



**RETAIL TRADE AREA  
PERFORMANCE  
SPOKANE REGION  
2010 – 2013**

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# Introduction

- ❑ Retail sales within a community are the result of overall economic activity in the region
- ❑ Retailing often serves as an indicator of community vigor and well being
- ❑ Development of a local retailing sector addresses the economic development strategy of import substitution

# Trade Area Analysis

- ❑ Trade area analysis is an evaluation of a community retail market
- ❑ The key to the evaluation is to determine whether a community's retail sector is experiencing a net leakage or a net surplus of retail dollars



# Trade Area Analysis

- ❑ Eight different retail sectors evaluated
  - ❑ Building & Hardware
  - ❑ General Merchandise
  - ❑ Grocery
  - ❑ Auto & Gasoline
  - ❑ Apparel
  - ❑ Furniture
  - ❑ Lodging & Eating
  - ❑ Liquor

# Trade Area Analysis

- **Retail Sales** – City and State calendar year retail sales from the Department of Revenue
- **Trade Area Capture (TAC)** – an estimate for the number of customer equivalents who purchase a specific retail category type in a given locality

$$\square TAC_{ij} = \frac{RS_{ij}}{\left(\frac{RS_{is}}{PPS_s}\right) * \left(\frac{PCI_j}{PCI_s}\right)}$$

# Trade Area Analysis

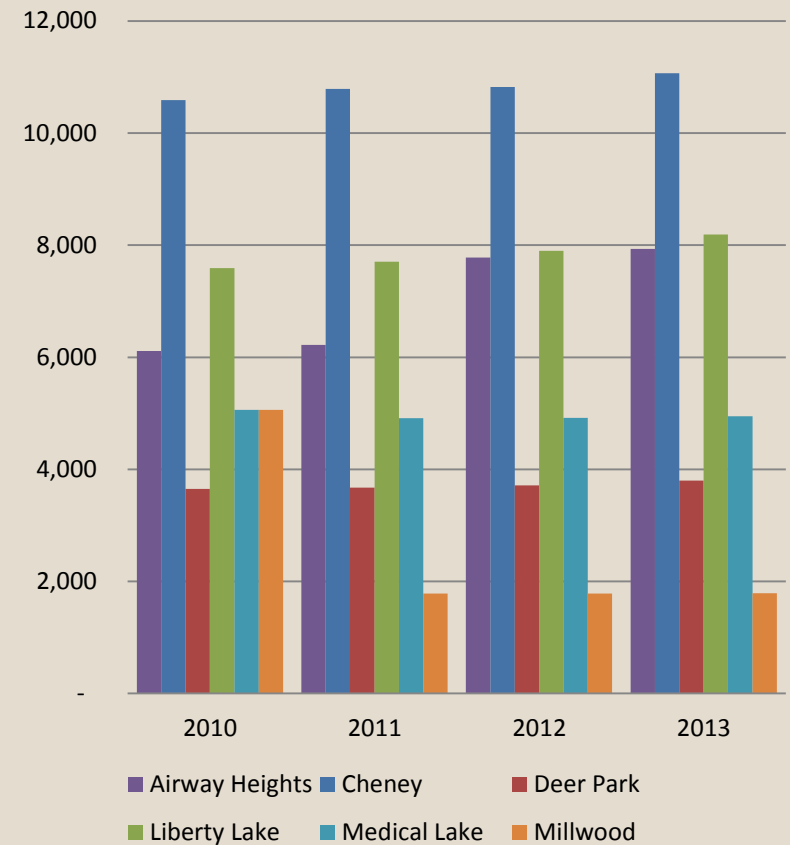
- **Pull Factor (PF)** – calculates what proportion of the consumers that a city draws are from outside its boundaries
  - $PF = \frac{TAC_{ij}}{POP_j}$
- A pull factor greater than 1.0 means that a city is attracting consumers outside the local population

# Regional Population Growth

## Spokane & Spokane Valley

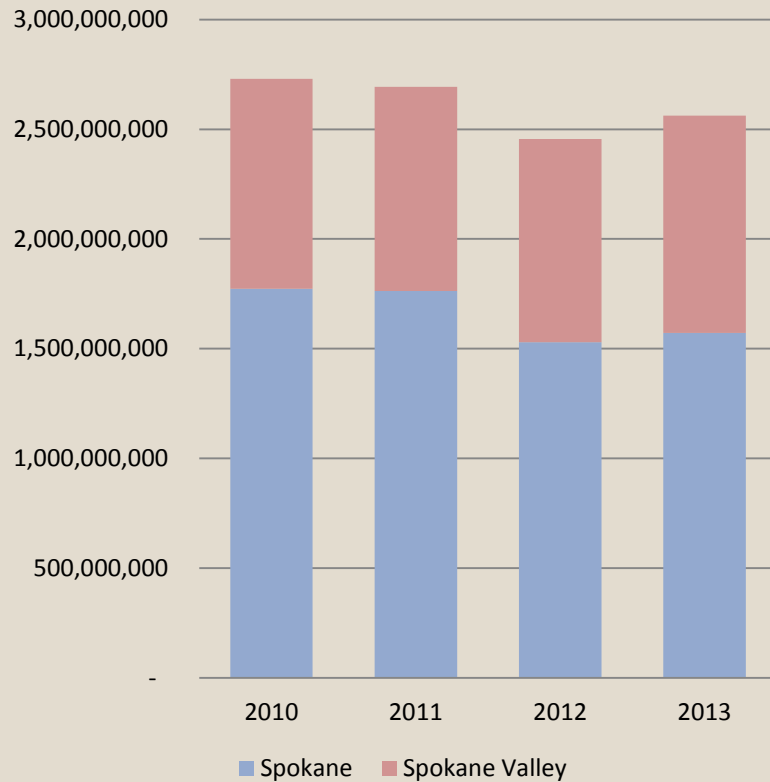


## Small Cities

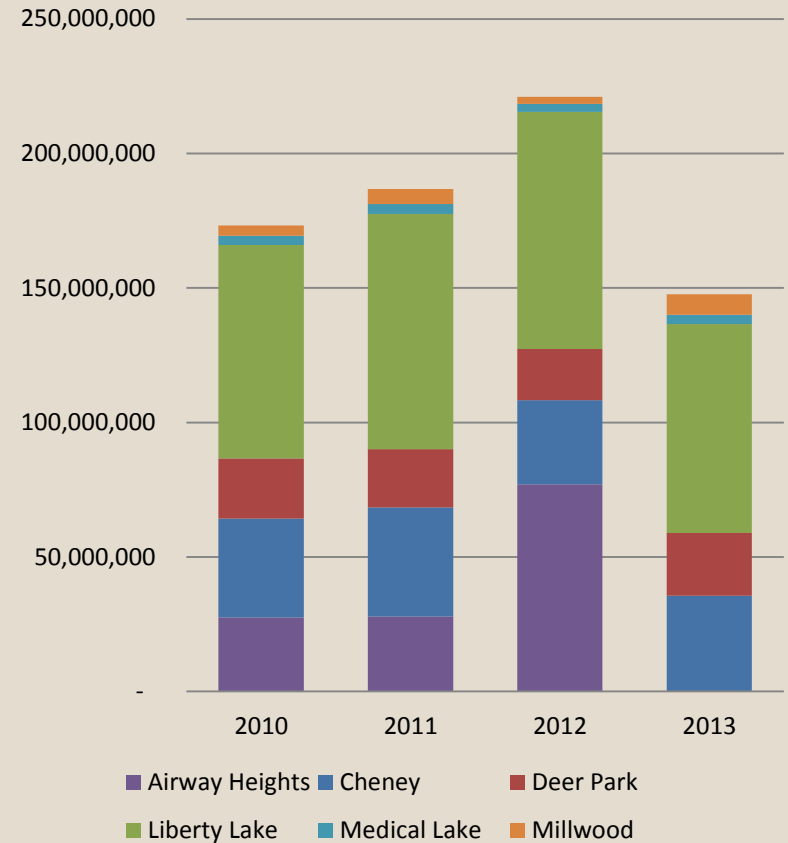


# Total Taxable Sales

## Spokane & Spokane Valley – 2010-2013



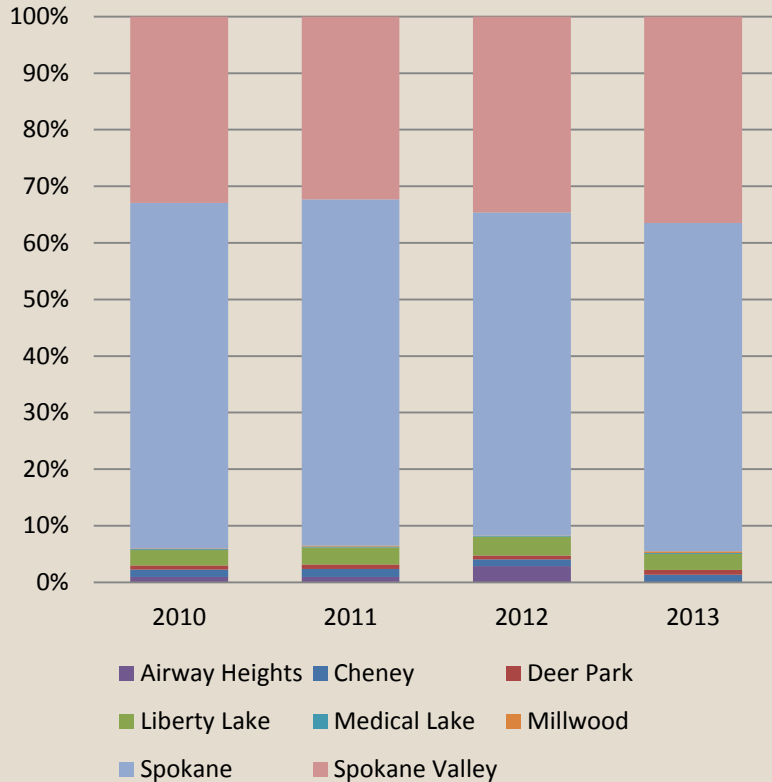
## Small Cities – 2010-2013



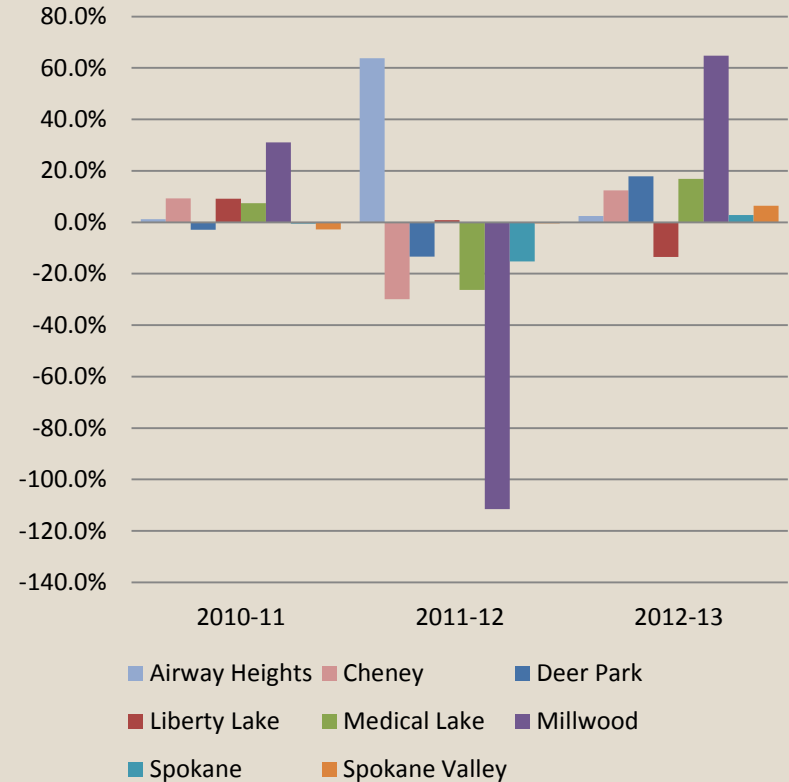


# Total Taxable Sales

## Share Of Total Taxable Retail Sales - 2010-2013



## Annual Percent Change In Total Taxable Retail Sales - 2010-2013

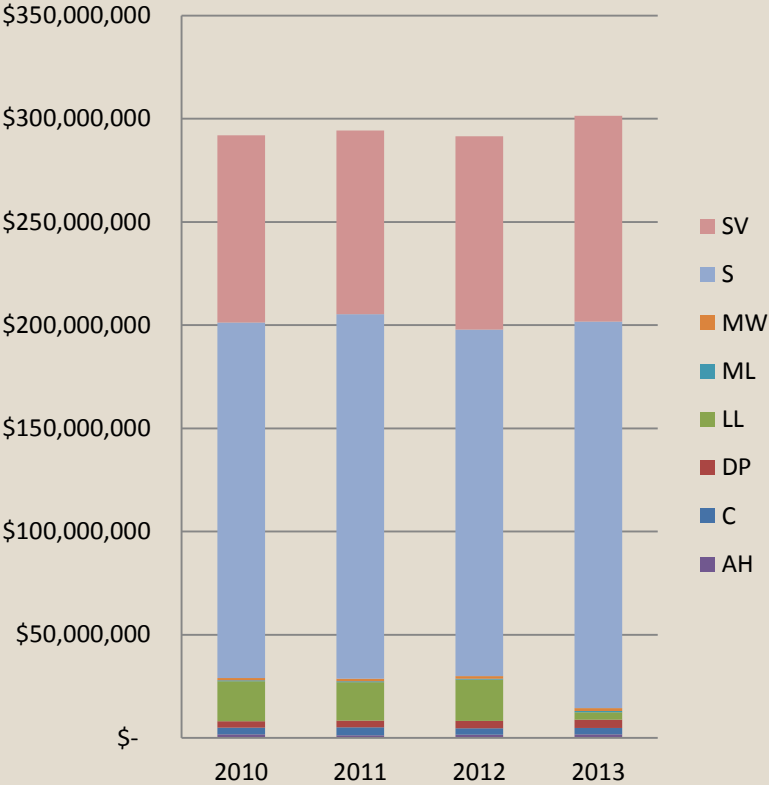


# Building & Hardware

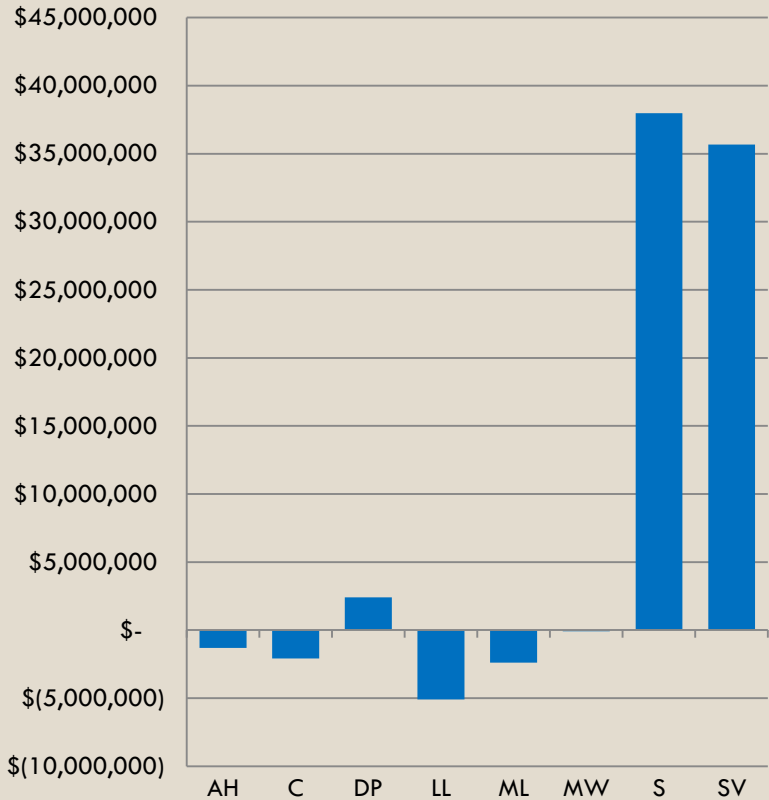
**Includes:** lumber, building materials, paint, glass, wallpaper, nursery stock, and lawn/garden supplies

# Building & Hardware

**Taxable Retail Sales - 2010-2013  
Building-Hardware**

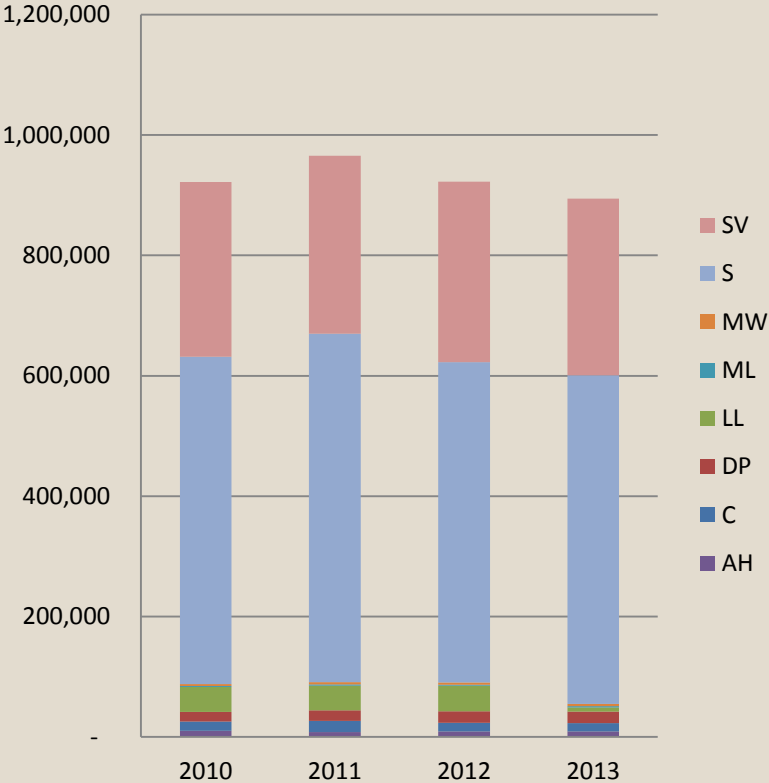


**Retail Surplus/Leakage - 2013  
Building-Hardware**

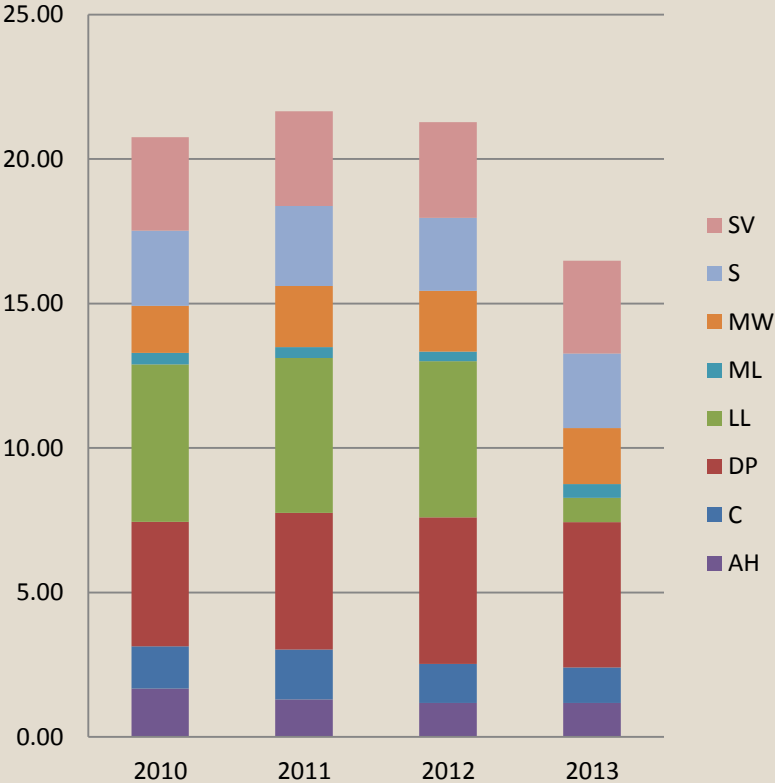


# Building & Hardware

**Trade Area Capture - 2010-2013**  
**Building-Hardware**

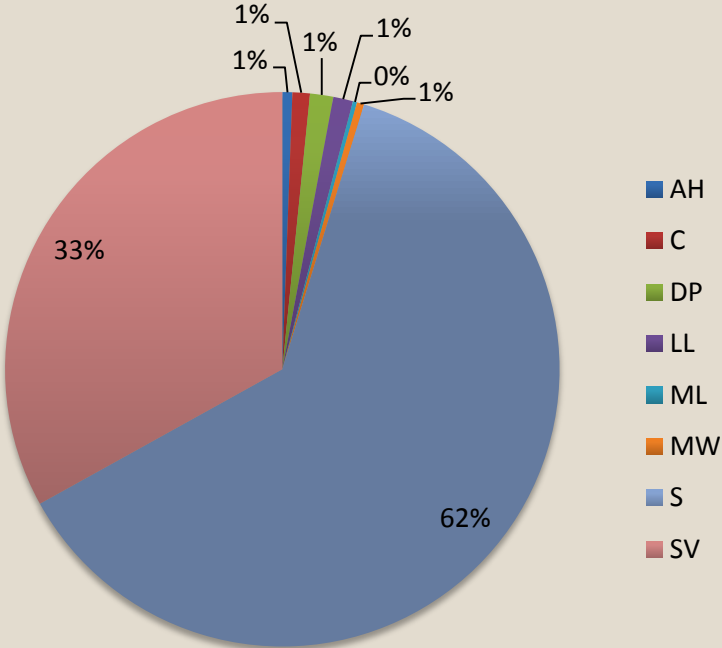


**Pull Factor - 2010-2013**  
**Building-Hardware**

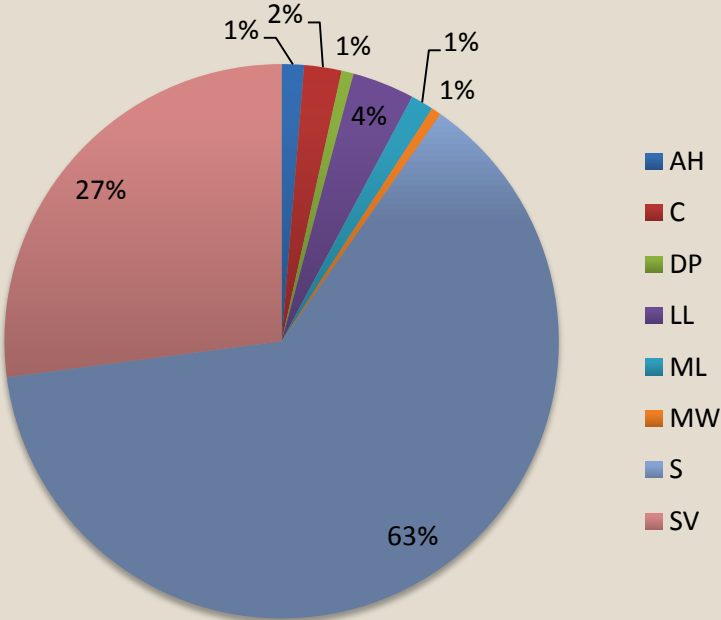


# Building & Hardware

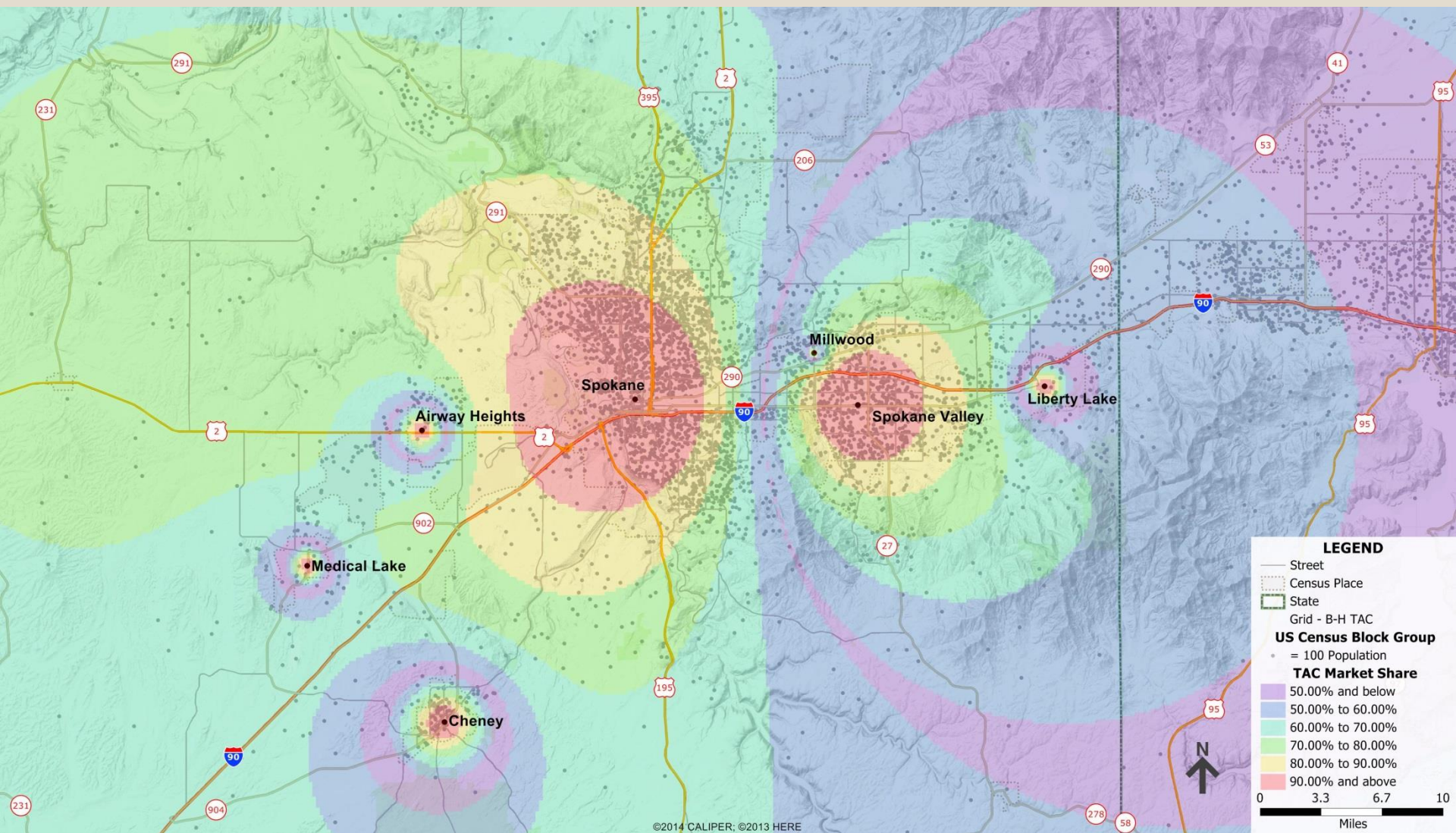
### Market Share - 2013 Building-Hardware



### Potential Market Share - 2013 Building-Hardware

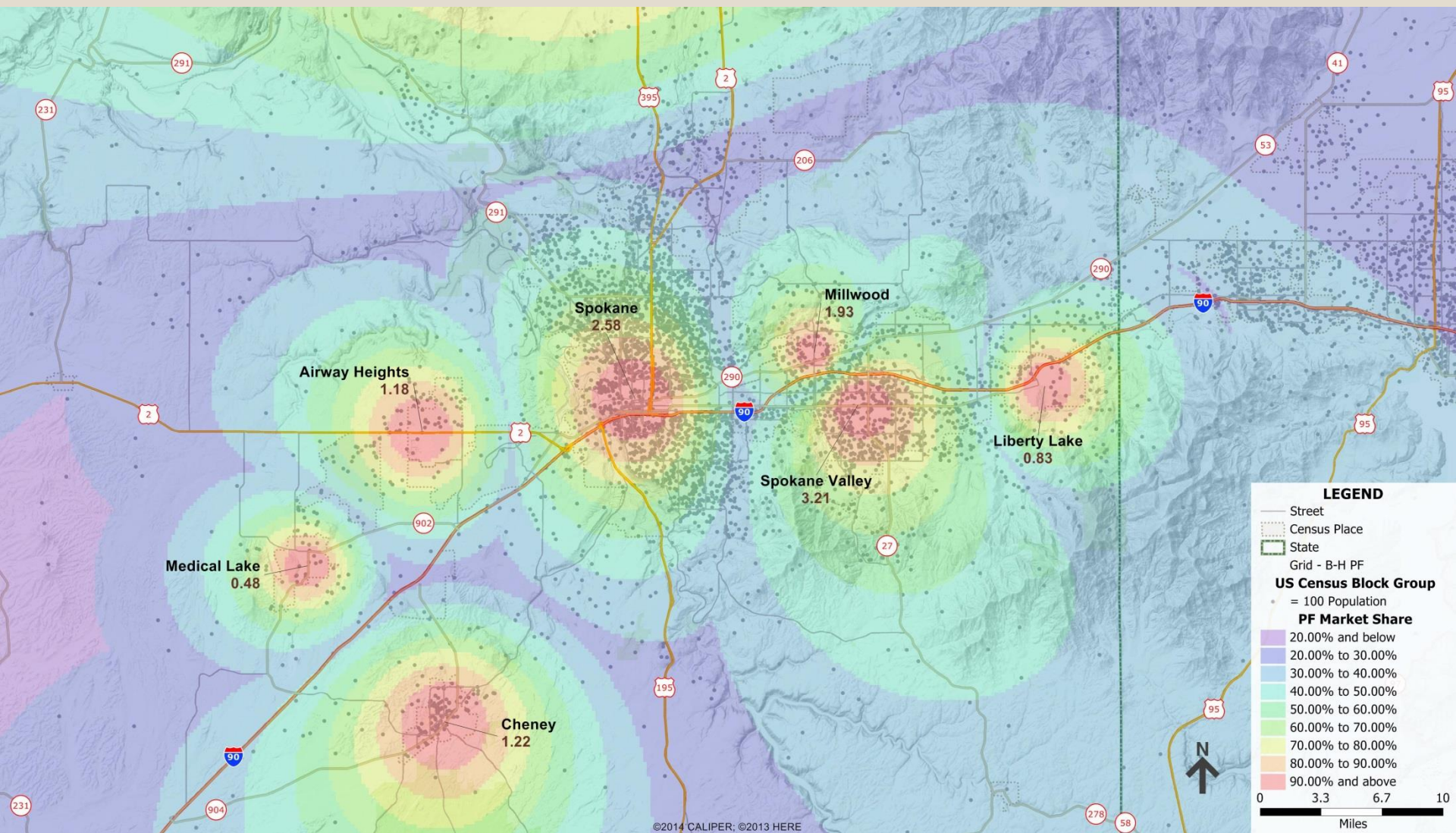


# Building & Hardware – TAC





# Building & Hardware – PF

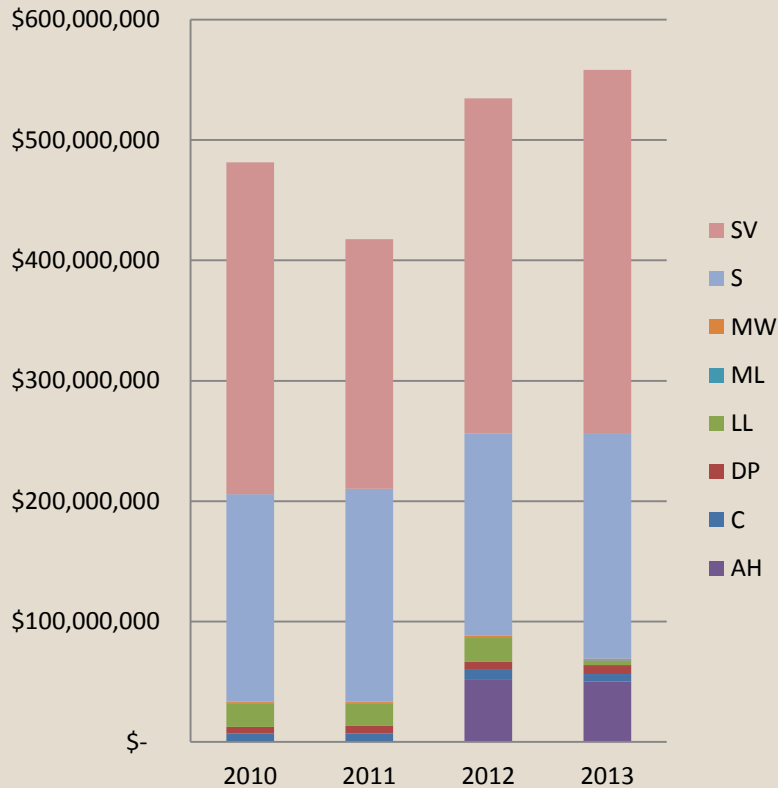


# General Merchandise Stores

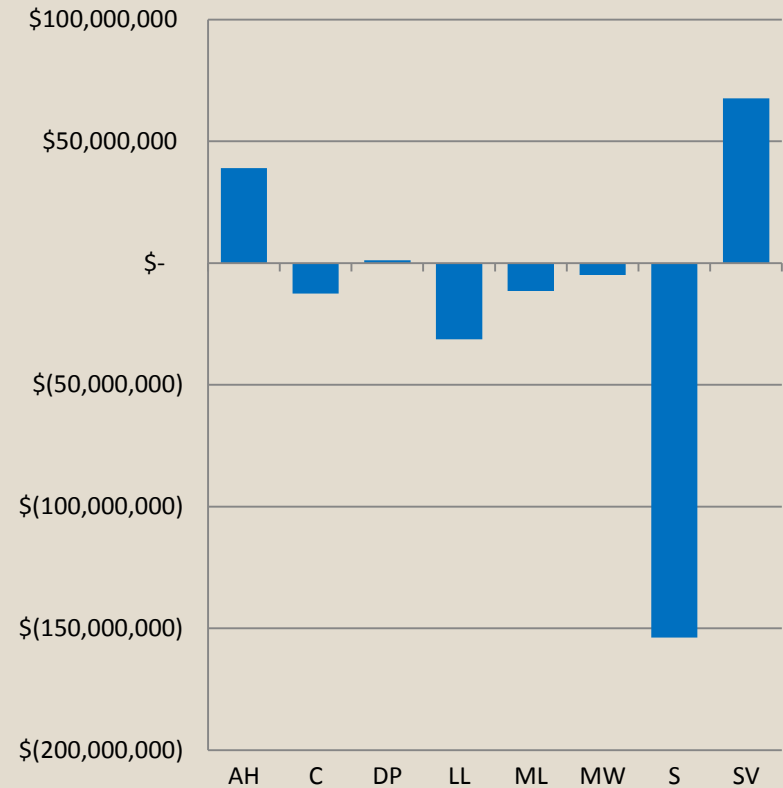
**Includes:** dry goods, apparel and accessories, home furnishings, small wares, hardware and food

# General Merchandise

**Taxable Retail Sales - 2010-2013  
General Merchandise**

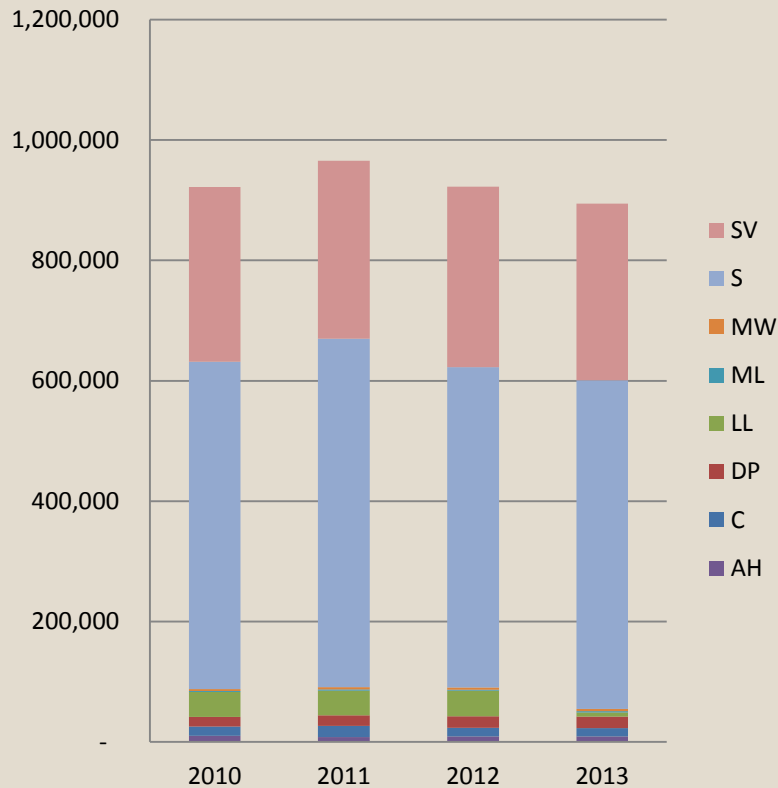


**Retail Surplus/Leakage - 2013  
General Merchandise**

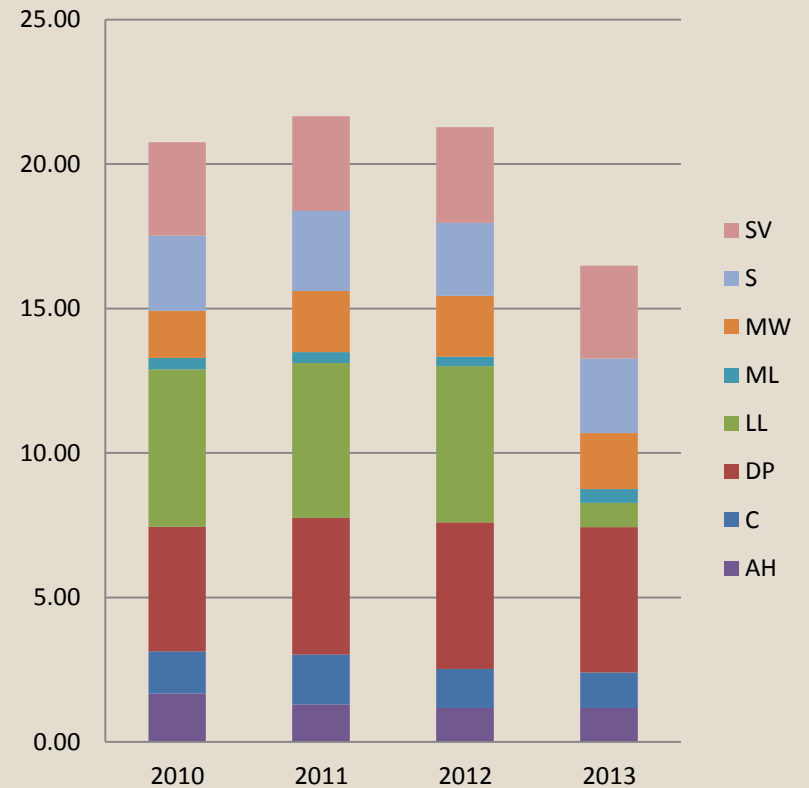


# General Merchandise

## Trade Area Capture - 2010-2013 General Merchandise

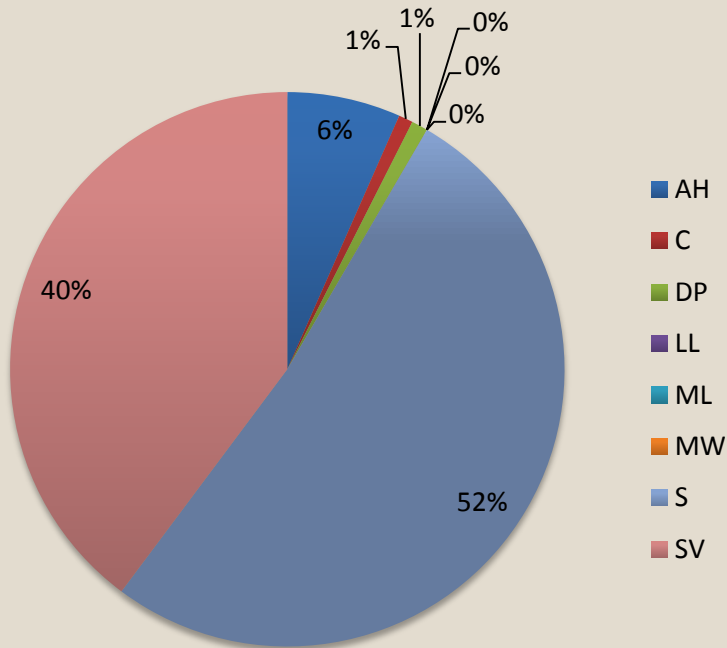


## Pull Factor - 2010-2013 General Merchandise

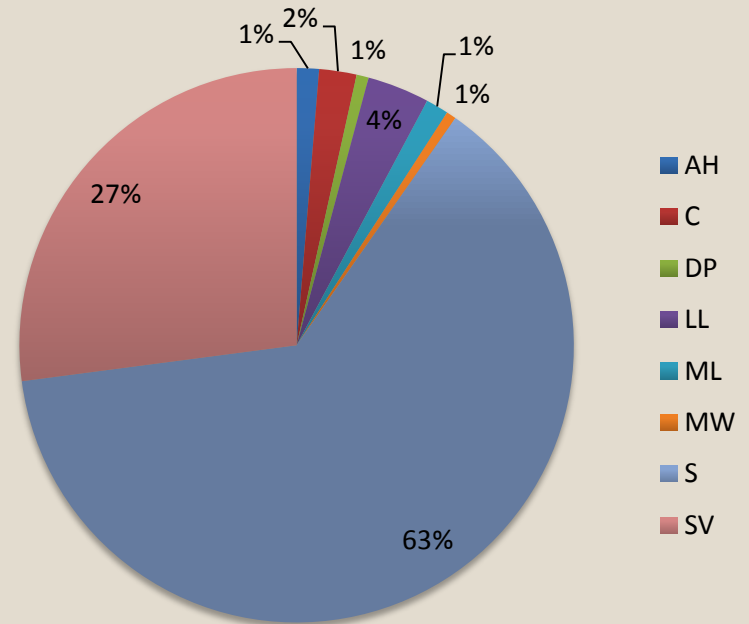


# General Merchandise

**Market Share - 2013  
General Merchandise**

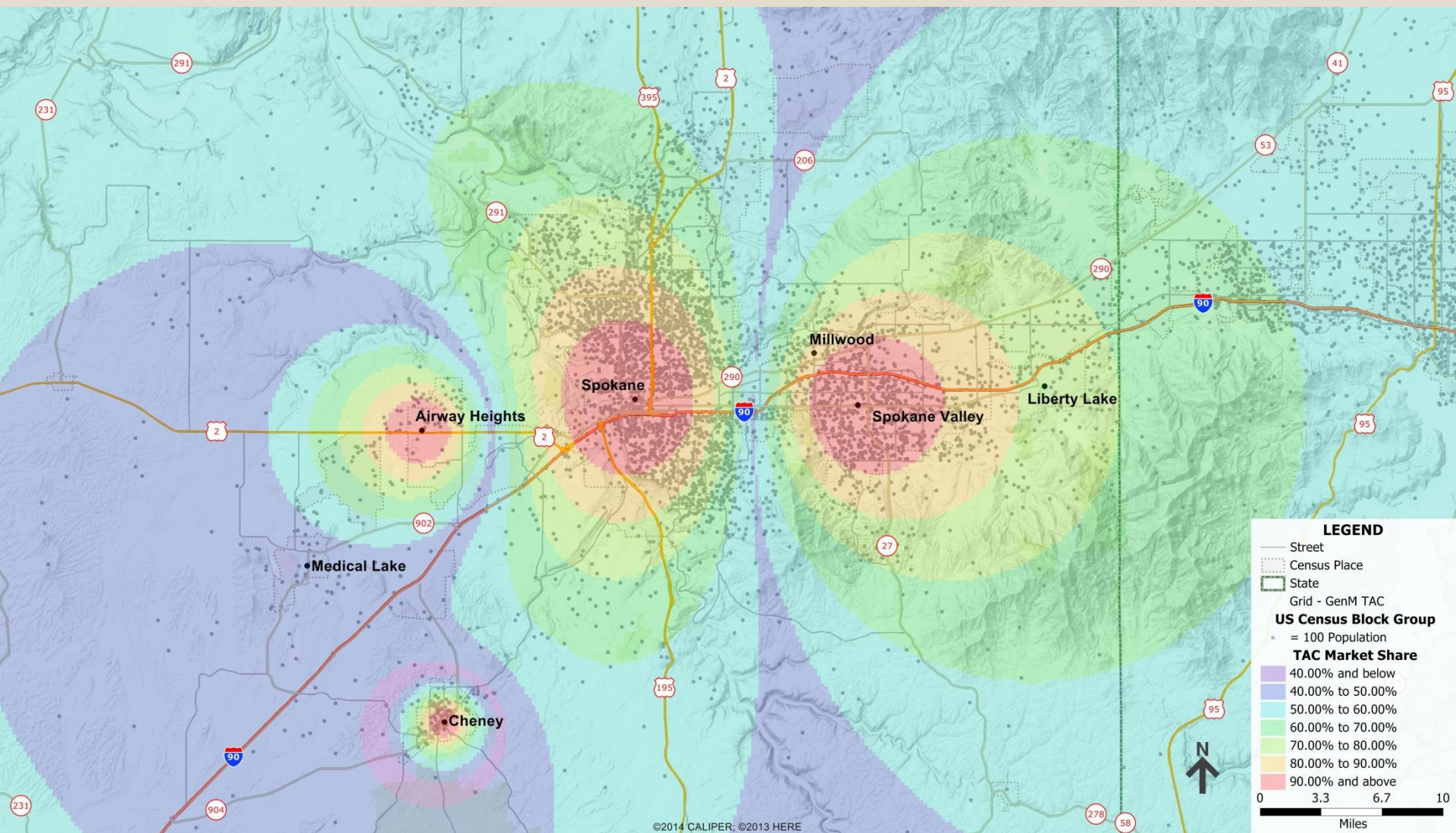


**Potential Market Share - 2013  
General Merchandise**



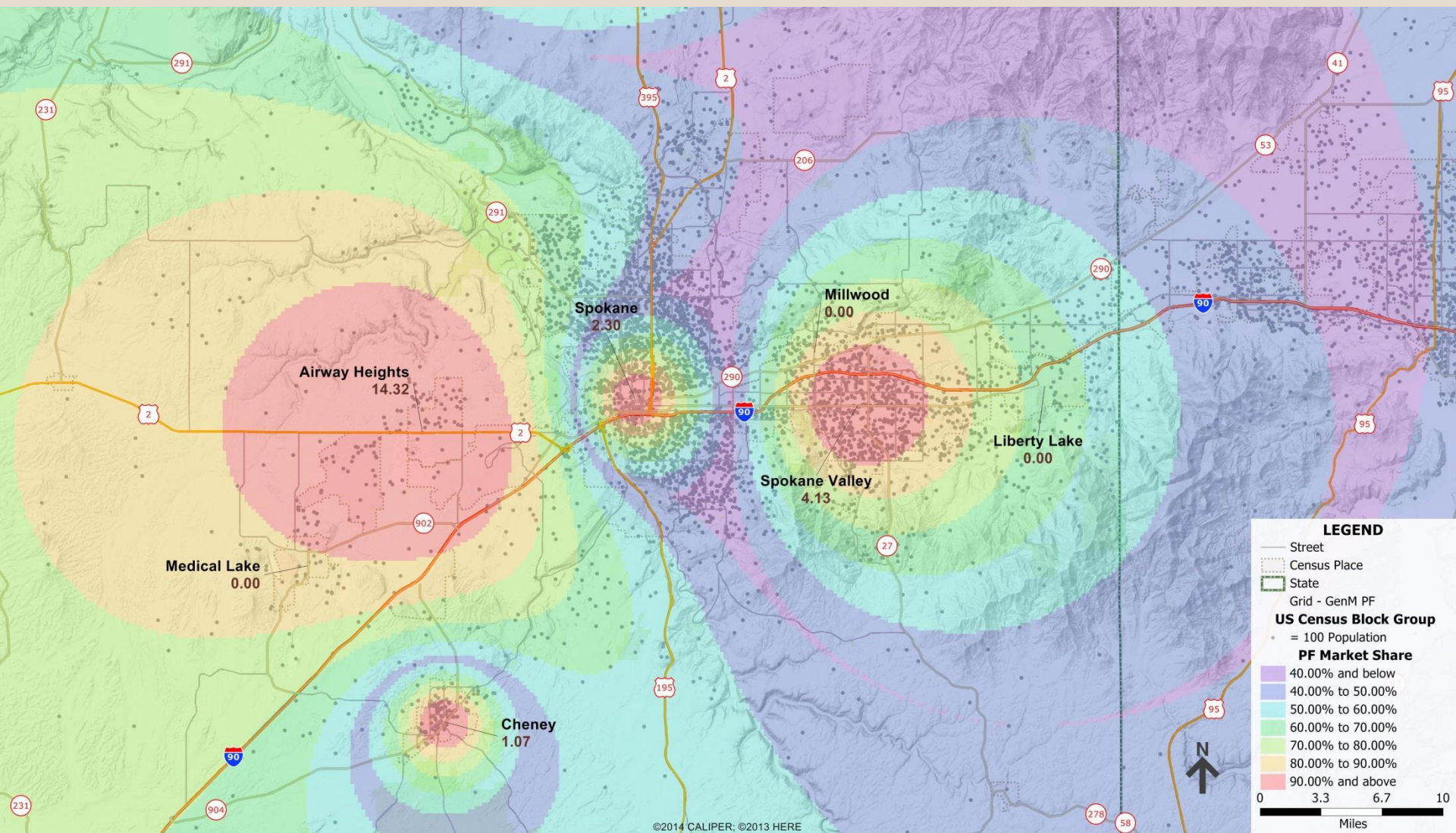


# General Merchandise – TAC





# General Merchandise – PF

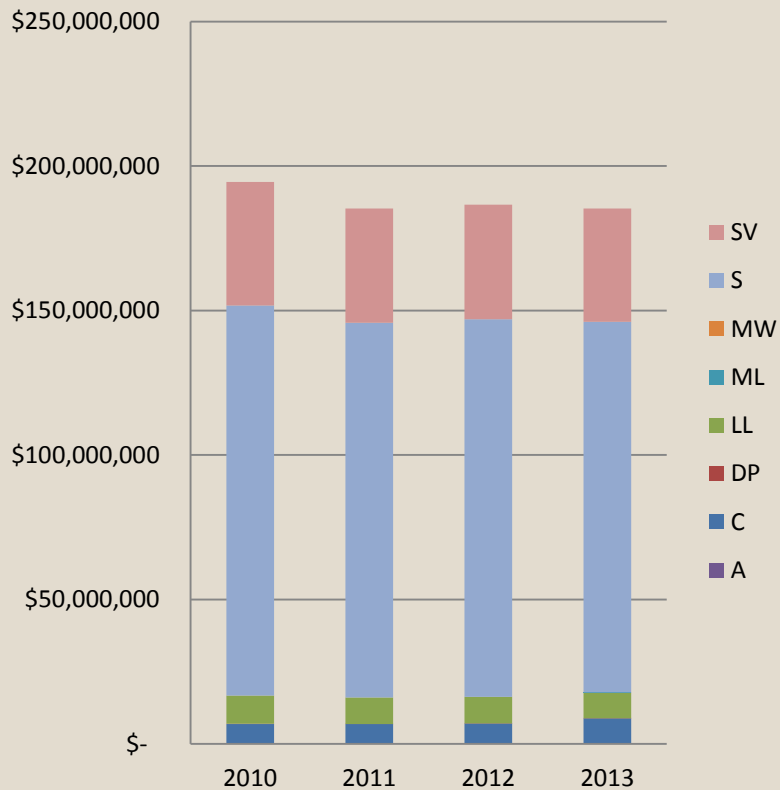


# Grocery/Food Stores

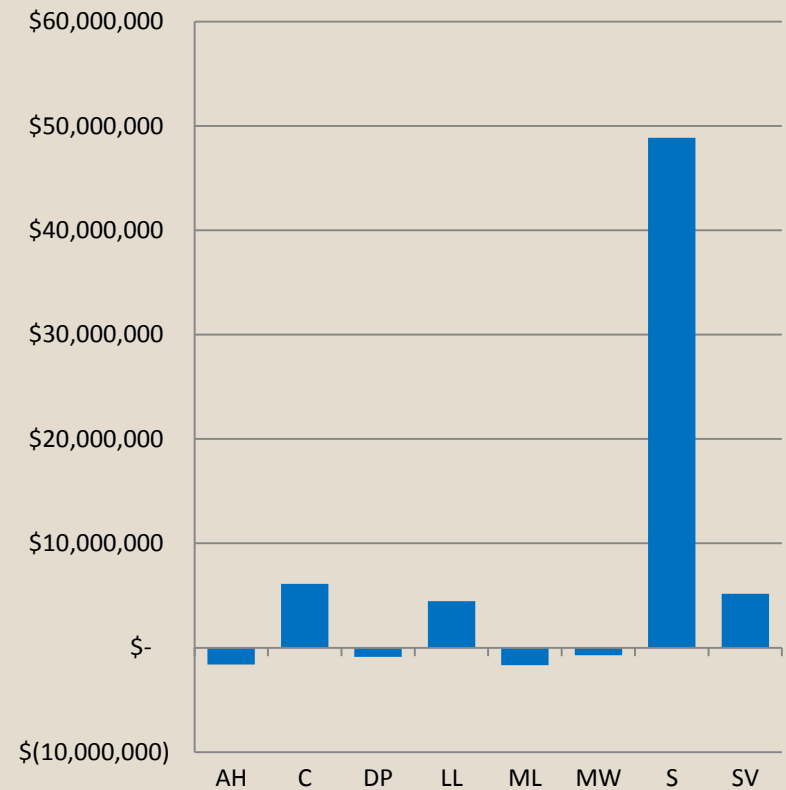
**Includes:** grocery stores, meat & fish markets, fruit & vegetable stores, confectionary stores, dairy retail, bakeries, coffee/tea stores, and health food

# Grocery

## Taxable Retail Sales - 2010-2013 Grocery

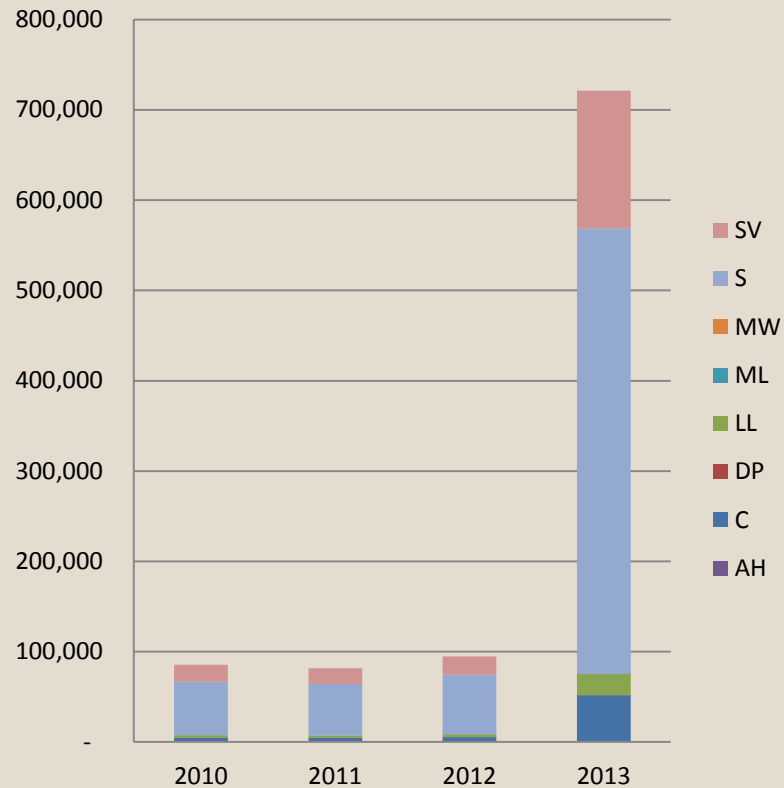


## Retail Surplus/Leakage - 2013 Grocery

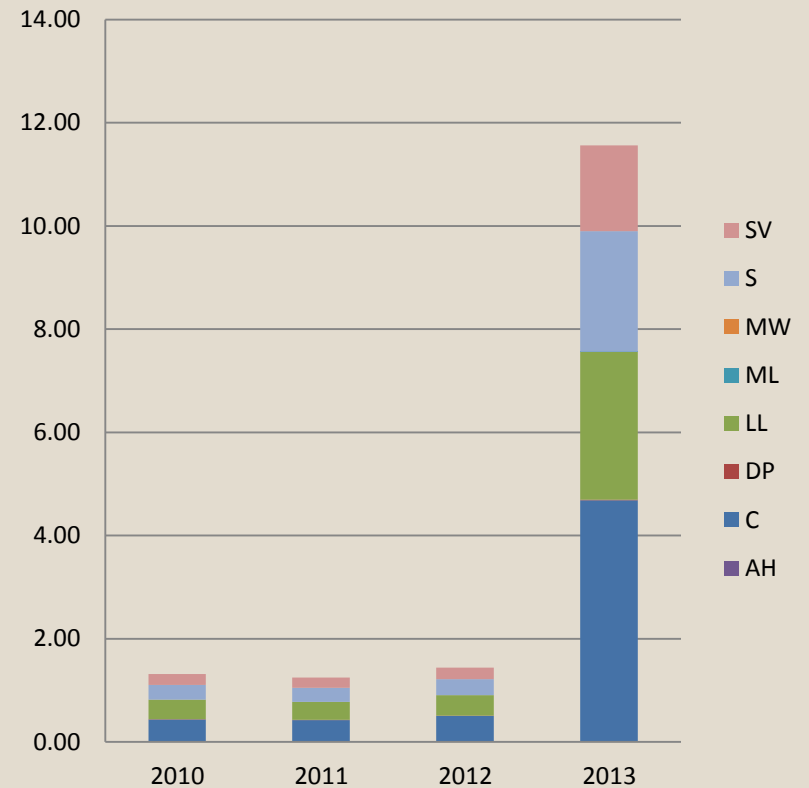


# Grocery

## Trade Area Capture - 2010-2013 Grocery

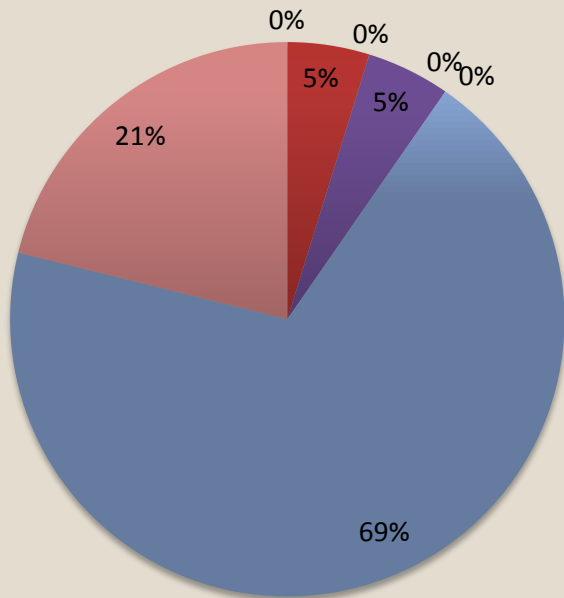


## Pull Factor - 2010-2013 Grocery



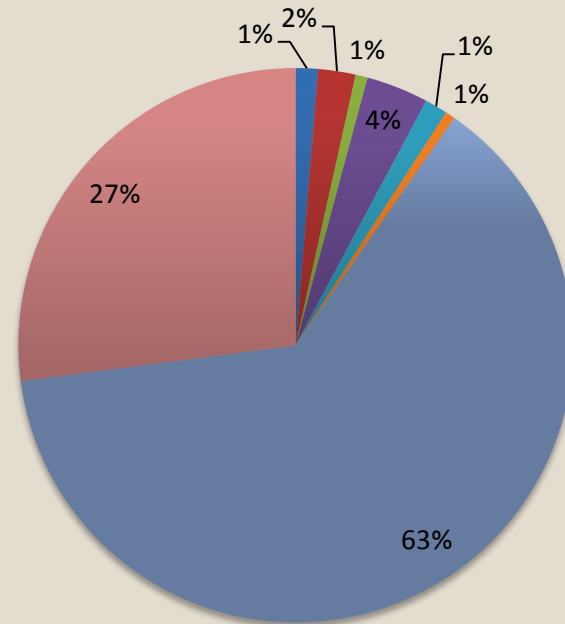
# Grocery

**Market Share - 2013  
Grocery**



- AH
- C
- DP
- LL
- ML
- MW
- S
- SV

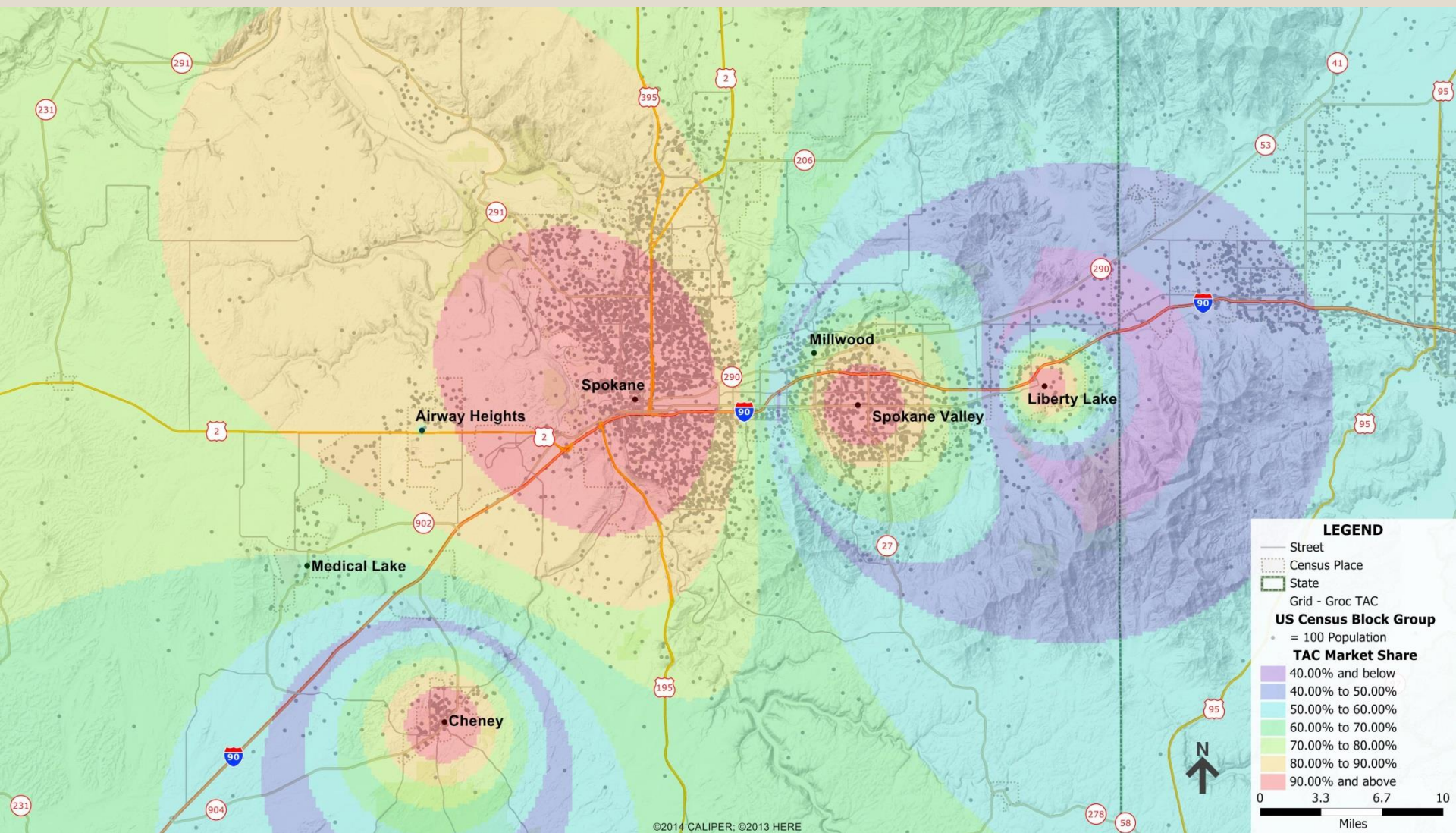
**Potential Market Share - 2013  
Grocery**



- AH
- C
- DP
- LL
- ML
- MW
- S
- SV

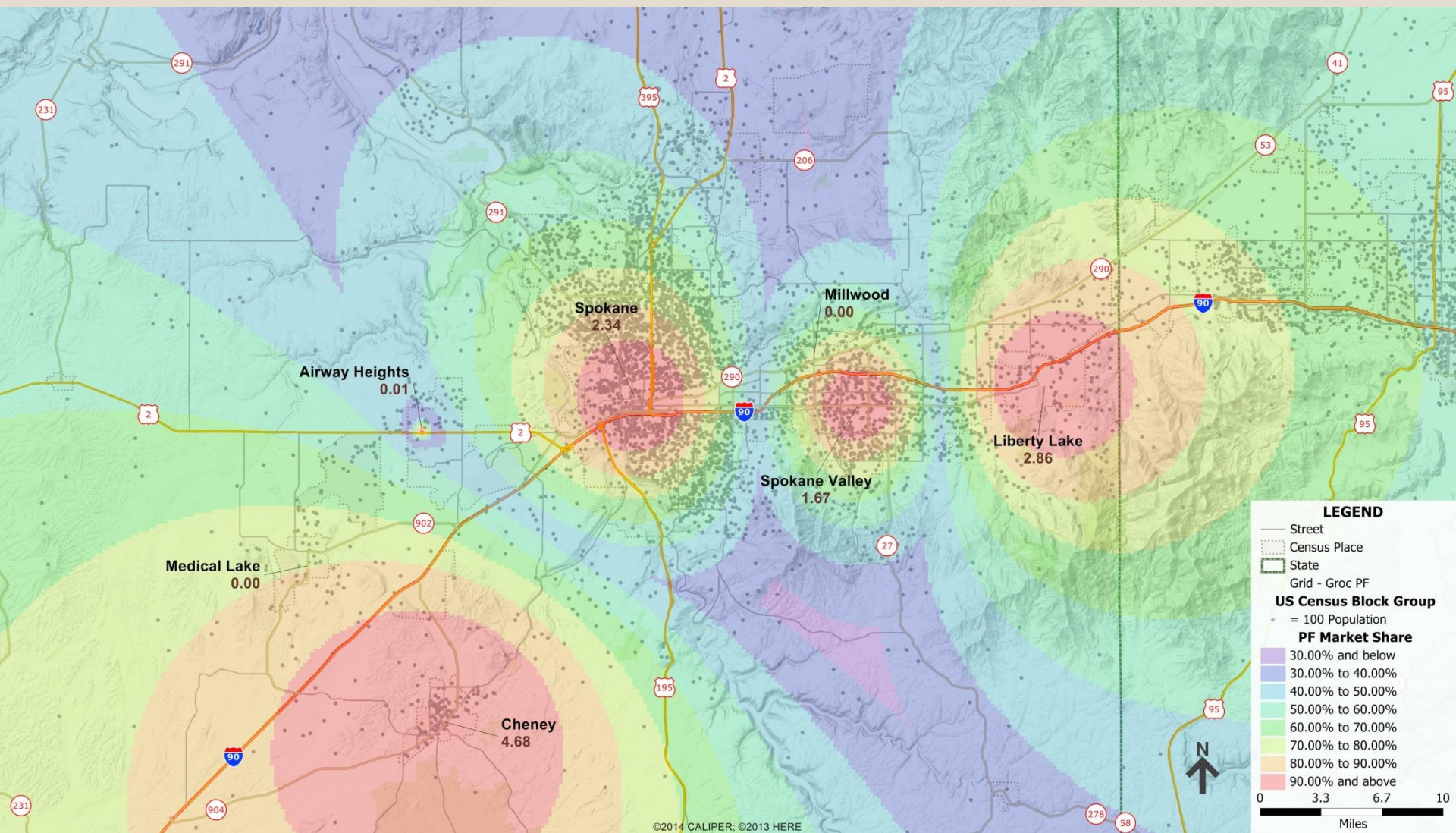


# Grocery – TAC





# Grocery – PF

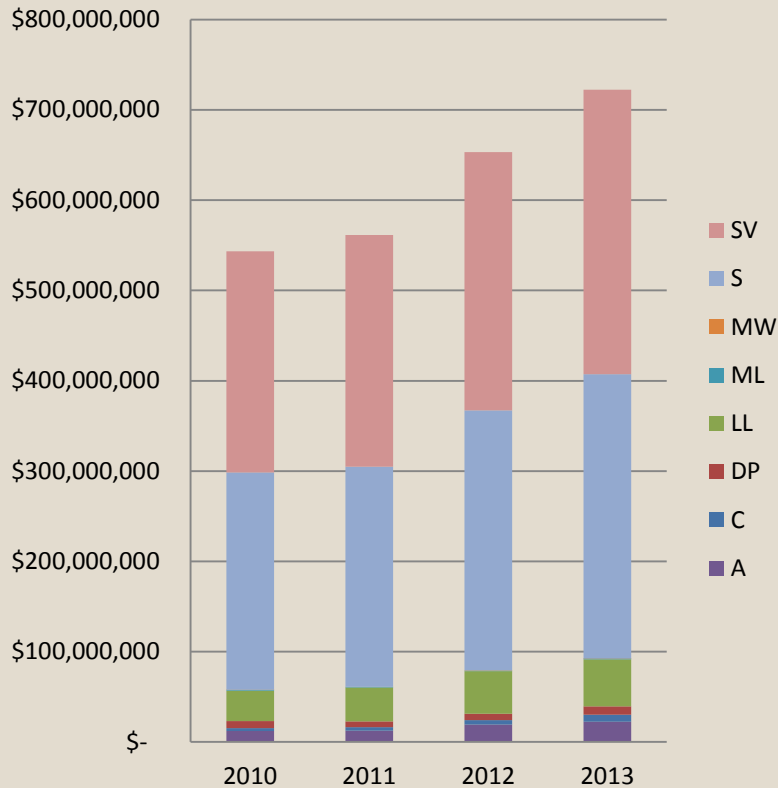


## Automotive Dealers & Gasoline Service Stations

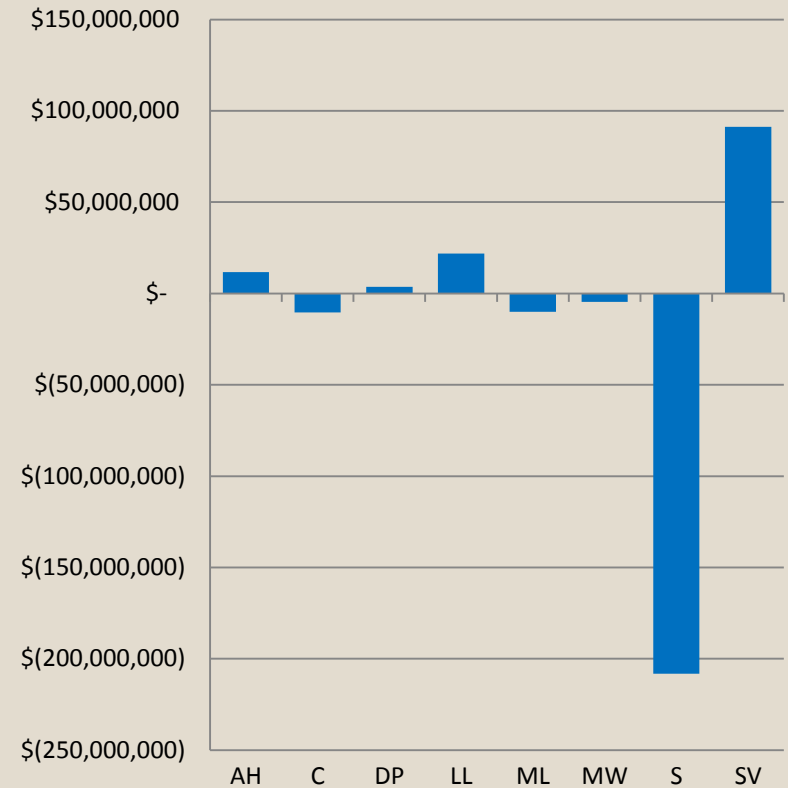
**Includes:** dealers selling new and used automobiles, boats, RV's, trailers, motorcycles, parts & accessories, and gasoline stations

# Auto & Gasoline

## Taxable Retail Sales - 2010-2013 Auto-Gasoline

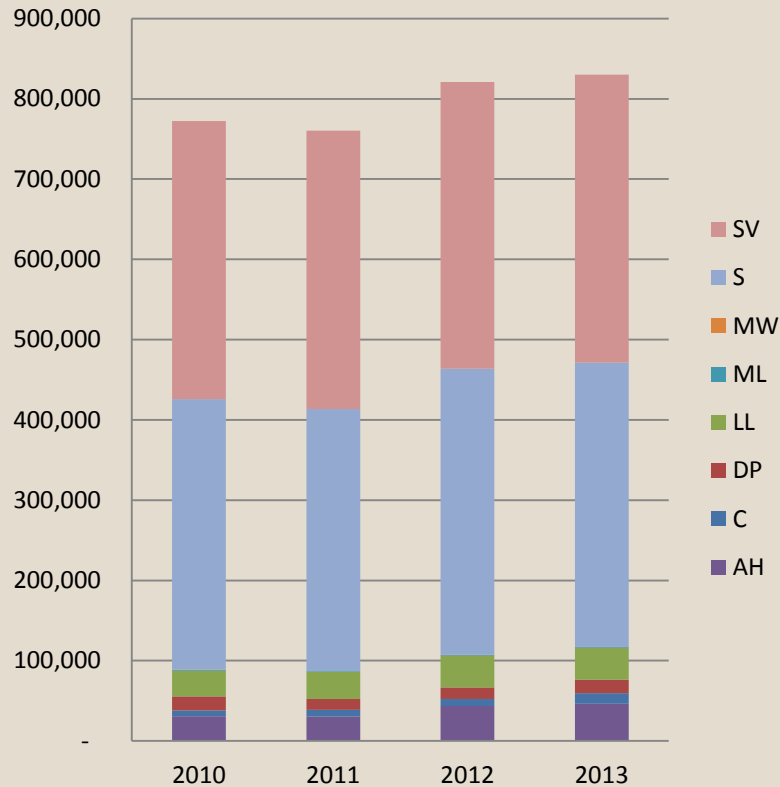


## Retail Surplus/Leakage - 2013 Auto-Gasoline

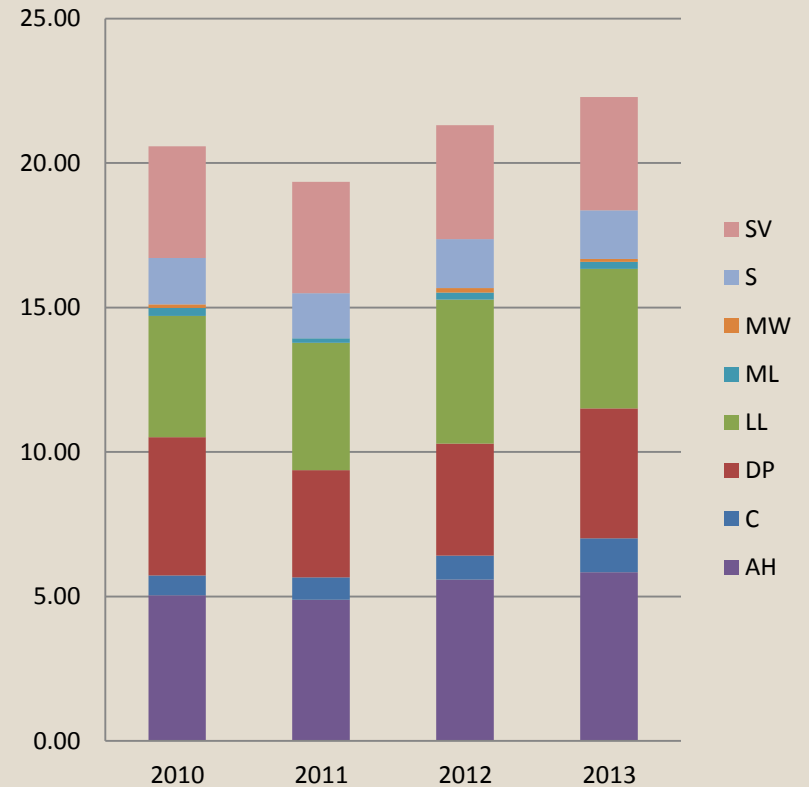


# Auto & Gasoline

## Trade Area Capture - 2010-2013 Auto-Gasoline

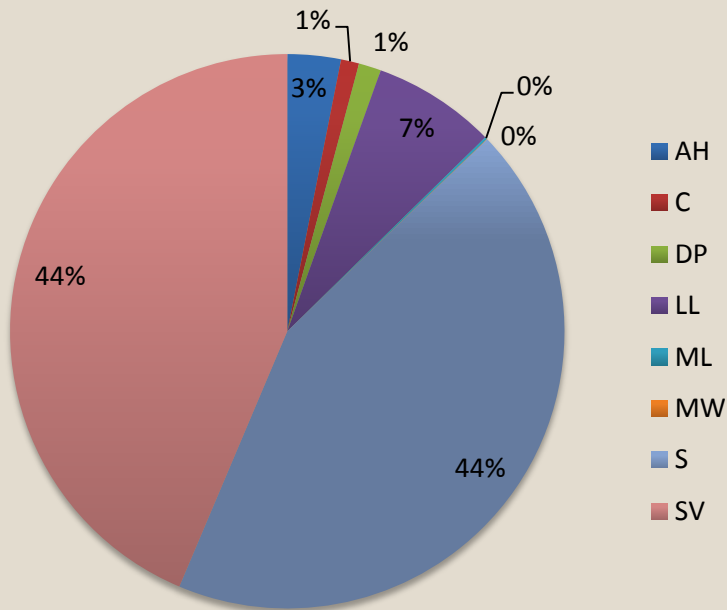


## Pull Factor - 2010-2013 Auto-Gasoline

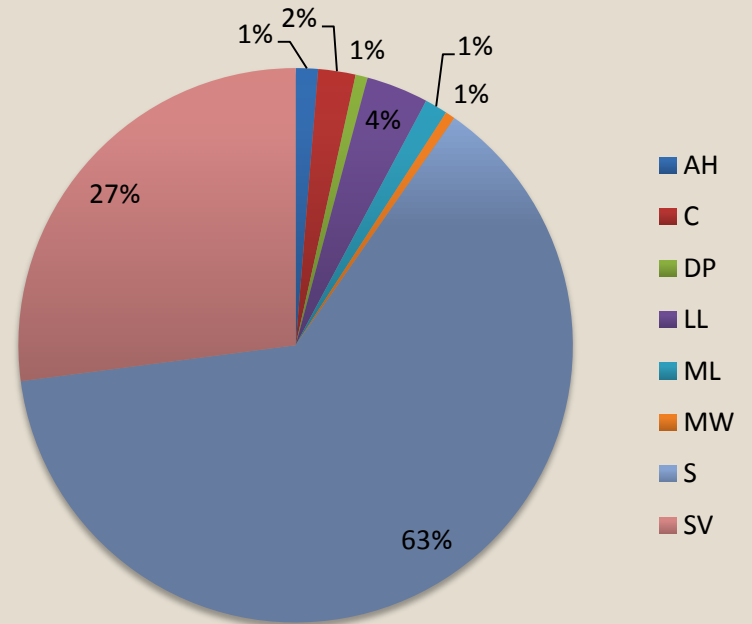


# Auto & Gasoline

**Market Share - 2013  
Auto-Gasoline**

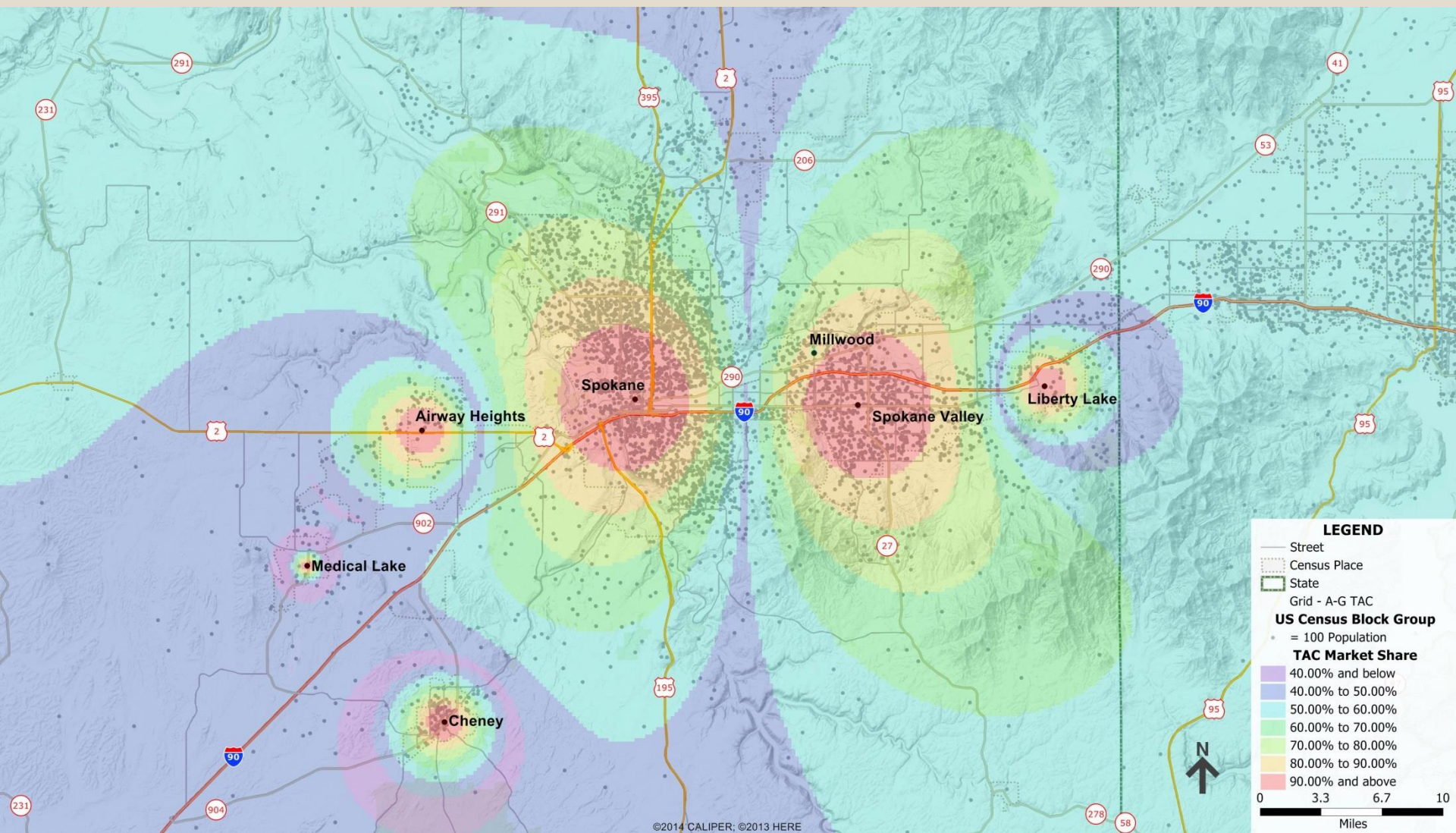


**Potential Market Share - 2013  
Auto-Gasoline**



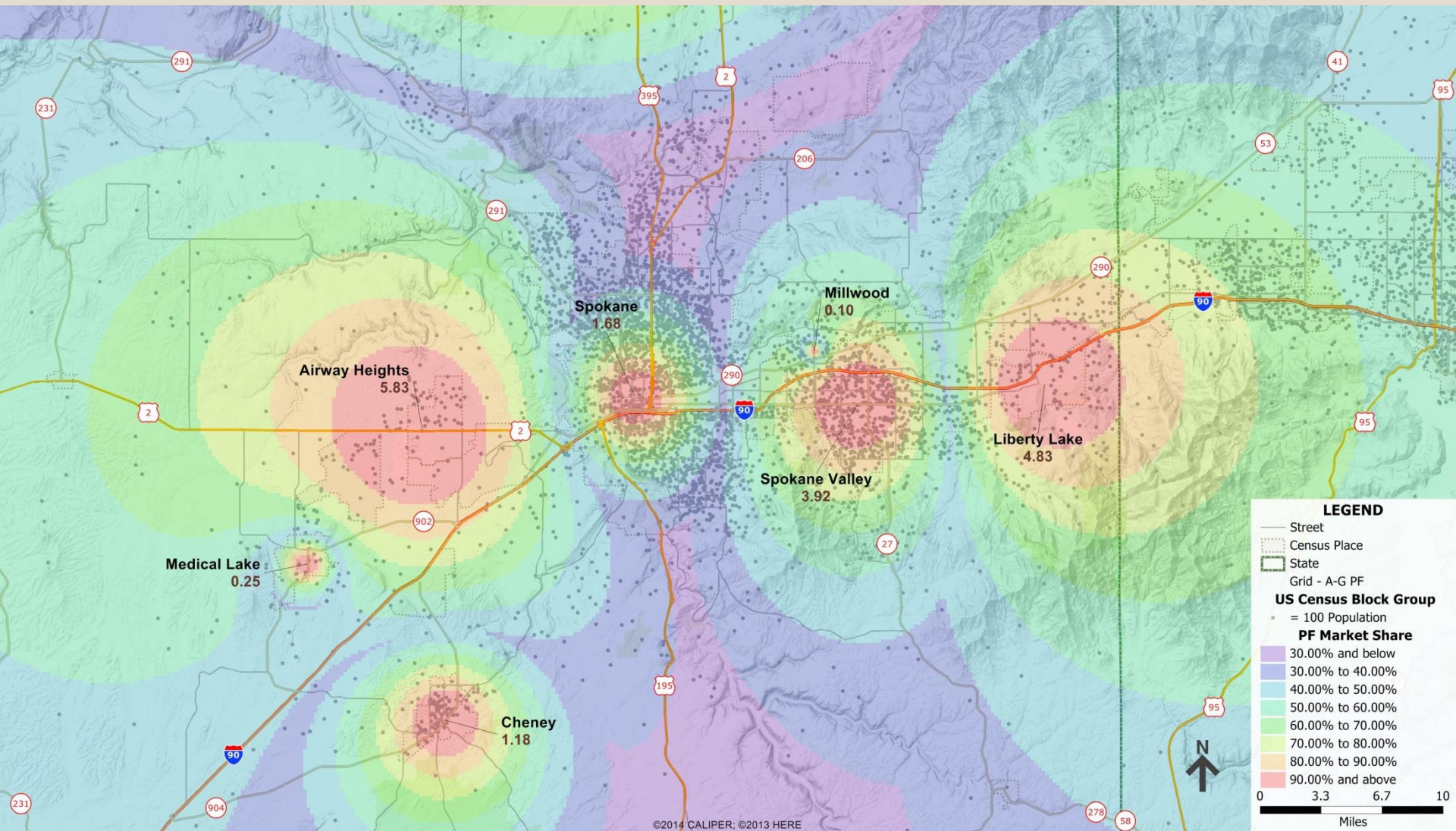


# Auto & Gasoline – TAC





# Auto & Gasoline – PF

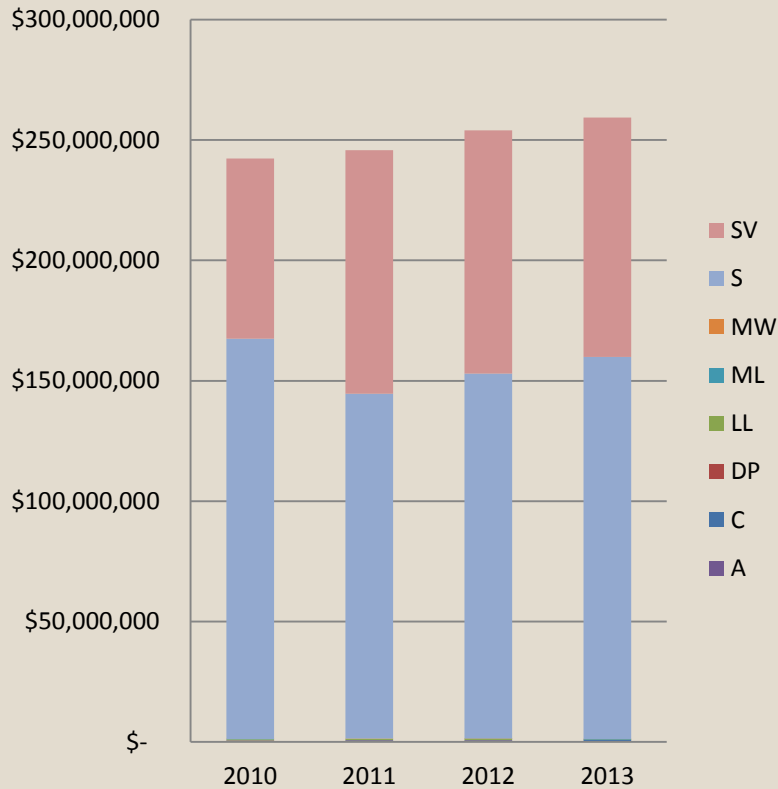


# Apparel & Accessory Stores

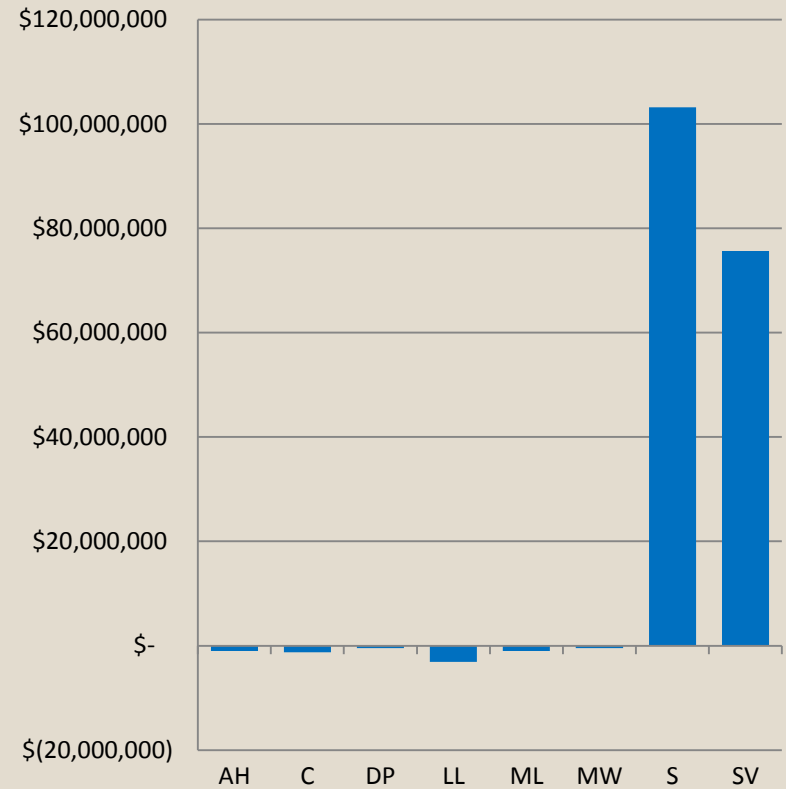
**Includes:** new clothing, shoes, hats  
undergarments, and related items for  
personal wear

# Apparel

## Taxable Retail Sales - 2010-2013 Apparel

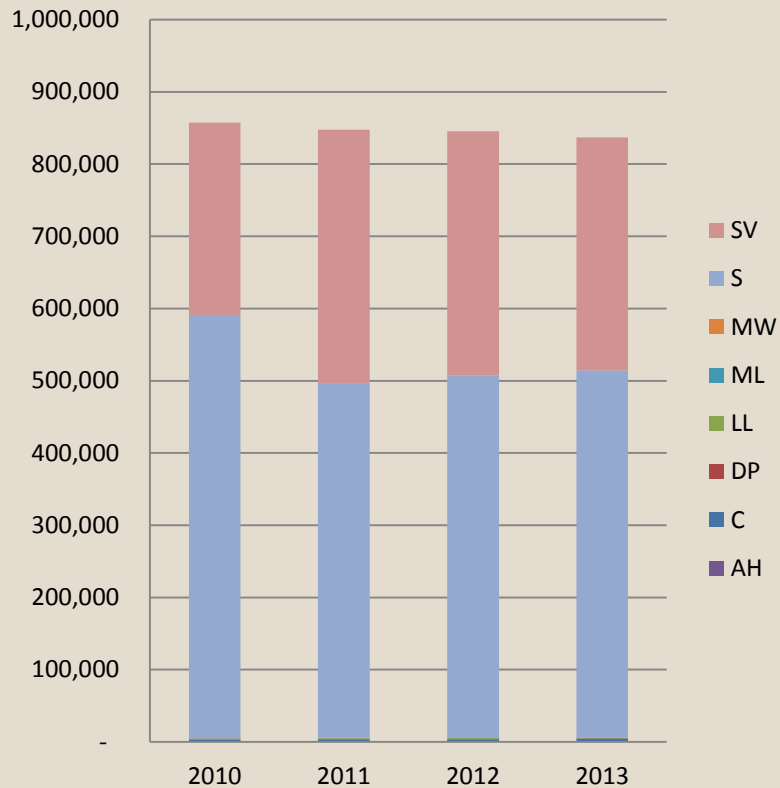


## Retail Surplus/Leakage - 2013 Apparel

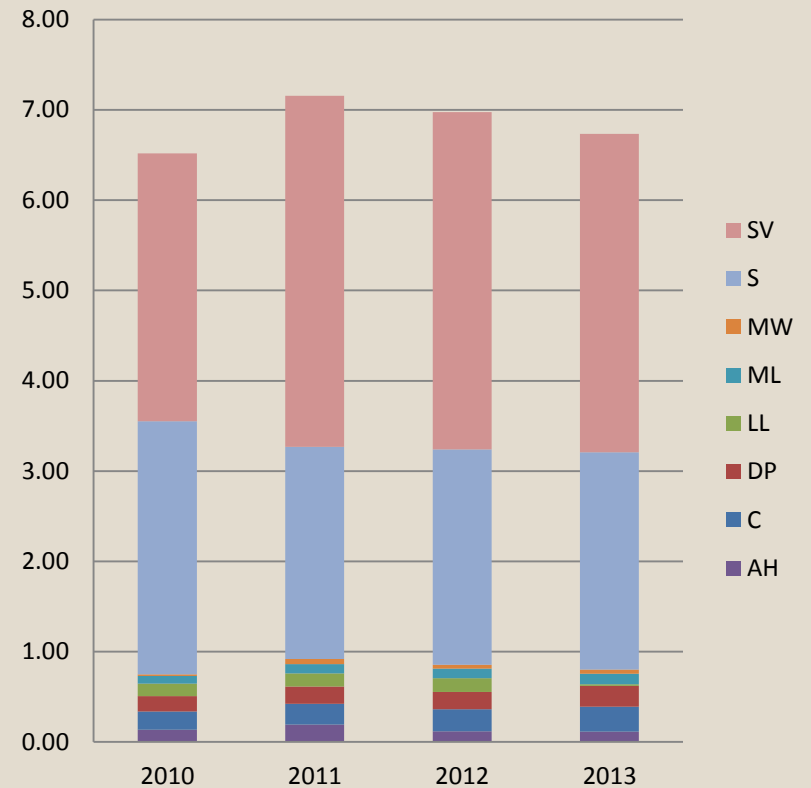


# Apparel

## Trade Area Capture - 2010-2013 Apparel

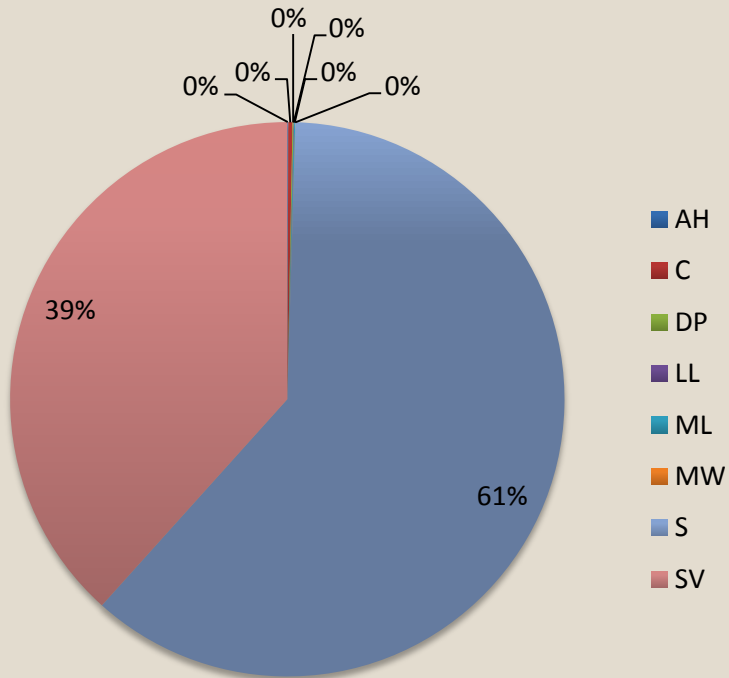


## Pull Factor - 2010-2013 Apparel

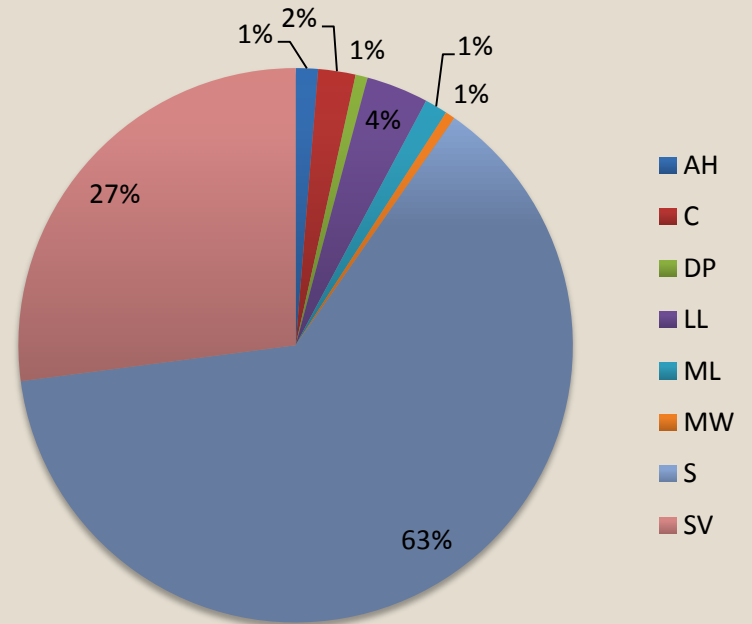


# Apparel

**Market Share - 2013  
Apparel**

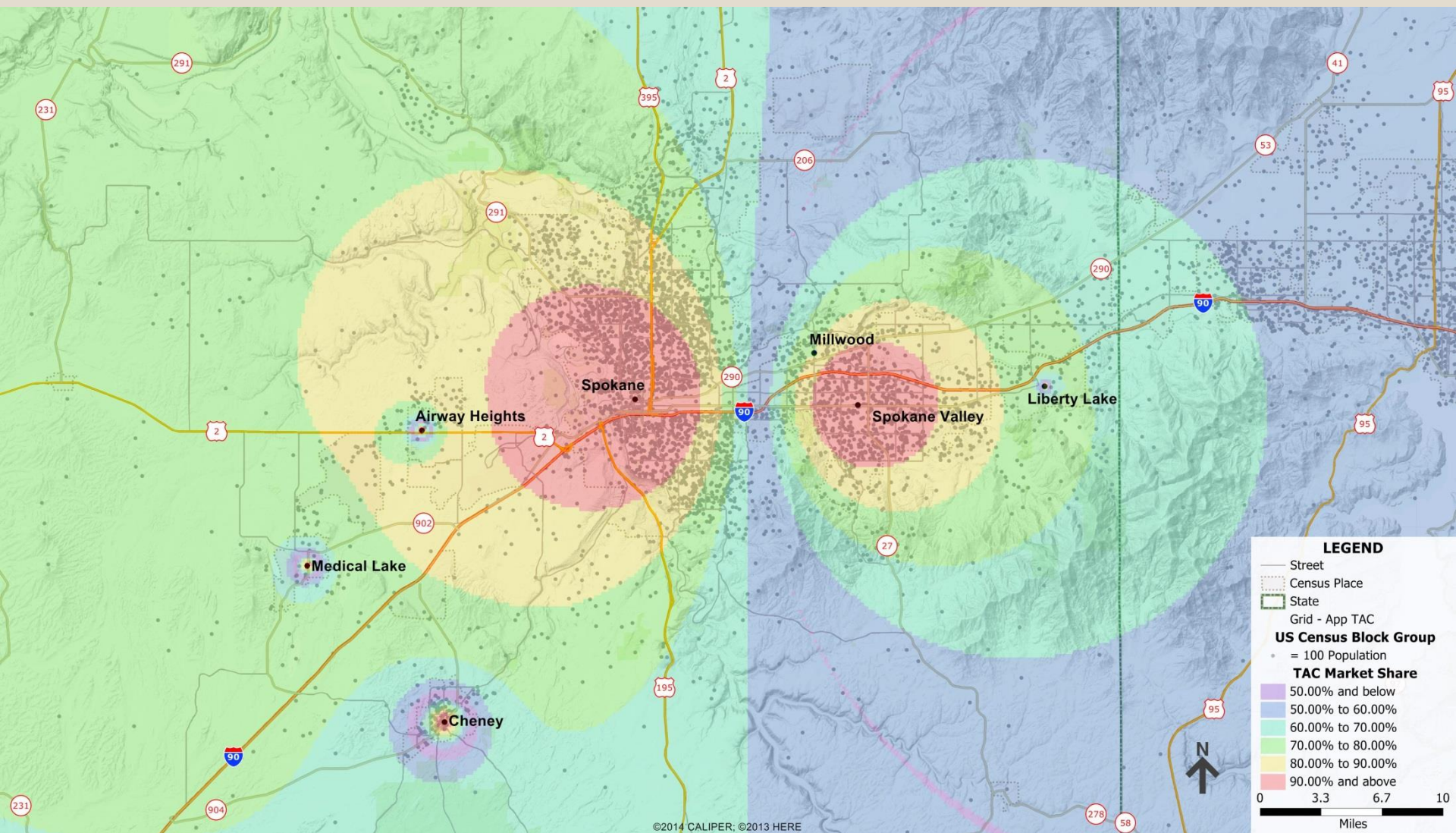


**Potential Market Share - 2013  
Apparel**



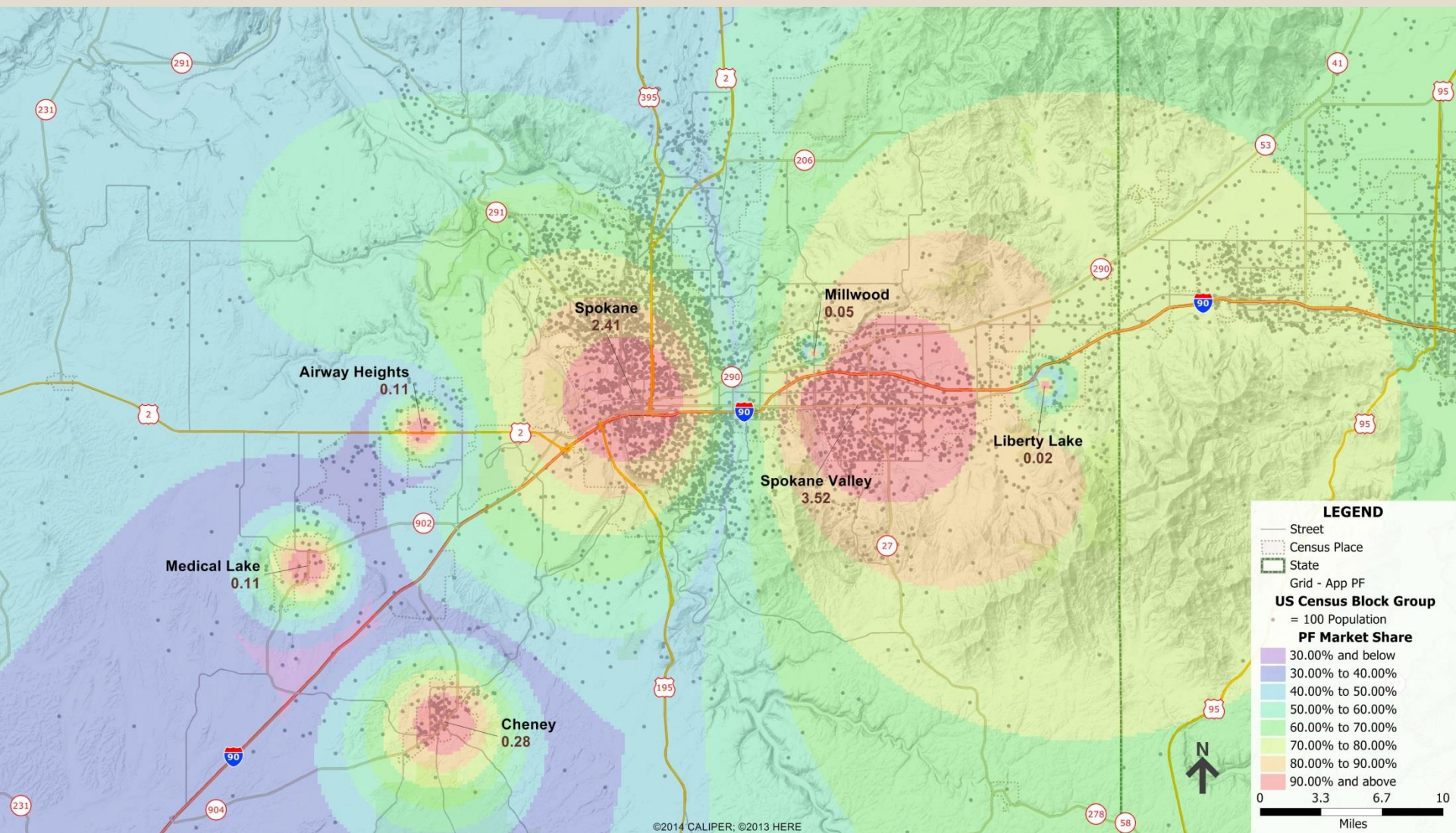


# Apparel – TAC





# Apparel – PF



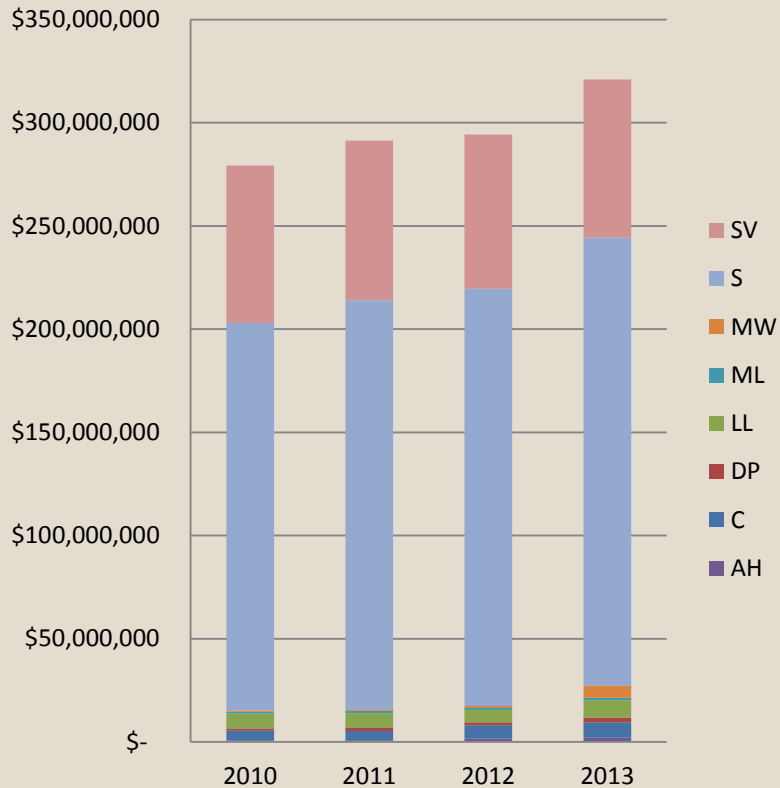


## Home Furniture, Furnishings, and Equipment Stores

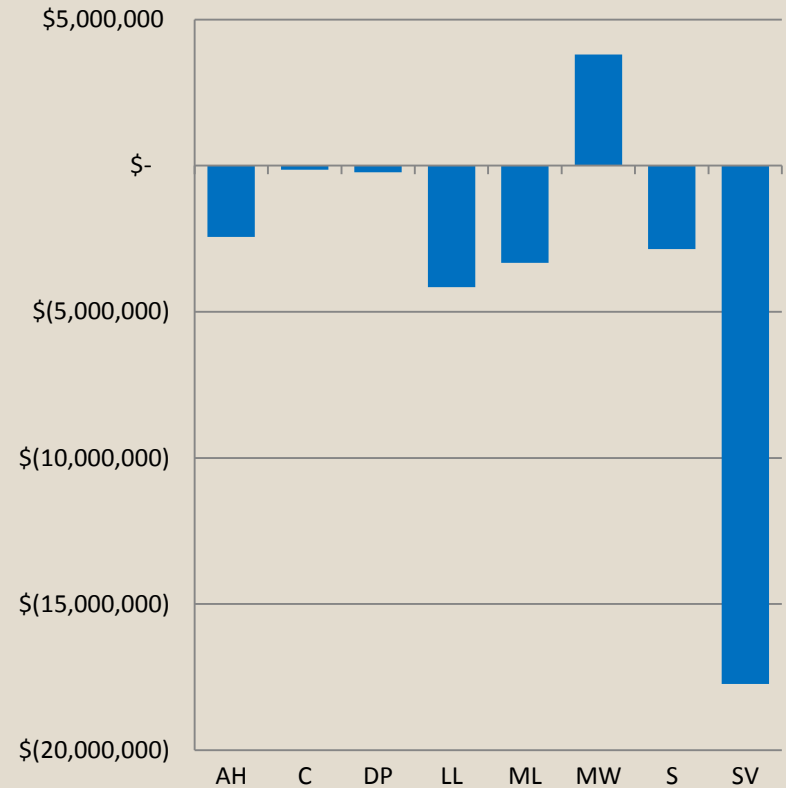
**Includes:** furniture, floor coverings, draperies, glass/chinaware, appliances, consumer electronics, computer software, and music stores

# Furniture

## Taxable Retail Sales - 2010-2013 Furniture

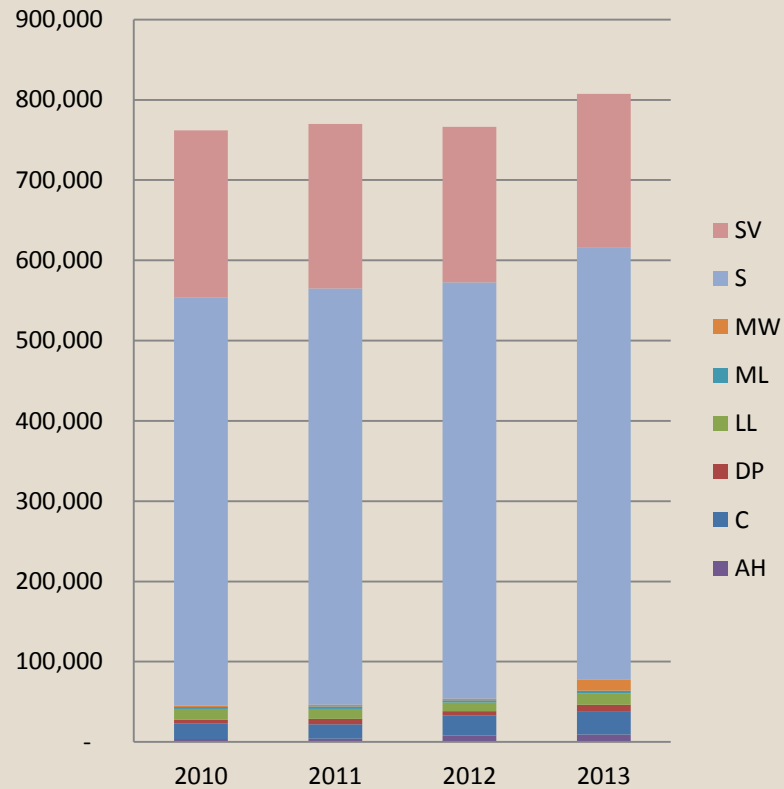


## Retail Surplus/Leakage - 2013 Furniture

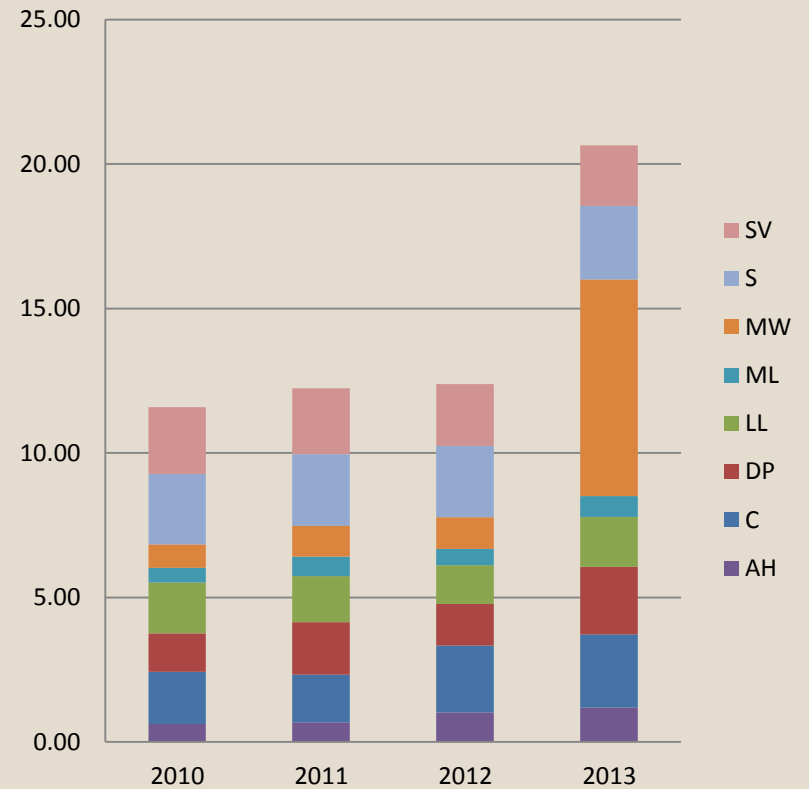


# Furniture

## Trade Area Capture - 2010-2013 Furniture

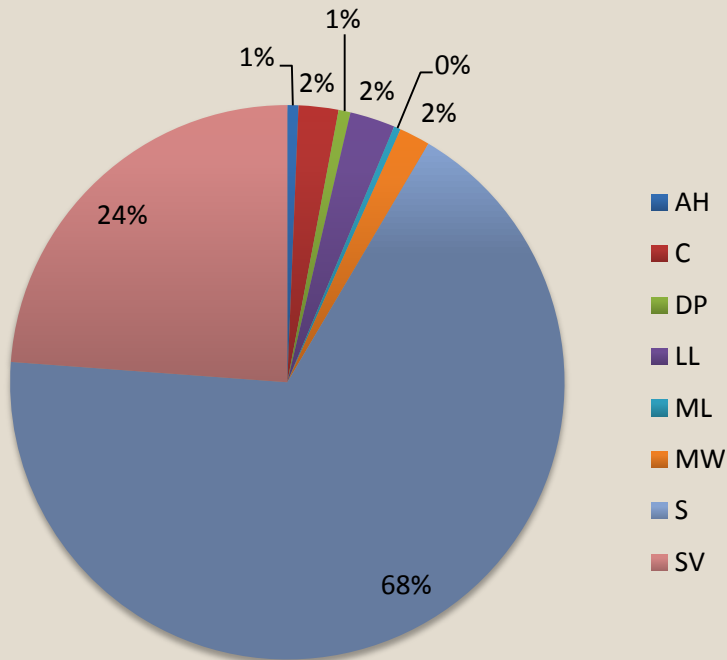


## Pull Factor - 2010-2013 Furniture

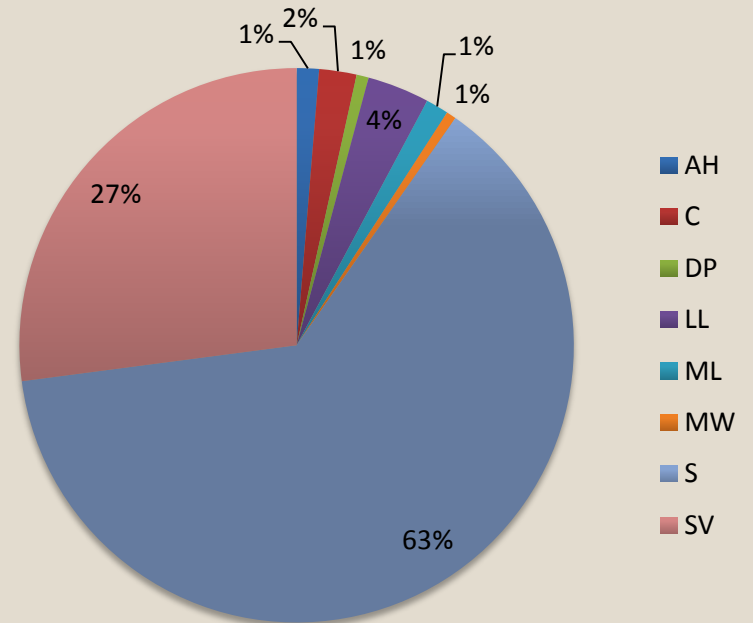


# Furniture

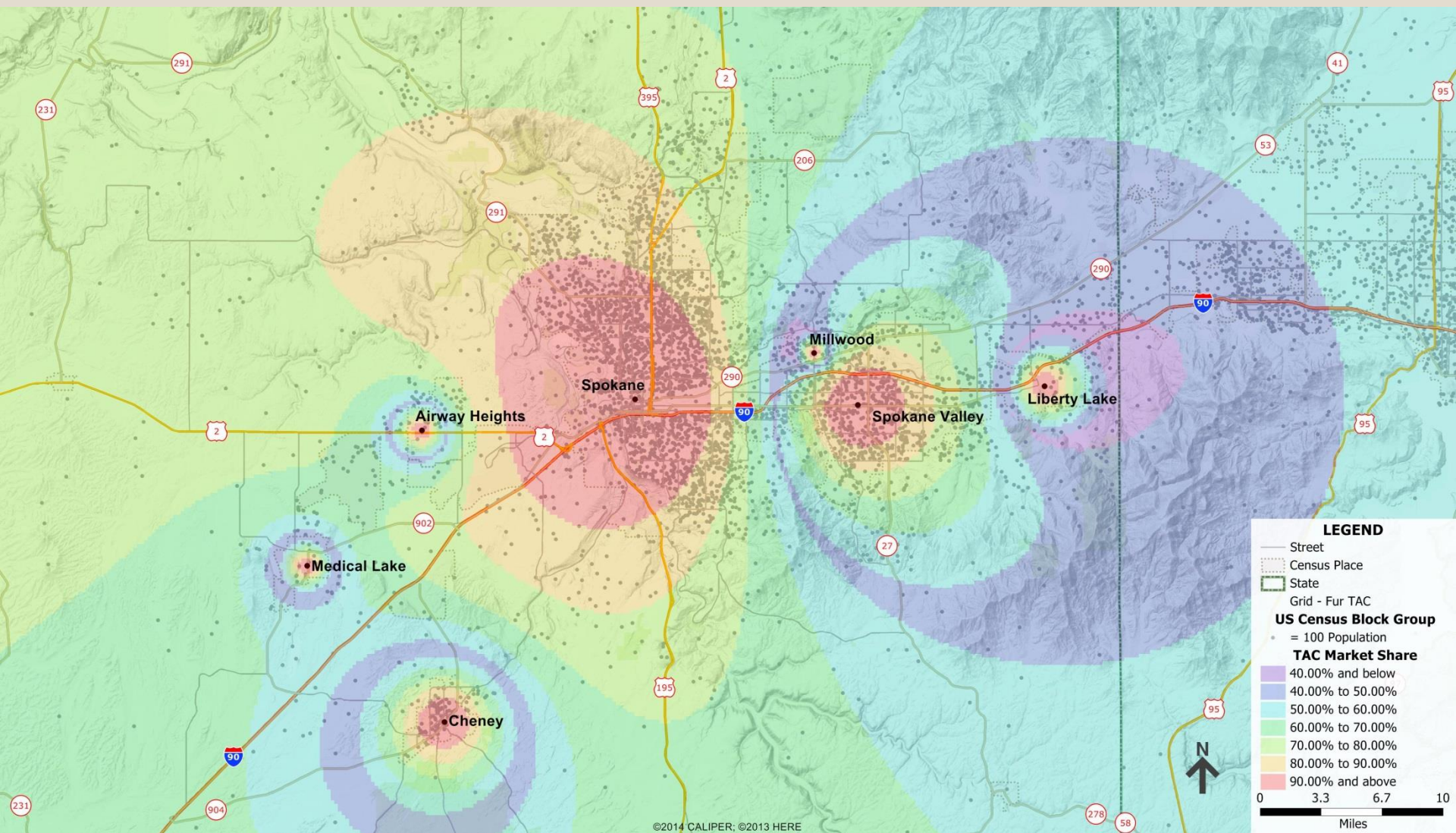
## Market Share - 2013 Furniture



## Potential Market Share - 2013 Furniture

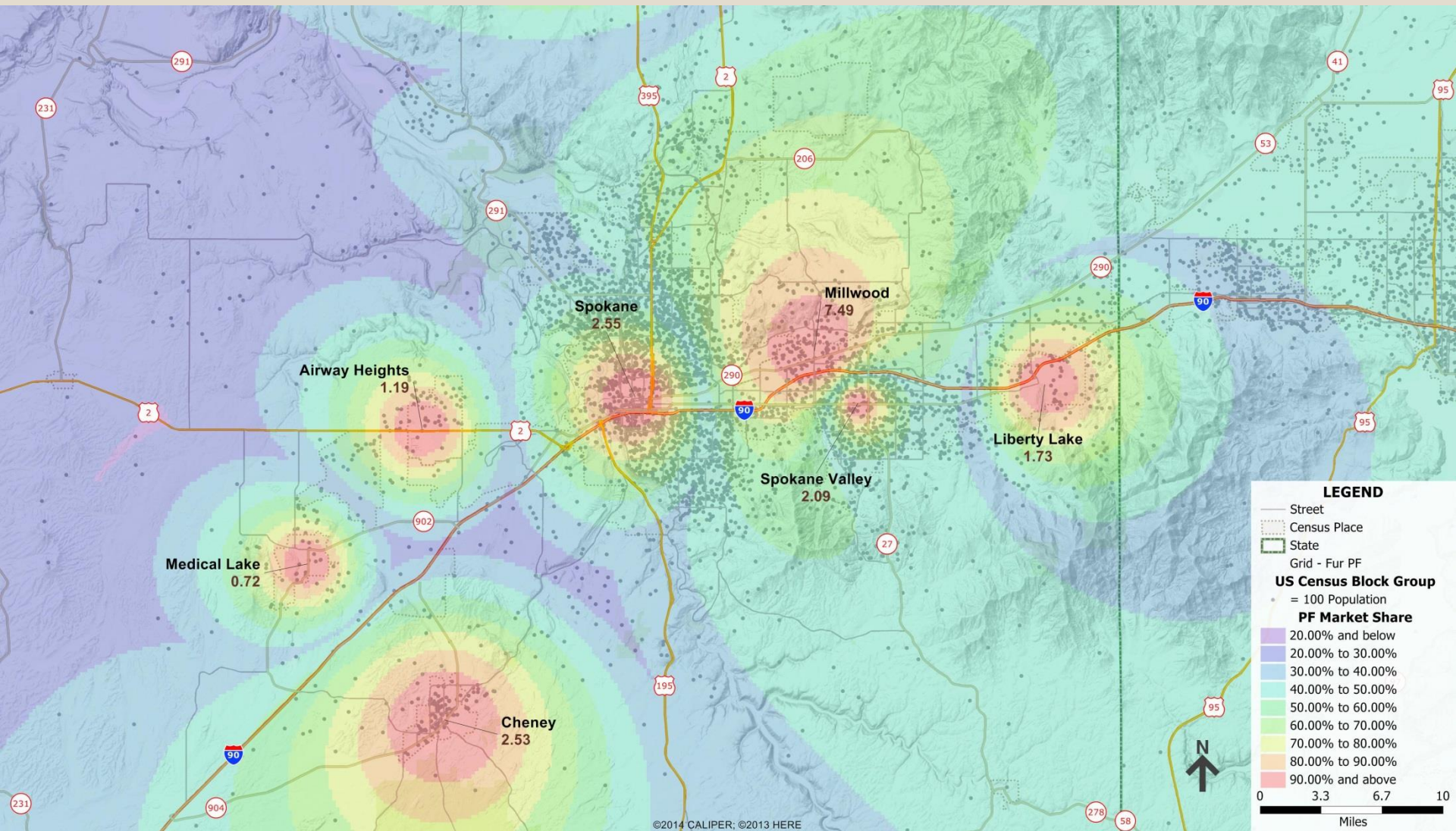


# Furniture – TAC





# Furniture – PF

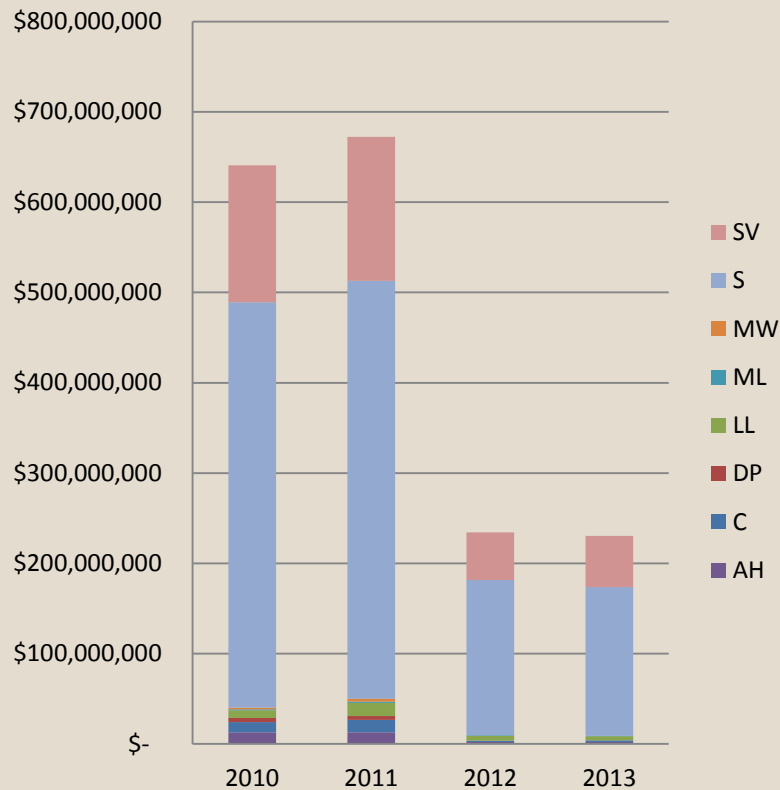


# Lodging & Eating Establishments

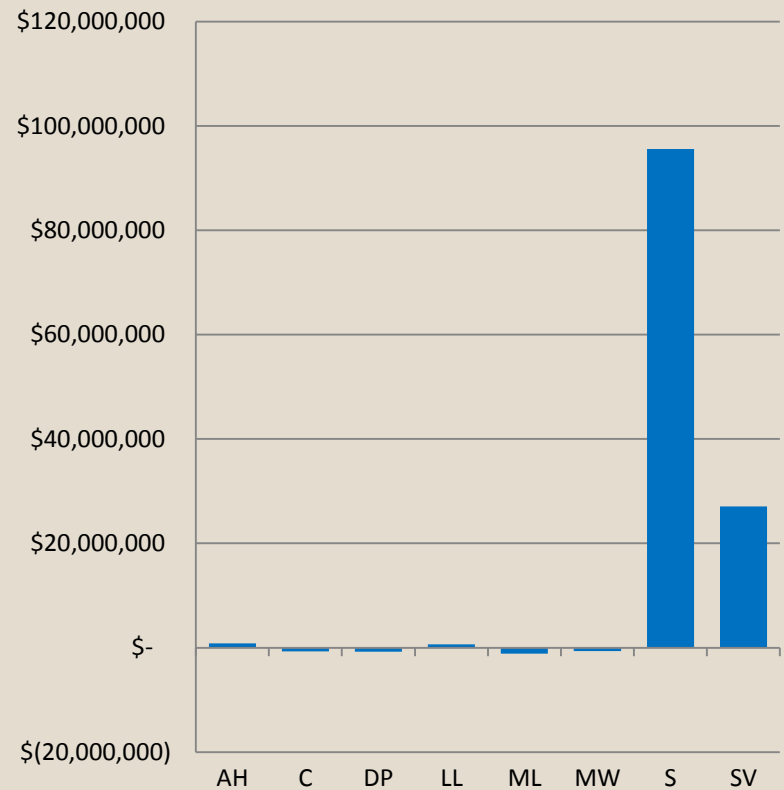
**Includes:** motels, hotels, prepared food and drink for consumption on premise (i.e. restaurant), and refreshment stands

# Lodging & Eating

**Taxable Retail Sales - 2010-2013  
Lodging-Eating**

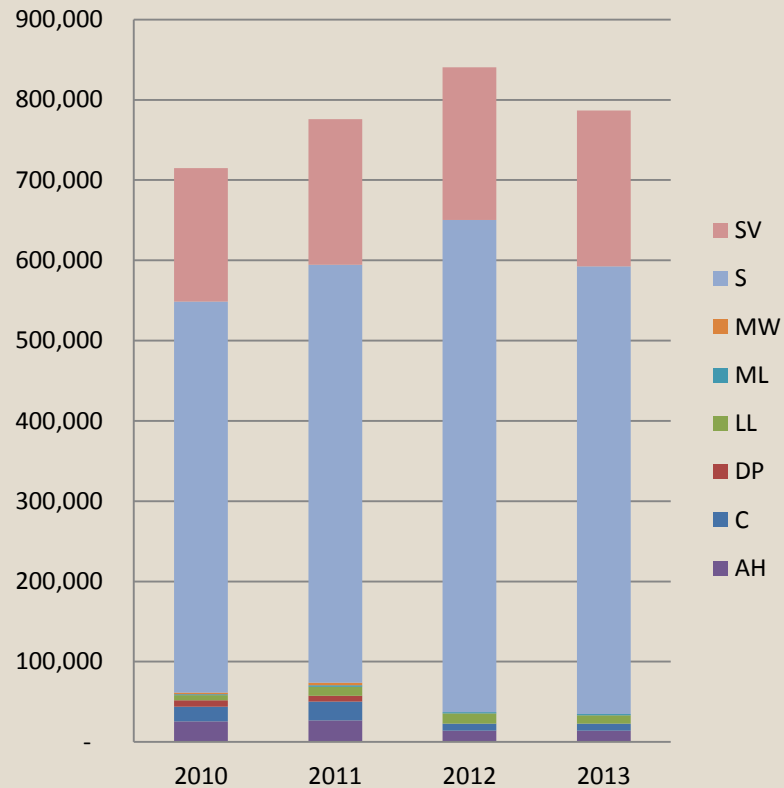


**Retail Surplus/Leakage - 2013  
Lodging-Eating**

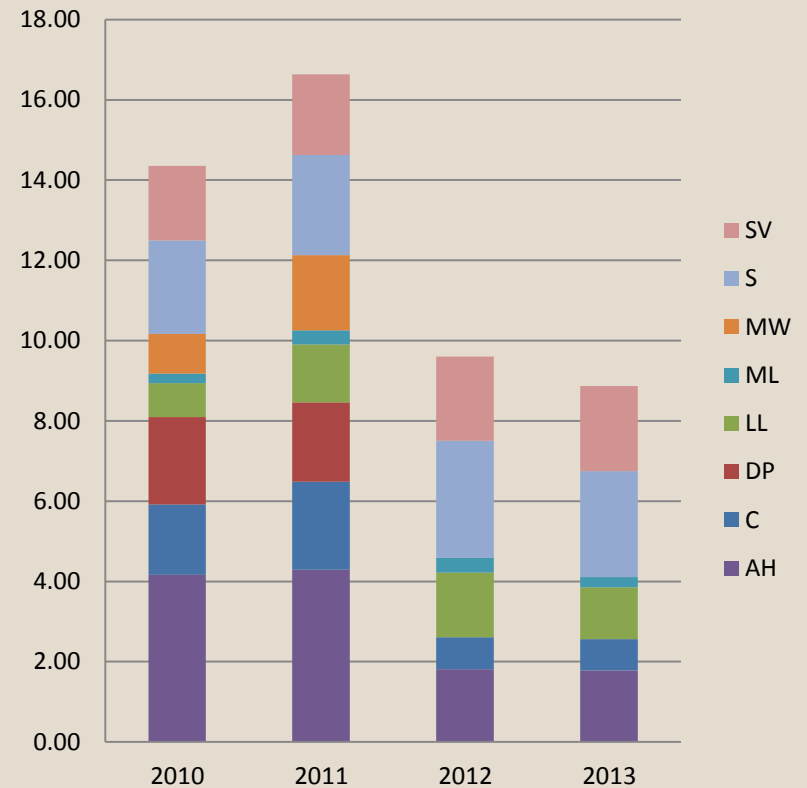


# Lodging & Eating

## Trade Area Capture - 2010-2013 Lodging-Eating

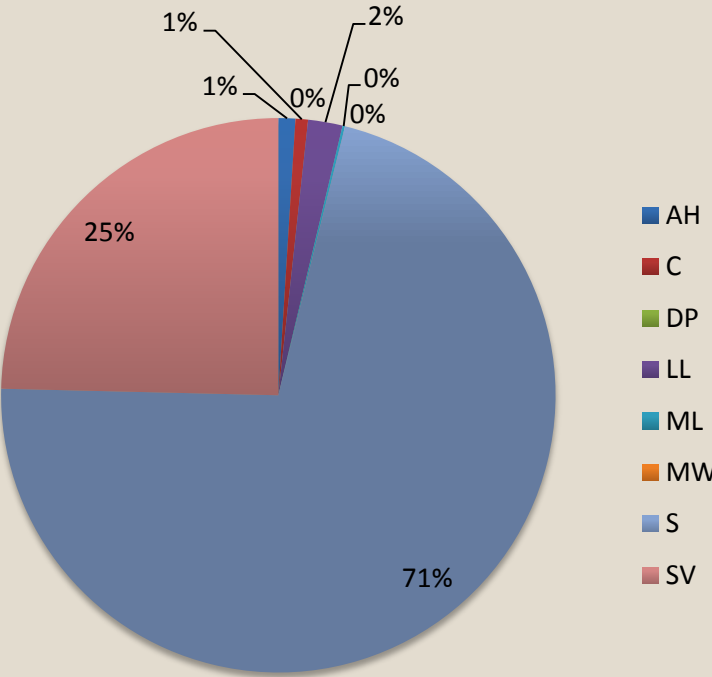


## Pull Factor - 2010-2013 Lodging-Eating

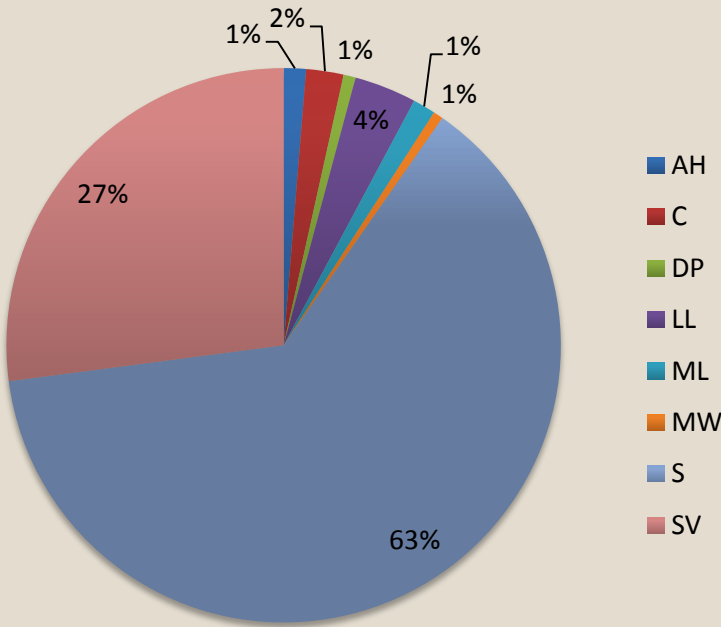


# Lodging & Eating

**Market Share - 2013  
Lodging-Eating**

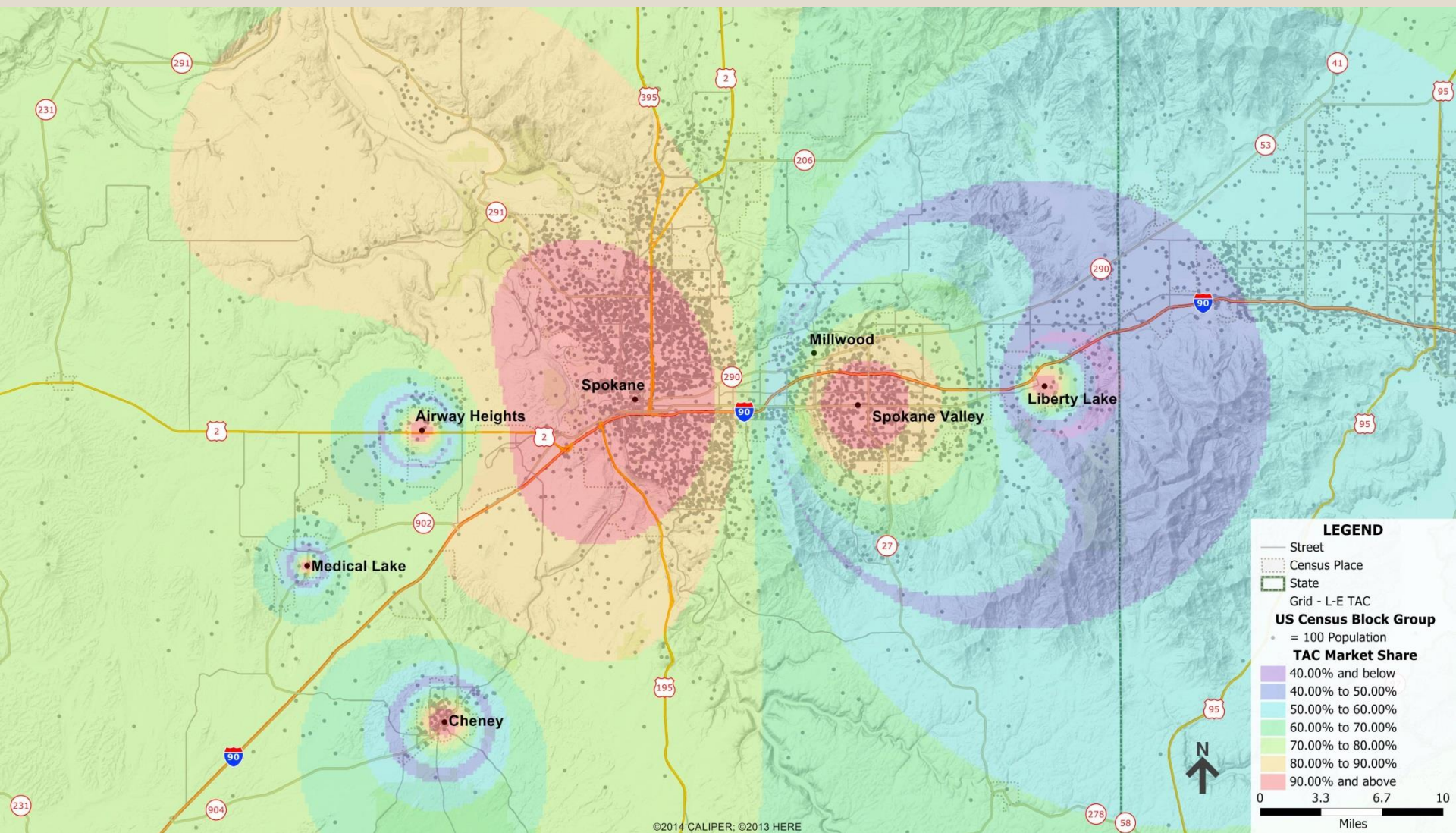


**Potential Market Share - 2013  
Lodging-Eating**



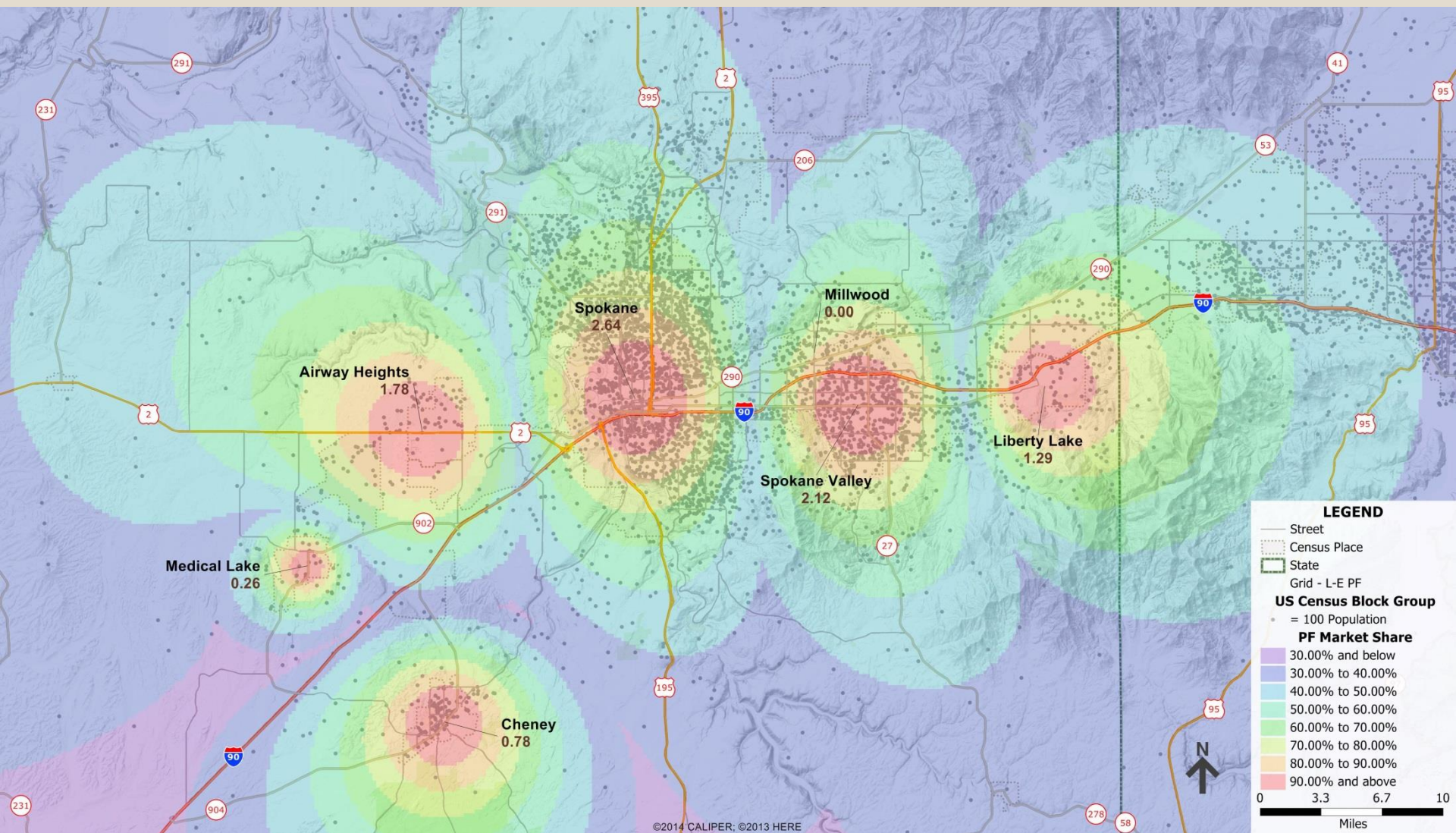


# Lodging & Eating – TAC





# Lodging & Eating – PF

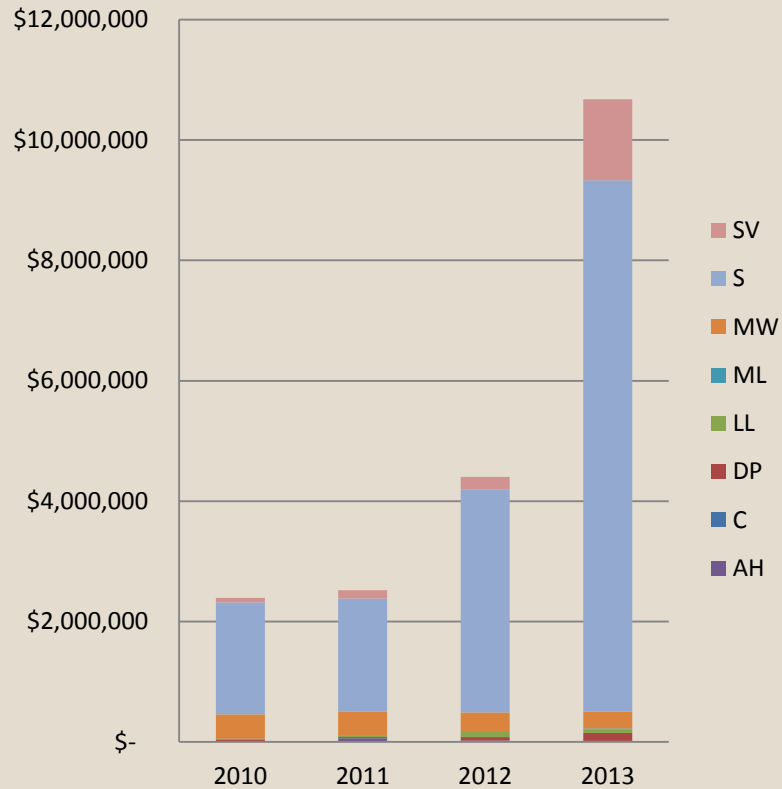


# Liquor Sales

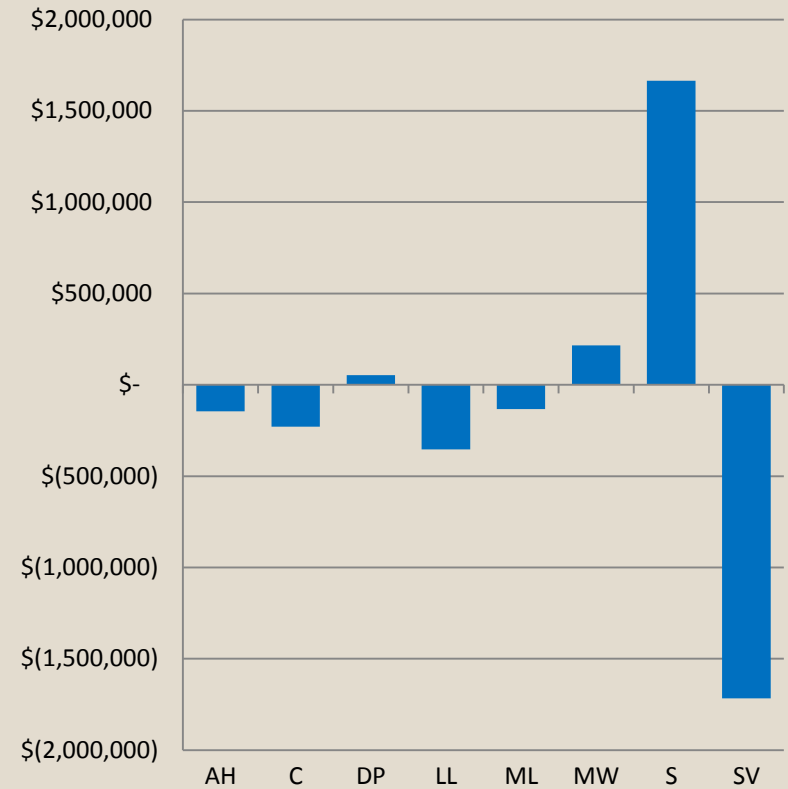
**Includes:** liquor sold for personal consumption off premise from a grocery store, liquor store or convenience store

# Liquor

## Taxable Retail Sales - 2010-2013 Liquor

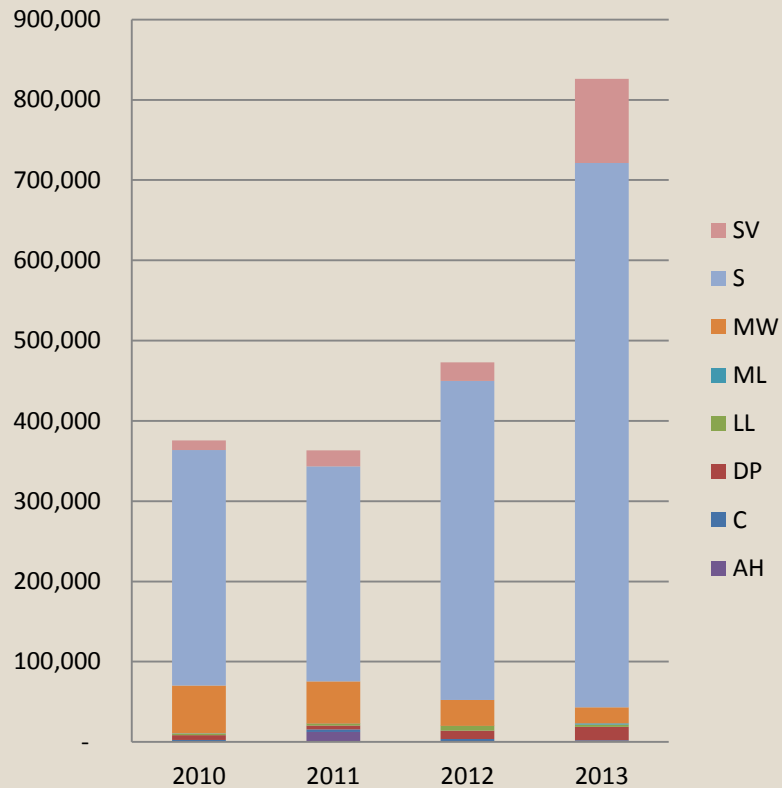


## Retail Surplus/Leakage - 2013 Liquor

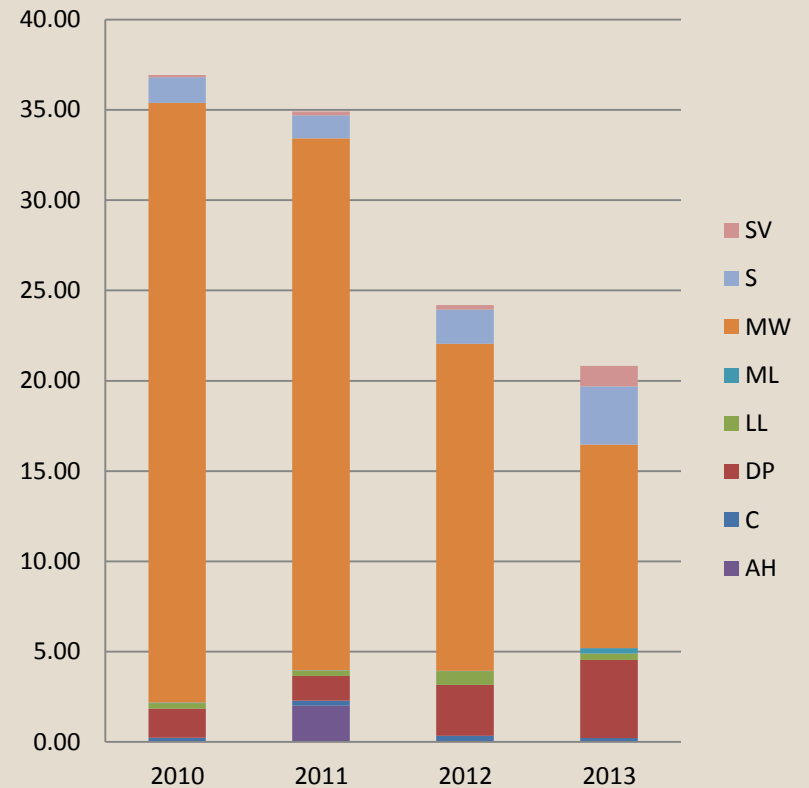


# Liquor

## Trade Area Capture - 2010-2013 Liquor



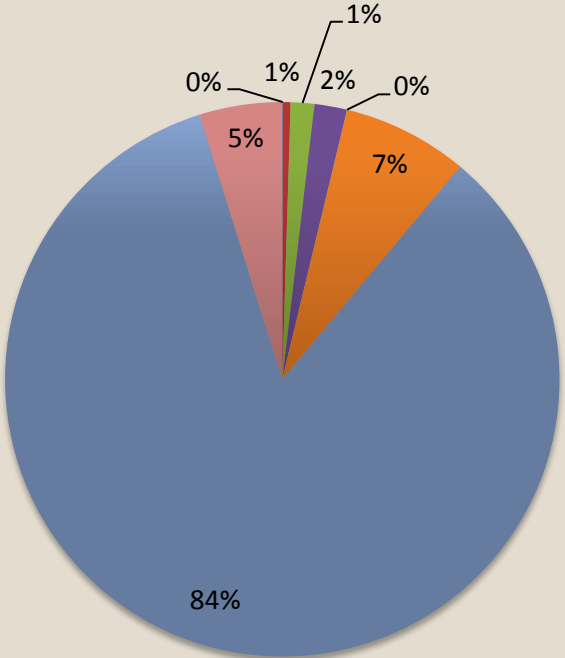
## Pull Factor - 2010-2013 Liquor





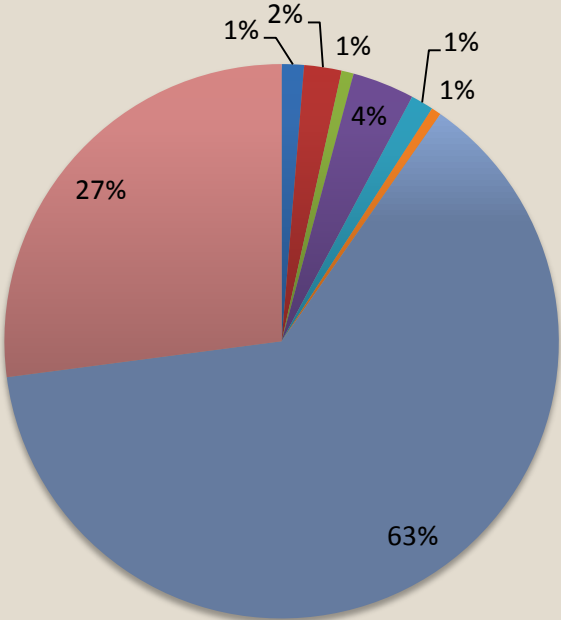
# Liquor

### Market Share - 2013 Liquor



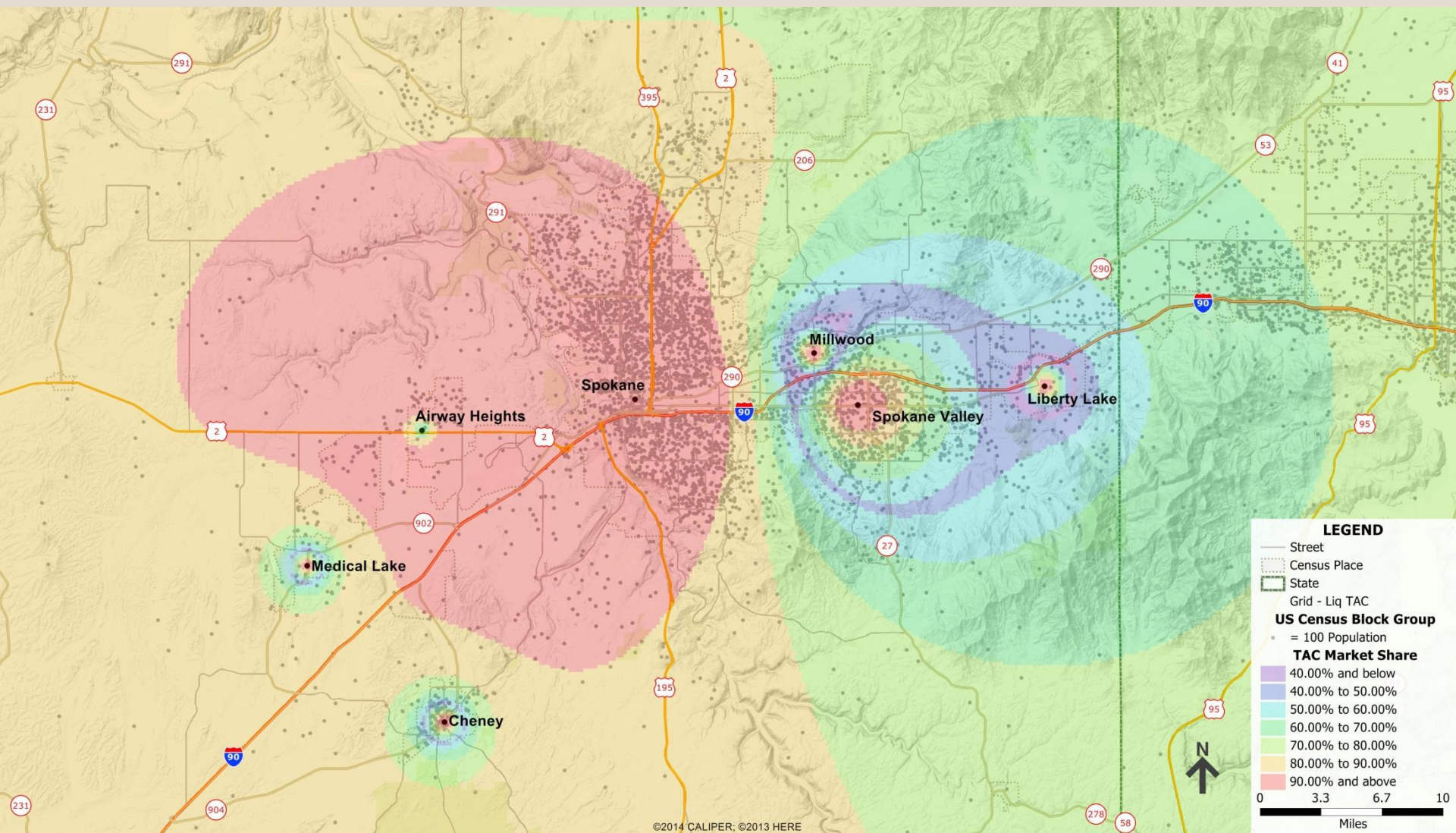
- AH
- C
- DP
- LL
- ML
- MW
- S
- SV

### Potential Market Share - 2013 Liquor



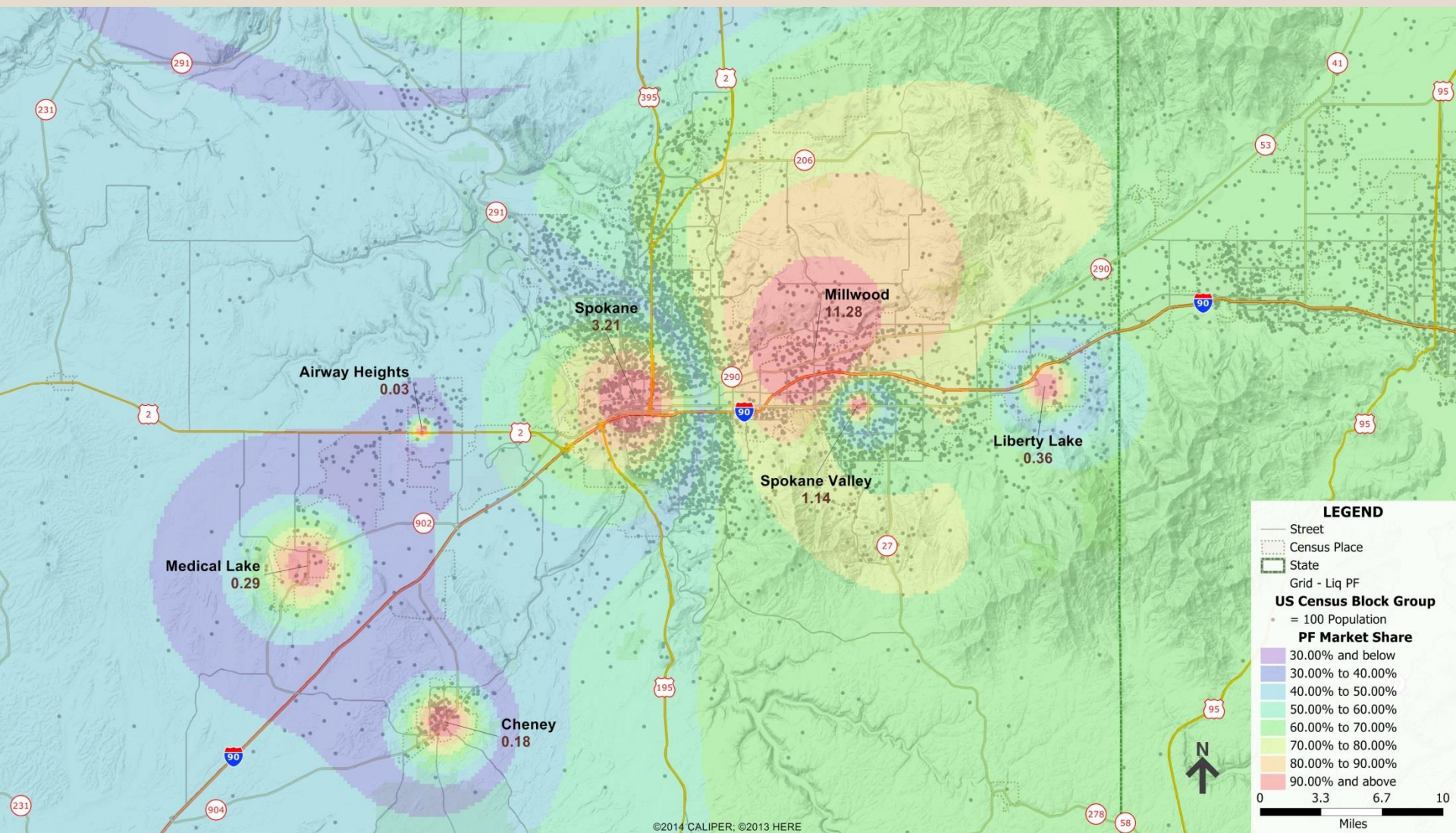
- AH
- C
- DP
- LL
- ML
- MW
- S
- SV

# Liquor – TAC





# Liquor – PF



# Conclusion

- ❑ Results from a retail trade analysis are a step in attracting local retail dollars
- ❑ Changes in sources of income, spending patterns, and the population make-up will influence retailing in both smaller and larger communities
- ❑ Retail leakage into Idaho will continue to be of concern to communities east of Spokane