COUNTY TRADE PULL FACTORS

Annual report for Fiscal Year 2020
(July 2019 through June 2020)

Kansas Department of Revenue
Office of Policy and Research
Issued December 2020

Introduction

The County Trade Pull Factor report provides different measures of retail market data for the 105 Kansas counties for fiscal year 2020, which represents the period July 1, 2019 through June 30, 2020. 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.

The FY 2020 report consists of three tables:
- Table 1 lists the FY 2020 measures for each county in alphabetical order.
- Table 2 lists the FY 2020 measures for each county by pull factor in descending order.
- Table 3 provides the change in the three measures from fiscal year 2019. 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.

Data Sources

The data used in this report consists of county population and state sales tax collections. The 2019 county population estimates are from the U.S. Census Bureau as certified by the Division of the Budget July 1, 2020 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. For FY 2020, all but $7.0 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 2020

County	Adjusted Population CY 2019	FY 2020 State Sales Tax Collections	FY 2020 Sales per Capita	FY 2020 Pull Factor	FY 2020 Trade Area Capture	FY 2020 Percent of Market Share
Allen	12,369	$ 10,954,711	$ 885.66	0.91	11,238	0.39%
Anderson	7,858	$ 4,825,374	$ 614.07	0.63	4,950	0.17%
Atchison	16,073	$ 12,677,304	$ 788.73	0.81	13,006	0.45%
Barber	4,427	$ 3,640,628	$ 822.37	0.84	3,735	0.13%
Barton	25,779	$ 28,574,565	$ 1,108.44	1.14	29,315	1.01%
Bourbon	14,534	$ 9,617,540	$ 661.73	0.68	9,867	0.34%
Brown	9,564	$ 7,794,334	$ 814.97	0.84	7,996	0.28%
Butler	65,415	$ 48,148,158	$ 736.04	0.76	49,395	1.70%
Chase	2,648	$ 1,392,695	$ 525.94	0.54	1,429	0.05%
Chautauqua	3,250	$ 1,606,245	$ 494.23	0.51	1,648	0.06%
Cherokee	19,939	$ 7,634,607	$ 382.90	0.39	7,832	0.27%
Cheyenne	2,657	$ 1,999,331	$ 752.48	0.77	2,051	0.07%
Clark	1,994	$ 1,362,283	$ 683.19	0.70	1,398	0.05%
Clay	8,002	$ 6,087,419	$ 760.74	0.78	6,245	0.22%
Cloud	8,786	$ 8,317,791	$ 946.71	0.97	8,533	0.29%
Coffey	8,179	$ 10,398,749	$ 1,271.40	1.30	10,668	0.37%
Comanche	1,700	$ 1,343,879	$ 790.52	0.81	1,379	0.05%
Cowley	34,344	$ 23,945,876	$ 697.24	0.72	24,566	0.85%
Crawford	38,818	$ 30,793,315	$ 793.27	0.81	31,591	1.09%
Decatur	2,827	$ 1,447,612	$ 512.07	0.53	1,485	0.05%
Dickinson	18,466	$ 12,009,665	$ 650.37	0.67	12,321	0.42%
Doniphan	7,600	$ 3,151,416	$ 414.66	0.43	3,233	0.11%
Douglas	122,259	$ 107,065,275	$ 875.73	0.90	109,838	3.78%
Edwards	2,798	$ 1,603,232	$ 572.99	0.59	1,645	0.06%
Elk	2,530	$ 1,350,349	$ 533.73	0.55	1,385	0.05%
Ellis	28,553	$ 40,392,176	$ 1,414.64	1.45	41,438	1.43%
Ellsworth	5,257	$ 3,968,514	$ 754.90	0.77	4,071	0.14%
Finney	36,467	$ 50,314,064	$ 1,379.71	1.42	51,617	1.78%
Ford	33,619	$ 33,125,573	$ 985.32	1.01	33,983	1.17%
Franklin	25,544	$ 20,652,828	$ 808.52	0.83	21,188	0.73%
Geary	31,670	$ 26,691,373	$ 842.80	0.86	27,383	0.94%
Gove	2,636	$ 3,043,281	$ 1,154.51	1.18	3,122	0.11%
Graham	2,482	$ 1,898,421	$ 764.88	0.78	1,948	0.07%
Grant	7,150	$ 6,351,936	$ 888.38	0.91	6,516	0.22%
Gray	5,988	$ 3,712,987	$ 620.07	0.64	3,809	0.13%
Greeley	1,232	$ 777,337	$ 630.96	0.65	797	0.03%
Greenwood	5,982	$ 2,804,584	$ 468.84	0.48	2,877	0.10%
Hamilton	2,539	$ 1,879,502	$ 740.25	0.76	1,928	0.07%
Harper	5,436	$ 4,488,816	$ 825.76	0.85	4,605	0.16%
Harvey	34,429	$ 24,454,347	$ 710.28	0.73	25,088	0.86%
Haskell	3,968	$ 2,848,475	$ 717.86	0.74	2,922	0.10%
Hodgeman	1,794	$ 931,369	$ 519.16	0.53	955	0.03%
Jackson	13,171	$ 7,673,602	$ 582.61	0.60	7,872	0.27%
Jefferson	19,043	$ 6,905,904	$ 362.65	0.37	7,085	0.24%
Jewell	2,879	$ 1,097,722	$ 381.29	0.39	1,126	0.04%
Johnson	602,401	$ 721,514,120	$ 1,197.73	1.23	740,199	25.50%
Kearny	3,838	$ 1,995,950	$ 520.05	0.53	2,048	0.07%

Table 1
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2020

County	Adjusted Population CY 2019	FY 2020 State Sales Tax Collections	FY 2020 Sales per Capita	FY 2020 Pull Factor	FY 2020 Trade Area Capture	FY 2020 Percent of Market Share
Kingman	7,152	$ 5,218,544	$ 729.66	0.75	5,354	0.18%
Kiowa	2,475	$ 1,615,202	$ 652.61	0.67	1,657	0.06%
Labette	19,482	$ 13,421,101	$ 688.90	0.71	13,769	0.47%
Lane	1,535	$ 1,156,764	$ 753.59	0.77	1,187	0.04%
Leavenworth	78,475	$ 45,820,398	$ 583.89	0.60	47,007	1.62%
Lincoln	2,962	$ 1,373,599	$ 463.74	0.48	1,409	0.05%
Linn	9,703	$ 4,980,341	$ 513.28	0.53	5,109	0.18%
Logan	2,794	$ 2,203,829	$ 788.77	0.81	2,261	0.08%
Lyon	33,195	$ 29,880,577	$ 900.15	0.92	30,654	1.06%
Marion	11,884	$ 5,986,444	$ 503.74	0.52	6,141	0.21%
Marshall	9,707	$ 8,873,715	$ 914.16	0.94	9,104	0.31%
McPherson	28,542	$ 28,632,204	$ 1,003.16	1.03	29,374	1.01%
Meade	4,033	$ 2,373,685	$ 588.57	0.60	2,435	0.08%
Miami	34,237	$ 22,300,187	$ 651.35	0.67	22,878	0.79%
Mitchell	5,979	$ 6,365,448	$ 1,064.63	1.09	6,530	0.22%
Montgomery	31,829	$ 25,643,156	$ 805.65	0.83	26,307	0.91%
Morris	5,620	$ 3,399,481	$ 604.89	0.62	3,488	0.12%
Morton	2,587	$ 1,706,582	$ 659.68	0.68	1,751	0.06%
Nemaha	10,231	$ 8,346,009	$ 815.76	0.84	8,562	0.29%
Neosho	16,007	$ 14,271,336	$ 891.57	0.91	14,641	0.50%
Ness	2,750	$ 7,507,679	$ 2,730.06	2.80	7,702	0.27%
Norton	4,547	$ 3,289,438	$ 723.43	0.74	3,375	0.12%
Osage	15,949	$ 6,171,277	$ 386.94	0.40	6,331	0.22%
Osborne	3,421	$ 2,217,647	$ 648.25	0.67	2,275	0.08%
Ottawa	5,704	$ 1,993,587	$ 349.51	0.36	2,045	0.07%
Pawnee	5,789	$ 3,703,549	$ 639.76	0.66	3,799	0.13%
Phillips	5,234	$ 3,550,094	$ 678.28	0.70	3,642	0.13%
Pottawatomie	24,383	$ 34,326,197	$ 1,407.79	1.44	35,215	1.21%
Pratt	9,164	$ 11,216,047	$ 1,223.92	1.26	11,507	0.40%
Rawlins	2,530	$ 1,508,536	$ 596.26	0.61	1,548	0.05%
Reno	60,109	$ 57,725,966	$ 960.35	0.99	59,221	2.04%
Republic	4,636	$ 3,172,221	$ 684.26	0.70	3,254	0.11%
Rice	9,537	$ 7,022,350	$ 736.33	0.76	7,204	0.25%
Riley	74,232	$ 52,076,189	$ 701.53	0.72	53,425	1.84%
Rooks	4,792	$ 3,550,094	$ 740.84	0.76	3,642	0.13%
Rush	3,036	$ 1,348,499	$ 444.17	0.46	1,383	0.05%
Russell	6,856	$ 4,903,889	$ 715.27	0.73	5,031	0.17%
Saline	54,224	$ 70,352,532	$ 1,297.44	1.33	72,174	2.49%
Scott	4,823	$ 4,512,964	$ 935.72	0.96	4,630	0.16%
Sedgwick	516,042	$ 575,568,191	$ 1,115.35	1.14	590,474	20.34%
Seward	21,428	$ 23,159,148	$ 1,080.79	1.11	23,759	0.82%
Shawnee	175,959	$ 179,530,450	$ 1,020.30	1.05	184,180	6.35%
Sheridan	2,521	$ 1,805,310	$ 716.11	0.73	1,852	0.06%
Sherman	5,917	$ 7,208,861	$ 1,218.33	1.25	7,396	0.25%
Smith	3,583	$ 2,575,681	$ 718.86	0.74	2,642	0.09%
Stafford	4,156	$ 2,287,742	$ 550.47	0.56	2,347	0.08%
Stanton	2,006	$ 1,396,499	$ 696.16	0.71	1,433	0.05%

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County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2020

County	Adjusted Population CY 2019	FY 2020 State Sales Tax Collections	FY 2020 Sales per Capita	FY 2020 Pull Factor	FY 2020 Trade Area Capture	FY 2020 Percent of Market Share
Stevens	5,485	$ 3,601,931	$ 656.69	0.67	3,695	0.13%
Sumner	22,836	$ 14,134,982	$ 618.98	0.64	14,501	0.50%
Thomas	7,777	$ 12,057,386	$ 1,550.39	1.59	12,370	0.43%
Trego	2,803	$ 2,366,084	$ 844.13	0.87	2,427	0.08%
Wabaunsee	6,931	$ 2,248,566	$ 324.42	0.33	2,307	0.08%
Wallace	1,518	$ 981,241	$ 646.40	0.66	1,007	0.03%
Washington	5,406	$ 3,113,827	$ 575.99	0.59	3,194	0.11%
Wichita	2,119	$ 1,472,572	$ 694.94	0.71	1,511	0.05%
Wilson	8,525	$ 4,532,248	$ 531.64	0.55	4,650	0.16%
Woodson	3,138	$ 1,292,441	$ 411.87	0.42	1,326	0.05%
Wyandotte	165,429	$ 154,003,929	$ 930.94	0.96	157,992	5.44%
Statewide	2,902,618	$ 2,829,346,398	$ 974.76		2,902,618	

Table 2
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2020

County	Adjusted Population CY 2019	FY 2020 State Sales Tax Collections	FY 2020 Sales per Capita	FY 2020 Pull Factor	FY 2020 Trade Area Capture	FY 2020 Percent of Market Share
Ness	2,750	$ 7,507,679	$ 2,730.06	2.80	7,702	0.27%
Thomas	7,777	$ 12,057,386	$ 1,550.39	1.59	12,370	0.43%
Ellis	28,553	$ 40,392,176	$ 1,414.64	1.45	41,438	1.43%
Pottawatomie	24,383	$ 34,326,197	$ 1,407.79	1.44	35,215	1.21%
Finney	36,467	$ 50,314,064	$ 1,379.71	1.42	51,617	1.78%
Saline	54,224	$ 70,352,532	$ 1,297.44	1.33	72,174	2.49%
Coffey	8,179	$ 10,398,749	$ 1,271.40	1.30	10,668	0.37%
Pratt	9,164	$ 11,216,047	$ 1,223.92	1.26	11,507	0.40%
Sherman	5,917	$ 7,208,861	$ 1,218.33	1.25	7,396	0.25%
Johnson	602,401	$ 721,514,120	$ 1,197.73	1.23	740,199	25.50%
Gove	2,636	$ 3,043,281	$ 1,154.51	1.18	3,122	0.11%
Sedgwick	516,042	$ 575,568,191	$ 1,115.35	1.14	590,474	20.34%
Barton	25,779	$ 28,574,565	$ 1,108.44	1.14	29,315	1.01%
Seward	21,428	$ 23,159,148	$ 1,080.79	1.11	23,759	0.82%
Mitchell	5,979	$ 6,365,448	$ 1,064.63	1.09	6,530	0.22%
Shawnee	175,959	$ 179,530,450	$ 1,020.30	1.05	184,180	6.35%
McPherson	28,542	$ 28,632,204	$ 1,003.16	1.03	29,374	1.01%
Ford	33,619	$ 33,125,573	$ 985.32	1.01	33,983	1.17%
Reno	60,109	$ 57,725,966	$ 960.35	0.99	59,221	2.04%
Cloud	8,786	$ 8,317,791	$ 946.71	0.97	8,533	0.29%
Scott	4,823	$ 4,512,964	$ 935.72	0.96	4,630	0.16%
Wyandotte	165,429	$ 154,003,929	$ 930.94	0.96	157,992	5.44%
Marshall	9,707	$ 8,873,715	$ 914.16	0.94	9,104	0.31%
Lyon	33,195	$ 29,880,577	$ 900.15	0.92	30,654	1.06%
Neosho	16,007	$ 14,271,336	$ 891.57	0.91	14,641	0.50%
Grant	7,150	$ 6,351,936	$ 888.38	0.91	6,516	0.22%
Allen	12,369	$ 10,954,711	$ 885.66	0.91	11,238	0.39%
Douglas	122,259	$ 107,065,275	$ 875.73	0.90	109,838	3.78%
Trego	2,803	$ 2,366,084	$ 844.13	0.87	2,427	0.08%
Geary	31,670	$ 26,691,373	$ 842.80	0.86	27,383	0.94%
Harper	5,436	$ 4,488,816	$ 825.76	0.85	4,605	0.16%
Barber	4,427	$ 3,640,628	$ 822.37	0.84	3,735	0.13%
Nemaha	10,231	$ 8,346,009	$ 815.76	0.84	8,562	0.29%
Brown	9,564	$ 7,794,334	$ 814.97	0.84	7,996	0.28%
Franklin	25,544	$ 20,652,828	$ 808.52	0.83	21,188	0.73%
Montgomery	31,829	$ 25,643,156	$ 805.65	0.83	26,307	0.91%
Crawford	38,818	$ 30,793,315	$ 793.27	0.81	31,591	1.09%
Comanche	1,700	$ 1,343,879	$ 790.52	0.81	1,379	0.05%
Logan	2,794	$ 2,203,829	$ 788.77	0.81	2,261	0.08%
Atchison	16,073	$ 12,677,304	$ 788.73	0.81	13,006	0.45%
Graham	2,482	$ 1,898,421	$ 764.88	0.78	1,948	0.07%
Clay	8,002	$ 6,087,419	$ 760.74	0.78	6,245	0.22%
Ellsworth	5,257	$ 3,968,514	$ 754.90	0.77	4,071	0.14%
Lane	1,535	$ 1,156,764	$ 753.59	0.77	1,187	0.04%
Cheyenne	2,657	$ 1,999,331	$ 752.48	0.77	2,051	0.07%
Rooks	4,792	$ 3,550,094	$ 740.84	0.76	3,642	0.13%
Hamilton	2,539	$ 1,879,502	$ 740.25	0.76	1,928	0.07%

Table 2
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2020

County	Adjusted Population CY 2019	FY 2020 State Sales Tax Collections	FY 2020 Sales per Capita	FY 2020 Pull Factor	FY 2020 Trade Area Capture	FY 2020 Percent of Market Share
Rice	9,537	$ 7,022,350	$ 736.33	0.76	7,204	0.25%
Butler	65,415	$ 48,148,158	$ 736.04	0.76	49,395	1.70%
Kingman	7,152	$ 5,218,544	$ 729.66	0.75	5,354	0.18%
Norton	4,547	$ 3,289,438	$ 723.43	0.74	3,375	0.12%
Smith	3,583	$ 2,575,681	$ 718.86	0.74	2,642	0.09%
Haskell	3,968	$ 2,848,475	$ 717.86	0.74	2,922	0.10%
Sheridan	2,521	$ 1,805,310	$ 716.11	0.73	1,852	0.06%
Russell	6,856	$ 4,903,889	$ 715.27	0.73	5,031	0.17%
Harvey	34,429	$ 24,454,347	$ 710.28	0.73	25,088	0.86%
Riley	74,232	$ 52,076,189	$ 701.53	0.72	53,425	1.84%
Cowley	34,344	$ 23,945,876	$ 697.24	0.72	24,566	0.85%
Stanton	2,006	$ 1,396,499	$ 696.16	0.71	1,433	0.05%
Wichita	2,119	$ 1,472,572	$ 694.94	0.71	1,511	0.05%
Labette	19,482	$ 13,421,101	$ 688.90	0.71	13,769	0.47%
Republic	4,636	$ 3,172,221	$ 684.26	0.70	3,254	0.11%
Clark	1,994	$ 1,362,283	$ 683.19	0.70	1,398	0.05%
Phillips	5,234	$ 3,550,094	$ 678.28	0.70	3,642	0.13%
Bourbon	14,534	$ 9,617,540	$ 661.73	0.68	9,867	0.34%
Morton	2,587	$ 1,706,582	$ 659.68	0.68	1,751	0.06%
Stevens	5,485	$ 3,601,931	$ 656.69	0.67	3,695	0.13%
Kiowa	2,475	$ 1,615,202	$ 652.61	0.67	1,657	0.06%
Miami	34,237	$ 22,300,187	$ 651.35	0.67	22,878	0.79%
Dickinson	18,466	$ 12,009,665	$ 650.37	0.67	12,321	0.42%
Osborne	3,421	$ 2,217,647	$ 648.25	0.67	2,275	0.08%
Wallace	1,518	$ 981,241	$ 646.40	0.66	1,007	0.03%
Pawnee	5,789	$ 3,703,549	$ 639.76	0.66	3,799	0.13%
Greeley	1,232	$ 777,337	$ 630.96	0.65	797	0.03%
Gray	5,988	$ 3,712,987	$ 620.07	0.64	3,809	0.13%
Sumner	22,836	$ 14,134,982	$ 618.98	0.64	14,501	0.50%
Anderson	7,858	$ 4,825,374	$ 614.07	0.63	4,950	0.17%
Morris	5,620	$ 3,399,481	$ 604.89	0.62	3,488	0.12%
Rawlins	2,530	$ 1,508,536	$ 596.26	0.61	1,548	0.05%
Meade	4,033	$ 2,373,685	$ 588.57	0.60	2,435	0.08%
Leavenworth	78,475	$ 45,820,398	$ 583.89	0.60	47,007	1.62%
Jackson	13,171	$ 7,673,602	$ 582.61	0.60	7,872	0.27%
Washington	5,406	$ 3,113,827	$ 575.99	0.59	3,194	0.11%
Edwards	2,798	$ 1,603,232	$ 572.99	0.59	1,645	0.06%
Stafford	4,156	$ 2,287,742	$ 550.47	0.56	2,347	0.08%
Elk	2,530	$ 1,350,349	$ 533.73	0.55	1,385	0.05%
Wilson	8,525	$ 4,532,248	$ 531.64	0.55	4,650	0.16%
Chase	2,648	$ 1,392,695	$ 525.94	0.54	1,429	0.05%
Kearny	3,838	$ 1,995,950	$ 520.05	0.53	2,048	0.07%
Hodgeman	1,794	$ 931,369	$ 519.16	0.53	955	0.03%
Linn	9,703	$ 4,980,341	$ 513.28	0.53	5,109	0.18%
Decatur	2,827	$ 1,447,612	$ 512.07	0.53	1,485	0.05%
Marion	11,884	$ 5,986,444	$ 503.74	0.52	6,141	0.21%
Chautauqua	3,250	$ 1,606,245	$ 494.23	0.51	1,648	0.06%

Table 2
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2020

County	Adjusted Population CY 2019	FY 2020 State Sales Tax Collections	FY 2020 Sales per Capita	FY 2020 Pull Factor	FY 2020 Trade Area Capture	FY 2020 Percent of Market Share
Greenwood	5,982	$ 2,804,584	$ 468.84	0.48	2,877	0.10%
Lincoln	2,962	$ 1,373,599	$ 463.74	0.48	1,409	0.05%
Rush	3,036	$ 1,348,499	$ 444.17	0.46	1,383	0.05%
Doniphan	7,600	$ 3,151,416	$ 414.66	0.43	3,233	0.11%
Woodson	3,138	$ 1,292,441	$ 411.87	0.42	1,326	0.05%
Osage	15,949	$ 6,171,277	$ 386.94	0.40	6,331	0.22%
Cherokee	19,939	$ 7,634,607	$ 382.90	0.39	7,832	0.27%
Jewell	2,879	$ 1,097,722	$ 381.29	0.39	1,126	0.04%
Jefferson	19,043	$ 6,905,904	$ 362.65	0.37	7,085	0.24%
Ottawa	5,704	$ 1,993,587	$ 349.51	0.36	2,045	0.07%
Wabaunsee	6,931	$ 2,248,566	$ 324.42	0.33	2,307	0.08%
Statewide	2,902,618	$ 2,829,346,398	$ 974.76		2,902,618	

Table 3
Percent Change in Pull Factor, Trade Area Capture and Market Share
Fiscal Year 2019 to 2020

County	FY 2020 Pull Factor	FY 2019 Pull Factor	Percent Change	FY 2020 Trade Area Capture	FY 2019 Trade Area Capture	Percent Change	FY 2020 Percent of Market Share	FY 2019 Percent of Market Share	Percent Change
Allen	0.91	1.03	-11.9%	11,238	12,829	-12.4%	0.39%	0.44%	-12.5%
Anderson	0.63	0.64	-1.2%	4,950	5,022	-1.4%	0.17%	0.17%	-1.5%
Atchison	0.81	0.70	15.8%	13,006	11,315	14.9%	0.45%	0.39%	14.8%
Barber	0.84	0.95	-10.8%	3,735	4,229	-11.7%	0.13%	0.15%	-11.8%
Barton	1.14	1.13	1.0%	29,315	29,389	-0.3%	1.01%	1.01%	-0.4%
Bourbon	0.68	0.70	-2.4%	9,867	10,194	-3.2%	0.34%	0.35%	-3.3%
Brown	0.84	0.77	8.1%	7,996	7,422	7.7%	0.28%	0.26%	7.6%
Butler	0.76	0.74	1.5%	49,395	48,404	2.0%	1.70%	1.67%	1.9%
Chase	0.54	0.52	3.1%	1,429	1,376	3.8%	0.05%	0.05%	3.7%
Chautauqua	0.51	0.47	8.4%	1,648	1,547	6.5%	0.06%	0.05%	6.4%
Cherokee	0.39	0.38	2.3%	7,832	7,683	1.9%	0.27%	0.26%	1.8%
Cheyenne	0.77	0.64	21.4%	2,051	1,692	21.2%	0.07%	0.06%	21.1%
Clark	0.70	0.62	14.0%	1,398	1,233	13.3%	0.05%	0.04%	13.2%
Clay	0.78	0.77	1.8%	6,245	6,132	1.9%	0.22%	0.21%	1.7%
Cloud	0.97	0.97	0.2%	8,533	8,464	0.8%	0.29%	0.29%	0.7%
Coffey	1.30	0.77	69.2%	10,668	1,348	691.5%	0.37%	0.05%	690.7%
Comanche	0.81	0.77	5.2%	1,379	1,348	2.3%	0.05%	0.05%	2.2%
Cowley	0.72	0.68	4.7%	24,566	23,678	3.7%	0.85%	0.82%	3.6%
Crawford	0.81	0.82	-1.0%	31,591	32,060	-1.5%	1.09%	1.11%	-1.6%
Decatur	0.53	0.53	-1.4%	1,485	1,530	-2.9%	0.05%	0.05%	-3.0%
Dickinson	0.67	0.67	0.2%	12,321	12,460	-1.1%	0.42%	0.43%	-1.2%
Doniphan	0.43	0.46	-7.6%	3,233	3,538	-8.6%	0.11%	0.12%	-8.7%
Douglas	0.90	0.93	-3.6%	109,838	113,208	-3.0%	3.78%	3.90%	-3.1%
Edwards	0.59	0.57	3.1%	1,645	1,625	1.2%	0.06%	0.06%	1.1%
Elk	0.55	0.52	5.2%	1,385	1,305	6.2%	0.05%	0.05%	6.1%
Ellis	1.45	1.45	0.3%	41,438	41,525	-0.2%	1.43%	1.43%	-0.3%
Ellsworth	0.77	0.82	-6.0%	4,071	4,354	-6.5%	0.14%	0.15%	-6.6%
Finney	1.42	1.41	0.4%	51,617	51,607	0.0%	1.78%	1.78%	-0.1%
Ford	1.01	0.99	1.8%	33,983	33,653	1.0%	1.17%	1.16%	0.9%
Franklin	0.83	0.77	8.4%	21,188	19,620	8.0%	0.73%	0.68%	7.9%
Geary	0.86	0.83	3.8%	27,383	27,158	0.8%	0.94%	0.94%	0.7%
Gove	1.18	1.23	-3.5%	3,122	3,206	-2.6%	0.11%	0.11%	-2.7%
Graham	0.78	0.86	-9.1%	1,948	2,152	-9.5%	0.07%	0.07%	-9.6%
Grant	0.91	0.77	18.8%	6,516	5,627	15.8%	0.22%	0.19%	15.7%
Gray	0.64	0.66	-3.6%	3,809	3,980	-4.3%	0.13%	0.14%	-4.4%
Greeley	0.65	0.71	-9.1%	797	874	-8.7%	0.03%	0.03%	-8.8%
Greenwood	0.48	0.55	-12.7%	2,877	3,336	-13.7%	0.10%	0.12%	-13.8%
Hamilton	0.76	0.71	7.4%	1,928	1,844	4.6%	0.07%	0.06%	4.5%
Harper	0.85	0.80	6.3%	4,605	4,390	4.9%	0.16%	0.15%	4.8%
Harvey	0.73	0.73	-0.6%	25,088	25,066	0.1%	0.86%	0.86%	0.0%
Haskell	0.74	0.74	-0.6%	2,922	2,962	-1.4%	0.10%	0.10%	-1.5%
Hodgeman	0.53	0.51	3.7%	955	933	2.4%	0.03%	0.03%	2.3%
Jackson	0.60	0.59	1.8%	7,872	7,799	0.9%	0.27%	0.27%	0.8%
Jefferson	0.37	0.34	10.1%	7,085	6,413	10.5%	0.24%	0.22%	10.4%
Jewell	0.39	0.38	3.1%	1,126	1,077	4.5%	0.04%	0.04%	4.4%
Johnson	1.23	1.28	-4.2%	740,199	766,135	-3.4%	25.50%	26.42%	-3.5%
Kearny	0.53	0.50	6.3%	2,048	1,978	3.5%	0.07%	0.07%	3.4%
Kingman	0.75	0.63	19.2%	5,354	4,591	16.6%	0.18%	0.16%	16.5%
Kiowa	0.67	0.71	-6.2%	1,657	1,796	-7.7%	0.06%	0.06%	-7.8%
Labette	0.71	0.69	2.7%	13,769	13,561	1.5%	0.47%	0.47%	1.4%
Lane	0.77	0.80	-3.8%	1,187	1,254	-5.4%	0.04%	0.04%	-5.5%
Leavenworth	0.60	0.58	2.5%	47,007	45,374	3.6%	1.62%	1.56%	3.5%
Lincoln	0.48	0.41	15.5%	1,409	1,245	13.2%	0.05%	0.04%	13.0%
Linn	0.53	0.51	4.1%	5,109	4,931	3.6%	0.18%	0.17%	3.5%
Logan	0.81	0.91	-10.8%	2,261	2,580	-12.4%	0.08%	0.09%	-12.5%
Lyon	0.92	0.92	0.6%	30,654	30,659	0.0%	1.06%	1.06%	-0.1%
Marion	0.52	0.54	-3.9%	6,141	6,423	-4.4%	0.21%	0.22%	-4.5%
Marshall	0.94	0.92	1.8%	9,104	8,959	1.6%	0.31%	0.31%	1.5%
McPherson	1.03	1.10	-6.0%	29,374	31,249	-6.0%	1.01%	1.08%	-6.1%
Meade	0.60	0.60	0.2%	2,435	2,498	-2.5%	0.08%	0.09%	-2.6%
Miami	0.67	0.66	1.0%	22,878	22,293	2.6%	0.79%	0.77%	2.5%
Mitchell	1.09	0.99	10.8%	6,530	6,062	7.7%	0.22%	0.21%	7.6%
Montgomery	0.83	0.78	5.8%	26,307	25,086	4.9%	0.91%	0.87%	4.8%
Morris	0.62	0.63	-1.9%	3,488	3,491	-0.1%	0.12%	0.12%	-0.2%
Morton	0.68	0.64	6.3%	1,751	1,698	3.1%	0.06%	0.06%	3.0%
Nemaha	0.84	0.77	8.1%	8,562	7,860	8.9%	0.29%	0.27%	8.8%
Neosho	0.91	0.84	9.1%	14,641	13,377	9.5%	0.50%	0.46%	9.3%

Table 3
Percent Change in Pull Factor, Trade Area Capture and Market Share
Fiscal Year 2019 to 2020

County	FY 2020 Pull Factor	FY 2019 Pull Factor	Percent Change	FY 2020 Trade Area Capture	FY 2019 Trade Area Capture	Percent Change	FY 2020 Percent of Market Share	FY 2019 Percent of Market Share	Percent Change
Ness	2.80	1.00	181.4%	7,702	2,826	172.5%	0.27%	0.10%	172.2%
Norton	0.74	0.79	-6.5%	3,375	3,638	-7.2%	0.12%	0.13%	-7.3%
Osage	0.40	0.38	5.4%	6,331	6,006	5.4%	0.22%	0.21%	5.3%
Osborne	0.67	0.65	2.9%	2,275	2,245	1.3%	0.08%	0.08%	1.2%
Ottawa	0.36	0.32	12.4%	2,045	1,851	10.5%	0.07%	0.06%	10.4%
Pawnee	0.66	0.67	-1.7%	3,799	3,983	-4.6%	0.13%	0.14%	-4.7%
Phillips	0.70	0.71	-1.6%	3,642	3,759	-3.1%	0.13%	0.13%	-3.2%
Pottawatomie	1.44	1.41	2.8%	35,215	34,116	3.2%	1.21%	1.18%	3.1%
Pratt	1.26	1.24	1.4%	11,507	11,609	-0.9%	0.40%	0.40%	-1.0%
Rawlins	0.61	0.56	8.6%	1,548	1,412	9.6%	0.05%	0.05%	9.5%
Reno	0.99	0.96	2.4%	59,221	58,210	1.7%	2.04%	2.01%	1.6%
Republic	0.70	0.67	5.0%	3,254	3,117	4.4%	0.11%	0.11%	4.3%
Rice	0.76	0.67	13.5%	7,204	6,344	13.6%	0.25%	0.22%	13.4%
Riley	0.72	0.76	-5.5%	53,425	56,113	-4.8%	1.84%	1.94%	-4.9%
Rooks	0.76	0.80	-4.6%	3,642	3,893	-6.4%	0.13%	0.13%	-6.5%
Rush	0.46	0.49	-6.6%	1,383	1,508	-8.3%	0.05%	0.05%	-8.4%
Russell	0.73	1.07	-31.6%	5,031	7,407	-32.1%	0.17%	0.26%	-32.2%
Saline	1.33	1.31	1.6%	72,174	71,292	1.2%	2.49%	2.46%	1.1%
Scott	0.96	0.98	-2.1%	4,630	4,802	-3.6%	0.16%	0.17%	-3.7%
Sedgwick	1.14	1.14	0.0%	590,474	587,147	0.6%	20.34%	20.25%	0.5%
Seward	1.11	1.09	1.6%	23,759	23,772	-0.1%	0.82%	0.82%	-0.2%
Shawnee	1.05	1.06	-1.0%	184,180	186,568	-1.3%	6.35%	6.43%	-1.4%
Sheridan	0.73	0.81	-9.4%	1,852	2,053	-9.8%	0.06%	0.07%	-9.9%
Sherman	1.25	1.23	1.6%	7,396	7,255	1.9%	0.25%	0.25%	1.8%
Smith	0.74	0.72	3.0%	2,642	2,580	2.4%	0.09%	0.09%	2.3%
Stafford	0.56	0.58	-2.2%	2,347	2,412	-2.7%	0.08%	0.08%	-2.8%
Stanton	0.71	0.64	11.8%	1,433	1,269	12.9%	0.05%	0.04%	12.8%
Stevens	0.67	0.68	-1.5%	3,695	3,803	-2.8%	0.13%	0.13%	-2.9%
Sumner	0.64	0.61	4.1%	14,501	14,030	3.4%	0.50%	0.48%	3.3%
Thomas	1.59	2.04	-21.9%	12,370	15,695	-21.2%	0.43%	0.54%	-21.3%
Trego	0.87	0.96	-10.0%	2,427	2,687	-9.7%	0.08%	0.09%	-9.8%
Wabaunsee	0.33	0.34	-1.0%	2,307	2,319	-0.5%	0.08%	0.08%	-0.6%
Wallace	0.66	0.66	0.5%	1,007	992	1.5%	0.03%	0.03%	1.4%
Washington	0.59	0.53	10.6%	3,194	2,896	10.3%	0.11%	0.10%	10.2%
Wichita	0.71	0.77	-7.2%	1,511	1,617	-6.6%	0.05%	0.06%	-6.7%
Wilson	0.55	0.50	8.4%	4,650	4,359	6.7%	0.16%	0.15%	6.6%
Woodson	0.42	0.48	-11.3%	1,326	1,516	-12.6%	0.05%	0.05%	-12.6%
Wyandotte	0.96	0.96	-1.0%	157,992	159,438	-0.9%	5.44%	5.50%	-1.0%
Statewide				2,902,618	2,906,247	-0.1%			