COUNTY TRADE PULL FACTORS

**Annual report for Fiscal Year 2018
(July 2017 through June 2018)**

**Kansas Department of Revenue
Office of Research and Analysis
Issued December 2018**

Introduction

The County Trade Pull Factor report provides different measures of retail market data for the 105 Kansas counties for fiscal year 2018, which represents the period July 1, 2017 through June 30, 2018. 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 2018 report consists of three tables:
- Table 1 lists the FY 2018 measures for each county in alphabetical order.
- Table 2 lists the FY 2018 measures for each county by pull factor in descending order.
- Table 3 provides the change in the three measures from fiscal year 2017. 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 2017 county population estimates are from the U.S. Census Bureau as certified by the Division of the Budget July 1, 2018 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 2018, all but $7.7 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 2018

County	Adjusted Population CY 2017	FY 2018 State Sales Tax Collections	FY 2018 Sales per Capita	FY 2018 Pull Factor	FY 2018 Trade Area Capture	FY 2018 Percent of Market Share
Statewide						
Allen	12,519	$ 10,475,557	$ 836.77	0.88	10,998	0.38%
Anderson	7,833	$ 4,804,430	$ 613.36	0.64	5,044	0.17%
Atchison	16,332	$ 10,757,874	$ 658.70	0.69	11,295	0.39%
Barber	4,586	$ 4,168,535	$ 908.97	0.95	4,376	0.15%
Barton	26,476	$ 28,228,674	$ 1,066.20	1.12	29,637	1.02%
Bourbon	14,754	$ 9,785,359	$ 663.23	0.70	10,273	0.35%
Brown	9,641	$ 7,106,579	$ 737.12	0.77	7,461	0.26%
Butler	65,283	$ 44,693,489	$ 684.61	0.72	46,923	1.62%
Chase	2,683	$ 1,295,671	$ 482.92	0.51	1,360	0.05%
Chautauqua	3,363	$ 1,333,307	$ 396.46	0.42	1,400	0.05%
Cherokee	20,115	$ 7,435,523	$ 369.65	0.39	7,806	0.27%
Cheyenne	2,683	$ 1,407,381	$ 524.56	0.55	1,478	0.05%
Clark	2,004	$ 1,225,356	$ 611.46	0.64	1,286	0.04%
Clay	7,958	$ 5,543,452	$ 696.59	0.73	5,820	0.20%
Cloud	8,991	$ 7,853,374	$ 873.47	0.92	8,245	0.28%
Coffey	8,224	$ 5,967,254	$ 725.59	0.76	6,265	0.22%
Comanche	1,790	$ 1,326,507	$ 741.07	0.78	1,393	0.05%
Cowley	34,815	$ 22,715,663	$ 652.47	0.69	23,849	0.82%
Crawford	39,034	$ 30,341,067	$ 777.30	0.82	31,855	1.10%
Decatur	2,885	$ 1,382,748	$ 479.29	0.50	1,452	0.05%
Dickinson	18,902	$ 12,166,018	$ 643.64	0.68	12,773	0.44%
Doniphan	7,727	$ 2,956,589	$ 382.63	0.40	3,104	0.11%
Douglas	120,793	$ 107,662,541	$ 891.30	0.94	113,033	3.90%
Edwards	2,893	$ 1,629,213	$ 563.16	0.59	1,710	0.06%
Elk	2,498	$ 1,250,109	$ 500.44	0.53	1,312	0.05%
Ellis	28,689	$ 38,401,836	$ 1,338.56	1.41	40,317	1.39%
Ellsworth	5,425	$ 3,690,706	$ 680.31	0.71	3,875	0.13%
Finney	37,084	$ 47,751,772	$ 1,287.67	1.35	50,134	1.73%
Ford	34,381	$ 32,524,175	$ 945.99	0.99	34,147	1.18%
Franklin	25,733	$ 18,447,809	$ 716.89	0.75	19,368	0.67%
Geary	33,855	$ 26,859,382	$ 793.37	0.83	28,199	0.97%
Gove	2,631	$ 2,809,057	$ 1,067.68	1.12	2,949	0.10%
Graham	2,495	$ 2,092,027	$ 838.49	0.88	2,196	0.08%
Grant	7,526	$ 5,266,153	$ 699.73	0.73	5,529	0.19%
Gray	5,958	$ 3,872,918	$ 650.04	0.68	4,066	0.14%
Greeley	1,249	$ 889,107	$ 711.85	0.75	933	0.03%
Greenwood	6,123	$ 3,007,412	$ 491.17	0.52	3,157	0.11%
Hamilton	2,640	$ 1,752,431	$ 663.80	0.70	1,840	0.06%
Harper	5,590	$ 4,569,147	$ 817.38	0.86	4,797	0.17%
Harvey	34,544	$ 23,835,027	$ 689.99	0.72	25,024	0.86%
Haskell	4,053	$ 2,936,780	$ 724.59	0.76	3,083	0.11%
Hodgeman	1,842	$ 845,819	$ 459.19	0.48	888	0.03%
Jackson	13,318	$ 7,098,685	$ 533.01	0.56	7,453	0.26%
Jefferson	18,998	$ 6,360,491	$ 334.80	0.35	6,678	0.23%
Jewell	2,850	$ 1,032,944	$ 362.44	0.38	1,084	0.04%
Johnson	591,178	$ 732,583,597	$ 1,239.19	1.30	769,127	26.51%
Kearny	3,960	$ 1,878,366	$ 474.33	0.50	1,972	0.07%

Table 1
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2018

County						
Kingman	7,360	$ 4,318,919	$ 586.81	0.62	4,534	0.16%
Kiowa	2,485	$ 1,713,717	$ 689.62	0.72	1,799	0.06%
Labette	20,145	$ 12,477,615	$ 619.39	0.65	13,100	0.45%
Lane	1,559	$ 1,096,383	$ 703.26	0.74	1,151	0.04%
Leavenworth	77,330	$ 43,104,617	$ 557.41	0.59	45,255	1.56%
Lincoln	3,043	$ 1,257,842	$ 413.36	0.43	1,321	0.05%
Linn	9,726	$ 4,836,901	$ 497.32	0.52	5,078	0.18%
Logan	2,821	$ 2,327,828	$ 825.18	0.87	2,444	0.08%
Lyon	33,392	$ 28,515,757	$ 853.97	0.90	29,938	1.03%
Marion	11,986	$ 5,407,793	$ 451.18	0.47	5,678	0.20%
Marshall	9,745	$ 8,253,245	$ 846.92	0.89	8,665	0.30%
McPherson	28,708	$ 27,435,918	$ 955.69	1.00	28,805	0.99%
Meade	4,303	$ 2,358,283	$ 548.06	0.58	2,476	0.09%
Miami	33,461	$ 21,432,730	$ 640.53	0.67	22,502	0.78%
Mitchell	6,128	$ 5,985,948	$ 976.82	1.03	6,285	0.22%
Montgomery	32,556	$ 23,906,447	$ 734.32	0.77	25,099	0.86%
Morris	5,455	$ 3,106,821	$ 569.54	0.60	3,262	0.11%
Morton	2,740	$ 1,732,229	$ 632.20	0.66	1,819	0.06%
Nemaha	10,118	$ 7,646,959	$ 755.78	0.79	8,028	0.28%
Neosho	16,015	$ 12,883,871	$ 804.49	0.84	13,527	0.47%
Ness	2,869	$ 2,591,264	$ 903.19	0.95	2,721	0.09%
Norton	4,632	$ 3,453,965	$ 745.67	0.78	3,626	0.12%
Osage	15,772	$ 5,772,543	$ 366.00	0.38	6,060	0.21%
Osborne	3,610	$ 2,375,397	$ 658.00	0.69	2,494	0.09%
Ottawa	5,863	$ 1,789,305	$ 305.19	0.32	1,879	0.06%
Pawnee	6,176	$ 3,887,496	$ 629.45	0.66	4,081	0.14%
Phillips	5,370	$ 3,569,237	$ 664.66	0.70	3,747	0.13%
Pottawatomie	23,908	$ 31,944,799	$ 1,336.16	1.40	33,538	1.16%
Pratt	9,547	$ 10,391,273	$ 1,088.43	1.14	10,910	0.38%
Rawlins	2,497	$ 1,388,571	$ 556.10	0.58	1,458	0.05%
Reno	60,641	$ 54,692,355	$ 901.90	0.95	57,421	1.98%
Republic	4,691	$ 2,834,299	$ 604.20	0.63	2,976	0.10%
Rice	9,660	$ 5,826,160	$ 603.12	0.63	6,117	0.21%
Riley	74,172	$ 54,540,958	$ 735.33	0.77	57,262	1.97%
Rooks	5,043	$ 3,771,705	$ 747.91	0.79	3,960	0.14%
Rush	3,103	$ 1,452,198	$ 468.00	0.49	1,525	0.05%
Russell	6,915	$ 4,965,936	$ 718.14	0.75	5,214	0.18%
Saline	54,734	$ 68,883,940	$ 1,258.52	1.32	72,320	2.49%
Scott	4,961	$ 4,426,197	$ 892.20	0.94	4,647	0.16%
Sedgwick	513,443	$ 549,125,981	$ 1,069.50	1.12	576,518	19.87%
Seward	22,159	$ 22,063,410	$ 995.69	1.05	23,164	0.80%
Shawnee	177,123	$ 181,357,817	$ 1,023.91	1.07	190,405	6.56%
Sheridan	2,527	$ 1,962,960	$ 776.79	0.82	2,061	0.07%
Sherman	5,930	$ 6,823,234	$ 1,150.63	1.21	7,164	0.25%
Smith	3,668	$ 2,465,060	$ 672.04	0.71	2,588	0.09%
Stafford	4,207	$ 2,132,938	$ 507.00	0.53	2,239	0.08%
Stanton	2,060	$ 1,236,122	$ 600.06	0.63	1,298	0.04%
Stevens	5,612	$ 3,800,190	$ 677.15	0.71	3,990	0.14%
Sumner	23,159	$ 12,967,946	$ 559.95	0.59	13,615	0.47%
Thomas	7,788	$ 11,200,449	$ 1,438.17	1.51	11,759	0.41%
Trego	2,884	$ 2,759,737	$ 956.91	1.00	2,897	0.10%
Wabaunsee	6,874	$ 2,338,061	$ 340.13	0.36	2,455	0.08%
Wallace	1,524	$ 863,141	$ 566.37	0.59	906	0.03%

Table 1
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2018

Washington	5,485	$	2,759,382	$	503.08	0.53	2,897	0.10%
Wichita	2,125	$	1,569,474	$	738.58	0.78	1,648	0.06%
Wilson	8,675	$	4,087,827	$	471.22	0.49	4,292	0.15%
Woodson	3,147	$	1,350,253	$	429.06	0.45	1,418	0.05%
Wyandotte	165,288	$	154,806,567	$	936.59	0.98	162,529	5.60%
Statewide	2,901,629	$	2,763,763,090	$	952.49		2,901,629	99.72%

Table 2
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2018

County	Adjusted Population CY 2017	FY 2018 State Sales Tax Collections	FY 2018 Sales per Capita	FY 2018 Pull Factor	FY 2018 Trade Area Capture	FY 2018 Percent of Market Share
Thomas	7,788	$ 11,200,449	$ 1,438.17	1.51	11,759	0.41%
Ellis	28,689	$ 38,401,836	$ 1,338.56	1.41	40,317	1.39%
Pottawatomie	23,908	$ 31,944,799	$ 1,336.16	1.40	33,538	1.16%
Finney	37,084	$ 47,751,772	$ 1,287.67	1.35	50,134	1.73%
Saline	54,734	$ 68,883,940	$ 1,258.52	1.32	72,320	2.49%
Johnson	591,178	$ 732,583,597	$ 1,239.19	1.30	769,127	26.51%
Sherman	5,930	$ 6,823,234	$ 1,150.63	1.21	7,164	0.25%
Pratt	9,547	$ 10,391,273	$ 1,088.43	1.14	10,910	0.38%
Sedgwick	513,443	$ 549,125,981	$ 1,069.50	1.12	576,518	19.87%
Gove	2,631	$ 2,809,057	$ 1,067.68	1.12	2,949	0.10%
Barton	26,476	$ 28,228,674	$ 1,066.20	1.12	29,637	1.02%
Shawnee	177,123	$ 181,357,817	$ 1,023.91	1.07	190,405	6.56%
Seward	22,159	$ 22,063,410	$ 995.69	1.05	23,164	0.80%
Mitchell	6,128	$ 5,985,948	$ 976.82	1.03	6,285	0.22%
Trego	2,884	$ 2,759,737	$ 956.91	1.00	2,897	0.10%
McPherson	28,708	$ 27,435,918	$ 955.69	1.00	28,805	0.99%
Ford	34,381	$ 32,524,175	$ 945.99	0.99	34,147	1.18%
Wyandotte	165,288	$ 154,806,567	$ 936.59	0.98	162,529	5.60%
Barber	4,586	$ 4,168,535	$ 908.97	0.95	4,376	0.15%
Ness	2,869	$ 2,591,264	$ 903.19	0.95	2,721	0.09%
Reno	60,641	$ 54,692,355	$ 901.90	0.95	57,421	1.98%
Scott	4,961	$ 4,426,197	$ 892.20	0.94	4,647	0.16%
Douglas	120,793	$ 107,662,541	$ 891.30	0.94	113,033	3.90%
Cloud	8,991	$ 7,853,374	$ 873.47	0.92	8,245	0.28%
Lyon	33,392	$ 28,515,757	$ 853.97	0.90	29,938	1.03%
Marshall	9,745	$ 8,253,245	$ 846.92	0.89	8,665	0.30%
Graham	2,495	$ 2,092,027	$ 838.49	0.88	2,196	0.08%
Allen	12,519	$ 10,475,557	$ 836.77	0.88	10,998	0.38%
Logan	2,821	$ 2,327,828	$ 825.18	0.87	2,444	0.08%
Harper	5,590	$ 4,569,147	$ 817.38	0.86	4,797	0.17%
Neosho	16,015	$ 12,883,871	$ 804.49	0.84	13,527	0.47%
Geary	33,855	$ 26,859,382	$ 793.37	0.83	28,199	0.97%
Crawford	39,034	$ 30,341,067	$ 777.30	0.82	31,855	1.10%
Sheridan	2,527	$ 1,962,960	$ 776.79	0.82	2,061	0.07%
Nemaha	10,118	$ 7,646,959	$ 755.78	0.79	8,028	0.28%
Rooks	5,043	$ 3,771,705	$ 747.91	0.79	3,960	0.14%
Norton	4,632	$ 3,453,965	$ 745.67	0.78	3,626	0.12%
Comanche	1,790	$ 1,326,507	$ 741.07	0.78	1,393	0.05%
Wichita	2,125	$ 1,569,474	$ 738.58	0.78	1,648	0.06%
Brown	9,641	$ 7,106,579	$ 737.12	0.77	7,461	0.26%
Riley	74,172	$ 54,540,958	$ 735.33	0.77	57,262	1.97%
Montgomery	32,556	$ 23,906,447	$ 734.32	0.77	25,099	0.86%
Coffey	8,224	$ 5,967,254	$ 725.59	0.76	6,265	0.22%
Haskell	4,053	$ 2,936,780	$ 724.59	0.76	3,083	0.11%
Russell	6,915	$ 4,965,936	$ 718.14	0.75	5,214	0.18%
Franklin	25,733	$ 18,447,809	$ 716.89	0.75	19,368	0.67%
Greeley	1,249	$ 889,107	$ 711.85	0.75	933	0.03%
Lane	1,559	$ 1,096,383	$ 703.26	0.74	1,151	0.04%

Table 2
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2018

County	Population		Pull Value		Per Capita	Pull Factor	Trade Area	Market Share
Grant	7,526	$	5,266,153	$	699.73	0.73	5,529	0.19%
Clay	7,958	$	5,543,452	$	696.59	0.73	5,820	0.20%
Harvey	34,544	$	23,835,027	$	689.99	0.72	25,024	0.86%
Kiowa	2,485	$	1,713,717	$	689.62	0.72	1,799	0.06%
Butler	65,283	$	44,693,489	$	684.61	0.72	46,923	1.62%
Ellsworth	5,425	$	3,690,706	$	680.31	0.71	3,875	0.13%
Stevens	5,612	$	3,800,190	$	677.15	0.71	3,990	0.14%
Smith	3,668	$	2,465,060	$	672.04	0.71	2,588	0.09%
Phillips	5,370	$	3,569,237	$	664.66	0.70	3,747	0.13%
Hamilton	2,640	$	1,752,431	$	663.80	0.70	1,840	0.06%
Bourbon	14,754	$	9,785,359	$	663.23	0.70	10,273	0.35%
Atchison	16,332	$	10,757,874	$	658.70	0.69	11,295	0.39%
Osborne	3,610	$	2,375,397	$	658.00	0.69	2,494	0.09%
Cowley	34,815	$	22,715,663	$	652.47	0.69	23,849	0.82%
Gray	5,958	$	3,872,918	$	650.04	0.68	4,066	0.14%
Dickinson	18,902	$	12,166,018	$	643.64	0.68	12,773	0.44%
Miami	33,461	$	21,432,730	$	640.53	0.67	22,502	0.78%
Morton	2,740	$	1,732,229	$	632.20	0.66	1,819	0.06%
Pawnee	6,176	$	3,887,496	$	629.45	0.66	4,081	0.14%
Labette	20,145	$	12,477,615	$	619.39	0.65	13,100	0.45%
Anderson	7,833	$	4,804,430	$	613.36	0.64	5,044	0.17%
Clark	2,004	$	1,225,356	$	611.46	0.64	1,286	0.04%
Republic	4,691	$	2,834,299	$	604.20	0.63	2,976	0.10%
Rice	9,660	$	5,826,160	$	603.12	0.63	6,117	0.21%
Stanton	2,060	$	1,236,122	$	600.06	0.63	1,298	0.04%
Kingman	7,360	$	4,318,919	$	586.81	0.62	4,534	0.16%
Morris	5,455	$	3,106,821	$	569.54	0.60	3,262	0.11%
Wallace	1,524	$	863,141	$	566.37	0.59	906	0.03%
Edwards	2,893	$	1,629,213	$	563.16	0.59	1,710	0.06%
Sumner	23,159	$	12,967,946	$	559.95	0.59	13,615	0.47%
Leavenworth	77,330	$	43,104,617	$	557.41	0.59	45,255	1.56%
Rawlins	2,497	$	1,388,571	$	556.10	0.58	1,458	0.05%
Meade	4,303	$	2,358,283	$	548.06	0.58	2,476	0.09%
Jackson	13,318	$	7,098,685	$	533.01	0.56	7,453	0.26%
Cheyenne	2,683	$	1,407,381	$	524.56	0.55	1,478	0.05%
Stafford	4,207	$	2,132,938	$	507.00	0.53	2,239	0.08%
Washington	5,485	$	2,759,382	$	503.08	0.53	2,897	0.10%
Elk	2,498	$	1,250,109	$	500.44	0.53	1,312	0.05%
Linn	9,726	$	4,836,901	$	497.32	0.52	5,078	0.18%
Greenwood	6,123	$	3,007,412	$	491.17	0.52	3,157	0.11%
Chase	2,683	$	1,295,671	$	482.92	0.51	1,360	0.05%
Decatur	2,885	$	1,382,748	$	479.29	0.50	1,452	0.05%
Kearny	3,960	$	1,878,366	$	474.33	0.50	1,972	0.07%
Wilson	8,675	$	4,087,827	$	471.22	0.49	4,292	0.15%
Rush	3,103	$	1,452,198	$	468.00	0.49	1,525	0.05%
Hodgeman	1,842	$	845,819	$	459.19	0.48	888	0.03%
Marion	11,986	$	5,407,793	$	451.18	0.47	5,678	0.20%
Woodson	3,147	$	1,350,253	$	429.06	0.45	1,418	0.05%
Lincoln	3,043	$	1,257,842	$	413.36	0.43	1,321	0.05%
Chautauqua	3,363	$	1,333,307	$	396.46	0.42	1,400	0.05%
Doniphan	7,727	$	2,956,589	$	382.63	0.40	3,104	0.11%
Cherokee	20,115	$	7,435,523	$	369.65	0.39	7,806	0.27%
Osage	15,772	$	5,772,543	$	366.00	0.38	6,060	0.21%

Table 2
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2018

Jewell	2,850	$	1,032,944	$	362.44	0.38	1,084	0.04%
Wabaunsee	6,874	$	2,338,061	$	340.13	0.36	2,455	0.08%
Jefferson	18,998	$	6,360,491	$	334.80	0.35	6,678	0.23%
Ottawa	5,863	$	1,789,305	$	305.19	0.32	1,879	0.06%
Statewide	2,901,629	$	2,763,763,090	$	952.49		2,901,629	99.72%

Table 3
Percent Change in Pull Factor, Trade Area Capture and Market Share
Fiscal Year 2017 to 2018

County	FY 2018 Pull Factor	FY 2017 Pull Factor	Percent change	FY 2018 Trade Area Capture	FY 2017 Trade Area Capture	Percent change	FY 2018 Percent of Market Share	FY 2017 % of Market Share	Percent change
Allen	0.88	0.82	7.7%	10,998	10,372	6.0%	0.38%	0.36%	5.8%
Anderson	0.64	0.59	8.9%	5,044	4,629	9.0%	0.17%	0.16%	8.7%
Atchison	0.69	0.66	5.4%	11,295	10,752	5.0%	0.39%	0.37%	4.8%
Barber	0.95	1.05	-8.9%	4,376	4,908	-10.8%	0.15%	0.17%	-11.0%
Barton	1.12	1.14	-2.2%	29,637	30,648	-3.3%	1.02%	1.06%	-3.5%
Bourbon	0.70	0.68	2.2%	10,273	9,961	3.1%	0.35%	0.34%	2.9%
Brown	0.77	0.79	-1.5%	7,461	7,606	-1.9%	0.26%	0.26%	-2.1%
Butler	0.72	0.75	-3.8%	46,923	48,687	-3.6%	1.62%	1.68%	-3.8%
Chase	0.51	0.53	-4.1%	1,360	1,410	-3.6%	0.05%	0.05%	-3.8%
Chautauqua	0.42	0.44	-6.2%	1,400	1,497	-6.5%	0.05%	0.05%	-6.7%
Cherokee	0.39	0.40	-4.1%	7,806	8,196	-4.8%	0.27%	0.28%	-5.0%
Cheyenne	0.55	0.64	-13.3%	1,478	1,691	-12.6%	0.05%	0.06%	-12.8%
Clark	0.64	0.63	1.9%	1,286	1,305	-1.5%	0.04%	0.05%	-1.7%
Clay	0.73	0.71	3.3%	5,820	5,764	1.0%	0.20%	0.20%	0.8%
Cloud	0.92	0.99	-7.7%	8,245	9,095	-9.3%	0.28%	0.31%	-9.5%
Coffey	0.76	0.78	-2.5%	6,265	6,591	-5.0%	0.22%	0.23%	-5.2%
Comanche	0.78	0.81	-4.4%	1,393	1,515	-8.1%	0.05%	0.05%	-8.3%
Cowley	0.69	0.71	-3.2%	23,849	24,918	-4.3%	0.82%	0.86%	-4.5%
Crawford	0.82	0.80	2.5%	31,855	31,177	2.2%	1.10%	1.08%	2.0%
Decatur	0.50	0.55	-7.9%	1,452	1,547	-6.2%	0.05%	0.05%	-6.4%
Dickinson	0.68	0.67	1.6%	12,773	12,682	0.7%	0.44%	0.44%	0.5%
Doniphan	0.40	0.42	-4.7%	3,104	3,231	-3.9%	0.11%	0.11%	-4.1%
Douglas	0.94	0.92	1.2%	113,033	110,448	2.3%	3.90%	3.81%	2.1%
Edwards	0.59	0.60	-1.9%	1,710	1,771	-3.4%	0.06%	0.06%	-3.6%
Elk	0.53	0.50	5.4%	1,312	1,270	3.3%	0.05%	0.04%	3.1%
Ellis	1.41	1.43	-1.8%	40,317	41,364	-2.5%	1.39%	1.43%	-2.7%
Ellsworth	0.71	0.69	4.0%	3,875	3,729	3.9%	0.13%	0.13%	3.7%
Finney	1.35	1.36	-0.9%	50,134	50,104	0.1%	1.73%	1.73%	-0.2%
Ford	0.99	1.02	-2.5%	34,147	34,606	-1.3%	1.18%	1.20%	-1.5%
Franklin	0.75	0.74	1.3%	19,368	18,987	2.0%	0.67%	0.66%	1.8%
Geary	0.83	0.79	5.9%	28,199	28,002	0.7%	0.97%	0.97%	0.5%
Gove	1.12	1.13	-1.2%	2,949	2,936	0.4%	0.10%	0.10%	0.2%
Graham	0.88	0.88	0.2%	2,196	2,253	-2.5%	0.08%	0.08%	-2.7%
Grant	0.73	0.71	3.3%	5,529	5,440	1.6%	0.19%	0.19%	1.4%
Gray	0.68	0.61	12.1%	4,066	3,673	10.7%	0.14%	0.13%	10.5%
Greeley	0.75	0.69	7.8%	933	898	3.9%	0.03%	0.03%	3.7%
Greenwood	0.52	0.50	2.2%	3,157	3,103	1.8%	0.11%	0.11%	1.5%
Hamilton	0.70	0.70	-0.4%	1,840	1,775	3.6%	0.06%	0.06%	3.4%
Harper	0.86	0.92	-6.4%	4,797	5,214	-8.0%	0.17%	0.18%	-8.2%
Harvey	0.72	0.75	-3.0%	25,024	26,079	-4.0%	0.86%	0.90%	-4.2%
Haskell	0.76	0.81	-6.1%	3,083	3,245	-5.0%	0.11%	0.11%	-5.2%
Hodgeman	0.48	0.46	5.3%	888	856	3.7%	0.03%	0.03%	3.5%
Jackson	0.56	0.52	7.0%	7,453	6,948	7.3%	0.26%	0.24%	7.0%
Jefferson	0.35	0.38	-7.4%	6,678	7,172	-6.9%	0.23%	0.25%	-7.1%
Jewell	0.38	0.43	-11.8%	1,084	1,251	-13.3%	0.04%	0.04%	-13.5%
Johnson	1.30	1.30	0.4%	769,127	757,170	1.6%	26.51%	26.15%	1.4%
Kearny	0.50	0.51	-2.7%	1,972	2,004	-1.6%	0.07%	0.07%	-1.8%
Kingman	0.62	0.63	-2.3%	4,534	4,708	-3.7%	0.16%	0.16%	-3.9%
Kiowa	0.72	0.66	9.4%	1,799	1,643	9.5%	0.06%	0.06%	9.3%
Labette	0.65	0.69	-5.9%	13,100	14,129	-7.3%	0.45%	0.49%	-7.5%
Lane	0.74	0.70	5.5%	1,151	1,145	0.5%	0.04%	0.04%	0.3%
Leavenworth	0.59	0.57	3.1%	45,255	43,241	4.7%	1.56%	1.49%	4.4%

Table 3
Percent Change in Pull Factor, Trade Area Capture and Market Share
Fiscal Year 2017 to 2018

County	FY 2018 Pull Factor	FY 2017 Pull Factor	Percent change	FY 2018 Trade Area Capture	FY 2017 Trade Area Capture	Percent change	FY 2018 Percent of Market Share	FY 2017 % of Market Share	Percent change
Lincoln	0.43	0.41	6.0%	1,321	1,258	4.9%	0.05%	0.04%	4.7%
Linn	0.52	0.63	-17.5%	5,078	6,048	-16.0%	0.18%	0.21%	-16.2%
Logan	0.87	1.00	-13.7%	2,444	2,842	-14.0%	0.08%	0.10%	-14.2%
Lyon	0.90	0.91	-1.6%	29,938	30,542	-2.0%	1.03%	1.05%	-2.2%
Marion	0.47	0.50	-5.6%	5,678	6,079	-6.6%	0.20%	0.21%	-6.8%
Marshall	0.89	0.94	-4.9%	8,665	9,200	-5.8%	0.30%	0.32%	-6.0%
McPherson	1.00	1.00	0.0%	28,805	28,909	-0.4%	0.99%	1.00%	-0.6%
Meade	0.58	0.60	-3.3%	2,476	2,510	-1.3%	0.09%	0.09%	-1.6%
Miami	0.67	0.66	2.2%	22,502	21,690	3.7%	0.78%	0.75%	3.5%
Mitchell	1.03	1.04	-1.9%	6,285	6,524	-3.7%	0.22%	0.23%	-3.9%
Montgomery	0.77	0.83	-6.8%	25,099	27,082	-7.3%	0.86%	0.94%	-7.5%
Morris	0.60	0.62	-3.4%	3,262	3,451	-5.5%	0.11%	0.12%	-5.7%
Morton	0.66	0.66	0.5%	1,819	1,881	-3.3%	0.06%	0.06%	-3.5%
Nemaha	0.79	0.77	3.1%	8,028	7,881	1.9%	0.28%	0.27%	1.7%
Neosho	0.84	0.80	6.0%	13,527	12,861	5.2%	0.47%	0.44%	5.0%
Ness	0.95	1.10	-13.7%	2,721	3,255	-16.4%	0.09%	0.11%	-16.6%
Norton	0.78	0.85	-7.9%	3,626	3,923	-7.6%	0.12%	0.14%	-7.8%
Osage	0.38	0.37	3.2%	6,060	5,901	2.7%	0.21%	0.20%	2.5%
Osborne	0.69	0.73	-5.7%	2,494	2,667	-6.5%	0.09%	0.09%	-6.7%
Ottawa	0.32	0.37	-13.4%	1,879	2,190	-14.2%	0.06%	0.08%	-14.4%
Pawnee	0.66	0.64	3.9%	4,081	3,947	3.4%	0.14%	0.14%	3.2%
Phillips	0.70	0.70	-0.9%	3,747	3,823	-2.0%	0.13%	0.13%	-2.2%
Pottawatomie	1.40	1.40	-0.1%	33,538	33,213	1.0%	1.16%	1.15%	0.8%
Pratt	1.14	1.24	-7.6%	10,910	11,851	-7.9%	0.38%	0.41%	-8.1%
Rawlins	0.58	0.63	-6.8%	1,458	1,596	-8.7%	0.05%	0.06%	-8.9%
Reno	0.95	1.00	-5.4%	57,421	61,438	-6.5%	1.98%	2.12%	-6.7%
Republic	0.63	0.70	-9.6%	2,976	3,298	-9.8%	0.10%	0.11%	-10.0%
Rice	0.63	0.60	5.9%	6,117	5,878	4.1%	0.21%	0.20%	3.8%
Riley	0.77	0.81	-4.2%	57,262	59,130	-3.2%	1.97%	2.04%	-3.4%
Rooks	0.79	0.77	1.6%	3,960	3,923	1.0%	0.14%	0.14%	0.7%
Rush	0.49	0.47	3.7%	1,525	1,449	5.2%	0.05%	0.05%	5.0%
Russell	0.75	0.74	2.5%	5,214	5,140	1.4%	0.18%	0.18%	1.2%
Saline	1.32	1.33	-0.8%	72,320	73,427	-1.5%	2.49%	2.54%	-1.7%
Scott	0.94	0.99	-5.7%	4,647	5,000	-7.1%	0.16%	0.17%	-7.3%
Sedgwick	1.12	1.14	-1.7%	576,518	584,518	-1.4%	19.87%	20.19%	-1.6%
Seward	1.05	1.11	-6.2%	23,164	25,305	-8.5%	0.80%	0.87%	-8.7%
Shawnee	1.07	1.06	1.0%	190,405	188,577	1.0%	6.56%	6.51%	0.8%
Sheridan	0.82	0.83	-2.3%	2,061	2,095	-1.6%	0.07%	0.07%	-1.8%
Sherman	1.21	1.23	-2.0%	7,164	7,354	-2.6%	0.25%	0.25%	-2.8%
Smith	0.71	0.66	7.4%	2,588	2,385	8.5%	0.09%	0.08%	8.3%
Stafford	0.53	0.59	-9.9%	2,239	2,487	-9.9%	0.08%	0.09%	-10.1%
Stanton	0.63	1.13	-44.3%	1,298	2,331	-44.3%	0.04%	0.08%	-44.4%
Stevens	0.71	0.83	-13.8%	3,990	4,607	-13.4%	0.14%	0.16%	-13.6%
Sumner	0.59	0.59	-0.3%	13,615	13,729	-0.8%	0.47%	0.47%	-1.0%
Thomas	1.51	1.52	-0.8%	11,759	12,010	-2.1%	0.41%	0.41%	-2.3%
Trego	1.00	1.62	-38.1%	2,897	4,658	-37.8%	0.10%	0.16%	-37.9%
Wabaunsee	0.36	0.41	-13.3%	2,455	2,838	-13.5%	0.08%	0.10%	-13.7%
Wallace	0.59	0.87	-31.8%	906	1,305	-30.6%	0.03%	0.05%	-30.7%
Washington	0.53	0.55	-3.4%	2,897	3,034	-4.5%	0.10%	0.10%	-4.7%
Wichita	0.78	0.70	11.1%	1,648	1,475	11.7%	0.06%	0.05%	11.5%
Wilson	0.49	0.56	-12.4%	4,292	4,928	-12.9%	0.15%	0.17%	-13.1%
Woodson	0.45	0.47	-3.8%	1,418	1,482	-4.3%	0.05%	0.05%	-4.6%
Wyandotte	0.98	0.85	16.3%	162,529	138,535	17.3%	5.60%	4.78%	17.1%