

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

**North Carolina – West District**



A group of people standing in front of a house

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* **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.

A close up of an animal

Description automatically generatedA sign on a wooden pole

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