COMMUNITY ECONOMIC ANALYSIS
POPULATION, INCOME and RETAIL SALES
Retail Leakage and Trade Area Capture
for
Ada and Canyon Counties of Idaho

by

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AEE 90-5

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.

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

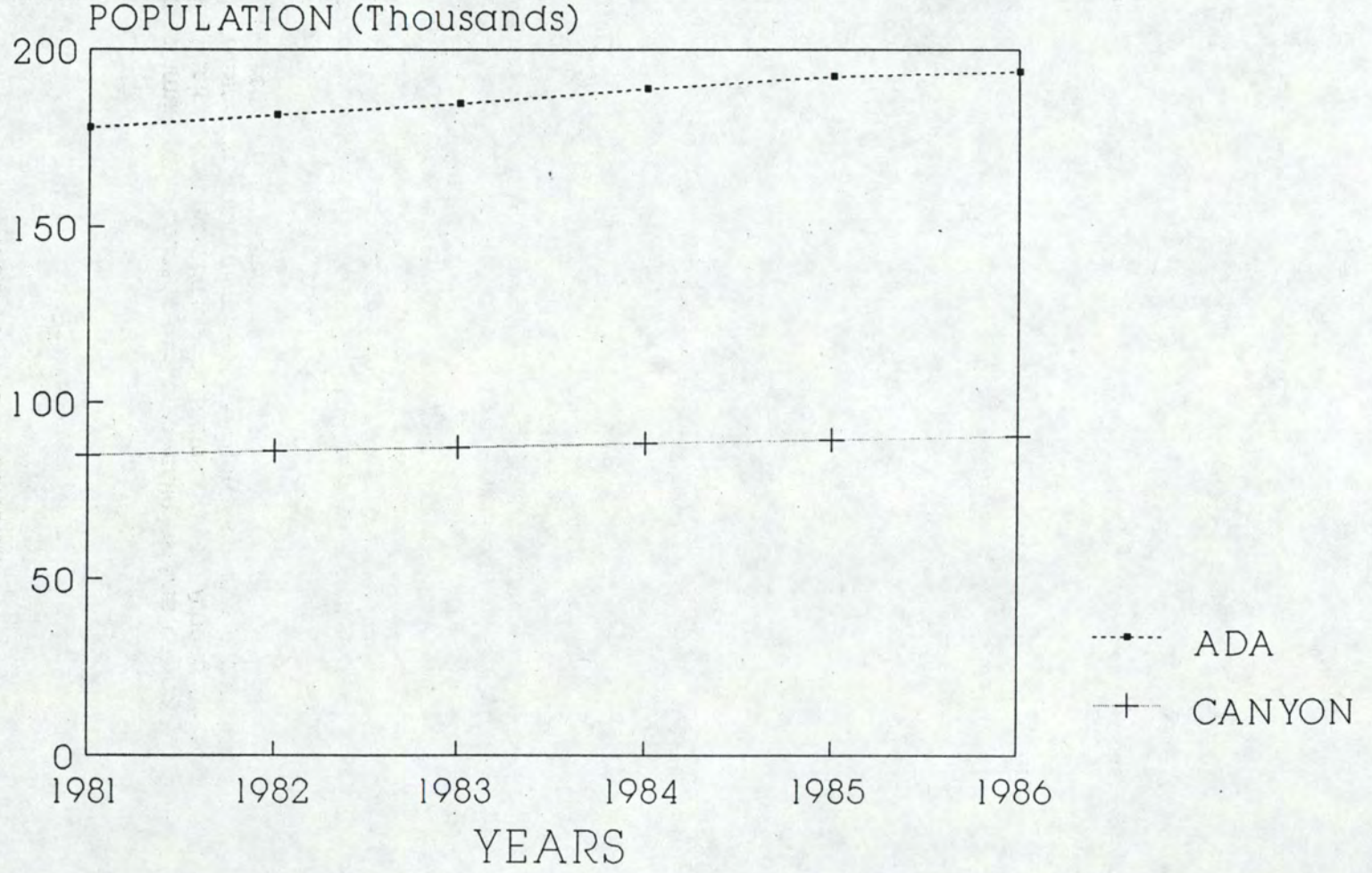
= customer equivalents served

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.

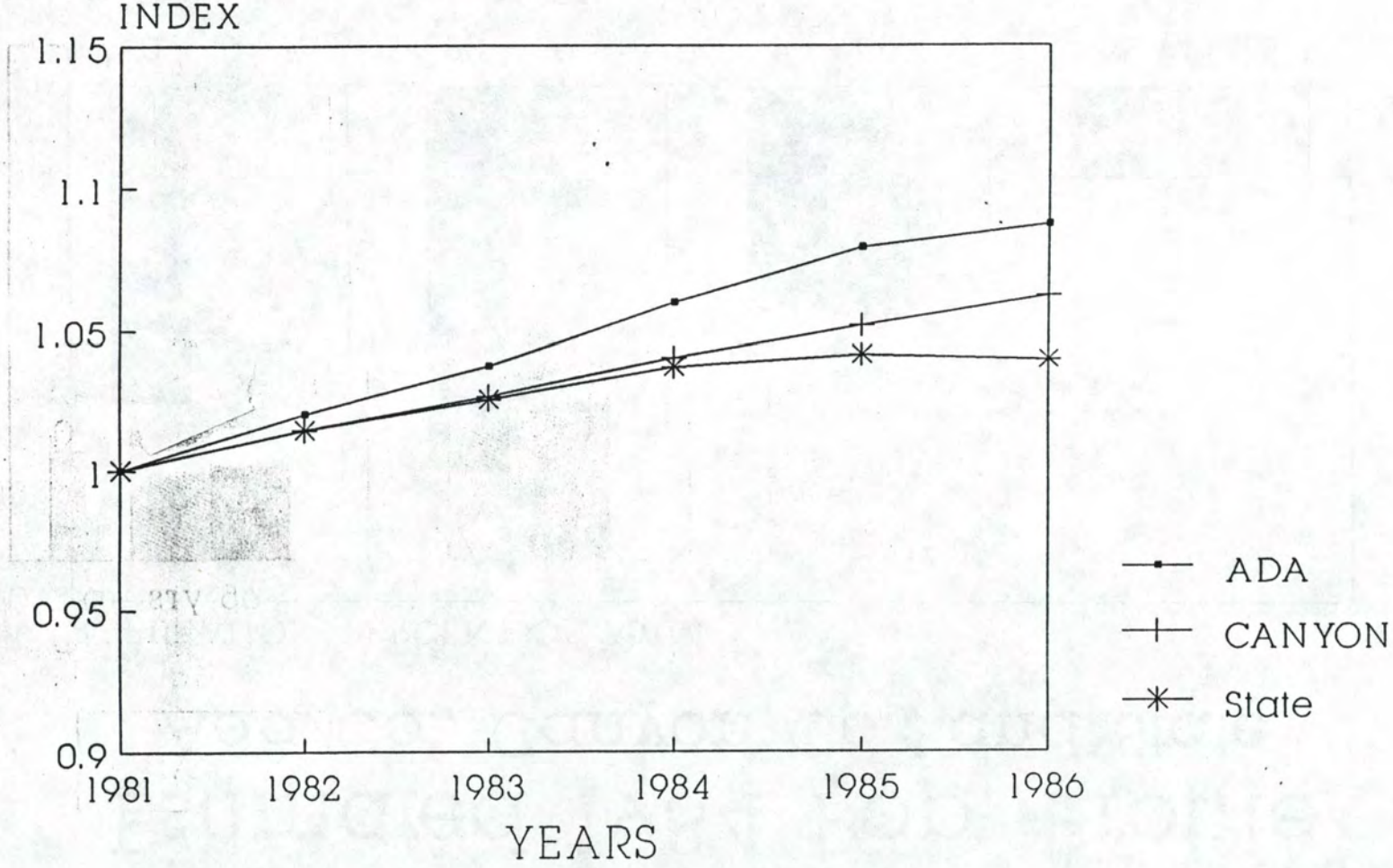
$$\text{Pull factor} = \frac{\text{TAC for item}}{\text{County population}}$$

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.

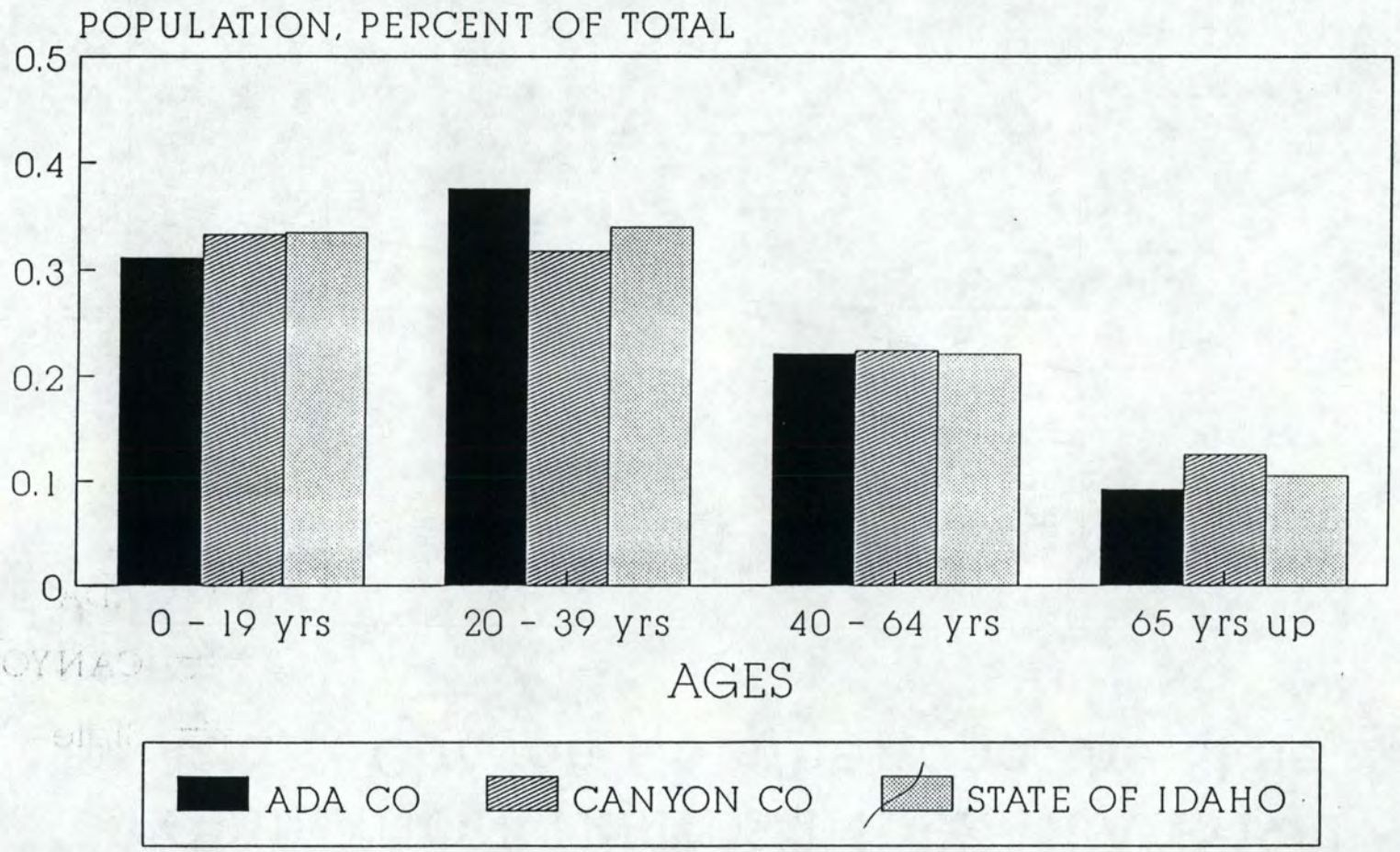
POPULATION
ADA & CANYON COUNTIES



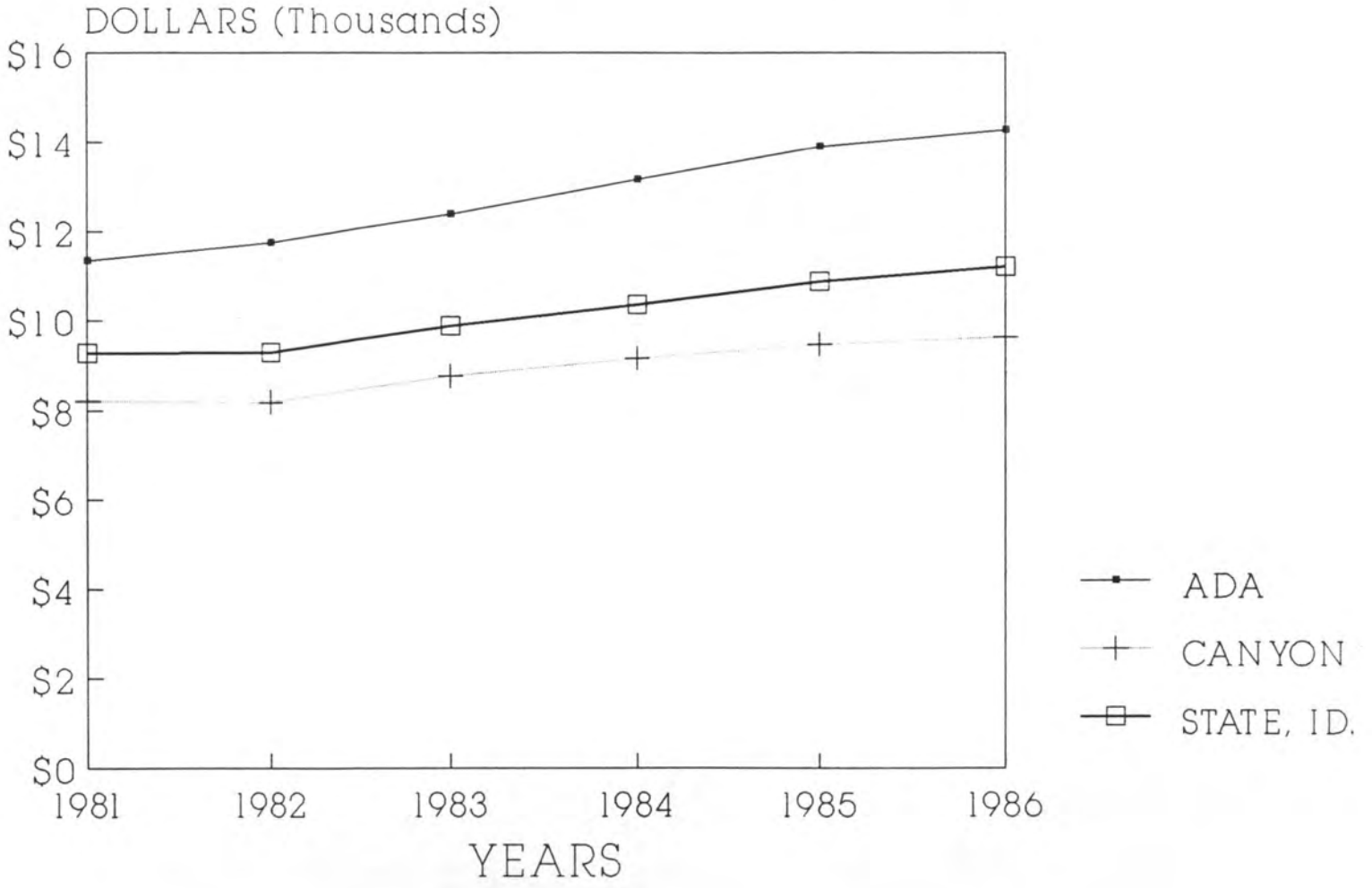
POPULATION TRENDS INDEX , BASE=1981
Ada & Canyon Counties and the State



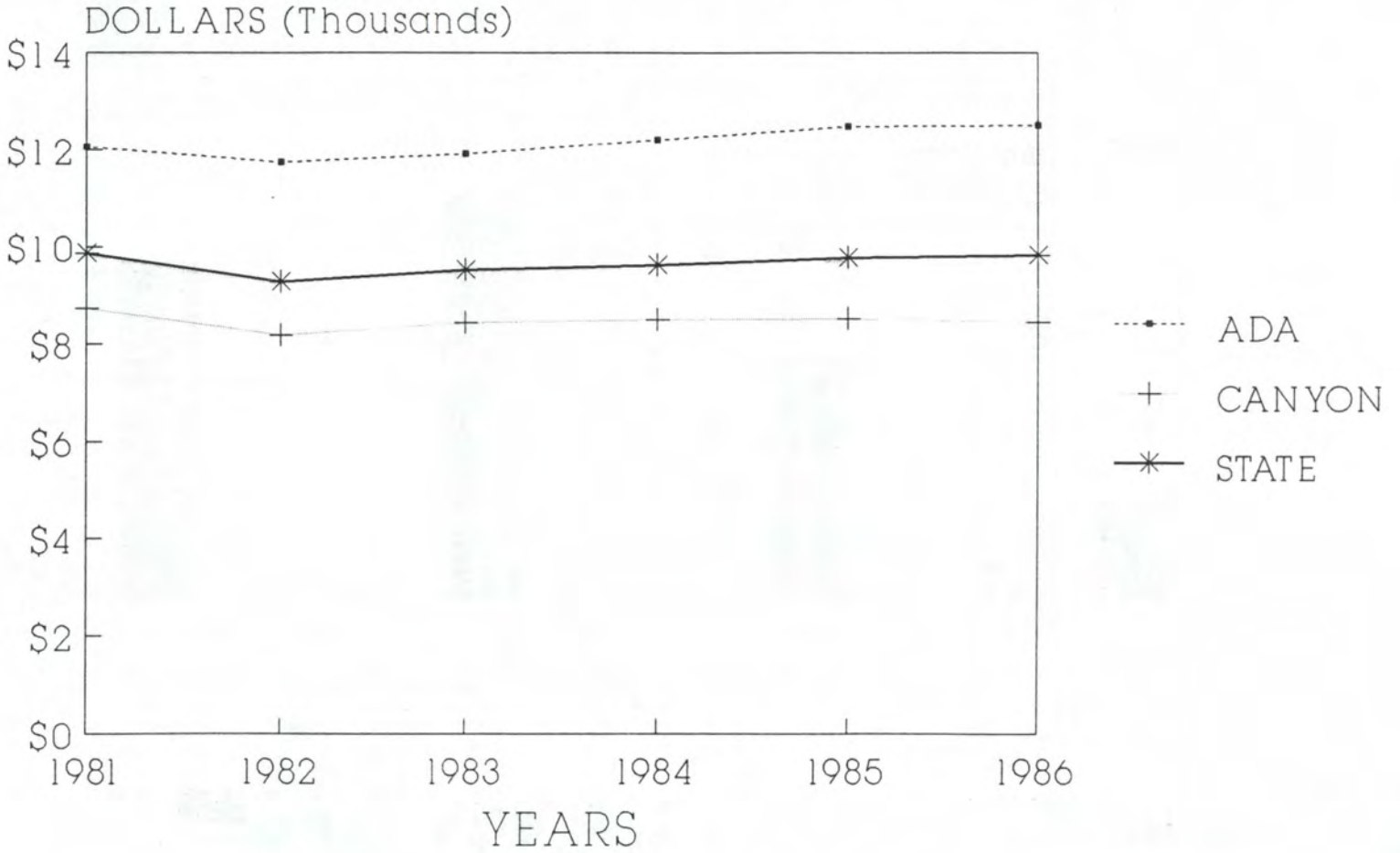
Estimated 1984 Pop. Profile
Ada Co., Canyon Co., and State



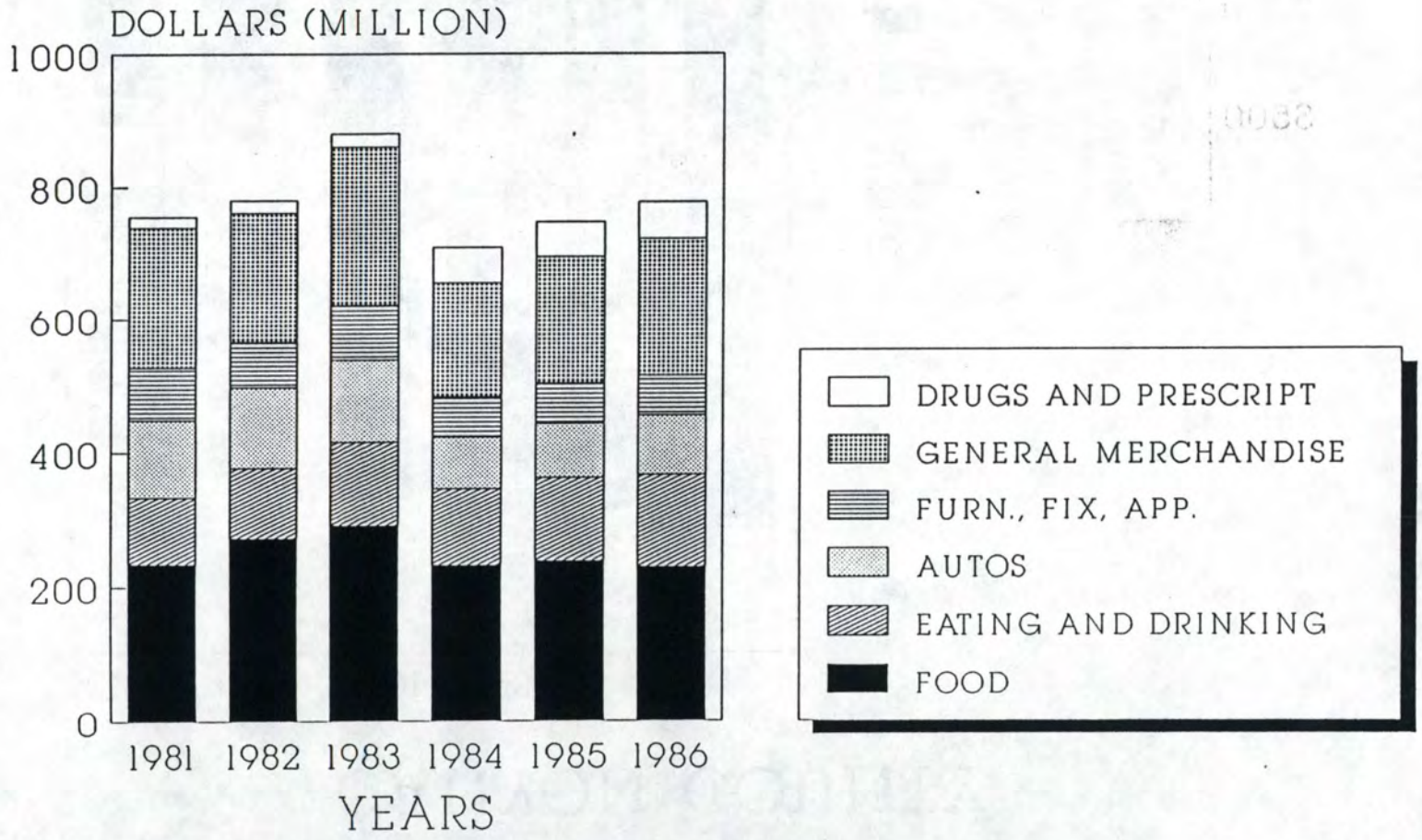
PERCAPITA INCOME, NOMINAL
ID. STATE, ADA & CANYON COUNTIES



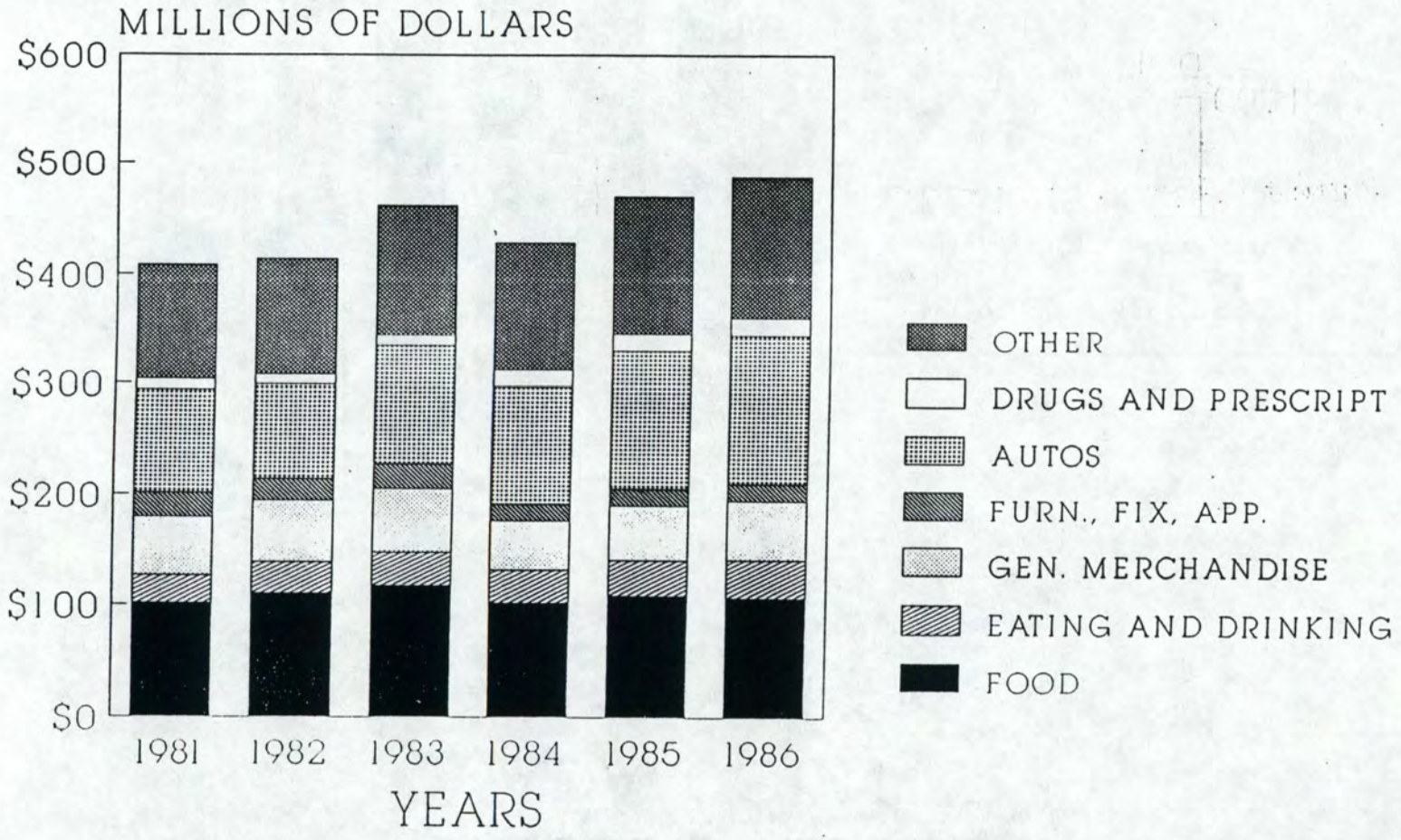
PERCAPITA INCOME, REAL
STATE, ADA & CANYON COUNTIES



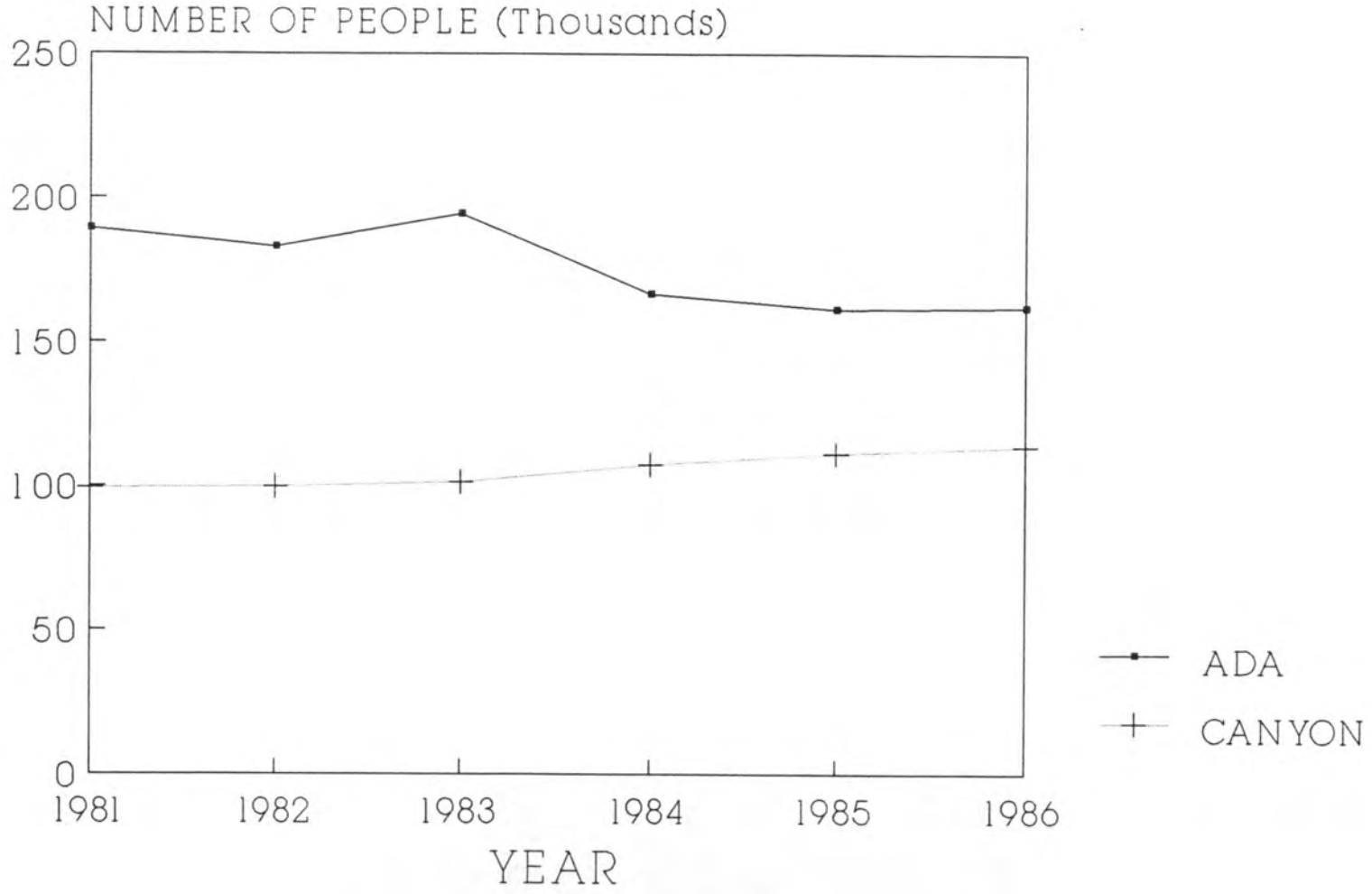
RETAIL SALES
ADA COUNTY



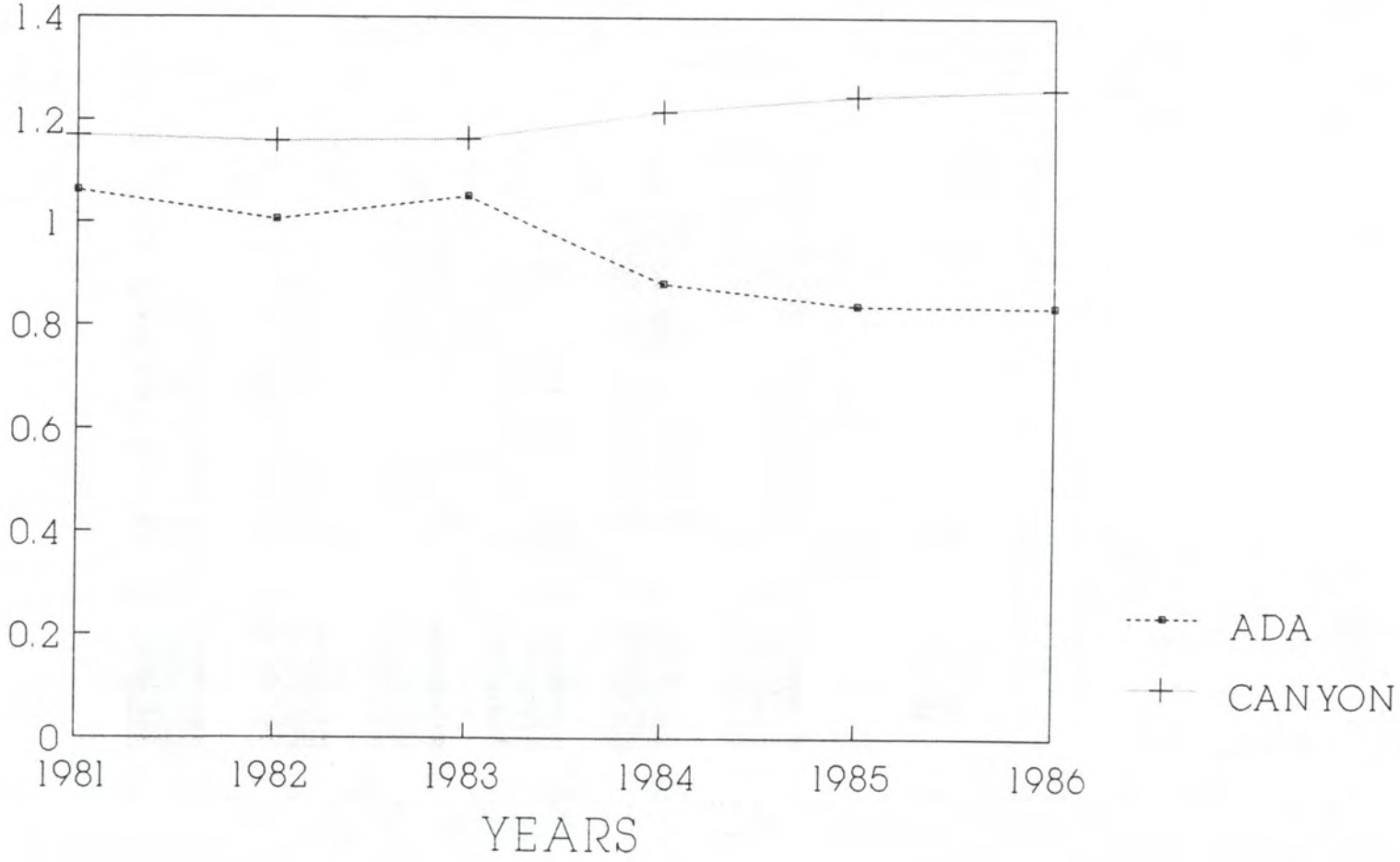
RETAIL SALES
CANYON COUNTY



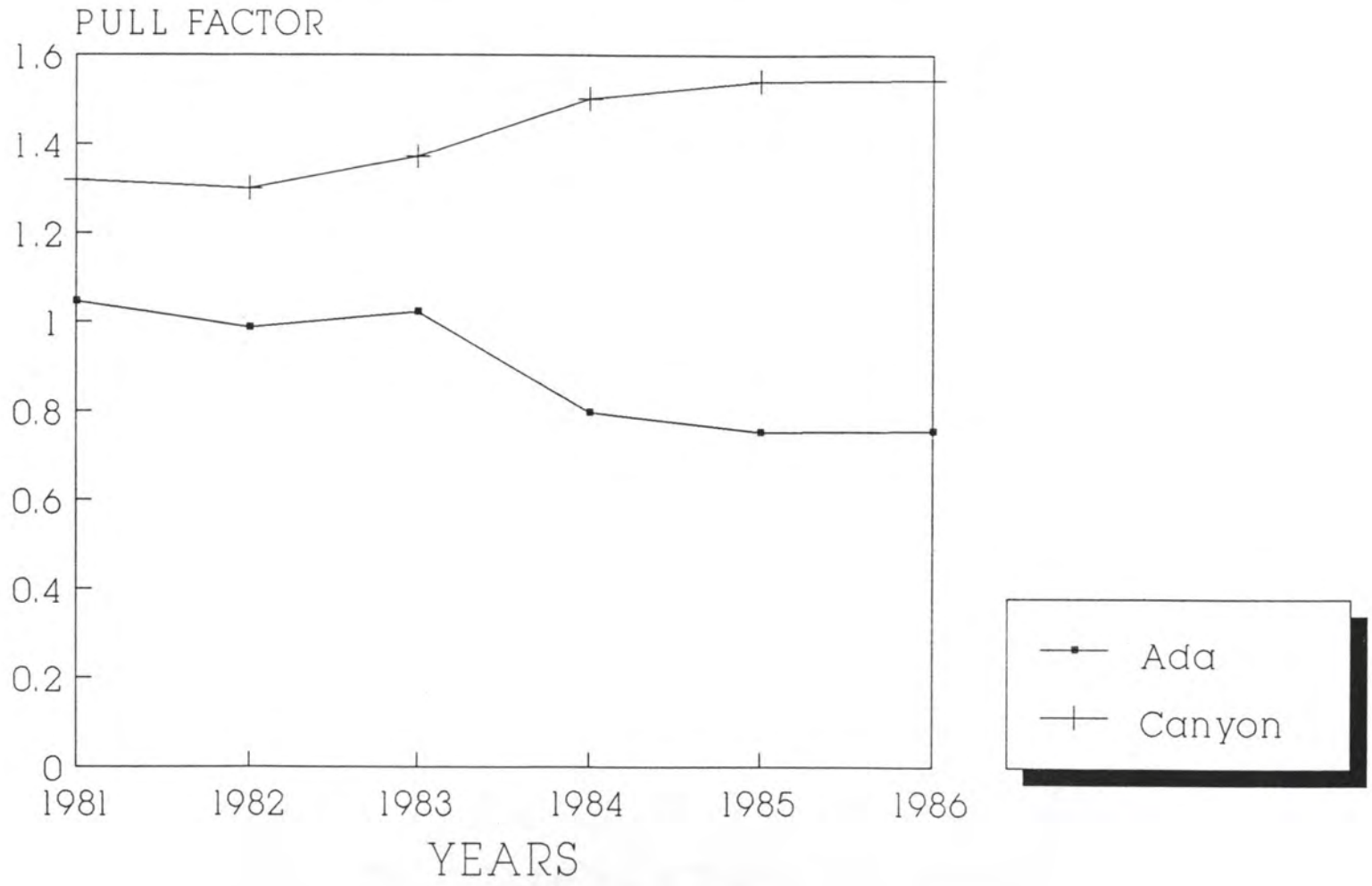
COUNTY TRADE AREA CAPTURE
ADA & CANYON COUNTIES



PULL FACTORS
ADA & CANYON COUNTIES

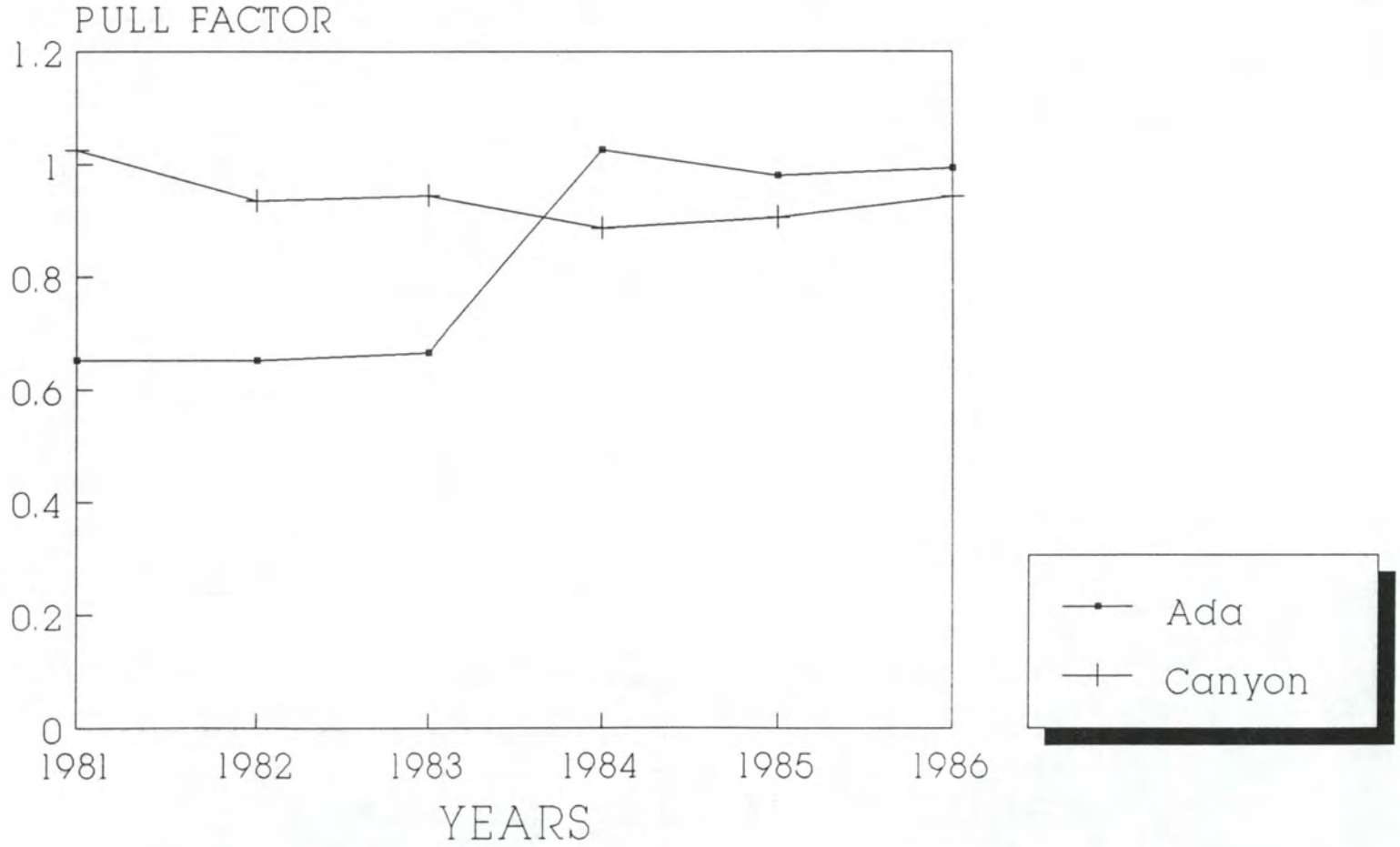


PULL FACTOR - Auto Sales, Serv., & Parts
Ada and Canyon Counties

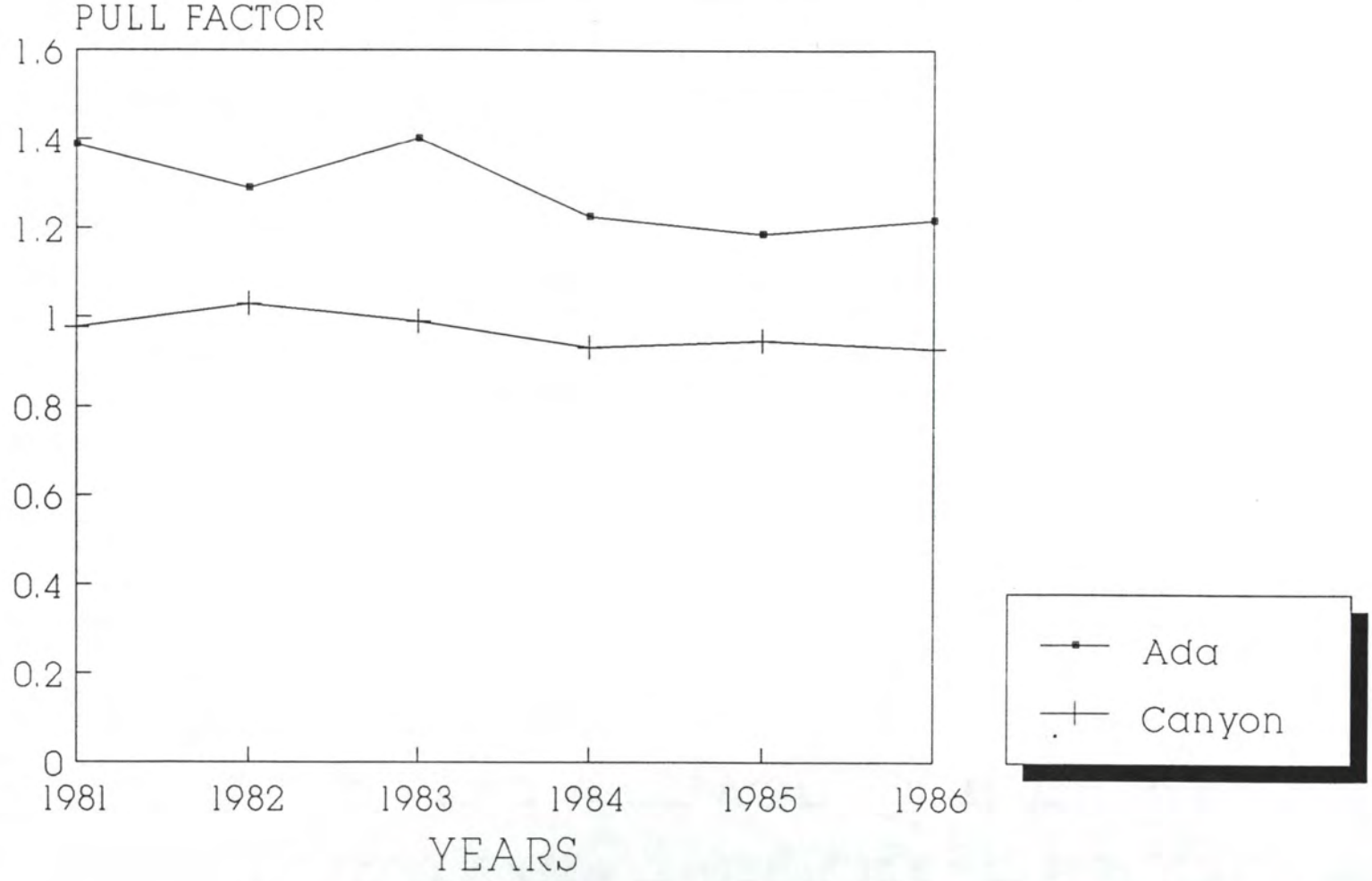


PULL FACTOR - DRUGS

Ada and Canyon Counties

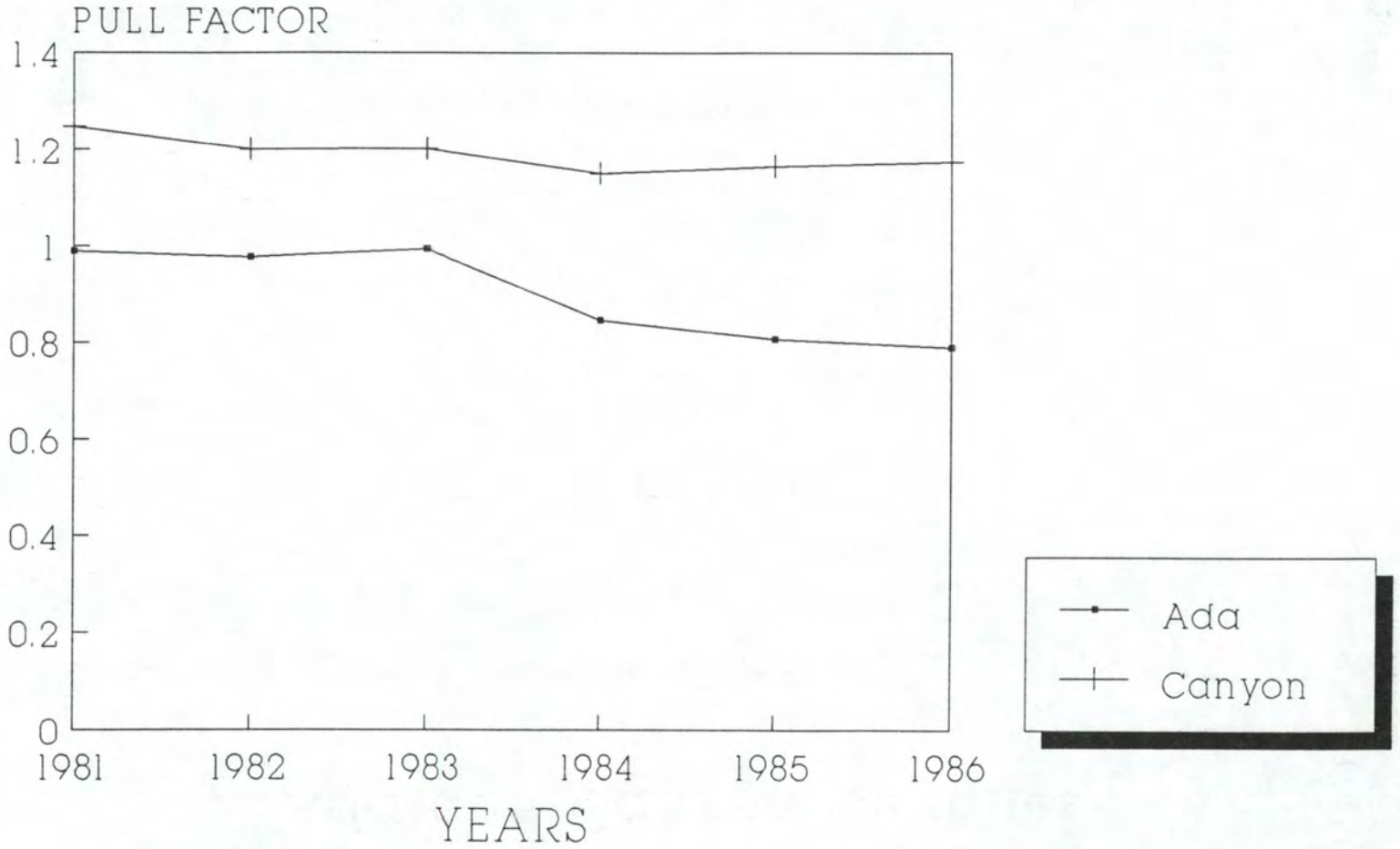


PULL FACTOR - Eating and Drinking
Ada and Canyon Counties

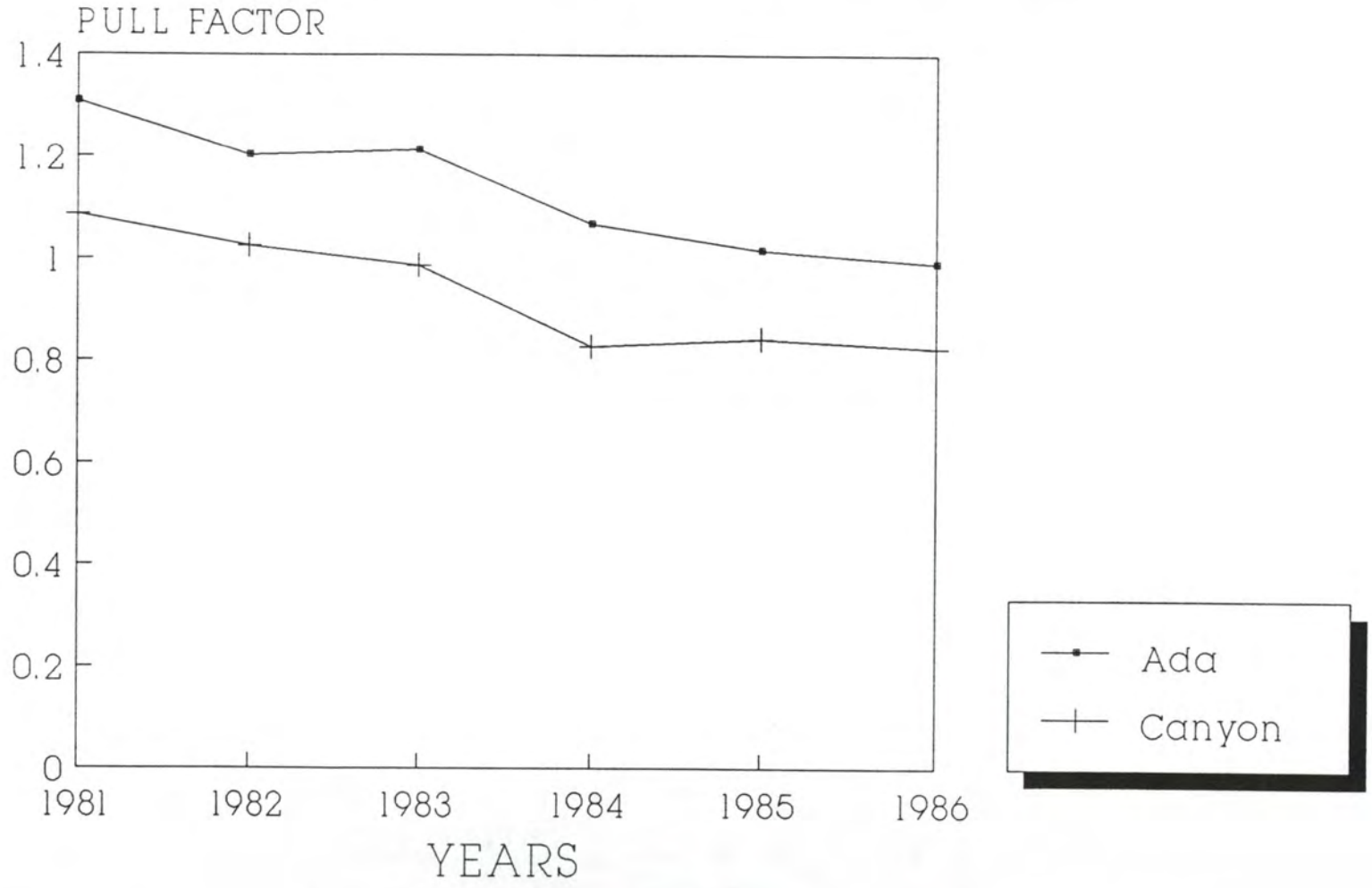


PULL FACTOR - Food Purchases

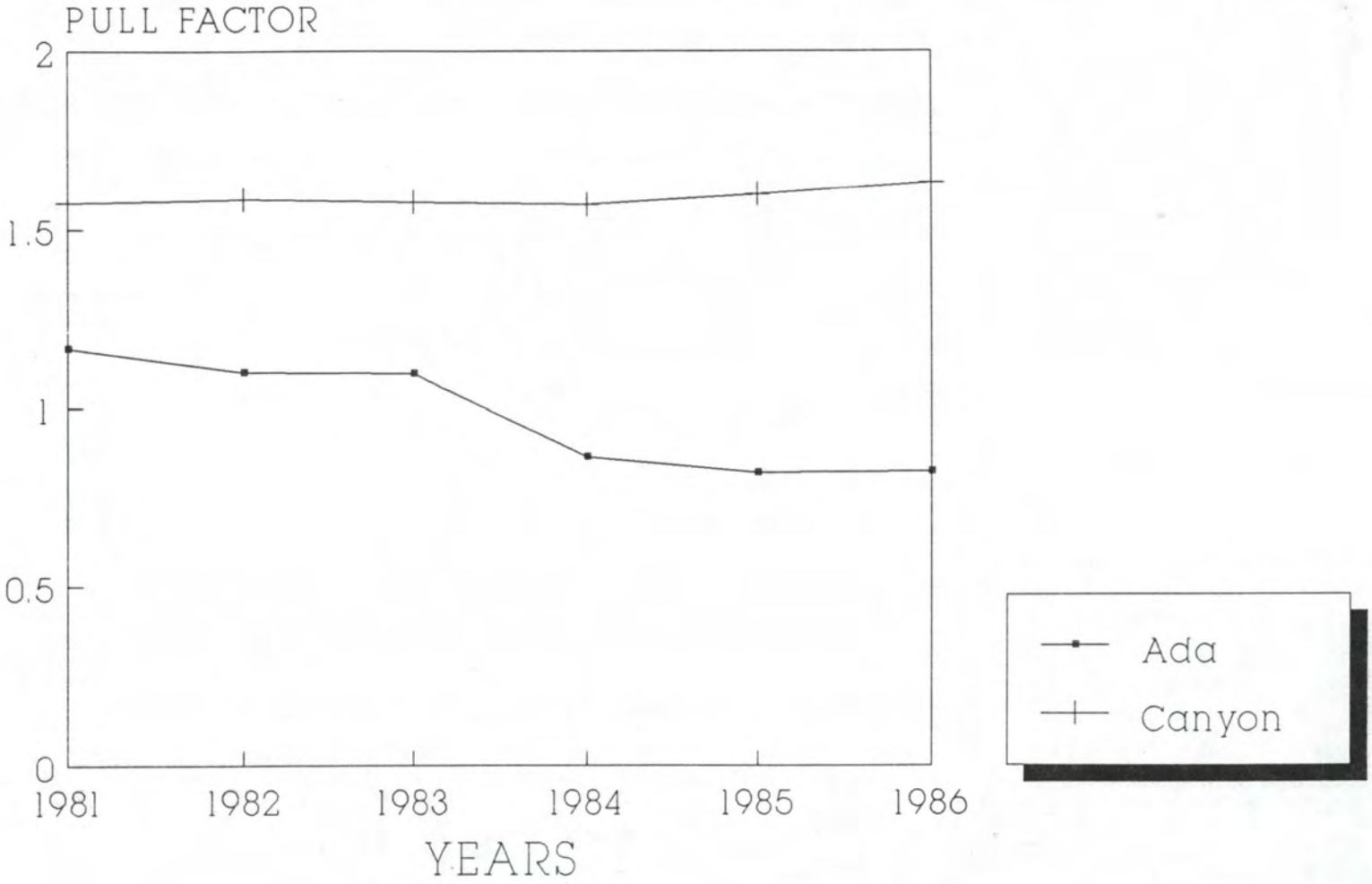
Ada and Canyon Counties



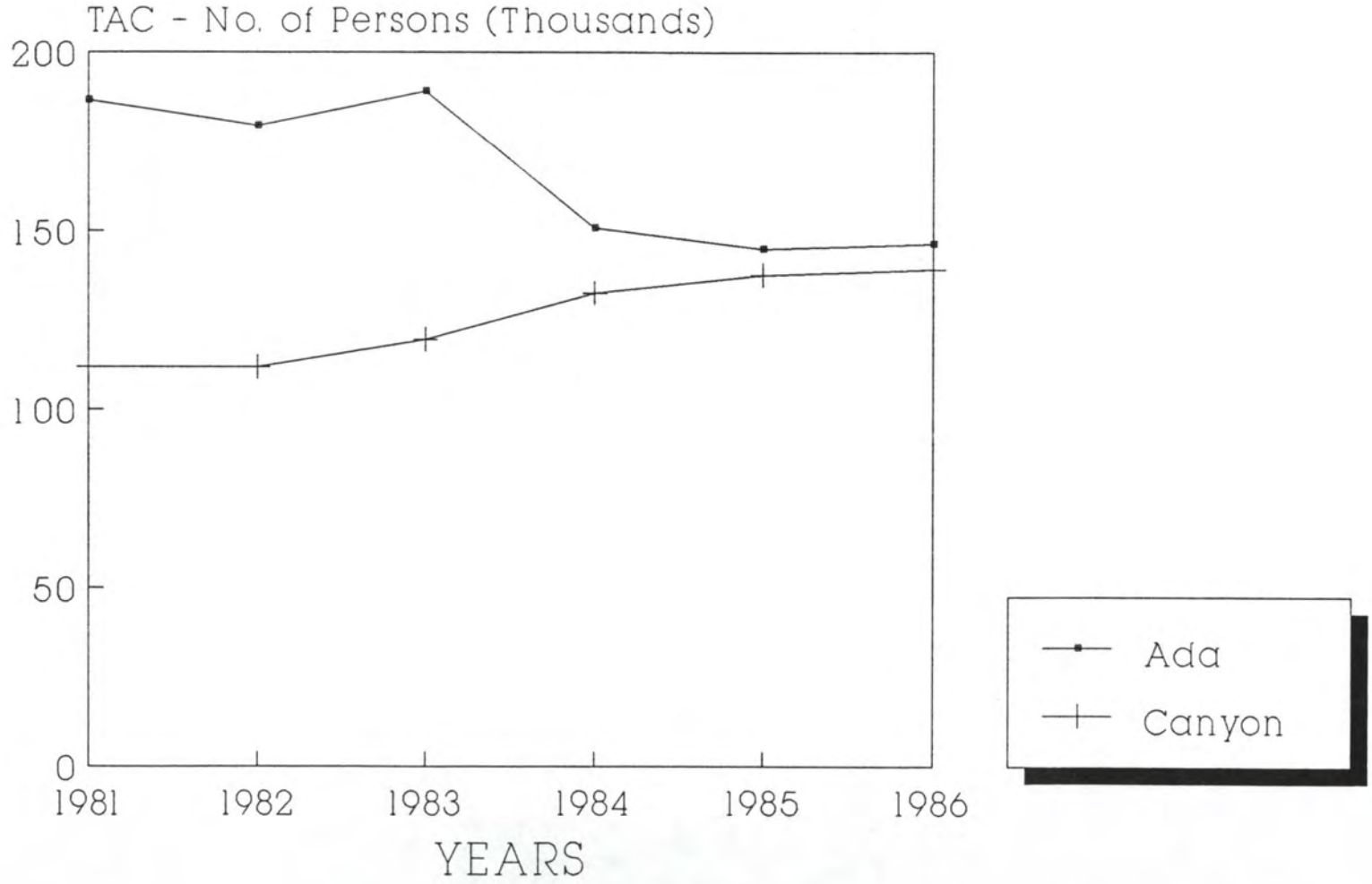
PULL FACTOR - Furn., Fixtures, & Appl.
Ada and Canyon Counties



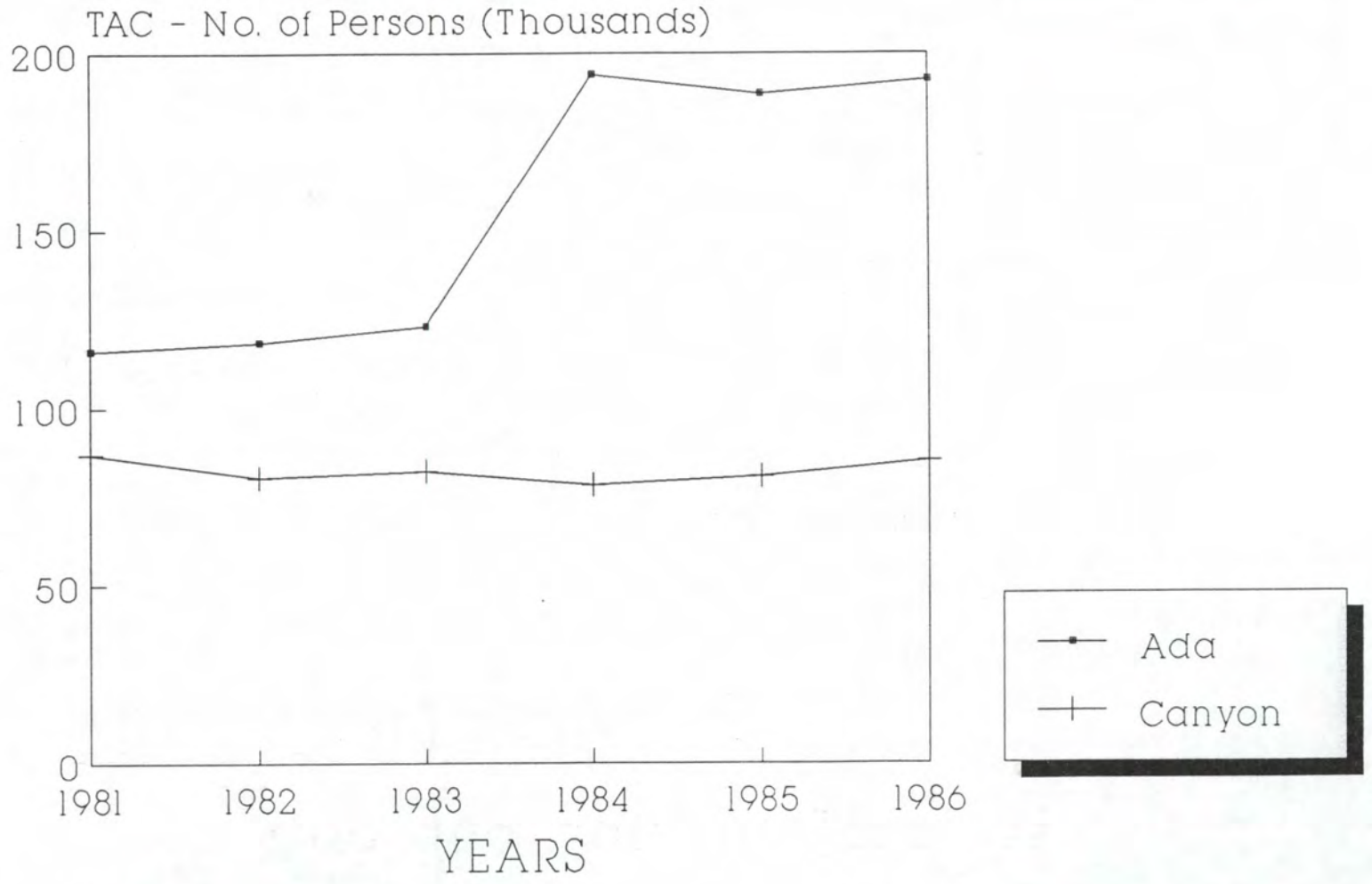
PULL FACTOR - General Merchandise
Ada and Canyon Counties



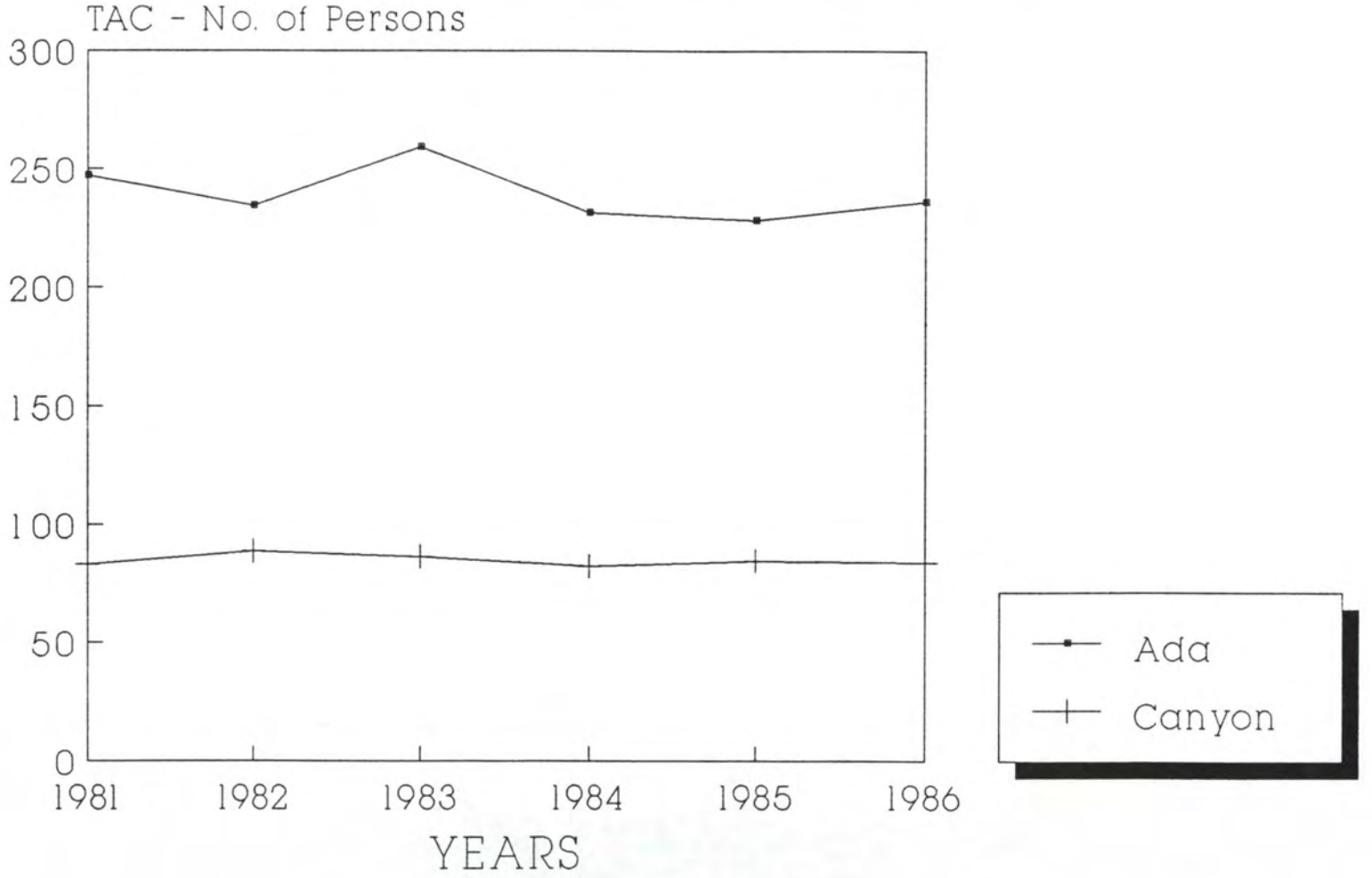
TRADE AREA CAPTURE - Auto Sales & Serv.
Ada and Canyon Counties



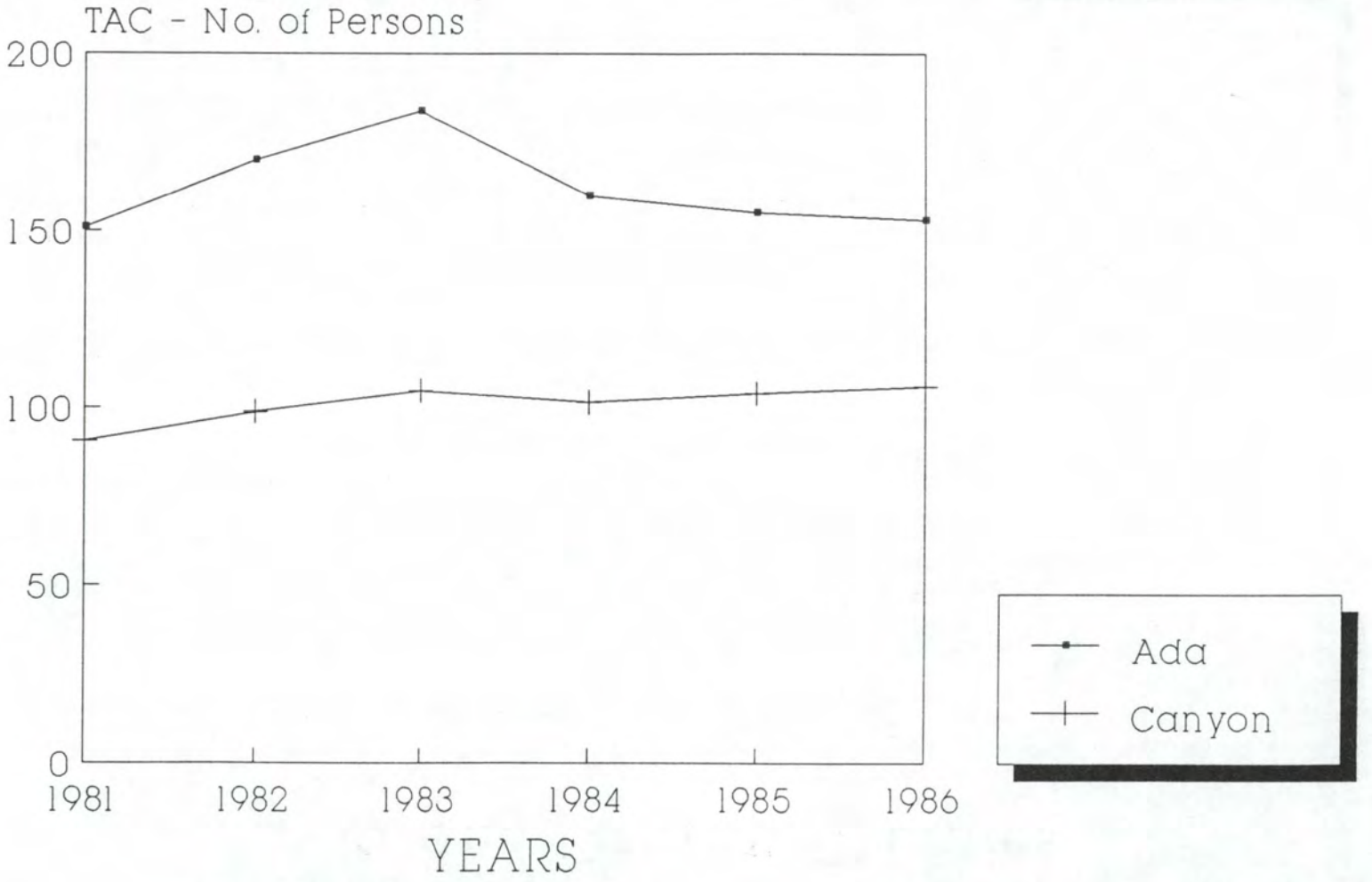
TRADE AREA CAPTURE - Drugs
Ada and Canyon Counties



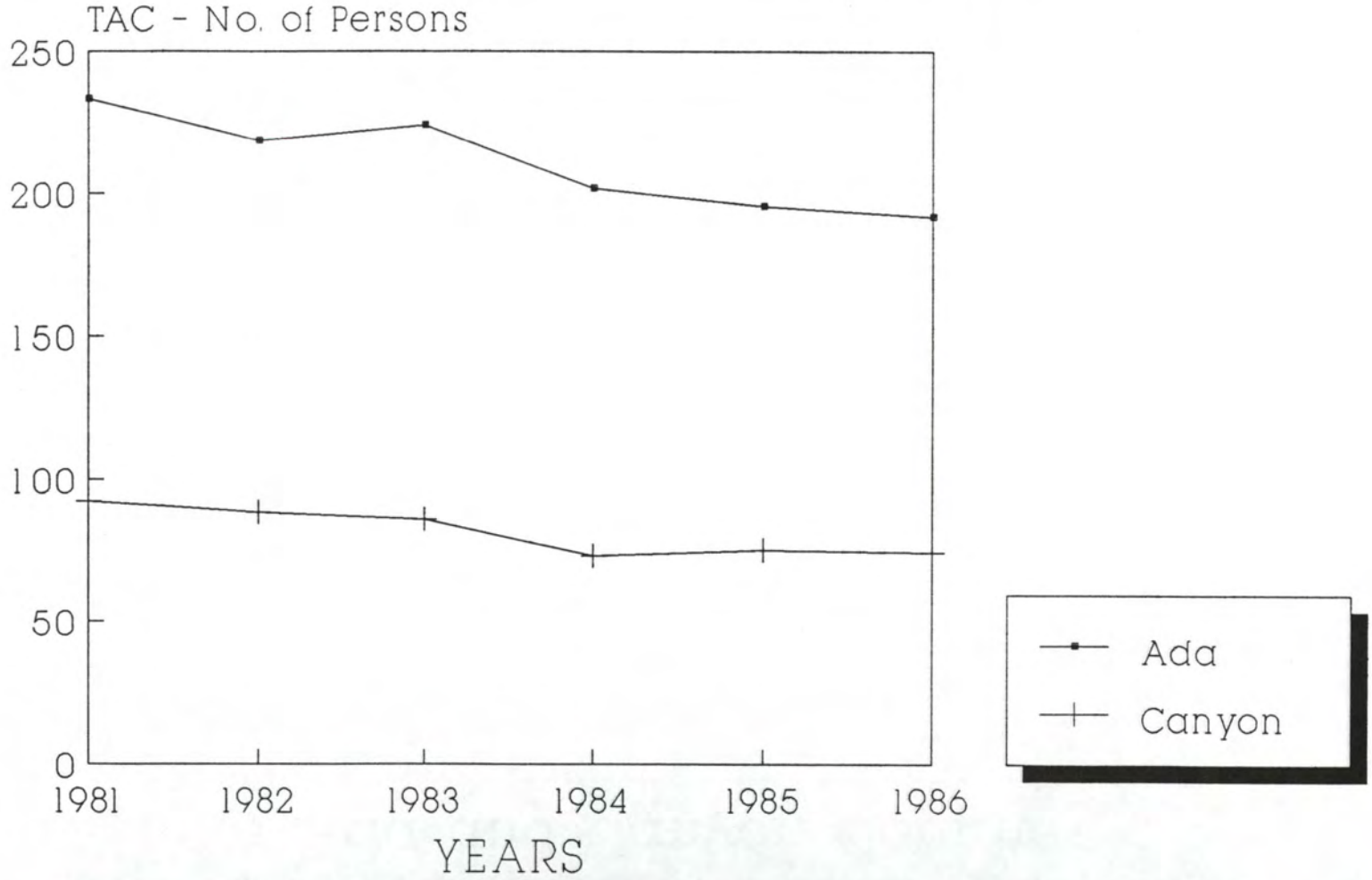
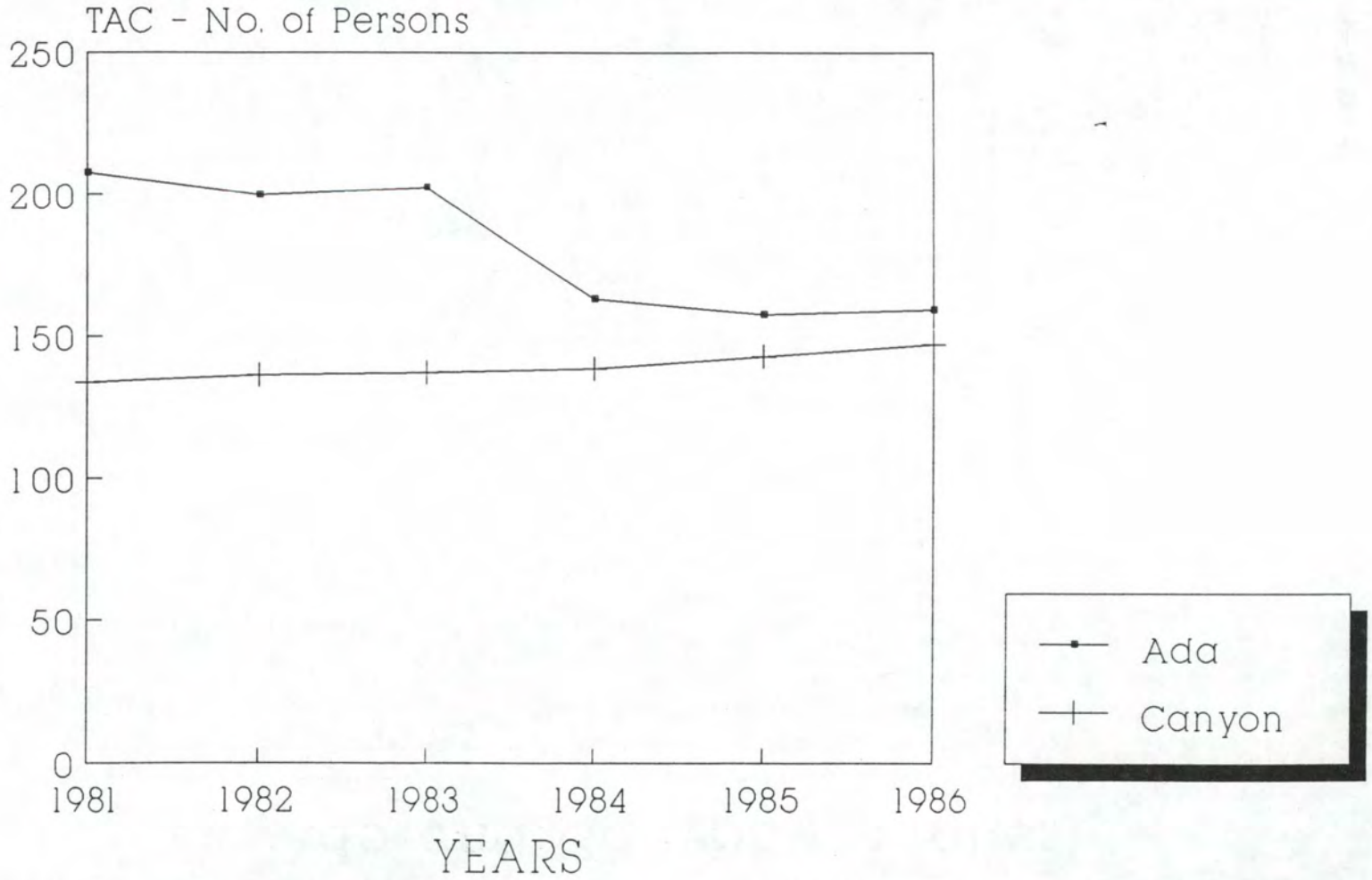
TRADE AREA CAPTURE - Eat & Drink
Ada and Canyon Counties



TRADE AREA CAPTURE - Food
Ada and Canyon Counties



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



TRADE AREA CAPTURE - Gen. Merchandise
Ada and Canyon Counties