

COUNTY TRADE PULL FACTORS

Annual report for fiscal year 2017

(July 2017– June 2017)

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

Introduction

The County Trade Pull Factor report provides different measures of retail market data for the 105 Kansas counties for fiscal year 2017, which represents the period July 1, 2016 through June 30, 2017. 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.

Discussion

The FY 2017 report consists of three tables:

- Table 1 lists the FY 2017 measures for each county in alphabetical order.
- Table 2 lists the FY 2017 measures for each county by pull factor in descending order.
- Table 3 provides the change in the three measures from fiscal year 2016. 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.

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 implementation of the destination sourcing 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 2017 Data Sources

The data used in this report consists of county population and state sales tax collections. The 2016 county population estimates are from the U.S. Census Bureau as certified by the Division of the Budget July 1, 2017 and published as the official population reports for the state of Kansas, adjusted to remove prison population, since this population does not trade within the retail community. State and federal prison population figures were obtained from the Kansas Department of Corrections and the Federal Bureau of Prisons and were deducted from the city and county totals.

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 2017, all but \$8.2 million in sales tax revenue were

allocated to counties. Sales tax reports issued by the department are available 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>>.
4. Kansas Department of Corrections, *Population Report*, <<https://www.doc.ks.gov/>>.
5. Federal Bureau of Prisons, *USP Leavenworth*, <<https://www.bop.gov/>>.

**Table 1
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2017**

County	Adjusted Population CY 2016	FY 17 State Sales Tax Collections	FY 2017 Sales per Capita	FY 2017 Pull Factor	FY 2017 Trade Area Capture	FY 2017 Percent of Market Share
Allen	12,714	\$ 9,759,390	\$ 767.61	0.82	10,372	0.36%
Anderson	7,827	\$ 4,509,684	\$ 576.17	0.61	4,793	0.17%
Atchison	16,380	\$ 10,254,446	\$ 626.03	0.67	10,899	0.38%
Barber	4,688	\$ 3,954,329	\$ 843.50	0.90	4,203	0.15%
Barton	26,775	\$ 27,646,554	\$ 1,032.55	1.10	29,383	1.01%
Bourbon	14,617	\$ 9,642,067	\$ 659.65	0.70	10,248	0.35%
Brown	9,684	\$ 7,278,276	\$ 751.58	0.80	7,736	0.27%
Butler	65,133	\$ 44,337,348	\$ 680.72	0.72	47,123	1.63%
Chase	2,669	\$ 1,290,381	\$ 483.47	0.51	1,371	0.05%
Chautauqua	3,374	\$ 1,350,676	\$ 400.32	0.43	1,436	0.05%
Cherokee	20,246	\$ 7,697,412	\$ 380.19	0.40	8,181	0.28%
Cheyenne	2,661	\$ 1,419,364	\$ 533.39	0.57	1,509	0.05%
Clark	2,072	\$ 1,959,304	\$ 945.61	1.01	2,082	0.07%
Clay	8,143	\$ 5,496,640	\$ 675.01	0.72	5,842	0.20%
Cloud	9,150	\$ 8,132,127	\$ 888.76	0.94	8,643	0.30%
Coffey	8,433	\$ 5,794,109	\$ 687.08	0.73	6,158	0.21%
Comanche	1,862	\$ 1,371,930	\$ 736.80	0.78	1,458	0.05%
Cowley	35,210	\$ 23,008,799	\$ 653.47	0.69	24,454	0.84%
Crawford	39,164	\$ 29,970,406	\$ 765.25	0.81	31,853	1.10%
Decatur	2,832	\$ 1,433,602	\$ 506.22	0.54	1,524	0.05%
Dickinson	19,064	\$ 11,946,445	\$ 626.65	0.67	12,697	0.44%
Doniphan	7,664	\$ 2,884,883	\$ 376.42	0.40	3,066	0.11%
Douglas	119,440	\$ 106,660,589	\$ 893.01	0.95	113,361	3.92%
Edwards	2,938	\$ 1,507,469	\$ 513.09	0.55	1,602	0.06%
Elk	2,547	\$ 1,223,455	\$ 480.35	0.51	1,300	0.04%
Ellis	28,893	\$ 38,425,405	\$ 1,329.92	1.41	40,839	1.41%
Ellsworth	5,432	\$ 3,603,944	\$ 663.47	0.71	3,830	0.13%
Finney	36,722	\$ 46,697,680	\$ 1,271.65	1.35	49,631	1.71%
Ford	33,971	\$ 33,758,017	\$ 993.73	1.06	35,879	1.24%
Franklin	25,560	\$ 18,511,772	\$ 724.25	0.77	19,675	0.68%
Geary	35,586	\$ 25,246,064	\$ 709.44	0.75	26,832	0.93%
Gove	2,589	\$ 2,639,334	\$ 1,019.44	1.08	2,805	0.10%
Graham	2,564	\$ 2,012,283	\$ 784.82	0.83	2,139	0.07%
Grant	7,646	\$ 4,967,809	\$ 649.73	0.69	5,280	0.18%
Gray	6,034	\$ 3,583,498	\$ 593.88	0.63	3,809	0.13%
Greeley	1,296	\$ 915,152	\$ 706.14	0.75	973	0.03%
Greenwood	6,151	\$ 2,886,273	\$ 469.24	0.50	3,068	0.11%
Hamilton	2,536	\$ 1,679,911	\$ 662.43	0.70	1,785	0.06%
Harper	5,685	\$ 4,151,997	\$ 730.34	0.78	4,413	0.15%
Harvey	34,913	\$ 24,562,978	\$ 703.55	0.75	26,106	0.90%
Haskell	4,006	\$ 3,086,404	\$ 770.45	0.82	3,280	0.11%
Hodgeman	1,870	\$ 783,033	\$ 418.73	0.45	832	0.03%
Jackson	13,291	\$ 6,818,050	\$ 512.98	0.55	7,246	0.25%
Jefferson	18,897	\$ 6,442,200	\$ 340.91	0.36	6,847	0.24%
Jewell	2,901	\$ 1,077,063	\$ 371.27	0.39	1,145	0.04%
Johnson	584,451	\$ 717,231,570	\$ 1,227.19	1.30	762,290	26.33%
Kearny	3,917	\$ 1,756,911	\$ 448.53	0.48	1,867	0.06%

**Table 1
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2017**

County	Adjusted Population CY 2016	FY 17 State Sales Tax Collections	FY 2017 Sales per Capita	FY 2017 Pull Factor	FY 2017 Trade Area Capture	FY 2017 Percent of Market Share
Kingman	7,467	\$ 4,525,916	\$ 606.12	0.64	4,810	0.17%
Kiowa	2,483	\$ 1,478,370	\$ 595.40	0.63	1,571	0.05%
Labette	20,444	\$ 12,868,061	\$ 629.43	0.67	13,676	0.47%
Lane	1,636	\$ 1,045,491	\$ 639.05	0.68	1,111	0.04%
Leavenworth	76,201	\$ 41,815,944	\$ 548.76	0.58	44,443	1.53%
Lincoln	3,073	\$ 1,224,723	\$ 398.54	0.42	1,302	0.04%
Linn	9,558	\$ 5,033,641	\$ 526.64	0.56	5,350	0.18%
Logan	2,831	\$ 2,460,872	\$ 869.26	0.92	2,615	0.09%
Lyon	33,510	\$ 28,015,701	\$ 836.04	0.89	29,776	1.03%
Marion	12,112	\$ 5,487,205	\$ 453.04	0.48	5,832	0.20%
Marshall	9,836	\$ 8,451,015	\$ 859.19	0.91	8,982	0.31%
McPherson	28,804	\$ 26,879,734	\$ 933.19	0.99	28,568	0.99%
Meade	4,216	\$ 2,492,342	\$ 591.16	0.63	2,649	0.09%
Miami	32,964	\$ 20,948,666	\$ 635.50	0.68	22,265	0.77%
Mitchell	6,243	\$ 5,953,082	\$ 953.56	1.01	6,327	0.22%
Montgomery	32,746	\$ 23,326,763	\$ 712.35	0.76	24,792	0.86%
Morris	5,573	\$ 3,106,624	\$ 557.44	0.59	3,302	0.11%
Morton	2,848	\$ 1,744,188	\$ 612.43	0.65	1,854	0.06%
Nemaha	10,241	\$ 7,800,824	\$ 761.72	0.81	8,291	0.29%
Neosho	16,146	\$ 12,647,836	\$ 783.34	0.83	13,442	0.46%
Ness	2,962	\$ 2,401,728	\$ 810.85	0.86	2,553	0.09%
Norton	4,615	\$ 3,525,165	\$ 763.85	0.81	3,747	0.13%
Osage	15,843	\$ 5,379,499	\$ 339.55	0.36	5,717	0.20%
Osborne	3,642	\$ 2,420,890	\$ 664.71	0.71	2,573	0.09%
Ottawa	5,920	\$ 2,122,987	\$ 358.61	0.38	2,256	0.08%
Pawnee	6,205	\$ 3,787,803	\$ 610.44	0.65	4,026	0.14%
Phillips	5,428	\$ 3,435,312	\$ 632.89	0.67	3,651	0.13%
Pottawatomie	23,661	\$ 31,554,616	\$ 1,333.61	1.42	33,537	1.16%
Pratt	9,584	\$ 10,647,488	\$ 1,110.96	1.18	11,316	0.39%
Rawlins	2,549	\$ 1,363,626	\$ 534.96	0.57	1,449	0.05%
Reno	61,411	\$ 56,038,234	\$ 912.51	0.97	59,559	2.06%
Republic	4,699	\$ 2,994,224	\$ 637.20	0.68	3,182	0.11%
Rice	9,831	\$ 5,623,717	\$ 572.04	0.61	5,977	0.21%
Riley	73,343	\$ 54,440,827	\$ 742.28	0.79	57,861	2.00%
Rooks	5,076	\$ 3,662,546	\$ 721.54	0.77	3,893	0.13%
Rush	3,058	\$ 1,327,816	\$ 434.21	0.46	1,411	0.05%
Russell	6,988	\$ 4,745,237	\$ 679.06	0.72	5,043	0.17%
Saline	55,142	\$ 68,148,006	\$ 1,235.86	1.31	72,429	2.50%
Scott	5,032	\$ 4,495,217	\$ 893.33	0.95	4,778	0.17%
Sedgwick	511,747	\$ 547,306,838	\$ 1,069.49	1.14	581,690	20.09%
Seward	22,709	\$ 22,342,279	\$ 983.85	1.05	23,746	0.82%
Shawnee	177,097	\$ 179,631,326	\$ 1,014.31	1.08	190,916	6.59%
Sheridan	2,509	\$ 1,918,930	\$ 764.82	0.81	2,039	0.07%
Sherman	5,965	\$ 7,164,464	\$ 1,201.08	1.28	7,615	0.26%
Smith	3,632	\$ 2,219,338	\$ 611.05	0.65	2,359	0.08%
Stafford	4,208	\$ 2,087,115	\$ 495.99	0.53	2,218	0.08%
Stanton	2,062	\$ 1,253,117	\$ 607.72	0.65	1,332	0.05%

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County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2017

County	Adjusted Population CY 2016	FY 17 State Sales Tax Collections	FY 2017 Sales per Capita	FY 2017 Pull Factor	FY 2017 Trade Area Capture	FY 2017 Percent of Market Share
Stevens	5,584	\$ 3,777,883	\$ 676.56	0.72	4,015	0.14%
Sumner	23,272	\$ 12,535,738	\$ 538.66	0.57	13,323	0.46%
Thomas	7,892	\$ 11,385,598	\$ 1,442.68	1.53	12,101	0.42%
Trego	2,872	\$ 2,371,841	\$ 825.85	0.88	2,521	0.09%
Wabaunsee	6,891	\$ 2,557,983	\$ 371.21	0.39	2,719	0.09%
Wallace	1,497	\$ 930,780	\$ 621.76	0.66	989	0.03%
Washington	5,546	\$ 2,792,295	\$ 503.48	0.54	2,968	0.10%
Wichita	2,112	\$ 1,484,859	\$ 703.06	0.75	1,578	0.05%
Wilson	8,723	\$ 4,116,856	\$ 471.95	0.50	4,375	0.15%
Woodson	3,165	\$ 1,329,685	\$ 420.12	0.45	1,413	0.05%
Wyandotte	163,831	\$ 142,046,201	\$ 867.03	0.92	150,970	5.21%
	2,895,433	\$ 2,724,287,238	\$ 940.89		2,895,433	

**Table 2
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2017**

County	Adjusted Population CY 2016	FY 17 State Sales Tax Collections	FY 2017 Sales per Capita	FY 2017 Pull Factor	FY 2017 Trade Area Capture	FY 2017 Percent of Market Share
Thomas	7,892	\$ 11,385,598	\$ 1,442.68	1.53	12,101	0.42%
Pottawatomie	23,661	\$ 31,554,616	\$ 1,333.61	1.42	33,537	1.16%
Ellis	28,893	\$ 38,425,405	\$ 1,329.92	1.41	40,839	1.41%
Finney	36,722	\$ 46,697,680	\$ 1,271.65	1.35	49,631	1.71%
Saline	55,142	\$ 68,148,006	\$ 1,235.86	1.31	72,429	2.50%
Johnson	584,451	\$ 717,231,570	\$ 1,227.19	1.30	762,290	26.33%
Sherman	5,965	\$ 7,164,464	\$ 1,201.08	1.28	7,615	0.26%
Pratt	9,584	\$ 10,647,488	\$ 1,110.96	1.18	11,316	0.39%
Sedgwick	511,747	\$ 547,306,838	\$ 1,069.49	1.14	581,690	20.09%
Barton	26,775	\$ 27,646,554	\$ 1,032.55	1.10	29,383	1.01%
Gove	2,589	\$ 2,639,334	\$ 1,019.44	1.08	2,805	0.10%
Shawnee	177,097	\$ 179,631,326	\$ 1,014.31	1.08	190,916	6.59%
Ford	33,971	\$ 33,758,017	\$ 993.73	1.06	35,879	1.24%
Seward	22,709	\$ 22,342,279	\$ 983.85	1.05	23,746	0.82%
Mitchell	6,243	\$ 5,953,082	\$ 953.56	1.01	6,327	0.22%
Clark	2,072	\$ 1,959,304	\$ 945.61	1.01	2,082	0.07%
McPherson	28,804	\$ 26,879,734	\$ 933.19	0.99	28,568	0.99%
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Wyandotte	163,831	\$ 142,046,201	\$ 867.03	0.92	150,970	5.21%
Marshall	9,836	\$ 8,451,015	\$ 859.19	0.91	8,982	0.31%
Barber	4,688	\$ 3,954,329	\$ 843.50	0.90	4,203	0.15%
Lyon	33,510	\$ 28,015,701	\$ 836.04	0.89	29,776	1.03%
Trego	2,872	\$ 2,371,841	\$ 825.85	0.88	2,521	0.09%
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Nemaha	10,241	\$ 7,800,824	\$ 761.72	0.81	8,291	0.29%
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Riley	73,343	\$ 54,440,827	\$ 742.28	0.79	57,861	2.00%
Comanche	1,862	\$ 1,371,930	\$ 736.80	0.78	1,458	0.05%
Harper	5,685	\$ 4,151,997	\$ 730.34	0.78	4,413	0.15%
Franklin	25,560	\$ 18,511,772	\$ 724.25	0.77	19,675	0.68%
Rooks	5,076	\$ 3,662,546	\$ 721.54	0.77	3,893	0.13%
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Geary	35,586	\$ 25,246,064	\$ 709.44	0.75	26,832	0.93%
Greeley	1,296	\$ 915,152	\$ 706.14	0.75	973	0.03%
Harvey	34,913	\$ 24,562,978	\$ 703.55	0.75	26,106	0.90%
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Table 2
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2017

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Russell	6,988	\$ 4,745,237	\$ 679.06	0.72	5,043	0.17%
Stevens	5,584	\$ 3,777,883	\$ 676.56	0.72	4,015	0.14%
Clay	8,143	\$ 5,496,640	\$ 675.01	0.72	5,842	0.20%
Osborne	3,642	\$ 2,420,890	\$ 664.71	0.71	2,573	0.09%
Ellsworth	5,432	\$ 3,603,944	\$ 663.47	0.71	3,830	0.13%
Hamilton	2,536	\$ 1,679,911	\$ 662.43	0.70	1,785	0.06%
Bourbon	14,617	\$ 9,642,067	\$ 659.65	0.70	10,248	0.35%
Cowley	35,210	\$ 23,008,799	\$ 653.47	0.69	24,454	0.84%
Grant	7,646	\$ 4,967,809	\$ 649.73	0.69	5,280	0.18%
Lane	1,636	\$ 1,045,491	\$ 639.05	0.68	1,111	0.04%
Republic	4,699	\$ 2,994,224	\$ 637.20	0.68	3,182	0.11%
Miami	32,964	\$ 20,948,666	\$ 635.50	0.68	22,265	0.77%
Phillips	5,428	\$ 3,435,312	\$ 632.89	0.67	3,651	0.13%
Labette	20,444	\$ 12,868,061	\$ 629.43	0.67	13,676	0.47%
Dickinson	19,064	\$ 11,946,445	\$ 626.65	0.67	12,697	0.44%
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Wallace	1,497	\$ 930,780	\$ 621.76	0.66	989	0.03%
Morton	2,848	\$ 1,744,188	\$ 612.43	0.65	1,854	0.06%
Smith	3,632	\$ 2,219,338	\$ 611.05	0.65	2,359	0.08%
Pawnee	6,205	\$ 3,787,803	\$ 610.44	0.65	4,026	0.14%
Stanton	2,062	\$ 1,253,117	\$ 607.72	0.65	1,332	0.05%
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Kiowa	2,483	\$ 1,478,370	\$ 595.40	0.63	1,571	0.05%
Gray	6,034	\$ 3,583,498	\$ 593.88	0.63	3,809	0.13%
Meade	4,216	\$ 2,492,342	\$ 591.16	0.63	2,649	0.09%
Anderson	7,827	\$ 4,509,684	\$ 576.17	0.61	4,793	0.17%
Rice	9,831	\$ 5,623,717	\$ 572.04	0.61	5,977	0.21%
Morris	5,573	\$ 3,106,624	\$ 557.44	0.59	3,302	0.11%
Leavenworth	76,201	\$ 41,815,944	\$ 548.76	0.58	44,443	1.53%
Sumner	23,272	\$ 12,535,738	\$ 538.66	0.57	13,323	0.46%
Rawlins	2,549	\$ 1,363,626	\$ 534.96	0.57	1,449	0.05%
Cheyenne	2,661	\$ 1,419,364	\$ 533.39	0.57	1,509	0.05%
Linn	9,558	\$ 5,033,641	\$ 526.64	0.56	5,350	0.18%
Edwards	2,938	\$ 1,507,469	\$ 513.09	0.55	1,602	0.06%
Jackson	13,291	\$ 6,818,050	\$ 512.98	0.55	7,246	0.25%
Decatur	2,832	\$ 1,433,602	\$ 506.22	0.54	1,524	0.05%
Washington	5,546	\$ 2,792,295	\$ 503.48	0.54	2,968	0.10%
Stafford	4,208	\$ 2,087,115	\$ 495.99	0.53	2,218	0.08%
Chase	2,669	\$ 1,290,381	\$ 483.47	0.51	1,371	0.05%
Elk	2,547	\$ 1,223,455	\$ 480.35	0.51	1,300	0.04%
Wilson	8,723	\$ 4,116,856	\$ 471.95	0.50	4,375	0.15%
Greenwood	6,151	\$ 2,886,273	\$ 469.24	0.50	3,068	0.11%
Marion	12,112	\$ 5,487,205	\$ 453.04	0.48	5,832	0.20%
Kearny	3,917	\$ 1,756,911	\$ 448.53	0.48	1,867	0.06%
Rush	3,058	\$ 1,327,816	\$ 434.21	0.46	1,411	0.05%

Table 2
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2017

County	Adjusted Population CY 2016	FY 17 State Sales Tax Collections	FY 2017 Sales per Capita	FY 2017 Pull Factor	FY 2017 Trade Area Capture	FY 2017 Percent of Market Share
Woodson	3,165	\$ 1,329,685	\$ 420.12	0.45	1,413	0.05%
Hodgeman	1,870	\$ 783,033	\$ 418.73	0.45	832	0.03%
Chautauqua	3,374	\$ 1,350,676	\$ 400.32	0.43	1,436	0.05%
Lincoln	3,073	\$ 1,224,723	\$ 398.54	0.42	1,302	0.04%
Cherokee	20,246	\$ 7,697,412	\$ 380.19	0.40	8,181	0.28%
Doniphan	7,664	\$ 2,884,883	\$ 376.42	0.40	3,066	0.11%
Jewell	2,901	\$ 1,077,063	\$ 371.27	0.39	1,145	0.04%
Wabaunsee	6,891	\$ 2,557,983	\$ 371.21	0.39	2,719	0.09%
Ottawa	5,920	\$ 2,122,987	\$ 358.61	0.38	2,256	0.08%
Jefferson	18,897	\$ 6,442,200	\$ 340.91	0.36	6,847	0.24%
Osage	15,843	\$ 5,379,499	\$ 339.55	0.36	5,717	0.20%
	2,895,433	\$ 2,724,287,238	\$ 940.89		2,895,433	

Table 3
Percent Change in Pull Factor, Trade Area Capture and Market Share
Fiscal Year 2016 to 2017

County	FY 2017 Pull Factor	FY 2016 Pull Factor	Percent change	FY 2017 Trade Area Capture	FY 2016 Trade Area Capture	Percent change	FY 2017 Percent of Market Share	FY 2016 % of Market Share	Percent change
Allen	0.82	0.83	-2.0%	10,372	10,579	-2.0%	0.36%	0.37%	-2.0%
Anderson	0.61	0.59	3.5%	4,793	4,629	3.5%	0.17%	0.16%	3.5%
Atchison	0.67	0.66	1.4%	10,899	10,752	1.4%	0.38%	0.37%	1.4%
Barber	0.90	1.05	-14.4%	4,203	4,908	-14.4%	0.15%	0.17%	-14.4%
Barton	1.10	1.14	-4.1%	29,383	30,648	-4.1%	1.01%	1.06%	-4.1%
Bourbon	0.70	0.68	2.9%	10,248	9,961	2.9%	0.35%	0.34%	2.9%
Brown	0.80	0.79	1.7%	7,736	7,606	1.7%	0.27%	0.26%	1.7%
Butler	0.72	0.75	-3.2%	47,123	48,687	-3.2%	1.63%	1.68%	-3.2%
Chase	0.51	0.53	-2.8%	1,371	1,410	-2.8%	0.05%	0.05%	-2.8%
Chautauqua	0.43	0.44	-4.1%	1,436	1,497	-4.1%	0.05%	0.05%	-4.1%
Cherokee	0.40	0.40	-0.2%	8,181	8,196	-0.2%	0.28%	0.28%	-0.2%
Cheyenne	0.57	0.64	-10.8%	1,509	1,691	-10.8%	0.05%	0.06%	-10.8%
Clark	1.01	0.63	59.5%	2,082	1,305	59.5%	0.07%	0.05%	59.5%
Clay	0.72	0.71	1.4%	5,842	5,764	1.4%	0.20%	0.20%	1.4%
Cloud	0.94	0.99	-5.0%	8,643	9,095	-5.0%	0.30%	0.31%	-5.0%
Coffey	0.73	0.78	-6.6%	6,158	6,591	-6.6%	0.21%	0.23%	-6.6%
Comanche	0.78	0.81	-3.8%	1,458	1,515	-3.8%	0.05%	0.05%	-3.8%
Cowley	0.69	0.71	-1.9%	24,454	24,918	-1.9%	0.84%	0.86%	-1.9%
Crawford	0.81	0.80	2.2%	31,853	31,177	2.2%	1.10%	1.08%	2.2%
Decatur	0.54	0.55	-1.5%	1,524	1,547	-1.5%	0.05%	0.05%	-1.5%
Dickinson	0.67	0.67	0.1%	12,697	12,682	0.1%	0.44%	0.44%	0.1%
Doniphan	0.40	0.42	-5.1%	3,066	3,231	-5.1%	0.11%	0.11%	-5.1%
Douglas	0.95	0.92	2.6%	113,361	110,448	2.6%	3.92%	3.81%	2.6%
Edwards	0.55	0.60	-9.5%	1,602	1,771	-9.5%	0.06%	0.06%	-9.5%
Elk	0.51	0.50	2.4%	1,300	1,270	2.4%	0.04%	0.04%	2.4%
Ellis	1.41	1.43	-1.3%	40,839	41,364	-1.3%	1.41%	1.43%	-1.3%
Ellsworth	0.71	0.69	2.7%	3,830	3,729	2.7%	0.13%	0.13%	2.7%
Finney	1.35	1.36	-0.9%	49,631	50,104	-0.9%	1.71%	1.73%	-0.9%
Ford	1.06	1.02	3.7%	35,879	34,606	3.7%	1.24%	1.20%	3.7%
Franklin	0.77	0.74	3.6%	19,675	18,987	3.6%	0.68%	0.66%	3.6%
Geary	0.75	0.79	-4.2%	26,832	28,002	-4.2%	0.93%	0.97%	-4.2%
Gove	1.08	1.13	-4.5%	2,805	2,936	-4.5%	0.10%	0.10%	-4.5%
Graham	0.83	0.88	-5.1%	2,139	2,253	-5.1%	0.07%	0.08%	-5.1%
Grant	0.69	0.71	-2.9%	5,280	5,440	-2.9%	0.18%	0.19%	-2.9%
Gray	0.63	0.61	3.7%	3,809	3,673	3.7%	0.13%	0.13%	3.7%
Greeley	0.75	0.69	8.3%	973	898	8.3%	0.03%	0.03%	8.3%
Greenwood	0.50	0.50	-1.1%	3,068	3,103	-1.1%	0.11%	0.11%	-1.1%
Hamilton	0.70	0.70	0.6%	1,785	1,775	0.6%	0.06%	0.06%	0.6%
Harper	0.78	0.92	-15.4%	4,413	5,214	-15.4%	0.15%	0.18%	-15.4%
Harvey	0.75	0.75	0.1%	26,106	26,079	0.1%	0.90%	0.90%	0.1%
Haskell	0.82	0.81	1.1%	3,280	3,245	1.1%	0.11%	0.11%	1.1%
Hodgeman	0.45	0.46	-2.8%	832	856	-2.8%	0.03%	0.03%	-2.8%
Jackson	0.55	0.52	4.3%	7,246	6,948	4.3%	0.25%	0.24%	4.3%
Jefferson	0.36	0.38	-4.5%	6,847	7,172	-4.5%	0.24%	0.25%	-4.5%
Jewell	0.39	0.43	-8.5%	1,145	1,251	-8.5%	0.04%	0.04%	-8.5%
Johnson	1.30	1.30	0.7%	762,290	757,170	0.7%	26.33%	26.15%	0.7%
Kearny	0.48	0.51	-6.8%	1,867	2,004	-6.8%	0.06%	0.07%	-6.8%
Kingman	0.64	0.63	2.2%	4,810	4,708	2.2%	0.17%	0.16%	2.2%
Kiowa	0.63	0.66	-4.4%	1,571	1,643	-4.4%	0.05%	0.06%	-4.4%
Labette	0.67	0.69	-3.2%	13,676	14,129	-3.2%	0.47%	0.49%	-3.2%
Lane	0.68	0.70	-2.9%	1,111	1,145	-2.9%	0.04%	0.04%	-2.9%
Leavenworth	0.58	0.57	2.8%	44,443	43,241	2.8%	1.53%	1.49%	2.8%

Table 3
Percent Change in Pull Factor, Trade Area Capture and Market Share
Fiscal Year 2016 to 2017

County	FY 2017 Pull Factor	FY 2016 Pull Factor	Percent change	FY 2017 Trade Area Capture	FY 2016 Trade Area Capture	Percent change	FY 2017 Percent of Market Share	FY 2016 % of Market Share	Percent change
Lincoln	0.42	0.41	3.4%	1,302	1,258	3.4%	0.04%	0.04%	3.4%
Linn	0.56	0.63	-11.5%	5,350	6,048	-11.5%	0.18%	0.21%	-11.5%
Logan	0.92	1.00	-8.0%	2,615	2,842	-8.0%	0.09%	0.10%	-8.0%
Lyon	0.89	0.91	-2.5%	29,776	30,542	-2.5%	1.03%	1.05%	-2.5%
Marion	0.48	0.50	-4.1%	5,832	6,079	-4.1%	0.20%	0.21%	-4.1%
Marshall	0.91	0.94	-2.4%	8,982	9,200	-2.4%	0.31%	0.32%	-2.4%
McPherson	0.99	1.00	-1.2%	28,568	28,909	-1.2%	0.99%	1.00%	-1.2%
Meade	0.63	0.60	5.6%	2,649	2,510	5.6%	0.09%	0.09%	5.6%
Miami	0.68	0.66	2.6%	22,265	21,690	2.6%	0.77%	0.75%	2.6%
Mitchell	1.01	1.04	-3.0%	6,327	6,524	-3.0%	0.22%	0.23%	-3.0%
Montgomery	0.76	0.83	-8.5%	24,792	27,082	-8.5%	0.86%	0.94%	-8.5%
Morris	0.59	0.62	-4.3%	3,302	3,451	-4.3%	0.11%	0.12%	-4.3%
Morton	0.65	0.66	-1.4%	1,854	1,881	-1.4%	0.06%	0.06%	-1.4%
Nemaha	0.81	0.77	5.2%	8,291	7,881	5.2%	0.29%	0.27%	5.2%
Neosho	0.83	0.80	4.5%	13,442	12,861	4.5%	0.46%	0.44%	4.5%
Ness	0.86	1.10	-21.6%	2,553	3,255	-21.6%	0.09%	0.11%	-21.6%
Norton	0.81	0.85	-4.5%	3,747	3,923	-4.5%	0.13%	0.14%	-4.5%
Osage	0.36	0.37	-3.1%	5,717	5,901	-3.1%	0.20%	0.20%	-3.1%
Osborne	0.71	0.73	-3.5%	2,573	2,667	-3.5%	0.09%	0.09%	-3.5%
Ottawa	0.38	0.37	3.0%	2,256	2,190	3.0%	0.08%	0.08%	3.0%
Pawnee	0.65	0.64	2.0%	4,026	3,947	2.0%	0.14%	0.14%	2.0%
Phillips	0.67	0.70	-4.5%	3,651	3,823	-4.5%	0.13%	0.13%	-4.5%
Pottawatomie	1.42	1.40	1.0%	33,537	33,213	1.0%	1.16%	1.15%	1.0%
Pratt	1.18	1.24	-4.5%	11,316	11,851	-4.5%	0.39%	0.41%	-4.5%
Rawlins	0.57	0.63	-9.2%	1,449	1,596	-9.2%	0.05%	0.06%	-9.2%
Reno	0.97	1.00	-3.1%	59,559	61,438	-3.1%	2.06%	2.12%	-3.1%
Republic	0.68	0.70	-3.5%	3,182	3,298	-3.5%	0.11%	0.11%	-3.5%
Rice	0.61	0.60	1.7%	5,977	5,878	1.7%	0.21%	0.20%	1.7%
Riley	0.79	0.81	-2.1%	57,861	59,130	-2.1%	2.00%	2.04%	-2.1%
Rooks	0.77	0.77	-0.8%	3,893	3,923	-0.8%	0.13%	0.14%	-0.8%
Rush	0.46	0.47	-2.6%	1,411	1,449	-2.6%	0.05%	0.05%	-2.6%
Russell	0.72	0.74	-1.9%	5,043	5,140	-1.9%	0.17%	0.18%	-1.9%
Saline	1.31	1.33	-1.4%	72,429	73,427	-1.4%	2.50%	2.54%	-1.4%
Scott	0.95	0.99	-4.5%	4,778	5,000	-4.5%	0.17%	0.17%	-4.5%
Sedgwick	1.14	1.14	-0.5%	581,690	584,518	-0.5%	20.09%	20.19%	-0.5%
Seward	1.05	1.11	-6.2%	23,746	25,305	-6.2%	0.82%	0.87%	-6.2%
Shawnee	1.08	1.06	1.2%	190,916	188,577	1.2%	6.59%	6.51%	1.2%
Sheridan	0.81	0.83	-2.6%	2,039	2,095	-2.6%	0.07%	0.07%	-2.6%
Sherman	1.28	1.23	3.5%	7,615	7,354	3.5%	0.26%	0.25%	3.5%
Smith	0.65	0.66	-1.1%	2,359	2,385	-1.1%	0.08%	0.08%	-1.1%
Stafford	0.53	0.59	-10.8%	2,218	2,487	-10.8%	0.08%	0.09%	-10.8%
Stanton	0.65	1.13	-42.9%	1,332	2,331	-42.9%	0.05%	0.08%	-42.9%
Stevens	0.72	0.83	-12.8%	4,015	4,607	-12.8%	0.14%	0.16%	-12.8%
Sumner	0.57	0.59	-3.0%	13,323	13,729	-3.0%	0.46%	0.47%	-3.0%
Thomas	1.53	1.52	0.8%	12,101	12,010	0.8%	0.42%	0.41%	0.8%
Trego	0.88	1.62	-45.9%	2,521	4,658	-45.9%	0.09%	0.16%	-45.9%
Wabaunsee	0.39	0.41	-4.2%	2,719	2,838	-4.2%	0.09%	0.10%	-4.2%
Wallace	0.66	0.87	-24.2%	989	1,305	-24.2%	0.03%	0.05%	-24.2%
Washington	0.54	0.55	-2.2%	2,968	3,034	-2.2%	0.10%	0.10%	-2.2%
Wichita	0.75	0.70	7.0%	1,578	1,475	7.0%	0.05%	0.05%	7.0%
Wilson	0.50	0.56	-11.2%	4,375	4,928	-11.2%	0.15%	0.17%	-11.2%
Woodson	0.45	0.47	-4.6%	1,413	1,482	-4.6%	0.05%	0.05%	-4.6%
Wyandotte	0.92	0.85	9.0%	150,970	138,535	9.0%	5.21%	4.78%	9.0%