

COUNTY TRADE PULL FACTORS

Annual report for fiscal year 2011

(July 2010 – June 2011)

Kansas Department of Revenue
Office of Policy and Research
Issued December 2011

Introduction

The County Trade Pull Factor report provides different measures of retail market data for the 105 Kansas counties for fiscal year 2011, which represents the period July 1, 2010 through June 30, 2011. Retail market data is presented three ways.

- The first measure is a location quotient of retail trade called the *County Trade Pull Factor* (CTPF). It is a measure of the relative strength of the retail business community. The County Trade Pull Factor is computed by dividing the per capita sales tax of a county by the statewide per capita sales tax. A CTPF of 1.00 is a perfect balance of trade. The purchases of county residents who shop elsewhere are offset by the purchases of out-of-county customers. CTPF values greater than 1.00 indicates that local businesses are pulling in trade from beyond their home county border. Thus, the balance of trade is favorable. A CTPF value less than 1.00 indicates more trade is being lost than pulled in, that residents are shopping outside the county. This is an unfavorable balance of trade.
- The *Trade Area Capture* (TAC) of a county is a measure of the customer base served by a community. It is calculated by multiplying the county's population by the CTPF.
- The *Percent Market Share* (MS) is the percent the county's Trade Area Capture is of the state as a whole. TAC is calculated by dividing the county's TAC by the sum of all 105 county TAC numbers.

Prior year reports and can be found at the Department of Revenue's web site, www.ksrevenue.org.

Discussion

Tables 1 and 2 list the measures for each county. In Table 1 the report is sorted alphabetically by county. Table 2 is sorted by pull factor in descending order.

County Trade Pull Factor (CTPF)

Twenty-three counties have a positive pull factor measure of 1.0 or greater, the same number as in fiscal year 2010. The county with the highest trade pull factor is Ellis County with a CTPF of 1.64, a county whose pull factor has steadily increased over the last several years. Thomas County has the 2nd highest pull factor of 1.58. Ness County has the 3rd highest pull factor of 1.55, with Pottawatomie County and Barber County having pull factors of 1.47 and 1.42 respectively.

The remaining 18 counties with a CTPF greater than 1.0 are regarded as regional retail centers. Each contains one or more cities that draw shoppers into their county. They generally have large national chain stores that provide goods that may not be available in neighboring counties. Many also have higher education institutions or regional businesses that bring people into the county. Johnson County, which accounts for 19% of the population and 25% of the retail trade in the state and typically is in the top 5 ranks 7th

with a pull factor of 1.30. As part of the greater Kansas City metropolitan area, it not only attracts shoppers from other Kansas counties but Missouri residents as well.

There are 6 counties with a trade factor of 0.40 or less, compared to 6 counties in fiscal year 2010, indicating that the county's residents do more of their shopping outside the county than within. Most of the counties with a low CTPF are located next to a county with a positive pull factor or are border counties and have access to trade centers in a neighboring state. Some of the low CTPF counties, such as Jefferson and Wabaunsee, are considered bedroom counties of a neighboring county and the residents in these counties would tend to shop where they work.

As done for the previous reports, the state of Kansas has been divided into eleven (11) regions. These regions are the ones used in the Governor's Economic Development Reporting. By adopting these regions for the pull factor report, comparisons with other economic reports can be easily made.

When the CTPF is reviewed by region, nine of the 11 regions have at least one county with a positive pull factor. Map 1 provides the county trade pull factors for each county. The regions without at least one county with a positive CTPF are regions XI (northeast) and II (southeast). The primary reason for region XI to not have a county with a positive CTPF is the proximity to regional shopping centers such as Topeka, Manhattan, and St Joseph Mo. In region II, Neosho County dropped below a positive factor due to the economic downturn.

Trade Area Capture (TAC)

The *Trade Area Capture* of businesses in all 105 Kansas counties is the 2nd measure provided on the tables. TAC is calculated by multiplying the county's adjusted population figure by their corresponding CTPF. The TAC value is an estimate of the actual size of the customer base served by local businesses. Thus, the TAC value is an absolute one as compared to the pull factor, which represents a relative value. The TAC value estimates the size of the local market, identifying the number of shoppers that the county supports. The CTPF should be used to estimate the relative strength of the business community, not the absolute strength. For example, Allen County has a TAC of 11,150 customers (calculated by multiplying the county population of 13,371 by their CTPF of 0.83). By comparison, Johnson County has the highest TAC, followed by Sedgwick County. Respectively, their customer bases are 705,929 and 559,085. This is expected since they are the two largest population counties in the state.

Conversely, the counties with the lowest pull factor measure also have low trade area capture measures. The existing retail businesses in these counties do not support the overall retail needs of their residents. This could be due to the lack of a customer base to support the type of retail shopping missing in the community or the lack of necessary retailers to draw in a customer base.

Percent Market Share (MS)

The *Percent Market Share* (MS) measures the percent of the total customer base in Kansas captured by the retail county's retail businesses. The total customer base is

calculated by dividing the county's trade area capture by the total TAC for all counties. The MS is presented as a percentage. Thus, Johnson County controls 24.7% of the Kansas market. Sedgwick County controls 19.6%.

Changes from prior years

Table 3 provides the change in the three measures from fiscal year 2010. Generally, 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.

Table 4 provides the change in the three measures over a five (5) year timeframe, from fiscal year 2007 to fiscal year 2011. This table was developed to see if any trends could be identified due to the effect of destination sourcing (see the policy implications discussion below). Prior to fiscal year 2004, the measures did not change significantly in their values from year to year. Beginning with fiscal year 2004 some counties have had significant changes due to destination sourcing. However, now that destination sourcing has been in place for more than 5 years, the significant changes in the measures that were seen the last several years have lessened. Map 2 highlights the counties with 10% or more change in all three measures during the 5-year period. There were 31 counties with positive increases in all three measures of 10% or more vs. 43 in fiscal year 2009 and 23 in fiscal year 2010. In some instances, these are smaller population counties, and a small increase in sales results in significant increases in the measures. A few of the counties, such as Russell, are moving towards becoming trade centers as their pull factors reach or approach a value of 1.0. A growing number of counties with increasing measures are those near a trading center, and those increases may be due to destination sourcing. Likewise, there was only 1 county, Clark County, with decreases in all three measures vs 19 in fiscal year 2009 and 6 in fiscal year 2010.

Policy Implications

In 2003 the Kansas Legislature passed a law that placed Kansas in conformity with the Streamlined Sales and Use Tax Agreement. Part of the legislation required Kansas to implement destination sourcing. Destination sourcing requires retail businesses to collect sales tax based on the place where the customer takes delivery of a purchase. Vehicle purchases are excluded from the sourcing requirement. Prior to the change, only telecommunications and utility sales were taxed in this manner. Full reporting of destination sourcing was not required until January 2005; therefore the impact could not be fully studied until now.

Destination sourcing results in charging the sales tax based on where delivery occurs, and in some industries this affects how sales are recorded. For instance with furniture retailers, if the furniture is delivered to the purchaser's home, the sale is recorded as occurring at the taxing jurisdiction of the purchaser. The primary retailers affected by

destination sourcing are those in furniture, home improvement (lumber), household and electronic appliances, and certain repair services.

Destination sourcing has affected the county trade pull factors as the measure is based on sales tax collections, although the impact has been slight and tended to result in raising the measures for counties neighboring a regional trade center county. Prior to the new law, all sales of a retailer were recorded based on the business location. With destination sourcing, sales that are delivered are recorded where the delivery occurred. If the sale were into a neighboring county, it would be recorded as such – resulting in a loss of sales tax collections in the county where the store is located. There has been an ongoing shift in the measures since destination sourcing was enacted. It is logical to conclude the changes seen in the measures could be related to the change to destination sourcing. Now that the 5-year analysis is comparing years in which destination sourcing was in effect for all of the years, there is less movement in the measures as compared to the prior year's reports.

FY 2011 Data Sources

The data used in this report consists of county population and state sales tax collections. The 2010 county population estimates are from the U.S. Census Bureau as certified by the Division of the Budget July 1, 2011 and published as the official population reports for the state of Kansas, adjusted to remove the institutionalized population. The institutionalized population does not trade within the retail community, so should not impact the computing of the measures. People in prisons are part of the institutionalized population. To arrive at the adjusted population data for this report, state and federal prison populations were deducted from the city and county totals. Appendix A lists the county populations. This is a change for the FY 2011 report. In the past, group quarter data from the US Census was subtracted from the population data. This would consist primarily of nursing home populations. A review of the data shows that deducting group quarter data has no impact on the pull factor and other statistics presented herein and therefore the decision was to only adjust prison population. The Census counts are published on their web site: www.census.gov.

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 2011, all but \$7.7 million in sales tax revenue were allocated to counties. Appendix B lists the state sales tax collections for fiscal years 2010 and 2011. Sales tax reports issued by the department are available on their web site at <http://www.ksrevenue.org>.

Table 1
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2011

County	Adjusted Population	Sate Sales Tax Collections	Per Capita Sales Tax	County Trade Pull Factor	Trade Area Capture	Percent of Market Share	Ks Econ Dev Region
Allen	13,371	\$ 8,936,265	\$ 668.33	\$ 0.83	11,150	0.4%	II
Anderson	8,102	\$ 3,775,882	\$ 466.04	\$ 0.58	4,711	0.2%	I
Atchison	16,924	\$ 8,697,999	\$ 513.94	\$ 0.64	10,853	0.4%	XI
Barber	4,861	\$ 5,547,679	\$ 1,141.26	\$ 1.42	6,922	0.2%	V
Barton	27,674	\$ 28,039,762	\$ 1,013.22	\$ 1.26	34,986	1.2%	V
Bourbon	15,173	\$ 8,243,163	\$ 543.28	\$ 0.68	10,285	0.4%	II
Brown	9,984	\$ 6,251,121	\$ 626.11	\$ 0.78	7,800	0.3%	XI
Butler	64,626	\$ 37,054,961	\$ 573.38	\$ 0.72	46,235	1.6%	IV
Chase	2,790	\$ 1,023,678	\$ 366.91	\$ 0.46	1,277	0.0%	III
Chautauqua	3,669	\$ 1,255,061	\$ 342.07	\$ 0.43	1,566	0.1%	IV
Cherokee	21,603	\$ 6,510,214	\$ 301.36	\$ 0.38	8,123	0.3%	II
Cheyenne	2,726	\$ 1,327,364	\$ 486.93	\$ 0.61	1,656	0.1%	VIII
Clark	2,215	\$ 1,013,458	\$ 457.54	\$ 0.57	1,265	0.0%	VI
Clay	8,535	\$ 4,864,013	\$ 569.89	\$ 0.71	6,069	0.2%	III
Cloud	9,533	\$ 7,703,762	\$ 808.12	\$ 1.01	9,612	0.3%	X
Coffey	8,601	\$ 5,065,164	\$ 588.90	\$ 0.73	6,320	0.2%	I
Comanche	1,891	\$ 1,229,927	\$ 650.41	\$ 0.81	1,535	0.1%	V
Cowley	35,637	\$ 21,217,175	\$ 595.37	\$ 0.74	26,473	0.9%	IV
Crawford	39,134	\$ 24,077,438	\$ 615.26	\$ 0.77	30,042	1.1%	II
Decatur	2,961	\$ 1,243,673	\$ 420.02	\$ 0.52	1,552	0.1%	VIII
Dickinson	19,754	\$ 11,045,879	\$ 559.17	\$ 0.70	13,782	0.5%	III
Doniphan	7,945	\$ 2,544,104	\$ 320.21	\$ 0.40	3,174	0.1%	XI
Douglas	110,826	\$ 80,459,674	\$ 726.00	\$ 0.91	100,392	3.5%	I
Edwards	3,037	\$ 1,313,750	\$ 432.58	\$ 0.54	1,639	0.1%	V
Elk	2,882	\$ 1,033,424	\$ 358.58	\$ 0.45	1,289	0.0%	IV
Ellis	28,452	\$ 37,294,649	\$ 1,310.79	\$ 1.64	46,534	1.6%	IX
Ellsworth	5,687	\$ 3,144,282	\$ 552.89	\$ 0.69	3,923	0.1%	X
Finney	36,776	\$ 37,542,470	\$ 1,020.84	\$ 1.27	46,843	1.6%	VII
Ford	33,848	\$ 28,806,709	\$ 851.06	\$ 1.06	35,943	1.3%	VI
Franklin	25,992	\$ 14,776,418	\$ 568.50	\$ 0.71	18,437	0.6%	I
Gearry	34,362	\$ 25,697,152	\$ 747.84	\$ 0.93	32,063	1.1%	III
Gove	2,695	\$ 2,543,518	\$ 943.79	\$ 1.18	3,174	0.1%	IX
Graham	2,597	\$ 2,517,859	\$ 969.53	\$ 1.21	3,142	0.1%	IX
Grant	7,829	\$ 5,801,986	\$ 741.09	\$ 0.92	7,239	0.3%	VII
Gray	6,006	\$ 2,991,284	\$ 498.05	\$ 0.62	3,732	0.1%	VI
Greeley	1,247	\$ 772,818	\$ 619.74	\$ 0.77	964	0.0%	VII
Greenwood	6,689	\$ 2,750,296	\$ 411.17	\$ 0.51	3,432	0.1%	IV
Hamilton	2,690	\$ 1,515,378	\$ 563.34	\$ 0.70	1,891	0.1%	VII
Harper	6,034	\$ 4,096,123	\$ 678.84	\$ 0.85	5,111	0.2%	V
Harvey	34,684	\$ 20,719,972	\$ 597.39	\$ 0.75	25,853	0.9%	IV
Haskell	4,256	\$ 3,088,069	\$ 725.58	\$ 0.91	3,853	0.1%	VII
Hodgeman	1,916	\$ 1,039,255	\$ 542.41	\$ 0.68	1,297	0.0%	VI
Jackson	13,462	\$ 5,723,417	\$ 425.15	\$ 0.53	7,141	0.3%	XI
Jefferson	19,126	\$ 5,186,426	\$ 271.17	\$ 0.34	6,471	0.2%	I
Jewell	3,077	\$ 1,112,741	\$ 361.63	\$ 0.45	1,388	0.0%	X
Johnson	544,179	\$ 565,771,358	\$ 1,039.68	\$ 1.30	705,929	24.7%	I
Kearny	3,977	\$ 1,739,792	\$ 437.46	\$ 0.55	2,171	0.1%	VII
Kingman	7,858	\$ 4,541,275	\$ 577.92	\$ 0.72	5,666	0.2%	V
Kiowa	2,553	\$ 1,720,565	\$ 673.94	\$ 0.84	2,147	0.1%	V
Labette	21,607	\$ 11,778,454	\$ 545.12	\$ 0.68	14,696	0.5%	II
Lane	1,750	\$ 1,222,022	\$ 698.30	\$ 0.87	1,525	0.1%	VII
Leavenworth	71,209	\$ 31,948,809	\$ 448.66	\$ 0.56	39,863	1.4%	I
Lincoln	3,241	\$ 1,167,796	\$ 360.32	\$ 0.45	1,457	0.1%	X
Linn	9,656	\$ 3,268,866	\$ 338.53	\$ 0.42	4,079	0.1%	I

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Logan	2,756	\$ 2,336,807	\$ 847.90	\$ 1.06	2,916	0.1%	VIII
Lyon	33,690	\$ 24,516,573	\$ 727.71	\$ 0.91	30,590	1.1%	III
Marion	12,660	\$ 5,440,063	\$ 429.70	\$ 0.54	6,788	0.2%	III
Marshall	10,117	\$ 7,599,792	\$ 751.19	\$ 0.94	9,482	0.3%	XI
McPherson	29,180	\$ 24,079,072	\$ 825.19	\$ 1.03	30,044	1.1%	IV
Meade	4,575	\$ 2,424,123	\$ 529.86	\$ 0.66	3,025	0.1%	VI
Miami	32,787	\$ 16,389,657	\$ 499.88	\$ 0.62	20,450	0.7%	I
Mitchell	6,373	\$ 5,196,743	\$ 815.43	\$ 1.02	6,484	0.2%	X
Montgomery	35,471	\$ 23,528,721	\$ 663.32	\$ 0.83	29,357	1.0%	II
Morris	5,923	\$ 2,850,761	\$ 481.30	\$ 0.60	3,557	0.1%	III
Morton	3,233	\$ 2,372,436	\$ 733.82	\$ 0.92	2,960	0.1%	VII
Nemaha	10,178	\$ 6,350,481	\$ 623.94	\$ 0.78	7,924	0.3%	XI
Neosho	16,512	\$ 11,738,732	\$ 710.92	\$ 0.89	14,647	0.5%	II
Ness	3,107	\$ 3,853,001	\$ 1,240.10	\$ 1.55	4,807	0.2%	VI
Norton	4,963	\$ 3,343,490	\$ 673.68	\$ 0.84	4,172	0.1%	IX
Osage	16,295	\$ 5,070,890	\$ 311.19	\$ 0.39	6,327	0.2%	I
Osborne	3,858	\$ 2,361,608	\$ 612.13	\$ 0.76	2,947	0.1%	IX
Ottawa	6,091	\$ 1,624,492	\$ 266.70	\$ 0.33	2,027	0.1%	X
Pawnee	6,973	\$ 3,894,142	\$ 558.46	\$ 0.70	4,859	0.2%	V
Phillips	5,642	\$ 3,358,250	\$ 595.22	\$ 0.74	4,190	0.1%	IX
Pottawatomie	21,604	\$ 25,394,883	\$ 1,175.47	\$ 1.47	31,686	1.1%	III
Pratt	9,656	\$ 9,601,430	\$ 994.35	\$ 1.24	11,980	0.4%	V
Rawlins	2,519	\$ 1,200,528	\$ 476.59	\$ 0.59	1,498	0.1%	VIII
Reno	62,709	\$ 52,462,584	\$ 836.60	\$ 1.04	65,459	2.3%	IV
Republic	4,980	\$ 2,769,630	\$ 556.15	\$ 0.69	3,456	0.1%	X
Rice	10,083	\$ 5,563,254	\$ 551.75	\$ 0.69	6,941	0.2%	IV
Riley	71,115	\$ 49,013,004	\$ 689.21	\$ 0.86	61,155	2.1%	III
Rooks	5,181	\$ 4,044,410	\$ 780.62	\$ 0.97	5,046	0.2%	IX
Rush	3,307	\$ 1,658,579	\$ 501.54	\$ 0.63	2,069	0.1%	V
Russell	6,970	\$ 5,533,113	\$ 793.85	\$ 0.99	6,904	0.2%	IX
Saline	55,606	\$ 58,808,922	\$ 1,057.60	\$ 1.32	73,378	2.6%	X
Scott	4,936	\$ 4,036,801	\$ 817.83	\$ 1.02	5,037	0.2%	VII
Sedgwick	498,365	\$ 448,082,397	\$ 899.10	\$ 1.12	559,085	19.6%	IV
Seward	22,952	\$ 21,727,766	\$ 946.66	\$ 1.18	27,110	1.0%	VII
Shawnee	177,365	\$ 154,379,341	\$ 870.40	\$ 1.09	192,623	6.8%	I
Sheridan	2,556	\$ 1,610,077	\$ 629.92	\$ 0.79	2,009	0.1%	VIII
Sherman	6,010	\$ 6,223,224	\$ 1,035.48	\$ 1.29	7,765	0.3%	VIII
Smith	3,853	\$ 2,138,753	\$ 555.09	\$ 0.69	2,669	0.1%	IX
Stafford	4,437	\$ 2,167,637	\$ 488.54	\$ 0.61	2,705	0.1%	V
Stanton	2,235	\$ 1,189,868	\$ 532.38	\$ 0.66	1,485	0.1%	VII
Stevens	5,724	\$ 3,715,920	\$ 649.18	\$ 0.81	4,636	0.2%	VII
Sumner	24,132	\$ 10,328,586	\$ 428.00	\$ 0.53	12,887	0.5%	V
Thomas	7,900	\$ 10,015,521	\$ 1,267.79	\$ 1.58	12,497	0.4%	VIII
Trego	3,001	\$ 2,302,181	\$ 767.14	\$ 0.96	2,872	0.1%	IX
Wabaunsee	7,053	\$ 1,686,230	\$ 239.08	\$ 0.30	2,104	0.1%	III
Wallace	1,485	\$ 768,758	\$ 517.68	\$ 0.65	959	0.0%	VIII
Washington	5,799	\$ 2,525,594	\$ 435.52	\$ 0.54	3,151	0.1%	XI
Wichita	2,234	\$ 1,302,609	\$ 583.08	\$ 0.73	1,625	0.1%	VII
Wilson	9,409	\$ 4,322,430	\$ 459.39	\$ 0.57	5,393	0.2%	II
Woodson	3,309	\$ 1,548,646	\$ 468.01	\$ 0.58	1,932	0.1%	II
Wyandotte	157,505	\$ 113,760,169	\$ 722.26	\$ 0.90	141,942	5.0%	I
Total	2,842,283	\$ 2,277,967,023	\$ 801.46	\$ 1.00	2,853,118	99.6%	

Table 2
 County Trade Pull Factors, Trade Area Capture, Market Share
 Fiscal Year 2011

County	Adjusted Population	Sate Sales Tax Collections	Per Capita Sales Tax	County Trade Pull Factor	Trade Area Capture	Percent of Market Share	Ks Econ Dev Region
Ellis	28,452	\$ 37,294,649	\$ 1,310.79	\$ 1.64	46,534	1.6%	IX
Thomas	7,900	\$ 10,015,521	\$ 1,267.79	\$ 1.58	12,497	0.4%	VIII
Ness	3,107	\$ 3,853,001	\$ 1,240.10	\$ 1.55	4,807	0.2%	VI
Pottawatomie	21,604	\$ 25,394,883	\$ 1,175.47	\$ 1.47	31,686	1.1%	III
Barber	4,861	\$ 5,547,679	\$ 1,141.26	\$ 1.42	6,922	0.2%	V
Saline	55,606	\$ 58,808,922	\$ 1,057.60	\$ 1.32	73,378	2.6%	X
Johnson	544,179	\$ 565,771,358	\$ 1,039.68	\$ 1.30	705,929	24.7%	I
Sherman	6,010	\$ 6,223,224	\$ 1,035.48	\$ 1.29	7,765	0.3%	VIII
Finney	36,776	\$ 37,542,470	\$ 1,020.84	\$ 1.27	46,843	1.6%	VII
Barton	27,674	\$ 28,039,762	\$ 1,013.22	\$ 1.26	34,986	1.2%	V
Pratt	9,656	\$ 9,601,430	\$ 994.35	\$ 1.24	11,980	0.4%	V
Graham	2,597	\$ 2,517,859	\$ 969.53	\$ 1.21	3,142	0.1%	IX
Seward	22,952	\$ 21,727,766	\$ 946.66	\$ 1.18	27,110	1.0%	VII
Gove	2,695	\$ 2,543,518	\$ 943.79	\$ 1.18	3,174	0.1%	IX
Sedgwick	498,365	\$ 448,082,397	\$ 899.10	\$ 1.12	559,085	19.6%	IV
Shawnee	177,365	\$ 154,379,341	\$ 870.40	\$ 1.09	192,623	6.8%	I
Ford	33,848	\$ 28,806,709	\$ 851.06	\$ 1.06	35,943	1.3%	VI
Logan	2,756	\$ 2,336,807	\$ 847.90	\$ 1.06	2,916	0.1%	VIII
Reno	62,709	\$ 52,462,584	\$ 836.60	\$ 1.04	65,459	2.3%	IV
McPherson	29,180	\$ 24,079,072	\$ 825.19	\$ 1.03	30,044	1.1%	IV
Scott	4,936	\$ 4,036,801	\$ 817.83	\$ 1.02	5,037	0.2%	VII
Mitchell	6,373	\$ 5,196,743	\$ 815.43	\$ 1.02	6,484	0.2%	X
Cloud	9,533	\$ 7,703,762	\$ 808.12	\$ 1.01	9,612	0.3%	X
Russell	6,970	\$ 5,533,113	\$ 793.85	\$ 0.99	6,904	0.2%	IX
Rooks	5,181	\$ 4,044,410	\$ 780.62	\$ 0.97	5,046	0.2%	IX
Trego	3,001	\$ 2,302,181	\$ 767.14	\$ 0.96	2,872	0.1%	IX
Marshall	10,117	\$ 7,599,792	\$ 751.19	\$ 0.94	9,482	0.3%	XI
Geary	34,362	\$ 25,697,152	\$ 747.84	\$ 0.93	32,063	1.1%	III
Grant	7,829	\$ 5,801,986	\$ 741.09	\$ 0.92	7,239	0.3%	VII
Morton	3,233	\$ 2,372,436	\$ 733.82	\$ 0.92	2,960	0.1%	VII
Lyon	33,690	\$ 24,516,573	\$ 727.71	\$ 0.91	30,590	1.1%	III
Douglas	110,826	\$ 80,459,674	\$ 726.00	\$ 0.91	100,392	3.5%	I
Haskell	4,256	\$ 3,088,069	\$ 725.58	\$ 0.91	3,853	0.1%	VII
Wyandotte	157,505	\$ 113,760,169	\$ 722.26	\$ 0.90	141,942	5.0%	I
Neosho	16,512	\$ 11,738,732	\$ 710.92	\$ 0.89	14,647	0.5%	II
Lane	1,750	\$ 1,222,022	\$ 698.30	\$ 0.87	1,525	0.1%	VII
Riley	71,115	\$ 49,013,004	\$ 689.21	\$ 0.86	61,155	2.1%	III
Harper	6,034	\$ 4,096,123	\$ 678.84	\$ 0.85	5,111	0.2%	V
Kiowa	2,553	\$ 1,720,565	\$ 673.94	\$ 0.84	2,147	0.1%	V
Norton	4,963	\$ 3,343,490	\$ 673.68	\$ 0.84	4,172	0.1%	IX
Allen	13,371	\$ 8,936,265	\$ 668.33	\$ 0.83	11,150	0.4%	II
Montgomery	35,471	\$ 23,528,721	\$ 663.32	\$ 0.83	29,357	1.0%	II
Comanche	1,891	\$ 1,229,927	\$ 650.41	\$ 0.81	1,535	0.1%	V
Stevens	5,724	\$ 3,715,920	\$ 649.18	\$ 0.81	4,636	0.2%	VII
Sheridan	2,556	\$ 1,610,077	\$ 629.92	\$ 0.79	2,009	0.1%	VIII
Brown	9,984	\$ 6,251,121	\$ 626.11	\$ 0.78	7,800	0.3%	XI
Nemaha	10,178	\$ 6,350,481	\$ 623.94	\$ 0.78	7,924	0.3%	XI
Greeley	1,247	\$ 772,818	\$ 619.74	\$ 0.77	964	0.0%	VII
Crawford	39,134	\$ 24,077,438	\$ 615.26	\$ 0.77	30,042	1.1%	II
Osborne	3,858	\$ 2,361,608	\$ 612.13	\$ 0.76	2,947	0.1%	IX
Harvey	34,684	\$ 20,719,972	\$ 597.39	\$ 0.75	25,853	0.9%	IV
Cowley	35,637	\$ 21,217,175	\$ 595.37	\$ 0.74	26,473	0.9%	IV
Phillips	5,642	\$ 3,358,250	\$ 595.22	\$ 0.74	4,190	0.1%	IX
Coffey	8,601	\$ 5,065,164	\$ 588.90	\$ 0.73	6,320	0.2%	I

Table 2
County Trade Pull Factors, Trade Area Capture, Market Share
Fiscal Year 2011

County	Adjusted Population	Sate Sales Tax Collections	Per Capita Sales Tax	County Trade Pull Factor	Trade Area Capture	Percent of Market Share	Ks Econ Dev Region
Wichita	2,234	\$ 1,302,609	\$ 583.08	\$ 0.73	1,625	0.1%	VII
Kingman	7,858	\$ 4,541,275	\$ 577.92	\$ 0.72	5,666	0.2%	V
Butler	64,626	\$ 37,054,961	\$ 573.38	\$ 0.72	46,235	1.6%	IV
Clay	8,535	\$ 4,864,013	\$ 569.89	\$ 0.71	6,069	0.2%	III
Franklin	25,992	\$ 14,776,418	\$ 568.50	\$ 0.71	18,437	0.6%	I
Hamilton	2,690	\$ 1,515,378	\$ 563.34	\$ 0.70	1,891	0.1%	VII
Dickinson	19,754	\$ 11,045,879	\$ 559.17	\$ 0.70	13,782	0.5%	III
Pawnee	6,973	\$ 3,894,142	\$ 558.46	\$ 0.70	4,859	0.2%	V
Republic	4,980	\$ 2,769,630	\$ 556.15	\$ 0.69	3,456	0.1%	X
Smith	3,853	\$ 2,138,753	\$ 555.09	\$ 0.69	2,669	0.1%	IX
Ellsworth	5,687	\$ 3,144,282	\$ 552.89	\$ 0.69	3,923	0.1%	X
Rice	10,083	\$ 5,563,254	\$ 551.75	\$ 0.69	6,941	0.2%	IV
Labette	21,607	\$ 11,778,454	\$ 545.12	\$ 0.68	14,696	0.5%	II
Bourbon	15,173	\$ 8,243,163	\$ 543.28	\$ 0.68	10,285	0.4%	II
Hodgeman	1,916	\$ 1,039,255	\$ 542.41	\$ 0.68	1,297	0.0%	VI
Stanton	2,235	\$ 1,189,868	\$ 532.38	\$ 0.66	1,485	0.1%	VII
Meade	4,575	\$ 2,424,123	\$ 529.86	\$ 0.66	3,025	0.1%	VI
Wallace	1,485	\$ 768,758	\$ 517.68	\$ 0.65	959	0.0%	VIII
Atchison	16,924	\$ 8,697,999	\$ 513.94	\$ 0.64	10,853	0.4%	XI
Rush	3,307	\$ 1,658,579	\$ 501.54	\$ 0.63	2,069	0.1%	V
Miami	32,787	\$ 16,389,657	\$ 499.88	\$ 0.62	20,450	0.7%	I
Gray	6,006	\$ 2,991,284	\$ 498.05	\$ 0.62	3,732	0.1%	VI
Stafford	4,437	\$ 2,167,637	\$ 488.54	\$ 0.61	2,705	0.1%	V
Cheyenne	2,726	\$ 1,327,364	\$ 486.93	\$ 0.61	1,656	0.1%	VIII
Morris	5,923	\$ 2,850,761	\$ 481.30	\$ 0.60	3,557	0.1%	III
Rawlins	2,519	\$ 1,200,528	\$ 476.59	\$ 0.59	1,498	0.1%	VIII
Woodson	3,309	\$ 1,548,646	\$ 468.01	\$ 0.58	1,932	0.1%	II
Anderson	8,102	\$ 3,775,882	\$ 466.04	\$ 0.58	4,711	0.2%	I
Wilson	9,409	\$ 4,322,430	\$ 459.39	\$ 0.57	5,393	0.2%	II
Clark	2,215	\$ 1,013,458	\$ 457.54	\$ 0.57	1,265	0.0%	VI
Leavenworth	71,209	\$ 31,948,809	\$ 448.66	\$ 0.56	39,863	1.4%	I
Kearny	3,977	\$ 1,739,792	\$ 437.46	\$ 0.55	2,171	0.1%	VII
Washington	5,799	\$ 2,525,594	\$ 435.52	\$ 0.54	3,151	0.1%	XI
Edwards	3,037	\$ 1,313,750	\$ 432.58	\$ 0.54	1,639	0.1%	V
Marion	12,660	\$ 5,440,063	\$ 429.70	\$ 0.54	6,788	0.2%	III
Sumner	24,132	\$ 10,328,586	\$ 428.00	\$ 0.53	12,887	0.5%	V
Jackson	13,462	\$ 5,723,417	\$ 425.15	\$ 0.53	7,141	0.3%	XI
Decatur	2,961	\$ 1,243,673	\$ 420.02	\$ 0.52	1,552	0.1%	VIII
Greenwood	6,689	\$ 2,750,296	\$ 411.17	\$ 0.51	3,432	0.1%	IV
Chase	2,790	\$ 1,023,678	\$ 366.91	\$ 0.46	1,277	0.0%	III
Jewell	3,077	\$ 1,112,741	\$ 361.63	\$ 0.45	1,388	0.0%	X
Lincoln	3,241	\$ 1,167,796	\$ 360.32	\$ 0.45	1,457	0.1%	X
Elk	2,882	\$ 1,033,424	\$ 358.58	\$ 0.45	1,289	0.0%	IV
Chautauqua	3,669	\$ 1,255,061	\$ 342.07	\$ 0.43	1,566	0.1%	IV
Linn	9,656	\$ 3,268,866	\$ 338.53	\$ 0.42	4,079	0.1%	I
Doniphan	7,945	\$ 2,544,104	\$ 320.21	\$ 0.40	3,174	0.1%	XI
Osage	16,295	\$ 5,070,890	\$ 311.19	\$ 0.39	6,327	0.2%	I
Cherokee	21,603	\$ 6,510,214	\$ 301.36	\$ 0.38	8,123	0.3%	II
Jefferson	19,126	\$ 5,186,426	\$ 271.17	\$ 0.34	6,471	0.2%	I
Ottawa	6,091	\$ 1,624,492	\$ 266.70	\$ 0.33	2,027	0.1%	X
Wabaunsee	7,053	\$ 1,686,230	\$ 239.08	\$ 0.30	2,104	0.1%	III
Total	2,842,283	\$ 2,277,967,023	\$ 801.46	\$ 1.00	2,853,118	99.6%	

Table 3
Percent Change in Pull Factor, Trade Area Capture and Market Share
Fiscal Year 2010 to 2011

County	County Trade Pull Factors			Trade Capture Area			% of Market Share		
	FY 2011	FY 2010	% Change	FY 2011	FY 2010	% Change	FY 2011	FY 2010	% Change
Allen	0.83	0.74	12.0%	11,150	10,043	11.0%	0.39%	0.37%	5.8%
Anderson	0.58	0.56	4.7%	4,711	4,406	6.9%	0.17%	0.16%	1.9%
Atchison	0.64	0.68	-5.6%	10,853	11,164	-2.8%	0.38%	0.41%	-7.4%
Barber	1.42	1.04	37.2%	6,922	5,094	35.9%	0.24%	0.19%	29.4%
Barton	1.26	1.15	10.4%	34,986	31,009	12.8%	1.23%	1.14%	7.5%
Bourbon	0.68	0.65	4.5%	10,285	9,569	7.5%	0.36%	0.35%	2.4%
Brown	0.78	0.70	11.0%	7,800	7,063	10.4%	0.27%	0.26%	5.2%
Butler	0.72	0.69	4.0%	46,235	42,020	10.0%	1.62%	1.55%	4.8%
Chase	0.46	0.39	17.4%	1,277	1,153	10.8%	0.04%	0.04%	5.5%
Chautauqua	0.43	0.38	13.5%	1,566	1,428	9.6%	0.05%	0.05%	4.4%
Cherokee	0.38	0.37	1.5%	8,123	7,847	3.5%	0.28%	0.29%	-1.4%
Cheyenne	0.61	0.51	19.0%	1,656	1,459	13.5%	0.06%	0.05%	8.1%
Clark	0.57	0.74	-22.4%	1,265	1,589	-20.4%	0.04%	0.06%	-24.2%
Clay	0.71	0.64	10.5%	6,069	5,444	11.5%	0.21%	0.20%	6.2%
Cloud	1.01	0.92	10.0%	9,612	8,478	13.4%	0.34%	0.31%	8.0%
Coffey	0.73	0.64	15.7%	6,320	5,448	16.0%	0.22%	0.20%	10.5%
Comanche	0.81	0.87	-6.8%	1,535	1,579	-2.8%	0.05%	0.06%	-7.4%
Cowley	0.74	0.73	2.0%	26,473	24,730	7.0%	0.93%	0.91%	2.0%
Crawford	0.77	0.78	-1.8%	30,042	29,208	2.9%	1.05%	1.07%	-2.0%
Decatur	0.52	0.52	0.9%	1,552	1,558	-0.4%	0.05%	0.06%	-5.1%
Dickinson	0.70	0.72	-2.9%	13,782	13,646	1.0%	0.48%	0.50%	-3.8%
Doniphan	0.40	0.38	4.3%	3,174	2,976	6.7%	0.11%	0.11%	1.6%
Douglas	0.91	0.87	3.8%	100,392	97,385	3.1%	3.52%	3.58%	-1.8%
Edwards	0.54	0.45	19.1%	1,639	1,395	17.5%	0.06%	0.05%	11.9%
Elk	0.45	0.46	-2.4%	1,289	1,370	-5.9%	0.05%	0.05%	-10.4%
Ellis	1.64	1.51	8.2%	46,534	40,214	15.7%	1.63%	1.48%	10.2%
Ellsworth	0.69	0.60	14.7%	3,923	3,205	22.4%	0.14%	0.12%	16.6%
Finney	1.27	1.05	21.7%	46,843	40,664	15.2%	1.64%	1.50%	9.7%
Ford	1.06	0.96	10.5%	35,943	31,986	12.4%	1.26%	1.18%	7.1%
Franklin	0.71	0.70	1.0%	18,437	18,406	0.2%	0.65%	0.68%	-4.6%
Geary	0.93	1.14	-18.1%	32,063	27,274	17.6%	1.12%	1.00%	12.0%
Gove	1.18	0.92	28.4%	3,174	2,448	29.7%	0.11%	0.09%	23.5%
Graham	1.21	1.01	19.3%	3,142	2,668	17.7%	0.11%	0.10%	12.2%
Grant	0.92	1.06	-12.8%	7,239	7,928	-8.7%	0.25%	0.29%	-13.0%
Gray	0.62	0.52	20.6%	3,732	2,945	26.8%	0.13%	0.11%	20.8%
Greeley	0.77	0.59	30.6%	964	772	24.9%	0.03%	0.03%	19.0%
Greenwood	0.51	0.48	7.1%	3,432	3,309	3.7%	0.12%	0.12%	-1.2%
Hamilton	0.70	0.67	4.4%	1,891	1,718	10.0%	0.07%	0.06%	4.8%
Harper	0.85	0.77	10.2%	5,111	4,445	15.0%	0.18%	0.16%	9.5%
Harvey	0.75	0.78	-5.0%	25,853	25,776	0.3%	0.91%	0.95%	-4.4%
Haskell	0.91	0.82	10.1%	3,853	3,402	13.3%	0.14%	0.13%	7.9%
Hodgeman	0.68	0.39	74.3%	1,297	791	64.0%	0.05%	0.03%	56.2%
Jackson	0.53	0.56	-4.6%	7,141	7,391	-3.4%	0.25%	0.27%	-7.9%
Jefferson	0.34	0.32	4.9%	6,471	6,000	7.9%	0.23%	0.22%	2.8%
Jewell	0.45	0.37	22.8%	1,388	1,206	15.1%	0.05%	0.04%	9.6%
Johnson	1.30	1.35	-3.6%	705,929	690,098	2.3%	24.74%	25.39%	-2.5%
Kearny	0.55	0.39	40.2%	2,171	1,722	26.0%	0.08%	0.06%	20.1%
Kingman	0.72	0.65	11.3%	5,666	5,039	12.4%	0.20%	0.19%	7.1%
Kiowa	0.84	0.80	5.6%	2,147	2,317	-7.3%	0.08%	0.09%	-11.7%
Labette	0.68	0.66	2.9%	14,696	14,289	2.9%	0.52%	0.53%	-2.0%
Lane	0.87	0.66	32.3%	1,525	1,169	30.5%	0.05%	0.04%	24.3%
Leavenworth	0.56	0.57	-2.6%	39,863	38,729	2.9%	1.40%	1.42%	-1.9%
Lincoln	0.45	0.40	11.4%	1,457	1,340	8.7%	0.05%	0.05%	3.6%
Linn	0.42	0.39	8.3%	4,079	3,841	6.2%	0.14%	0.14%	1.2%
Logan	1.06	0.83	27.9%	2,916	2,165	34.7%	0.10%	0.08%	28.3%

Table 3
Percent Change in Pull Factor, Trade Area Capture and Market Share
Fiscal Year 2010 to 2011

County	County Trade Pull Factors			Trade Capture Area			% of Market Share		
	FY 2011	FY 2010	% Change	FY 2011	FY 2010	% Change	FY 2011	FY 2010	% Change
Lyon	0.91	0.85	6.5%	30,590	29,798	2.7%	1.07%	1.10%	-2.2%
Marion	0.54	0.45	18.6%	6,788	5,620	20.8%	0.24%	0.21%	15.1%
Marshall	0.94	0.82	13.7%	9,482	8,340	13.7%	0.33%	0.31%	8.3%
McPherson	1.03	0.94	9.8%	30,044	26,930	11.6%	1.05%	0.99%	6.3%
Meade	0.66	0.51	29.9%	3,025	2,263	33.7%	0.11%	0.08%	27.3%
Miami	0.62	0.67	-6.5%	20,450	20,200	1.2%	0.72%	0.74%	-3.6%
Mitchell	1.02	0.90	12.5%	6,484	5,480	18.3%	0.23%	0.20%	12.7%
Montgomery	0.83	0.94	-12.2%	29,357	32,178	-8.8%	1.03%	1.18%	-13.1%
Morris	0.60	0.58	3.2%	3,557	3,475	2.3%	0.12%	0.13%	-2.5%
Morton	0.92	0.80	14.8%	2,960	2,457	20.5%	0.10%	0.09%	14.8%
Nemaha	0.78	0.63	23.6%	7,924	6,250	26.8%	0.28%	0.23%	20.8%
Neosho	0.89	0.99	-10.5%	14,647	15,857	-7.6%	0.51%	0.58%	-12.0%
Ness	1.55	1.35	14.8%	4,807	3,867	24.3%	0.17%	0.14%	18.5%
Norton	0.84	0.76	9.9%	4,172	3,658	14.1%	0.15%	0.13%	8.7%
Osage	0.39	0.39	-0.2%	6,327	6,510	-2.8%	0.22%	0.24%	-7.4%
Osborne	0.76	0.63	21.2%	2,947	2,435	21.0%	0.10%	0.09%	15.3%
Ottawa	0.33	0.37	-10.5%	2,027	2,229	-9.1%	0.07%	0.08%	-13.4%
Pawnee	0.70	0.66	5.2%	4,859	3,886	25.0%	0.17%	0.14%	19.1%
Phillips	0.74	0.74	-0.2%	4,190	3,947	6.2%	0.15%	0.15%	1.1%
Pottawatomie	1.47	1.52	-3.7%	31,686	29,055	9.1%	1.11%	1.07%	3.9%
Pratt	1.24	1.28	-3.3%	11,980	11,916	0.5%	0.42%	0.44%	-4.2%
Rawlins	0.59	0.50	19.7%	1,498	1,288	16.3%	0.05%	0.05%	10.8%
Reno	1.04	1.03	1.7%	65,459	62,484	4.8%	2.29%	2.30%	-0.2%
Republic	0.69	0.54	29.3%	3,456	2,627	31.5%	0.12%	0.10%	25.3%
Rice	0.69	0.53	29.6%	6,941	5,387	28.9%	0.24%	0.20%	22.8%
Riley	0.86	0.86	0.6%	61,155	53,096	15.2%	2.14%	1.95%	9.7%
Rooks	0.97	0.87	12.5%	5,046	4,409	14.5%	0.18%	0.16%	9.1%
Rush	0.63	0.42	49.1%	2,069	1,355	52.7%	0.07%	0.05%	45.5%
Russell	0.99	0.90	10.1%	6,904	5,907	16.9%	0.24%	0.22%	11.3%
Saline	1.32	1.32	0.2%	73,378	70,397	4.2%	2.57%	2.59%	-0.7%
Scott	1.02	0.83	23.6%	5,037	3,762	33.9%	0.18%	0.14%	27.5%
Sedgwick	1.12	1.17	-3.7%	559,085	544,052	2.8%	19.60%	20.02%	-2.1%
Seward	1.18	1.19	-0.4%	27,110	27,483	-1.4%	0.95%	1.01%	-6.0%
Shawnee	1.09	1.11	-2.6%	192,623	188,208	2.3%	6.75%	6.92%	-2.5%
Sheridan	0.79	0.78	0.7%	2,009	1,995	0.7%	0.07%	0.07%	-4.0%
Sherman	1.29	1.14	13.5%	7,765	6,725	15.5%	0.27%	0.25%	10.0%
Smith	0.69	0.56	22.9%	2,669	2,208	20.8%	0.09%	0.08%	15.1%
Stafford	0.61	0.55	10.2%	2,705	2,414	12.0%	0.09%	0.09%	6.7%
Stanton	0.66	0.63	4.8%	1,485	1,380	7.6%	0.05%	0.05%	2.5%
Stevens	0.81	0.84	-3.8%	4,636	4,401	5.3%	0.16%	0.16%	0.4%
Sumner	0.53	0.47	12.9%	12,887	11,383	13.2%	0.45%	0.42%	7.9%
Thomas	1.58	1.40	13.0%	12,497	10,291	21.4%	0.44%	0.38%	15.7%
Trego	0.96	0.92	3.6%	2,872	2,665	7.8%	0.10%	0.10%	2.7%
Wabaunsee	0.30	0.30	-1.3%	2,104	2,050	2.6%	0.07%	0.08%	-2.2%
Wallace	0.65	0.57	12.6%	959	879	9.1%	0.03%	0.03%	4.0%
Washington	0.54	0.45	19.7%	3,151	2,616	20.5%	0.11%	0.10%	14.8%
Wichita	0.73	0.58	24.5%	1,625	1,322	22.9%	0.06%	0.05%	17.1%
Wilson	0.57	0.59	-3.0%	5,393	5,744	-6.1%	0.19%	0.21%	-10.5%
Woodson	0.58	0.41	41.2%	1,932	1,403	37.7%	0.07%	0.05%	31.2%
Wyandotte	0.90	0.93	-3.1%	141,942	143,591	-1.1%	4.97%	5.28%	-5.8%
Total	1.00	1.00		2,853,118	2,718,196	0.05	99.62%	100.00%	

Table 4
Percent Change in Measures over 5-year Period
Fiscal Year 2007 - 2011

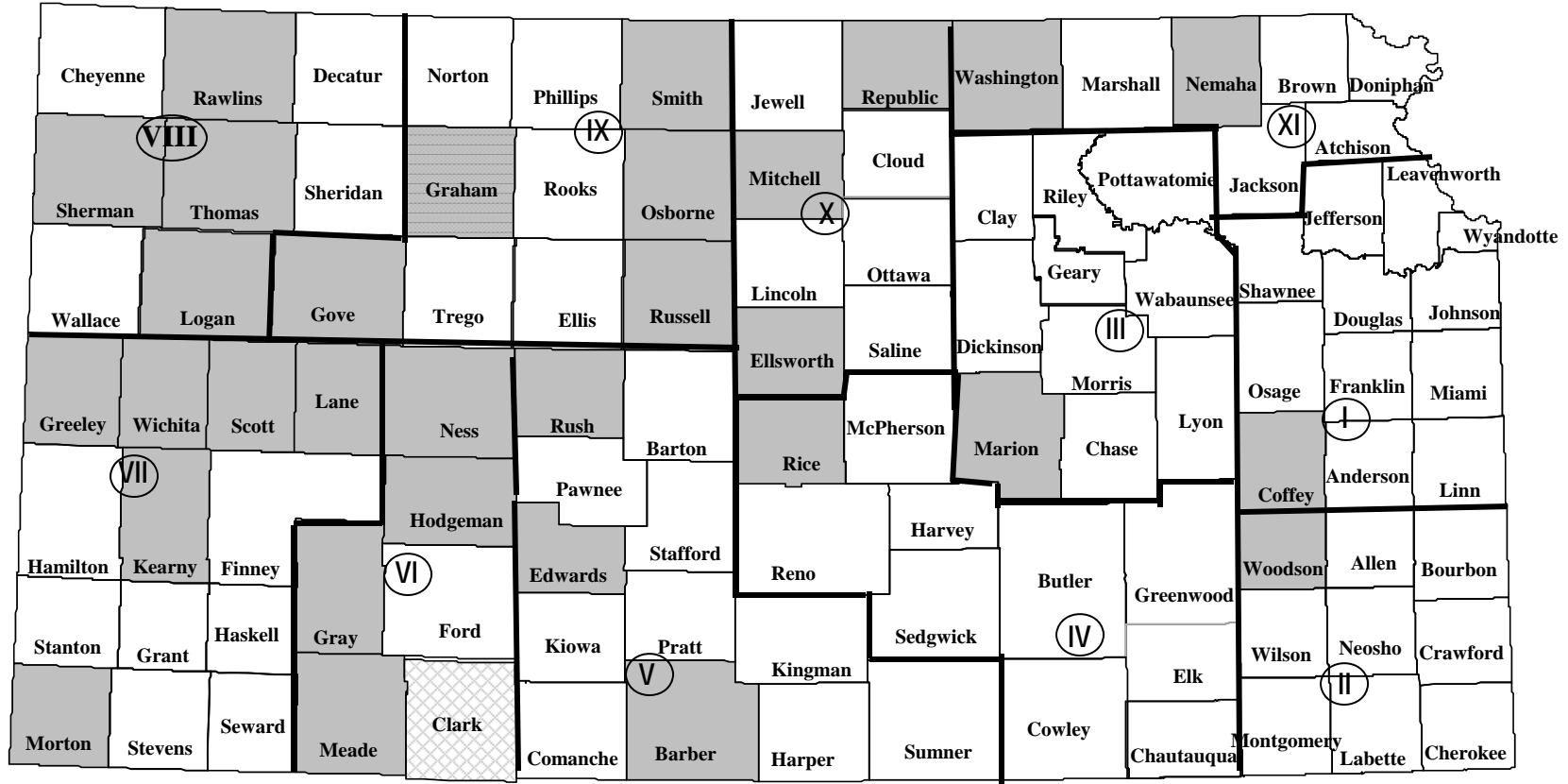
County	County Trade Pull Factors	Trade Area Capture	Market Share
Allen	12.0%	11.0%	5.8%
Anderson	4.7%	6.9%	1.9%
Atchison	-5.6%	-2.8%	-7.4%
Barber	37.2%	35.9%	29.4%
Barton	10.4%	12.8%	7.5%
Bourbon	4.5%	7.5%	2.4%
Brown	11.0%	10.4%	5.2%
Butler	4.0%	10.0%	4.8%
Chase	17.4%	10.8%	5.5%
Chautauqua	13.5%	9.6%	4.4%
Cherokee	1.5%	3.5%	-1.4%
Cheyenne	19.0%	13.5%	8.1%
Clark	-22.4%	-20.4%	-24.2%
Clay	10.5%	11.5%	6.2%
Cloud	10.0%	13.4%	8.0%
Coffey	15.7%	16.0%	10.5%
Comanche	-6.8%	-2.8%	-7.4%
Cowley	2.0%	7.0%	2.0%
Crawford	-1.8%	2.9%	-2.0%
Decatur	0.9%	-0.4%	-5.1%
Dickinson	-2.9%	1.0%	-3.8%
Doniphan	4.3%	6.7%	1.6%
Douglas	3.8%	3.1%	-1.8%
Edwards	19.1%	17.5%	11.9%
Elk	-2.4%	-5.9%	-10.4%
Ellis	8.2%	15.7%	10.2%
Ellsworth	14.7%	22.4%	16.6%
Finney	21.7%	15.2%	9.7%
Ford	10.5%	12.4%	7.1%
Franklin	1.0%	0.2%	-4.6%
Geary	-18.1%	17.6%	12.0%
Gove	28.4%	29.7%	23.5%
Graham	19.3%	17.7%	12.2%
Grant	-12.8%	-8.7%	-13.0%
Gray	20.6%	26.8%	20.8%
Greeley	30.6%	24.9%	19.0%
Greenwood	7.1%	3.7%	-1.2%
Hamilton	4.4%	10.0%	4.8%
Harper	10.2%	15.0%	9.5%
Harvey	-5.0%	0.3%	-4.4%
Haskell	10.1%	13.3%	7.9%
Hodgeman	74.3%	64.0%	56.2%
Jackson	-4.6%	-3.4%	-7.9%
Jefferson	4.9%	7.9%	2.8%
Jewell	22.8%	15.1%	9.6%
Johnson	-3.6%	2.3%	-2.5%
Kearny	40.2%	26.0%	20.1%
Kingman	11.3%	12.4%	7.1%
Kiowa	5.6%	-7.3%	-11.7%
Labette	2.9%	2.9%	-2.0%
Lane	32.3%	30.5%	24.3%
Leavenworth	-2.6%	2.9%	-1.9%
Lincoln	11.4%	8.7%	3.6%
Linn	8.3%	6.2%	1.2%

Table 4
Percent Change in Measures over 5-year Period
Fiscal Year 2007 - 2011

County	Pull Factors	Capture	Share
Logan	27.9%	34.7%	28.3%
Lyon	6.5%	2.7%	-2.2%
Marion	18.6%	20.8%	15.1%
Marshall	13.7%	13.7%	8.3%
McPherson	9.8%	11.6%	6.3%
Meade	29.9%	33.7%	27.3%
Miami	-6.5%	1.2%	-3.6%
Mitchell	12.5%	18.3%	12.7%
Montgomery	-12.2%	-8.8%	-13.1%
Morris	3.2%	2.3%	-2.5%
Morton	14.8%	20.5%	14.8%
Nemaha	23.6%	26.8%	20.8%
Neosho	-10.5%	-7.6%	-12.0%
Ness	14.8%	24.3%	18.5%
Norton	9.9%	14.1%	8.7%
Osage	-0.2%	-2.8%	-7.4%
Osborne	21.2%	21.0%	15.3%
Ottawa	-10.5%	-9.1%	-13.4%
Pawnee	5.2%	25.0%	19.1%
Phillips	-0.2%	6.2%	1.1%
Pottawatomie	-3.7%	9.1%	3.9%
Pratt	-3.3%	0.5%	-4.2%
Rawlins	19.7%	16.3%	10.8%
Reno	1.7%	4.8%	-0.2%
Republic	29.3%	31.5%	25.3%
Rice	29.6%	28.9%	22.8%
Riley	0.6%	15.2%	9.7%
Rooks	12.5%	14.5%	9.1%
Rush	49.1%	52.7%	45.5%
Russell	10.1%	16.9%	11.3%
Saline	0.2%	4.2%	-0.7%
Scott	23.6%	33.9%	27.5%
Sedgwick	-3.7%	2.8%	-2.1%
Seward	-0.4%	-1.4%	-6.0%
Shawnee	-2.6%	2.3%	-2.5%
Sheridan	0.7%	0.7%	-4.0%
Sherman	13.5%	15.5%	10.0%
Smith	22.9%	20.8%	15.1%
Stafford	10.2%	12.0%	6.7%
Stanton	4.8%	7.6%	2.5%
Stevens	-3.8%	5.3%	0.4%
Sumner	12.9%	13.2%	7.9%
Thomas	13.0%	21.4%	15.7%
Trego	3.6%	7.8%	2.7%
Wabaunsee	-1.3%	2.6%	-2.2%
Wallace	12.6%	9.1%	4.0%
Washington	19.7%	20.5%	14.8%
Wichita	24.5%	22.9%	17.1%
Wilson	-3.0%	-6.1%	-10.5%
Woodson	41.2%	37.7%	31.2%
Wyandotte	-3.1%	-1.1%	-5.8%

Map 2.

Changes in All Measures exceeding 10% By Kansas Economic Reporting Regions over 5-Year Period (FY 2007 to FY 2011)



- 31 counties with an increase in measures greater than 10%
- 1 county with a decrease in measures greater than a -10%

Appendix A
 Kansas Population as of July 1, 2010
 Certified to the Secretary of State by Division of the Budget on July 1, 2011
 Adjusted for Institutionalized Population

County	Certified July 1, 2010 Total Population	Institutionalized Population	2010 Net Population
Allen County	13,371		13,371
Anderson County	8,102		8,102
Atchison County	16,924		16,924
Barber County	4,861		4,861
Barton County	27,674		27,674
Bourbon County	15,173		15,173
Brown County	9,984		9,984
Butler County	65,880	1,254	64,626
Chase County	2,790		2,790
Chautauqua County	3,669		3,669
Cherokee County	21,603		21,603
Cheyenne County	2,726		2,726
Clark County	2,215		2,215
Clay County	8,535		8,535
Cloud County	9,533		9,533
Coffey County	8,601		8,601
Comanche County	1,891		1,891
Cowley County	36,311	674	35,637
Crawford County	39,134		39,134
Decatur County	2,961		2,961
Dickinson County	19,754		19,754
Doniphan County	7,945		7,945
Douglas County	110,826		110,826
Edwards County	3,037		3,037
Elk County	2,882		2,882
Ellis County	28,452		28,452
Ellsworth County	6,497	810	5,687
Finney County	36,776		36,776
Ford County	33,848		33,848
Franklin County	25,992		25,992
Geary County	34,362		34,362
Gove County	2,695		2,695
Graham County	2,597		2,597
Grant County	7,829		7,829
Gray County	6,006		6,006
Greeley County	1,247		1,247
Greenwood County	6,689		6,689
Hamilton County	2,690		2,690
Harper County	6,034		6,034
Harvey County	34,684		34,684
Haskell County	4,256		4,256
Hodgeman County	1,916		1,916
Jackson County	13,462		13,462
Jefferson County	19,126		19,126
Jewell County	3,077		3,077
Johnson County	544,179		544,179
Kearny County	3,977		3,977
Kingman County	7,858		7,858
Kiowa County	2,553		2,553
Labette County	21,607		21,607
Lane County	1,750		1,750
Leavenworth County	76,227	5,018	71,209
Lincoln County	3,241		3,241
Linn County	9,656		9,656
Logan County	2,756		2,756

Appendix A
 Kansas Population as of July 1, 2010
 Certified to the Secretary of State by Division of the Budget on July 1, 2011
 Adjusted for Institutionalized Population

County	Certified July 1, 2010 Total Population	Institutionalized Population	2010 Net Population
Lyon County	33,690		33,690
Marion County	12,660		12,660
Marshall County	10,117		10,117
McPherson County	29,180		29,180
Meade County	4,575		4,575
Miami County	32,787		32,787
Mitchell County	6,373		6,373
Montgomery County	35,471		35,471
Morris County	5,923		5,923
Morton County	3,233		3,233
Nemaha County	10,178		10,178
Neosho County	16,512		16,512
Ness County	3,107		3,107
Norton County	5,671	708	4,963
Osage County	16,295		16,295
Osborne County	3,858		3,858
Ottawa County	6,091		6,091
Pawnee County	6,973		6,973
Phillips County	5,642		5,642
Pottawatomie County	21,604		21,604
Pratt County	9,656		9,656
Rawlins County	2,519		2,519
Reno County	64,511	1,802	62,709
Republic County	4,980		4,980
Rice County	10,083		10,083
Riley County	71,115		71,115
Rooks County	5,181		5,181
Rush County	3,307		3,307
Russell County	6,970		6,970
Saline County	55,606		55,606
Scott County	4,936		4,936
Sedgwick County	498,365		498,365
Seward County	22,952		22,952
Shawnee County	177,934	569	177,365
Sheridan County	2,556		2,556
Sherman County	6,010		6,010
Smith County	3,853		3,853
Stafford County	4,437		4,437
Stanton County	2,235		2,235
Stevens County	5,724		5,724
Sumner County	24,132		24,132
Thomas County	7,900		7,900
Trego County	3,001		3,001
Wabaunsee County	7,053		7,053
Wallace County	1,485		1,485
Washington County	5,799		5,799
Wichita County	2,234		2,234
Wilson County	9,409		9,409
Woodson County	3,309		3,309
Wyandotte County	157,505		157,505
Statewide	2,853,118	10,835	2,842,283

Appendix B
 Kansas Department of Revenue
 Office of Policy and Research
 State Sales Tax Collections for Fiscal Year 2010 and 2011

	Fiscal Year 2010 (July 09-June 10)	Fiscal Year 2011 (July 10-June 11)	Per Cent Change
Allen	\$ 7,175,432.33	\$ 8,936,264.82	24.5%
Anderson	\$ 2,999,053.88	\$ 3,775,882.25	25.9%
Atchison	\$ 7,381,156.52	\$ 8,697,999.06	17.8%
Barber	\$ 3,619,724.89	\$ 5,547,678.82	53.3%
Barton	\$ 21,885,413.33	\$ 28,039,762.03	28.1%
Bourbon	\$ 6,934,443.97	\$ 8,243,162.67	18.9%
Brown	\$ 5,539,503.92	\$ 6,251,121.00	12.8%
Butler	\$ 29,637,193.73	\$ 37,054,961.22	25.0%
Chase	\$ 819,501.67	\$ 1,023,677.80	24.9%
Chautauqua	\$ 1,029,004.93	\$ 1,255,061.32	22.0%
Cherokee	\$ 5,461,693.91	\$ 6,510,213.53	19.2%
Cheyenne	\$ 1,099,112.33	\$ 1,327,363.63	20.8%
Clark	\$ 796,240.88	\$ 1,013,458.32	27.3%
Clay	\$ 3,862,374.90	\$ 4,864,013.14	25.9%
Cloud	\$ 6,709,826.31	\$ 7,703,762.08	14.8%
Coffey	\$ 3,788,359.25	\$ 5,065,164.16	33.7%
Comanche	\$ 1,024,403.97	\$ 1,229,927.03	20.1%
Cowley	\$ 17,061,797.84	\$ 21,217,174.53	24.4%
Crawford	\$ 19,955,653.79	\$ 24,077,437.57	20.7%
Decatur	\$ 1,032,097.16	\$ 1,243,673.40	20.5%
Dickinson	\$ 9,434,949.67	\$ 11,045,879.08	17.1%
Doniphan	\$ 2,085,585.97	\$ 2,544,103.79	22.0%
Douglas	\$ 66,763,589.35	\$ 80,459,674.21	20.5%
Edwards	\$ 1,046,319.28	\$ 1,313,749.74	25.6%
Elk	\$ 780,864.47	\$ 1,033,424.13	32.3%
Ellis	\$ 28,735,877.39	\$ 37,294,648.51	29.8%
Ellsworth	\$ 2,484,892.41	\$ 3,144,281.79	26.5%
Finney	\$ 30,478,469.10	\$ 37,542,469.59	23.2%
Ford	\$ 23,395,102.00	\$ 28,806,708.63	23.1%
Franklin	\$ 12,213,176.99	\$ 14,776,417.61	21.0%
Geary	\$ 21,072,284.77	\$ 25,697,152.22	21.9%
Gove	\$ 1,970,775.20	\$ 2,543,517.98	29.1%
Graham	\$ 1,838,996.44	\$ 2,517,859.47	36.9%
Grant	\$ 5,012,643.46	\$ 5,801,985.89	15.7%
Gray	\$ 2,291,225.63	\$ 2,991,284.14	30.6%
Greeley	\$ 560,455.11	\$ 772,817.91	37.9%
Greenwood	\$ 2,200,095.99	\$ 2,750,296.32	25.0%
Hamilton	\$ 1,102,536.54	\$ 1,515,377.81	37.4%
Harper	\$ 3,131,772.38	\$ 4,096,122.50	30.8%
Harvey	\$ 17,486,375.15	\$ 20,719,971.63	18.5%
Haskell	\$ 2,146,867.06	\$ 3,088,069.06	43.8%
Hodgeman	\$ 643,025.41	\$ 1,039,255.03	61.6%
Jackson	\$ 4,708,385.11	\$ 5,723,416.55	21.6%
Jefferson	\$ 4,244,320.45	\$ 5,186,426.25	22.2%
Jewell	\$ 828,282.55	\$ 1,112,740.63	34.3%
Johnson	\$ 462,836,195.34	\$ 565,771,358.37	22.2%
Kearny	\$ 1,297,727.43	\$ 1,739,792.09	34.1%
Kingman	\$ 3,493,675.00	\$ 4,541,275.11	30.0%
Kiowa	\$ 1,497,520.96	\$ 1,720,565.48	14.9%
Labette	\$ 10,050,178.84	\$ 11,778,453.68	17.2%
Lane	\$ 945,600.79	\$ 1,222,021.75	29.2%
Leavenworth	\$ 26,195,089.99	\$ 31,948,808.81	22.0%
Lincoln	\$ 918,607.19	\$ 1,167,796.06	27.1%
Linn	\$ 2,594,727.01	\$ 3,268,865.62	26.0%
Logan	\$ 1,610,537.30	\$ 2,336,806.65	45.1%
Lyon	\$ 19,580,899.48	\$ 24,516,573.13	25.2%
Marion	\$ 4,097,971.68	\$ 5,440,063.04	32.8%
Marshall	\$ 6,313,023.86	\$ 7,599,791.61	20.4%
Mcpherson	\$ 19,789,589.75	\$ 24,079,071.53	21.7%
Meade	\$ 1,760,372.37	\$ 2,424,123.17	37.7%
Miami	\$ 13,334,388.61	\$ 16,389,656.82	22.9%
Mitchell	\$ 4,052,164.26	\$ 5,196,742.95	28.2%
Montgomery	\$ 19,226,819.37	\$ 23,528,720.95	22.4%
Morris	\$ 2,337,678.60	\$ 2,850,761.44	21.9%
Morton	\$ 1,626,316.10	\$ 2,372,435.68	45.9%

Appendix B
 Kansas Department of Revenue
 Office of Policy and Research
 State Sales Tax Collections for Fiscal Year 2010 and 2011

	Fiscal Year 2010 (July 09-June 10)	Fiscal Year 2011 (July 10-June 11)	Per Cent Change
Nemaha	\$ 4,879,042.09	\$ 6,350,480.85	30.2%
Neosho	\$ 9,554,688.28	\$ 11,738,732.11	22.9%
Ness	\$ 2,674,492.95	\$ 3,853,000.81	44.1%
Norton	\$ 2,549,330.42	\$ 3,343,490.39	31.2%
Osage	\$ 4,135,741.78	\$ 5,070,889.92	22.6%
Osborne	\$ 1,861,189.23	\$ 2,361,607.91	26.9%
Ottawa	\$ 1,277,490.02	\$ 1,624,491.56	27.2%
Pawnee	\$ 2,888,707.99	\$ 3,894,141.82	34.8%
Phillips	\$ 2,642,242.77	\$ 3,358,250.23	27.1%
Pottawatomie	\$ 19,754,409.81	\$ 25,394,882.84	28.6%
Pratt	\$ 8,032,041.29	\$ 9,601,429.89	19.5%
Rawlins	\$ 994,599.23	\$ 1,200,528.44	20.7%
Reno	\$ 43,199,223.58	\$ 52,462,584.05	21.4%
Republic	\$ 2,076,208.02	\$ 2,769,629.90	33.4%
Rice	\$ 4,284,864.93	\$ 5,563,253.76	29.8%
Riley	\$ 39,345,054.81	\$ 49,013,004.48	24.6%
Rooks	\$ 3,032,064.17	\$ 4,044,410.08	33.4%
Rush	\$ 1,081,409.26	\$ 1,658,579.15	53.4%
Russell	\$ 4,135,821.86	\$ 5,533,112.74	33.8%
Saline	\$ 48,335,262.87	\$ 58,808,922.21	21.7%
Scott	\$ 3,103,335.93	\$ 4,036,801.18	30.1%
Sedgwick	\$ 371,510,043.17	\$ 448,082,396.94	20.6%
Seward	\$ 17,354,392.37	\$ 21,727,765.87	25.2%
Shawnee	\$ 127,338,561.77	\$ 154,379,341.49	21.2%
Sheridan	\$ 1,283,430.47	\$ 1,610,076.95	25.5%
Sherman	\$ 5,024,419.78	\$ 6,223,224.07	23.9%
Smith	\$ 1,706,289.48	\$ 2,138,753.07	25.3%
Stafford	\$ 1,820,397.73	\$ 2,167,637.07	19.1%
Stanton	\$ 934,014.94	\$ 1,189,867.67	27.4%
Stevens	\$ 2,872,051.27	\$ 3,715,919.77	29.4%
Sumner	\$ 8,290,817.76	\$ 10,328,585.68	24.6%
Thomas	\$ 7,671,770.57	\$ 10,015,520.59	30.6%
Trego	\$ 1,792,924.44	\$ 2,302,180.52	28.4%
Wabaunsee	\$ 1,329,283.06	\$ 1,686,229.93	26.9%
Wallace	\$ 651,184.91	\$ 768,758.31	18.1%
Washington	\$ 1,904,837.90	\$ 2,525,594.21	32.6%
Wichita	\$ 990,948.60	\$ 1,302,609.19	31.5%
Wilson	\$ 3,404,381.47	\$ 4,322,429.74	27.0%
Woodson	\$ 972,397.44	\$ 1,548,646.00	59.3%
Wyandotte	\$ 92,664,968.88	\$ 113,760,168.79	22.8%
Not Designated	\$ 6,093,437.94	\$ 7,715,485.64	26.6%
Total	\$ 1,863,475,716.56	\$ 2,285,682,508.61	22.7%

Note: A state sales tax rate change occurred beginning July 1, 2010. The rate changed from 5.3% to 6.3%. Therefore, the collection data is not comparable between FY 2010 and FY 2011.