

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

**North Carolina – Southeast District**



* **County Trade Pull Factor**

CTPF > 1.0 = pos. revenue

CTPF < 1.0 = neg. revenue

* **New Hanover’s CTPF** gain equals losses from Pender, Bladen, Columbus and Robeson County.
* **Trade Area Capture –**

TAC = POP \* CTPF

* **Market Share -**

MS = TAC ÷ POPState

* **Industry Revenue:**

 Agriculture = $ 4.603 B

 Tourism = $ 3.141 B

 Forestry = $ 0.273 M

* **Agriculture #1 industry in 13 of 18 counties** – $$ spent all over the region
* **Pork and poultry** production are the drivers of the agriculture economy in this region.



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