Business Development Series: *Oklahoma Trade Pull Factors*

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Trade pull factors will be discussed in this Business Development Series issue. The accompanying blue box answers the Who, What, When, Where, Why, and How of trade pull factors.

County Trade Pull Factors

Among Oklahoma's seventy-seven counties, county trade pull factors range from a low of 0.13 in Osage county to a high of 1.60 in Oklahoma county. While this is a broad range, the county trade pull factors are not evenly dispersed among Oklahoma's counties. Only nine of Oklahoma's seventy-seven counties, or 11.7% of the total, have county trade pull factors greater than 1.0 in the 2002-2003 fiscal year. Those nine counties with trade pull factors greater than 1.0 are Oklahoma (1.60), Tulsa (1.54), Woodward (1.22), Beckham (1.20), Garfield (1.13), Carter (1.11), Washington (1.08), Custer (1.03), and Kay (1.02) counties.

Of the above mentioned nine counties with trade pull factors greater than 1.0, Oklahoma and Tulsa counties have, by far, the greatest attraction for shoppers in the state. This is partially attributable to the large metro areas with diverse retail shopping attractions in each of these counties. These nine counties are shaded dark blue on the County Trade Pull Factor Map on page 7.

The County Trade Pull Factor Map on page 7 highlights those counties with strong trade pull factors in shades of blue as well as those counties with weak trade pull factors in shades of orange. All of the unshaded counties on the map have trade pull factors that fall between the two extremes. In addition to highlighting counties on the map, three numbers are reported for each county. The first number represents the county's 2002 population, the second number represents its trade pull factor, and the third number represents its trade capture area. As will be explained, multiplying population by trade pull factor results in trade capture area and represnts the number of "Full Time Equivalent" shoppers making retail purchases in the region.[1]

In addition to the nine counties with trade pull factors greater than 1.0, ten counties have relatively strong trade pull factors greater than 0.80. Those ten counties, highlighted in light blue on the County Trade Pull Factor Map are: Payne (0.99), Muskogee (0.94), Pontotoc (0.94), Jackson (0.92), Woods (0.87), Pittsburg (0.85), Cleveland (0.84), Comanche (0.82), Stephens (0.81), and Pottawatomie (0.80) counties.

What Are Trade Pull Factors?

Trade pull factors measure a region's ability to attract shoppers, residents and nonresidents alike, to make retail purchases within the region.

Why Are They Important?

Regions attracting nonresident shoppers not only benefit from increased employment opportunities within the region, but also from the county and city sales taxes paid by nonresident shoppers.

How Are They Calculated?

Per capita sales are computed for the state, seventy-seven counties, and fifty cities by dividing sales subject to sales tax (SSTST) in the given geographic area by its respective population.

After per capita sales data has been computed, county trade pull factors are computed by dividing the county's per capita sales by the state's per capita sales. Similarly, city trade pull factors are computed by dividing the city's per capita sales by the state's per capita sales.

How Are They Interpreted?

Per capita sales in a county or city that are greater than the state's per capita sales will result in a trade pull factor of greater than 1.0 for the given county or city. Trade pull factors greater than 1.0 indicate that the county or city is able to attract nonresident shoppers into the region to make their retail purchases.

Per capita sales in a county or city equal to the state's per capita sales result in a trade pull factor equal to 1.0 and indicate that the county or city is able to retain its population for retail sales. Alternatively, trade pull factors equal to 1.0 indicate that the region attracts as many nonresident shoppers as it loses resident shoppers to other regions.

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As might be expected, per capita sales in a county or city less than the state's per capita sales result in a trade pull factor less than 1.0 and indicate that the region loses its resident shoppers to other regions for retail purchases.

Trade pull factor analysis assumes that per capita incomes are equal across all regions and that people consume the same amount of taxable goods and services in each of the regions. With the discussion of the county trade pull factors, the per capita income assumption will be relaxed and the county trade pull factors will be adjusted to account for per capita income differences between the counties.

Who Can Benefit From Them?

Trade pull factors are only <u>one</u> tool available to business owners, bankers, economic developers, local government officials to assess not only the strengths & weaknesses of the retail sector in a given geographic region, but also the opportunities & threats faced by their region when analyzing trade pull factors with other tools. Other economic tools will be reported in future Business Development Series reports.

Why Do Bankers Benefit?

Bankers involved in commercial lending can benefit from trade pull factors by using them as an additional tool in analyzing the viability of a retail commercial entity.

Why Do Economic Developers Benefit?

Economic Developers can benefit from using trade pull factors as a comparative tool to gauge their cities relative performance. A trade pull factor of greater than 1.0 could be used to overcome a less than ideal population in the eyes of a prospective retail business.

Why Do Business Owners/Managers Benefit?

A county or community will offer different opportunities to different types of businesses depending on whether the county or community has a trade pull factor above or below 1.00. Business owners aware of this can use trade pull factors to help determine where the best opportunities exist for locating their business.

With the exception of Cleveland and Pottawatomie counties, these counties have some distance between them and the large Oklahoma City and Tulsa metro areas, which combined attract almost 56% of the shoppers in the state. Additionally, each of these ten counties has at least one city serving as a central shopping location for the county. Stillwater in Payne county, Muskogee in Muskogee county, Ada in Pontotoc county, Altus in Jackson county, Alva in Woods county, McAlester in Pittsburg county, Norman in Cleveland county, Lawton in Comanche county, Duncan in Stephens county, and Shawnee in Pottawatomie county.

Joining Osage (0.13) county with relatively small trade pull factors in the 2002-2003 fiscal year were Wagoner (0.26), Cotton (0.27), Beaver (0.28), Adair (0.30), Johnston (0.31), Nowata (0.31), Okfuskee (0.31), and Coal (0.32) counties. With these relatively small pull factors, more than two-thirds of the residents of these nine counties shop in other counties for their retail purchases. Most of these counties are rural counties and may be close to counties that have a strong retail trade sector. For instance, Osage county borders three counties with trade pull factors greater than 1.00. These counties are shaded dark orange on the County Trade Pull Factor Map.

Nine counties are shaded light orange on the County Trade Pull Factor Map. These counties have slightly stronger trade pull factors than the previous group of counties, but the trade pull factors are still low when compared to the rest of the counties. Counties in this grouping include Grant (0.32), Alfalfa (0.33), Jefferson (0.33), Love (0.33), Pushmataha (0.36), Logan (0.37), Tillman (0.37), Washita (0.37), and Ellis (0.38) counties. Most of these counties are rural counties located close to the state border. None of these counties has a population greater than 35,000 people, and only Logan county is centrally located.

Moving now from reporting the most recent trade pull factors to comparing trade pull factors over time, in 1999, eight counties had achieved trade pull factors of 1.00 or greater.[2] Seven of those eight counties maintained trade pull factors greater than 1.00 in between 1999 and the end of 2002-2003 fiscal year. Oklahoma, Tulsa, Woodward, Beckham, Garfield, Carter, and Washington counties each maintained trade factors greater than 1.00 between the two time periods.

Led by Beckham county, which improved from 1.04 to 1.20, four of those seven counties improved their trade pull factors between the two study periods. Woodward (from 1.16 to 1.22), Garfield (from 1.11 to 1.13), and Carter (from 1.10 to 1.11) counties also improved their trade pull factors.

Muskogee county's trade pull factor decreased from 1.00 in 1999 to 0.94 in the 2002-2003 fiscal year. Two counties, Custer and Kay counties, managed to increase their trade pull factors from

less than 1.00 in 1999 to greater than 1.00 in the 2002-2003 fiscal year. Custer county increased its trade pull factor from 0.99 to 1.03, while Kay county increased its trade pull factor from 0.97 to 1.02.

While trade pull factors measure a county's ability to attract shoppers for retail trade, trade capture areas translate the trade pull factors into numbers of full-time equivalent shoppers captured by the county. Multiplying the region's pull factor by its population results in the region's trade capture area expressed as full-time equivalent shoppers. In the map, trade capture area is represented by the third figure for each of the counties, and it should be noted that, other than Oklahoma and Tulsa counties, counties with pull factors greater than 1.0 do not necessarily have the largest trade capture areas.

Oklahoma county attracts the greatest number of full-time equivalent shoppers in the state with a trade capture area of 1,073,578 people, which represents a 30.73% market share. Tulsa county's trade capture area equals 879,896 people, which translates into a 25.19% market share.

Other counties with large trade capture areas include Cleveland (180,790 people or 5.17% of the market), Comanche (93,178 people or 2.67%), Muskogee (66,068 people or 1.89% of the market), Payne (69,104 people or 1.98% of the market), and Garfield (64,788 people or 1.85% of the market) counties.

Before moving to the city trade pull factors, the County Trade Pull Factor Table beginning on page 5 contains an additional measure of trade pull factors. Income differences account for some of the reason that some counties have trade pull factors greater than others. However, the primary trade pull factor measurement does not take these income differences into account. The last tow columns in this table account for income differences between counties.

City Trade Pull Factors

City trade pull factors have also been calculated for fifty cities for which there is SSTST information in the ORIGINS database. Populations in these cities range from 6,836 people in Seminole to 519,034 people in Oklahoma City, and the city trade pull factors range from 0.48 in Choctaw, which is in Oklahoma county, to 2.07 in Poteau, which is in LeFlore county. Combined, these fifty cities account for 87.2% of the retail trade (SSTST) activity in the state of Oklahoma.

The fifty cities listed in Table 2 have been divided into six color-coded groups according to each city's population. Additionally, the colors used in the Table 2 correspond to the colors used in Map 2 for the city groupings.

Two circles are associated with each of the fifty cities in the Oklahoma Trade Pull Factors: 50 Oklahoma Cities Map on page 10. The colored circle represents the relative magnitude of the city's population compared to other cities in Oklahoma while the white circle represents the relative magnitude of the city's trade capture area. Therefore if the white circle is outside of the colored circle, then the city has a trade pull factor greater than 1.0 and its trade capture area is greater than the city's population. Conversely, if the white circle is inside the colored circle, then the city has a trade capture area less than 1.0 and the city loses some of its population to other areas for retail trade.

In many cases, the city trade pull factor is greater than the county trade pull factor where the city is located. For example, McAlester's trade pull factor equals 1.82 while Pittsburg county's trade pull factor equals 0.85. This means that McAlester probably attracts much of the county's rural population, but not all of it, for retail trade. In fact, McAlester's trade capture area equals 32,117 people, which is less than the county's population of 44,006 people.

Cities with 2002 populations under 10,000 people are colored grey, and include ten cities with populations ranging from 6,836 people in Seminole to 9,987 people in Guthrie. The weighted average trade pull factor for these ten cities equals 1.41. Nine of these ten cities have trade pull factors greater than 1.0 with the only city with a trade pull factor less than 1.0 being Blackwell (0.80) in Kay county. As previously mentioned, Poteau has a trade pull factor of 2.07, the largest trade pull factor for all of the fifty cities. Additionally, Poteau captures 0.47% (16,391 people) of the market share, which is greater than many larger cities.

Cities with 2002 populations between 10,001 and 14,000 are colored light blue, and include ten cities with populations ranging from 10,026 people in Choctaw to 13,993 people in Mustang. The weighted average trade pull factor for these ten cities equals 1.22, which is less than the weighted average trade pull factor for cities with populations less than 10,000 people. Six of the cities in this grouping have trade pull factors greater than 1.0, the largest of which are in western Oklahoma in Elk City (1.88) and Woodward (1.85). The remaining four cities with trade pull factors less than 1.0 have to compete with the state's two large metro areas. Choctaw (0.48), The Village (0.95), and Mustang (0.63) each border Oklahoma City, while Jenks (0.95) borders Tulsa. This would indicate that distance from the major metro areas help the city's trade pull factor.

Cities with 2002 populations between 14,001 and 20,000 are colored dark blue, and include nine cities with populations ranging from 15,012 in Tahlequah to 19,802 in Sapulpa. Seven of these nine cities are located in eastern Oklahoma while the remaining two, El Reno and Chickasha, are located in central Oklahoma. The weighted average trade pull factor for these nine cities equals 1.48 with seven of these nine cities having trade pull factors greater than 1.0. The largest trade pull factor occurs in Ada (1.99) and Claremore (1.93). Ada's trade pull factor is partially explained by the distance from the major metro areas and the fact that all of the major highways in Pontotoc county pass through Ada. Although Claremore is close to the Tulsa metro area, it does not border the city and there is a toll road between the two cities. The two cities with trade pull factors less than 1.0 are El Reno (0.96) and Bixby (0.95).

Where are Trade Pull Factors Calculated?

With the available data, trade pull factors may be calculated for any geographic region. However, this newsletter will report county trade pull factors for each of Oklahoma's 77 counties, and city trade pull factors for 50 cities in Oklahoma.

When are they Calculated?

The trade pull factors reported in this newsletter use 2002 population estimates from the US Census and FY 2002-2003 SSTST figures from the ORIGINS database.

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Eleven cities, colored green, have 2002 populations between 20,001 and 40,000 people. Bethany, with a population of 20,241 people, is the smallest city in this grouping, and Muskogee, with a population of 38,600 people, is the largest city in this grouping. The weighted average trade pull factor for these eleven cities equals 1.40, with only two cities, Bethany (0.57) and Del City (0.67), having trade pull factors less than 1.0. The largest trade pull factors occur in Ardmore (1.88) and Owasso (1.86).

Eight cities, colored orange, have 2002 populations between 40,001 and 100,000 people. Stillwater, with a population of 40,586 people, is the smallest city in this grouping, and Norman, with a population of 97,831 people, is the largest city. The weighted average trade pull factor for these cities equals 1.21. Edmond (1.45) and Stillwater (1.40) have the largest trade pull factors.

Oklahoma's two largest cities, Oklahoma City and Tulsa, are colored red. Multiplying Tulsa's population (391,908 people) by its trade pull factor (1.79) results in a trade capture area of 700,929 people. This means that the city of Tulsa accounts for one-fifth (20.1%) of the state's retail trade activity as measured by Sales Subject to Sales Tax. Similarly, Multiplying Oklahoma City's population (519,034 people) by its trade pull factor (1.59) results in a trade capture area of 825,431 people. Oklahoma City's has a market share equal to 23.6% of the retail trade market. While these cities account for 26.1% of the state's population, they attract 43.7% of the state's full-time equivalent shoppers.

As opposed to the county trade pull factors, most of the city trade pull factors are greater than 1.00. However, eleven of the fifty cities have trade pull factors less than 1.0. Most of these cities are in the proximity to larger cities with a strong trade pull factor. Six cities border Oklahoma City with trade pull factors less than 1.0, and they include Choctaw (0.48), The Village (0.95), Mustang (0.63), El Reno (0.96), Bethany (0.57), and Del City (0.67). Similarly, cities bordering Tulsa with trade pull factors less than 1.0 include Jenks (0.91), Bixby (0.95), and Broken Arrow (0.94). The only other cities with pull factors less than 1.0 are Blackwell (0.80), which is close to Ponca City (1.51), and Lawton (0.98).

Of all of the cities with pull factors less than 1.0, only the city of Lawton is not close to a larger city with a strong pull factor. This may be partially attributable to the presence of a large military installation, Fort Sill, near Lawton. Since goods purchased on the military installation are not included in Sales Subject to Sales Tax information, communities with military installations may have lower trade pull factors than would otherwise occur.

Four other cities in Oklahoma have military installations. Altus, with a trade pull factor of 1.18, borders Altus AFB; Enid, with a trade pull factor of 1.36, borders Vance AFB; Midwest City, with a trade pull factor of 1.35, borders Tinker AFB; and McAlester, with a trade pull factor of 1.82, borders the Army Ammunition Plant. However, one difference between Fort Sill and the other four military installations in the state would be that Fort Sill performs basic training for new military recruits. Many of these new recruits, as a part of their training, are not allowed to leave the installation during their basic training. However, the US Census includes these people in the community's population, which means the overall effect is to reduce the city's trade pull factor.

Endnotes:

1. While others may have made mention of "full-time equivalent" shoppers earlier, the first report we noticed the term used was written by David Darling at Kansas State University. David Darling. Leadership for Health Communities. Building a Healthy Retail Community: Lessons from Little Giants in Kansas. Kansas State University.
2. Chiappe, Jon. "1999 County Trade Pull Factors for the State of Oklahoma". Oklahoma Business Bulletin. 2000.

County Trade Pull Factors - 77 Counties in Oklahoma

County	FY 02-03 SSTST[1] (Millions $)	2002 Population	Per Capita Sales	County Trade Pull Factor	Trade Capture Area	Market Share	PCPI[2]	CTPF Adjusted for PCPI
ADAIR	$56.31	21,361	$2,636.17	0.30	6,374	0.18%	$17,343	0.43
ALFALFA	$17.21	5,898	$2,917.20	0.33	1,947	0.06%	$19,244	0.43
ATOKA	$62.78	13,990	$4,487.55	0.51	7,106	0.20%	$15,397	0.82
BEAVER	$13.79	5,575	$2,473.36	0.28	1,561	0.04%	$21,358	0.33
BECKHAM	$209.78	19,868	$10,558.86	1.20	23,745	0.68%	$19,479	1.53
BLAINE	$44.74	12,082	$3,703.02	0.42	5,064	0.14%	$17,584	0.59
BRYAN	$223.13	37,037	$6,024.48	0.68	25,255	0.72%	$20,255	0.84
CADDO	$126.52	30,000	$4,217.36	0.48	14,321	0.41%	$17,686	0.67
CANADIAN	$513.60	91,441	$5,616.79	0.64	58,134	1.66%	$24,410	0.65
CARTER	$451.52	46,199	$9,773.26	1.11	51,106	1.46%	$22,623	1.22
CHEROKEE	$231.08	43,419	$5,322.19	0.60	26,156	0.75%	$17,734	0.85
CHOCTAW	$85.57	15,155	$5,646.54	0.64	9,686	0.28%	$18,094	0.88
CIMARRON	$12.95	3,004	$4,311.77	0.49	1,466	0.04%	$20,185	0.60
CLEVELAND	$1,597.26	215,652	$7,406.64	0.84	180,790	5.17%	$24,843	0.84
COAL	$16.47	5,913	$2,784.95	0.32	1,864	0.05%	$15,076	0.52
COMANCHE	$823.22	113,414	$7,258.51	0.82	93,178	2.67%	$22,672	0.90
COTTON	$15.46	6,465	$2,391.74	0.27	1,750	0.05%	$19,276	0.35
CRAIG	$84.35	14,603	$5,775.91	0.65	9,547	0.27%	$19,601	0.83
CREEK	$338.56	68,836	$4,918.30	0.56	38,320	1.10%	$20,141	0.69
CUSTER	$229.05	25,188	$9,093.67	1.03	25,926	0.74%	$21,493	1.19
DELAWARE	$174.83	37,813	$4,623.56	0.52	19,789	0.57%	$19,944	0.65
DEWEY	$17.17	4,609	$3,725.42	0.42	1,943	0.06%	$20,611	0.51
ELLIS	$13.32	3,967	$3,358.04	0.38	1,508	0.04%	$21,009	0.45
GARFIELD	$572.39	57,246	$9,998.77	1.13	64,788	1.85%	$24,780	1.14
GARVIN	$157.61	27,176	$5,799.63	0.66	17,840	0.51%	$21,615	0.76
GRADY	$224.39	46,664	$4,808.67	0.54	25,398	0.73%	$19,300	0.70
GRANT	$14.33	5,030	$2,849.26	0.32	1,622	0.05%	$21,865	0.37
GREER	$19.66	5,787	$3,397.68	0.38	2,226	0.06%	$22,532	0.43
HARMON	$10.64	3,078	$3,455.30	0.39	1,204	0.03%	$20,020	0.49
HARPER	$14.61	3,461	$4,220.09	0.48	1,653	0.05%	$25,911	0.46
HASKELL	$48.40	11,726	$4,127.56	0.47	5,478	0.16%	$19,427	0.60
HUGHES	$52.85	14,009	$3,772.55	0.43	5,982	0.17%	$17,463	0.61
JACKSON	$221.41	27,333	$8,100.51	0.92	25,061	0.72%	$21,630	1.06
JEFFERSON	$19.32	6,579	$2,936.23	0.33	2,187	0.06%	$17,547	0.47
JOHNSTON	$28.77	10,454	$2,751.90	0.31	3,256	0.09%	$16,252	0.48
KAY	$429.69	47,680	$9,011.92	1.02	48,636	1.39%	$24,511	1.04
KINGFISHER	$88.53	13,731	$6,447.19	0.73	10,020	0.29%	$24,351	0.75
KIOWA	$38.49	9,927	$3,877.35	0.44	4,357	0.12%	$19,642	0.56
LATIMER	$38.62	10,537	$3,664.86	0.41	4,371	0.13%	$21,256	0.49
LEFLORE	$221.90	48,432	$4,581.70	0.52	25,117	0.72%	$17,932	0.72

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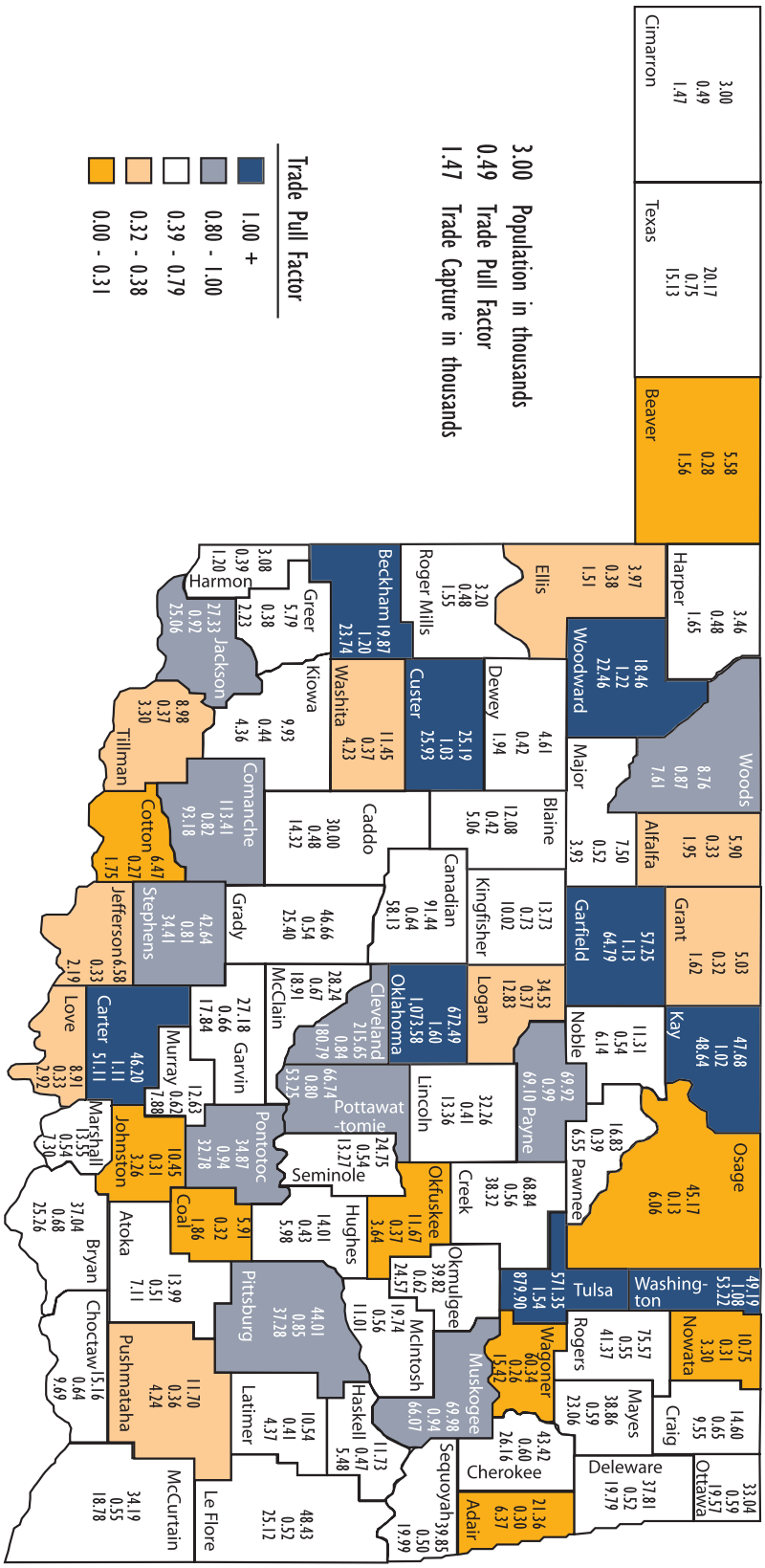
County Trade Pull Factors - 77 Counties in Oklahoma

County	FY 02-03 SSTST[1] (Millions $)	2002 Population	Per Capita Sales	County Trade Pull Factor	Trade Capture Area	Market Share	PCPI[2]	CTPF Adjusted for PCPI
LINCOLN	$118.00	32,264	$3,657.47	0.41	13,357	0.38%	$19,112	0.54
LOGAN	$113.35	34,527	$3,282.92	0.37	12,830	0.37%	$21,836	0.42
LOVE	$25.78	8,911	$2,892.77	0.33	2,918	0.08%	$17,979	0.45
MAJOR	$34.70	7,498	$4,628.47	0.52	3,928	0.11%	$21,292	0.61
MARSHALL	$64.53	13,547	$4,763.10	0.54	7,304	0.21%	$19,235	0.70
MAYES	$203.77	38,858	$5,243.93	0.59	23,064	0.66%	$20,266	0.73
MCCLAIN	$167.04	28,236	$5,915.79	0.67	18,907	0.54%	$19,294	0.87
MCCURTAIN	$165.89	34,187	$4,852.34	0.55	18,776	0.54%	$18,803	0.73
MCINTOSH	$97.31	19,736	$4,930.67	0.56	11,015	0.32%	$17,495	0.80
MURRAY	$69.61	12,631	$5,511.24	0.62	7,879	0.23%	$18,128	0.86
MUSKOGEE	$583.70	69,979	$8,341.12	0.94	66,068	1.89%	$21,182	1.11
NOBLE	$54.29	11,310	$4,800.15	0.54	6,145	0.18%	$21,706	0.62
NOWATA	$29.17	10,747	$2,713.94	0.31	3,301	0.09%	$17,214	0.45
OKFUSKEE	$32.19	11,668	$2,758.97	0.31	3,644	0.10%	$16,516	0.47
OKLAHOMA	$9,484.92	672,487	$14,104.24	1.60	1,073,578	30.73%	$29,316	1.36
OKMULGEE	$217.06	39,822	$5,450.79	0.62	24,569	0.70%	$16,834	0.91
OSAGE	$53.57	45,166	$1,186.11	0.13	6,064	0.17%	$19,701	0.17
OTTAWA	$172.87	33,040	$5,232.04	0.59	19,566	0.56%	$18,904	0.78
PAWNEE	$57.90	16,831	$3,439.90	0.39	6,553	0.19%	$20,325	0.48
PAYNE	$610.52	69,915	$8,732.34	0.99	69,104	1.98%	$21,250	1.16
PITTSBURG	$329.34	44,006	$7,483.90	0.85	37,277	1.07%	$20,077	1.05
PONTOTOC	$289.63	34,869	$8,306.19	0.94	32,782	0.94%	$21,730	1.08
POTTAWATOMI	$470.49	66,740	$7,049.55	0.80	53,253	1.52%	$19,583	1.02
PUSHMATAHA	$37.44	11,704	$3,199.01	0.36	4,238	0.12%	$15,994	0.56
ROGER MILLS	$13.72	3,203	$4,282.52	0.48	1,553	0.04%	$21,254	0.57
ROGERS	$365.51	75,567	$4,836.90	0.55	41,371	1.18%	$23,070	0.59
SEMINOLE	$117.26	24,735	$4,740.61	0.54	13,272	0.38%	$17,798	0.75
SEQUOYAH	$176.59	39,852	$4,431.26	0.50	19,988	0.57%	$18,368	0.68
STEPHENS	$303.98	42,637	$7,129.43	0.81	34,407	0.98%	$22,506	0.89
TEXAS	$133.71	20,171	$6,628.84	0.75	15,134	0.43%	$27,152	0.69
TILLMAN	$29.18	8,984	$3,247.66	0.37	3,302	0.09%	$16,725	0.55
TULSA	$7,773.77	571,348	$13,606.01	1.54	879,896	25.19%	$34,935	1.10
WAGONER	$136.24	60,339	$2,257.90	0.26	15,421	0.44%	$19,345	0.33
WASHINGTON	$470.19	49,189	$9,558.76	1.08	53,219	1.52%	$28,005	0.96
WASHITA	$37.40	11,454	$3,265.51	0.37	4,234	0.12%	$16,369	0.56
WOODS	$67.21	8,758	$7,674.58	0.87	7,608	0.22%	$20,876	1.04
WOODWARD	$198.41	18,459	$10,748.67	1.22	22,458	0.64%	$21,396	1.42
STATE	**$30,866.49**	**3,493,714**	**$8,834.86**	**1.00**	**3,493,714**	**100.00%**	**$24,945**	**1.00**

1. SSTST = Sales Subject to Sales Tax; 2. PCPI = Per Capita Personal Income
Source: US Census Bureau; ORIGINS

County Trade Pull Factors



SWOSU
Southwestern Oklahoma State University

City Trade Pull Factors - 50 Cities in Oklahoma

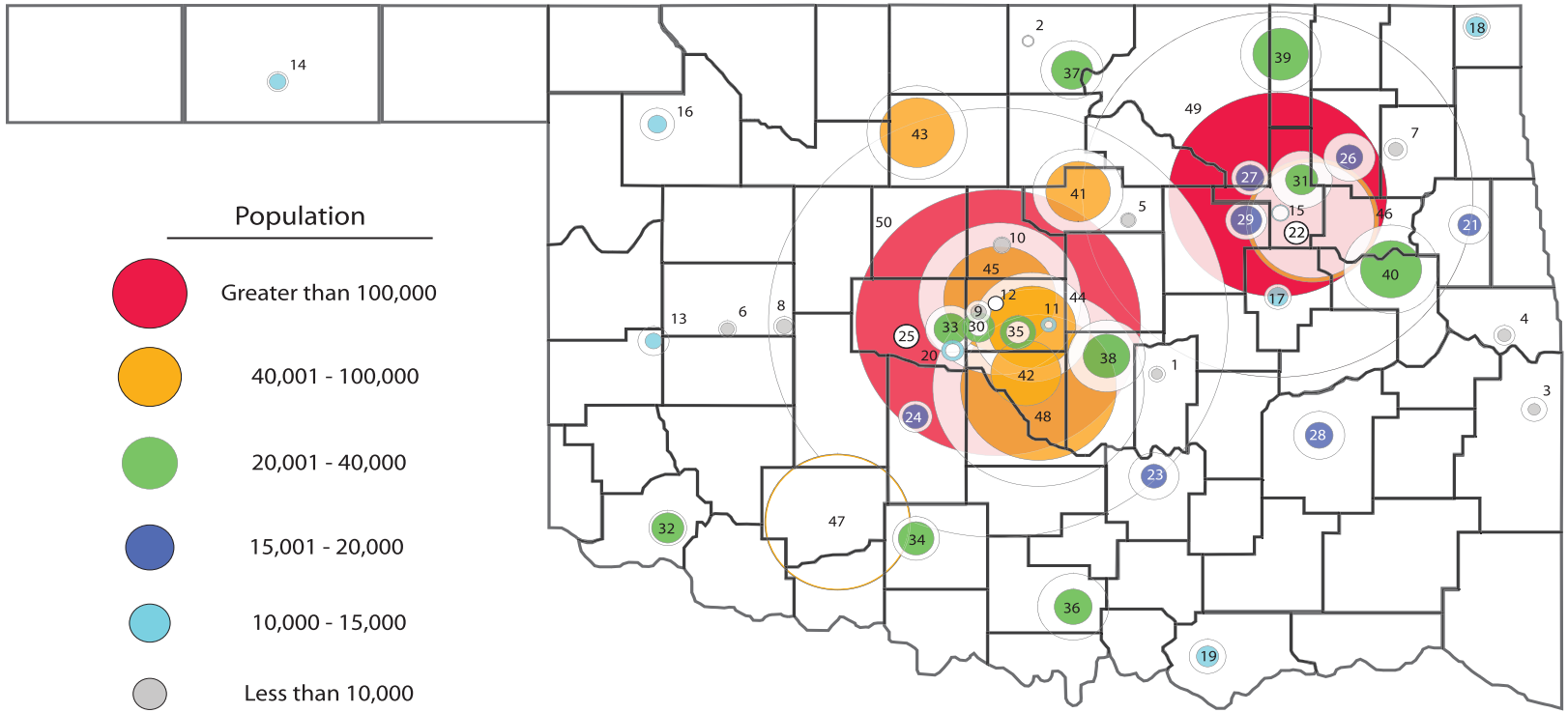
		City	SSTST* FY 02-03	2002 Population	Per Capita Sales	City Trade Pull Factor	Trade Capture Area	Market Share
Less than 10,000	1	Seminole	$91.07	6,836	$13,322.43	1.51	10,308	0.30%
	2	Blackwell	$53.02	7,518	$7,052.57	0.80	6,001	0.17%
	3	Poteau	$144.81	7,928	$18,265.40	2.07	16,391	0.47%
	4	Sallisaw	$116.07	8,314	$13,960.37	1.58	13,137	0.38%
	5	Cushing	$83.54	8,390	$9,957.63	1.13	9,456	0.27%
	6	Clinton	$97.71	8,422	$11,602.03	1.31	11,060	0.32%
	7	Pryor	$129.67	9,115	$14,226.14	1.61	14,677	0.42%
	8	Weatherford	$119.89	9,649	$12,425.40	1.41	13,570	0.39%
	9	Warr Acres	$137.16	9,694	$14,149.32	1.60	15,525	0.44%
	10	Guthrie	$98.29	9,987	$9,841.67	1.11	11,125	0.32%
10,000 - 15,000	11	Choctaw	$42.78	10,026	$4,266.56	0.48	4,842	0.14%
	12	Village	$85.10	10,117	$8,411.12	0.95	9,632	0.28%
	13	Elk City	$174.33	10,492	$16,615.34	1.88	19,732	0.56%
	14	Guymon	$115.48	10,667	$10,826.18	1.23	13,071	0.37%
	15	Jenks	$88.07	10,955	$8,039.58	0.91	9,969	0.29%
	16	Woodward	$192.34	11,796	$16,305.67	1.85	21,771	0.62%
	17	Okmulgee	$145.79	12,872	$11,326.52	1.28	16,502	0.47%
	18	Miami	$148.85	13,562	$10,975.30	1.24	16,848	0.48%
	19	Durant	$203.63	13,827	$14,727.01	1.67	23,049	0.66%
	20	Mustang	$78.35	13,993	$5,599.35	0.63	8,868	0.25%
15,001 - 20,000	21	Tahlequah	$228.23	15,012	$15,202.85	1.72	25,832	0.74%
	22	Bixby	$131.23	15,573	$8,426.88	0.95	14,854	0.43%
	23	Ada	$279.17	15,852	$17,610.78	1.99	31,598	0.90%
	24	Chickasha	$184.40	16,064	$11,479.36	1.30	20,872	0.60%
	25	El Reno	$137.06	16,146	$8,489.00	0.96	15,514	0.44%
	26	Claremore	$282.71	16,579	$17,052.23	1.93	31,999	0.92%
	27	Sand Springs	$209.45	17,644	$11,870.68	1.34	23,707	0.68%
	28	McAlester	$283.75	17,652	$16,074.43	1.82	32,117	0.92%
	29	Sapulpa	$226.89	19,802	$11,457.86	1.30	25,681	0.74%
20,001 - 40,000	30	Bethany	$101.84	20,241	$5,031.57	0.57	11,528	0.33%
	31	Owasso	$337.82	20,555	$16,435.08	1.86	38,237	1.09%
	32	Altus	$214.52	20,569	$10,429.17	1.18	24,281	0.69%
	33	Yukon	$278.36	21,121	$13,179.16	1.49	31,507	0.90%
	34	Duncan	$257.01	22,125	$11,616.13	1.31	29,090	0.83%
	35	Del City	$132.09	22,181	$5,954.94	0.67	14,951	0.43%
	36	Ardmore	$398.12	23,939	$16,630.71	1.88	45,063	1.29%
	37	Ponca City	$345.13	25,796	$13,379.21	1.51	39,065	1.12%
	38	Shawnee	$423.43	29,313	$14,445.20	1.64	47,927	1.37%
	39	Bartlesville	$443.12	34,765	$12,746.18	1.44	50,156	1.44%
	40	Muskogee	$526.58	38,600	$13,642.10	1.54	59,603	1.71%

City Trade Pull Factors - 50 Cities in Oklahoma

		City	SSTST* FY 02-03	2002 Population	Per Capita Sales	City Trade Pull Factor	Trade Capture Area	Market Share
40,001 - 100,000	41	Stillwater	$503.64	40,586	$12,409.14	1.40	57,006	1.63%
	42	Moore	$386.19	43,739	$8,829.37	1.00	43,712	1.25%
	43	Enid	$558.39	46,531	$12,000.30	1.36	63,203	1.81%
	44	Midwest City	$650.43	54,503	$11,933.88	1.35	73,621	2.11%
	45	Edmond	$905.66	70,540	$12,838.92	1.45	102,510	2.93%
	46	Broken Arrow	$689.15	83,088	$8,294.20	0.94	78,003	2.23%
	47	Lawton	$792.51	91,333	$8,677.14	0.98	89,702	2.57%
	48	Norman	$1,172.01	97,831	$11,979.90	1.36	132,657	3.80%
100,000 +	49	Tulsa	$6,192.61	391,908	$15,801.19	1.79	700,929	20.06%
	50	Oklahoma City	$7,292.58	519,034	$14,050.28	1.59	825,431	23.63%
		STATE	$30,866.49	3,493,714	$8,834.86	1.00	3,045,890	87.18%

SSTST = Sales Subject to Sales Tax in Millions of Dollars
Source: US Census Bureau; ORIGINS

Oklahoma Trade Pull Factors: 50 Oklahoma Cities



1 - Seminole
2 - Blackwell
3 - Poteau
4 - Sallisaw
5 - Cushing
6 - Clinton
7 - Pryor
8 - Weatherford
9 - Warr Acres
10 - Guthrie
11 - Choctaw
12 - Village
13 - Elk City
14 - Guymon
15 - Jenks
16 - Woodward
17 - Okmulgee
18 - Miami
19 - Durant
20 - Mustang
21 - Tahlequah
22 - Bixby
23 - Ada
24 - Chickasha
25 - El Reno
26 - Claremore
27 - Sand Springs
28 - McAlester
29 - Sapulpa
30 - Bethany
31 - Owasso
32 - Altus
33 - Yukon
34 - Duncan
35 - Del City
36 - Ardmore
37 - Ponca City
38 - Shawnee
39 - Bartlesville
40 - Muskogee
41 - Stillwater
42 - Moore
43 - Enid
44 - Midwest City
45 - Edmond
46 - Broken Arrow
47 - Lawton
48 - Norman
49 - Tulsa
50 - Oklahoma City