

A STUDY OF RETAIL TRADE IN CITIES ACROSS KANSAS

AN ANNUAL REPORT OF TRADE PULL FACTORS AND TRADE AREA CAPTURES

Annual report for Fiscal Year 2006

**Kansas Department of Revenue
Office of Policy and Research
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INTRODUCTION

This report marks the 2nd pull factor report for cities as prepared by the Kansas Department of Revenue. This report had been developed and published by the Kansas State university's Department of Agricultural Economics under the guidance of David Darling, Pd. D. This report is sixteen report documenting city retail activity in Kansas' communities.

Reports as published by Kansas State University reported on the first class cities of Kansas. The department expanded the report to include four groups of cities that many would consider to be regional centers for their communities. The cities are illustrated on Map 1. In addition to 1st class cities, the report also provides analysis for cities that are not 1st class cities but have:

- a population exceeding 10,000
- 75% or more of their county's state sales tax collections
- 65-75% of the county's state sales tax collections.

The City Trade Pull Factor report provides different measures of retail market data for the cities for fiscal year 2006, which represents the period July 1, 2005 through June 30, 2006. Retail market data is presented three ways.

- The first measure is a location quotient of retail trade called the *City Trade Pull Factor* (CiTPF). It is a measure of the relative strength of the retail business community. The City Trade Pull Factor is computed by dividing the per capita sales tax of a city by the statewide per capita sales tax. A CiTPF of 1.00 is a perfect balance of trade. The purchases of city residents who shop elsewhere are offset by the purchases of out-of-city customers. CiTPF values greater than 1.00 indicates that local businesses are pulling in trade from beyond their home city border. Thus, the balance of trade is favorable. A CiTPF value less than 1.00 indicates more trade is being lost than pulled in, that residents are shopping outside the city. This is an unfavorable balance of trade.
- The *Trade Area Capture* (TAC) of a city is a measure of the customer base served by a community. It is calculated by multiplying the city's population by the CTPF.
- The *Percent Market Share* (MS) is the percent the city's Trade Area Capture is of the state as a whole. TAC is calculated by dividing the city's TAC by the sum of all city TAC numbers.
- The *Percent of County Trade* is a concentration factor that shows the percent capture of retail trade of the city within their county.

For historical data on this expanded list of cities, you can refer to the fiscal year 2005 report which also contains data for fiscal years 2004 and 2003 in the appendices.

Prior year reports and other community related reports and can be found (or linked) at the Department of Revenue's web site, www.ksrevenue.org or at the Kansas State University's web site, www.agecon.ksu.edu/ddarling/d2002/dhome.html

DISCUSSION AND ANALYSIS

Map 1 provides a graphic view of the cities that are included in the study. The state is divided into the 11 regions used in the Governor's Economic Development reporting. The inclusion of the additional groups of cities provides a greater overall view of where the retail activity is in the state and where it is concentrated. The 1st class cities are concentrated in eastern and central Kansas. By expanding the report to include the additional groups, the report provides a more complete picture of retail activity across the state. These 55 cities account for 77% of all retail sales in the state and are home to 62% of the state's population.

There are 25 cities classified as first class cities in Kansas. These are historical designations, used to identify the larger, more dominant cities in their respective counties. These cities account for 68% of the state's sales tax collections and 54% of the state's population. Their combined CiTPF is 1.24, a slight decrease from fiscal year 2005 when their combined CiTPF was 1.26.

Table 1, Group A lists the first class cities, their pull factors, trade area capture, and concentration factor. The 1st class city with the highest city trade pull factor (CiTPF) in FY 2006 is Overland Park with a factor of 1.65. Overland Park's population in 2005 was 163,378. The measure indicates that for every resident of Overland Park, the retail community services 1 ½ persons. Lenexa is close behind with a CiTPF of 1.60. Lenexa is an example of a city with a relatively low population base having a strong retail presence. Combined, these two communities account for over \$220 million of state sale tax collections or 12.5% of the statewide total. This high amount of retail sales is due to Johnson County's dense population and above average purchasing power.

The 1st class city with the highest trade area capture (TAC) is Wichita. Its business community serves an estimated 423,331 customers and far surpasses Overland Park's TAC, estimated at 269,331 customers, due to the larger population base in Wichita. Wichita's state tax collections represent nearly 16% of the total collections in the state.

There are several 1st class cities that dominant their county's retail trade and serve as a regional retail center. The following cities have a percent of county sales that exceed 90%

| <u>City</u> | <u>% of County Sales</u> | <u>City</u> | <u>% of County Sales</u> |
|---------------|--------------------------|-------------|--------------------------|
| Salina | 95.5% | Emporia | 93.9% |
| Topeka | 92.4% | Dodge City | 92.4% |
| Liberal | 92.1% | Lawrence | 91.3% |
| Junction City | 90.1% | | |

Table 1, Group B lists cities that have populations exceeding 10,000 but are not 1st class cities. Ten cities are included in this group and they have a wide variance in CiTPF. Merriam has a pull factor of 3.35 whereas Gardner's pull factor is 0.63. Although Gardner has a larger population, Merriam's location within Johnson County (Interstate 35 runs though the middle of Merriam) results in it having a much larger retail concentration and therefore a very high CiTPF. The concentration factor also varies significantly among these cities, from a high of 84.4% for Hays to a low of 1.3% for Gardner. It shows that within this group of cities we have regional trade centers such as Hays and Great Bend and population bedroom communities, such as Gardner and Derby, that serve larger metropolitan areas.

Table 1, Group C are non-1st class cities with a population less than 10,000 but their concentration factor is 75% or more, meaning that they are the retail centers for their county. There are 11 cities within this group. The CiTPF ranges from 1.74 for Colby to 0.84 for Larned. The majority of these cities have pull factors greater than 1.0 as would be expected being they are the retail centers for their home county. Two cities dropped out of this group and into Group D. Holton and Oakley's percent of county sales decreased below the 75% requirement.

Table 1, Group D consists of a group of 9 cities that also make out the majority of a county's sales tax. They are non-1st class cities with a population less than 10,000 and a concentration factor between 65% and 75%. Again, these are the retail center for their county with most having a pull factor of 1.0 or greater, indicating they are providing the retail needs for their residents. This group has changed the most since the fiscal year 2005 report. Six (6) cities dropped out of this group as their percent of county sales decreased below the 65% requirement. These cities are: Hill City, Smith Center, Sharon Springs, Yates Center, Hugoton, and Dighton. The other change in this group is that of the 9 cities in Group D, six have pull factors greater than 1.0, one is at 0.91. In the fiscal year 2005 report, there were 13 cities in their group and only four (4) had a CiTPF greater than 1.0.

CITY HISTORICAL ANALYSIS

Pull factors were reviewed for the last four fiscal years to determine if there are any trends that can be identified in terms of their change in pull factor and in their rankings. Several cities moved slightly in their pull factors and rankings, either up or down. Table 2 provides the pull factors for the last three years. There are several noticeable changes in pull factors for the following 1st class cities:

| <u>City</u> | <u>FY 03</u> | <u>FY 06</u> | <u>% Change</u> |
|---------------|--------------|--------------|-----------------|
| Junction City | 1.02 | 1.35 | 31% |
| Manhattan | 1.13 | 1.43 | 25% |
| Leawood | 1.08 | 1.24 | 15% |
| Kansas City | 0.72 | 0.82 | 12% |
| Olathe | 1.53 | 1.33 | -13% |
| Lenexa | 1.96 | 1.60 | -19% |

For the four cities with increases in the pull factors the increase can be attributed to the growth seen in each city and their surrounding areas. These cities are experiencing increases in population and become regional shopping centers within their area of the state. Two Johnson County cities experienced significant decreases, Olathe and Lenexa. The decrease in the city of Olathe can be attributed to the increase in population, jumping 6% while the retail sales increased only 2% over the three year scan. The pull factor decrease in Lenexa is a result of a loss of state sales tax collections during the two year period. This decrease in state tax collections is being studied to determine the cause for the decrease; whether it is a result of the retail competition within the Johnson County area or if it can be attributed to other factors such as destination sourcing – as discussed below. The growth in Junction City is directly related to the growth in military personnel Fort Riley. Manhattan is also significantly influenced by Fort Riley, although they have been growing into a larger regional shopping center for the last several years on their own.

Policy Implications

In 2003 the Kansas Legislature passed a law that placed Kansas in conformity with the Streamlined Sales Tax Agreement. As part of the legislation was the requirement that Kansas enforce 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 has not been fully studied at this time.

Destination sourcing results in charging the sales tax based on where delivery occurs and in some industries this impacts 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 purchasers. The primary retailers affected by destination sourcing are furniture, home improvement (lumber), household and electronic appliances, and certain repair services.

Destination sourcing affects the city trade pull factor reports as the measure is based on sales tax collections. 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 community, it would be

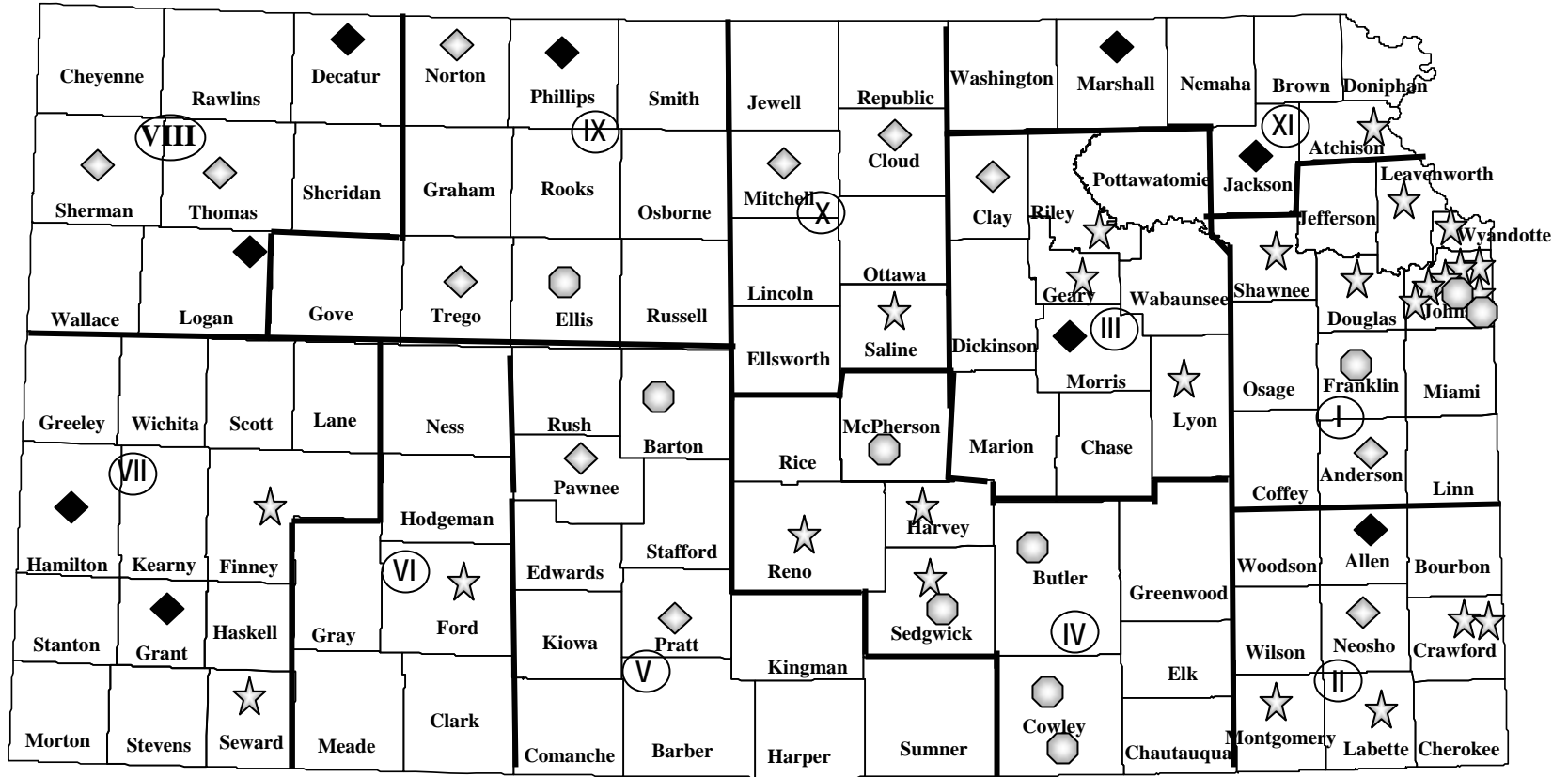
recorded as such – resulting in a loss of sales tax collections in the city where the store is located. With a few exceptions, the overall impact of destination sourcing on a city’s total sales has not been significant and determining if a change in sales tax is a direct result of destination sourcing is challenging. Further study of the sales tax data, the changes in collections, whether positive or negative, are being studied to determine the impact of destination sourcing. Based on the changes being seen in the historical data, many regional shopping areas’ pull factors are staying constant or slightly decreasing. Likewise, smaller cities’ pull factors are showing slight increases. As with the county data, cities near a population center are experiencing a greater increase in sales tax collections, which may be a combination of the effects of destination sourcing and new retail stores due to the out migration of the population from population centers to bedroom communities. For those who rely on CiTPF reports, destination sourcing affects the pull factor measure in that the measure is less meaningful under the new tax policy. The department continues to monitor the impact on sourcing.

FY 2006 Data Sources

The data used in this report consists of city population and state sales tax collections. The city population estimates are from the U.S. Census Bureau as certified by the Division of the Budget July 1, 2006 and published as the official population reports for the state of Kansas, adjusted to remove the institutionalized population. The data can be viewed at <http://budget.ks.gov/ecodemo.htm>. The institutionalized population does not trade within the retail community, so should not impact the computing of the measures. People in jails, prisons, and nursing homes are part of the institutionalized population. To arrive at the adjusted population data for this report, the 2000 U.S. Census Bureau’s institutionalized population has been subtracted from the 2004 population by city data with current state and federal prison populations adjusted. The Census counts are published on their web site: 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 2006, all but \$6 million in sales tax revenue were allocated compared to \$6.4 million in FY 2005. To review sales tax reports issued by the department, they are available on their Web site at <http://www.ksrevenue.org>.

Map 1. City Trade Pull Factors By Kansas Economic Reporting Regions Fiscal Year 2006



- ★ 1st Class Cities

◐ Non 1st Class cites, Population >10,000
- ◊ Non 1st Class cites, population <10,000, sales >75% of county

◆ Non 1st Class cites, population <10,000, sales 65%-75% of county

Table 1
City Trade Pull Factors, Trade Area Capture, Percent of County Sales
FY 2006

| City | Collections FY 06 | FY 06 Per Capita | Pull Factor | Trade Area Capture | Percent of County Sales | (certified 7/2006) 2005 Population less Institutionalized |
|----------------------------------|-------------------------|---------------------|----------------|-----------------------|----------------------------|---|
| Group A, 1st Class Cities | | | | | | |
| Overland Park | \$ 180,256,896.48 | \$ 1,103.31 | 1.65 | \$ 269,331 | 38.7% | 163,378 |
| Lenexa | \$ 45,761,932.67 | \$ 1,070.05 | 1.60 | \$ 68,375 | 9.8% | 42,766 |
| Topeka | \$ 118,825,347.96 | \$ 1,000.29 | 1.49 | \$ 177,543 | 92.4% | 118,791 |
| Salina | \$ 44,609,625.05 | \$ 985.39 | 1.47 | \$ 66,654 | 95.5% | 45,271 |
| Hutchinson | \$ 34,866,888.79 | \$ 912.39 | 1.36 | \$ 52,096 | 83.5% | 38,215 |
| Olathe | \$ 98,131,366.88 | \$ 887.33 | 1.33 | \$ 146,623 | 21.1% | 110,592 |
| Manhattan | \$ 40,639,787.43 | \$ 954.52 | 1.43 | \$ 60,722 | 88.5% | 42,576 |
| Leawood | \$ 25,043,059.98 | \$ 831.91 | 1.24 | \$ 37,418 | 5.4% | 30,103 |
| Wichita | \$ 283,325,671.60 | \$ 805.66 | 1.20 | \$ 423,331 | 79.3% | 351,669 |
| Junction City | \$ 14,583,390.35 | \$ 901.66 | 1.35 | \$ 21,790 | 89.5% | 16,174 |
| Garden City | \$ 21,240,242.37 | \$ 790.75 | 1.18 | \$ 31,736 | 80.9% | 26,861 |
| Liberal | \$ 16,194,337.79 | \$ 808.46 | 1.21 | \$ 24,197 | 92.1% | 20,031 |
| Pittsburg | \$ 14,759,071.89 | \$ 781.07 | 1.17 | \$ 22,052 | 74.1% | 18,896 |
| Shawnee | \$ 42,559,301.75 | \$ 741.06 | 1.11 | \$ 63,590 | 9.1% | 57,430 |
| Dodge City | \$ 19,041,781.33 | \$ 737.20 | 1.10 | \$ 28,451 | 92.4% | 25,830 |
| Lawrence | \$ 60,892,107.55 | \$ 748.25 | 1.12 | \$ 90,982 | 91.3% | 81,379 |
| Fort Scott | \$ 5,409,319.63 | \$ 693.15 | 1.04 | \$ 8,082 | 86.0% | 7,804 |
| Emporia | \$ 18,802,835.85 | \$ 719.37 | 1.07 | \$ 28,094 | 93.9% | 26,138 |
| Atchison | \$ 6,693,365.87 | \$ 679.12 | 1.01 | \$ 10,001 | 88.7% | 9,856 |
| Coffeyville | \$ 7,309,561.26 | \$ 724.01 | 1.08 | \$ 10,922 | 35.3% | 10,096 |
| Newton | \$ 11,454,069.44 | \$ 646.68 | 0.97 | \$ 17,114 | 67.0% | 17,712 |
| Parsons | \$ 7,146,624.57 | \$ 654.33 | 0.98 | \$ 10,678 | 76.0% | 10,922 |
| Leavenworth | \$ 17,373,467.15 | \$ 547.18 | 0.82 | \$ 25,959 | 64.6% | 31,751 |
| Kansas City | \$ 77,661,338.30 | \$ 541.81 | 0.81 | \$ 116,038 | 83.6% | 143,338 |
| Prairie Village | \$ 9,495,564.69 | \$ 446.37 | 0.67 | \$ 14,188 | 2.0% | 21,273 |
| Total, Group A | \$ 1,222,076,956.63 | \$ 831.99 | 1.24 | \$ 1,825,968 | | 1,468,852 |
| | 67.7% | 124.3% | | 67.7% | | 54.4% |
| State Total | \$ 1,806,013,359 | \$ 669.28 | 1.00 | \$ 2,698,457 | | 2,698,457 |

Table 1
City Trade Pull Factors, Trade Area Capture, Percent of County Sales
FY 2006

| City | Collections FY 06 | FY 06 Per Capita | Pull Factor | Trade Area Capture | Percent of County Sales | (certified 7/2006) 2005 Population less Institutionalized |
|---|----------------------|---------------------|----------------|-----------------------|----------------------------|---|
| Group B, Not 1st Class Cities - population exceeds 10,000 | | | | | | |
| Merriam | \$ 23,842,451.00 | \$ 2,239.36 | 3.35 | \$ 35,624 | 5.1% | 10,647 |
| Hays | \$ 22,366,163.11 | \$ 1,149.52 | 1.72 | \$ 33,418 | 84.4% | 19,457 |
| Great Bend | \$ 15,406,533.54 | \$ 1,016.66 | 1.52 | \$ 23,020 | 75.6% | 15,154 |
| Ottawa | \$ 10,245,360.80 | \$ 828.51 | 1.24 | \$ 15,308 | 78.8% | 12,366 |
| McPherson | \$ 10,997,363.24 | \$ 811.91 | 1.21 | \$ 16,432 | 61.8% | 13,545 |
| El Dorado | \$ 10,037,976.10 | \$ 807.95 | 1.21 | \$ 14,998 | 36.2% | 12,424 |
| Derby | \$ 14,207,382.59 | \$ 695.28 | 1.04 | \$ 21,228 | 4.0% | 20,434 |
| Winfield | \$ 7,112,029.11 | \$ 644.56 | 0.96 | \$ 10,626 | 44.0% | 11,034 |
| Arkansas City | \$ 6,839,250.88 | \$ 599.72 | 0.90 | \$ 10,219 | 42.3% | 11,404 |
| Gardner | \$ 5,965,957.34 | \$ 419.72 | 0.63 | \$ 8,914 | 1.3% | 14,214 |
| Total, Group B | \$ 127,020,468 | \$ 902.91 | 1.35 | \$ 189,788 | | 140,679 |
| | 7.0% | 134.9% | | 7.0% | | 5.2% |
| Subtotal Group A, B | \$ 1,349,097,424 | \$ 838.19 | 1.25 | \$ 2,015,756 | | 1,609,531 |
| % of Statewide | 74.7% | 125.2% | | 74.7% | | 59.6% |
| Group C, Not 1st Class Cities - sales tax collections make up 75% or more of the total county sales tax. | | | | | | |
| Colby | \$ 5,730,194.24 | \$ 1,166.57 | 1.74 | \$ 8,562 | 88.0% | 4,912 |
| Pratt | \$ 6,404,472.19 | \$ 1,016.10 | 1.52 | \$ 9,569 | 87.2% | 6,303 |
| Chanute | \$ 8,797,771.82 | \$ 1,000.43 | 1.49 | \$ 13,145 | 80.6% | 8,794 |
| Concordia | \$ 4,660,168.37 | \$ 905.41 | 1.35 | \$ 6,963 | 83.4% | 5,147 |
| Goodland | \$ 3,810,822.08 | \$ 863.54 | 1.29 | \$ 5,694 | 82.5% | 4,413 |
| Beloit | \$ 2,855,169.19 | \$ 824.48 | 1.23 | \$ 4,266 | 78.5% | 3,463 |
| Garnett | \$ 2,266,813.63 | \$ 703.98 | 1.05 | \$ 3,387 | 76.8% | 3,220 |
| Clay Center | \$ 2,959,174.23 | \$ 697.42 | 1.04 | \$ 4,421 | 81.1% | 4,243 |
| Wakeeney | \$ 1,209,995.39 | \$ 695.80 | 1.04 | \$ 1,808 | 76.2% | 1,739 |
| Norton | \$ 1,832,607.37 | \$ 673.26 | 1.01 | \$ 2,738 | 78.3% | 2,722 |
| Larned | \$ 2,061,891.45 | \$ 560.60 | 0.84 | \$ 3,081 | 81.1% | 3,678 |
| Total, Group C | \$ 36,858,886 | \$ 843.03 | 1.26 | \$ 55,073 | | 43,722 |
| | 2.0% | 126.0% | | 2.0% | | 1.6% |
| Subtotal Group A, B, C | \$ 1,385,956,310 | \$ 838.32 | 1.25 | \$ 2,070,828 | | 1,653,253 |
| % of Statewide | 76.7% | 125.3% | | 76.7% | | 61.3% |

Table 1
 City Trade Pull Factors, Trade Area Capture, Percent of County Sales
 FY 2006

| City | Collections FY 06 | FY 06 Per Capita | Pull Factor | Trade Area Capture | Percent of County Sales | (certified 7/2006) 2005 Population less Institutionalized |
|--|----------------------|---------------------|----------------|-----------------------|----------------------------|---|
| Group D, Not 1st Class Cities - sales tax collections make up 65-75% of the total county sales tax. | | | | | | |
| Holton | \$ 3,940,583.74 | \$ 1,236.84 | 1.85 | \$ 5,888 | 72.9% | 3,186 |
| Marysville | \$ 3,594,097.39 | \$ 1,185.39 | 1.77 | \$ 5,370 | 66.5% | 3,032 |
| Phillipsburg | \$ 1,873,806.71 | \$ 801.11 | 1.20 | \$ 2,800 | 74.0% | 2,339 |
| Iola | \$ 4,486,960.58 | \$ 765.56 | 1.14 | \$ 6,704 | 69.3% | 5,861 |
| Council Grove | \$ 1,562,869.90 | \$ 709.43 | 1.06 | \$ 2,335 | 69.5% | 2,203 |
| Oakley | \$ 1,306,724.35 | \$ 678.11 | 1.01 | \$ 1,952 | 71.2% | 1,927 |
| Ulysses | \$ 3,382,341.82 | \$ 606.26 | 0.91 | \$ 5,054 | 70.7% | 5,579 |
| Syracuse | \$ 745,518.10 | \$ 417.42 | 0.62 | \$ 1,114 | 70.2% | 1,786 |
| Oberlin | \$ 653,053.55 | \$ 382.13 | 0.57 | \$ 976 | 68.9% | 1,709 |
| Total, Group D | \$ 12,137,468 | \$ 636.64 | 0.95 | \$ 18,135 | | 19,065 |
| | 0.7% | 95.1% | | 0.7% | | 0.7% |
| Subtotal Group A, B, C, D | \$ 1,398,093,778 | \$ 836.02 | 1.25 | \$ 2,088,963 | | 1,672,318 |
| % of Statewide | 77.4% | 124.9% | | 77.4% | | 62.0% |

Table 2
City Trade Pull Factor Historical
Fiscal Years 2003 through 2006

| City | FY 06 Pull Factor | FY 05 Pull Factor | FY 04 Pull Factor | FY 03 Pull Factor | Change 03 to 06 | FY 06 Ranking | FY 05 Ranking | FY 04 Ranking | FY 03 Ranking |
|----------------------------------|----------------------|----------------------|----------------------|----------------------|--------------------|------------------|------------------|------------------|------------------|
| Group A, 1st Class Cities | | | | | | | | | |
| Overland Park | 1.65 | 1.67 | 1.71 | 1.71 | -3.48% | 1 | 1 | 1 | 2 |
| Lenexa | 1.60 | 1.61 | 1.65 | 1.96 | -18.63% | 2 | 2 | 2 | 1 |
| Topeka | 1.49 | 1.49 | 1.51 | 1.55 | -3.30% | 3 | 3 | 3 | 3 |
| Salina | 1.47 | 1.44 | 1.48 | 1.50 | -2.09% | 4 | 4 | 4 | 5 |
| Manhattan | 1.43 | 1.25 | 1.23 | 1.13 | 25.69% | 5 | 7 | 9 | 11 |
| Hutchinson | 1.36 | 1.38 | 1.43 | 1.44 | -5.12% | 6 | 5 | 5 | 6 |
| Junction City | 1.35 | 1.20 | 1.11 | 1.02 | 31.76% | 7 | 10 | 14 | 19 |
| Olathe | 1.33 | 1.33 | 1.36 | 1.53 | -13.15% | 8 | 6 | 6 | 4 |
| Leawood | 1.24 | 1.24 | 1.19 | 1.08 | 14.77% | 9 | 8 | 11 | 14 |
| Liberal | 1.21 | 1.15 | 1.24 | 1.21 | -0.06% | 10 | 12 | 8 | 8 |
| Wichita | 1.20 | 1.21 | 1.23 | 1.26 | -4.39% | 11 | 9 | 10 | 7 |
| Garden City | 1.18 | 1.18 | 1.25 | 1.20 | -1.75% | 12 | 11 | 7 | 9 |
| Pittsburg | 1.17 | 1.13 | 1.11 | 1.08 | 7.94% | 13 | 13 | 15 | 15 |
| Lawrence | 1.12 | 1.11 | 1.10 | 1.06 | 5.10% | 14 | 16 | 16 | 16 |
| Shawnee | 1.11 | 1.11 | 1.14 | 1.12 | -1.29% | 15 | 14 | 13 | 12 |
| Dodge City | 1.10 | 1.11 | 1.16 | 1.15 | -4.03% | 16 | 15 | 12 | 10 |
| Coffeyville | 1.08 | 1.01 | 1.01 | 1.03 | 5.17% | 17 | 20 | 20 | 18 |
| Emporia | 1.07 | 1.06 | 1.08 | 1.11 | -3.09% | 18 | 18 | 18 | 13 |
| Fort Scott | 1.04 | 1.07 | 1.09 | 1.06 | -2.18% | 19 | 17 | 17 | 17 |
| Atchison | 1.01 | 1.03 | 0.97 | 0.93 | 8.79% | 20 | 19 | 21 | 22 |
| Parsons | 0.98 | 0.91 | 0.95 | 0.93 | 4.64% | 21 | 22 | 22 | 21 |
| Newton | 0.97 | 0.99 | 1.05 | 1.00 | -3.84% | 22 | 21 | 19 | 20 |
| Leavenworth | 0.82 | 0.82 | 0.83 | 0.81 | 0.58% | 23 | 23 | 23 | 23 |
| Kansas City | 0.81 | 0.78 | 0.63 | 0.72 | 12.48% | 24 | 24 | 25 | 24 |
| Prairie Village | 0.67 | 0.66 | 0.66 | 0.66 | 1.71% | 25 | 25 | 24 | 25 |

Table 2
City Trade Pull Factor Historical
Fiscal Years 2003 through 2006

| City | FY 06 Pull Factor | FY 05 Pull Factor | FY 04 Pull Factor | FY 03 Pull Factor | Change 03 to 06 | FY 06 Ranking | FY 05 Ranking | FY 04 Ranking | FY 03 Ranking |
|---|----------------------|----------------------|----------------------|----------------------|--------------------|------------------|------------------|------------------|------------------|
| Group B, Not 1st Class Cities - population exceeds 10,000 | | | | | | | | | |
| Merriam | 3.35 | 3.36 | 3.64 | 3.81 | -12.14% | 1 | 1 | 1 | 1 |
| Hays | 1.72 | 1.65 | 1.64 | 1.74 | -1.10% | 2 | 2 | 2 | 2 |
| Great Bend | 1.52 | 1.50 | 1.46 | 1.47 | 3.27% | 3 | 3 | 3 | 3 |
| Ottawa | 1.24 | 1.23 | 1.37 | 1.29 | -3.70% | 4 | 4 | 4 | 4 |
| McPherson | 1.21 | 1.19 | 1.15 | 1.09 | 11.67% | 5 | 5 | 5 | 5 |
| El Dorado | 1.21 | 1.13 | 1.08 | 1.06 | 13.44% | 6 | 6 | 6 | 6 |
| Derby | 1.04 | 1.00 | 1.00 | 0.92 | 13.08% | 7 | 7 | 7 | 7 |
| Winfield | 0.96 | 0.93 | 0.95 | 0.94 | 2.33% | 8 | 8 | 8 | 8 |
| Arkansas City | 0.90 | 0.83 | 0.87 | 0.86 | 3.62% | 9 | 9 | 9 | 9 |
| Gardner | 0.63 | 0.67 | 0.73 | 0.61 | 2.72% | 10 | 10 | 10 | 10 |
| Group C, Not 1st Class Cities - sales tax collections make up 75% or more of total county sales tax. | | | | | | | | | |
| Holton | 1.85 | 2.07 | 1.99 | 1.80 | 2.40% | 1 | 1 | 1 | 1 |
| Colby | 1.74 | 1.46 | 1.40 | 1.40 | 24.33% | 2 | 3 | 4 | 2 |
| Pratt | 1.52 | 1.48 | 1.51 | 1.39 | 9.23% | 3 | 2 | 2 | 4 |
| Chanute | 1.49 | 1.40 | 1.44 | 1.36 | 10.07% | 4 | 4 | 3 | 5 |
| Concordia | 1.35 | 1.39 | 1.31 | 1.40 | -3.06% | 5 | 5 | 5 | 3 |
| Goodland | 1.29 | 1.31 | 1.29 | 1.24 | 4.27% | 6 | 6 | 6 | 6 |
| Beloit | 1.23 | 1.26 | 1.26 | 1.23 | -0.10% | 7 | 7 | 7 | 7 |
| Phillipsburg | | 1.09 | 1.12 | 1.04 | 14.55% | n/a | 8 | 8 | 9 |
| Garnett | 1.05 | 1.06 | 1.12 | 1.11 | -5.02% | 8 | 9 | 9 | 8 |
| Clay Center | 1.04 | 0.99 | 1.04 | 0.99 | 5.23% | 9 | 10 | 11 | 10 |
| Wakeeney | 1.04 | 0.96 | 0.97 | 0.90 | 15.22% | 10 | 11 | 13 | 12 |
| Oakley | | 0.82 | 1.12 | 0.96 | 5.56% | n/a | 13 | 10 | 11 |
| Norton | 1.01 | 0.93 | 0.98 | 0.89 | 12.96% | 11 | 12 | 12 | 13 |

Table 2
City Trade Pull Factor Historical
Fiscal Years 2003 through 2006

| City | FY 06 Pull Factor | FY 05 Pull Factor | FY 04 Pull Factor | FY 03 Pull Factor | Change 03 to 06 | FY 06 Ranking | FY 05 Ranking | FY 04 Ranking | FY 03 Ranking |
|--|----------------------|----------------------|----------------------|----------------------|--------------------|------------------|------------------|------------------|------------------|
| Group D, Not 1st Class Cities - sales tax collections make up 65-75% of the total county sales tax. | | | | | | | | | |
| Marysville | 1.77 | 1.68 | 1.60 | 1.55 | 14.15% | 1 | 1 | 1 | 1 |
| Phillipsburg | 1.20 | | | | | 2 | | | |
| Iola | 1.14 | 1.07 | 1.09 | 1.12 | 1.81% | 3 | 3 | 2 | 2 |
| Council Grove | 1.06 | 1.16 | 1.06 | 0.83 | 27.57% | 4 | 2 | 3 | 5 |
| Oakley | 1.01 | | | | | 5 | | | |
| Ulysses | 0.91 | 0.83 | 0.95 | 0.90 | 1.09% | 6 | 6 | 5 | 4 |
| Larned | 0.84 | 0.76 | 0.79 | 0.75 | 12.20% | 7 | 8 | 7 | 7 |
| Syracuse | 0.62 | 0.60 | 0.61 | 0.57 | 8.90% | 8 | 11 | 11 | 11 |
| Oberlin | 0.57 | 0.54 | 0.54 | 0.45 | 26.23% | 9 | 13 | 13 | 13 |
| These cities were in Group D in FY 05, dropped below 65% of total county sales in FY 06 | | | | | | | | | |
| Hill City | 1.130 | 1.02 | 0.99 | 0.97 | 16.84% | 8 | 4 | 4 | 3 |
| Smith Center | 0.87 | 0.88 | 0.86 | 0.83 | 5.31% | 9 | 5 | 6 | 6 |
| Sharon Springs | 0.71 | 0.77 | 0.73 | 0.69 | 3.43% | 10 | 7 | 8 | 8 |
| Yates Center | 0.63 | 0.74 | 0.61 | 0.59 | 7.87% | 11 | 9 | 10 | 9 |
| Hugoton | 0.72 | 0.65 | 0.66 | 0.59 | 22.17% | 12 | 10 | 9 | 10 |
| Dighton | 0.57 | 0.57 | 0.58 | 0.48 | 19.60% | 13 | 12 | 12 | 12 |