**North Carolina County Trade Pull Factor Report – 2022**

County trade pull factors (CTPF) are used to quantify the retail strength of a county’s economy. It is calculated by taking the county’s per capita sales tax revenue and dividing that value by the state’s per capita sales tax revenue. A county with a CTPF greater than 1.0 indicates the county is pulling revenue in from other counties. A county with a CTPF of 1.0 indicates the county is neither gaining nor losing revenue. And a county with a CTPF less than 1.0 indicates the county is losing revenue to other counties. Monitoring a county’s CTPF helps quantify the impact that retail business development programs are having in their communities and counties.

In 2022, twenty counties had CTPFs greater than 1.0. Dare County, with a population of 37,813 (65th largest in the state) has the largest CTPF of 3.25, with an average CTPF of 3.15 between 2018 and 2022. This pull is driven by the tourism draw of the Outer Banks, attracting people from all over the state, the country and internationally. In addition, the average CTPF of the top twenty counties is 1.35. Population is one of the key drivers of the high CTPF counties with their average populations in 2021 reaching 244,948. And yet Hyde County, with a population of 4,670 (2nd smallest in NC) has the seventeenth highest CTPF at 1.06. This is because the tourism revenue generated by the town of Ocracoke, which is on the Outer Banks islands, generates a significant amount of sales tax revenue, relative to the county’s total population.

Sixty-three counties had CTPFs between 0.50 and 0.99 with the average CTPF in these counties being 0.73. These counties have large populations but their proximity to large urban counties with larger concentrations of retail business, entertainment venues, medical care and universities, mean the wealth generated in these counties is being pulled out of the county. They are bedroom counties with many people leaving the county daily to go to work and they do not have enough shopping, recreation or entertainment venues to keep people in their home counties to spend their money.

Seventeen counties have CTPFs less than 0.50. These counties are very rural with small populations. They have very few incorporated towns and their economies are agriculture and forestry driven. Agriculture and forestry revenue for these seventeen counties averaged $172.9 million in 2021 while their population average was 26,200.

A breakdown of the CTPFs for all 100 counties, between 2018 and 2022, is found in Table 1. Their CTPF rank for 2022 is also listed.

For questions about this report, call Mark Seitz, Pender County Cooperative Extension Director at the NC Cooperative Extension Center – Pender County, at 910-259-1235.

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| **TABLE 1: COUNTY TRADE PULL FACTORS: 2018-2022** | | | | | | | |  |
| **Extension District** | **County** | **2018** | **2019** | **2020** | **2021** | **2022** | **2022 RANK** | |
| **NC** | **ALAMANCE** | **1.10** | **1.07** | **1.05** | **1.09** | **1.03** | **18** | |
| **SC** | **ALEXANDER** | **0.40** | **0.40** | **0.44** | **0.48** | **0.46** | **86** | |
| **NC** | **ALLEGHANY** | **0.52** | **0.53** | **0.58** | **0.63** | **0.61** | **71** | |
| **SC** | **ANSON** | **0.45** | **0.45** | **0.46** | **0.47** | **0.45** | **88** | |
| **NC** | **ASHE** | **0.73** | **0.75** | **0.80** | **0.84** | **0.78** | **43** | |
| **W** | **AVERY** | **1.16** | **1.23** | **1.31** | **1.51** | **1.51** | **4** | |
| **NE** | **BEAUFORT** | **0.74** | **0.79** | **0.79** | **0.81** | **0.81** | **42** | |
| **NE** | **BERTIE** | **0.37** | **0.32** | **0.34** | **0.38** | **0.38** | **96** | |
| **SE** | **BLADEN** | **0.51** | **0.48** | **0.48** | **0.52** | **0.48** | **85** | |
| **SE** | **BRUNSWICK** | **0.95** | **0.94** | **0.95** | **1.01** | **1.03** | **20** | |
| **W** | **BUNCOMBE** | **1.59** | **1.56** | **1.47** | **1.42** | **1.47** | **6** | |
| **W** | **BURKE** | **0.60** | **0.60** | **0.61** | **0.66** | **0.64** | **65** | |
| **SC** | **CABARRUS** | **1.24** | **1.20** | **1.15** | **1.17** | **1.15** | **12** | |
| **W** | **CALDWELL** | **0.54** | **0.55** | **0.57** | **0.60** | **0.58** | **76** | |
| **NE** | **CAMDEN** | **0.37** | **0.36** | **0.41** | **0.45** | **0.44** | **91** | |
| **SE** | **CARTERET** | **1.28** | **1.36** | **1.34** | **1.40** | **1.39** | **8** | |
| **NC** | **CASWELL** | **0.25** | **0.23** | **0.24** | **0.27** | **0.27** | **100** | |
| **SC** | **CATAWBA** | **1.13** | **1.09** | **1.09** | **1.09** | **1.08** | **15** | |
| **NC** | **CHATHAM** | **0.62** | **0.62** | **0.68** | **0.74** | **0.77** | **44** | |
| **W** | **CHEROKEE** | **0.83** | **0.83** | **0.85** | **0.93** | **0.92** | **27** | |
| **NE** | **CHOWAN** | **0.68** | **0.70** | **0.71** | **0.75** | **0.76** | **46** | |
| **W** | **CLAY** | **0.51** | **0.53** | **0.60** | **0.68** | **0.67** | **57** | |
| **W** | **CLEVELAND** | **0.80** | **0.75** | **0.71** | **0.74** | **0.73** | **49** | |
| **SE** | **COLUMBUS** | **0.55** | **0.54** | **0.55** | **0.58** | **0.54** | **79** | |
| **SE** | **CRAVEN** | **0.79** | **0.87** | **0.87** | **0.88** | **0.85** | **36** | |
| **SC** | **CUMBERLAND** | **0.92** | **0.91** | **0.90** | **0.94** | **0.90** | **29** | |
| **NE** | **CURRITUCK** | **1.44** | **1.37** | **1.40** | **1.57** | **1.52** | **3** | |
| **NE** | **DARE** | **3.21** | **3.05** | **2.93** | **3.31** | **3.25** | **1** | |
| **NC** | **DAVIDSON** | **0.59** | **0.60** | **0.64** | **0.66** | **0.64** | **63** | |
| **NC** | **DAVIE** | **0.58** | **0.61** | **0.65** | **0.68** | **0.64** | **64** | |

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| **TABLE 1: COUNTY TRADE PULL FACTORS: 2018-2022, pg. 2** | | | | | | | |  |
| **Extension District** | **County** | **2018** | **2019** | **2020** | **2021** | **2022** | **2022 RANK** | |
| **SE** | **DUPLIN** | **0.51** | **0.54** | **0.54** | **0.55** | **0.53** | **82** | |
| **NC** | **DURHAM** | **1.72** | **1.71** | **1.68** | **1.59** | **1.61** | **2** | |
| **NE** | **EDGECOMBE** | **0.52** | **0.59** | **0.89** | **0.74** | **0.62** | **70** | |
| **NC** | **FORSYTH** | **1.07** | **1.06** | **1.04** | **1.09** | **1.08** | **14** | |
| **NE** | **FRANKLIN** | **0.47** | **0.46** | **0.49** | **0.54** | **0.54** | **81** | |
| **SC** | **GASTON** | **0.74** | **0.77** | **0.82** | **0.84** | **0.85** | **37** | |
| **NE** | **GATES** | **0.24** | **0.24** | **0.27** | **0.30** | **0.28** | **99** | |
| **W** | **GRAHAM** | **0.61** | **0.61** | **0.69** | **0.76** | **0.76** | **45** | |
| **NC** | **GRANVILLE** | **0.44** | **0.44** | **0.47** | **0.48** | **0.46** | **87** | |
| **SE** | **GREENE** | **0.24** | **0.25** | **0.29** | **0.30** | **0.29** | **98** | |
| **NC** | **GUILFORD** | **1.05** | **1.04** | **1.01** | **0.98** | **0.98** | **22** | |
| **NE** | **HALIFAX** | **0.77** | **0.82** | **0.75** | **0.77** | **0.74** | **47** | |
| **SC** | **HARNETT** | **0.51** | **0.50** | **0.54** | **0.58** | **0.56** | **77** | |
| **W** | **HAYWOOD** | **0.89** | **0.88** | **0.92** | **0.97** | **0.95** | **25** | |
| **W** | **HENDERSON** | **0.82** | **0.81** | **0.82** | **0.85** | **0.87** | **32** | |
| **NE** | **HERTFORD** | **0.71** | **0.69** | **0.72** | **0.69** | **0.64** | **62** | |
| **SC** | **HOKE** | **0.29** | **0.28** | **0.31** | **0.35** | **0.33** | **97** | |
| **NE** | **HYDE** | **0.88** | **0.95** | **0.90** | **1.04** | **1.06** | **17** | |
| **SC** | **IREDELL** | **0.99** | **0.99** | **1.03** | **1.06** | **1.03** | **19** | |
| **W** | **JACKSON** | **0.91** | **0.93** | **1.00** | **1.08** | **1.09** | **13** | |
| **SE** | **JOHNSTON** | **0.68** | **0.70** | **0.68** | **0.68** | **0.69** | **56** | |
| **SE** | **JONES** | **0.36** | **0.41** | **0.40** | **0.44** | **0.42** | **92** | |
| **SC** | **LEE** | **0.97** | **0.96** | **0.97** | **1.03** | **0.99** | **21** | |
| **SE** | **LENOIR** | **0.76** | **0.76** | **0.77** | **0.76** | **0.72** | **52** | |
| **SC** | **LINCOLN** | **0.70** | **0.75** | **0.81** | **0.85** | **0.82** | **39** | |
| **W** | **MACON** | **1.13** | **1.10** | **1.10** | **1.19** | **1.21** | **11** | |
| **W** | **MADISON** | **0.38** | **0.39** | **0.44** | **0.53** | **0.54** | **80** | |
| **NE** | **MARTIN** | **0.67** | **0.67** | **0.67** | **0.71** | **0.64** | **66** | |
| **W** | **MCDOWELL** | **0.58** | **0.61** | **0.65** | **0.66** | **0.62** | **69** | |
| **SC** | **MECKLENBURG** | **1.53** | **1.52** | **1.48** | **1.39** | **1.44** | **7** | |
| **W** | **MITCHELL** | **0.73** | **0.70** | **0.70** | **0.71** | **0.69** | **55** | |
| **SC** | **MONTGOMERY** | **0.53** | **0.56** | **0.58** | **0.59** | **0.58** | **75** | |
| **SC** | **MOORE** | **0.97** | **0.96** | **1.02** | **1.06** | **1.07** | **16** | |
| **NE** | **NASH** | **0.88** | **0.85** | **0.82** | **0.84** | **0.86** | **35** | |
| **SE** | **NEW HANOVER** | **1.46** | **1.53** | **1.49** | **1.47** | **1.49** | **5** | |
| **NE** | **NORTHAMPTON** | **0.43** | **0.43** | **0.41** | **0.46** | **0.40** | **95** | |
| **SE** | **ONSLOW** | **0.78** | **0.85** | **0.86** | **0.90** | **0.87** | **33** | |
| **NC** | **ORANGE** | **0.92** | **0.92** | **0.92** | **0.88** | **0.89** | **30** | |
|  | | | | | | | |  |
| **TABLE 1: COUNTY TRADE PULL FACTORS: 2018-2022, pg. 3** | | | | | | | |  |
| **Extension District** | **County** | **2018** | **2019** | **2020** | **2021** | **2022** | **2022 RANK** | |
| **SE** | **PAMLICO** | **0.55** | **0.57** | **0.56** | **0.60** | **0.58** | **74** | |
| **NE** | **PASQUOTANK** | **0.91** | **0.94** | **0.99** | **1.02** | **0.96** | **24** | |
| **SE** | **PENDER** | **0.59** | **0.62** | **0.64** | **0.70** | **0.71** | **54** | |
| **NE** | **PERQUIMMONS** | **0.34** | **0.34** | **0.40** | **0.44** | **0.42** | **93** | |
| **NC** | **PERSON** | **0.64** | **0.64** | **0.63** | **0.66** | **0.65** | **60** | |
| **NE** | **PITT** | **0.99** | **0.96** | **0.99** | **0.98** | **0.94** | **26** | |
| **W** | **POLK** | **0.54** | **0.62** | **0.54** | **0.62** | **0.63** | **68** | |
| **NC** | **RANDOLPH** | **0.61** | **0.61** | **0.63** | **0.65** | **0.64** | **61** | |
| **SC** | **RICHMOND** | **0.65** | **0.64** | **0.65** | **0.69** | **0.63** | **67** | |
| **SE** | **ROBESON** | **0.60** | **0.62** | **0.62** | **0.66** | **0.60** | **73** | |
| **NC** | **ROCKINGHAM** | **0.56** | **0.58** | **0.60** | **0.63** | **0.66** | **58** | |
| **SC** | **ROWAN** | **0.70** | **0.73** | **0.73** | **0.73** | **0.73** | **48** | |
| **W** | **RUTHERFORD** | **0.65** | **0.69** | **0.70** | **0.73** | **0.71** | **53** | |
| **SE** | **SAMPSON** | **0.56** | **0.56** | **0.57** | **0.58** | **0.56** | **78** | |
| **SC** | **SCOTLAND** | **0.69** | **0.66** | **0.64** | **0.70** | **0.65** | **59** | |
| **SC** | **STANLY** | **0.71** | **0.73** | **0.81** | **0.84** | **0.84** | **38** | |
| **NC** | **STOKES** | **0.41** | **0.40** | **0.44** | **0.45** | **0.44** | **90** | |
| **NC** | **SURREY** | **0.94** | **0.93** | **0.96** | **0.98** | **0.97** | **23** | |
| **W** | **SWAIN** | **0.76** | **0.72** | **0.80** | **0.92** | **0.91** | **28** | |
| **W** | **TRANSYLVANIA** | **0.76** | **0.78** | **0.81** | **0.88** | **0.86** | **34** | |
| **NE** | **TYRELL** | **0.47** | **0.41** | **0.42** | **0.48** | **0.48** | **84** | |
| **SC** | **UNION** | **0.66** | **0.65** | **0.67** | **0.71** | **0.72** | **51** | |
| **NC** | **VANCE** | **0.72** | **0.71** | **0.73** | **0.91** | **0.81** | **41** | |
| **NE** | **WAKE** | **1.27** | **1.25** | **1.25** | **1.20** | **1.22** | **10** | |
| **NE** | **WARREN** | **0.31** | **0.31** | **0.34** | **0.41** | **0.40** | **94** | |
| **NE** | **WASHINGTON** | **0.66** | **0.53** | **0.54** | **0.56** | **0.51** | **83** | |
| **W** | **WATAUGA** | **1.18** | **1.17** | **1.20** | **1.25** | **1.26** | **9** | |
| **SE** | **WAYNE** | **0.72** | **0.73** | **0.77** | **0.76** | **0.72** | **50** | |
| **NC** | **WILKES** | **0.70** | **0.74** | **0.78** | **0.75** | **0.82** | **40** | |
| **SE** | **WILSON** | **0.92** | **0.91** | **0.98** | **0.90** | **0.88** | **31** | |
| **NC** | **YADKIN** | **0.43** | **0.43** | **0.46** | **0.47** | **0.45** | **89** | |
| **W** | **YANCY** | **0.52** | **0.56** | **0.57** | **0.63** | **0.61** | **72** | |