

**County Trade Pull Factors & Industry Revenue (FY 18-19)**

**North Carolina – Northeast District**



* **County Trade Pull Factor**

Measures the strength of the retail sector in a county

CTPF > 1.0 = pos. revenue

CTPF < 1.0 = neg. revenue

* **Trade Area Capture –**

Measures the equivalent spending capacity of a county relative to its permanent population

TAC = POP \* CTPF

* **Market Share –** reflects the county’s portion of NC total retail spending.

MS = TAC ÷ POPState

* **Industry Revenue –**

Tourism/Travel - $5.159 B

Agriculture - $2.003 B

Forestry - $0.276 M

* **Agriculture #1 Industry** in 15 of 22 counties. Dwarfed by tourism/travel in Dare, Pitt, Currituck and Wake County.



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