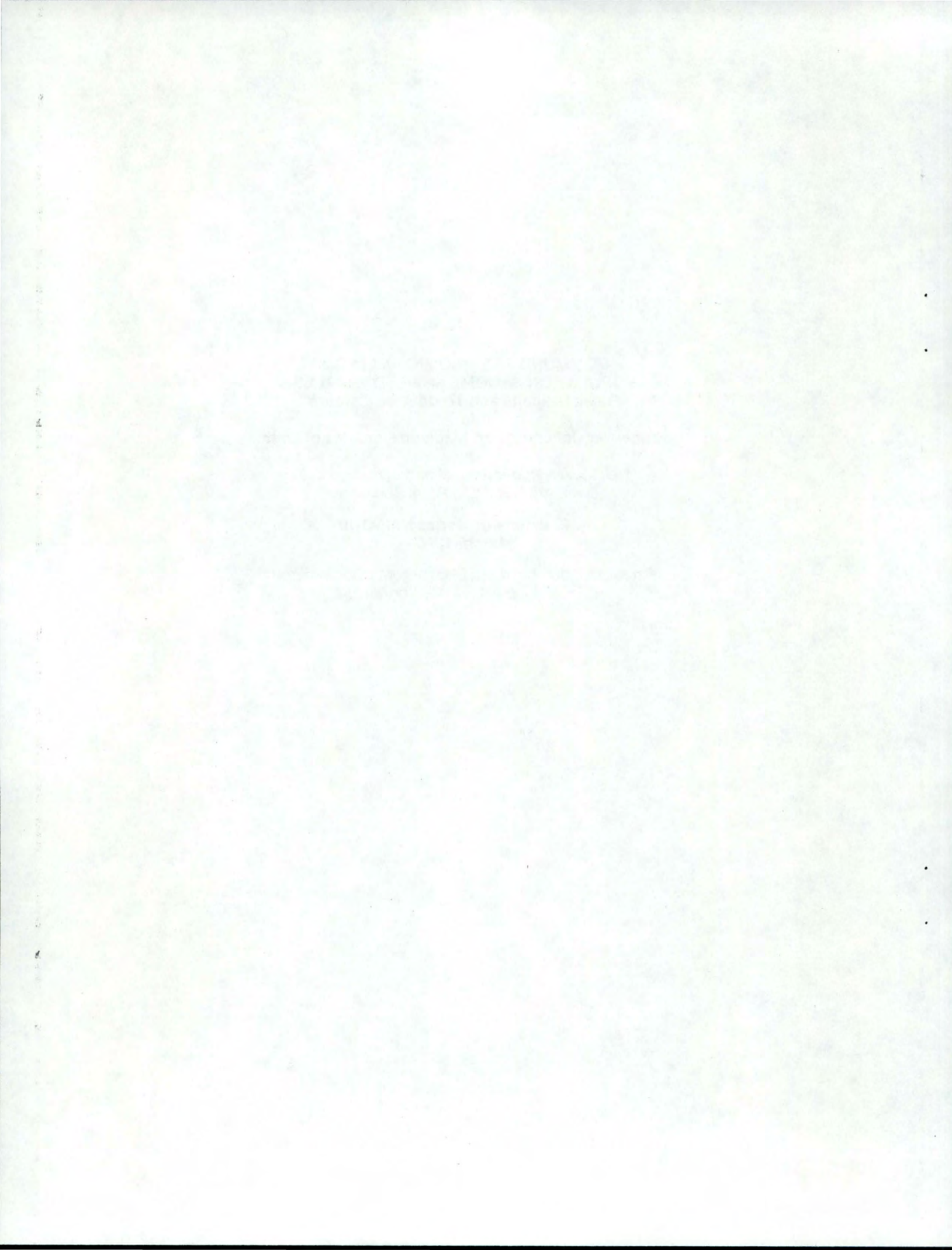


**COMMUNITY ECONOMIC ANALYSIS
POPULATION, INCOME and RETAIL SALES
Retail Leakage and Trade Area Capture
for
Bonneville, Jefferson and Madison Counties of Idaho
by
Neil Meyer, Roger Coupal and Jerry Thomas
Dept. Ag. Econ and Rural Sociology**

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GEM Communities Program



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AEE 90-10

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.

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

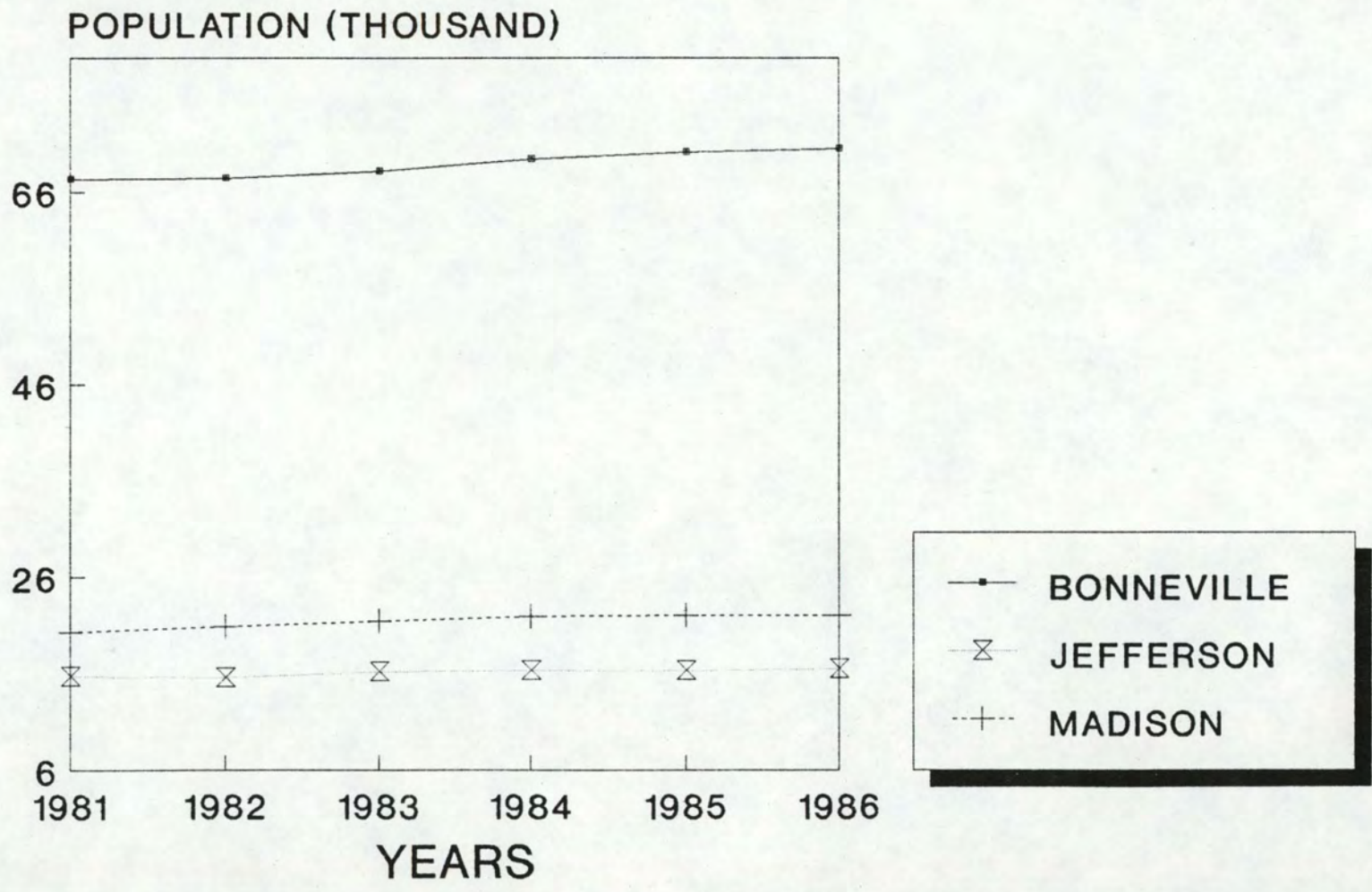
Data Sources: Data for this analysis comes from the Department of Commerce Bureau of Economic Analysis, Sales Marketing and Management Magazine, and U.S. Census estimates.

The first part of the book is devoted to a general introduction to the subject of the history of the world. It is a very interesting and well-written book, and it is a good idea to read it before you start to study the history of the world.

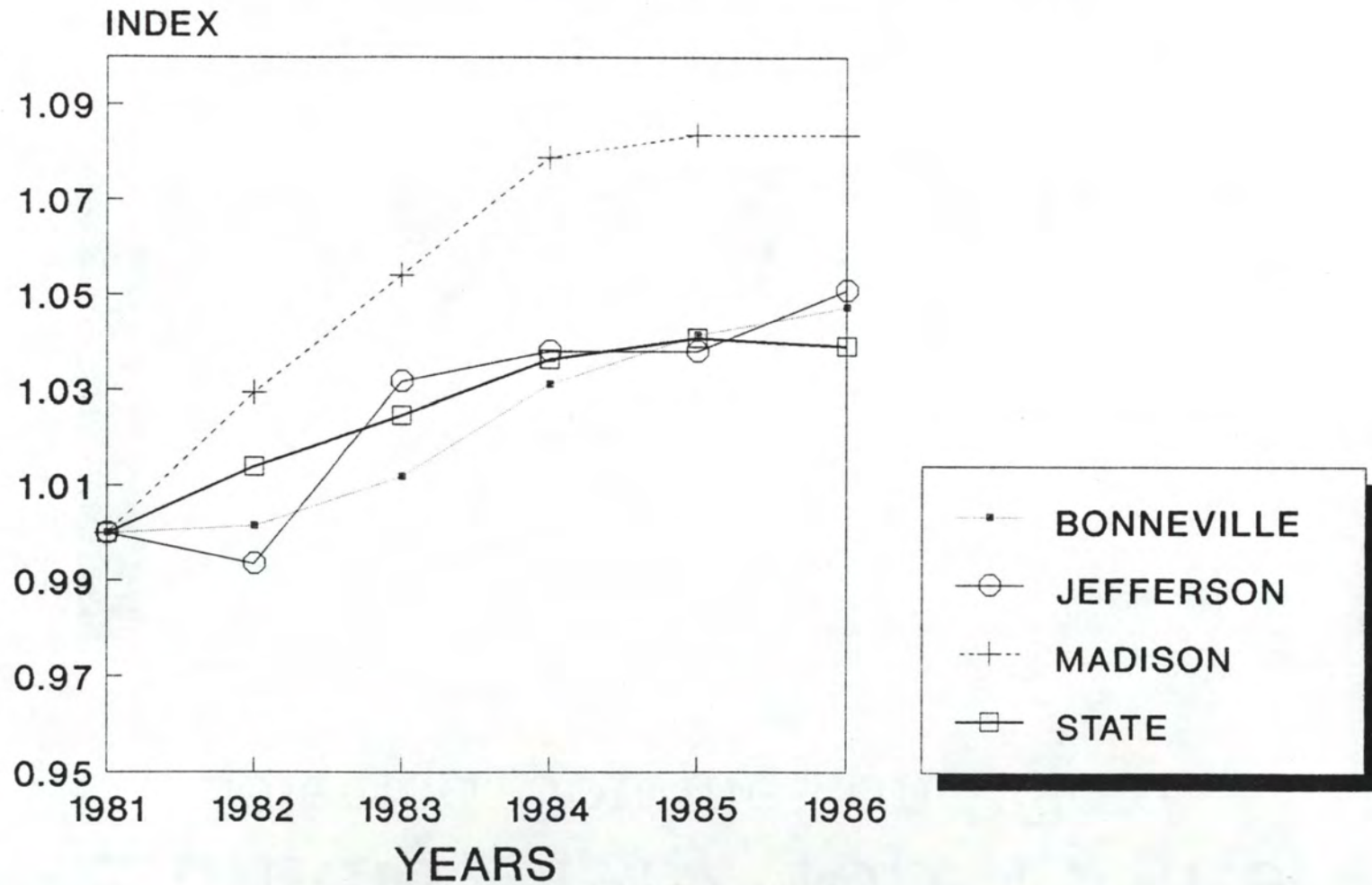
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POPULATION TREND BASE = 1981 BONNEVILLE, JEFFERSON & MADISON COUNTIES

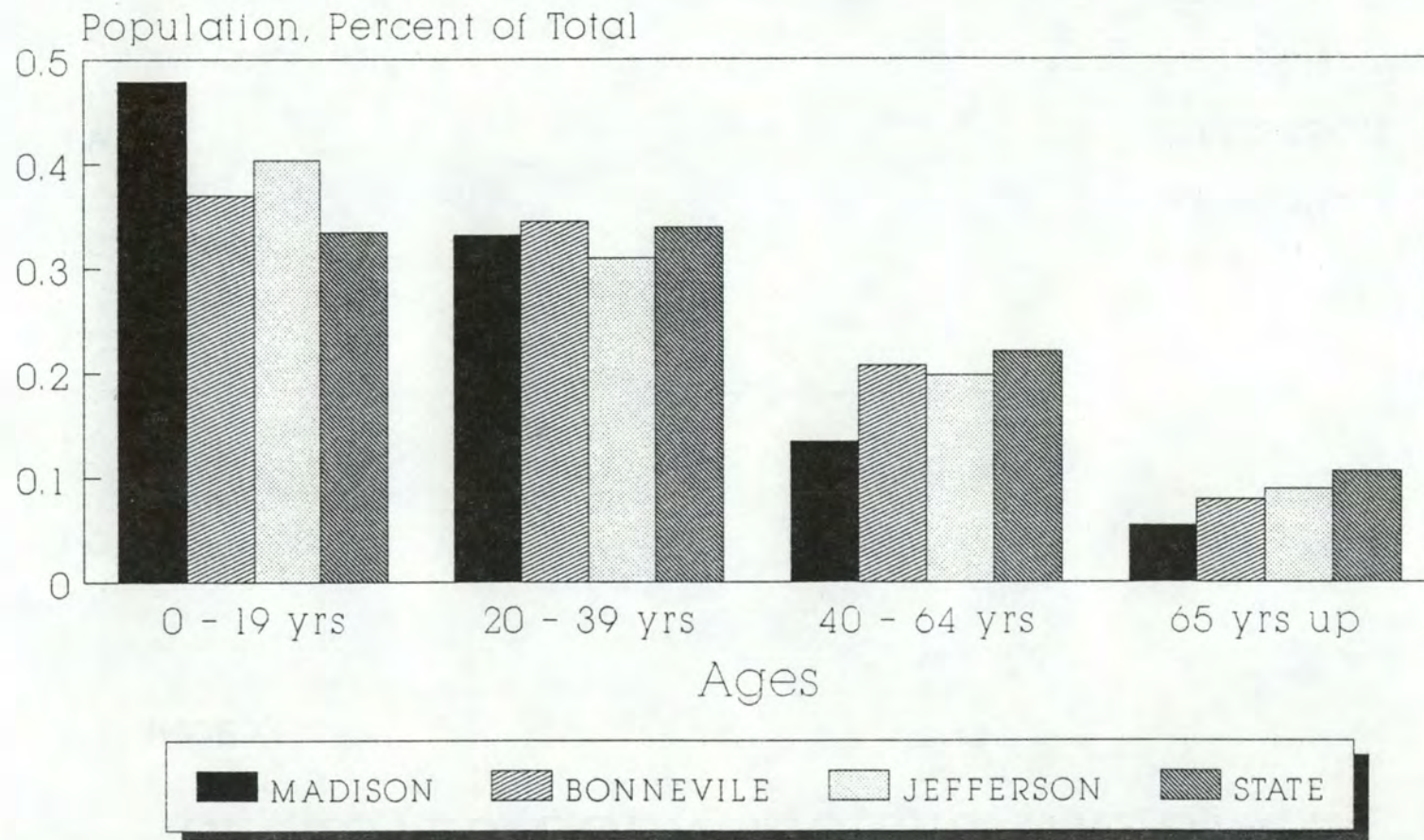


POPULATION INDEX BASE = 1981 SELECTED COUNTIES and THE STATE

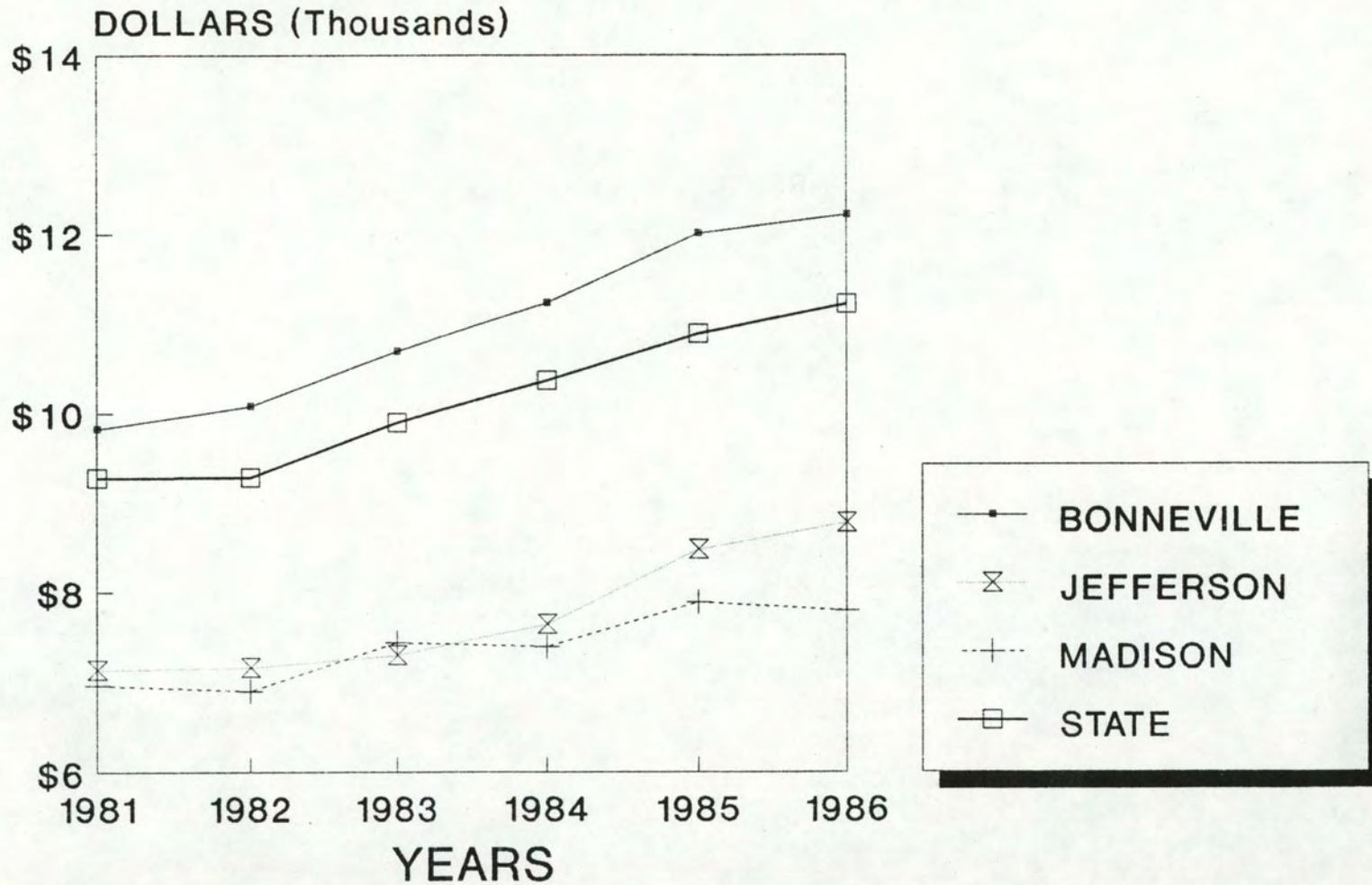


Estimated 1987 Pop. Profile

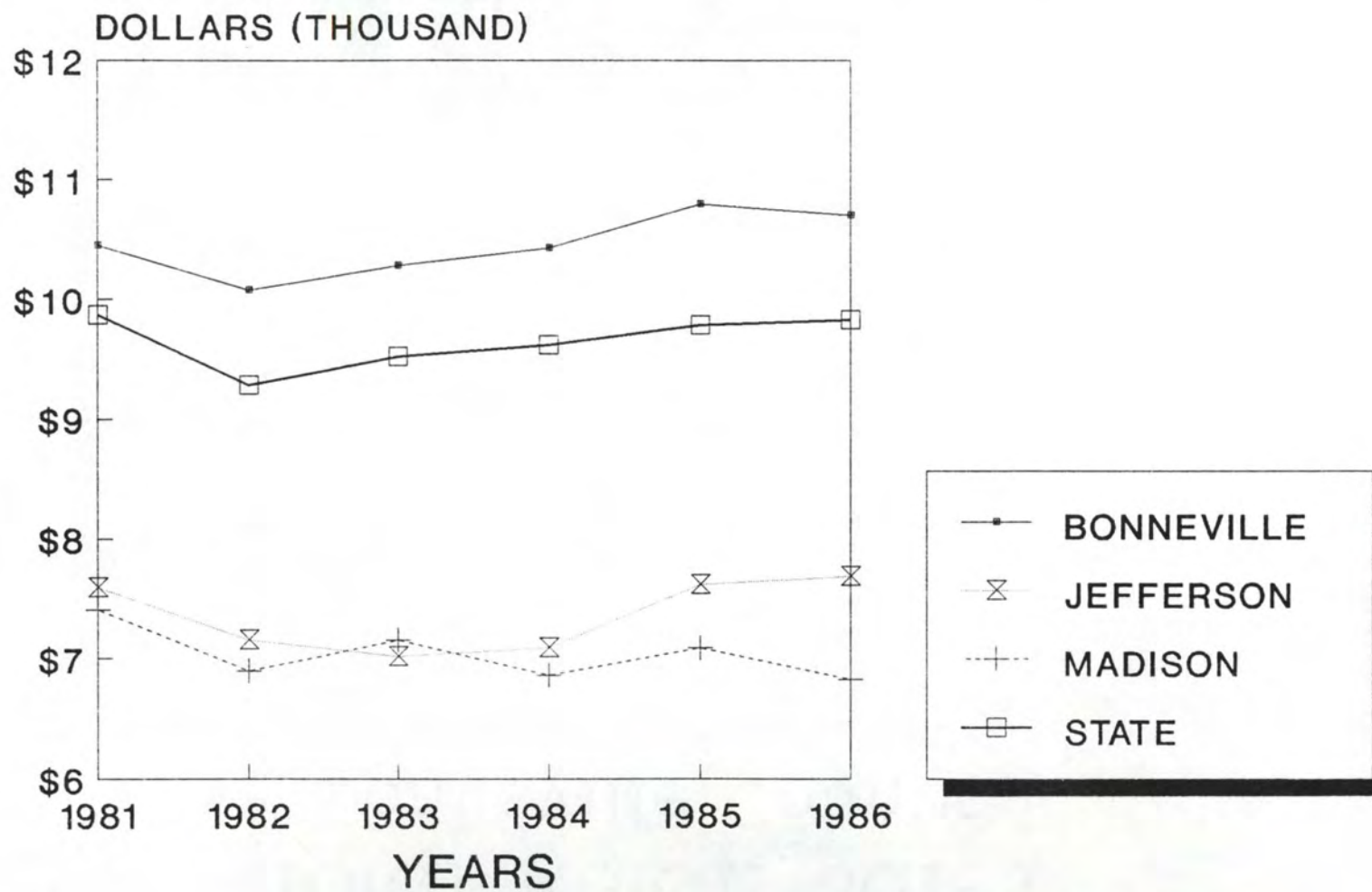
Selected Counties and State



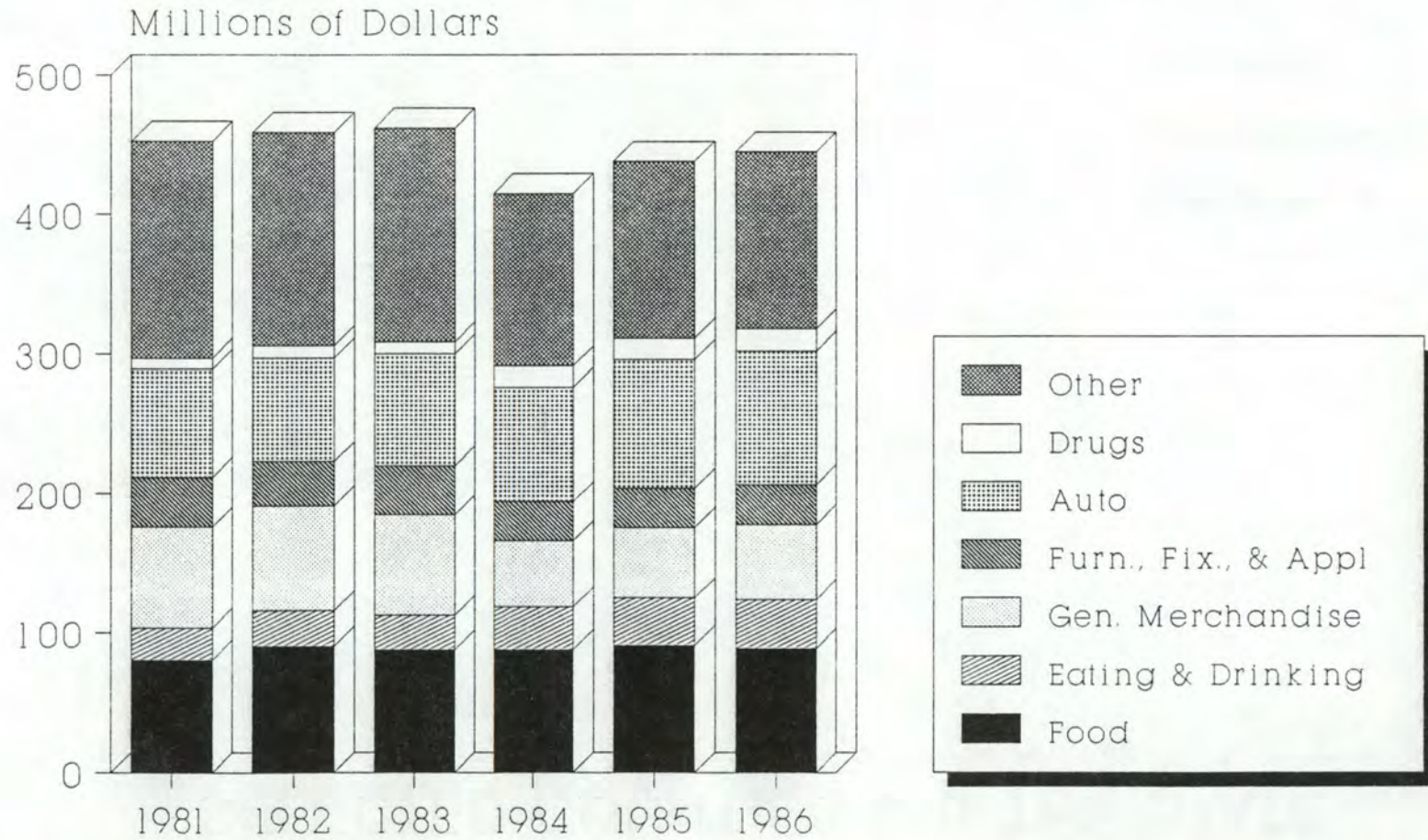
PER CAPITA INCOME, NOMINAL SELECTED COUNTIES and THE STATE



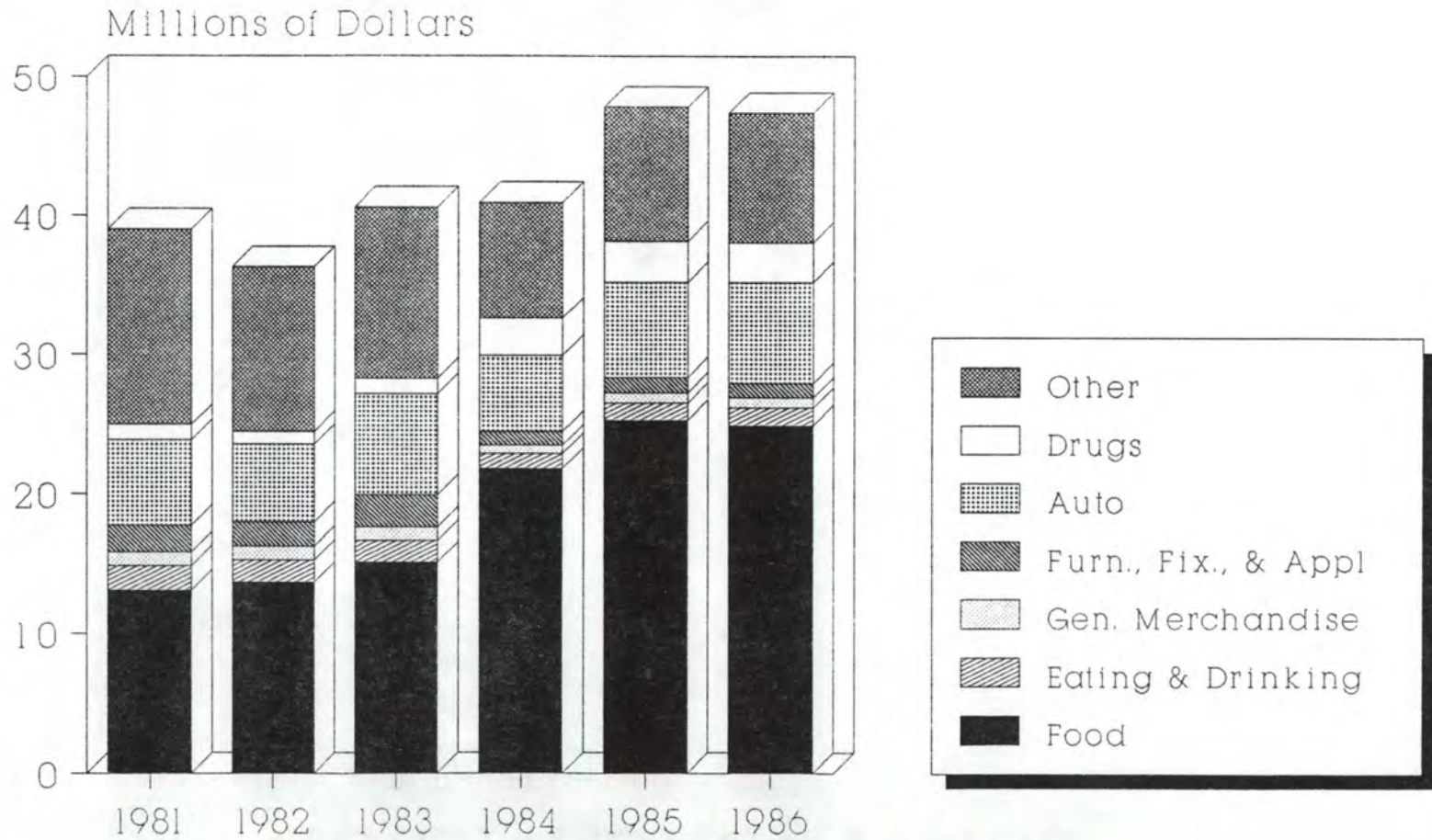
PER CAPITA INCOME, REAL SELECTED COUNTIES and THE STATE



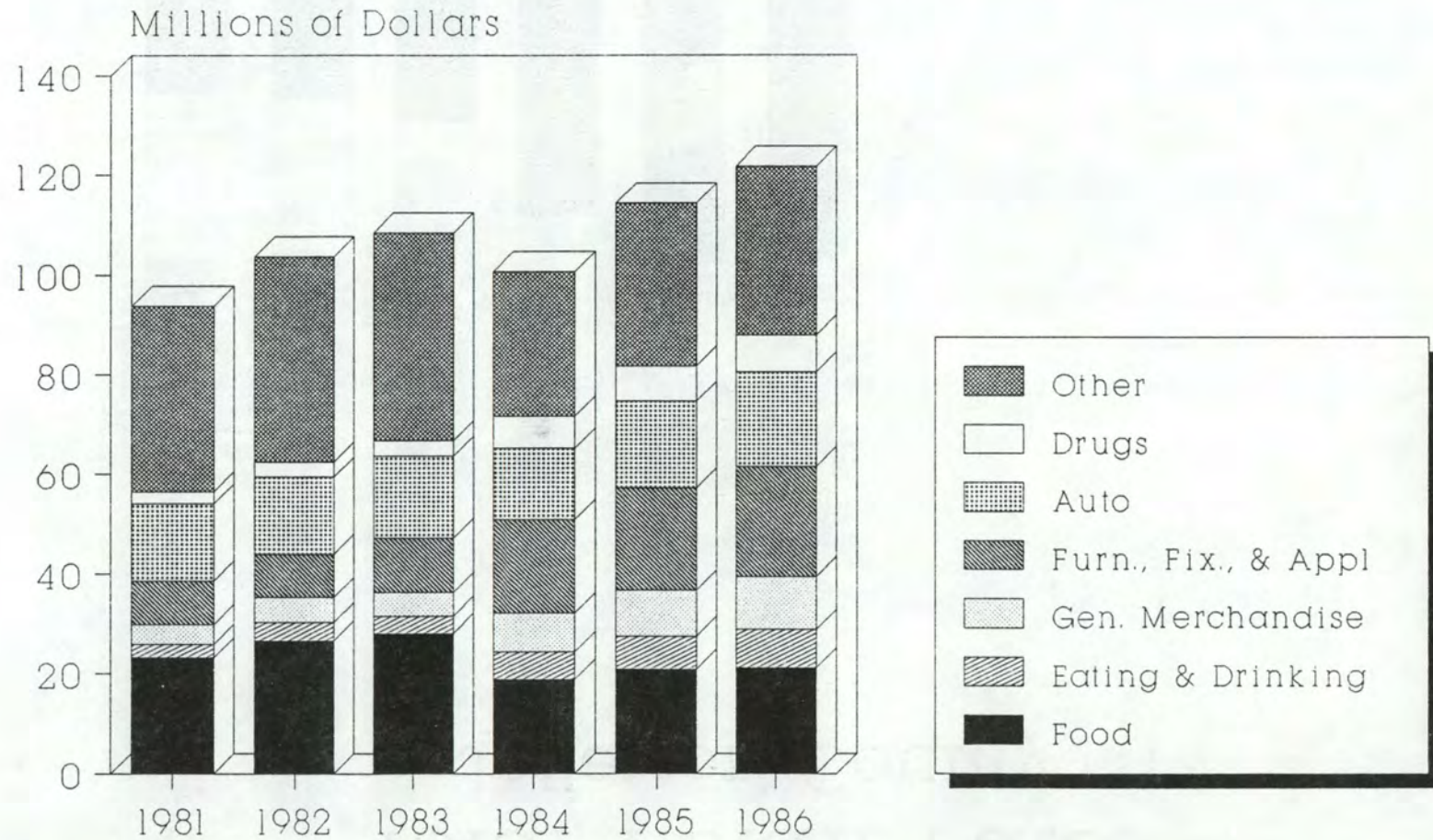
Total Retail Sales Bonnevile County



Total Retail Sales Jefferson County



Total Retail Sales Madison County

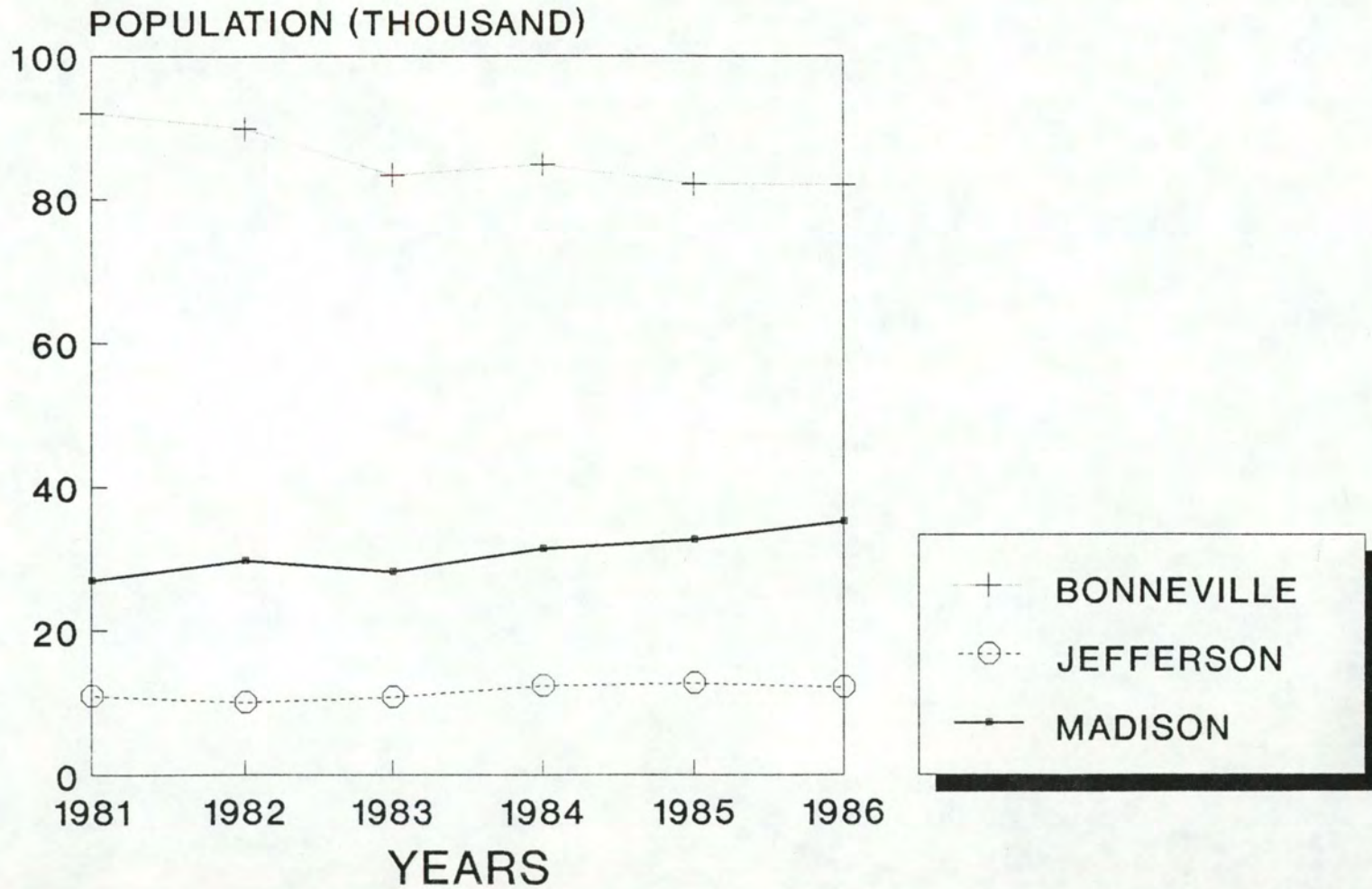


Public Health Service

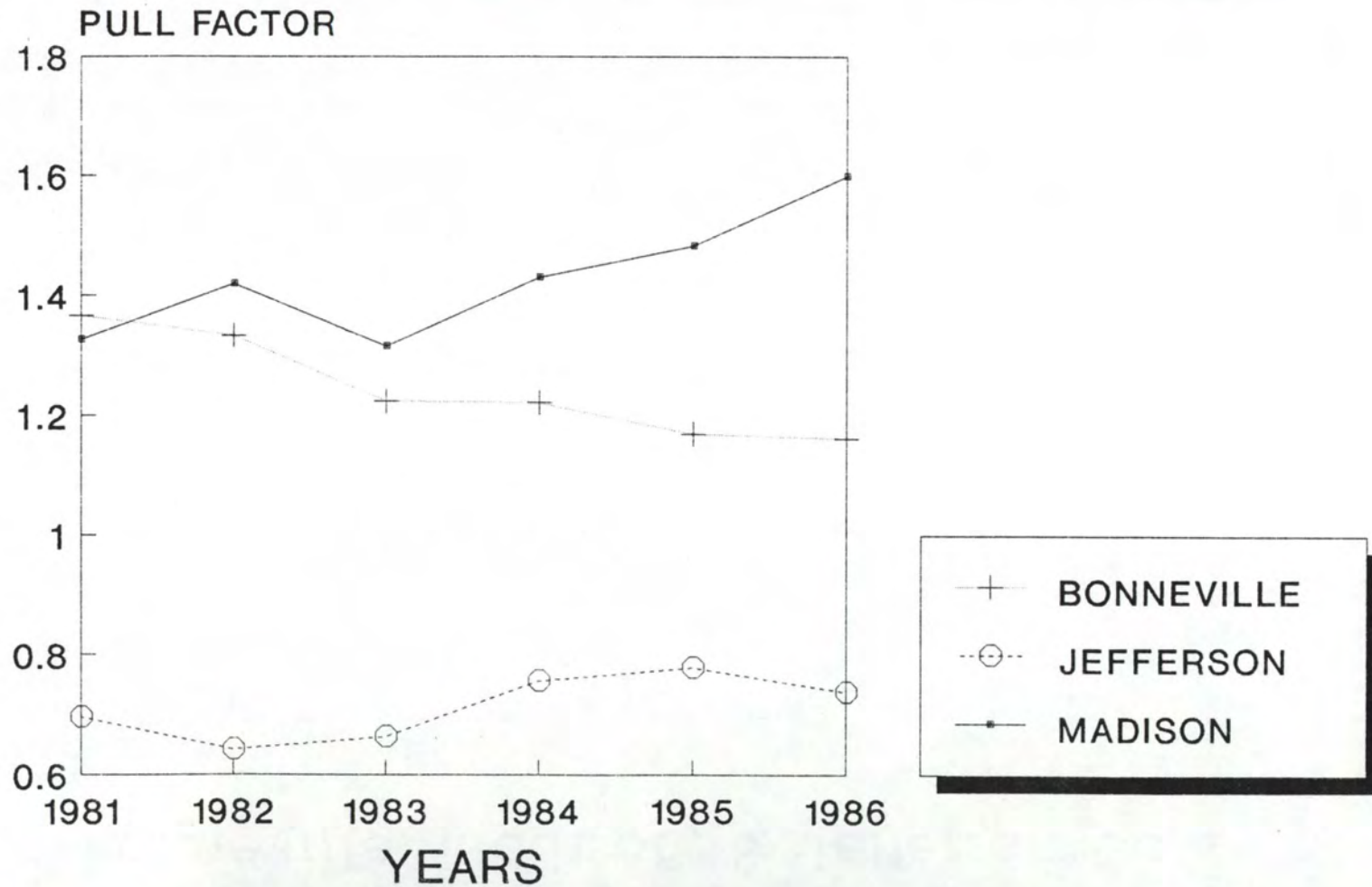
DEPARTMENT OF HEALTH AND HUMAN SERVICES

PHYSICIAN ASSISTANT TRAINING

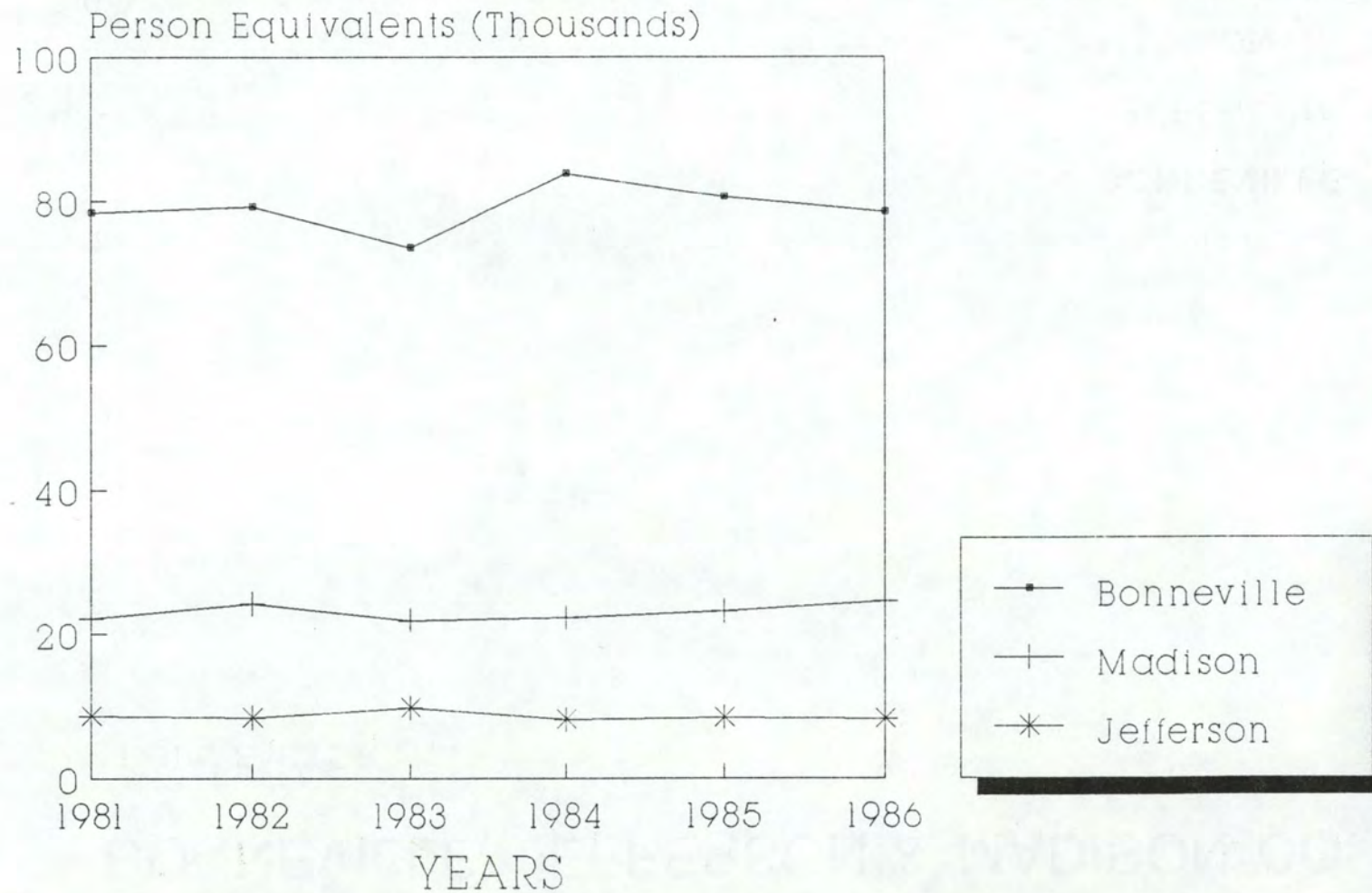
TRADE AREA CAPTURE BONNEVILLE, JEFFERSON & MADISON CO.



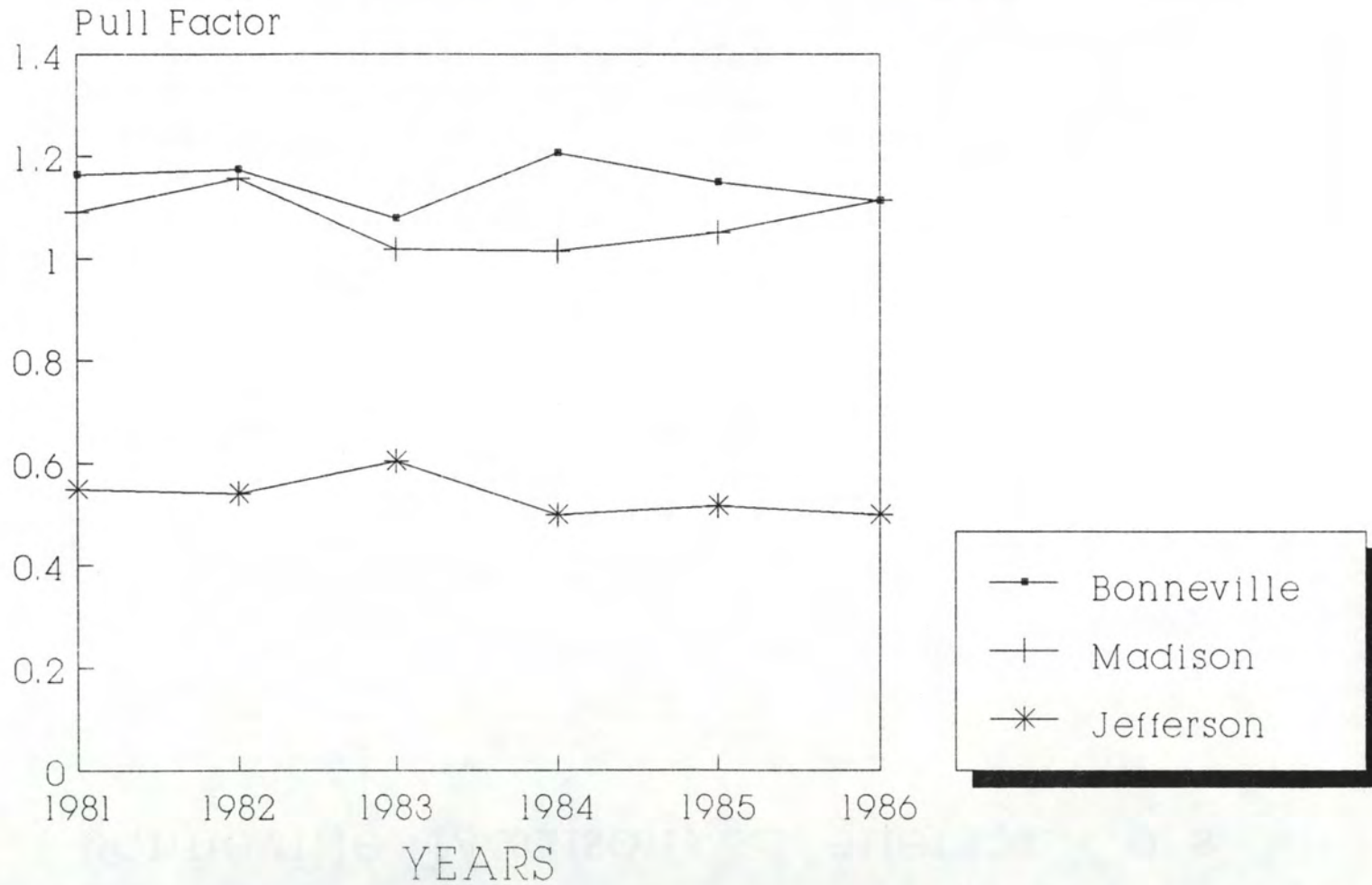
PULL FACTOR BONNEVILLE, JEFFERSON & MADISON CO.



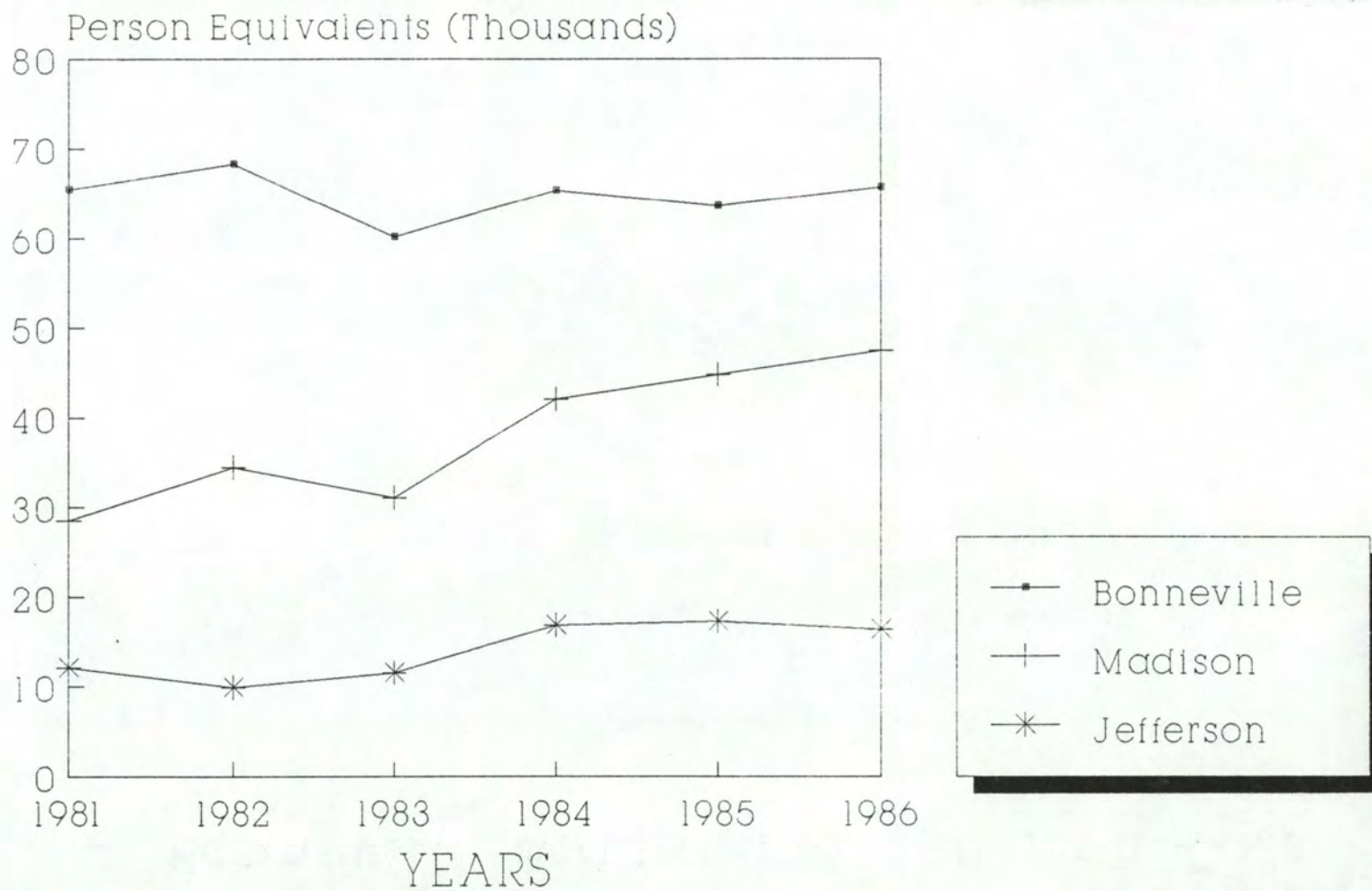
TRADE AREA CAPTURE - Auto Sales, Serv., Bonneville, Madison, & Jefferson Co.'s



PULL FACTORS - Auto Sale, Serv., & Parts Bonneville, Madison, & Jefferson Co.'s

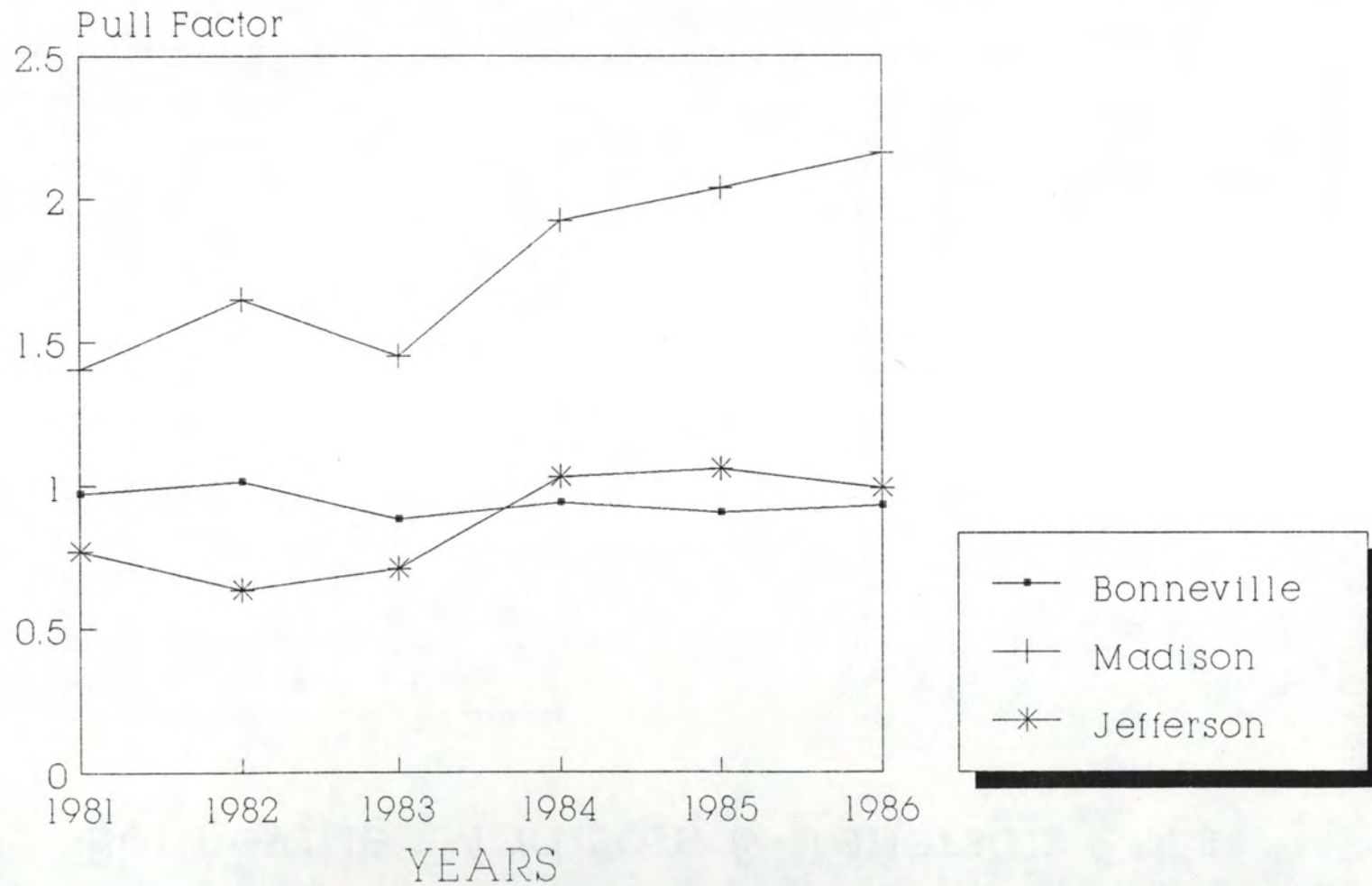


TRADE AREA CAPTURE - Drugs Bonneville, Madison, & Jefferson Co.'s

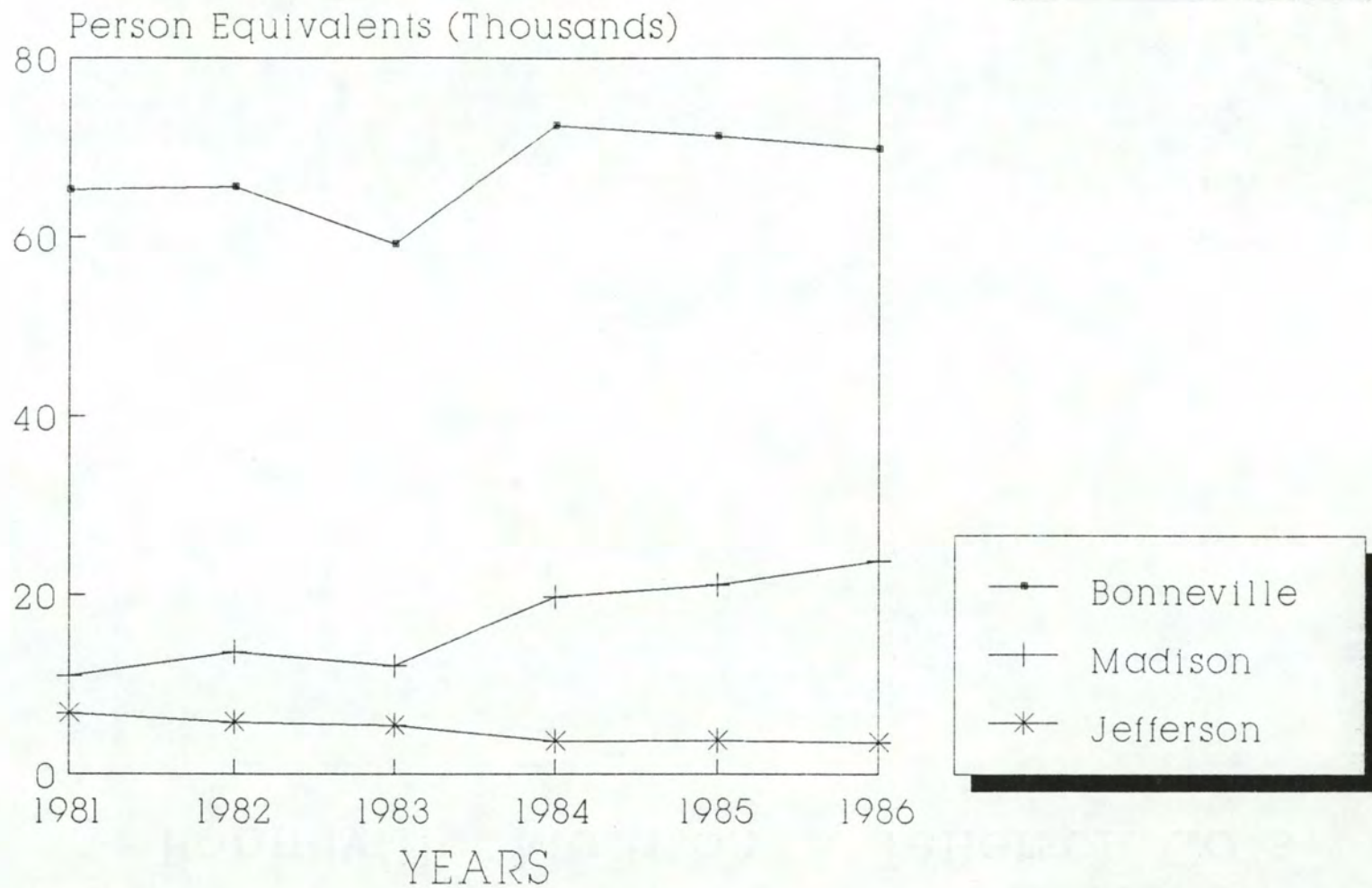


PULL FACTORS - Drugs

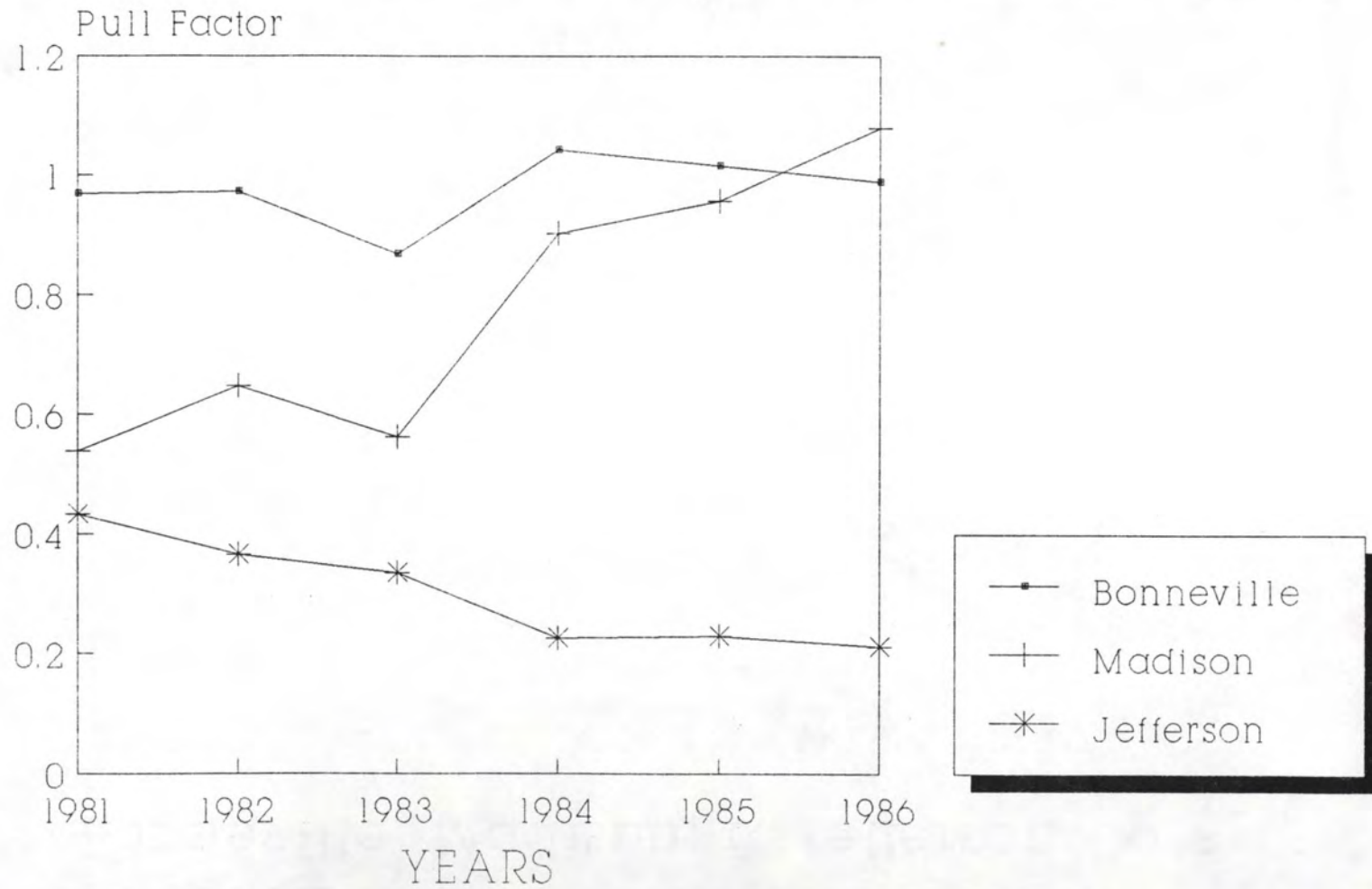
Bonneville, Madison, & Jefferson Co.'s



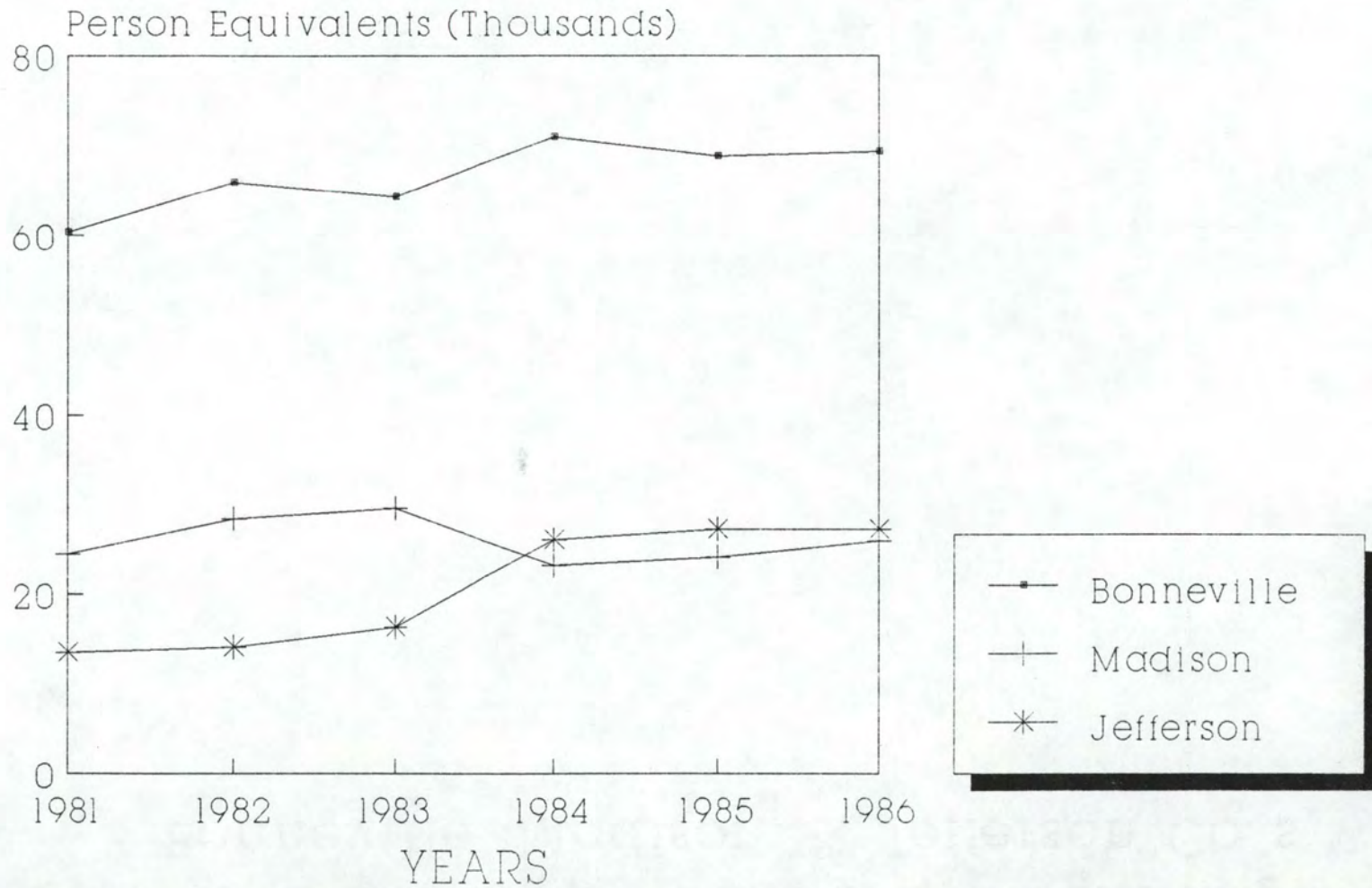
TRADE AREA CAPTURE - Eating and Drinking Bonneville, Madison, & Jefferson Co.'s



PULL FACTORS - Eating and Drinking Bonneville, Madison, & Jefferson Co.'s

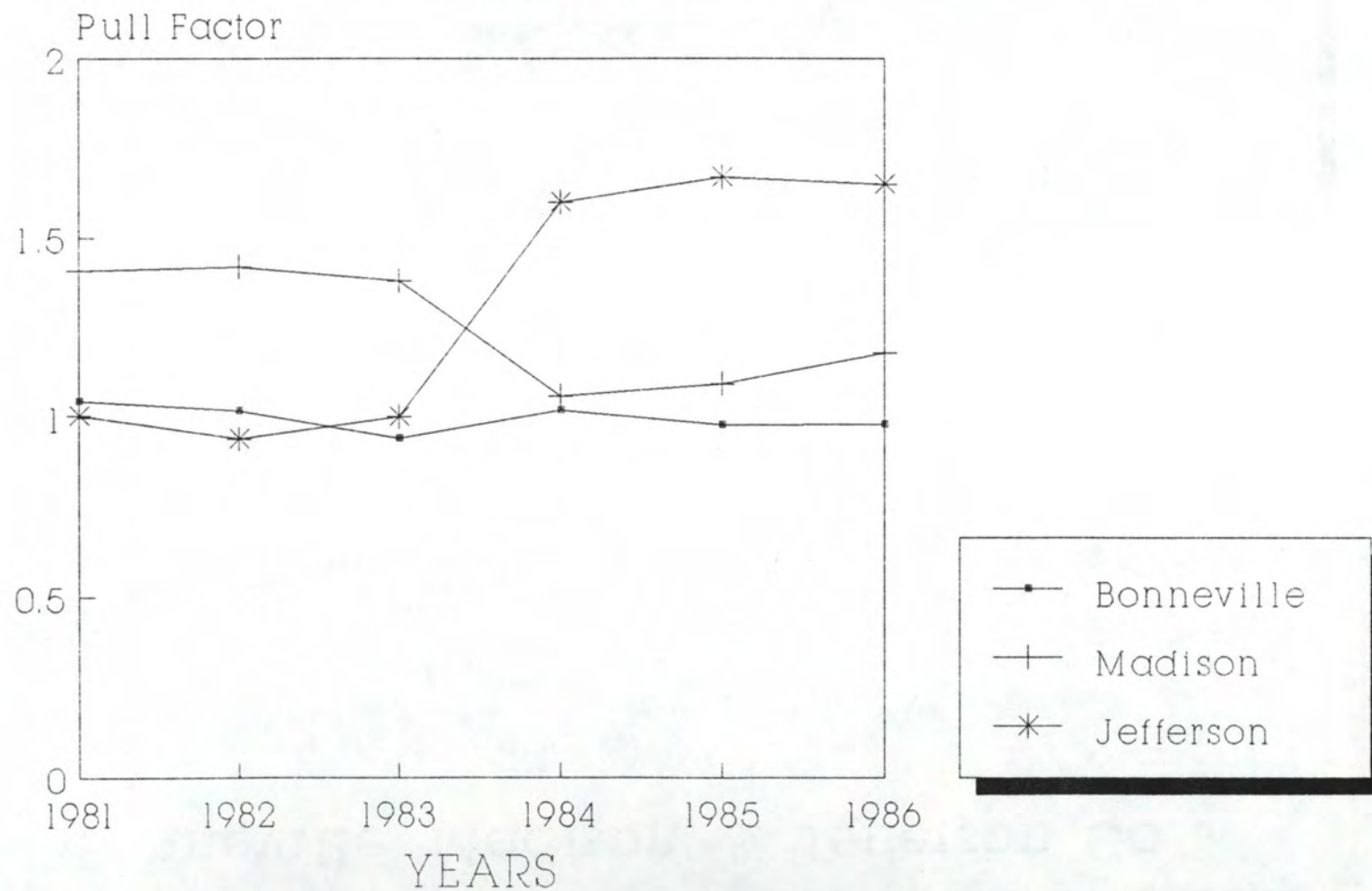


TRADE AREA CAPTURE - Food Bonneville, Madison, & Jefferson Co.'s

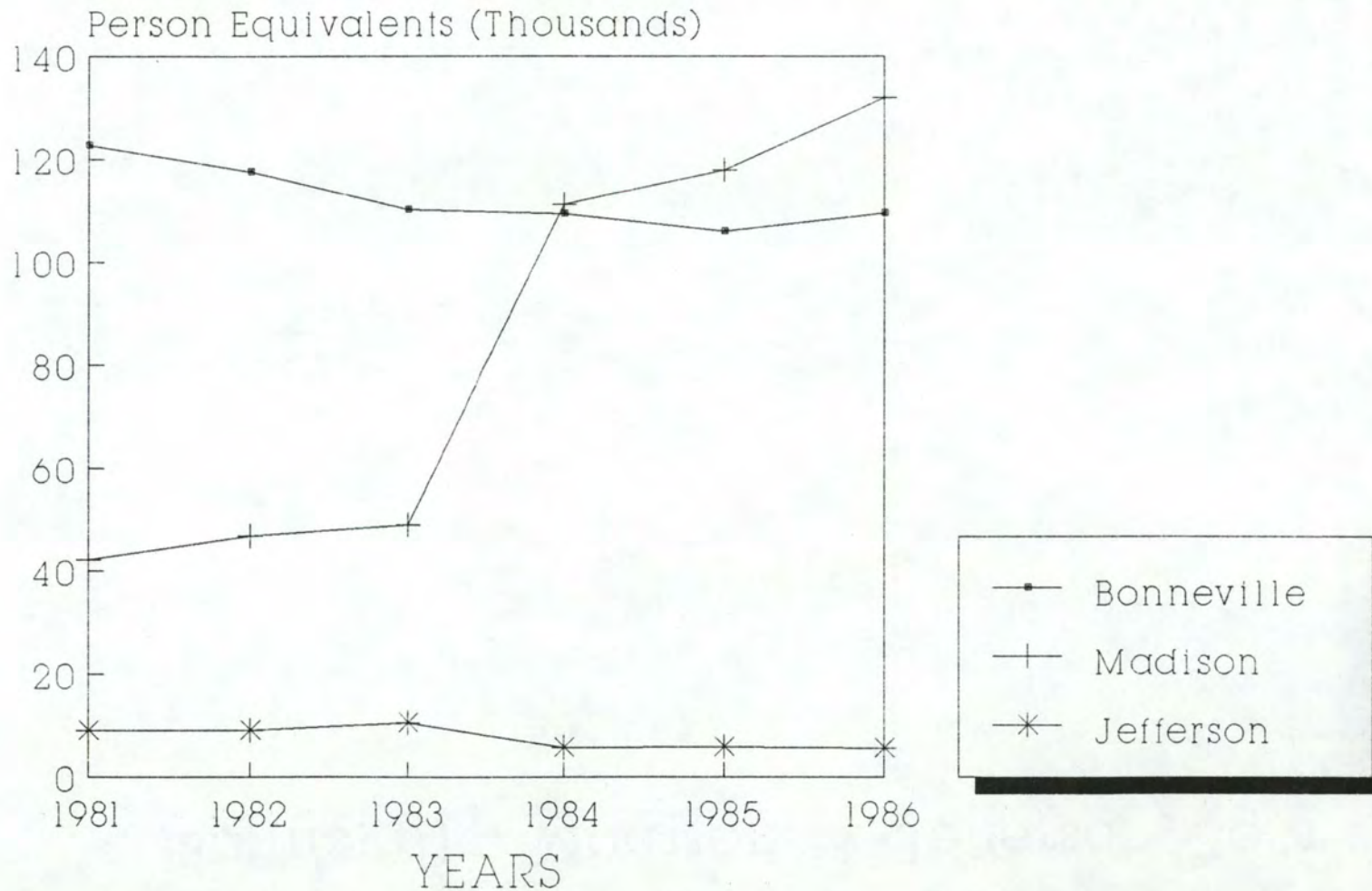


PULL FACTORS - Food

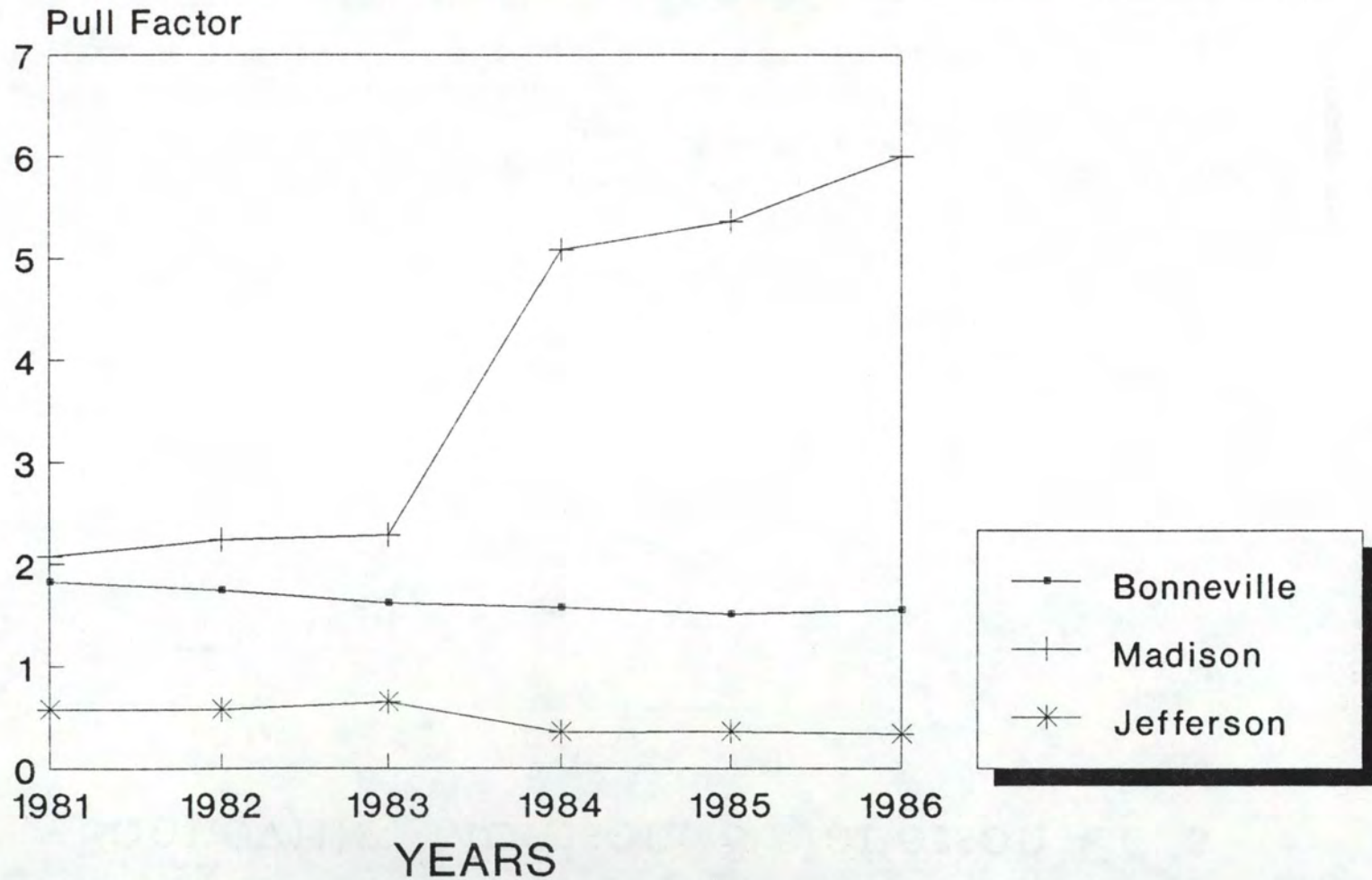
Bonneville, Madison, & Jefferson Co.'s



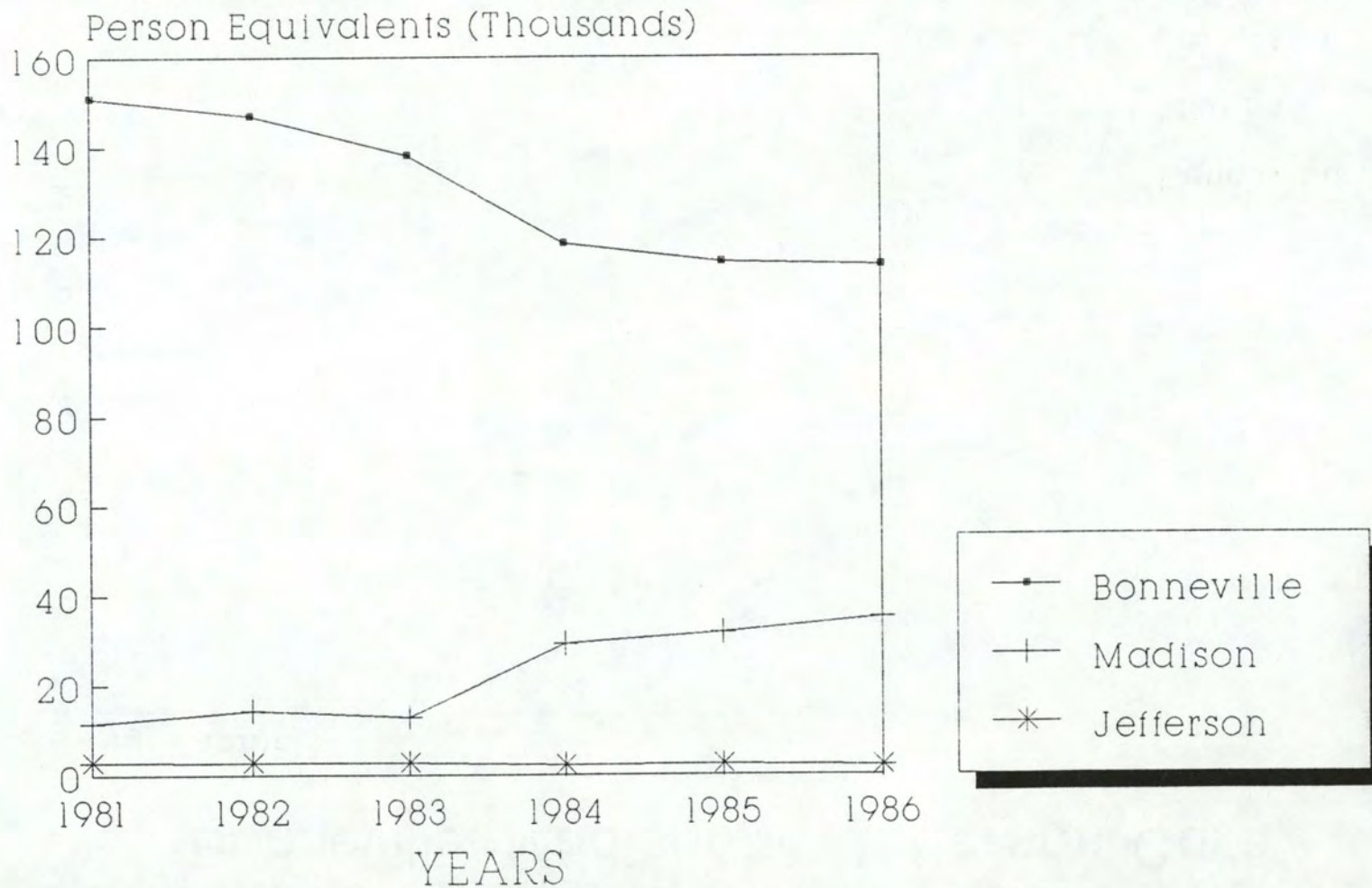
TRADE AREA CAPTURE - Furn., Fixtr. & Apl Bonnevile, Madison, & Jefferson Co.'s



PULL FACTORS - Furn., Fix., & Appl. Bonneville, Madison, & Jefferson Co.'s



TRADE AREA CAPTURE - General Merchandise Bonneville, Madison, & Jefferson Co.'s



PULL FACTORS - General Merchandise Bonneville, Madison, & Jefferson Co.'s

