

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

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AEE 91-5

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.

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

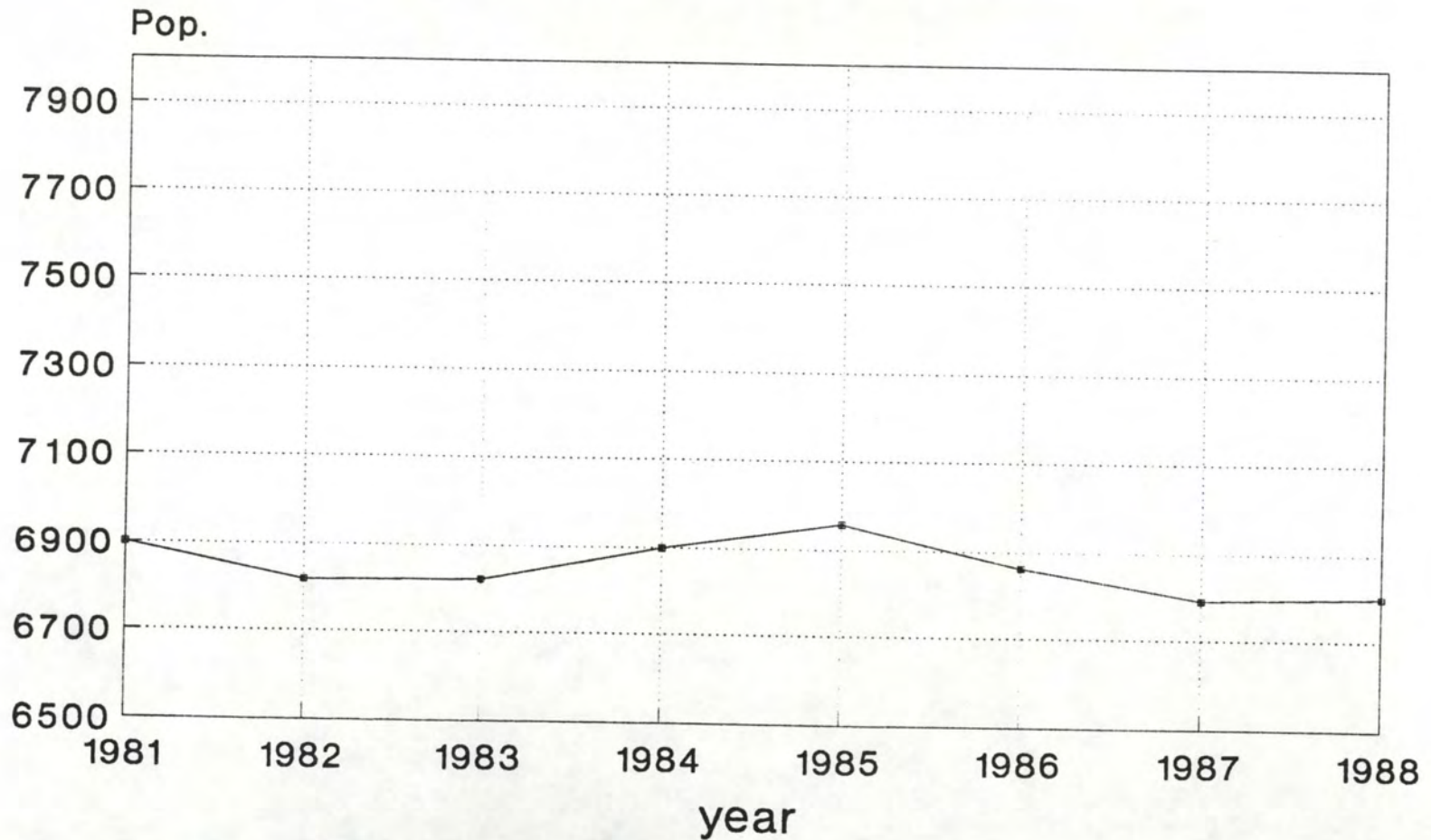
= customer equivalents served

*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.

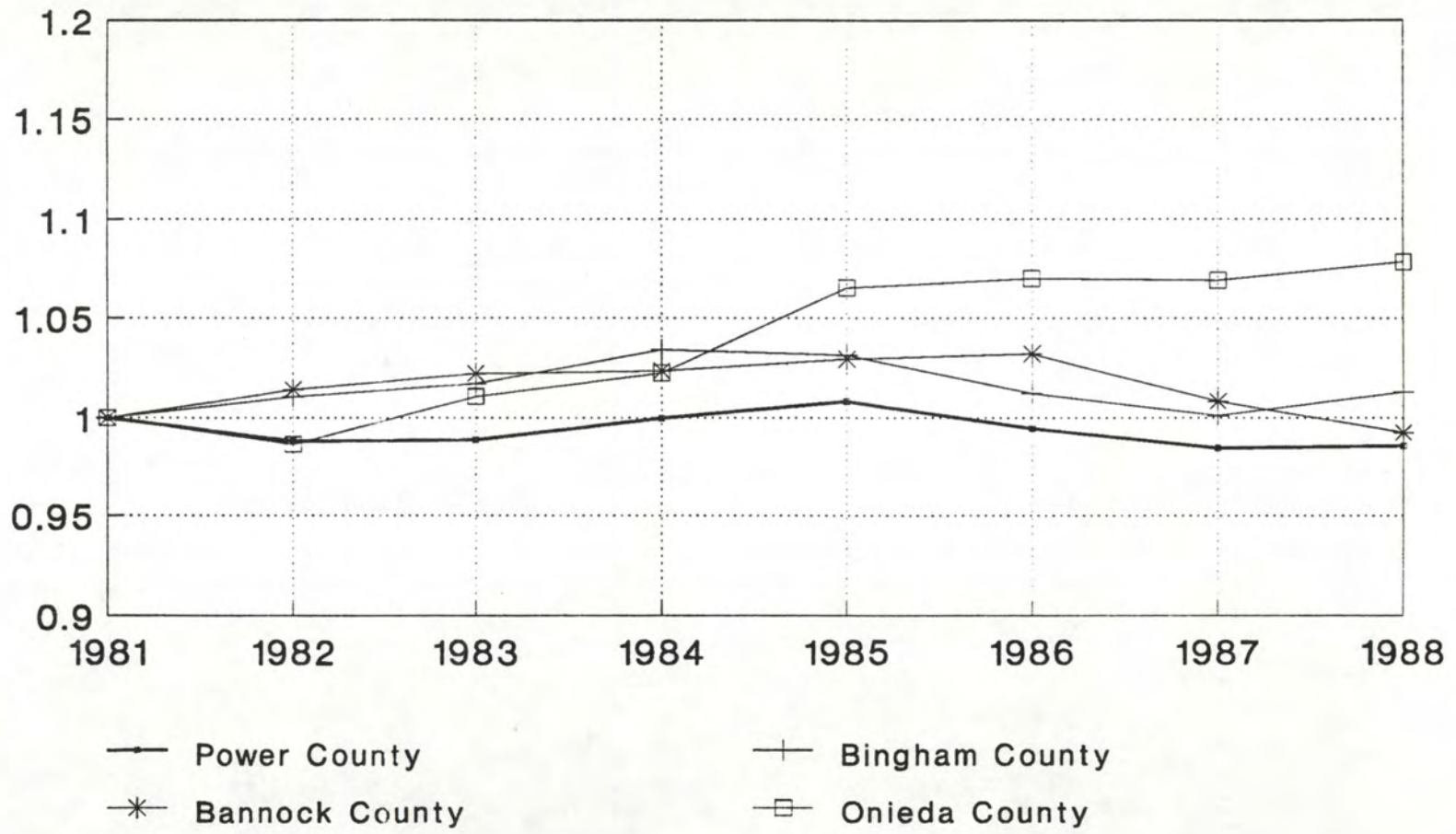
$$\text{Pull factor} = \frac{\text{TAC for item}}{\text{County population}}$$

*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.

# Estimated Population Power County

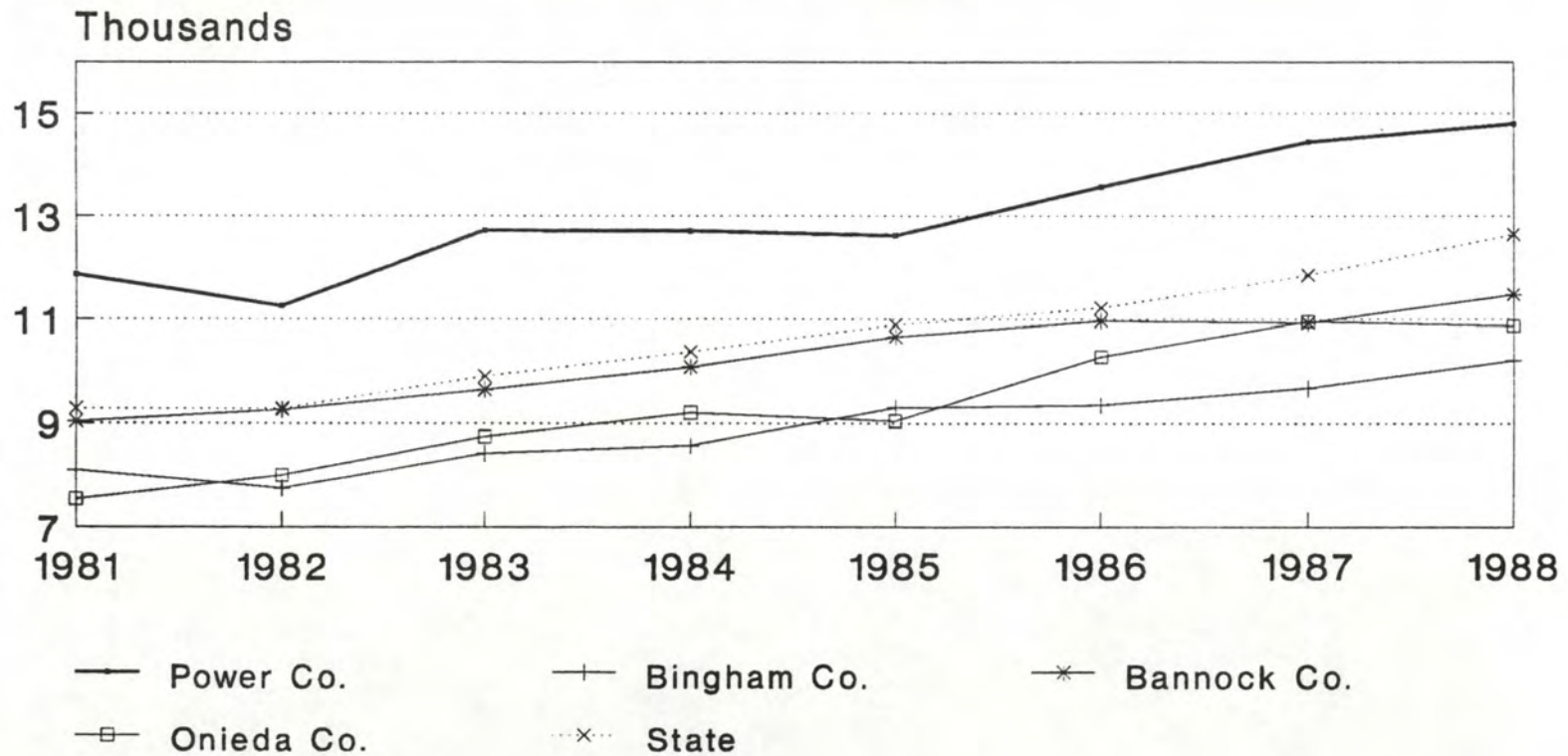


# Index of Population Change Power, Bingham, Bannock, and Onieda Co.



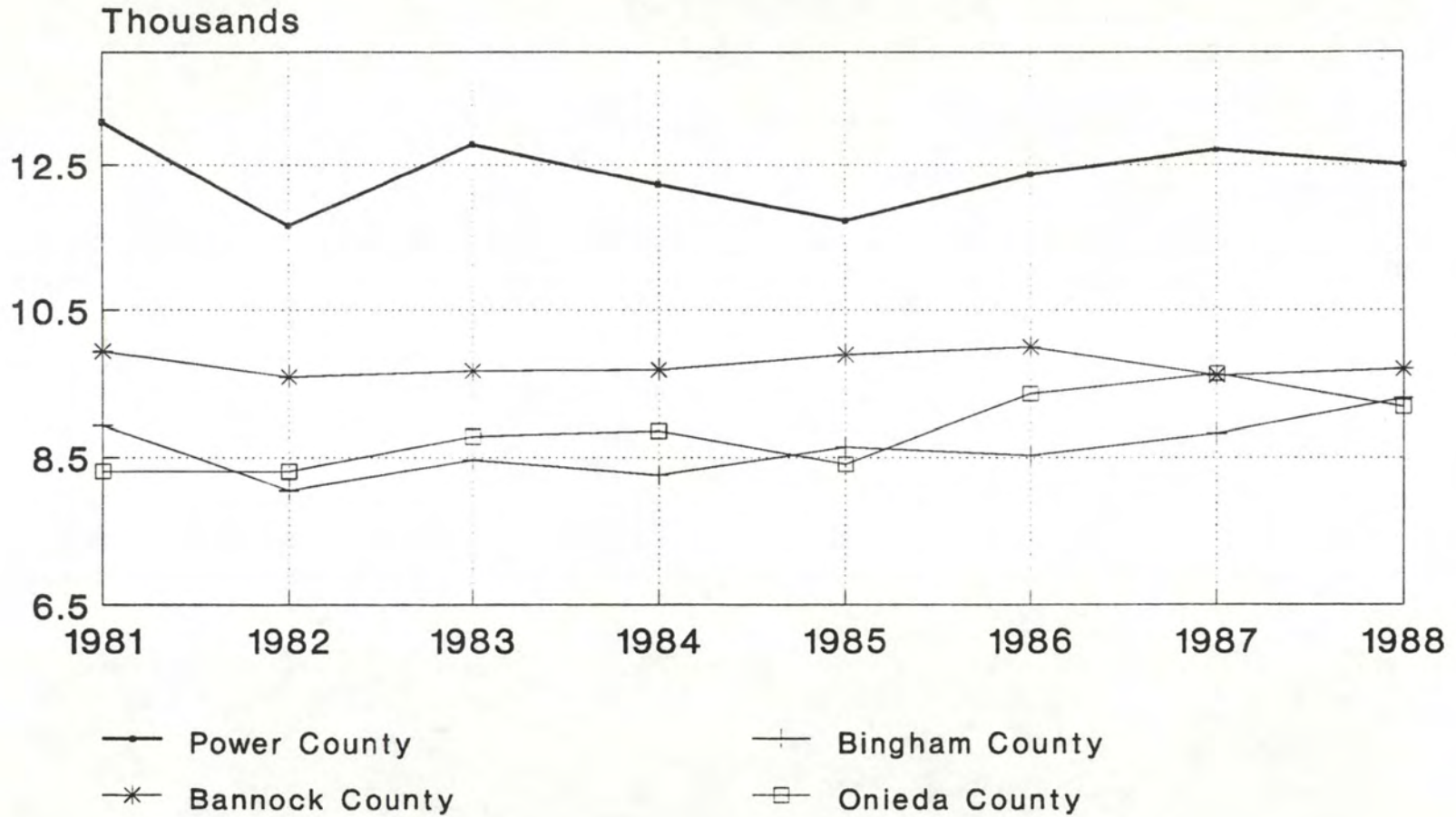
# Per Capita Personal Income

## Power, Bingham, Bannock, Onieda and The State

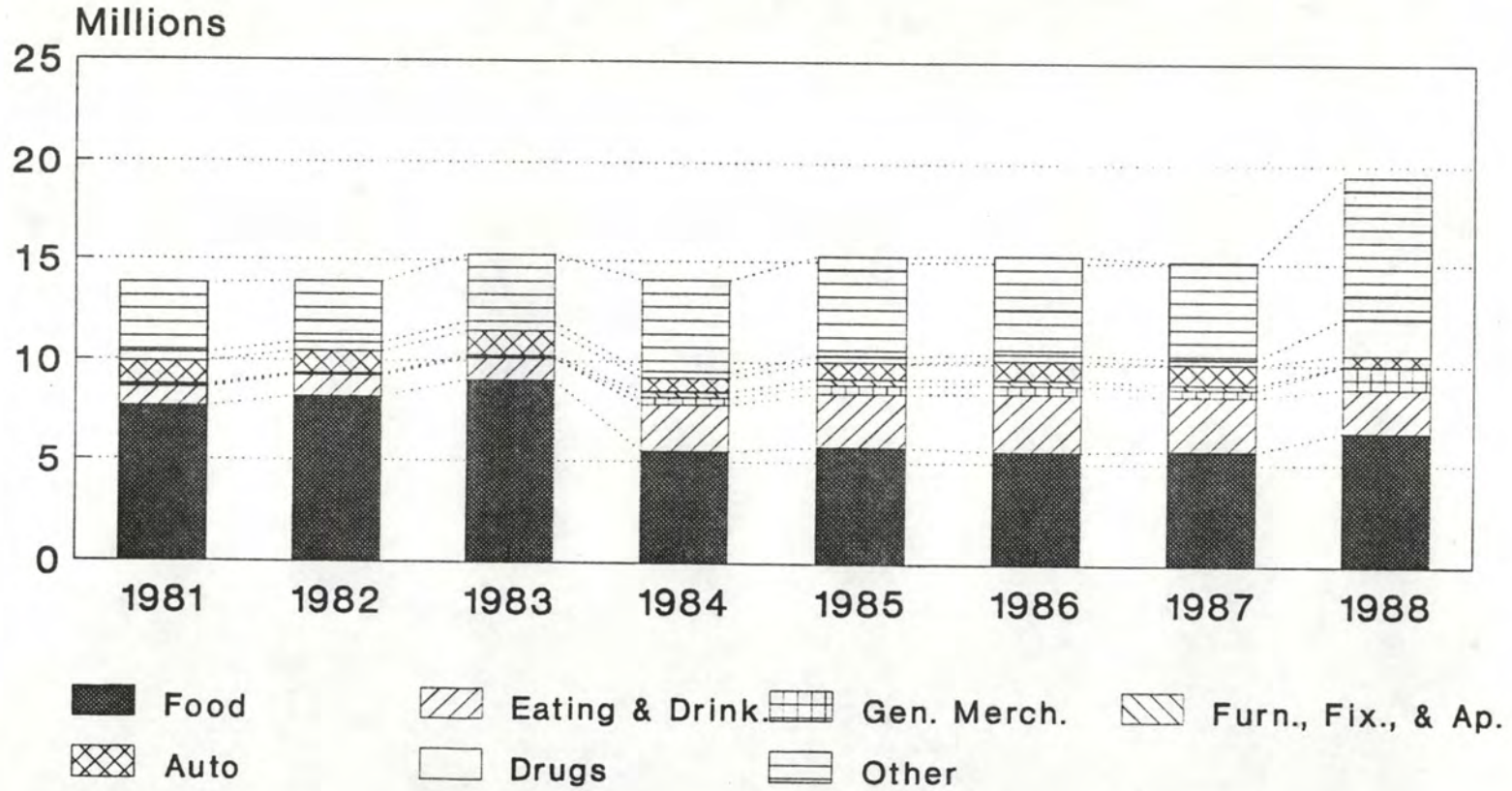


U.I.C.E.S. and I.S.U.

# Real Per Capita Personal Income Power, Bingham, Bannock, and Onieda Co.



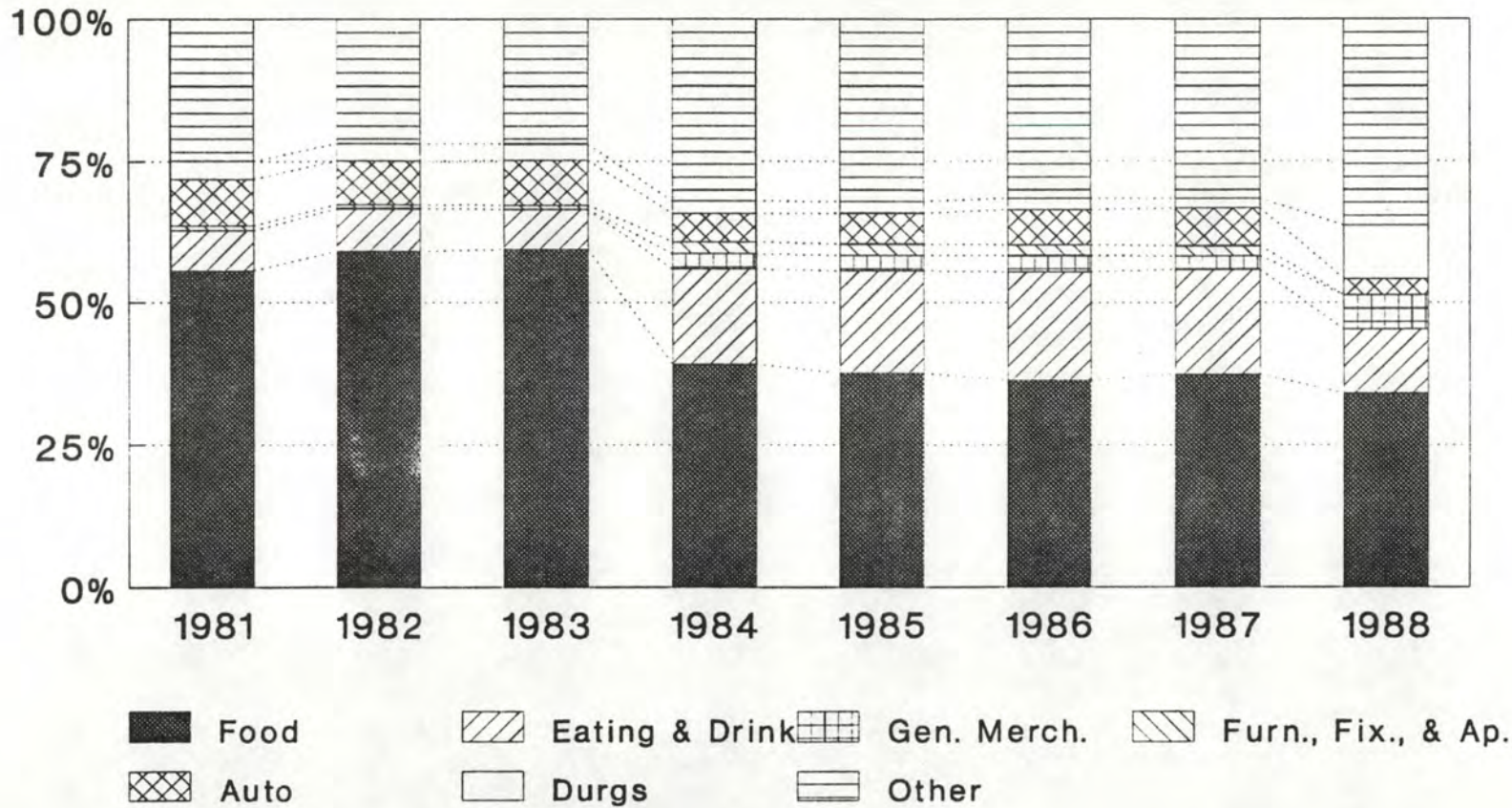
# Real Retail Sales Power County



Source: U. of Idaho C.E.S and I.S.U.  
1982=100

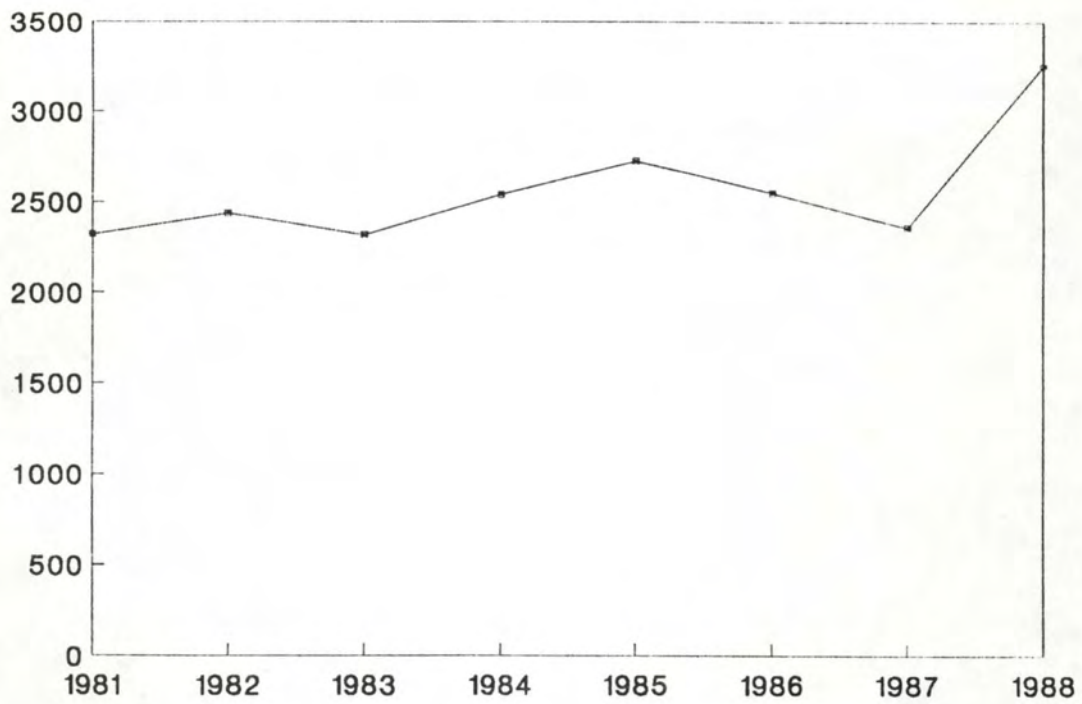


# Real Retail Sales: Annual Percent of Total Power County

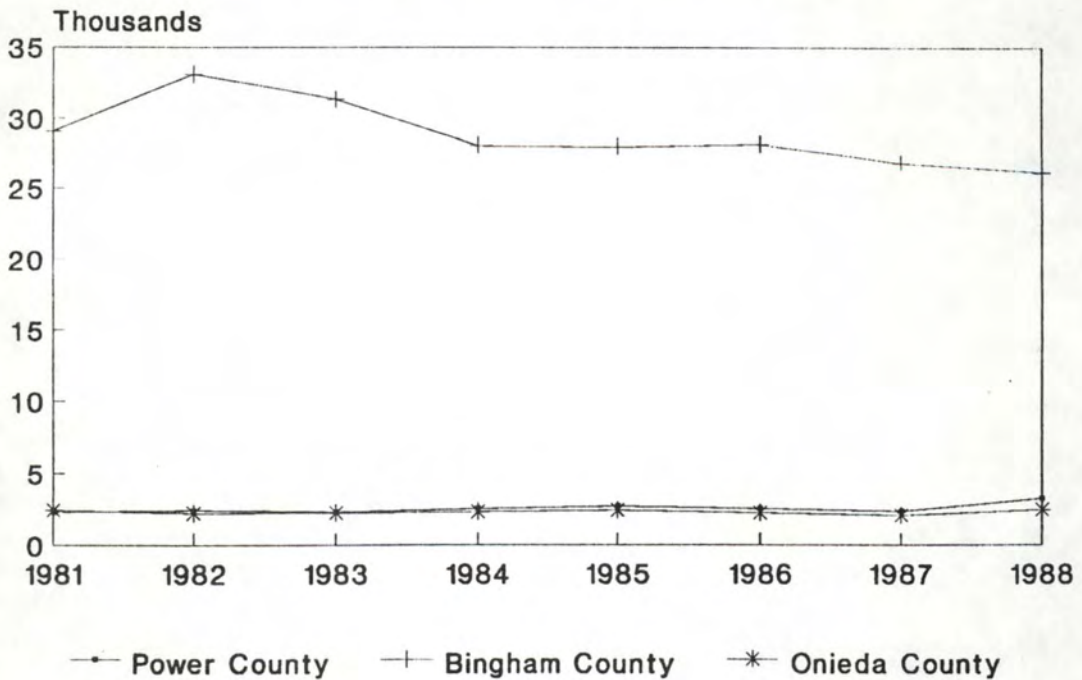


Source: U. of Idaho C.E.S and I.S.U.

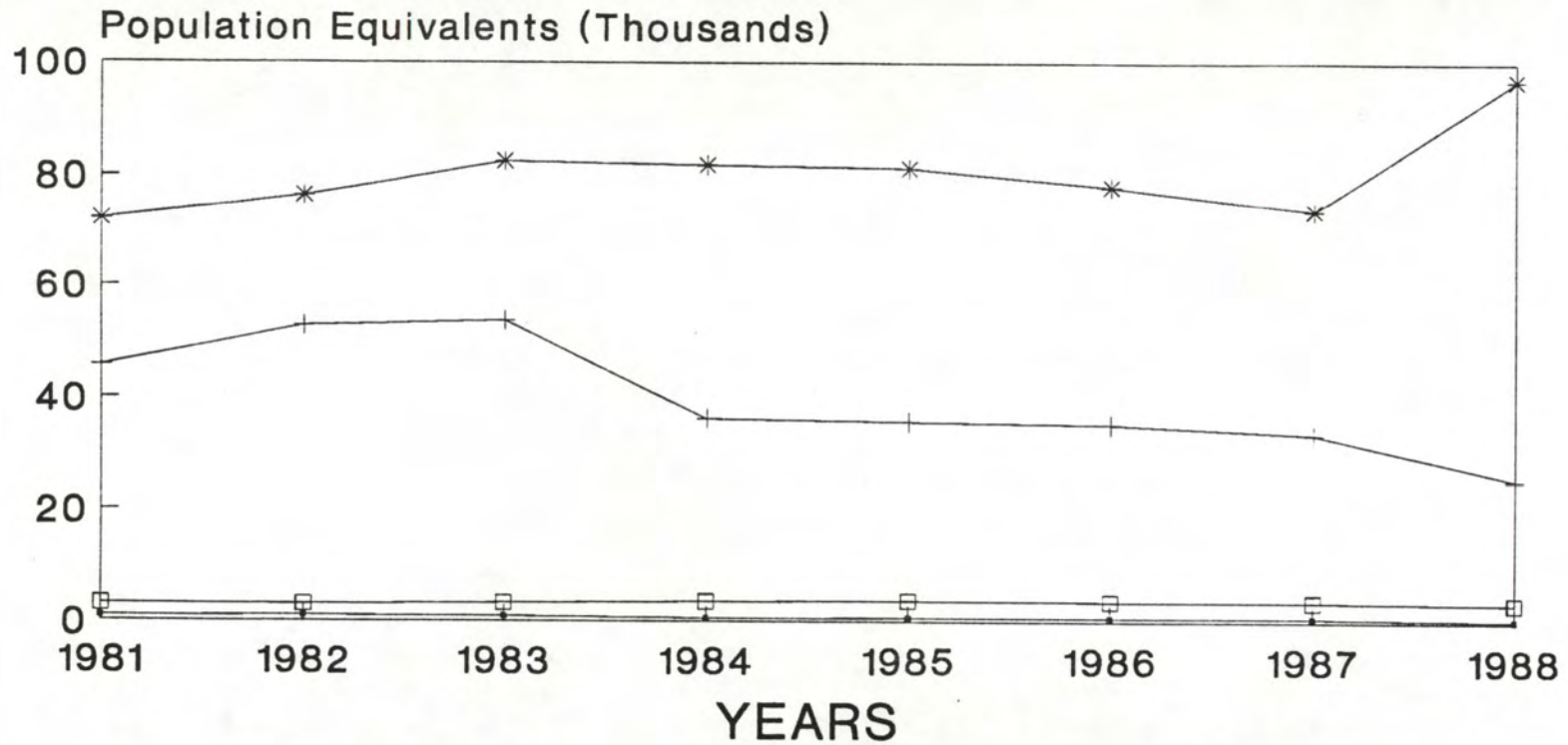
## Trade Area Capture - Retail Sales Power County



## Trade Area Capture - Retail Sales Power, Bingham, and Onieda Co.'s



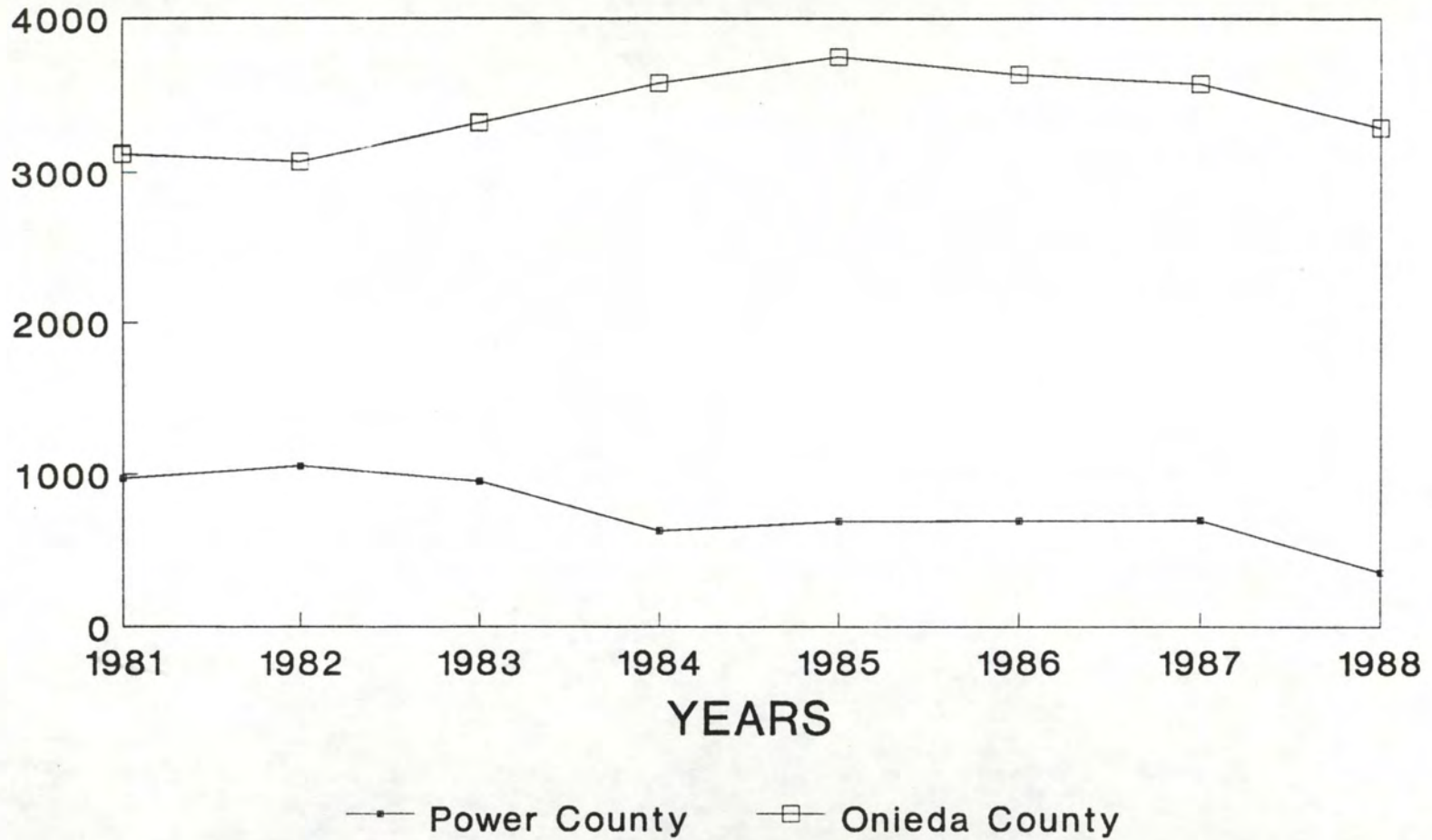
# TRADE AREA CAPTURE - Auto Sales, Serv. Power, Bingham, Bannock, and Oneida Co.



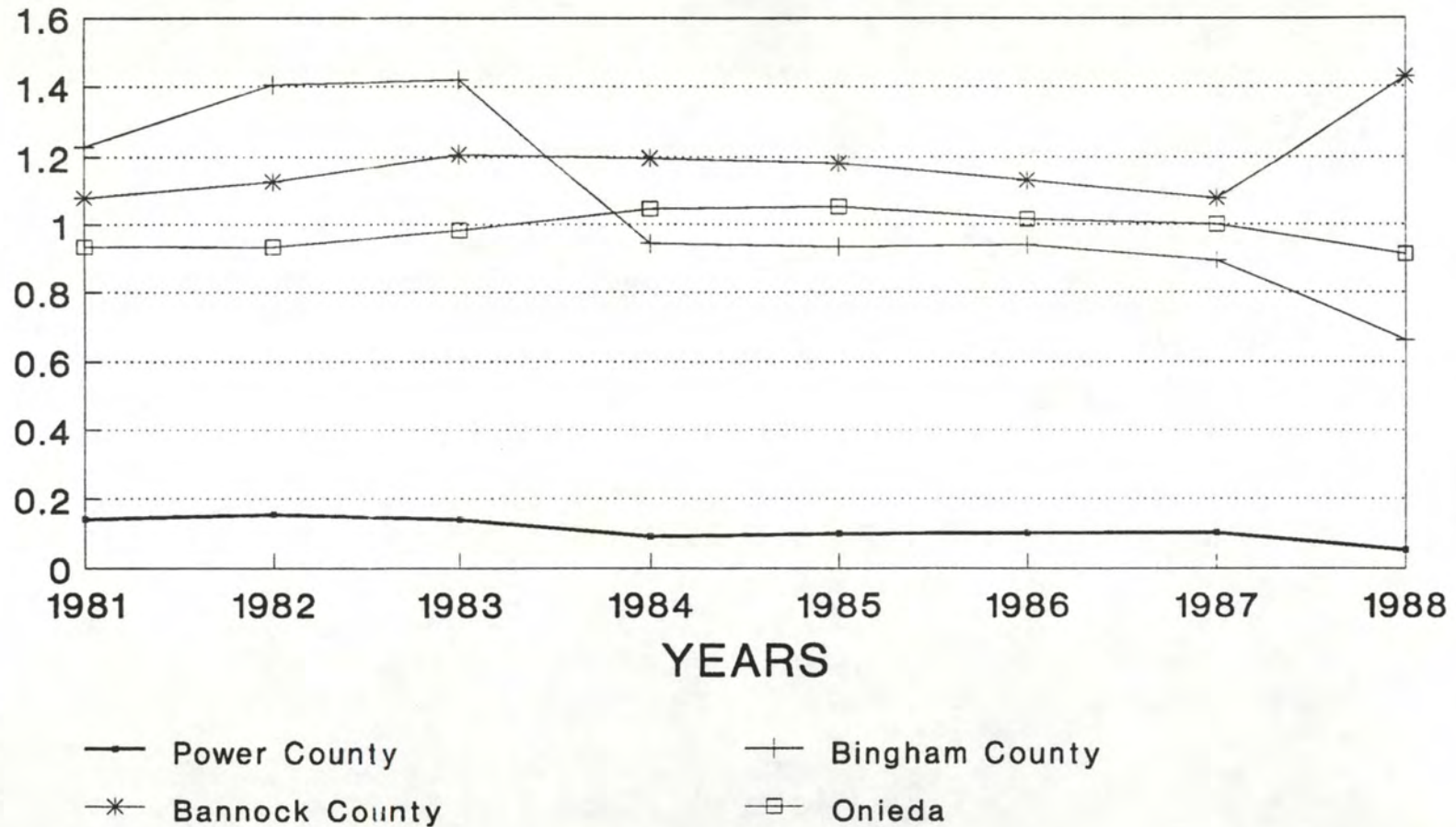
—•— Power County  
—\*— Bannock County

—+— Bingham County  
—□— Oneida County

# TRADE AREA CAPTURE - Auto Sales, Serv. Power and Oneida Co.'s

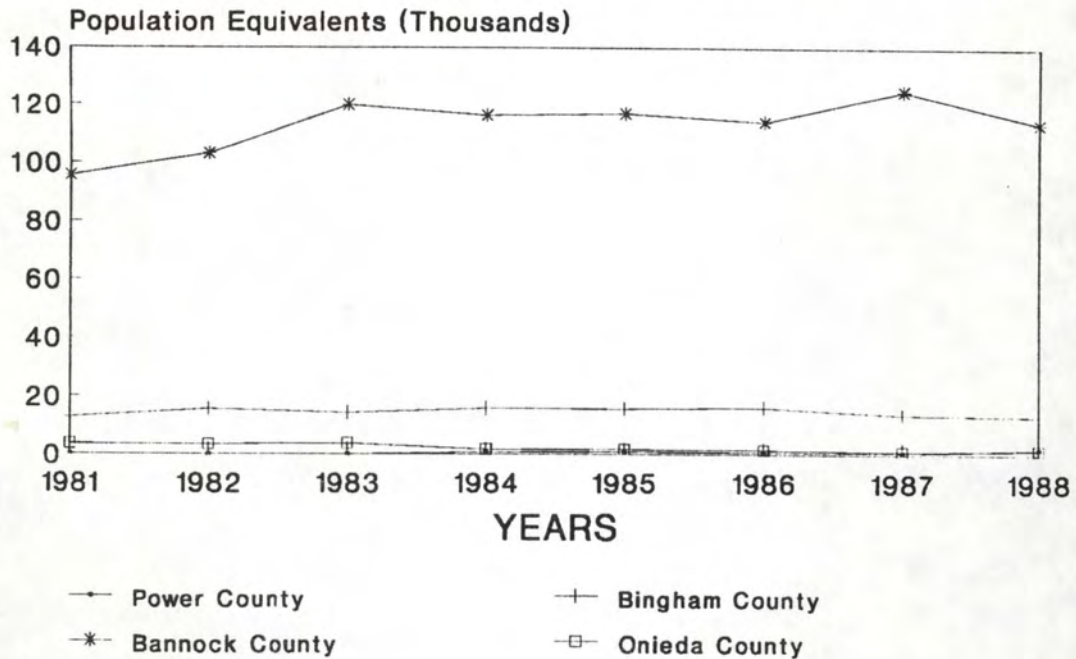


# PULL FACTORS - Auto Sales, Serv., & Ass Power, Bingham, Bannock, and Oneida Co.

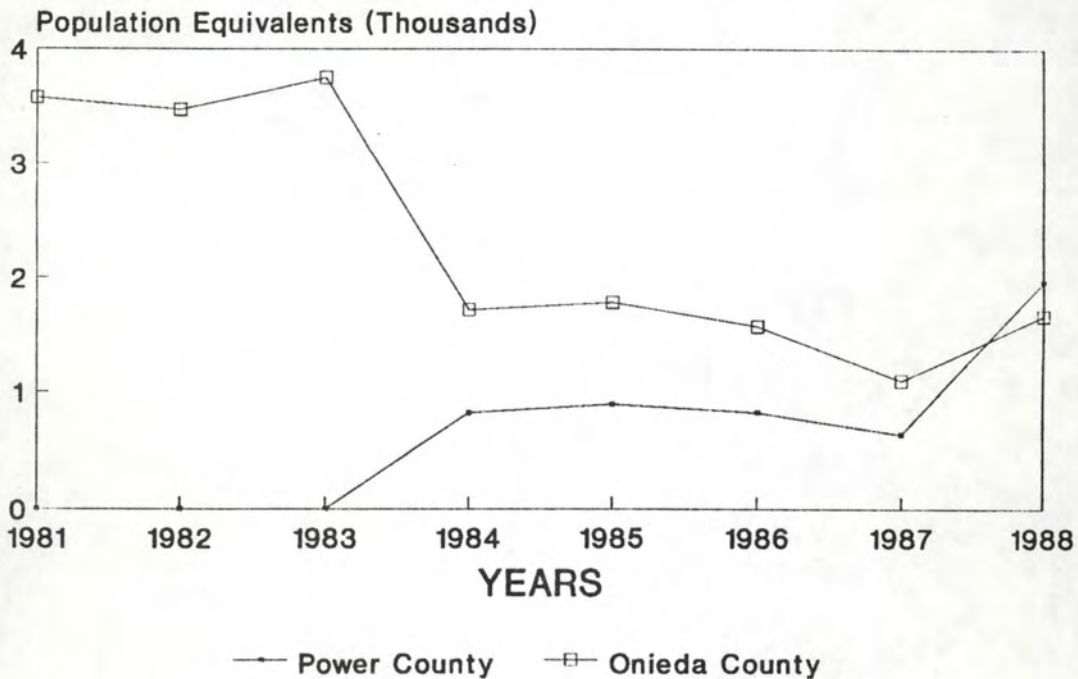


Source: U.I.C.E.S and I.S.U.

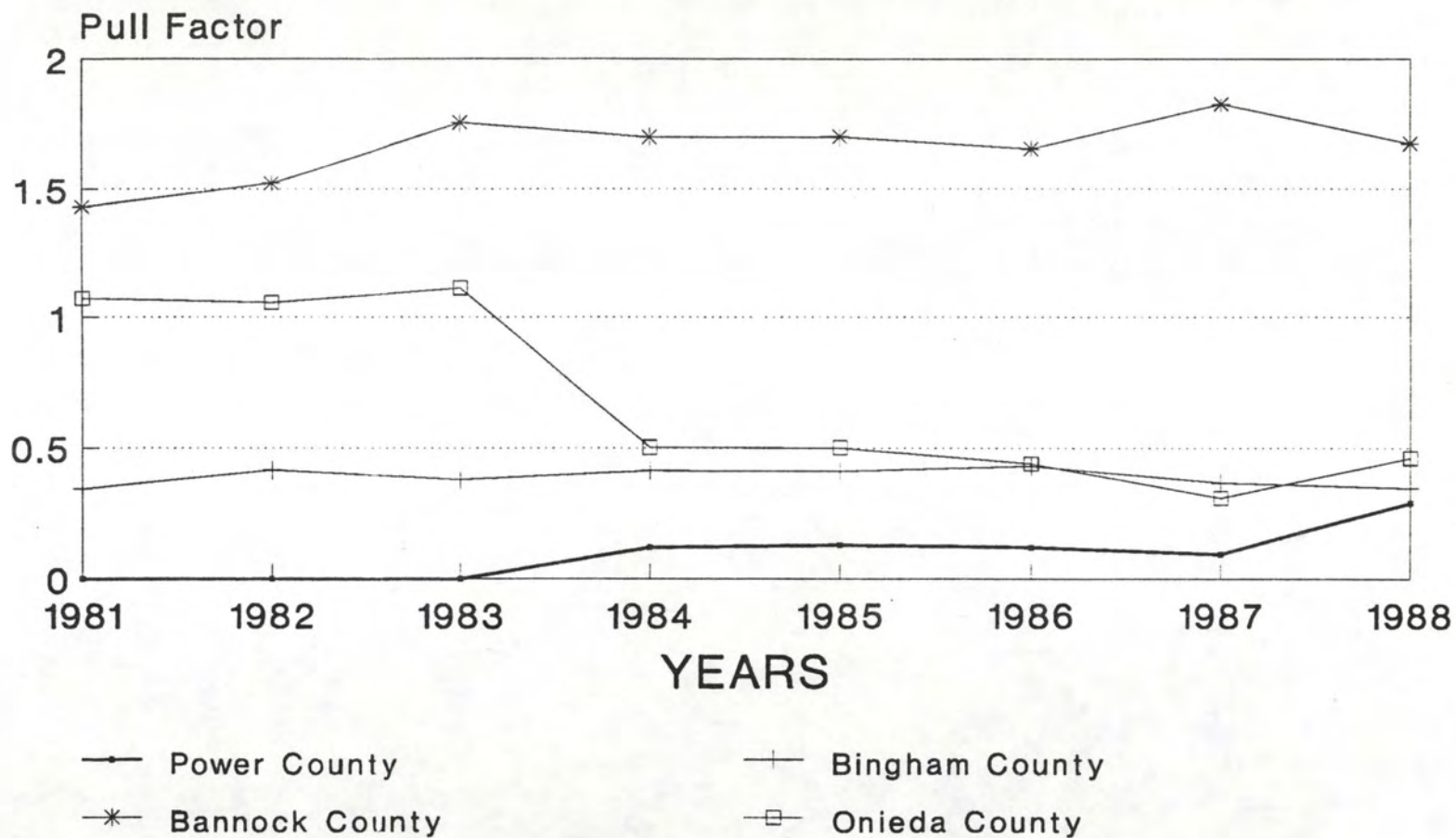
## TRADE AREA CAPTURE - General Merchandise Power, Bingham, Bannock, and Oneida Co.



## TRADE AREA CAPTURE - General Merchandise Power and Oneida Co.'s

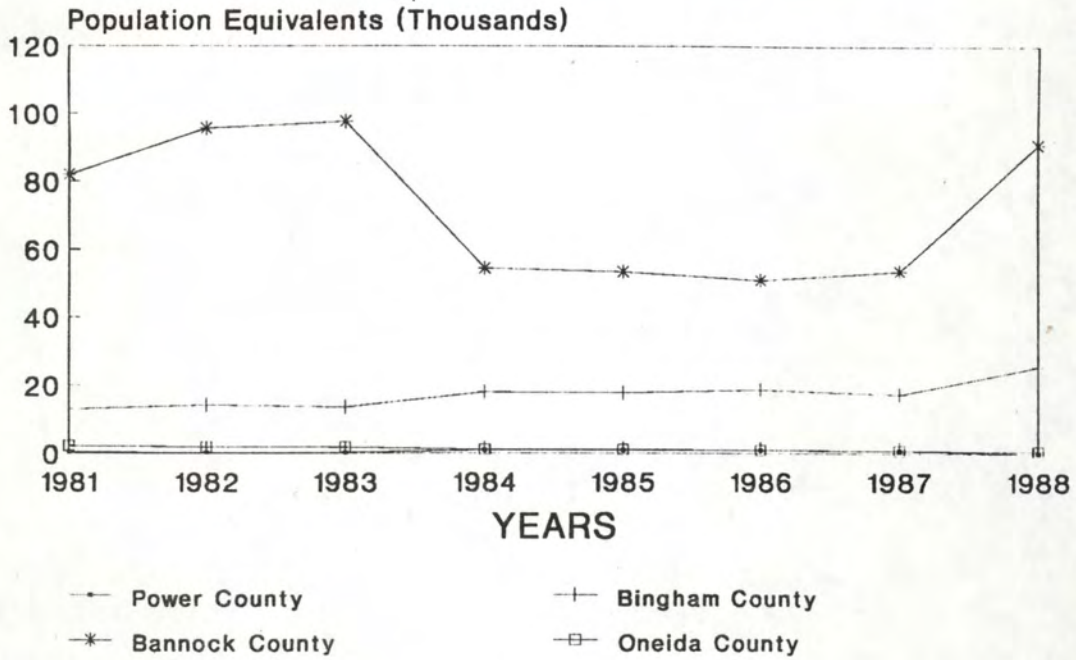


## PULL FACTORS - General Merchandise Bingham, Bannock, and Oneida Co.'s

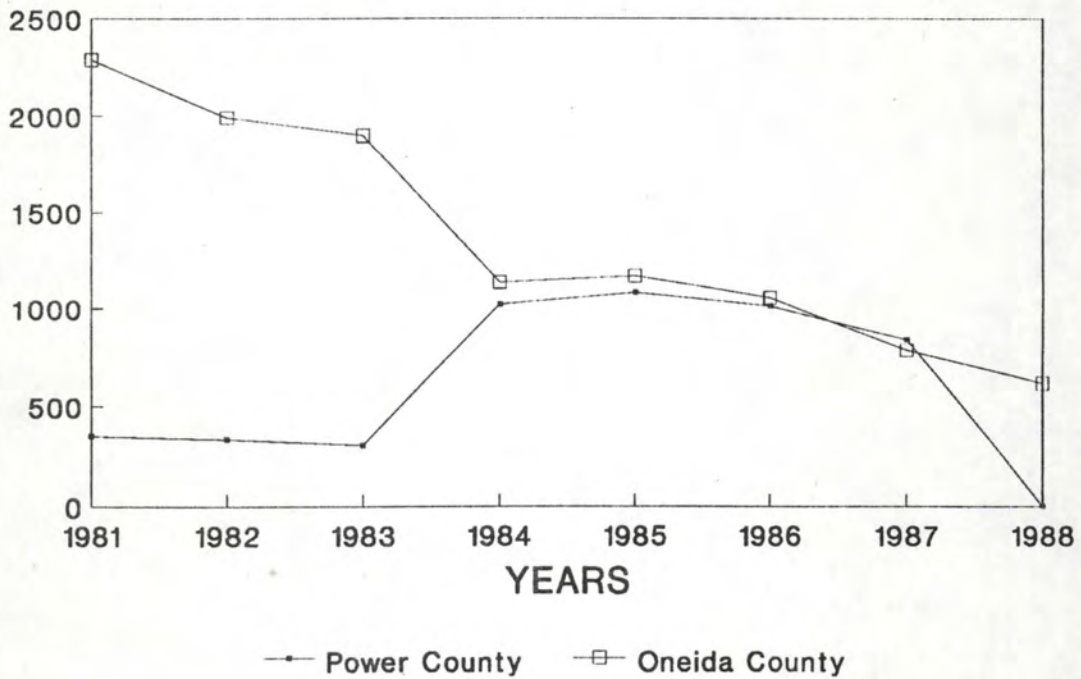


Source: U.I.C.E.S and I.S.U.

## TRADE AREA CAPTURE - Furn., Fixt., & App Power, Bingham, Bannock, and Oneida Co.

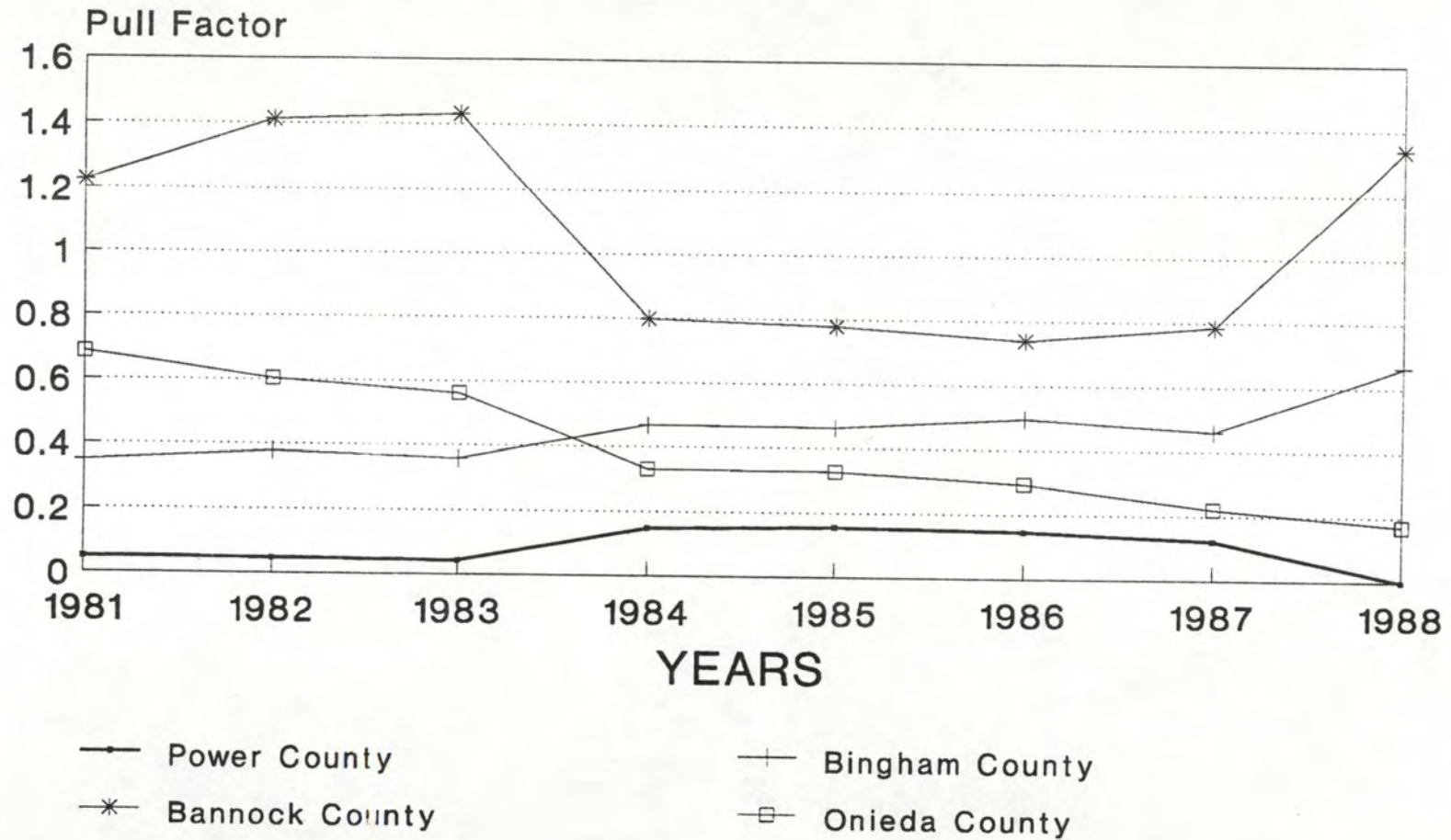


## TRADE AREA CAPTURE - Furn., Fixt., & App Power and Oneida Co.'s



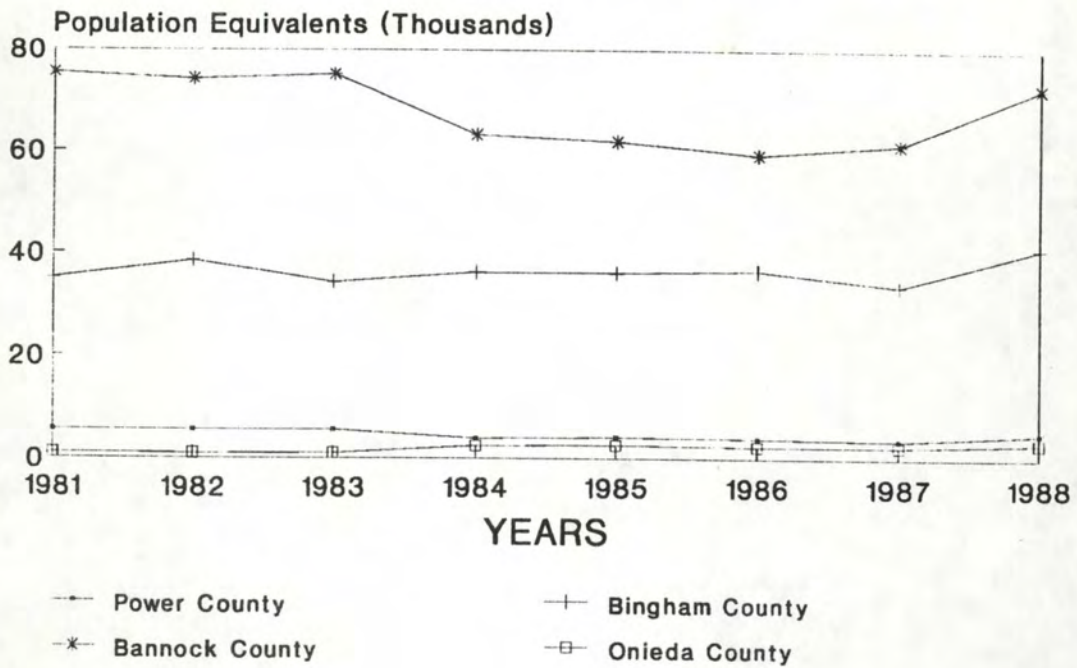


# PULL FACTORS - Furn., Fixt., & Appliances Power, Bingham, Bannock, and Oneida Co.

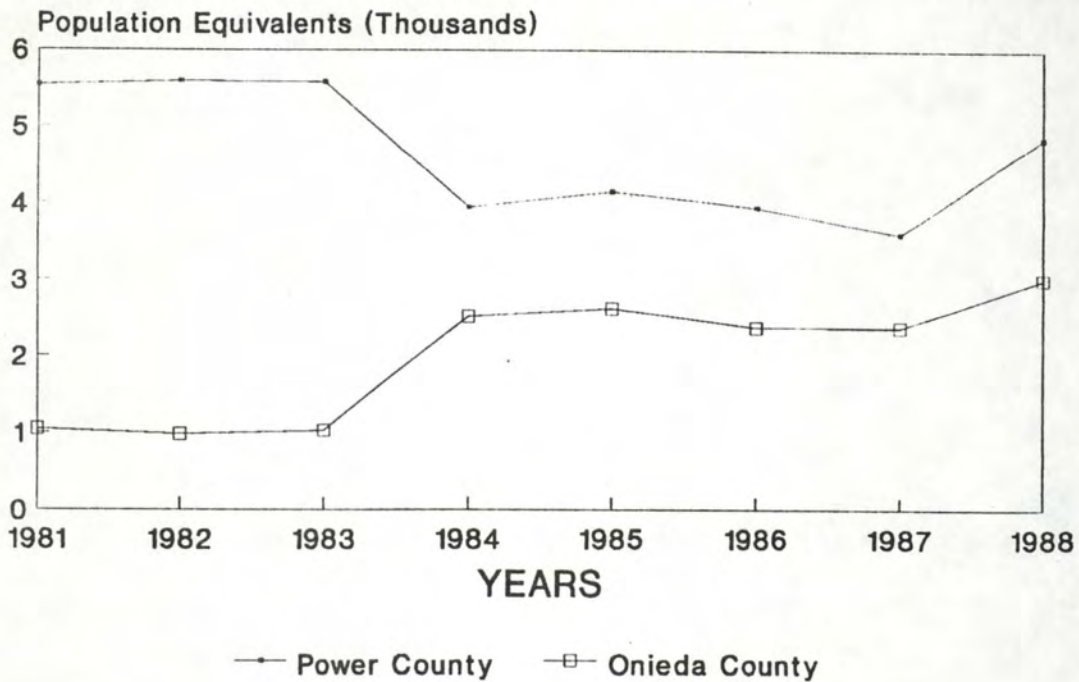


Source: U.I.C.E.S and I.S.U.

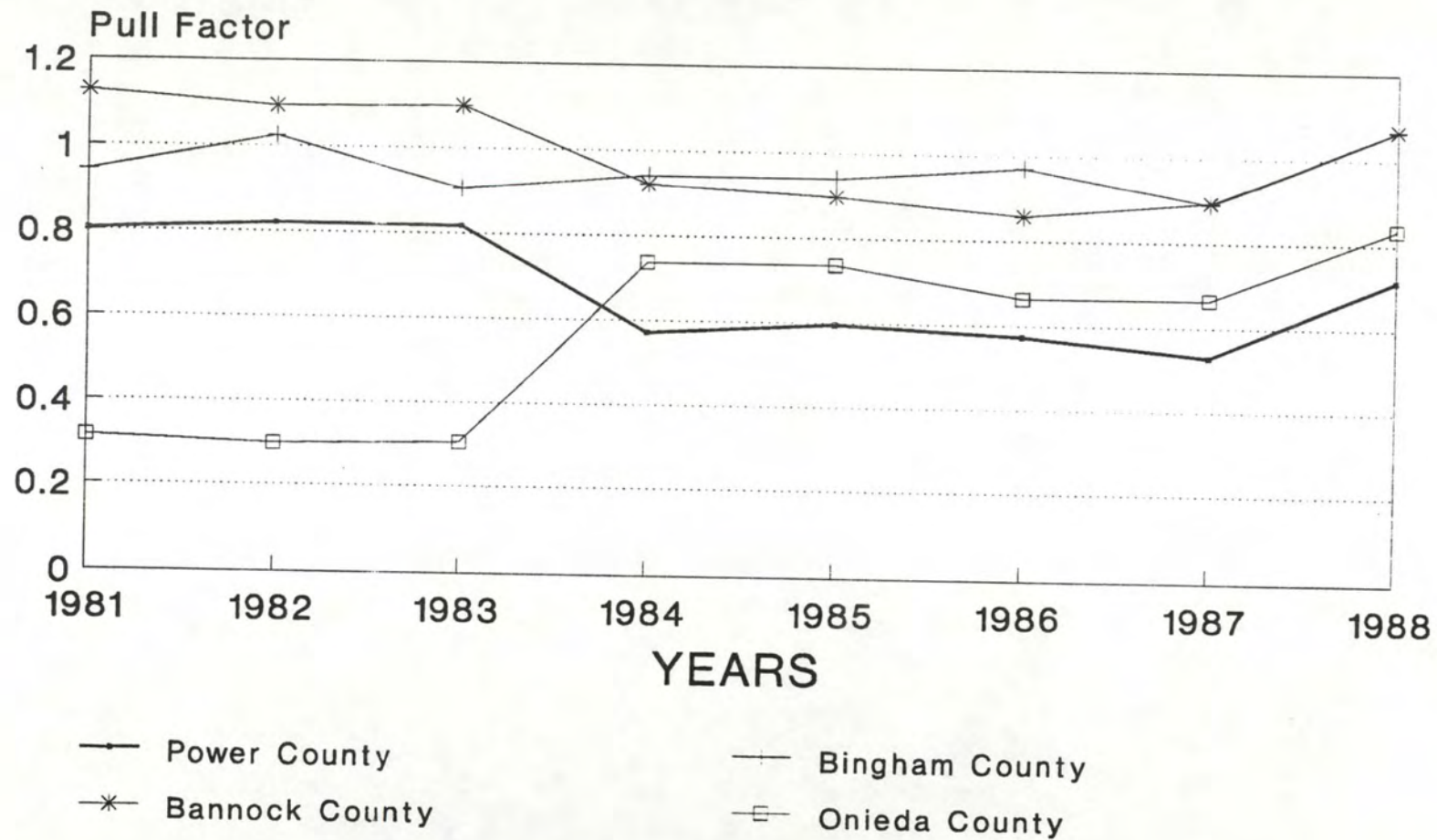
## TRADE AREA CAPTURE - Food Power, Bingham, Bannock, and Oneida Co.



## TRADE AREA CAPTURE - Food Power and Oneida Co.'s

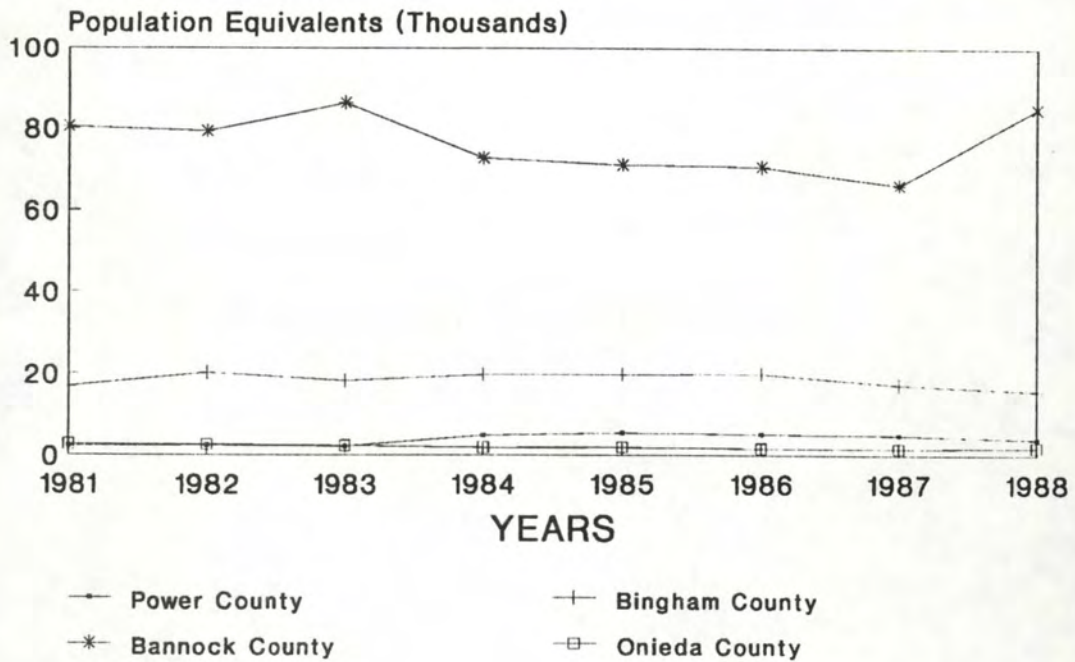


# PULL FACTORS - Food Power, Bingham, Bannock, and Oneida Co.

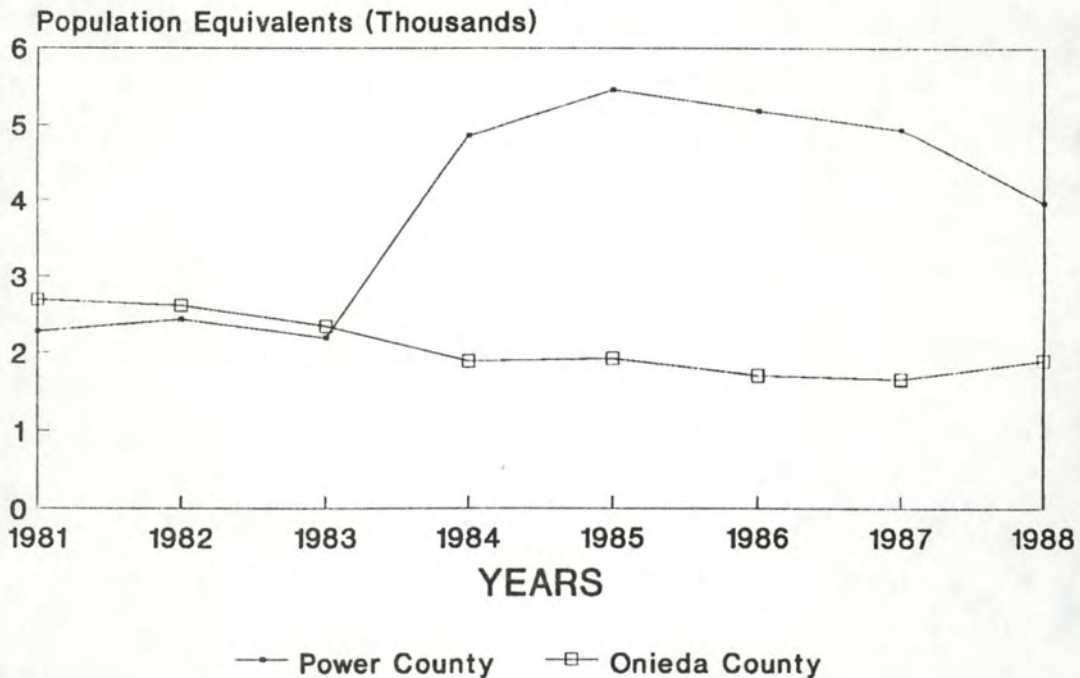


Source: U.I.C.E.S and I.S.U.

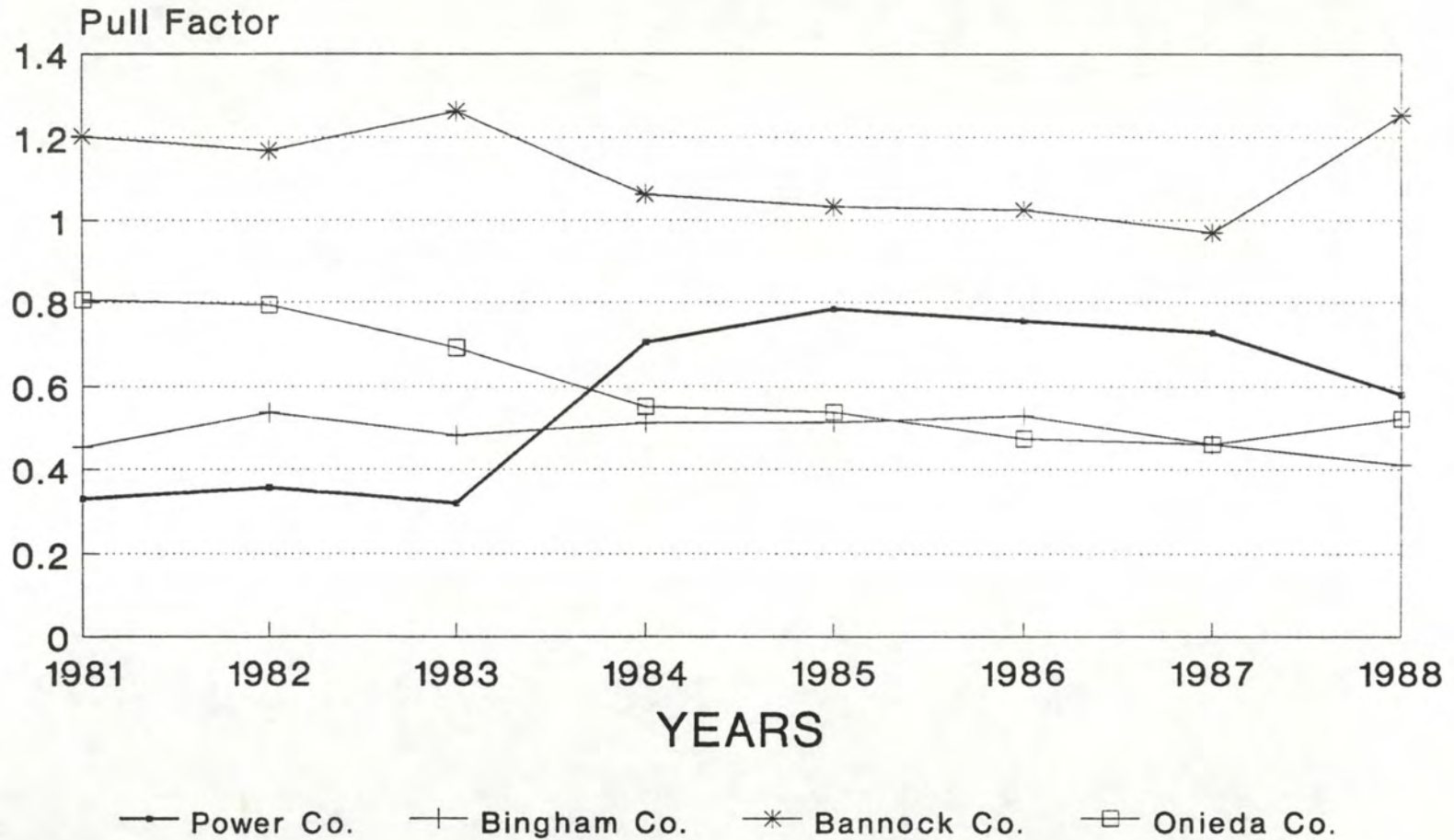
## TRADE AREA CAPTURE - Eating and Drinking Power, Bingham, Bannock, and Oneida Co.



## TRADE AREA CAPTURE - Eating and Drinking Power and Oneida Co.'s

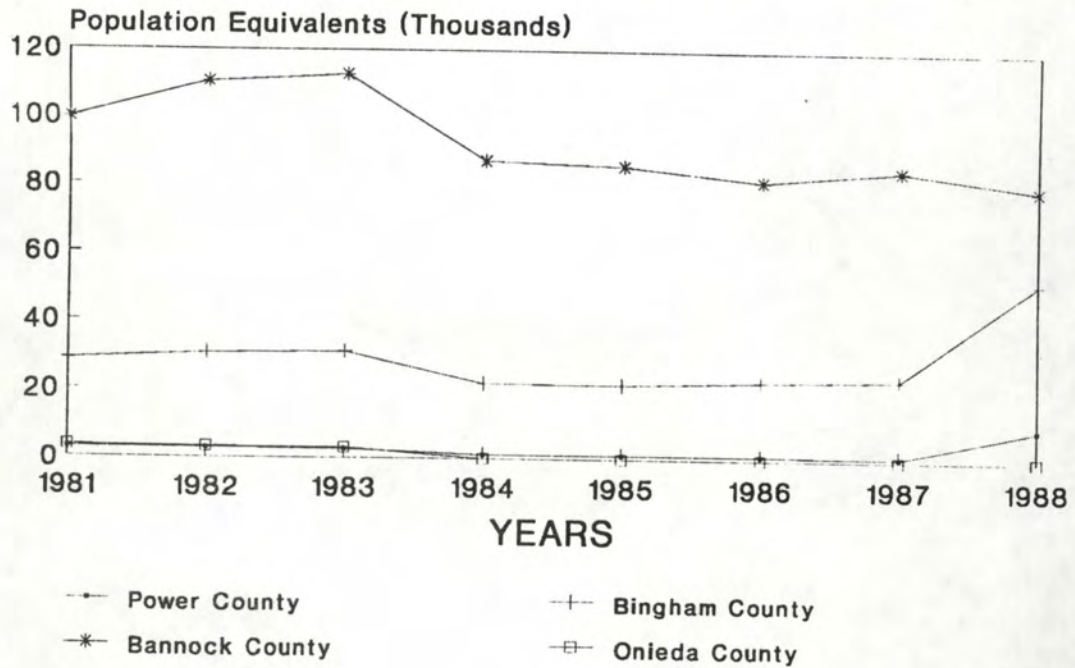


# PULL FACTORS - Eating and Drinking Power, Bingham, Bannock, and Oneida Co.

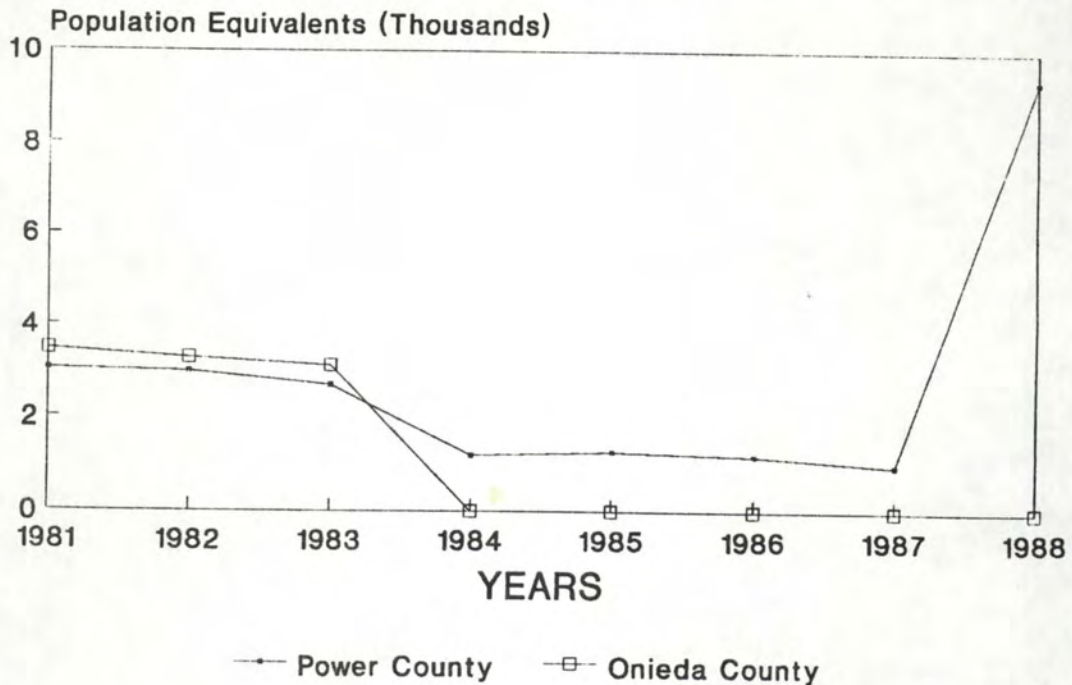


Source: U.I.C.E.S and I.S.U.

## TRADE AREA CAPTURE - Drugs Power, Bingham, Bannock, and Oneida Co.

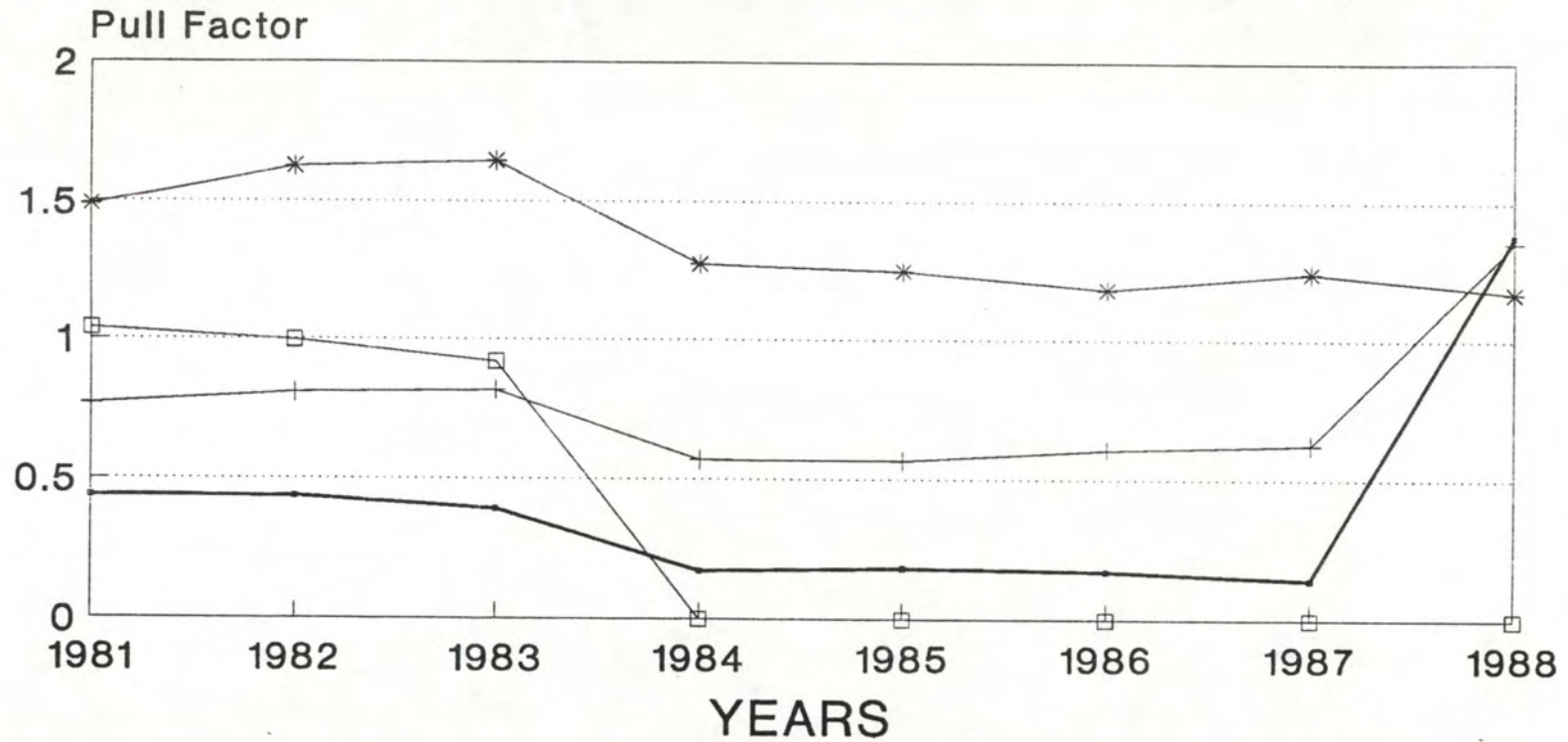


## TRADE AREA CAPTURE - Drugs Power and Oneida Co.'s



# PULL FACTORS - Drugs

## Power, Bingham, Bannock, and Oneida Co.



—•— Power County

—+— Bingham County

—\*— Bannock County

—□— Oneida

Source: U.I.C.E.S and I.S.U.