

# **COUNTY TRADE PULL FACTORS**

## **Annual report for fiscal year 2015**

**(July 2014– June 2015)**

Kansas Department of Revenue  
Office of Policy and Research  
Issued January 2016

## Introduction

The County Trade Pull Factor report provides different measures of retail market data for the 105 Kansas counties for fiscal year 2015, which represents the period July 1, 2014 through June 30, 2015. 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. Thus, the balance of trade is favorable. A CTPF value less than 1.00 indicates more trade is being lost than pulled in, that residents are shopping outside the county. This is an unfavorable balance of trade.
- 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 2015 report consists of three tables:

- Table 1 lists the measures for each county in alphabetical order. Fiscal Year 2014 measures are provided for comparison.
- Table 2 lists the measures for each county by pull factor in descending order, along with the FY 2014 measures.
- Table 3 provides the change in the three measures from fiscal year 2014. 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 2015 Data Sources**

The data used in this report consists of county population and state sales tax collections. The 2014 county population estimates are from the U.S. Census Bureau as certified by the Division of the Budget July 1, 2015 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 2015, all but \$7.5 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>.

Table 1  
County Trade Pull Factors, Trade Area Capture, Market Share  
Fiscal Year 2015

County	Adj. Population CY 2014	FY 15 State Sales Tax Collections	FY 2015 Sales per Capita	FY 2015 Pull Factor	FY 2015 Trade Area Capture	FY 2015 Percent of Market Share
Allen	12,909	\$ 10,193,435	\$ 789.64	0.90	11,610	0.40%
Anderson	7,883	\$ 4,304,108	\$ 546.00	0.62	4,902	0.17%
Atchison	16,513	\$ 9,324,902	\$ 564.70	0.64	10,621	0.37%
Barber	4,897	\$ 5,501,681	\$ 1,123.48	1.28	6,266	0.22%
Barton	27,385	\$ 29,916,830	\$ 1,092.45	1.24	34,074	1.18%
Bourbon	14,772	\$ 8,609,407	\$ 582.82	0.66	9,806	0.34%
Brown	9,815	\$ 6,589,689	\$ 671.39	0.76	7,505	0.26%
Butler	64,655	\$ 42,821,508	\$ 662.31	0.75	48,772	1.69%
Chase	2,692	\$ 1,141,885	\$ 424.18	0.48	1,301	0.04%
Chautauqua	3,481	\$ 1,523,493	\$ 437.66	0.50	1,735	0.06%
Cherokee	20,787	\$ 7,510,750	\$ 361.32	0.41	8,554	0.30%
Cheyenne	2,693	\$ 1,521,419	\$ 564.95	0.64	1,733	0.06%
Clark	2,144	\$ 1,076,522	\$ 502.11	0.57	1,226	0.04%
Clay	8,317	\$ 5,063,194	\$ 608.78	0.69	5,767	0.20%
Cloud	9,385	\$ 7,747,052	\$ 825.47	0.94	8,824	0.31%
Coffey	8,433	\$ 6,147,356	\$ 728.96	0.83	7,002	0.24%
Comanche	1,954	\$ 2,025,862	\$ 1,036.78	1.18	2,307	0.08%
Cowley	35,163	\$ 22,942,639	\$ 652.47	0.74	26,131	0.90%
Crawford	39,290	\$ 26,590,555	\$ 676.78	0.77	30,286	1.05%
Decatur	2,908	\$ 1,539,285	\$ 529.33	0.60	1,753	0.06%
Dickinson	19,394	\$ 11,256,885	\$ 580.43	0.66	12,821	0.44%
Doniphan	7,874	\$ 2,775,119	\$ 352.44	0.40	3,161	0.11%
Douglas	116,585	\$ 93,289,788	\$ 800.19	0.91	106,253	3.67%
Edwards	3,030	\$ 1,572,700	\$ 519.04	0.59	1,791	0.06%
Elk	2,694	\$ 1,150,617	\$ 427.10	0.49	1,311	0.05%
Ellis	29,013	\$ 40,501,183	\$ 1,395.97	1.59	46,129	1.59%
Ellsworth	5,498	\$ 4,022,270	\$ 731.59	0.83	4,581	0.16%
Finney	37,184	\$ 45,014,980	\$ 1,210.60	1.38	51,270	1.77%
Ford	34,795	\$ 31,872,710	\$ 916.01	1.04	36,302	1.25%
Franklin	25,611	\$ 17,138,195	\$ 669.17	0.76	19,520	0.67%
Geary	36,713	\$ 25,247,709	\$ 687.70	0.78	28,756	0.99%
Gove	2,727	\$ 2,964,430	\$ 1,087.07	1.24	3,376	0.12%
Graham	2,566	\$ 2,536,025	\$ 988.32	1.13	2,888	0.10%
Grant	7,816	\$ 5,488,250	\$ 702.18	0.80	6,251	0.22%
Gray	6,082	\$ 3,204,953	\$ 526.96	0.60	3,650	0.13%
Greeley	1,301	\$ 866,042	\$ 665.67	0.76	986	0.03%
Greenwood	6,328	\$ 2,809,046	\$ 443.91	0.51	3,199	0.11%
Hamilton	2,603	\$ 1,548,901	\$ 595.04	0.68	1,764	0.06%
Harper	5,818	\$ 6,498,144	\$ 1,116.90	1.27	7,401	0.26%
Harvey	34,820	\$ 23,274,097	\$ 668.41	0.76	26,508	0.92%
Haskell	4,106	\$ 3,180,148	\$ 774.51	0.88	3,622	0.13%
Hodgeman	1,916	\$ 868,266	\$ 453.17	0.52	989	0.03%
Jackson	13,539	\$ 6,090,075	\$ 449.82	0.51	6,936	0.24%
Jefferson	18,855	\$ 5,771,134	\$ 306.08	0.35	6,573	0.23%
Jewell	3,043	\$ 1,095,767	\$ 360.09	0.41	1,248	0.04%
Johnson	574,272	\$ 652,042,154	\$ 1,135.42	1.29	742,651	25.67%
Kearny	3,915	\$ 1,790,698	\$ 457.39	0.52	2,040	0.07%
Kingman	7,698	\$ 4,648,546	\$ 603.86	0.69	5,295	0.18%
Kiowa	2,513	\$ 2,019,880	\$ 803.77	0.92	2,301	0.08%
Labette	20,960	\$ 12,513,044	\$ 597.00	0.68	14,252	0.49%

Table 1  
County Trade Pull Factors, Trade Area Capture, Market Share  
Fiscal Year 2015

County	Adj. Population CY 2014	FY 15 State Sales Tax Collections	FY 2015 Sales per Capita	FY 2015 Pull Factor	FY 2015 Trade Area Capture	FY 2015 Percent of Market Share
Lane	1,687	\$ 1,252,450	\$ 742.41	0.85	1,426	0.05%
Leavenworth	74,552	\$ 37,142,707	\$ 498.21	0.57	42,304	1.46%
Lincoln	3,167	\$ 1,307,636	\$ 412.89	0.47	1,489	0.05%
Linn	9,502	\$ 5,653,866	\$ 595.02	0.68	6,440	0.22%
Logan	2,794	\$ 2,875,402	\$ 1,029.13	1.17	3,275	0.11%
Lyon	33,212	\$ 26,651,872	\$ 802.48	0.91	30,355	1.05%
Marion	12,208	\$ 5,466,475	\$ 447.78	0.51	6,226	0.22%
Marshall	10,006	\$ 8,002,969	\$ 799.82	0.91	9,115	0.32%
McPherson	29,241	\$ 27,929,219	\$ 955.14	1.09	31,810	1.10%
Meade	4,357	\$ 2,449,226	\$ 562.14	0.64	2,790	0.10%
Miami	32,822	\$ 18,914,358	\$ 576.27	0.66	21,543	0.74%
Mitchell	6,284	\$ 6,107,155	\$ 971.86	1.11	6,956	0.24%
Montgomery	34,065	\$ 23,501,446	\$ 689.90	0.79	26,767	0.93%
Morris	5,698	\$ 3,009,208	\$ 528.12	0.60	3,427	0.12%
Morton	3,110	\$ 2,128,410	\$ 684.38	0.78	2,424	0.08%
Nemaha	10,148	\$ 7,076,898	\$ 697.37	0.79	8,060	0.28%
Neosho	16,416	\$ 11,812,151	\$ 719.55	0.82	13,454	0.47%
Ness	3,105	\$ 4,634,110	\$ 1,492.47	1.70	5,278	0.18%
Norton	4,721	\$ 3,597,984	\$ 762.12	0.87	4,098	0.14%
Osage	15,936	\$ 5,194,431	\$ 325.96	0.37	5,916	0.20%
Osborne	3,756	\$ 2,602,697	\$ 692.94	0.79	2,964	0.10%
Ottawa	6,065	\$ 1,928,878	\$ 318.03	0.36	2,197	0.08%
Pawnee	6,492	\$ 3,670,163	\$ 565.34	0.64	4,180	0.14%
Phillips	5,533	\$ 3,414,979	\$ 617.20	0.70	3,890	0.13%
Pottawatomie	22,897	\$ 28,465,636	\$ 1,243.20	1.42	32,421	1.12%
Pratt	9,850	\$ 11,074,158	\$ 1,124.28	1.28	12,613	0.44%
Rawlins	2,584	\$ 1,887,287	\$ 730.37	0.83	2,150	0.07%
Reno	61,949	\$ 57,412,489	\$ 926.77	1.06	65,391	2.26%
Republic	4,803	\$ 2,949,561	\$ 614.11	0.70	3,359	0.12%
Rice	10,015	\$ 5,762,415	\$ 575.38	0.66	6,563	0.23%
Riley	75,194	\$ 50,599,756	\$ 672.92	0.77	57,631	1.99%
Rooks	5,155	\$ 4,618,121	\$ 895.85	1.02	5,260	0.18%
Rush	3,197	\$ 1,476,492	\$ 461.84	0.53	1,682	0.06%
Russell	6,956	\$ 5,535,534	\$ 795.79	0.91	6,305	0.22%
Saline	55,755	\$ 65,538,355	\$ 1,175.47	1.34	74,646	2.58%
Scott	5,080	\$ 4,310,816	\$ 848.59	0.97	4,910	0.17%
Sedgwick	508,803	\$ 501,337,824	\$ 985.33	1.12	571,004	19.74%
Seward	23,465	\$ 24,509,070	\$ 1,044.49	1.19	27,915	0.97%
Shawnee	177,581	\$ 162,377,862	\$ 914.39	1.04	184,942	6.39%
Sheridan	2,539	\$ 1,927,862	\$ 759.30	0.86	2,196	0.08%
Sherman	6,110	\$ 6,705,890	\$ 1,097.53	1.25	7,638	0.26%
Smith	3,769	\$ 2,262,353	\$ 600.25	0.68	2,577	0.09%
Stafford	4,297	\$ 2,608,985	\$ 607.16	0.69	2,972	0.10%
Stanton	2,111	\$ 1,307,076	\$ 619.17	0.71	1,489	0.05%
Stevens	5,801	\$ 4,614,329	\$ 795.44	0.91	5,256	0.18%
Sumner	23,528	\$ 12,734,632	\$ 541.25	0.62	14,504	0.50%
Thomas	7,891	\$ 11,177,593	\$ 1,416.50	1.61	12,731	0.44%
Trego	2,902	\$ 2,572,919	\$ 886.60	1.01	2,930	0.10%
Wabaunsee	7,022	\$ 2,092,398	\$ 297.98	0.34	2,383	0.08%
Wallace	1,506	\$ 1,023,370	\$ 679.53	0.77	1,166	0.04%

Table 1  
 County Trade Pull Factors, Trade Area Capture, Market Share  
 Fiscal Year 2015

<b>County</b>	<b>Adj. Population CY 2014</b>	<b>FY 15 State Sales Tax Collections</b>	<b>FY 2015 Sales per Capita</b>	<b>FY 2015 Pull Factor</b>	<b>FY 2015 Trade Area Capture</b>	<b>FY 2015 Percent of Market Share</b>
Washington	5,598	\$ 2,601,273	\$ 464.68	0.53	2,963	0.10%
Wichita	2,176	\$ 1,382,771	\$ 635.46	0.72	1,575	0.05%
Wilson	9,028	\$ 4,379,410	\$ 485.09	0.55	4,988	0.17%
Woodson	3,157	\$ 1,507,951	\$ 477.65	0.54	1,717	0.06%
Wyandotte	161,636	\$ 121,440,461	\$ 751.32	0.86	138,316	4.78%
	2,892,577	\$ 2,539,662,667	\$ 877.99		2,892,577	

Table 2  
County Trade Pull Factors, Trade Area Capture, Market Share  
Fiscal Year 2015

County	Adj. Population C Y 2014	FY 15 State Sales Tax Collections	FY 2015 Sales per Capita	FY 2015 Pull Factor	FY 2015 Trade Area Capture	FY 2015 Percent of Market Share
Ness	3,105	\$ 4,634,110	\$ 1,492.47	1.70	5,278	0.18%
Thomas	7,891	\$ 11,177,593	\$ 1,416.50	1.61	12,731	0.44%
Ellis	29,013	\$ 40,501,183	\$ 1,395.97	1.59	46,129	1.59%
Pottawatomie	22,897	\$ 28,465,636	\$ 1,243.20	1.42	32,421	1.12%
Finney	37,184	\$ 45,014,980	\$ 1,210.60	1.38	51,270	1.77%
Saline	55,755	\$ 65,538,355	\$ 1,175.47	1.34	74,646	2.58%
Johnson	574,272	\$ 652,042,154	\$ 1,135.42	1.29	742,651	25.67%
Pratt	9,850	\$ 11,074,158	\$ 1,124.28	1.28	12,613	0.44%
Barber	4,897	\$ 5,501,681	\$ 1,123.48	1.28	6,266	0.22%
Harper	5,818	\$ 6,498,144	\$ 1,116.90	1.27	7,401	0.26%
Sherman	6,110	\$ 6,705,890	\$ 1,097.53	1.25	7,638	0.26%
Barton	27,385	\$ 29,916,830	\$ 1,092.45	1.24	34,074	1.18%
Gove	2,727	\$ 2,964,430	\$ 1,087.07	1.24	3,376	0.12%
Seward	23,465	\$ 24,509,070	\$ 1,044.49	1.19	27,915	0.97%
Comanche	1,954	\$ 2,025,862	\$ 1,036.78	1.18	2,307	0.08%
Logan	2,794	\$ 2,875,402	\$ 1,029.13	1.17	3,275	0.11%
Graham	2,566	\$ 2,536,025	\$ 988.32	1.13	2,888	0.10%
Sedgwick	508,803	\$ 501,337,824	\$ 985.33	1.12	571,004	19.74%
Mitchell	6,284	\$ 6,107,155	\$ 971.86	1.11	6,956	0.24%
McPherson	29,241	\$ 27,929,219	\$ 955.14	1.09	31,810	1.10%
Reno	61,949	\$ 57,412,489	\$ 926.77	1.06	65,391	2.26%
Ford	34,795	\$ 31,872,710	\$ 916.01	1.04	36,302	1.25%
Shawnee	177,581	\$ 162,377,862	\$ 914.39	1.04	184,942	6.39%
Rooks	5,155	\$ 4,618,121	\$ 895.85	1.02	5,260	0.18%
Trego	2,902	\$ 2,572,919	\$ 886.60	1.01	2,930	0.10%
Scott	5,080	\$ 4,310,816	\$ 848.59	0.97	4,910	0.17%
Cloud	9,385	\$ 7,747,052	\$ 825.47	0.94	8,824	0.31%
Kiowa	2,513	\$ 2,019,880	\$ 803.77	0.92	2,301	0.08%
Lyon	33,212	\$ 26,651,872	\$ 802.48	0.91	30,355	1.05%
Douglas	116,585	\$ 93,289,788	\$ 800.19	0.91	106,253	3.67%
Marshall	10,006	\$ 8,002,969	\$ 799.82	0.91	9,115	0.32%
Russell	6,956	\$ 5,535,534	\$ 795.79	0.91	6,305	0.22%
Stevens	5,801	\$ 4,614,329	\$ 795.44	0.91	5,256	0.18%
Allen	12,909	\$ 10,193,435	\$ 789.64	0.90	11,610	0.40%
Haskell	4,106	\$ 3,180,148	\$ 774.51	0.88	3,622	0.13%
Norton	4,721	\$ 3,597,984	\$ 762.12	0.87	4,098	0.14%
Sheridan	2,539	\$ 1,927,862	\$ 759.30	0.86	2,196	0.08%
Wyandotte	161,636	\$ 121,440,461	\$ 751.32	0.86	138,316	4.78%
Lane	1,687	\$ 1,252,450	\$ 742.41	0.85	1,426	0.05%
Ellsworth	5,498	\$ 4,022,270	\$ 731.59	0.83	4,581	0.16%
Rawlins	2,584	\$ 1,887,287	\$ 730.37	0.83	2,150	0.07%
Coffey	8,433	\$ 6,147,356	\$ 728.96	0.83	7,002	0.24%
Neosho	16,416	\$ 11,812,151	\$ 719.55	0.82	13,454	0.47%
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Osborne	3,756	\$ 2,602,697	\$ 692.94	0.79	2,964	0.10%
Montgomery	34,065	\$ 23,501,446	\$ 689.90	0.79	26,767	0.93%
Geary	36,713	\$ 25,247,709	\$ 687.70	0.78	28,756	0.99%
Morton	3,110	\$ 2,128,410	\$ 684.38	0.78	2,424	0.08%
Wallace	1,506	\$ 1,023,370	\$ 679.53	0.77	1,166	0.04%

Table 2  
County Trade Pull Factors, Trade Area Capture, Market Share  
Fiscal Year 2015

County	Adj. Population C Y 2014	FY 15 State Sales Tax Collections	FY 2015 Sales per Capita	FY 2015 Pull Factor	FY 2015 Trade Area Capture	FY 2015 Percent of Market Share
Crawford	39,290	\$ 26,590,555	\$ 676.78	0.77	30,286	1.05%
Riley	75,194	\$ 50,599,756	\$ 672.92	0.77	57,631	1.99%
Brown	9,815	\$ 6,589,689	\$ 671.39	0.76	7,505	0.26%
Franklin	25,611	\$ 17,138,195	\$ 669.17	0.76	19,520	0.67%
Harvey	34,820	\$ 23,274,097	\$ 668.41	0.76	26,508	0.92%
Greeley	1,301	\$ 866,042	\$ 665.67	0.76	986	0.03%
Butler	64,655	\$ 42,821,508	\$ 662.31	0.75	48,772	1.69%
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Wichita	2,176	\$ 1,382,771	\$ 635.46	0.72	1,575	0.05%
Stanton	2,111	\$ 1,307,076	\$ 619.17	0.71	1,489	0.05%
Phillips	5,533	\$ 3,414,979	\$ 617.20	0.70	3,890	0.13%
Republic	4,803	\$ 2,949,561	\$ 614.11	0.70	3,359	0.12%
Clay	8,317	\$ 5,063,194	\$ 608.78	0.69	5,767	0.20%
Stafford	4,297	\$ 2,608,985	\$ 607.16	0.69	2,972	0.10%
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Gray	6,082	\$ 3,204,953	\$ 526.96	0.60	3,650	0.13%
Edwards	3,030	\$ 1,572,700	\$ 519.04	0.59	1,791	0.06%
Clark	2,144	\$ 1,076,522	\$ 502.11	0.57	1,226	0.04%
Leavenworth	74,552	\$ 37,142,707	\$ 498.21	0.57	42,304	1.46%
Wilson	9,028	\$ 4,379,410	\$ 485.09	0.55	4,988	0.17%
Woodson	3,157	\$ 1,507,951	\$ 477.65	0.54	1,717	0.06%
Washington	5,598	\$ 2,601,273	\$ 464.68	0.53	2,963	0.10%
Rush	3,197	\$ 1,476,492	\$ 461.84	0.53	1,682	0.06%
Kearny	3,915	\$ 1,790,698	\$ 457.39	0.52	2,040	0.07%
Hodgeman	1,916	\$ 868,266	\$ 453.17	0.52	989	0.03%
Jackson	13,539	\$ 6,090,075	\$ 449.82	0.51	6,936	0.24%
Marion	12,208	\$ 5,466,475	\$ 447.78	0.51	6,226	0.22%
Greenwood	6,328	\$ 2,809,046	\$ 443.91	0.51	3,199	0.11%
Chautauqua	3,481	\$ 1,523,493	\$ 437.66	0.50	1,735	0.06%
Elk	2,694	\$ 1,150,617	\$ 427.10	0.49	1,311	0.05%
Chase	2,692	\$ 1,141,885	\$ 424.18	0.48	1,301	0.04%
Lincoln	3,167	\$ 1,307,636	\$ 412.89	0.47	1,489	0.05%
Cherokee	20,787	\$ 7,510,750	\$ 361.32	0.41	8,554	0.30%
Jewell	3,043	\$ 1,095,767	\$ 360.09	0.41	1,248	0.04%

Table 2  
 County Trade Pull Factors, Trade Area Capture, Market Share  
 Fiscal Year 2015

<b>County</b>	<b>Adj. Population C Y 2014</b>	<b>FY 15 State Sales Tax Collections</b>	<b>FY 2015 Sales per Capita</b>	<b>FY 2015 Pull Factor</b>	<b>FY 2015 Trade Area Capture</b>	<b>FY 2015 Percent of Market Share</b>
Doniphan	7,874	\$ 2,775,119	\$ 352.44	0.40	3,161	0.11%
Osage	15,936	\$ 5,194,431	\$ 325.96	0.37	5,916	0.20%
Ottawa	6,065	\$ 1,928,878	\$ 318.03	0.36	2,197	0.08%
Jefferson	18,855	\$ 5,771,134	\$ 306.08	0.35	6,573	0.23%
Wabaunsee	7,022	\$ 2,092,398	\$ 297.98	0.34	2,383	0.08%
	2,892,577	\$ 2,539,662,667	\$ 877.99		2,892,577	

Table 3  
Percent Change in Pull Factor, Trade Area Capture and Market Share  
Fiscal Year 2014 to 2015

County	FY 2015 Pull Factor	FY 2014 Pull Factor	% change	FY 2015 Trade Area Capture	FY 2014 Trade Area Capture	% change	FY 2015 % of Market Share	FY 2014 % of Market Share	% change
Allen	0.90	0.93	-2.9%	11,610	12,157	-4.5%	0.40%	0.42%	-4.9%
Anderson	0.62	0.63	-1.2%	4,902	4,973	-1.4%	0.17%	0.17%	-1.8%
Atchison	0.64	0.62	3.6%	10,621	10,401	2.1%	0.37%	0.36%	1.7%
Barber	1.28	1.76	-27.3%	6,266	8,713	-28.1%	0.22%	0.30%	-28.4%
Barton	1.24	1.31	-4.8%	34,074	35,973	-5.3%	1.18%	1.25%	-5.6%
Bourbon	0.66	0.70	-5.0%	9,806	10,379	-5.5%	0.34%	0.36%	-5.9%
Brown	0.76	0.76	0.6%	7,505	7,598	-1.2%	0.26%	0.26%	-1.6%
Butler	0.75	0.73	2.9%	48,772	47,077	3.6%	1.69%	1.63%	3.2%
Chase	0.48	0.43	11.8%	1,301	1,166	11.5%	0.04%	0.04%	11.1%
Chautauqua	0.50	0.52	-5.0%	1,735	1,864	-6.9%	0.06%	0.06%	-7.2%
Cherokee	0.41	0.39	6.7%	8,554	8,090	5.7%	0.30%	0.28%	5.3%
Cheyenne	0.64	0.63	2.4%	1,733	1,692	2.4%	0.06%	0.06%	2.0%
Clark	0.57	0.67	-14.4%	1,226	1,465	-16.3%	0.04%	0.05%	-16.6%
Clay	0.69	0.69	-0.2%	5,767	5,839	-1.2%	0.20%	0.20%	-1.6%
Cloud	0.94	0.96	-1.8%	8,824	8,899	-0.8%	0.31%	0.31%	-1.2%
Coffey	0.83	0.91	-8.5%	7,002	7,634	-8.3%	0.24%	0.26%	-8.6%
Comanche	1.18	1.71	-30.8%	2,307	3,338	-30.9%	0.08%	0.12%	-31.1%
Cowley	0.74	0.73	2.2%	26,131	25,766	1.4%	0.90%	0.89%	1.0%
Crawford	0.77	0.75	2.6%	30,286	29,515	2.6%	1.05%	1.02%	2.2%
Decatur	0.60	0.60	0.3%	1,753	1,762	-0.5%	0.06%	0.06%	-0.9%
Dickinson	0.66	0.67	-1.8%	12,821	13,194	-2.8%	0.44%	0.46%	-3.2%
Doniphan	0.40	0.38	4.6%	3,161	3,014	4.9%	0.11%	0.10%	4.5%
Douglas	0.91	0.89	2.3%	106,253	101,879	4.3%	3.67%	3.54%	3.9%
Edwards	0.59	0.54	9.4%	1,791	1,591	12.6%	0.06%	0.06%	12.2%
Elk	0.49	0.48	0.7%	1,311	1,282	2.2%	0.05%	0.04%	1.8%
Ellis	1.59	1.63	-2.6%	46,129	47,460	-2.8%	1.59%	1.65%	-3.2%
Ellsworth	0.83	0.77	7.6%	4,581	4,259	7.6%	0.16%	0.15%	7.2%
Finney	1.38	1.35	1.8%	51,270	50,229	2.1%	1.77%	1.74%	1.7%
Ford	1.04	1.04	0.8%	36,302	36,042	0.7%	1.25%	1.25%	0.3%
Franklin	0.76	0.73	5.0%	19,520	18,682	4.5%	0.67%	0.65%	4.1%
Geary	0.78	0.80	-1.8%	28,756	29,826	-3.6%	0.99%	1.04%	-3.9%
Gove	1.24	1.19	3.8%	3,376	3,304	2.2%	0.12%	0.11%	1.8%
Graham	1.13	1.22	-7.7%	2,888	3,164	-8.7%	0.10%	0.11%	-9.0%
Grant	0.80	0.95	-15.9%	6,251	7,556	-17.3%	0.22%	0.26%	-17.6%
Gray	0.60	0.63	-4.0%	3,650	3,758	-2.9%	0.13%	0.13%	-3.2%
Greeley	0.76	0.75	0.9%	986	969	1.8%	0.03%	0.03%	1.4%
Greenwood	0.51	0.54	-6.6%	3,199	3,476	-8.0%	0.11%	0.12%	-8.3%
Hamilton	0.68	0.71	-4.3%	1,764	1,848	-4.6%	0.06%	0.06%	-4.9%
Harper	1.27	1.44	-11.5%	7,401	8,424	-12.1%	0.26%	0.29%	-12.5%
Harvey	0.76	0.74	2.7%	26,508	25,761	2.9%	0.92%	0.89%	2.5%
Haskell	0.88	0.97	-8.6%	3,622	3,998	-9.4%	0.13%	0.14%	-9.7%
Hodgeman	0.52	0.57	-9.1%	989	1,107	-10.7%	0.03%	0.04%	-11.0%
Jackson	0.51	0.51	1.1%	6,936	6,771	2.4%	0.24%	0.23%	2.1%
Jefferson	0.35	0.34	1.5%	6,573	6,462	1.7%	0.23%	0.22%	1.3%
Jewell	0.41	0.45	-9.1%	1,248	1,374	-9.2%	0.04%	0.05%	-9.5%

Table 3  
Percent Change in Pull Factor, Trade Area Capture and Market Share  
Fiscal Year 2014 to 2015

County	FY 2015 Pull Factor	FY 2014 Pull Factor	% change	FY 2015 Trade Area Capture	FY 2014 Trade Area Capture	% change	FY 2015 % of Market Share	FY 2014 % of Market Share	% change
Johnson	1.29	1.28	1.3%	742,651	723,500	2.6%	25.67%	25.11%	2.3%
Kearny	0.52	0.54	-3.7%	2,040	2,121	-3.9%	0.07%	0.07%	-4.2%
Kingman	0.69	0.72	-4.8%	5,295	5,666	-6.6%	0.18%	0.20%	-6.9%
Kiowa	0.92	1.27	-27.6%	2,301	3,192	-27.9%	0.08%	0.11%	-28.2%
Labette	0.68	0.66	3.6%	14,252	13,722	3.9%	0.49%	0.48%	3.5%
Lane	0.85	1.04	-18.6%	1,426	1,787	-20.2%	0.05%	0.06%	-20.5%
Leavenworth	0.57	0.54	4.3%	42,304	39,775	6.4%	1.46%	1.38%	6.0%
Lincoln	0.47	0.59	-19.9%	1,489	1,847	-19.4%	0.05%	0.06%	-19.7%
Linn	0.68	0.65	3.9%	6,440	6,207	3.8%	0.22%	0.22%	3.4%
Logan	1.17	1.35	-13.2%	3,275	3,780	-13.4%	0.11%	0.13%	-13.7%
Lyon	0.91	0.87	5.2%	30,355	29,110	4.3%	1.05%	1.01%	3.9%
Marion	0.51	0.50	1.6%	6,226	6,134	1.5%	0.22%	0.21%	1.1%
Marshall	0.91	0.89	2.0%	9,115	8,932	2.0%	0.32%	0.31%	1.7%
McPherson	1.09	1.03	5.5%	31,810	30,486	4.3%	1.10%	1.06%	4.0%
Meade	0.64	0.67	-4.2%	2,790	2,902	-3.9%	0.10%	0.10%	-4.2%
Miami	0.66	0.64	2.8%	21,543	20,965	2.8%	0.74%	0.73%	2.4%
Mitchell	1.11	1.03	7.9%	6,956	6,544	6.3%	0.24%	0.23%	5.9%
Montgomery	0.79	0.84	-6.9%	26,767	28,944	-7.5%	0.93%	1.00%	-7.9%
Morris	0.60	0.58	4.2%	3,427	3,315	3.4%	0.12%	0.12%	3.0%
Morton	0.78	0.81	-3.7%	2,424	2,545	-4.8%	0.08%	0.09%	-5.1%
Nemaha	0.79	0.79	0.1%	8,060	8,060	0.0%	0.28%	0.28%	-0.4%
Neosho	0.82	0.84	-2.9%	13,454	13,865	-3.0%	0.47%	0.48%	-3.3%
Ness	1.70	1.70	0.2%	5,278	5,215	1.2%	0.18%	0.18%	0.8%
Norton	0.87	0.85	1.6%	4,098	4,091	0.2%	0.14%	0.14%	-0.2%
Osage	0.37	0.37	1.3%	5,916	5,914	0.0%	0.20%	0.21%	-0.3%
Osborne	0.79	0.82	-3.2%	2,964	3,114	-4.8%	0.10%	0.11%	-5.2%
Ottawa	0.36	0.39	-7.7%	2,197	2,371	-7.3%	0.08%	0.08%	-7.7%
Pawnee	0.64	0.68	-5.5%	4,180	4,453	-6.1%	0.14%	0.15%	-6.5%
Phillips	0.70	0.73	-3.3%	3,890	4,028	-3.4%	0.13%	0.14%	-3.8%
Pottawatomie	1.42	1.41	0.2%	32,421	32,053	1.1%	1.12%	1.11%	0.8%
Pratt	1.28	1.35	-5.2%	12,613	13,338	-5.4%	0.44%	0.46%	-5.8%
Rawlins	0.83	0.75	11.3%	2,150	1,935	11.1%	0.07%	0.07%	10.6%
Reno	1.06	1.04	1.6%	65,391	64,741	1.0%	2.26%	2.25%	0.6%
Republic	0.70	0.72	-3.2%	3,359	3,484	-3.6%	0.12%	0.12%	-3.9%
Rice	0.66	0.67	-2.1%	6,563	6,702	-2.1%	0.23%	0.23%	-2.4%
Riley	0.77	0.77	-1.0%	57,631	58,340	-1.2%	1.99%	2.02%	-1.6%
Rooks	1.02	1.12	-8.8%	5,260	5,804	-9.4%	0.18%	0.20%	-9.7%
Rush	0.53	0.56	-6.4%	1,682	1,791	-6.1%	0.06%	0.06%	-6.4%
Russell	0.91	0.94	-3.4%	6,305	6,504	-3.1%	0.22%	0.23%	-3.4%
Saline	1.34	1.32	1.8%	74,646	73,306	1.8%	2.58%	2.54%	1.4%
Scott	0.97	1.07	-10.1%	4,910	5,412	-9.3%	0.17%	0.19%	-9.6%
Sedgwick	1.12	1.14	-1.2%	571,004	573,959	-0.5%	19.74%	19.92%	-0.9%
Seward	1.19	1.21	-2.0%	27,915	28,381	-1.6%	0.97%	0.98%	-2.0%
Shawnee	1.04	1.03	0.6%	184,942	184,308	0.3%	6.39%	6.40%	0.0%
Sheridan	0.86	0.91	-4.8%	2,196	2,319	-5.3%	0.08%	0.08%	-5.7%

Table 3  
 Percent Change in Pull Factor, Trade Area Capture and Market Share  
 Fiscal Year 2014 to 2015

County	FY 2015 Pull Factor	FY 2014 Pull Factor	% change	FY 2015 Trade Area Capture	FY 2014 Trade Area Capture	% change	FY 2015 % of Market Share	FY 2014 % of Market Share	% change
Sherman	1.25	1.24	0.9%	7,638	7,574	0.8%	0.26%	0.26%	0.5%
Smith	0.68	0.70	-2.0%	2,577	2,587	-0.4%	0.09%	0.09%	-0.8%
Stafford	0.69	0.67	4.0%	2,972	2,899	2.5%	0.10%	0.10%	2.1%
Stanton	0.71	0.66	6.9%	1,489	1,448	2.8%	0.05%	0.05%	2.4%
Stevens	0.91	1.06	-14.3%	5,256	6,148	-14.5%	0.18%	0.21%	-14.8%
Sumner	0.62	0.61	0.7%	14,504	14,444	0.4%	0.50%	0.50%	0.0%
Thomas	1.61	1.59	1.5%	12,731	12,636	0.7%	0.44%	0.44%	0.4%
Trego	1.01	1.07	-5.8%	2,930	3,193	-8.2%	0.10%	0.11%	-8.6%
Wabaunsee	0.34	0.32	5.4%	2,383	2,271	4.9%	0.08%	0.08%	4.5%
Wallace	0.77	1.00	-22.7%	1,166	1,572	-25.8%	0.04%	0.05%	-26.1%
Washington	0.53	0.53	0.6%	2,963	2,961	0.1%	0.10%	0.10%	-0.3%
Wichita	0.72	0.85	-14.7%	1,575	1,860	-15.3%	0.05%	0.06%	-15.7%
Wilson	0.55	0.57	-2.7%	4,988	5,168	-3.5%	0.17%	0.18%	-3.8%
Woodson	0.54	0.55	-1.2%	1,717	1,774	-3.2%	0.06%	0.06%	-3.6%
Wyandotte	0.86	0.88	-2.3%	138,316	140,499	-1.6%	4.78%	4.88%	-1.9%