

North Carolina County Trade Area Capture (TAC) & Market Share (MS) Report – 2024

County Trade Pull Factors (CTPF) serve as a crucial metric for assessing the retail strength of a county's economy. The CTPF is calculated by dividing a county's per capita sales tax revenue by the state's per capita sales tax revenue.

- A **CTPF greater than 1.0** indicates that the county is successfully attracting revenue from other areas, benefiting from retail activities that draw in consumers.
- A **CTPF of 1.0** signifies a balanced scenario, where the county is neither gaining nor losing retail revenue.
- A **CTPF less than 1.0** indicates that the county is losing revenue to neighboring areas, often due to residents shopping elsewhere.

Trade Area Capture (TAC) and Market Share (MS) take this metric a step further by evaluating the spending capacity of a county based on its economic pull or leakage. TAC is calculated by taking the county's population and multiplying it by its economic pull (CTPF):

Trade Area Capture (TAC) = County Population X County Trade Pull Factor (CTPF)

Example. Dare County's population in 2024 was 38,233 people and its CTPF is 3.27. Therefore, its TAC is 125,022. This means that because of the financial boost the Outer Banks provides Dare County's economy, the sales tax revenue it generates would be equivalent to a county with a population of 125,022 people. That is revenue that helps county government pay for the infrastructure needed to accommodate the influx of tourists each year.

Because CTPF is a measure of the retail strength of a county, as measured by sales tax revenue, Market Share (MS) is a measure of the percentage of how much of the state's retail business is generated by a county.

Market Share (MS) = County TAC ÷ State TAC.

Examples.

Dare County's TAC is 125,022 and the state's TAC in 2024 is 11,723,700. So Dare County's MS = $125,022 \div 11,723,700 = 1.07\%$.

What this means is while the economic pull (CTPF) in Dare County is the highest in the state, the percentage of retail business that it generates compared to the rest of North Carolina's 100 counties is very small.

Pender County's population is 71,344, its CTPF is 0.78, giving it a TAC of 55,648. This indicates that a lot of retail spending by Pender County residents is done outside the county, likely in the bordering counties of New Hanover and Onslow. Because of this retail spending leakage, Pender County's MS is 0.47%.

Since MS is directly correlated to TAC, MS will be discussed in the rest of this paper. The top 10 MS counties in North Carolina are: Mecklenburg, Wake, Durham, Guilford, Forsyth, Buncombe, New Hanover, Cumberland, Cabarrus and Iredell. Combined these counties generate 56.6% of the state's retail business. In contrast the bottom ten counties generate 0.43% of the state's retail business.

A breakdown of the TAC and MS all 100 counties, between 2020 and 2024, is found in Tables 1 and 2. Their TAC and MS rankings for 2024 is also listed, with 100 being the highest-ranking county and 1 the lowest.

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.

Table 1: Trade Area Capture - 2024

County	2020	2021	2022	2023	2024	2024 RANK
ALAMANCE	181,644	191,406	182,664	176,716	189,619	87
ALEXANDER	16,521	18,321	17,402	17,305	18,771	29
ALLEGHANY	6,433	7,025	6,689	7,460	8,026	12
ANSON	11,269	11,483	10,961	10,967	11,588	19
ASHE	21,712	22,891	21,169	22,176	23,985	33
AVERY	22,976	26,576	26,356	26,038	28,888	36
BEAUFORT	37,252	38,043	37,571	37,360	39,338	48
BERTIE	6,497	7,153	6,867	6,857	7,311	11
BLADEN	15,827	16,630	14,841	15,731	16,453	26
BRUNSWICK	134,999	155,736	163,063	169,059	193,064	88
BUNCOMBE	383,258	376,214	389,023	381,967	412,420	95
BURKE	55,522	59,396	57,295	56,757	60,761	59
CABARRUS	248,838	265,650	262,024	268,797	293,133	92
CALDWELL	47,029	49,474	47,072	47,813	50,694	54
CAMDEN	4,468	5,051	4,933	5,168	5,428	5
CARTERET	93,195	97,615	95,501	94,528	101,424	75
CASWELL	5,422	6,074	6,076	6,318	6,859	10
CATAWBA	173,209	175,321	173,066	173,269	182,465	86
CHATHAM	50,530	57,409	60,167	64,005	73,537	64
CHEROKEE	24,424	27,163	26,704	26,162	28,229	35
CHOWAN	9,898	10,210	10,210	10,016	10,618	17
CLAY	6,788	7,812	7,683	7,547	8,277	15
CLEVELAND	69,590	73,158	71,744	73,824	78,895	67
COLUMBUS	30,265	31,740	29,412	29,391	30,710	40
CRAVEN	88,517	89,040	85,900	85,711	90,665	72
CUMBERLAND	302,185	319,396	305,409	303,157	314,735	93
CURRITUCK	38,830	46,073	45,075	44,895	49,210	52
DARE	108,312	125,286	122,782	118,333	125,554	81
DAVIDSON	107,816	111,834	108,454	112,487	123,168	80
DAVIE	27,916	29,383	27,619	28,981	31,930	43
DUPLIN	31,750	32,239	30,336	30,135	31,898	42
DURHAM	540,779	525,276	535,590	527,847	573,113	98
EDGECOMBE	45,721	37,411	30,426	28,576	29,893	38
FORSYTH	399,020	425,312	418,171	412,209	436,030	96
FRANKLIN	34,065	39,925	40,310	41,710	47,765	51
GASTON	183,320	192,127	192,791	197,302	215,814	90

Table 1: Trade Area Capture - 2024

County	2021					2024 RANK
	2020	2021	2022	2023	2024	
GATES	3,072	3,517	3,172	2,995	3,267	2
GRAHAM	5,786	6,405	6,343	5,859	6,422	8
GRANVILLE	28,162	29,176	27,858	28,562	30,811	41
GREENE	6,050	6,324	5,952	6,041	6,498	9
GUILFORD	544,390	532,860	536,501	538,519	566,656	97
HALIFAX	37,430	37,655	35,074	35,049	36,641	46
HARNETT	73,542	80,653	78,242	80,251	89,642	71
HAYWOOD	57,446	61,522	59,755	60,155	64,481	60
HENDERSON	96,353	100,802	103,766	105,008	114,843	77
HERTFORD	17,117	16,150	14,649	14,399	14,802	25
HOKE	16,949	19,938	18,834	18,966	20,903	30
HYDE	4,424	4,936	4,904	4,649	4,832	4
IREDELL	187,021	199,297	195,708	199,864	217,701	91
JACKSON	43,981	48,318	48,567	47,279	52,618	56
JOHNSTON	142,098	151,651	155,507	153,018	167,259	83
JONES	3,794	4,005	3,649	3,584	3,878	3
LEE	59,984	64,512	62,034	62,304	66,538	61
LENOIR	42,918	42,539	39,702	38,497	39,646	49
LINCOLN	69,363	76,606	74,914	74,924	85,238	69
MACON	39,529	44,175	45,119	47,421	51,984	55
MADISON	9,492	11,713	11,753	12,236	13,992	21
MARTIN	15,091	15,606	13,696	13,900	14,236	23
MCDOWELL	29,514	30,541	28,780	28,488	30,482	39
MECKLENBURG	1,642,374	1,591,584	1,648,700	1,689,106	1,826,432	100
MITCHELL	10,532	10,559	10,202	10,568	10,926	18
MONTGOMERY	15,650	16,041	15,853	15,156	16,473	27
MOORE	102,460	111,585	113,389	113,120	122,811	79
NASH	77,670	79,602	80,424	84,690	88,800	70
NEW HANOVER	349,504	350,032	354,811	355,195	384,711	94
NORTHAMPTON	8,000	8,801	7,445	8,013	8,726	16
ONSLOW	169,245	180,450	172,133	170,352	179,980	85
ORANGE	137,108	131,087	132,063	138,112	151,470	82
PAMLICO	7,149	7,729	7,516	7,550	8,047	13
PASQUOTANK	39,296	41,169	38,719	38,461	40,670	50
PENDER	40,283	45,867	46,430	47,418	54,720	57
PERQUIMMONS	5,329	5,966	5,660	5,444	5,944	7
PERSON	24,954	25,944	25,348	25,550	27,050	34
PITT	178,072	178,732	171,649	170,893	179,123	84
POLK	11,228	13,002	12,984	13,031	14,795	24

Table 1: Trade Area Capture (TAC) – 2024

County	2020	2021	2022	2023	2024	2024 RANK
RANDOLPH	90,041	93,394	92,500	101,221	109,131	76
RICHMOND	29,028	30,643	27,826	27,970	29,264	37
ROBESON	80,514	84,263	75,479	76,071	79,714	68
ROCKINGHAM	54,641	57,910	60,296	62,499	66,804	62
ROWAN	104,094	104,695	105,407	110,226	118,662	78
RUTHERFORD	46,875	49,614	47,555	46,752	49,325	53
SAMPSON	36,474	37,268	35,322	36,712	38,804	47
SCOTLAND	22,423	24,345	22,639	21,543	22,423	31
STANLY	50,663	53,835	53,808	84,476	99,961	74
STOKES	19,866	20,800	20,185	20,712	22,793	32
SURREY	69,178	69,796	68,268	67,941	71,173	63
SWAIN	11,390	13,211	12,949	12,830	14,197	22
TRANSYLVANIA	27,753	30,619	29,939	30,012	32,736	45
TYRELL	1,678	1,830	1,769	1,673	1,800	1
UNION	160,773	175,111	179,772	180,881	204,307	89
VANCE	32,705	40,462	35,574	31,180	32,434	44
WAKE	1,387,632	1,381,863	1,412,976	1,460,000	1,615,428	99
WARREN	6,711	8,047	7,717	7,581	8,206	14
WASHINGTON	6,218	6,229	5,535	5,326	5,435	6
WATAUGA	67,152	70,409	70,831	70,826	75,880	66
WAYNE	94,377	93,673	88,103	86,919	91,002	73
WILKES	53,196	51,385	55,078	51,327	55,180	58
WILSON	80,467	74,114	71,928	71,501	74,869	65
YADKIN	17,214	17,949	17,149	17,101	18,135	28
YANCY	10,310	11,659	11,205	10,962	11,720	20
STATE TAC	10,479,532	10,701,027	10,698,973	10,835,442	11,723,700	

References:

Census Quick Facts. (2024, March 14). United States Census Bureau.

<https://www.census.gov/quickfacts/fact/table/US/PST045223>

Visit North Carolina Economic Impact Studies. (2024, September 1). Visit NC.

<https://partners.visitnc.com/contents/sdownload/74610/file/2023+County+Level+Visitor+Expenditures+by+Percent+Change+from+2022.pdf>

Table 2: Market Share (MS) – 2024

Extension District	County	2020	2021	2022	2023	2024	Rank
W	ALAMANCE	1.73%	1.79%	1.71%	1.63%	1.62%	87
NE	ALEXANDER	0.16%	0.17%	0.16%	0.16%	0.16%	29
NE	ALLEGHANY	0.06%	0.07%	0.06%	0.07%	0.07%	12
SE	ANSON	0.11%	0.11%	0.10%	0.10%	0.10%	19
NC	ASHE	0.21%	0.21%	0.20%	0.20%	0.20%	33
SE	AVERY	0.22%	0.25%	0.25%	0.24%	0.25%	36
SC	BEAUFORT	0.36%	0.36%	0.35%	0.34%	0.34%	48
SC	BERTIE	0.06%	0.07%	0.06%	0.06%	0.06%	11
W	BLADEN	0.15%	0.16%	0.14%	0.15%	0.14%	26
SC	BRUNSWICK	1.29%	1.46%	1.52%	1.56%	1.65%	88
W	BUNCOMBE	3.66%	3.52%	3.64%	3.53%	3.52%	95
NE	BURKE	0.53%	0.56%	0.54%	0.52%	0.52%	59
SE	CABARRUS	2.37%	2.48%	2.45%	2.48%	2.50%	92
SC	CALDWELL	0.45%	0.46%	0.44%	0.44%	0.43%	54
SE	CAMDEN	0.04%	0.05%	0.05%	0.05%	0.05%	5
SC	CARTERET	0.89%	0.91%	0.89%	0.87%	0.87%	75
NC	CASWELL	0.05%	0.06%	0.06%	0.06%	0.06%	10
NE	CATAWBA	1.65%	1.64%	1.62%	1.60%	1.56%	86
NE	CHATHAM	0.48%	0.54%	0.56%	0.59%	0.63%	64
NE	CHEROKEE	0.23%	0.25%	0.25%	0.24%	0.24%	35
SC	CHOWAN	0.09%	0.10%	0.10%	0.09%	0.09%	17
NC	CLAY	0.06%	0.07%	0.07%	0.07%	0.07%	15
NC	CLEVELAND	0.66%	0.68%	0.67%	0.68%	0.67%	67
W	COLUMBUS	0.29%	0.30%	0.27%	0.27%	0.26%	40
NC	CRAVEN	0.84%	0.83%	0.80%	0.79%	0.77%	72
NE	CUMBERLAND	2.88%	2.98%	2.85%	2.80%	2.68%	93
SC	CURRITUCK	0.37%	0.43%	0.42%	0.41%	0.42%	52

Table 2: Market Share (MS) – 2024

Extension District	County	2020	2021	2022	2023	2024	Rank
W	DARE	1.03%	1.17%	1.15%	1.09%	1.07%	81
NE	DAVIDSON	1.03%	1.05%	1.01%	1.04%	1.05%	80
NE	DAVIE	0.27%	0.27%	0.26%	0.27%	0.27%	43
W	DUPLIN	0.30%	0.30%	0.28%	0.28%	0.27%	42
NC	DURHAM	5.16%	4.91%	5.01%	4.87%	4.89%	98
SC	EDGECOMBE	0.44%	0.35%	0.28%	0.26%	0.25%	38
NC	FORSYTH	3.81%	3.97%	3.91%	3.80%	3.72%	96
W	FRANKLIN	0.33%	0.37%	0.38%	0.38%	0.41%	51
W	GASTON	1.75%	1.80%	1.80%	1.82%	1.84%	90
NC	GATES	0.03%	0.03%	0.03%	0.03%	0.03%	2
NE	GRAHAM	0.06%	0.06%	0.06%	0.05%	0.05%	8
SC	GRANVILLE	0.27%	0.27%	0.26%	0.26%	0.26%	41
NE	GREENE	0.06%	0.06%	0.06%	0.06%	0.06%	9
SC	GUILFORD	5.19%	4.98%	5.01%	4.97%	4.83%	97
SC	HALIFAX	0.36%	0.35%	0.33%	0.32%	0.31%	46
NC	HARNETT	0.70%	0.75%	0.73%	0.74%	0.76%	71
NC	HAYWOOD	0.55%	0.57%	0.56%	0.56%	0.55%	60
SE	HENDERSON	0.92%	0.94%	0.97%	0.97%	0.98%	77
NC	HERTFORD	0.16%	0.15%	0.14%	0.13%	0.13%	25
SE	HOKE	0.16%	0.19%	0.18%	0.18%	0.18%	30
NC	HYDE	0.04%	0.05%	0.05%	0.04%	0.04%	4
SE	IREDELL	1.78%	1.86%	1.83%	1.84%	1.86%	91
W	JACKSON	0.42%	0.45%	0.45%	0.44%	0.45%	56
SC	JOHNSTON	1.36%	1.42%	1.45%	1.41%	1.43%	83
SE	JONES	0.04%	0.04%	0.03%	0.03%	0.03%	3
SE	LEE	0.57%	0.60%	0.58%	0.58%	0.57%	61
SE	LENOIR	0.41%	0.40%	0.37%	0.36%	0.34%	49
NC	LINCOLN	0.66%	0.72%	0.70%	0.69%	0.73%	69

Table 2: Market Share (MS) – 2024

Extension District	County	2020	2021	2022	2023	2024	Rank
NE	MACON	0.38%	0.41%	0.42%	0.44%	0.44%	55
SC	MADISON	0.09%	0.11%	0.11%	0.11%	0.12%	21
SE	MARTIN	0.14%	0.15%	0.13%	0.13%	0.12%	23
SC	MCDOWELL	0.28%	0.29%	0.27%	0.26%	0.26%	39
NC	MECKLENBURG	15.67%	14.87%	15.41%	15.59%	15.58%	100
SC	MITCHELL	0.10%	0.10%	0.10%	0.10%	0.09%	18
NE	MONTGOMERY	0.15%	0.15%	0.15%	0.14%	0.14%	27
W	MOORE	0.98%	1.04%	1.06%	1.04%	1.05%	79
SE	NASH	0.74%	0.74%	0.75%	0.78%	0.76%	70
NE	NEW HANOVER	3.34%	3.27%	3.32%	3.28%	3.28%	94
NC	NORTHAMPTON	0.08%	0.08%	0.07%	0.07%	0.07%	16
SE	ONslow	1.62%	1.69%	1.61%	1.57%	1.54%	85
NC	ORANGE	1.31%	1.22%	1.23%	1.27%	1.29%	82
W	PAMLICO	0.07%	0.07%	0.07%	0.07%	0.07%	13
SE	PASQUOTANK	0.37%	0.38%	0.36%	0.35%	0.35%	50
W	PENDER	0.38%	0.43%	0.43%	0.44%	0.47%	57
NE	PERQUIMMONS	0.05%	0.06%	0.05%	0.05%	0.05%	7
SE	PERSON	0.24%	0.24%	0.24%	0.24%	0.23%	34
NC	PITT	1.70%	1.67%	1.60%	1.58%	1.53%	84
SC	POLK	0.11%	0.12%	0.12%	0.12%	0.13%	24
SE	RANDOLPH	0.86%	0.87%	0.86%	0.93%	0.93%	76
NE	RICHMOND	0.28%	0.29%	0.26%	0.26%	0.25%	37
NE	ROBESON	0.77%	0.79%	0.71%	0.70%	0.68%	68
NC	ROCKINGHAM	0.52%	0.54%	0.56%	0.58%	0.57%	62
W	ROWAN	0.99%	0.98%	0.99%	1.02%	1.01%	78
NE	RUTHERFORD	0.45%	0.46%	0.44%	0.43%	0.42%	53
SE	SAMPSON	0.35%	0.35%	0.33%	0.34%	0.33%	47
NE	SCOTLAND	0.21%	0.23%	0.21%	0.20%	0.19%	31

Table 2: Market Share (MS) – 2024

Extension District	County	2020	2021	2022	2023	2024	Rank
NE	STANLY	0.48%	0.50%	0.50%	0.78%	0.85%	74
SE	STOKES	0.19%	0.19%	0.19%	0.19%	0.19%	32
W	SURREY	0.66%	0.65%	0.64%	0.63%	0.61%	63
NC	SWAIN	0.11%	0.12%	0.12%	0.12%	0.12%	22
W	TRANSYLVANIA	0.26%	0.29%	0.28%	0.28%	0.28%	45
W	TYRELL	0.02%	0.02%	0.02%	0.02%	0.02%	1
W	UNION	1.53%	1.64%	1.68%	1.67%	1.74%	89
W	VANCE	0.31%	0.38%	0.33%	0.29%	0.28%	44
SC	WAKE	13.24%	12.91%	13.21%	13.47%	13.78%	99
W	WARREN	0.06%	0.08%	0.07%	0.07%	0.07%	14
W	WASHINGTON	0.06%	0.06%	0.05%	0.05%	0.05%	6
NE	WATAUGA	0.64%	0.66%	0.66%	0.65%	0.65%	66
NE	WAYNE	0.90%	0.88%	0.82%	0.80%	0.78%	73
SC	WILKES	0.51%	0.48%	0.51%	0.47%	0.47%	58
SC	WILSON	0.77%	0.69%	0.67%	0.66%	0.64%	65
NC	YADKIN	0.16%	0.17%	0.16%	0.16%	0.15%	28
W	YANCY	0.10%	0.11%	0.10%	0.10%	0.10%	20