

**COMMUNITY ECONOMIC ANALYSIS
POPULATION, INCOME and RETAIL SALES
Retail Leakage and Trade Area Capture
for
Valley, Adams, Payette and Washington 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. 90-4
March, 1990**

COMMUNITY ECONOMIC ANALYSIS
POPULATION, INCOME and RETAIL SALES
Retail Leakage and Trade Area Capture
for
Valley, Adams, Payette and Washington Counties of Idaho

AEE 90-4

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 employment, income, population growth, population composition, tax base 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 for a given county (See definition below). Pull factors are also shown. Pull factors are the ratio of retail sales for a given retail sector per county resident 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 customers in from surrounding counties for retail business or that local residents spend more than the state average on that category of retail sale.

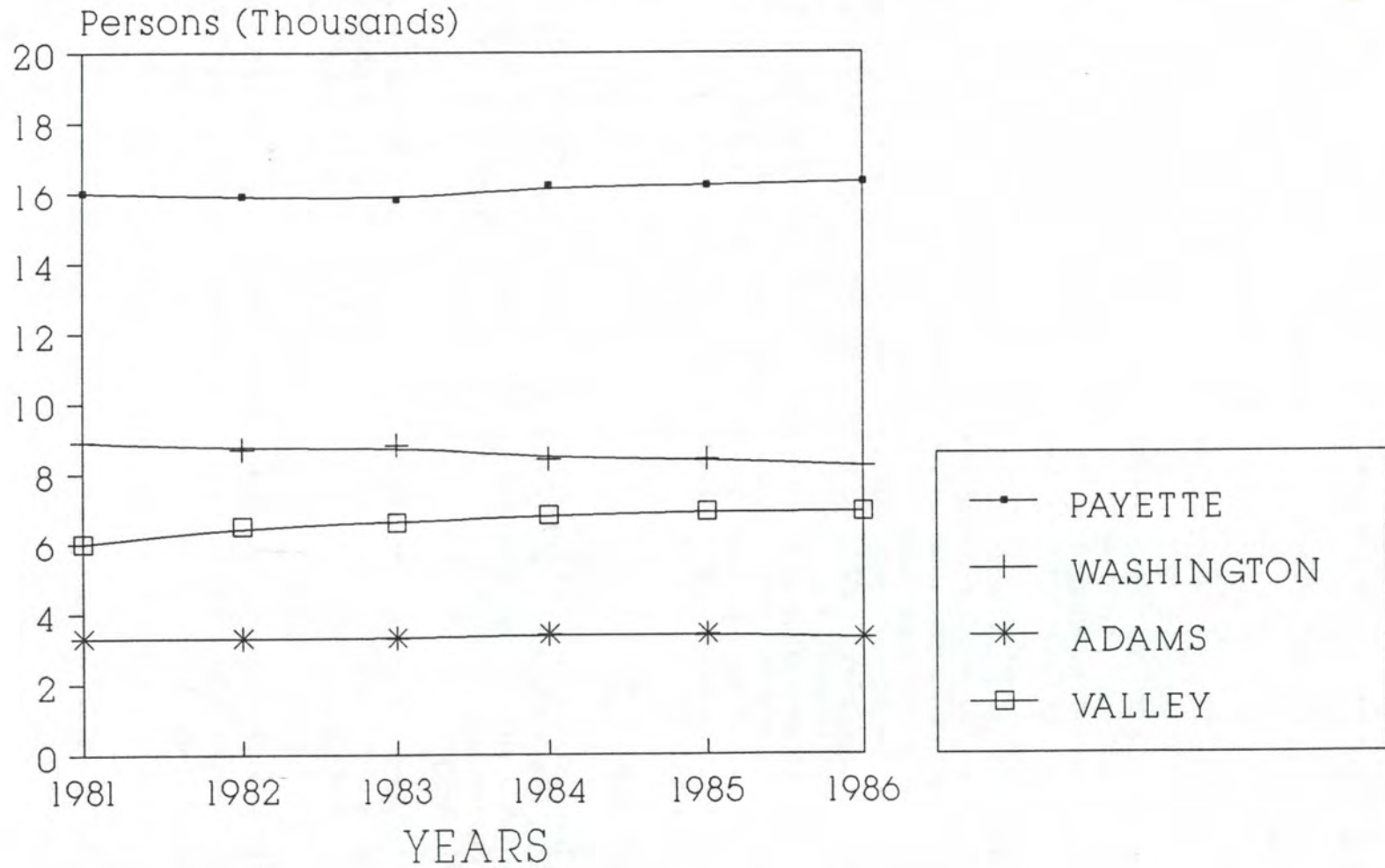
Definitions:

Trade Area Capture (TAC): Divides actual retail sales by state per capita sales and multiplies that value by a ratio of community per capita income to state per capita. 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.

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.

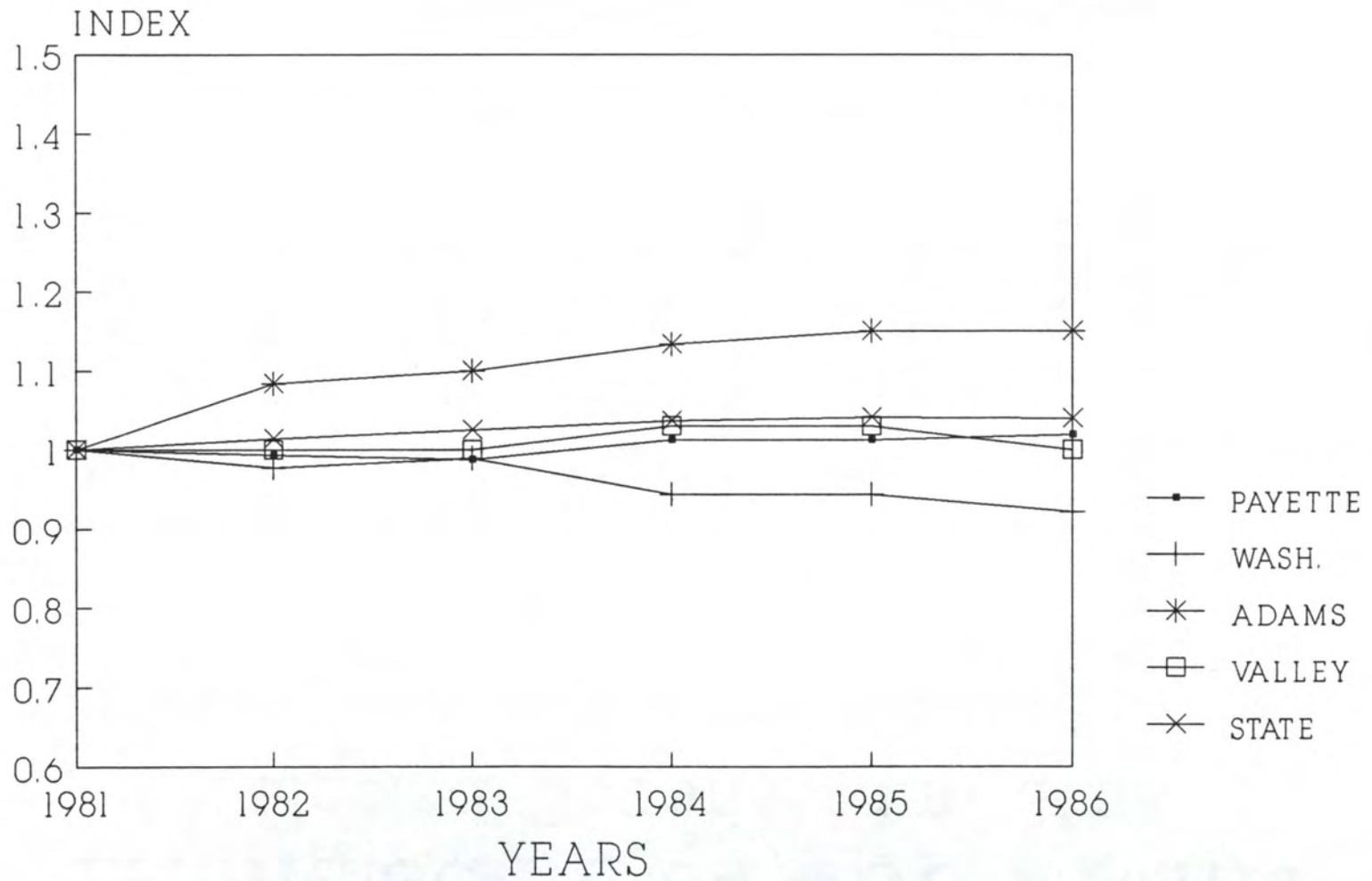
Data Sources: Data for this analysis comes from the Department of Commerce Bureau of Economic Analysis, Sales Marketing and Management Magazine, and U.S. Census estimates.

POPULATION PAYETTE, WASHINGTON, ADAMS & VALLEY CO



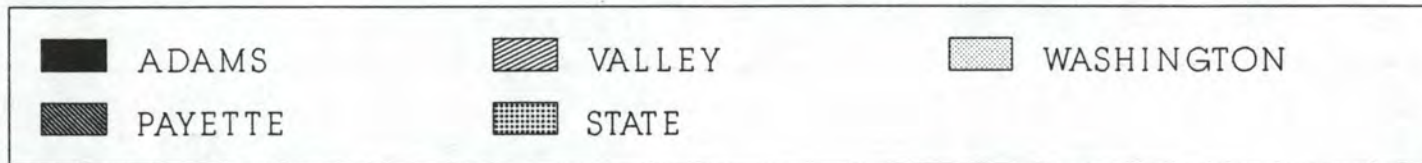
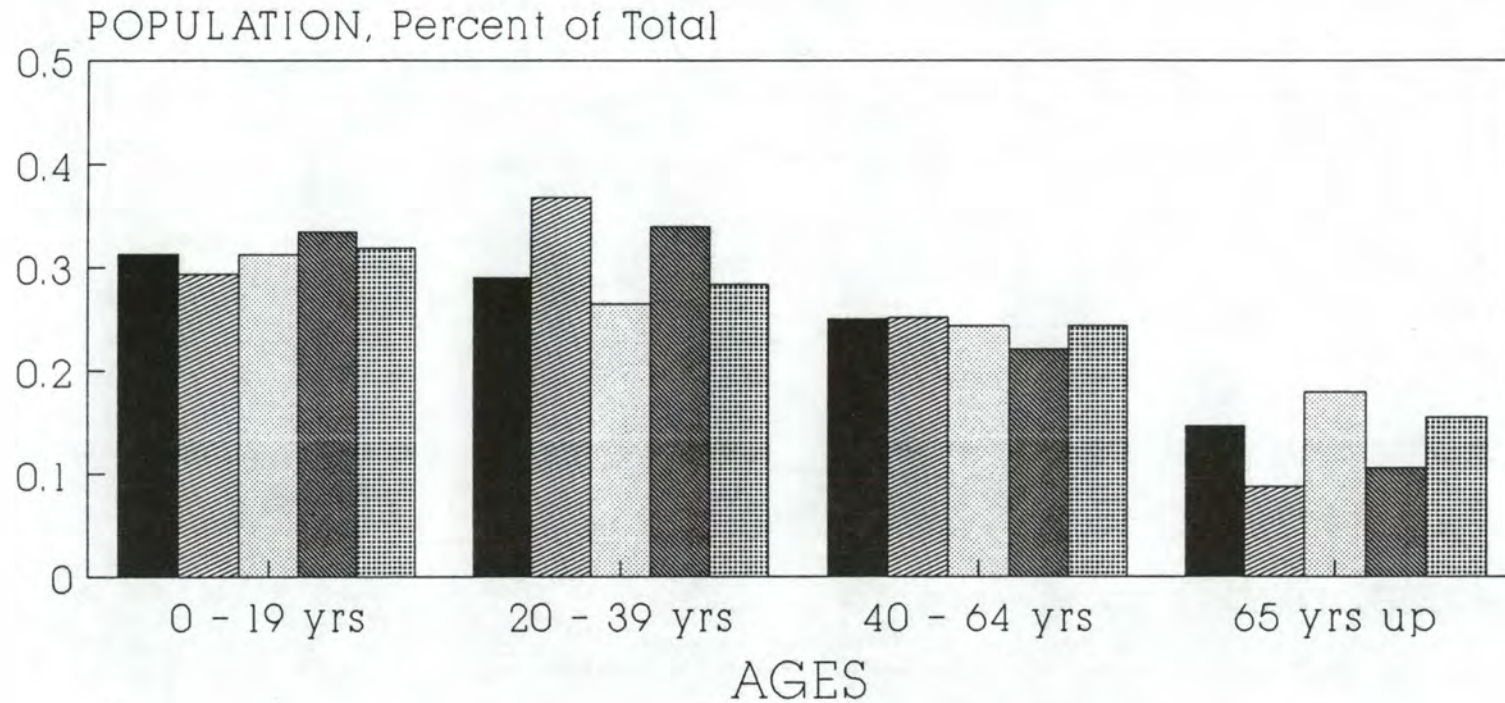
POPULATION INDEX - BASE=1981

PAYETTE, WASH., ADAMS, VALLEY CO & STATE



Estimated 1984 Pop. Profile

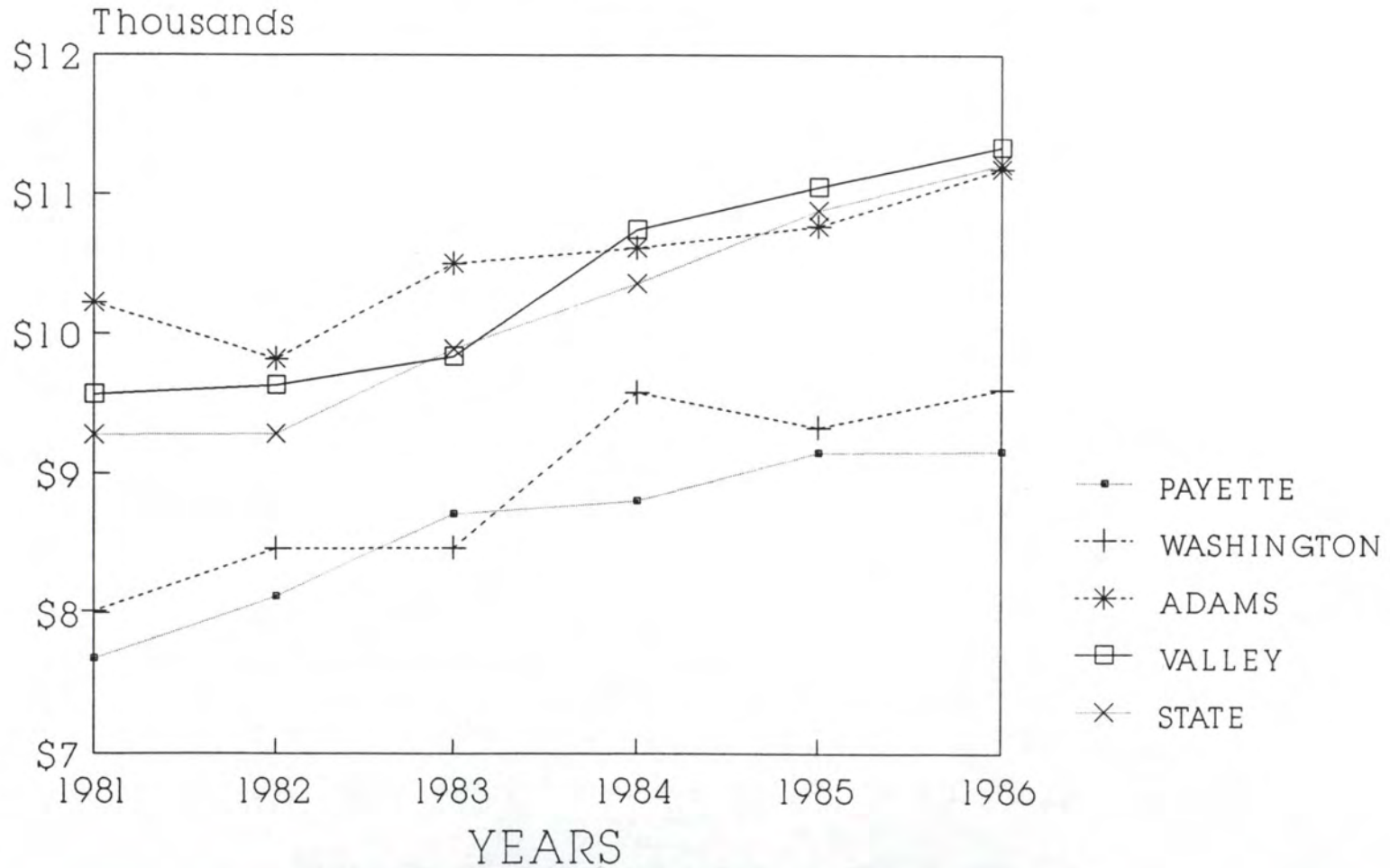
Selected Counties and State



PER CAPITA INCOME, NOMINAL

STATE VS.

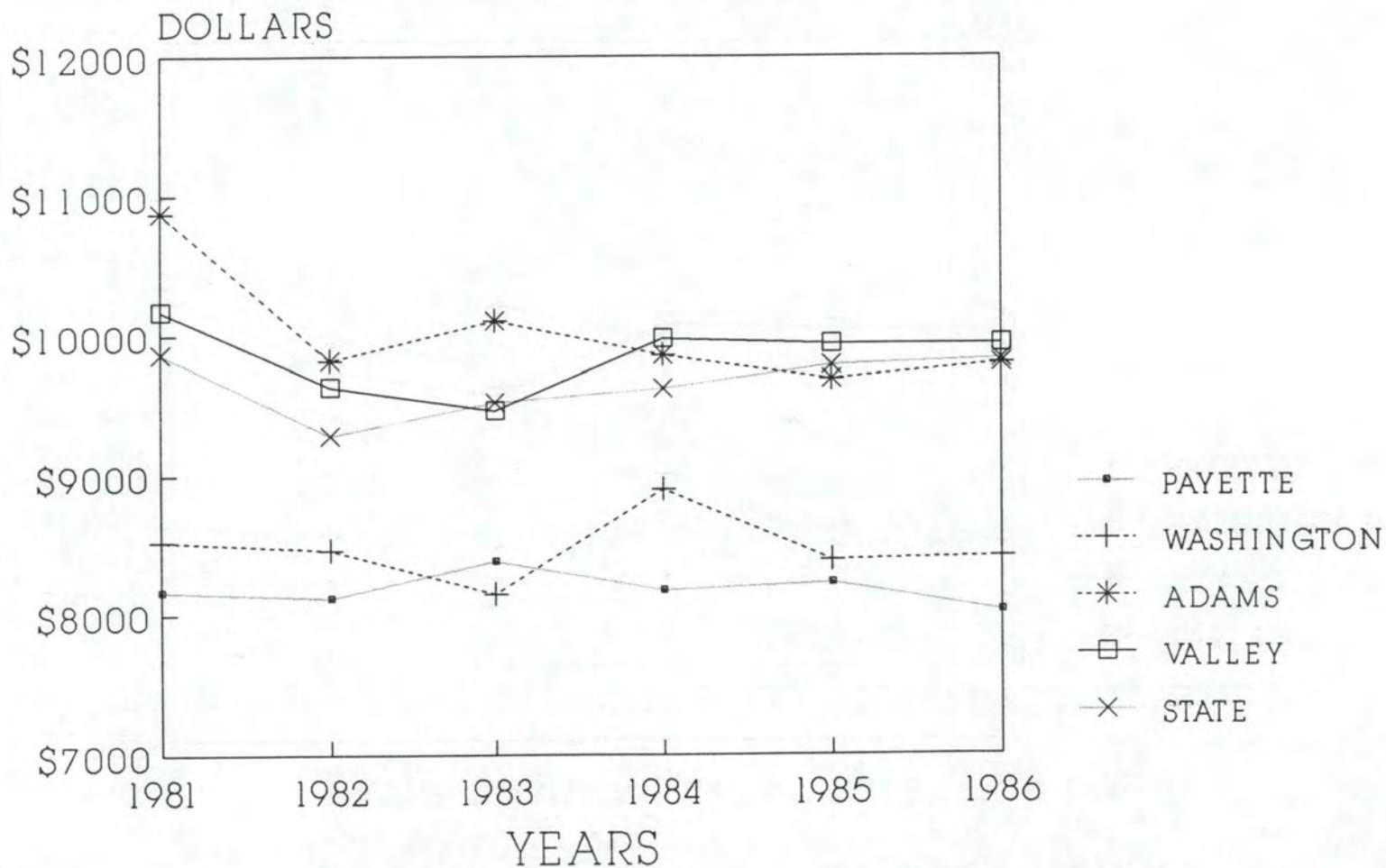
PAYETTE, WASH., ADAMS & VALLEY COUNTY



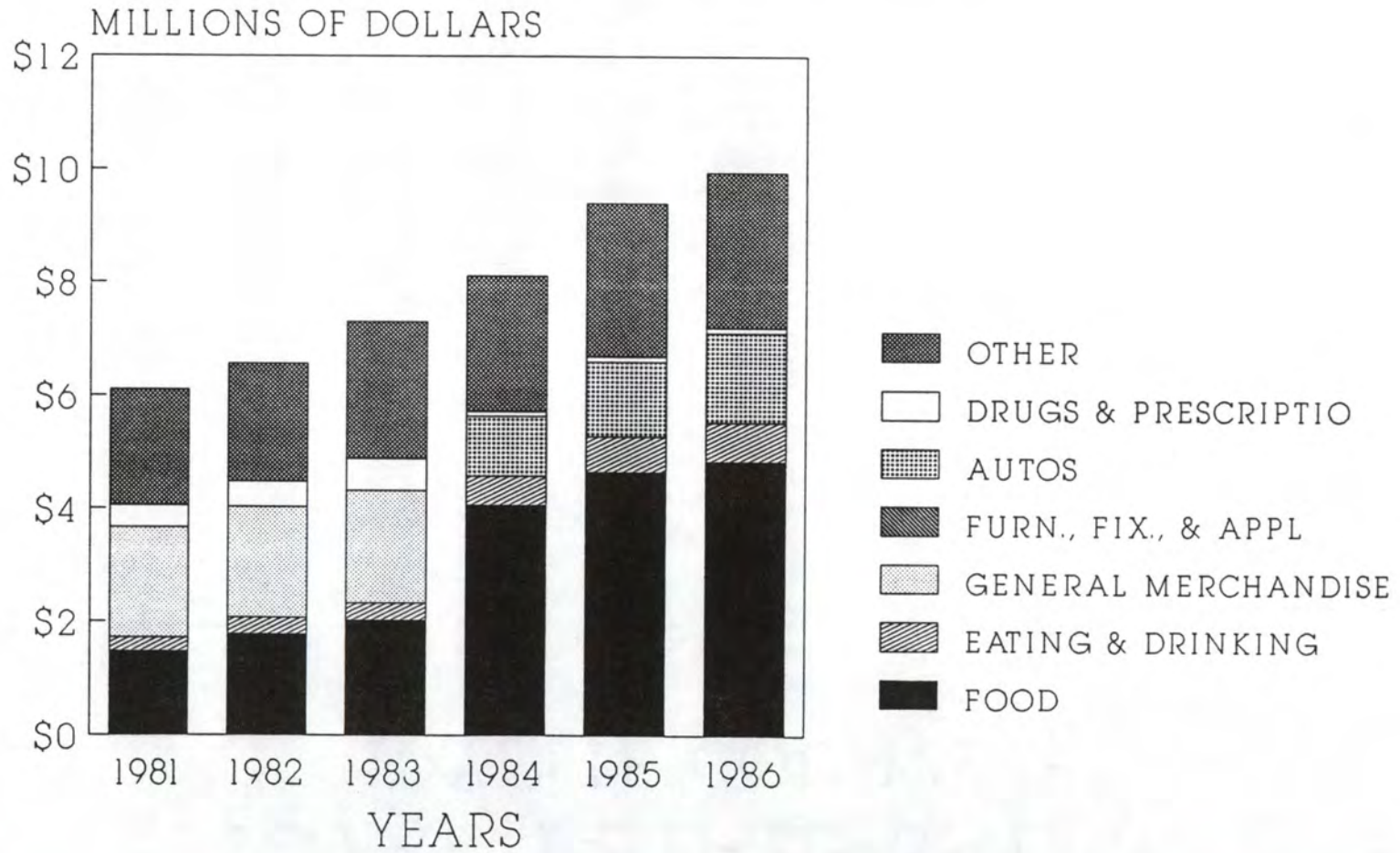
PER CAPITA INCOME, REAL

STATE VS.

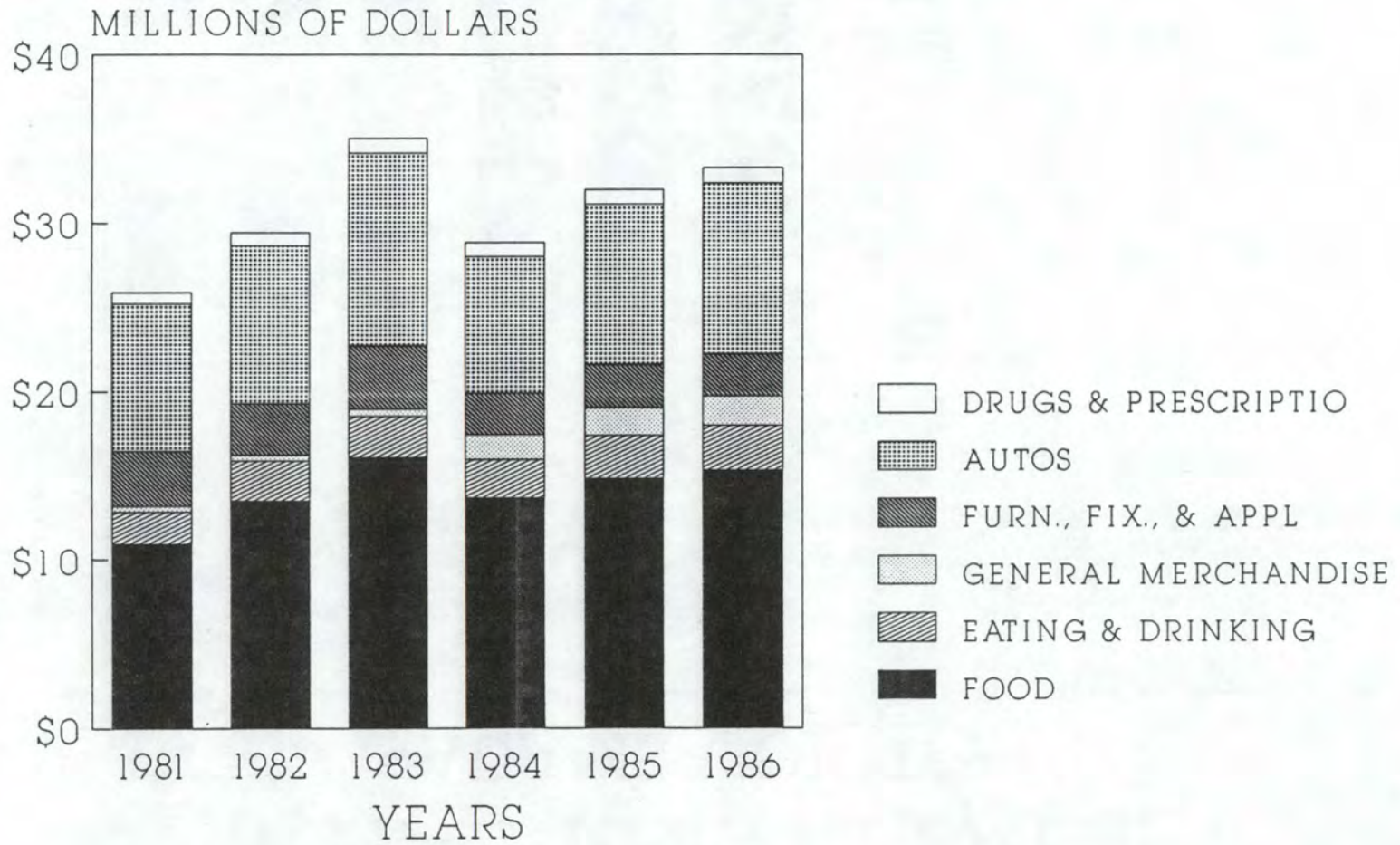
PAYETTE, WASH., ADAMS & VALLEY COUNTY



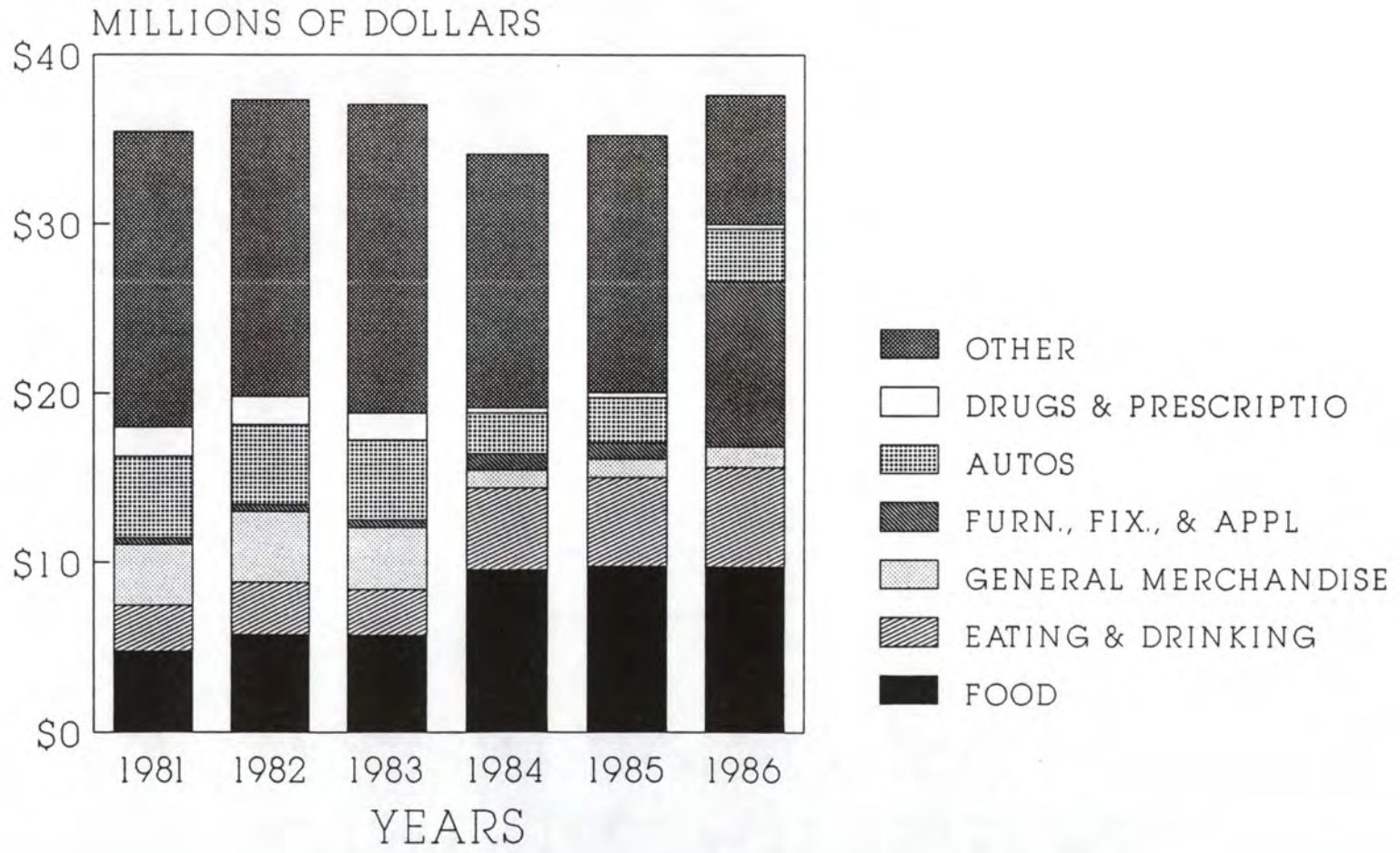
TOTAL RETAIL SALES ADAMS COUNTY



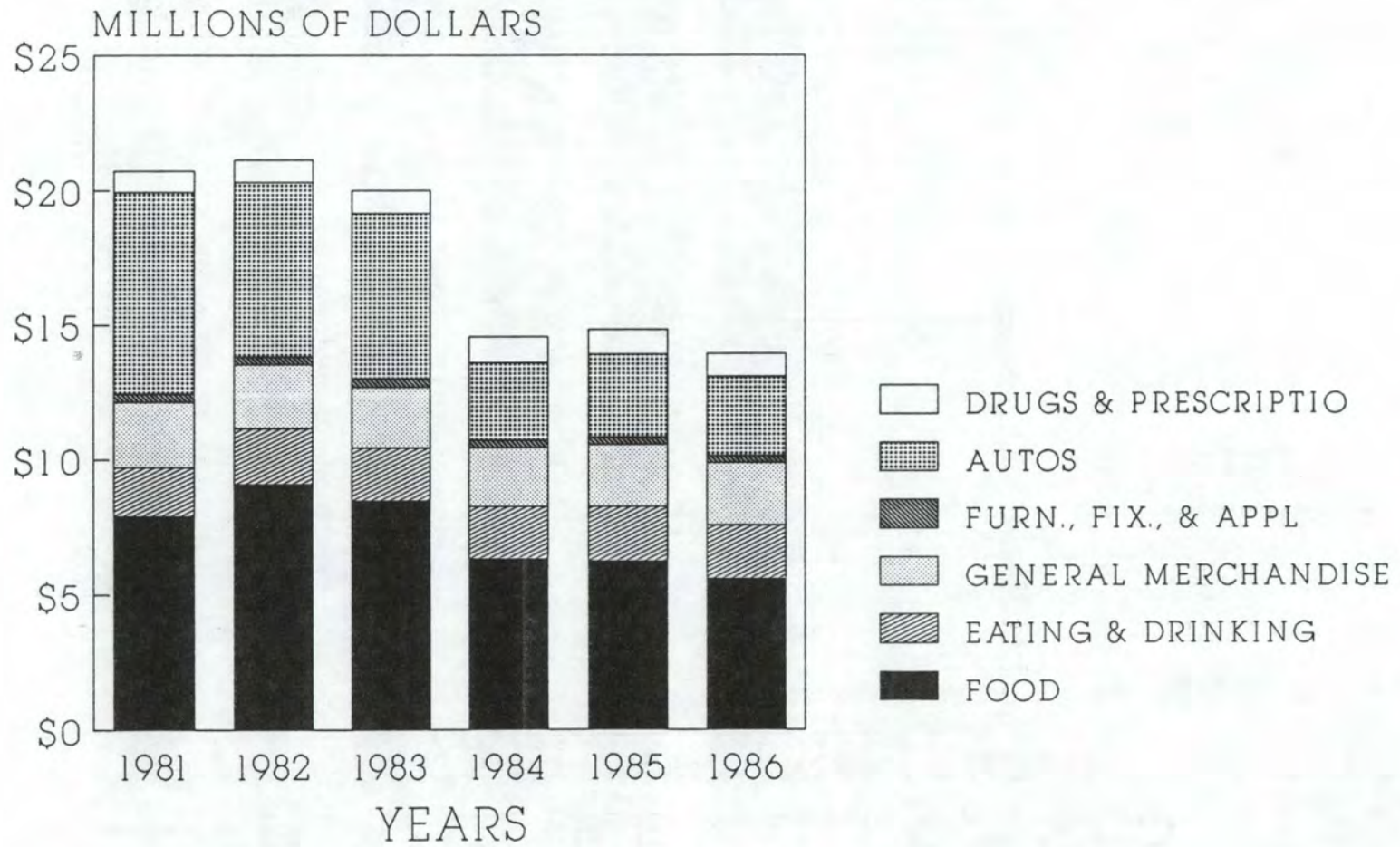
TOTAL RETAIL SALES PAYETTE COUNTY



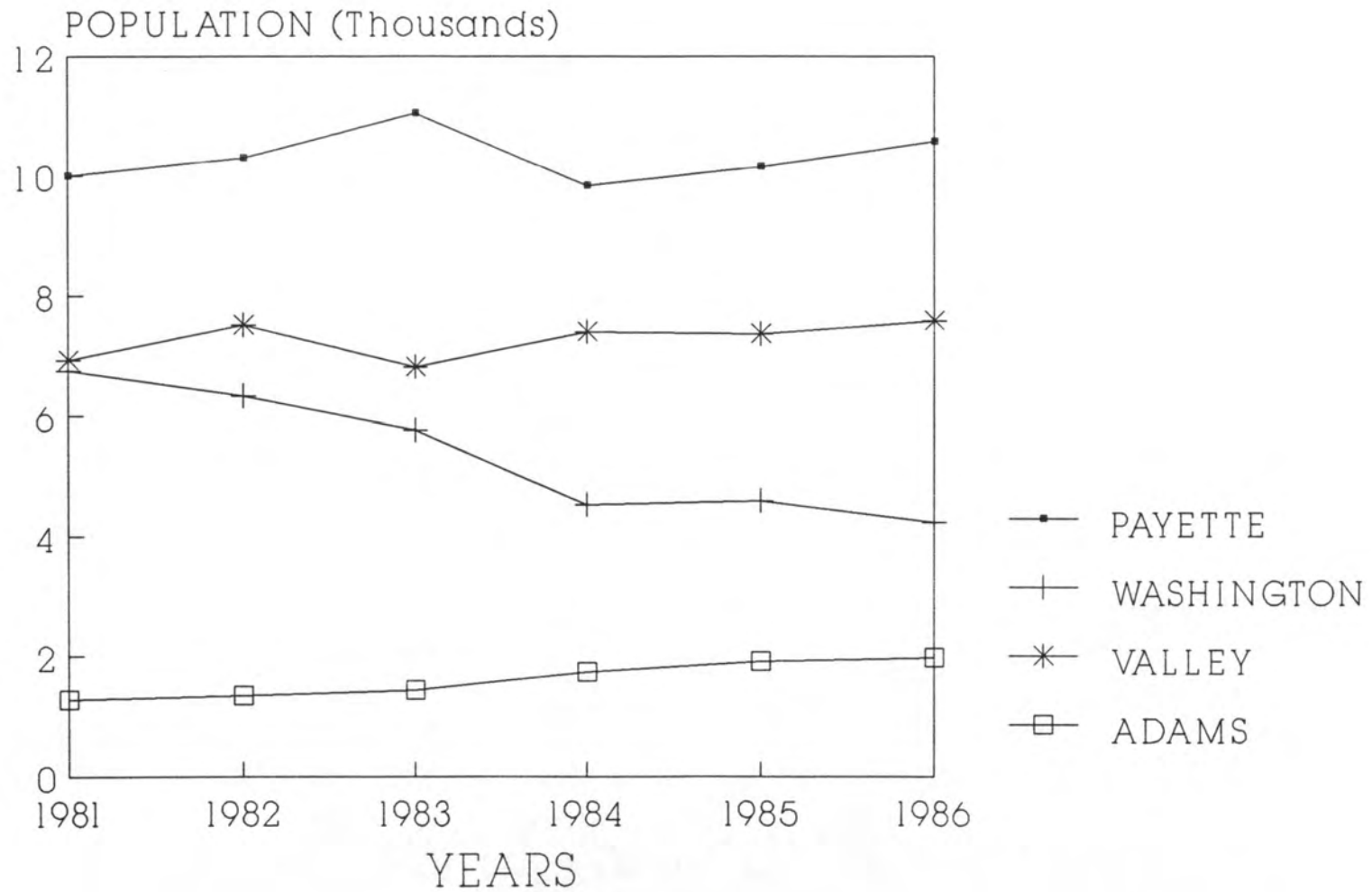
TOTAL RETAIL SALES VALLEY COUNTY



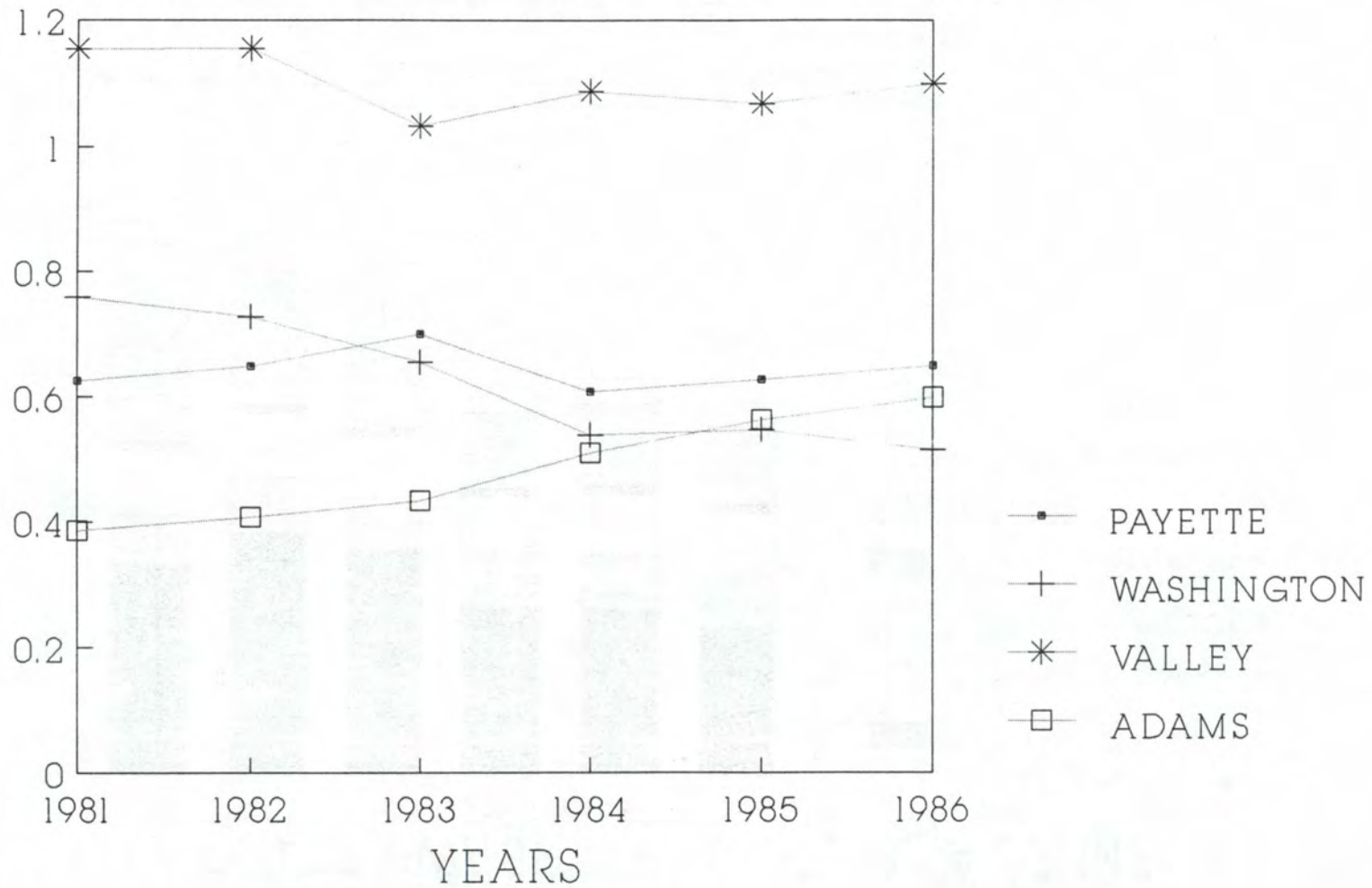
TOTAL RETAIL SALES WASHINGTON COUNTY



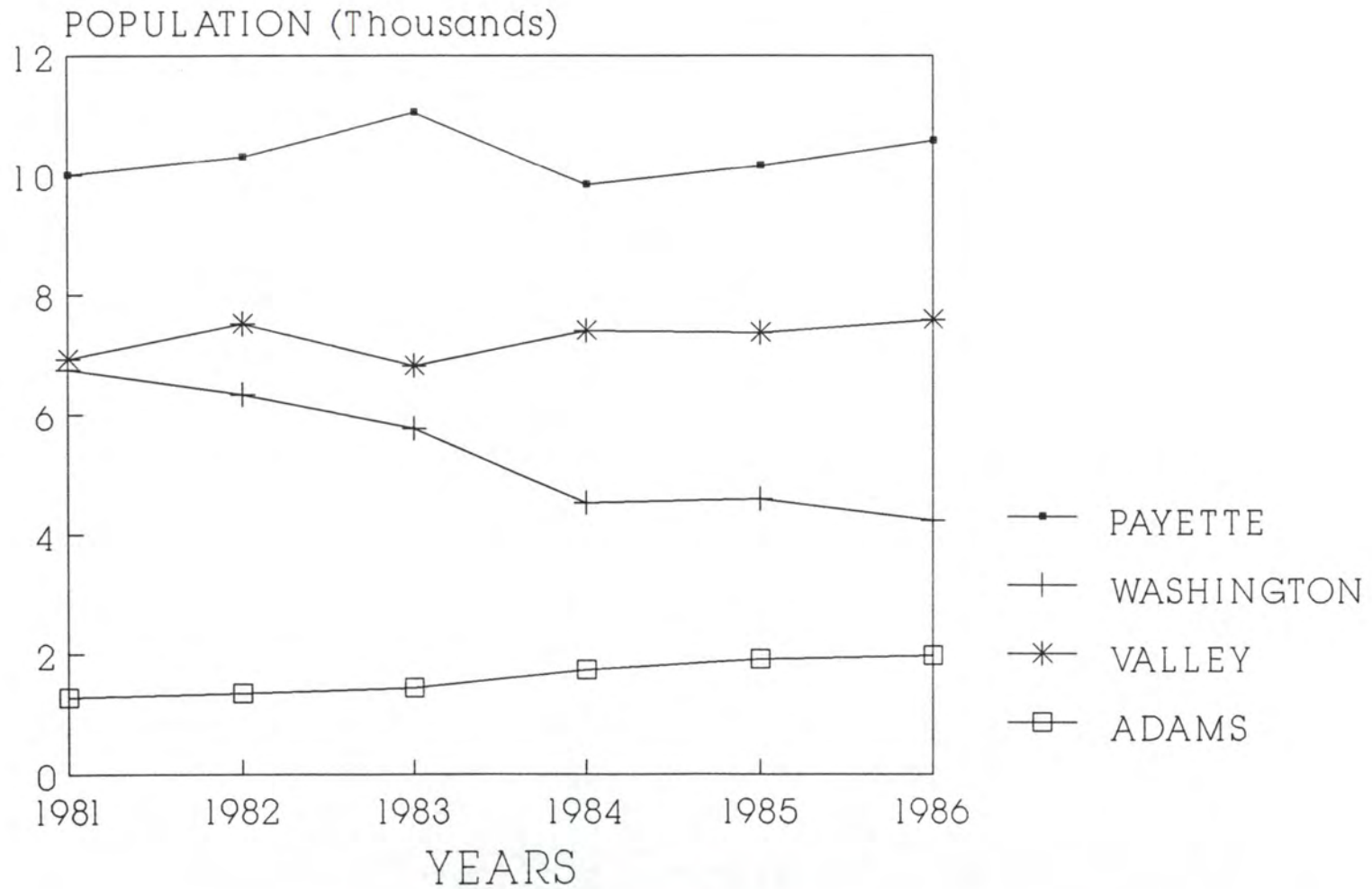
TRADE AREA CAPTURE PAYETTE, WASH., VALLEY & ADAMS CO.



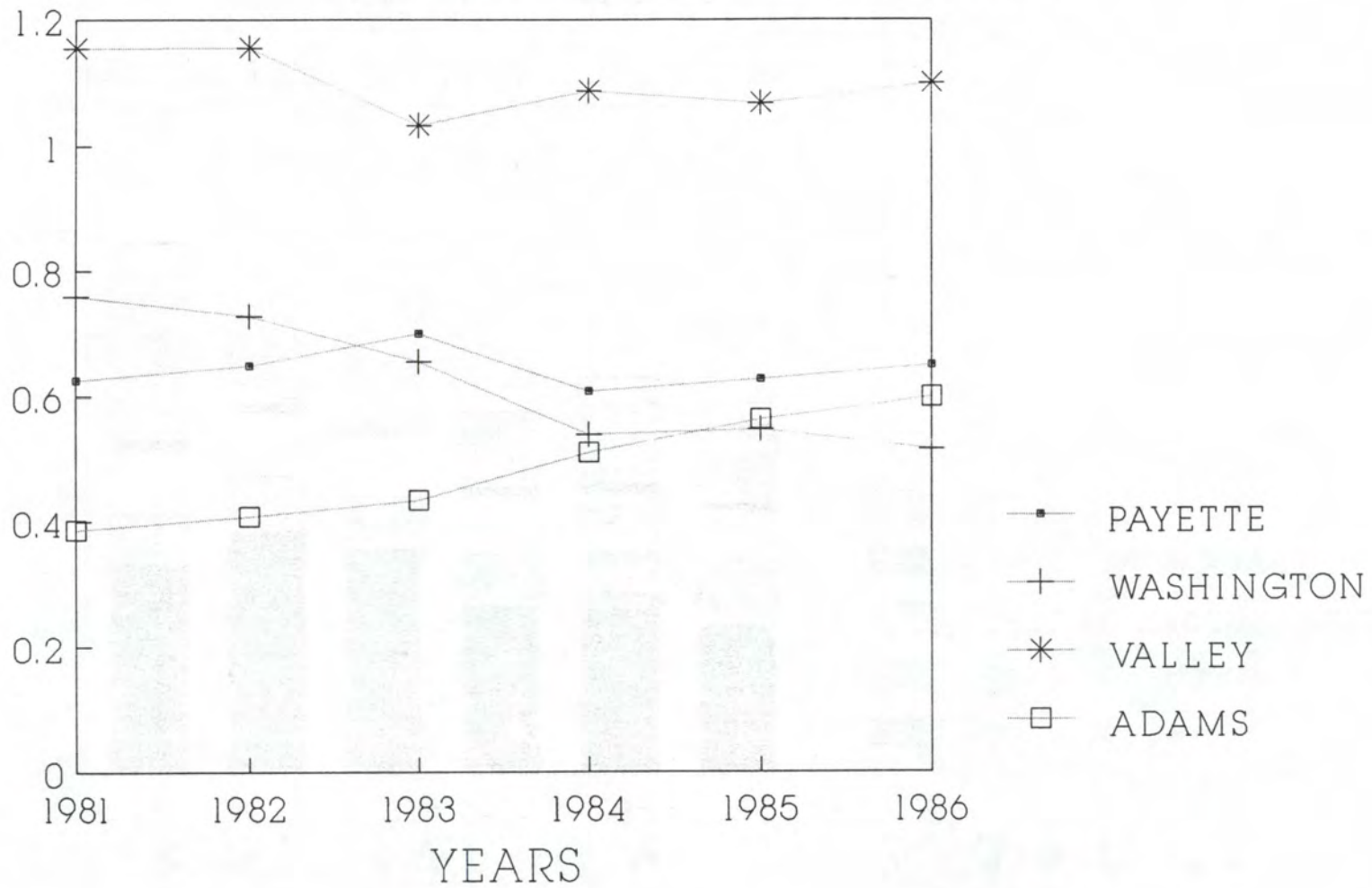
PULL FACTORS PAYETTE, WASH., VALLEY & ADAMS CO.



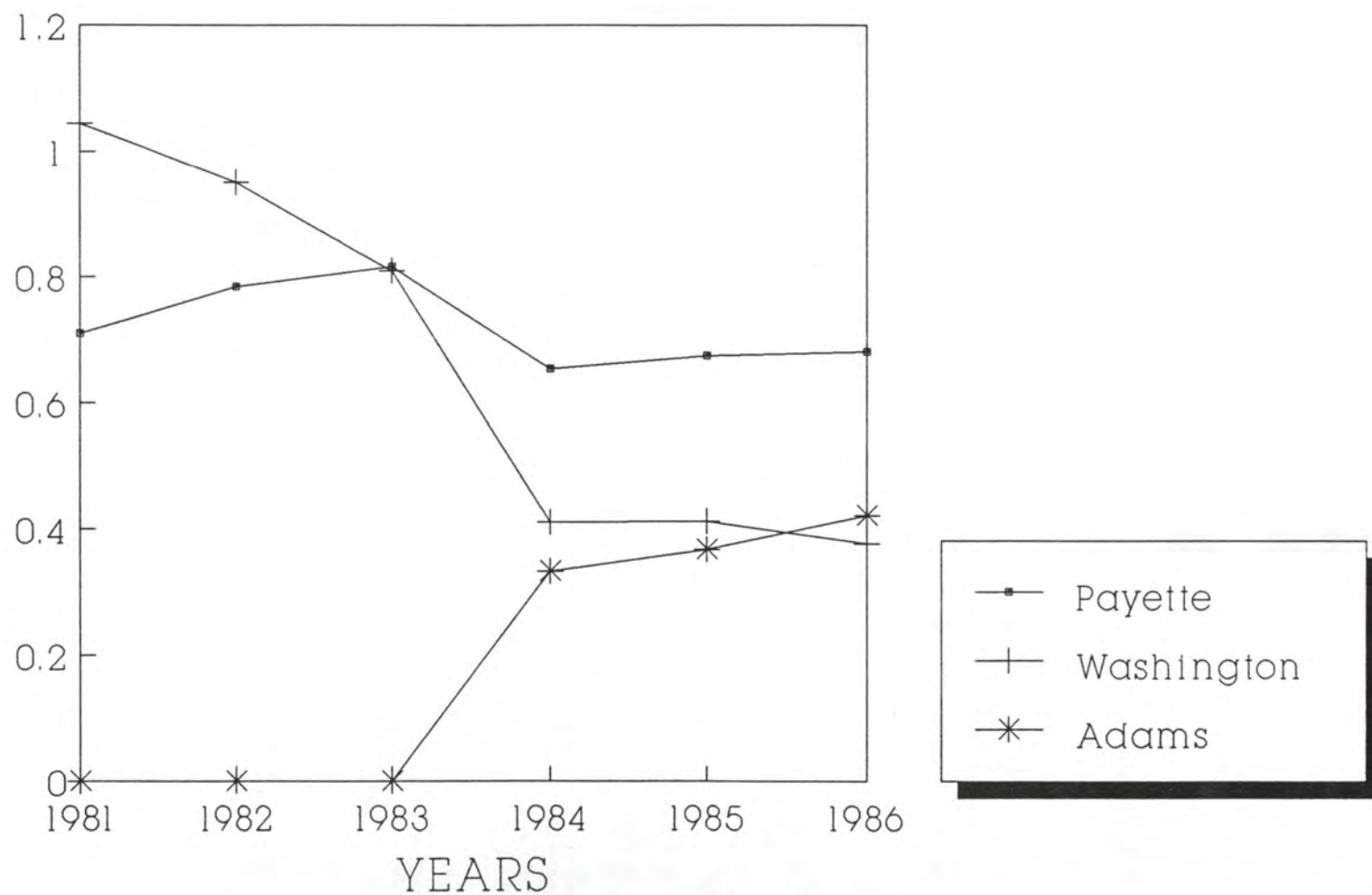
TRADE AREA CAPTURE PAYETTE, WASH., VALLEY & ADAMS CO.



PULL FACTORS PAYETTE, WASH., VALLEY & ADAMS CO.

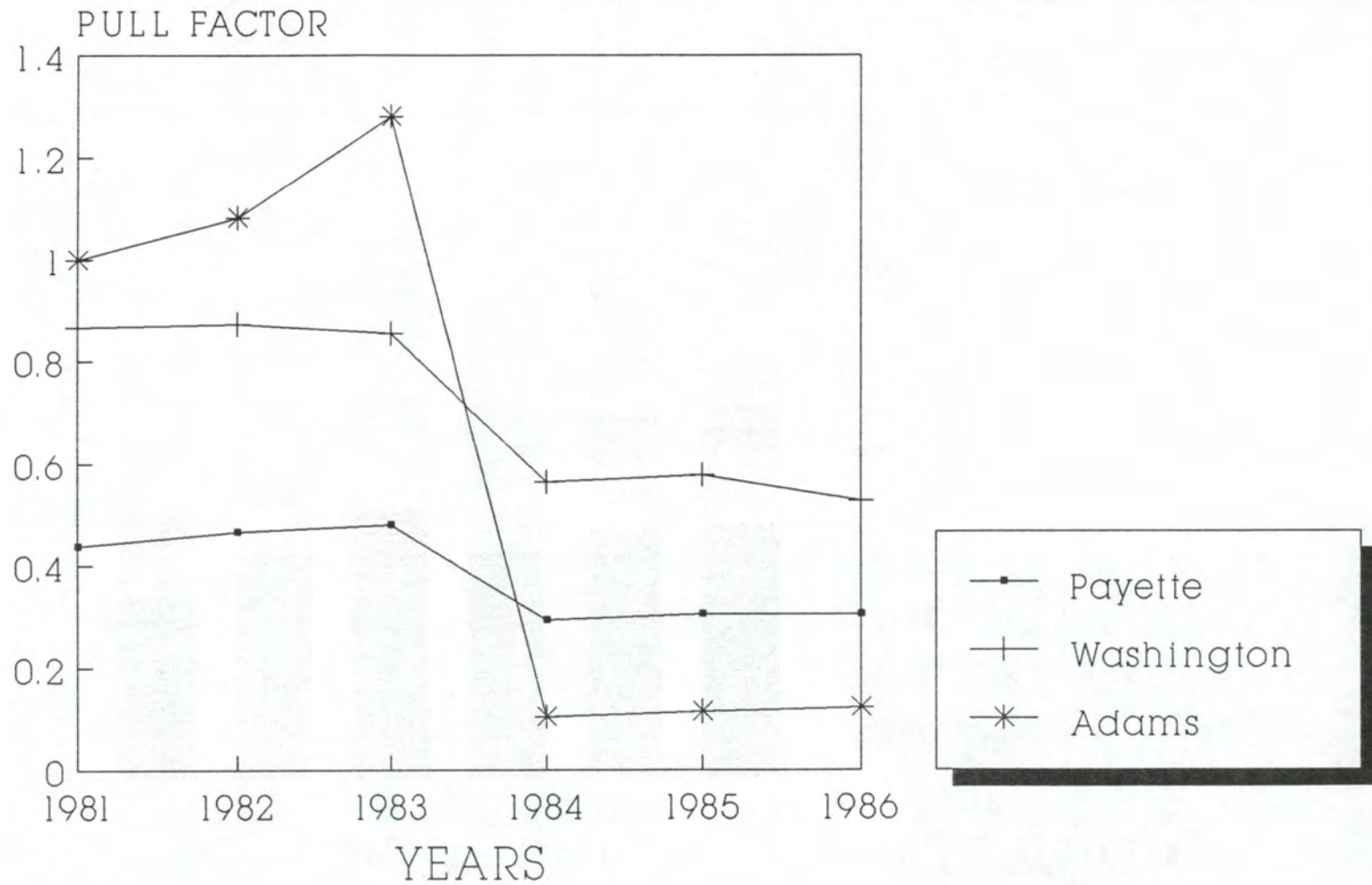


PULL FACTOR - AUTO SALES, SERV., ASSES. Payette, Washington, & Adams Co.'s



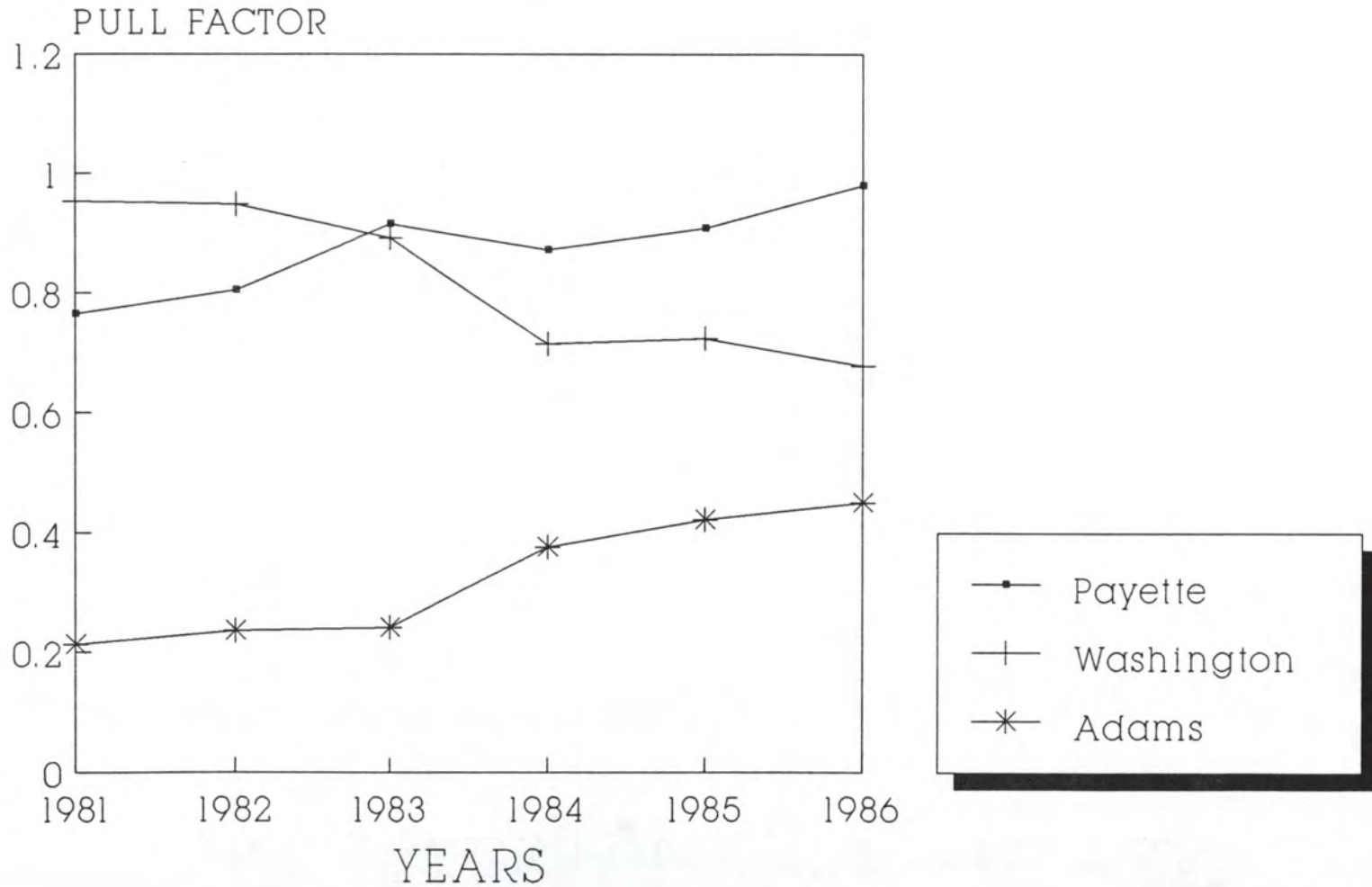
PULL FACTOR - DRUGS

Payette, Washington, & Adams Co.'s



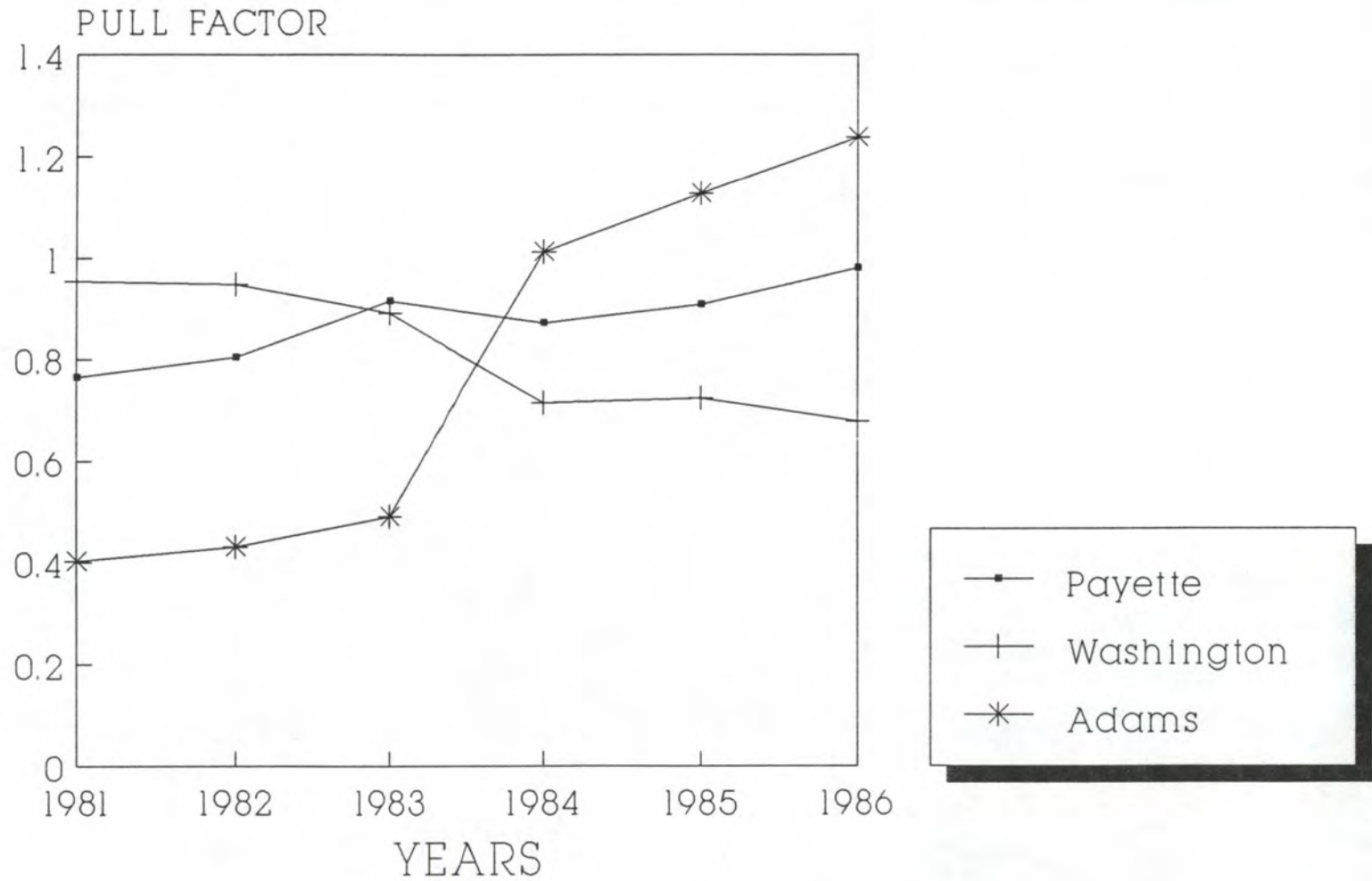
PULL FACTOR - EAT & DRINK PLACES

Payette, Washington, & Adams Co.'s

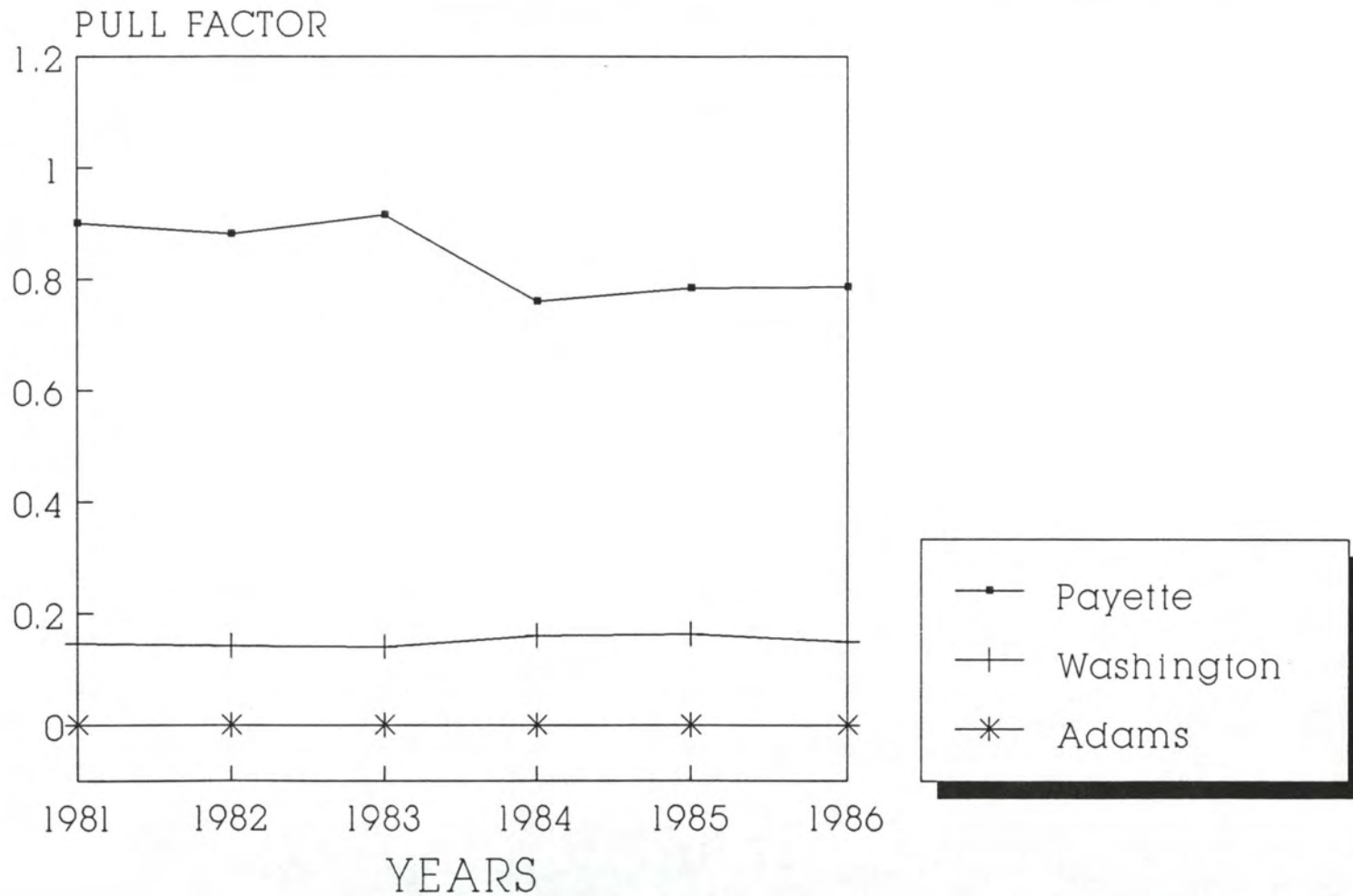


PULL FACTOR - Food

Payette, Washington, & Adams Co.'s

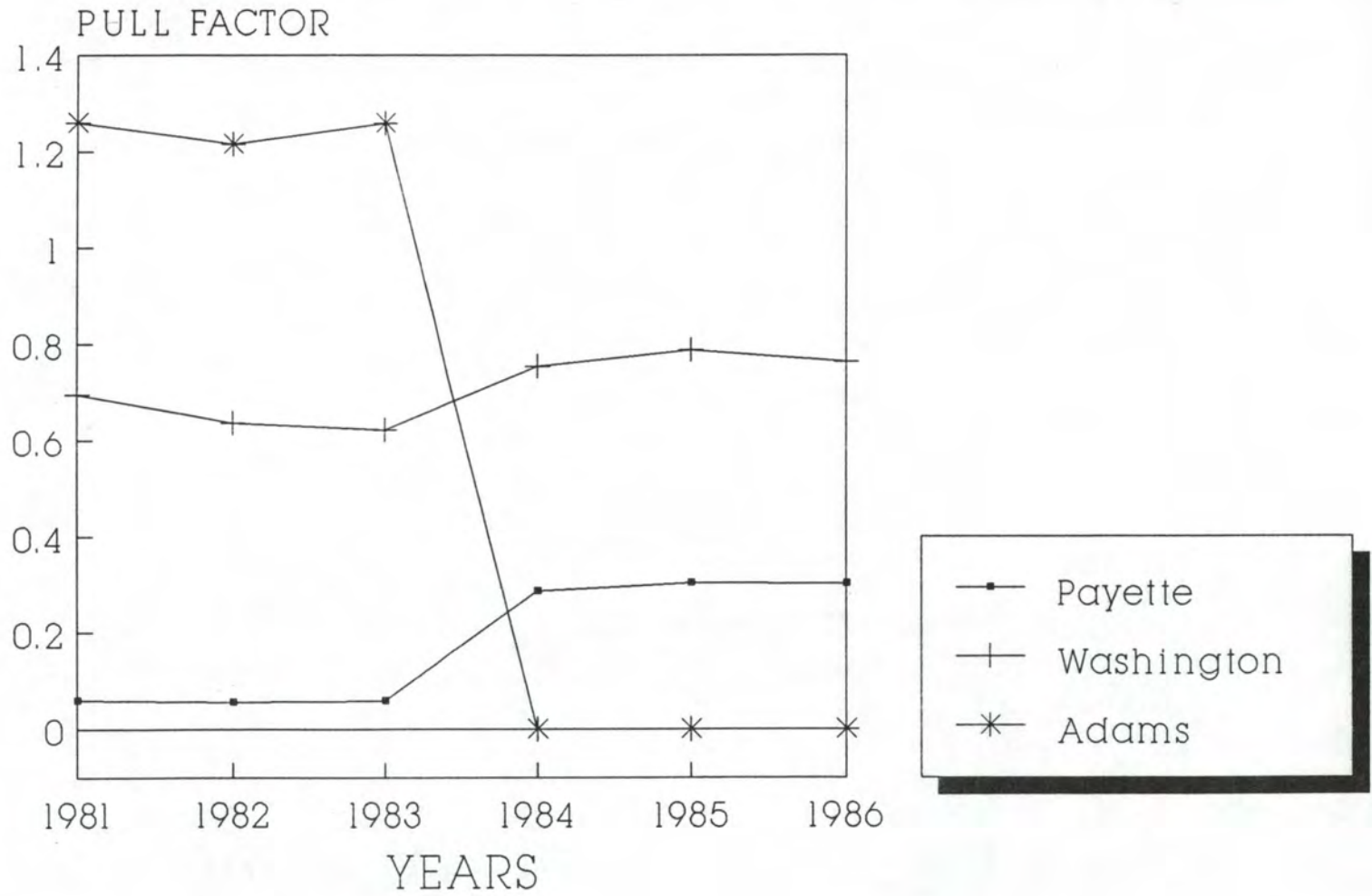


PULL FACTOR - FURN., FIXTR., & APPL. Payette, Washington, & Adams Co.'s

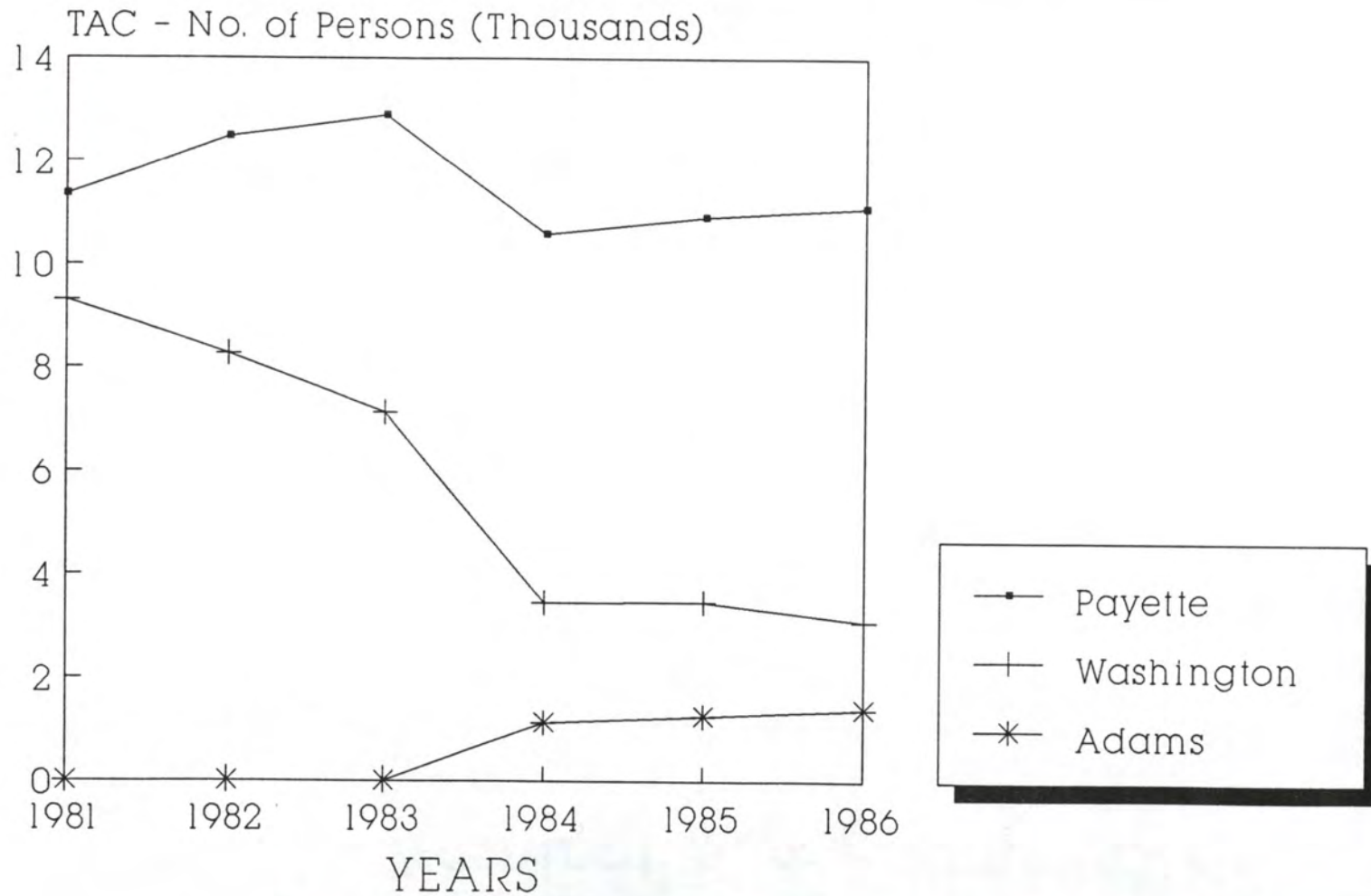


PULL FACTOR - GEN. MERCHANDISE

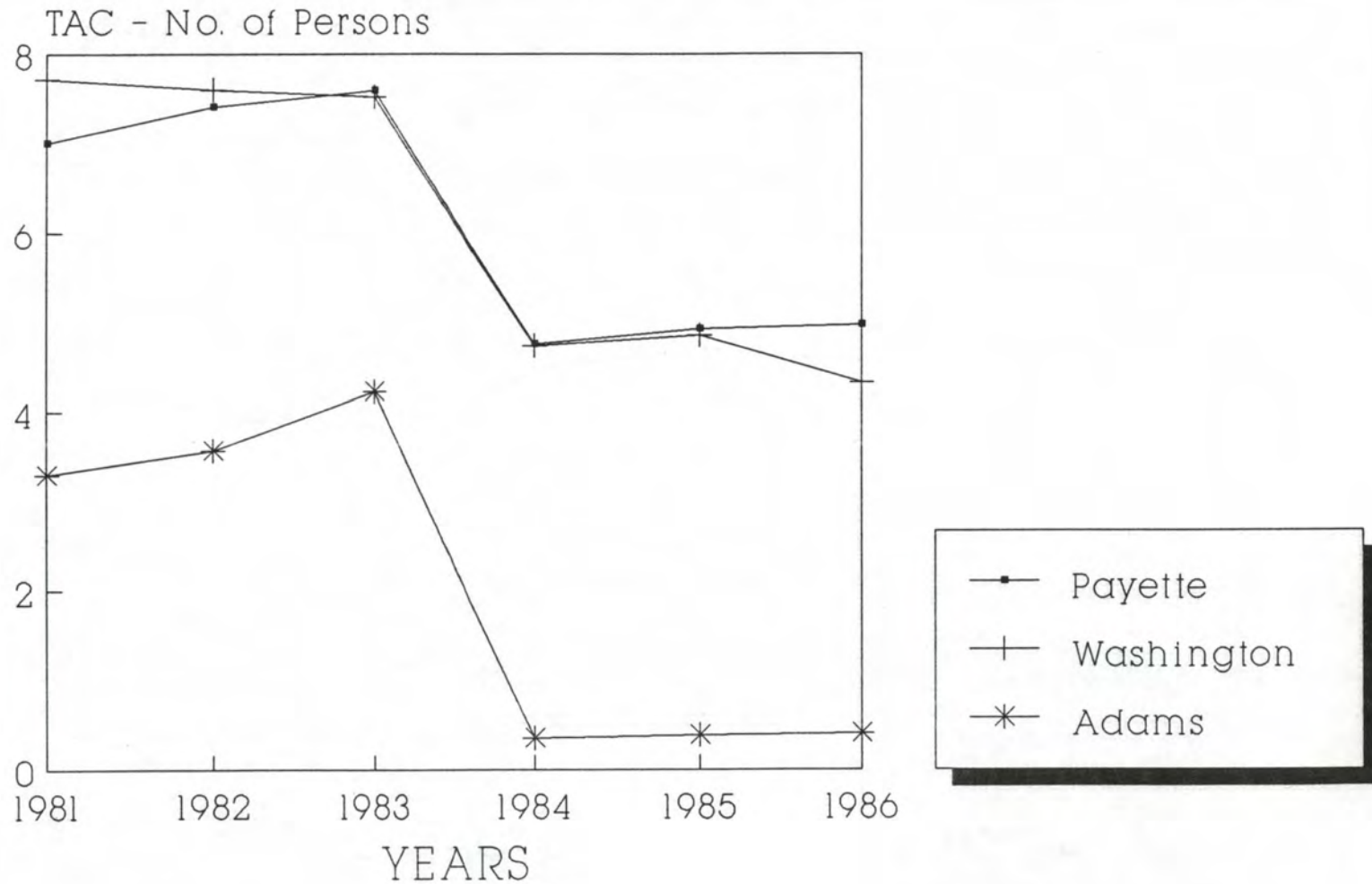
Payette, Washington, & Adams Co.'s



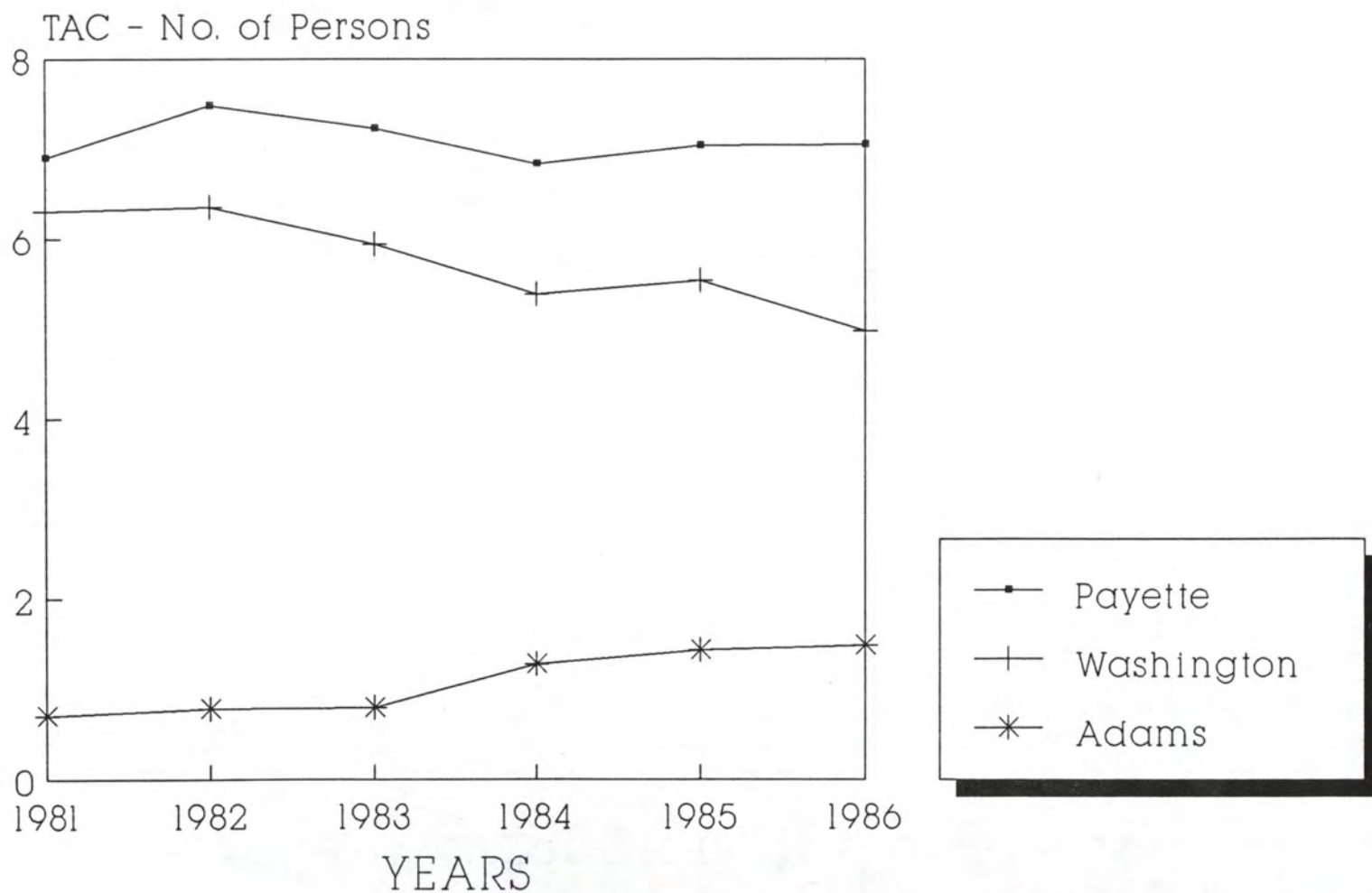
TRADE AREA CAPTURE - AUTO SALES, SERV., Payette, Washington, & Adams Co.'s



TRADE AREA CAPTURE - DRUGS (legal) Payette, Washington, & Adams Co.'s

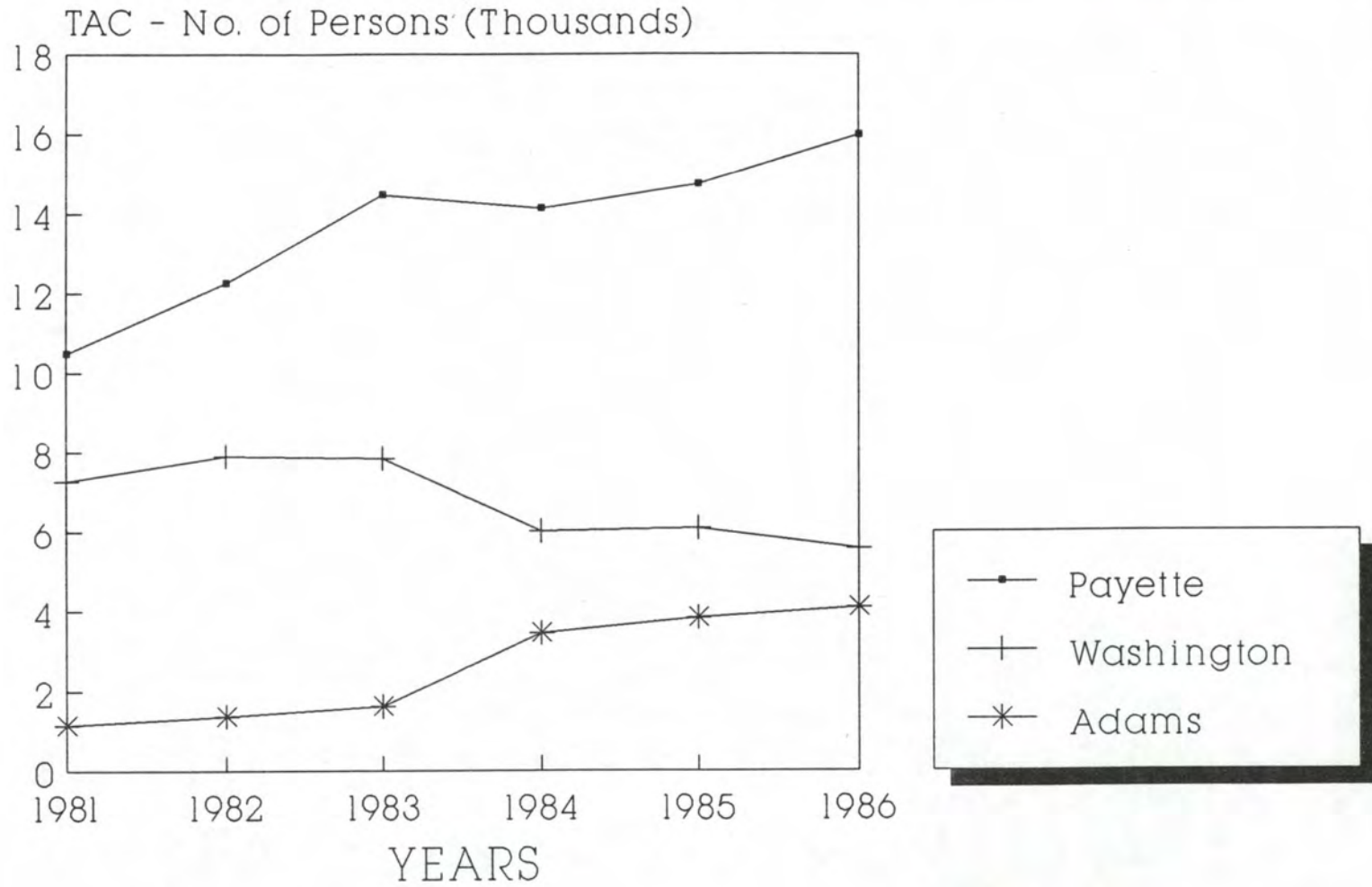


TRADE AREA CAPTURE - Eating & Drinking Payette, Washington, & Adams Co.'s

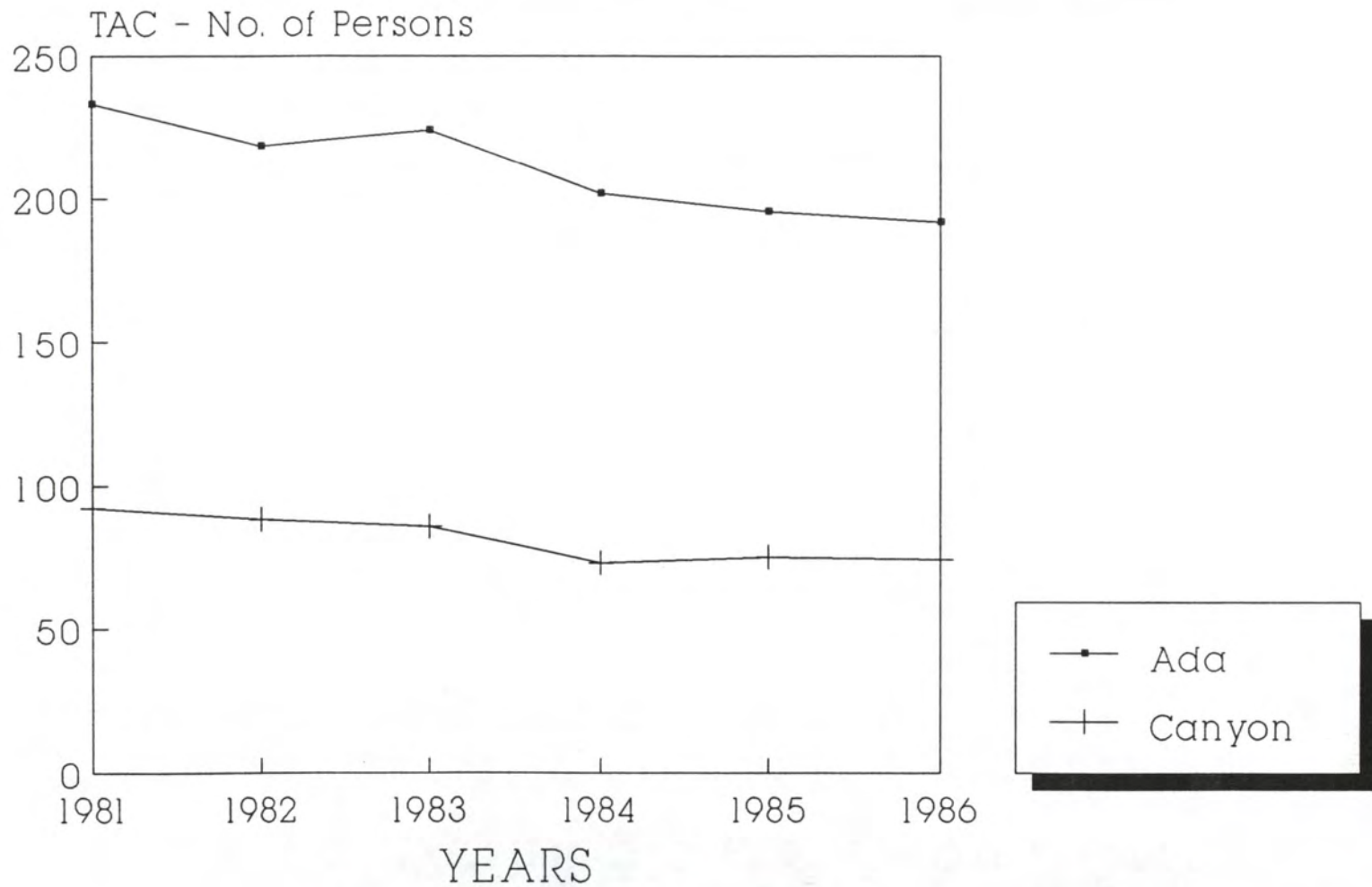


TRADE AREA CAPTURE - FOOD

Payette, Washington, & Adams Co.'s



TRADE AREA CAPTURE - Furn., Fixt., & Apl Ada and Canyon Counties



TRADE AREA CAPTURE - GEN. MERCHANDISE Payette, Washington, & Adams Co.'s

