

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

**North Carolina – West 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 - $3.585 B

Agriculture - $1.117 B

Forestry - $0.998 M

* **Agriculture #1 Industry** in only 2 of 21 counties: Cleveland and Henderson but is still very important in all counties.





Prepared by:

**Mark Seitz**

County Extension Director

Updated: April 2020