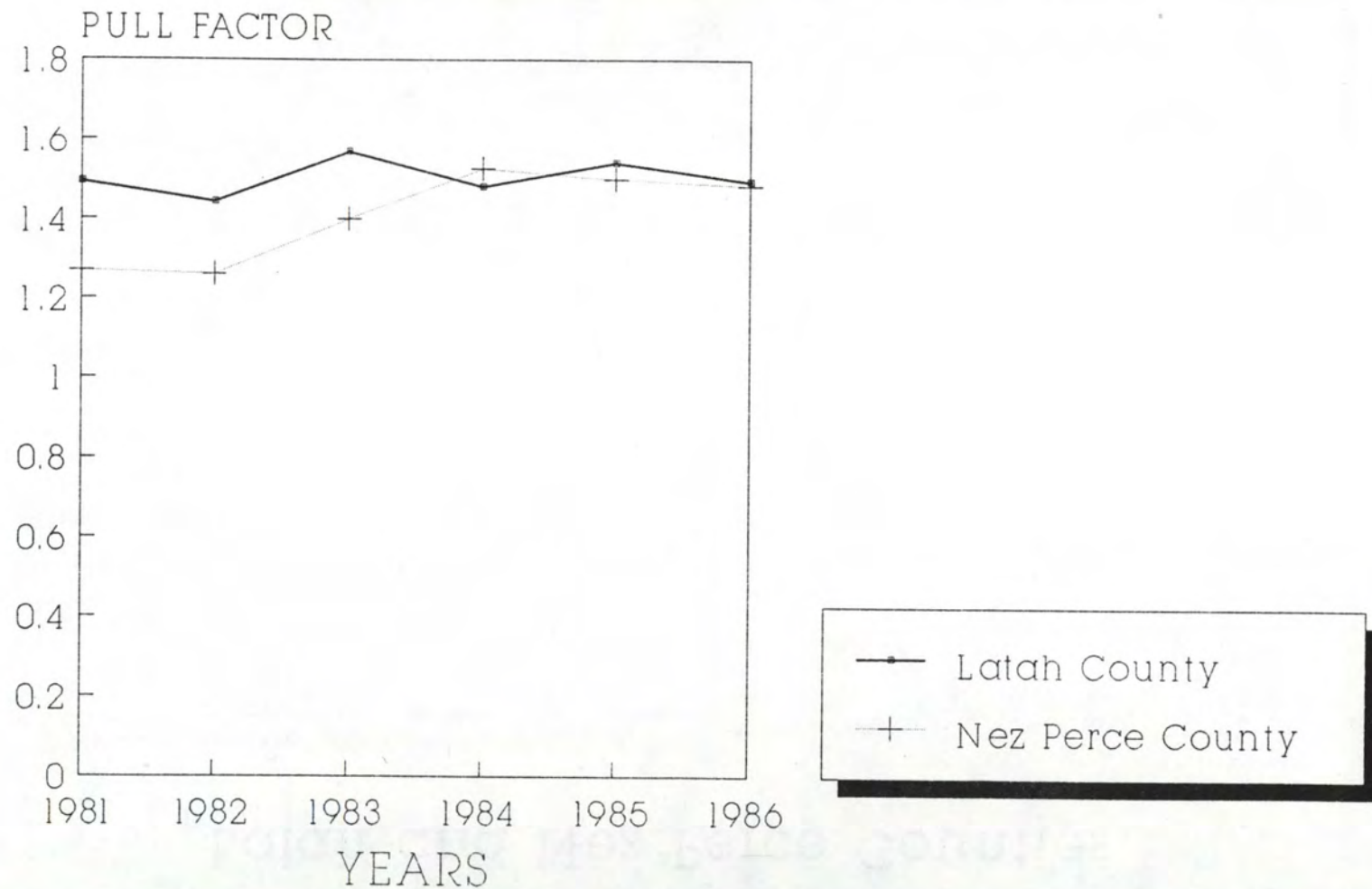
PULL FACTOR - Food Latah and Nez Perce Counties



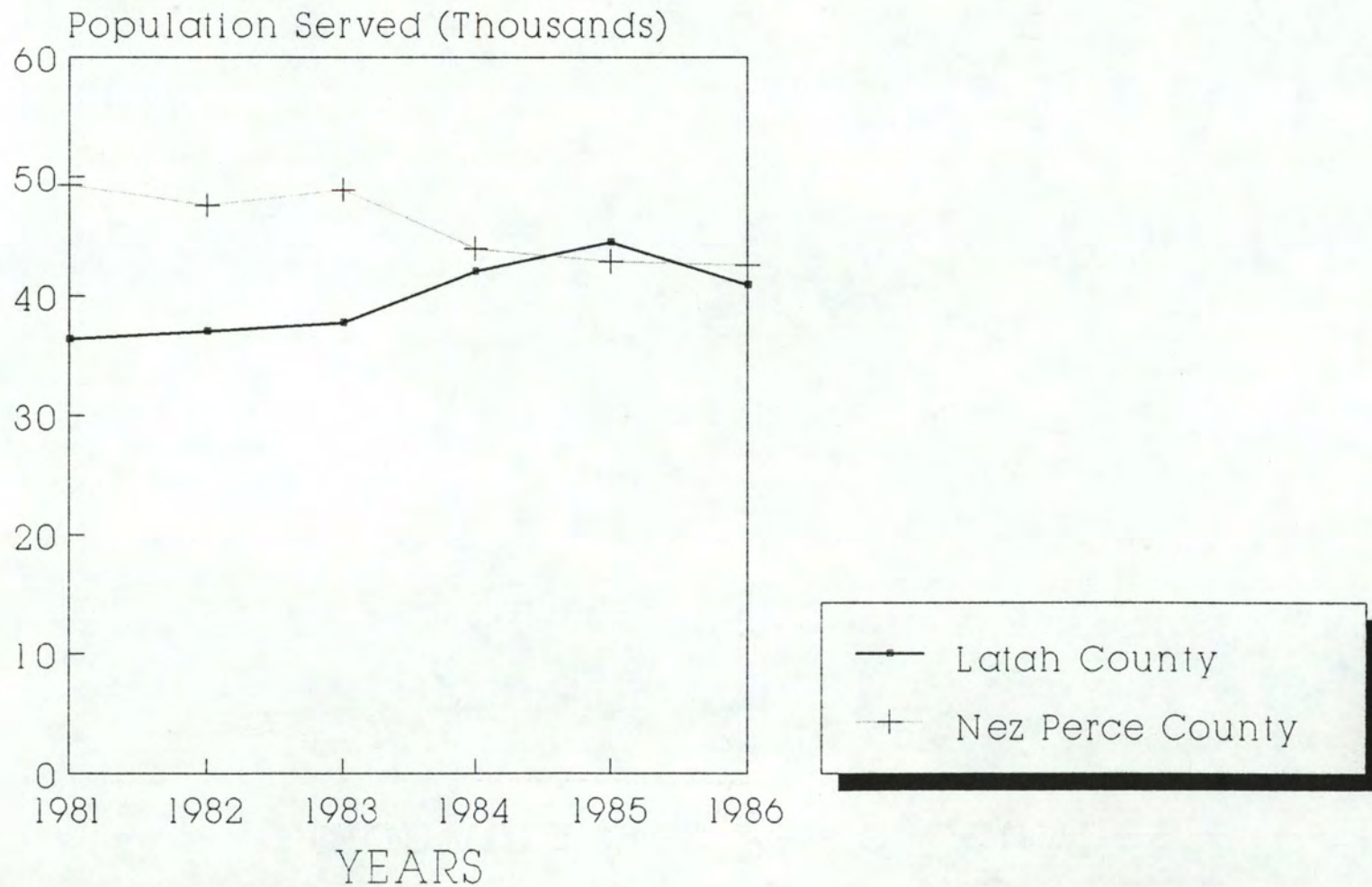
TRADE AREA CAPTURE - Drugs Latah and Nez Perce Counties



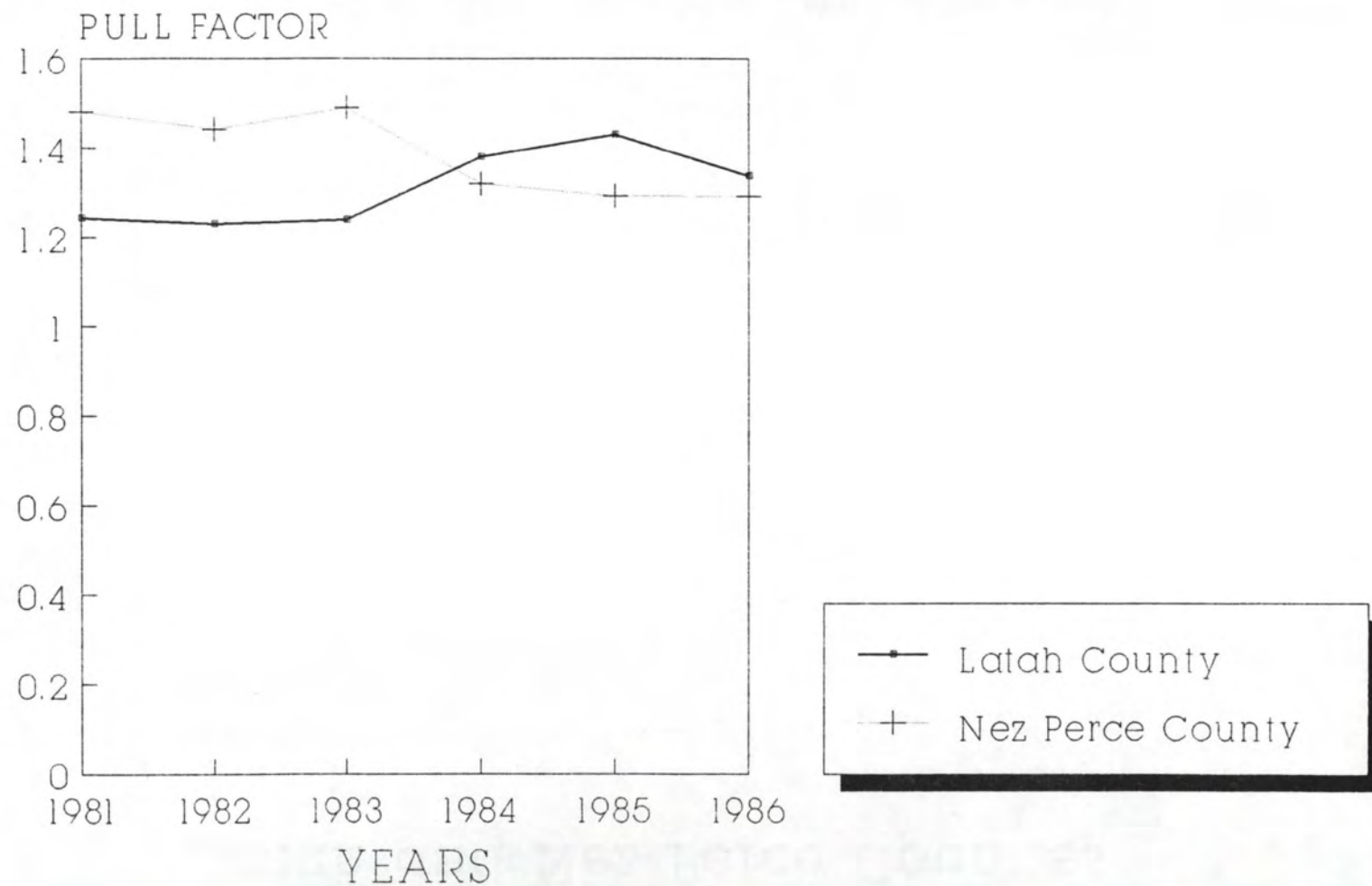
PULL FACTOR - Drugs Latah and Nez Perce Counties



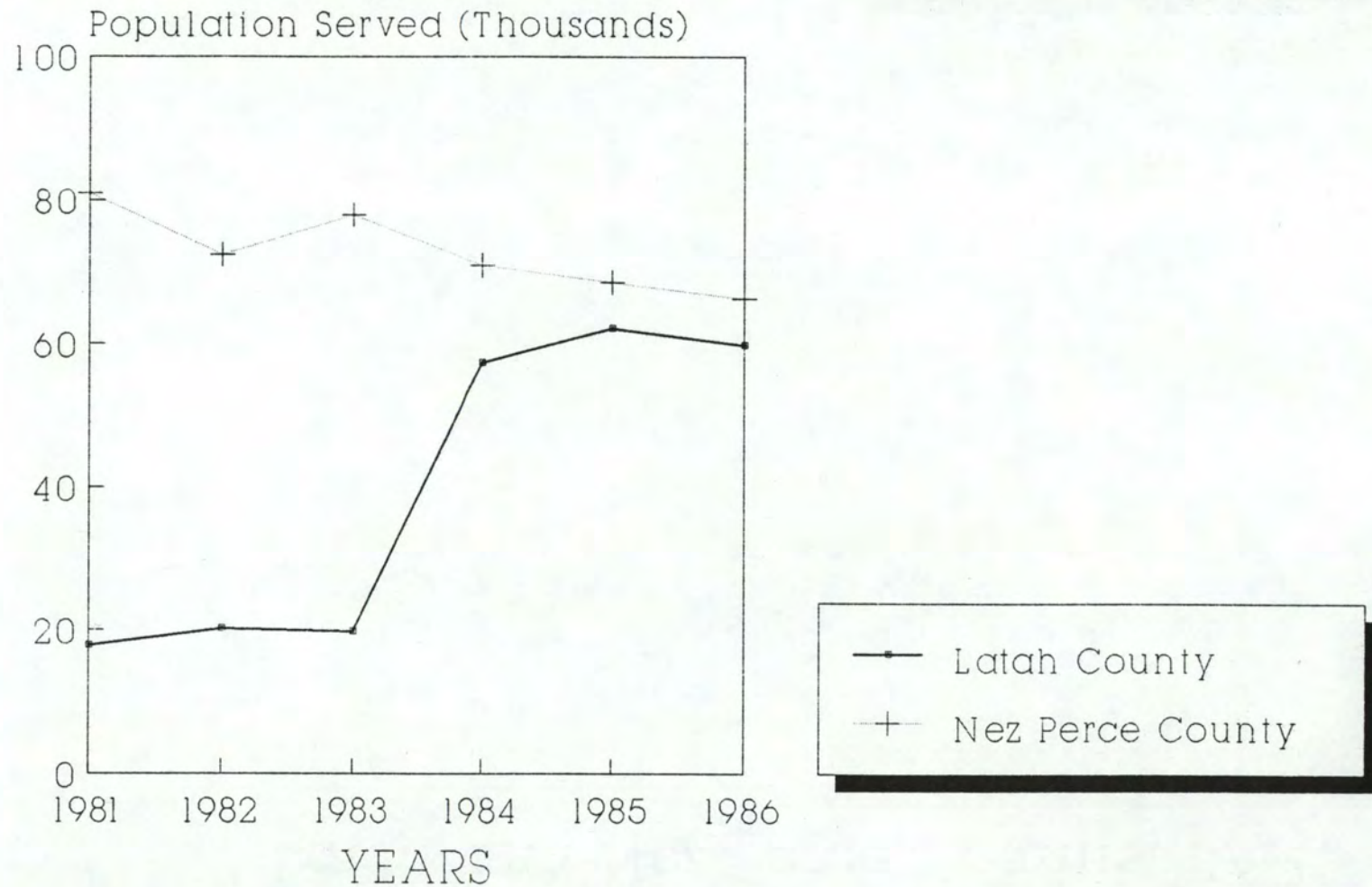
TRADE AREA CAPTURE - Furn., Fixt., & Ap Latah and Nez Perce Counties



PULL FACTOR - Furn., Fixt., & Appliance Latah and Nez Perce Counties



TRADE AREA CAPTURE - General Merchandise Latah and Nez Perce Counties



PULL FACTOR - General Merchandise Latah and Nez Perce Counties

