

# **COUNTY TRADE PULL FACTORS**

## **Annual report for fiscal year 2016**

**(July 2015– June 2016)**

Kansas Department of Revenue  
Office of Research and Analysis  
Issued April 2017

## Introduction

The County Trade Pull Factor report provides different measures of retail market data for the 105 Kansas counties for fiscal year 2016, which represents the period July 1, 2015 through June 30, 2016. Retail market data is presented three ways.

- The first measure is a location quotient of retail trade called the *County Trade Pull Factor* (CTPF). It is a measure of the relative strength of the retail business community. The County Trade Pull Factor is computed by dividing the per capita sales tax of a county by the statewide per capita sales tax. A CTPF of 1.00 is a perfect balance of trade. The purchases of county residents who shop elsewhere are offset by the purchases of out-of-county customers. CTPF values greater than 1.00 indicates that local businesses are pulling in trade from beyond their home county border. A CTPF value less than 1.00 indicates more trade is being lost than pulled in, that residents are shopping outside the county.

Any pull factor computed for a certain period of time must be treated carefully because it is subject to temporary distortions of the local economy. Lloyd (1995) suggests that local government practitioners should utilize information over the long-span by calculating trade pull factors for each year and looking for long-term trends. Lloyd notes “[p]ull factors increasing over time would indicate that the local area is becoming more efficient at competing for local retail sales. Decreasing pull factors would indicate that the local business community is losing sales to outside areas.”

- The *Trade Area Capture* (TAC) of a county is a measure of the customer base served by a community. It is calculated by multiplying the county’s population by the CTPF.
- The *Percent Market Share* (MS) is the percent the county’s Trade Area Capture is of the state as a whole. TAC is calculated by dividing the county’s TAC by the sum of all 105 county TAC numbers.

Prior year reports and can be found at the Department of Revenue’s web site, [www.ksrevenue.org](http://www.ksrevenue.org).

## Discussion

The FY 2016 report consists of three tables:

- Table 1 lists the measures for each county in alphabetical order. Fiscal Year 2015 measures are provided for comparison.
- Table 2 lists the measures for each county by pull factor in descending order, along with the FY 2015 measures.
- Table 3 provides the change in the three measures from fiscal year 2015. As a rule, all three measures will move in the same direction. If the percent change in CTPF is negative, the trade area capture and market share will also be negative. If the percent

change in CTPF is relatively high, the counties trade area capture and market share will also show significant increase. There are a few exceptions, but the amount of variance is slight.

## **Policy Implications**

In 2003 the Kansas Legislature passed a law that placed Kansas in conformity with the Streamlined Sales and Use Tax Agreement. Part of the legislation required Kansas to implement destination sourcing. Destination sourcing requires retail businesses to collect sales tax based on the place where the customer takes delivery of a purchase. Vehicle purchases are excluded from the sourcing requirement. Prior to the change, only telecommunications and utility sales were taxed in this manner. Full reporting of destination sourcing was not required until January 2005; therefore the impact could not be fully studied until recently.

Destination sourcing results in charging the sales tax based on where delivery occurs, and in some industries this affects how sales are recorded. For instance with furniture retailers, if the furniture is delivered to the purchaser's home, the sale is recorded as occurring at the taxing jurisdiction of the purchaser. The primary retailers affected by destination sourcing are those in furniture, home improvement (lumber), household and electronic appliances, and certain repair services.

Destination sourcing has affected the county trade pull factors as the measure is based on sales tax collections, although the impact has been slight and tended to result in raising the measures for counties neighboring a regional trade center county. Prior to the new law, all sales of a retailer were recorded based on the business location. With destination sourcing, sales that are delivered are recorded where the delivery occurred. If the sale were into a neighboring county, it would be recorded as such – resulting in a loss of sales tax collections in the county where the store is located. There has been an ongoing shift in the measures since destination sourcing was enacted and it is anticipated this shift will continue with the growth of Internet shopping and the delivery of goods to the purchaser's address.

## **FY 2016 Data Sources**

The data used in this report consists of county population and state sales tax collections. The 2015 county population estimates are from the U.S. Census Bureau as certified by the Division of the Budget July 1, 2016 and published as the official population reports for the state of Kansas, adjusted to remove the institutionalized population. The institutionalized population does not trade within the retail community, so should not impact the computing of the measures. People in prisons are part of the institutionalized population. To arrive at the adjusted population data for this report, state and federal prison populations were deducted from the city and county totals. This change started with the FY 2012 report. Prior to the FY 2011 report, group quarter data from the US Census was subtracted from the population data. This would consist primarily of nursing home populations. A review of the data shows that deducting group quarter data has no impact on the pull factor and other statistics presented herein and therefore the decision

was to only adjust prison population. The Census counts are published on their web site: [www.census.gov](http://www.census.gov).

State sales tax collections are generated by the Department of Revenue from sales tax returns filed by the state's retailers. The department has improved the data series used for this report. In the past, more than \$200 million was unallocated. This meant that the data user did not have any idea where these sales tax revenues originated. Thus, the prior reports were less accurate. For FY 2016, all but \$7.9 million in sales tax revenue were allocated to counties. Sales tax reports issued by the department are available on their web site at <http://www.ksrevenue.org>.

### **References**

1. Lloyd, M., 1995, "Measuring Local Economic Development with Pull Factors," *Journal of Extension Vol.33*, Extension Journal, Inc.
2. US Census Bureau, US Census, <<http://www.census.gov>>.
3. Kansas Department of Revenue, *Pull Factor Reports*, <<http://www.ksrevenue.org>>.

Table 1  
County Trade Pull Factors, Trade Area Capture, Market Share  
Fiscal Year 2016

County	Adjusted Population CY 2015	FY 16 State Sales Tax Collections	FY 2016 Sales per Capita	FY 2016 Pull Factor	FY 2016 Trade Area Capture	FY 2016 Percent of Market Share
Allen	12,717	\$ 9,877,693	\$ 776.73	0.83	10,595	0.37%
Anderson	7,808	\$ 4,322,252	\$ 553.57	0.59	4,636	0.16%
Atchison	16,398	\$ 10,039,122	\$ 612.22	0.66	10,768	0.37%
Barber	4,823	\$ 4,582,974	\$ 950.23	1.02	4,916	0.17%
Barton	27,103	\$ 28,615,957	\$ 1,055.82	1.13	30,694	1.06%
Bourbon	14,712	\$ 9,300,446	\$ 632.17	0.68	9,976	0.34%
Brown	9,776	\$ 7,101,945	\$ 726.47	0.78	7,618	0.26%
Butler	65,169	\$ 45,460,032	\$ 697.57	0.75	48,762	1.68%
Chase	2,679	\$ 1,316,927	\$ 491.57	0.53	1,413	0.05%
Chautauqua	3,402	\$ 1,397,850	\$ 410.89	0.44	1,499	0.05%
Cherokee	20,533	\$ 7,652,854	\$ 372.71	0.40	8,209	0.28%
Cheyenne	2,679	\$ 1,578,602	\$ 589.25	0.63	1,693	0.06%
Clark	2,096	\$ 1,218,928	\$ 581.55	0.62	1,307	0.05%
Clay	8,347	\$ 5,381,469	\$ 644.72	0.69	5,772	0.20%
Cloud	9,219	\$ 8,492,348	\$ 921.18	0.99	9,109	0.31%
Coffey	8,384	\$ 6,154,339	\$ 734.06	0.79	6,601	0.23%
Comanche	1,843	\$ 1,414,777	\$ 767.65	0.82	1,518	0.05%
Cowley	34,988	\$ 23,266,170	\$ 664.98	0.71	24,956	0.86%
Crawford	39,217	\$ 29,110,319	\$ 742.29	0.80	31,224	1.08%
Decatur	2,932	\$ 1,444,332	\$ 492.61	0.53	1,549	0.05%
Dickinson	19,303	\$ 11,841,599	\$ 613.46	0.66	12,702	0.44%
Doniphan	7,797	\$ 3,016,889	\$ 386.93	0.42	3,236	0.11%
Douglas	118,053	\$ 103,126,800	\$ 873.56	0.94	110,616	3.81%
Edwards	2,968	\$ 1,653,481	\$ 557.10	0.60	1,774	0.06%
Elk	2,605	\$ 1,185,924	\$ 455.25	0.49	1,272	0.04%
Ellis	29,029	\$ 38,621,901	\$ 1,330.46	1.43	41,427	1.43%
Ellsworth	5,449	\$ 3,481,617	\$ 638.95	0.69	3,734	0.13%
Finney	37,118	\$ 46,782,689	\$ 1,260.38	1.35	50,180	1.73%
Ford	34,536	\$ 32,311,595	\$ 935.59	1.00	34,658	1.20%
Franklin	25,609	\$ 17,728,822	\$ 692.29	0.74	19,016	0.66%
Geary	37,030	\$ 26,146,016	\$ 706.08	0.76	28,045	0.97%
Gove	2,640	\$ 2,741,686	\$ 1,038.52	1.11	2,941	0.10%
Graham	2,591	\$ 2,103,510	\$ 811.85	0.87	2,256	0.08%
Grant	7,733	\$ 5,079,167	\$ 656.82	0.70	5,448	0.19%
Gray	6,133	\$ 3,429,884	\$ 559.25	0.60	3,679	0.13%
Greeley	1,330	\$ 838,829	\$ 630.70	0.68	900	0.03%
Greenwood	6,244	\$ 2,896,956	\$ 463.96	0.50	3,107	0.11%
Hamilton	2,474	\$ 1,657,462	\$ 669.95	0.72	1,778	0.06%
Harper	5,817	\$ 4,868,018	\$ 836.86	0.90	5,222	0.18%
Harvey	35,073	\$ 24,349,941	\$ 694.26	0.74	26,118	0.90%
Haskell	4,064	\$ 3,029,564	\$ 745.46	0.80	3,250	0.11%
Hodgeman	1,893	\$ 799,468	\$ 422.33	0.45	858	0.03%
Jackson	13,338	\$ 6,487,801	\$ 486.41	0.52	6,959	0.24%
Jefferson	18,930	\$ 6,696,737	\$ 353.76	0.38	7,183	0.25%
Jewell	2,970	\$ 1,167,974	\$ 393.26	0.42	1,253	0.04%
Johnson	580,159	\$ 706,977,772	\$ 1,218.59	1.31	758,323	26.15%
Kearny	3,956	\$ 1,871,136	\$ 472.99	0.51	2,007	0.07%

Table 1  
County Trade Pull Factors, Trade Area Capture, Market Share  
Fiscal Year 2016

County	Adjusted Population CY 2015	FY 16 State Sales Tax Collections	FY 2016 Sales per Capita	FY 2016 Pull Factor	FY 2016 Trade Area Capture	FY 2016 Percent of Market Share
Kingman	7,687	\$ 4,396,116	\$ 571.89	0.61	4,715	0.16%
Kiowa	2,564	\$ 1,533,816	\$ 598.21	0.64	1,645	0.06%
Labette	20,803	\$ 13,192,335	\$ 634.16	0.68	14,150	0.49%
Lane	1,670	\$ 1,068,957	\$ 640.09	0.69	1,147	0.04%
Leavenworth	74,940	\$ 40,374,481	\$ 538.76	0.58	43,307	1.49%
Lincoln	3,105	\$ 1,174,991	\$ 378.42	0.41	1,260	0.04%
Linn	9,536	\$ 5,646,798	\$ 592.16	0.64	6,057	0.21%
Logan	2,825	\$ 2,653,221	\$ 939.19	1.01	2,846	0.10%
Lyon	33,339	\$ 28,517,222	\$ 855.37	0.92	30,588	1.05%
Marion	12,103	\$ 5,676,438	\$ 469.01	0.50	6,089	0.21%
Marshall	9,936	\$ 8,590,193	\$ 864.55	0.93	9,214	0.32%
McPherson	28,941	\$ 26,993,006	\$ 932.69	1.00	28,953	1.00%
Meade	4,330	\$ 2,343,218	\$ 541.16	0.58	2,513	0.09%
Miami	32,553	\$ 20,252,522	\$ 622.14	0.67	21,723	0.75%
Mitchell	6,282	\$ 6,091,364	\$ 969.65	1.04	6,534	0.23%
Montgomery	33,314	\$ 25,286,462	\$ 759.03	0.81	27,123	0.94%
Morris	5,645	\$ 3,221,895	\$ 570.75	0.61	3,456	0.12%
Morton	3,007	\$ 1,756,018	\$ 583.98	0.63	1,884	0.06%
Nemaha	10,227	\$ 7,358,321	\$ 719.50	0.77	7,893	0.27%
Neosho	16,346	\$ 12,008,321	\$ 734.63	0.79	12,880	0.44%
Ness	3,005	\$ 3,039,542	\$ 1,011.49	1.08	3,260	0.11%
Norton	4,711	\$ 3,663,173	\$ 777.58	0.83	3,929	0.14%
Osage	15,847	\$ 5,509,445	\$ 347.66	0.37	5,910	0.20%
Osborne	3,683	\$ 2,490,116	\$ 676.11	0.73	2,671	0.09%
Ottawa	5,975	\$ 2,044,648	\$ 342.20	0.37	2,193	0.08%
Pawnee	6,325	\$ 3,685,192	\$ 582.64	0.62	3,953	0.14%
Phillips	5,428	\$ 3,569,626	\$ 657.63	0.71	3,829	0.13%
Pottawatomie	23,298	\$ 31,010,927	\$ 1,331.06	1.43	33,263	1.15%
Pratt	9,691	\$ 11,065,123	\$ 1,141.79	1.22	11,869	0.41%
Rawlins	2,506	\$ 1,490,454	\$ 594.75	0.64	1,599	0.06%
Reno	61,873	\$ 57,365,527	\$ 927.15	0.99	61,532	2.12%
Republic	4,725	\$ 3,079,588	\$ 651.76	0.70	3,303	0.11%
Rice	9,977	\$ 5,488,266	\$ 550.09	0.59	5,887	0.20%
Riley	75,247	\$ 55,210,586	\$ 733.72	0.79	59,220	2.04%
Rooks	5,174	\$ 3,662,541	\$ 707.87	0.76	3,929	0.14%
Rush	3,130	\$ 1,353,360	\$ 432.38	0.46	1,452	0.05%
Russell	7,039	\$ 4,799,674	\$ 681.87	0.73	5,148	0.18%
Saline	55,691	\$ 68,559,195	\$ 1,231.06	1.32	73,538	2.54%
Scott	4,964	\$ 4,668,825	\$ 940.54	1.01	5,008	0.17%
Sedgwick	511,574	\$ 545,770,498	\$ 1,066.85	1.14	585,408	20.19%
Seward	23,152	\$ 23,627,913	\$ 1,020.56	1.09	25,344	0.87%
Shawnee	177,763	\$ 176,076,110	\$ 990.51	1.06	188,864	6.51%
Sheridan	2,512	\$ 1,956,111	\$ 778.71	0.84	2,098	0.07%
Sherman	5,983	\$ 6,866,173	\$ 1,147.61	1.23	7,365	0.25%
Smith	3,704	\$ 2,227,210	\$ 601.30	0.64	2,389	0.08%
Stafford	4,236	\$ 2,321,730	\$ 548.10	0.59	2,490	0.09%
Stanton	2,072	\$ 2,176,682	\$ 1,050.52	1.13	2,335	0.08%

Table 1  
 County Trade Pull Factors, Trade Area Capture, Market Share  
 Fiscal Year 2016

<b>County</b>	<b>Adjusted Population CY 2015</b>	<b>FY 16 State Sales Tax Collections</b>	<b>FY 2016 Sales per Capita</b>	<b>FY 2016 Pull Factor</b>	<b>FY 2016 Trade Area Capture</b>	<b>FY 2016 Percent of Market Share</b>
Stevens	5,806	\$ 4,301,632	\$ 740.89	0.79	4,614	0.16%
Sumner	23,535	\$ 12,818,836	\$ 544.67	0.58	13,750	0.47%
Thomas	7,904	\$ 11,213,661	\$ 1,418.73	1.52	12,028	0.41%
Trego	2,927	\$ 4,349,642	\$ 1,486.04	1.59	4,666	0.16%
Wabaunsee	6,951	\$ 2,650,057	\$ 381.25	0.41	2,843	0.10%
Wallace	1,518	\$ 1,218,606	\$ 802.77	0.86	1,307	0.05%
Washington	5,598	\$ 2,832,672	\$ 506.02	0.54	3,038	0.10%
Wichita	2,157	\$ 1,376,780	\$ 638.28	0.68	1,477	0.05%
Wilson	8,856	\$ 4,601,314	\$ 519.57	0.56	4,935	0.17%
Woodson	3,115	\$ 1,383,832	\$ 444.25	0.48	1,484	0.05%
Wyandotte	163,369	\$ 129,351,207	\$ 791.77	0.85	138,745	4.78%
	2,899,841	\$ 2,703,496,589	\$ 932.29		2,899,841	

Table 2  
County Trade Pull Factors, Trade Area Capture, Market Share

County	Adjusted Population CY 2015	Fiscal Year 2016			FY 2016 Pull Factor	FY 2016 Trade Area Capture	FY 2016 Percent of Market Share
		FY 16 State Sales Tax Collections	FY 2016 Sales per Capita				
Trego	2,927	\$ 4,349,642	\$ 1,486.04	1.59	4,666	0.16%	
Thomas	7,904	\$ 11,213,661	\$ 1,418.73	1.52	12,028	0.41%	
Pottawatomie	23,298	\$ 31,010,927	\$ 1,331.06	1.43	33,263	1.15%	
Ellis	29,029	\$ 38,621,901	\$ 1,330.46	1.43	41,427	1.43%	
Finney	37,118	\$ 46,782,689	\$ 1,260.38	1.35	50,180	1.73%	
Saline	55,691	\$ 68,559,195	\$ 1,231.06	1.32	73,538	2.54%	
Johnson	580,159	\$ 706,977,772	\$ 1,218.59	1.31	758,323	26.15%	
Sherman	5,983	\$ 6,866,173	\$ 1,147.61	1.23	7,365	0.25%	
Pratt	9,691	\$ 11,065,123	\$ 1,141.79	1.22	11,869	0.41%	
Sedgwick	511,574	\$ 545,770,498	\$ 1,066.85	1.14	585,408	20.19%	
Barton	27,103	\$ 28,615,957	\$ 1,055.82	1.13	30,694	1.06%	
Stanton	2,072	\$ 2,176,682	\$ 1,050.52	1.13	2,335	0.08%	
Gove	2,640	\$ 2,741,686	\$ 1,038.52	1.11	2,941	0.10%	
Seward	23,152	\$ 23,627,913	\$ 1,020.56	1.09	25,344	0.87%	
Ness	3,005	\$ 3,039,542	\$ 1,011.49	1.08	3,260	0.11%	
Shawnee	177,763	\$ 176,076,110	\$ 990.51	1.06	188,864	6.51%	
Mitchell	6,282	\$ 6,091,364	\$ 969.65	1.04	6,534	0.23%	
Barber	4,823	\$ 4,582,974	\$ 950.23	1.02	4,916	0.17%	
Scott	4,964	\$ 4,668,825	\$ 940.54	1.01	5,008	0.17%	
Logan	2,825	\$ 2,653,221	\$ 939.19	1.01	2,846	0.10%	
Ford	34,536	\$ 32,311,595	\$ 935.59	1.00	34,658	1.20%	
McPherson	28,941	\$ 26,993,006	\$ 932.69	1.00	28,953	1.00%	
Reno	61,873	\$ 57,365,527	\$ 927.15	0.99	61,532	2.12%	
Cloud	9,219	\$ 8,492,348	\$ 921.18	0.99	9,109	0.31%	
Douglas	118,053	\$ 103,126,800	\$ 873.56	0.94	110,616	3.81%	
Marshall	9,936	\$ 8,590,193	\$ 864.55	0.93	9,214	0.32%	
Lyon	33,339	\$ 28,517,222	\$ 855.37	0.92	30,588	1.05%	
Harper	5,817	\$ 4,868,018	\$ 836.86	0.90	5,222	0.18%	
Graham	2,591	\$ 2,103,510	\$ 811.85	0.87	2,256	0.08%	
Wallace	1,518	\$ 1,218,606	\$ 802.77	0.86	1,307	0.05%	
Wyandotte	163,369	\$ 129,351,207	\$ 791.77	0.85	138,745	4.78%	
Sheridan	2,512	\$ 1,956,111	\$ 778.71	0.84	2,098	0.07%	
Norton	4,711	\$ 3,663,173	\$ 777.58	0.83	3,929	0.14%	
Allen	12,717	\$ 9,877,693	\$ 776.73	0.83	10,595	0.37%	
Comanche	1,843	\$ 1,414,777	\$ 767.65	0.82	1,518	0.05%	
Montgomery	33,314	\$ 25,286,462	\$ 759.03	0.81	27,123	0.94%	
Haskell	4,064	\$ 3,029,564	\$ 745.46	0.80	3,250	0.11%	
Crawford	39,217	\$ 29,110,319	\$ 742.29	0.80	31,224	1.08%	
Stevens	5,806	\$ 4,301,632	\$ 740.89	0.79	4,614	0.16%	
Neosho	16,346	\$ 12,008,321	\$ 734.63	0.79	12,880	0.44%	
Coffey	8,384	\$ 6,154,339	\$ 734.06	0.79	6,601	0.23%	
Riley	75,247	\$ 55,210,586	\$ 733.72	0.79	59,220	2.04%	
Brown	9,776	\$ 7,101,945	\$ 726.47	0.78	7,618	0.26%	
Nemaha	10,227	\$ 7,358,321	\$ 719.50	0.77	7,893	0.27%	
Rooks	5,174	\$ 3,662,541	\$ 707.87	0.76	3,929	0.14%	
Geary	37,030	\$ 26,146,016	\$ 706.08	0.76	28,045	0.97%	
Butler	65,169	\$ 45,460,032	\$ 697.57	0.75	48,762	1.68%	
Harvey	35,073	\$ 24,349,941	\$ 694.26	0.74	26,118	0.90%	
Franklin	25,609	\$ 17,728,822	\$ 692.29	0.74	19,016	0.66%	

Table 2  
County Trade Pull Factors, Trade Area Capture, Market Share

County	Fiscal Year 2016			FY 2016 Pull Factor	FY 2016 Trade Area Capture	FY 2016 Percent of Market Share
	Adjusted Population CY 2015	FY 16 State Sales Tax Collections	FY 2016 Sales per Capita			
Russell	7,039	\$ 4,799,674	\$ 681.87	0.73	5,148	0.18%
Osborne	3,683	\$ 2,490,116	\$ 676.11	0.73	2,671	0.09%
Hamilton	2,474	\$ 1,657,462	\$ 669.95	0.72	1,778	0.06%
Cowley	34,988	\$ 23,266,170	\$ 664.98	0.71	24,956	0.86%
Phillips	5,428	\$ 3,569,626	\$ 657.63	0.71	3,829	0.13%
Grant	7,733	\$ 5,079,167	\$ 656.82	0.70	5,448	0.19%
Republic	4,725	\$ 3,079,588	\$ 651.76	0.70	3,303	0.11%
Clay	8,347	\$ 5,381,469	\$ 644.72	0.69	5,772	0.20%
Lane	1,670	\$ 1,068,957	\$ 640.09	0.69	1,147	0.04%
Ellsworth	5,449	\$ 3,481,617	\$ 638.95	0.69	3,734	0.13%
Wichita	2,157	\$ 1,376,780	\$ 638.28	0.68	1,477	0.05%
Labette	20,803	\$ 13,192,335	\$ 634.16	0.68	14,150	0.49%
Bourbon	14,712	\$ 9,300,446	\$ 632.17	0.68	9,976	0.34%
Greeley	1,330	\$ 838,829	\$ 630.70	0.68	900	0.03%
Miami	32,553	\$ 20,252,522	\$ 622.14	0.67	21,723	0.75%
Dickinson	19,303	\$ 11,841,599	\$ 613.46	0.66	12,702	0.44%
Atchison	16,398	\$ 10,039,122	\$ 612.22	0.66	10,768	0.37%
Smith	3,704	\$ 2,227,210	\$ 601.30	0.64	2,389	0.08%
Kiowa	2,564	\$ 1,533,816	\$ 598.21	0.64	1,645	0.06%
Rawlins	2,506	\$ 1,490,454	\$ 594.75	0.64	1,599	0.06%
Linn	9,536	\$ 5,646,798	\$ 592.16	0.64	6,057	0.21%
Cheyenne	2,679	\$ 1,578,602	\$ 589.25	0.63	1,693	0.06%
Morton	3,007	\$ 1,756,018	\$ 583.98	0.63	1,884	0.06%
Pawnee	6,325	\$ 3,685,192	\$ 582.64	0.62	3,953	0.14%
Clark	2,096	\$ 1,218,928	\$ 581.55	0.62	1,307	0.05%
Kingman	7,687	\$ 4,396,116	\$ 571.89	0.61	4,715	0.16%
Morris	5,645	\$ 3,221,895	\$ 570.75	0.61	3,456	0.12%
Gray	6,133	\$ 3,429,884	\$ 559.25	0.60	3,679	0.13%
Edwards	2,968	\$ 1,653,481	\$ 557.10	0.60	1,774	0.06%
Anderson	7,808	\$ 4,322,252	\$ 553.57	0.59	4,636	0.16%
Rice	9,977	\$ 5,488,266	\$ 550.09	0.59	5,887	0.20%
Stafford	4,236	\$ 2,321,730	\$ 548.10	0.59	2,490	0.09%
Sumner	23,535	\$ 12,818,836	\$ 544.67	0.58	13,750	0.47%
Meade	4,330	\$ 2,343,218	\$ 541.16	0.58	2,513	0.09%
Leavenworth	74,940	\$ 40,374,481	\$ 538.76	0.58	43,307	1.49%
Wilson	8,856	\$ 4,601,314	\$ 519.57	0.56	4,935	0.17%
Washington	5,598	\$ 2,832,672	\$ 506.02	0.54	3,038	0.10%
Decatur	2,932	\$ 1,444,332	\$ 492.61	0.53	1,549	0.05%
Chase	2,679	\$ 1,316,927	\$ 491.57	0.53	1,413	0.05%
Jackson	13,338	\$ 6,487,801	\$ 486.41	0.52	6,959	0.24%
Kearny	3,956	\$ 1,871,136	\$ 472.99	0.51	2,007	0.07%
Marion	12,103	\$ 5,676,438	\$ 469.01	0.50	6,089	0.21%
Greenwood	6,244	\$ 2,896,956	\$ 463.96	0.50	3,107	0.11%
Elk	2,605	\$ 1,185,924	\$ 455.25	0.49	1,272	0.04%
Woodson	3,115	\$ 1,383,832	\$ 444.25	0.48	1,484	0.05%
Rush	3,130	\$ 1,353,360	\$ 432.38	0.46	1,452	0.05%
Hodgeman	1,893	\$ 799,468	\$ 422.33	0.45	858	0.03%
Chautauqua	3,402	\$ 1,397,850	\$ 410.89	0.44	1,499	0.05%
Jewell	2,970	\$ 1,167,974	\$ 393.26	0.42	1,253	0.04%

Table 2  
 County Trade Pull Factors, Trade Area Capture, Market Share  
 Fiscal Year 2016

County	Adjusted Population CY 2015	FY 16 State Sales Tax Collections	FY 2016 Sales per Capita	FY 2016 Pull Factor	FY 2016 Trade Area Capture	FY 2016 Percent of Market Share
Doniphan	7,797	\$ 3,016,889	\$ 386.93	0.42	3,236	0.11%
Wabaunsee	6,951	\$ 2,650,057	\$ 381.25	0.41	2,843	0.10%
Lincoln	3,105	\$ 1,174,991	\$ 378.42	0.41	1,260	0.04%
Cherokee	20,533	\$ 7,652,854	\$ 372.71	0.40	8,209	0.28%
Jefferson	18,930	\$ 6,696,737	\$ 353.76	0.38	7,183	0.25%
Osage	15,847	\$ 5,509,445	\$ 347.66	0.37	5,910	0.20%
Ottawa	5,975	\$ 2,044,648	\$ 342.20	0.37	2,193	0.08%
Statewide	2,899,841	\$ 2,703,496,589	\$ 932.29		2,899,841	

Table 3  
Percent Change in Pull Factor, Trade Area Capture and Market Share  
Fiscal Year 2015 to 2016

County	FY 2016	FY 2015	Percent change	FY 2016	FY 2015	Percent change	FY 2016	FY 2015	Percent change
	Pull Factor	Pull Factor		Trade Area Capture	Trade Area Capture		Percent of Market Share	% of Market Share	
Allen	0.83	0.90	-7.4%	10,595	11,610	-8.7%	0.37%	0.40%	-9.0%
Anderson	0.59	0.62	-4.5%	4,636	4,902	-5.4%	0.16%	0.17%	-5.7%
Atchison	0.66	0.64	2.1%	10,768	10,621	1.4%	0.37%	0.37%	1.1%
Barber	1.02	1.28	-20.3%	4,916	6,266	-21.6%	0.17%	0.22%	-21.7%
Barton	1.13	1.24	-9.0%	30,694	34,074	-9.9%	1.06%	1.18%	-10.1%
Bourbon	0.68	0.66	2.1%	9,976	9,806	1.7%	0.34%	0.34%	1.5%
Brown	0.78	0.76	1.9%	7,618	7,505	1.5%	0.26%	0.26%	1.2%
Butler	0.75	0.75	-0.8%	48,762	48,772	0.0%	1.68%	1.69%	-0.3%
Chase	0.53	0.48	9.1%	1,413	1,301	8.6%	0.05%	0.04%	8.3%
Chautauqua	0.44	0.50	-11.6%	1,499	1,735	-13.6%	0.05%	0.06%	-13.8%
Cherokee	0.40	0.41	-2.9%	8,209	8,554	-4.0%	0.28%	0.30%	-4.3%
Cheyenne	0.63	0.64	-1.8%	1,693	1,733	-2.3%	0.06%	0.06%	-2.5%
Clark	0.62	0.57	9.1%	1,307	1,226	6.6%	0.05%	0.04%	6.4%
Clay	0.69	0.69	-0.3%	5,772	5,767	0.1%	0.20%	0.20%	-0.2%
Cloud	0.99	0.94	5.1%	9,109	8,824	3.2%	0.31%	0.31%	3.0%
Coffey	0.79	0.83	-5.2%	6,601	7,002	-5.7%	0.23%	0.24%	-6.0%
Comanche	0.82	1.18	-30.3%	1,518	2,307	-34.2%	0.05%	0.08%	-34.4%
Cowley	0.71	0.74	-4.0%	24,956	26,131	-4.5%	0.86%	0.90%	-4.7%
Crawford	0.80	0.77	3.3%	31,224	30,286	3.1%	1.08%	1.05%	2.8%
Decatur	0.53	0.60	-12.4%	1,549	1,753	-11.6%	0.05%	0.06%	-11.9%
Dickinson	0.66	0.66	-0.5%	12,702	12,821	-0.9%	0.44%	0.44%	-1.2%
Doniphan	0.42	0.40	3.4%	3,236	3,161	2.4%	0.11%	0.11%	2.1%
Douglas	0.94	0.91	2.8%	110,616	106,253	4.1%	3.81%	3.67%	3.8%
Edwards	0.60	0.59	1.1%	1,774	1,791	-1.0%	0.06%	0.06%	-1.2%
Elk	0.49	0.49	0.4%	1,272	1,311	-2.9%	0.04%	0.05%	-3.2%
Ellis	1.43	1.59	-10.2%	41,427	46,129	-10.2%	1.43%	1.59%	-10.4%
Ellsworth	0.69	0.83	-17.7%	3,734	4,581	-18.5%	0.13%	0.16%	-18.7%
Finney	1.35	1.38	-2.0%	50,180	51,270	-2.1%	1.73%	1.77%	-2.4%
Ford	1.00	1.04	-3.8%	34,658	36,302	-4.5%	1.20%	1.25%	-4.8%
Franklin	0.74	0.76	-2.6%	19,016	19,520	-2.6%	0.66%	0.67%	-2.8%
Geary	0.76	0.78	-3.3%	28,045	28,756	-2.5%	0.97%	0.99%	-2.7%
Gove	1.11	1.24	-10.0%	2,941	3,376	-12.9%	0.10%	0.12%	-13.1%
Graham	0.87	1.13	-22.6%	2,256	2,888	-21.9%	0.08%	0.10%	-22.1%
Grant	0.70	0.80	-11.9%	5,448	6,251	-12.8%	0.19%	0.22%	-13.1%
Gray	0.60	0.60	-0.1%	3,679	3,650	0.8%	0.13%	0.13%	0.5%
Greeley	0.68	0.76	-10.8%	900	986	-8.8%	0.03%	0.03%	-9.0%
Greenwood	0.50	0.51	-1.6%	3,107	3,199	-2.9%	0.11%	0.11%	-3.1%
Hamilton	0.72	0.68	6.0%	1,778	1,764	0.8%	0.06%	0.06%	0.5%
Harper	0.90	1.27	-29.4%	5,222	7,401	-29.4%	0.18%	0.26%	-29.6%
Harvey	0.74	0.76	-2.2%	26,118	26,508	-1.5%	0.90%	0.92%	-1.7%
Haskell	0.80	0.88	-9.4%	3,250	3,622	-10.3%	0.11%	0.13%	-10.5%
Hodgeman	0.45	0.52	-12.2%	858	989	-13.3%	0.03%	0.03%	-13.5%
Jackson	0.52	0.51	1.8%	6,959	6,936	0.3%	0.24%	0.24%	0.1%
Jefferson	0.38	0.35	8.8%	7,183	6,573	9.3%	0.25%	0.23%	9.0%
Jewell	0.42	0.41	2.8%	1,253	1,248	0.4%	0.04%	0.04%	0.1%
Johnson	1.31	1.29	1.1%	758,323	742,651	2.1%	26.15%	25.67%	1.9%
Kearny	0.51	0.52	-2.6%	2,007	2,040	-1.6%	0.07%	0.07%	-1.8%
Kingman	0.61	0.69	-10.8%	4,715	5,295	-10.9%	0.16%	0.18%	-11.2%
Kiowa	0.64	0.92	-29.9%	1,645	2,301	-28.5%	0.06%	0.08%	-28.7%
Labette	0.68	0.68	0.0%	14,150	14,252	-0.7%	0.49%	0.49%	-1.0%
Lane	0.69	0.85	-18.8%	1,147	1,426	-19.6%	0.04%	0.05%	-19.8%

Table 3  
Percent Change in Pull Factor, Trade Area Capture and Market Share  
Fiscal Year 2015 to 2016

County	FY 2016	FY 2015	Percent change	FY 2016	FY 2015	Percent change	FY 2016	FY 2015	Percent change
	Pull Factor	Pull Factor		Trade Area Capture	Trade Area Capture		Percent of Market Share	% of Market Share	
Leavenworth	0.58	0.57	1.8%	43,307	42,304	2.4%	1.49%	1.46%	2.1%
Lincoln	0.41	0.47	-13.7%	1,260	1,489	-15.4%	0.04%	0.05%	-15.6%
Linn	0.64	0.68	-6.3%	6,057	6,440	-5.9%	0.21%	0.22%	-6.2%
Logan	1.01	1.17	-14.1%	2,846	3,275	-13.1%	0.10%	0.11%	-13.3%
Lyon	0.92	0.91	0.4%	30,588	30,355	0.8%	1.05%	1.05%	0.5%
Marion	0.50	0.51	-1.4%	6,089	6,226	-2.2%	0.21%	0.22%	-2.5%
Marshall	0.93	0.91	1.8%	9,214	9,115	1.1%	0.32%	0.32%	0.8%
McPherson	1.00	1.09	-8.0%	28,953	31,810	-9.0%	1.00%	1.10%	-9.2%
Meade	0.58	0.64	-9.3%	2,513	2,790	-9.9%	0.09%	0.10%	-10.1%
Miami	0.67	0.66	1.7%	21,723	21,543	0.8%	0.75%	0.74%	0.6%
Mitchell	1.04	1.11	-6.0%	6,534	6,956	-6.1%	0.23%	0.24%	-6.3%
Montgomery	0.81	0.79	3.6%	27,123	26,767	1.3%	0.94%	0.93%	1.1%
Morris	0.61	0.60	1.8%	3,456	3,427	0.8%	0.12%	0.12%	0.6%
Morton	0.63	0.78	-19.6%	1,884	2,424	-22.3%	0.06%	0.08%	-22.5%
Nemaha	0.77	0.79	-2.8%	7,893	8,060	-2.1%	0.27%	0.28%	-2.3%
Neosho	0.79	0.82	-3.9%	12,880	13,454	-4.3%	0.44%	0.47%	-4.5%
Ness	1.08	1.70	-36.2%	3,260	5,278	-38.2%	0.11%	0.18%	-38.4%
Norton	0.83	0.87	-3.9%	3,929	4,098	-4.1%	0.14%	0.14%	-4.4%
Osage	0.37	0.37	0.4%	5,910	5,916	-0.1%	0.20%	0.20%	-0.4%
Osborne	0.73	0.79	-8.1%	2,671	2,964	-9.9%	0.09%	0.10%	-10.1%
Ottawa	0.37	0.36	1.3%	2,193	2,197	-0.2%	0.08%	0.08%	-0.4%
Pawnee	0.62	0.64	-2.9%	3,953	4,180	-5.4%	0.14%	0.14%	-5.7%
Phillips	0.71	0.70	0.3%	3,829	3,890	-1.6%	0.13%	0.13%	-1.8%
Pottawatomie	1.43	1.42	0.8%	33,263	32,421	2.6%	1.15%	1.12%	2.3%
Pratt	1.22	1.28	-4.4%	11,869	12,613	-5.9%	0.41%	0.44%	-6.1%
Rawlins	0.64	0.83	-23.3%	1,599	2,150	-25.6%	0.06%	0.07%	-25.8%
Reno	0.99	1.06	-5.8%	61,532	65,391	-5.9%	2.12%	2.26%	-6.1%
Republic	0.70	0.70	0.0%	3,303	3,359	-1.7%	0.11%	0.12%	-1.9%
Rice	0.59	0.66	-10.0%	5,887	6,563	-10.3%	0.20%	0.23%	-10.5%
Riley	0.79	0.77	2.7%	59,220	57,631	2.8%	2.04%	1.99%	2.5%
Rooks	0.76	1.02	-25.6%	3,929	5,260	-25.3%	0.14%	0.18%	-25.5%
Rush	0.46	0.53	-11.8%	1,452	1,682	-13.7%	0.05%	0.06%	-13.9%
Russell	0.73	0.91	-19.3%	5,148	6,305	-18.3%	0.18%	0.22%	-18.5%
Saline	1.32	1.34	-1.4%	73,538	74,646	-1.5%	2.54%	2.58%	-1.7%
Scott	1.01	0.97	4.4%	5,008	4,910	2.0%	0.17%	0.17%	1.7%
Sedgwick	1.14	1.12	2.0%	585,408	571,004	2.5%	20.19%	19.74%	2.3%
Seward	1.09	1.19	-8.0%	25,344	27,915	-9.2%	0.87%	0.97%	-9.4%
Shawnee	1.06	1.04	2.0%	188,864	184,942	2.1%	6.51%	6.39%	1.9%
Sheridan	0.84	0.86	-3.4%	2,098	2,196	-4.4%	0.07%	0.08%	-4.7%
Sherman	1.23	1.25	-1.5%	7,365	7,638	-3.6%	0.25%	0.26%	-3.8%
Smith	0.64	0.68	-5.7%	2,389	2,577	-7.3%	0.08%	0.09%	-7.5%
Stafford	0.59	0.69	-15.0%	2,490	2,972	-16.2%	0.09%	0.10%	-16.4%
Stanton	1.13	0.71	59.8%	2,335	1,489	56.8%	0.08%	0.05%	56.4%
Stevens	0.79	0.91	-12.3%	4,614	5,256	-12.2%	0.16%	0.18%	-12.4%
Sumner	0.58	0.62	-5.2%	13,750	14,504	-5.2%	0.47%	0.50%	-5.4%
Thomas	1.52	1.61	-5.7%	12,028	12,731	-5.5%	0.41%	0.44%	-5.8%
Trego	1.59	1.01	57.8%	4,666	2,930	59.2%	0.16%	0.10%	58.8%
Wabaunsee	0.41	0.34	20.5%	2,843	2,383	19.3%	0.10%	0.08%	19.0%
Wallace	0.86	0.77	11.3%	1,307	1,166	12.1%	0.05%	0.04%	11.9%
Washington	0.54	0.53	2.6%	3,038	2,963	2.6%	0.10%	0.10%	2.3%
Wichita	0.68	0.72	-5.4%	1,477	1,575	-6.2%	0.05%	0.05%	-6.5%

Table 3  
 Percent Change in Pull Factor, Trade Area Capture and Market Share  
 Fiscal Year 2015 to 2016

County	FY 2016	FY 2015	Percent change	FY 2016	FY 2015	Percent change	FY 2016	FY 2015	Percent change
	Pull Factor	Pull Factor		Trade Area Capture	Trade Area Capture		Percent of Market Share	% of Market Share	
Wilson	0.56	0.55	0.9%	4,935	4,988	-1.1%	0.17%	0.17%	-1.3%
Woodson	0.48	0.54	-12.4%	1,484	1,717	-13.6%	0.05%	0.06%	-13.8%
Wyandotte	0.85	0.86	-0.8%	138,745	138,316	0.3%	4.78%	4.78%	0.1%
				2,899,841			99.71%		