Business Development Series: *Oklahoma Trade Pull Factors*

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Trade pull factors reported in this Business Development series, are used to measure the effectiveness of retail market performance, and its ability to attract resident and non-resident consumers on taxable retail sales in each county or city of Oklahoma.

County Trade Pull Factors
County trade pull factors (CTPF) in Oklahoma range from the minimum 0.14 in Osage county to the maximum 1.58 in Oklahoma county within the seventy-seven counties. County trade pull factors were not evenly distributed among these counties in Oklahoma. A total of eight counties, or 10.4% of Oklahoma's seventy-seven counties, had trade pull factors greater than 1.00 in the 2007 calendar year.

Among the nine counties with trade pull factors greater than 1.00, Oklahoma and Tulsa took the lead; each had trade pull factors equal to 1.58 and 1.51 respectively. The high pull factors of these two counties was partially accounted for by their diverse retail trade and large metropolitan areas, which attracted a wide majority of consumers. Other counties with trade pull factors greater than 1.00 include Beckham & Woodward (1.32), Garfield (1.14), Carter (1.12), Custer (1.08), and Washington (1.06). These nine counties are shaded in dark blue in the county trade pull factor map on page 8.

The county trade pull factor map (page 8) displays five different color codes that group counties with the same range of trade pull factors under a given color coding. Counties with strong trade pull factors are highlighted in dark blue, which has a trade pull factor of 1.00 and higher. Counties with trade pull factors varying from 0.80 to 1.00 are colored in light blue. A total of thirty-nine counties have a trade pull factor that falls between the two extreme, ranging from 0.40 to 0.79, which are presented in white. The remaining coun-

What Are Trade Pull Factors?

Trade pull factors are used to measure the relative strength of a region's ability to attract people from outside its borders.

Why Are They Important?

Regions with ability to attract more non-resident consumers could 'capture' more dollars for the region. Regions capturing nonsident dollars not only benefit from increase employment opportunities, but also from the county and city sales taxes paid by nonresident consumers.

How Are the Numbers Calculated?

The first step to compute per capita sales is to divide sales subject to sales tax (SSTST) in a given geographic region by its respective population.

Once per capita sales figures are computed, county trade pull factors can be derived by dividing the county per capita sales by per capita sales of the state. Similarly, city trade pull factors are computed by dividing the city per capita sales by per capita sales of the state.

How Are They Interpreted?

Trade pull factors are basically location quetients that compare a given county or city's per capita sales to the state's per capita sales.

Counties or cities with per capita sales greater than the per capita sales of the state would result in a trade pull factor greater than 1.00. Trade pull factors greater than 1.00 represent the local retail businesses that are able to attract or capture more trade from nonresident consumers.

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ties with trade pull factors ranging from 0.32 to 0.39 are shaded in orange, and counties with trade pull factor lesser than 0.32 in light green.

Additionally, there are three numbers reported for each county on the map (page 8), where the first number represents the county's population in 2007; the second number refers to the trade pull factor for the given county; while the last number signifies the trade capture area.[1] Trade capture area represents the number of 'full time equivalent' consumers making retail purchases in the region. [2]

There were ten counties that have trade pull factors scoring between the range of 0.80 - 1.00. These counties are shaded in light blue on the county trade pull factor map, namely Pittsburg (0.96), Kay and Payne (0.95), Pontotoc and Woods (0.93), Jackson and Stephens (0.91), Muskogee (0.88), Comanche (0.87), Cleveland (0.84), and McClain (0.83). With the exception of Cleveland county that is located in or near the Oklahoma City metropolitan area, each of these eleven counties has some distance from the major metro areas, and each has at least one city serving as a central shopping location. These are Ponca City in Kay county; Stillwater in Payne, Ada in Pontotoc county; Altus in Jackson county; Lawton in Comanche; Muskogee in Muskogee county; Alva in Woods county; Norman in Cleveland county; Duncan in Stephens county; McAlester in Pittsburg county; and Purcell in McClain county.

The fifteen counties shaded in orange (page 8) have a trade pull factor falls between 0.30 – 0.39. Counties in this grouping include Lincoln (0.39); Pawnee and Greer (0.37); Washita and Pushmataha (0.36); Logan (0.35); Beaver (0.34); Alfalfa, Tillman and Grant (0.33); Okfuskee and Nowata (0.32); Adair, Jefferson and Johnson (0.31). The last grouping of counties had relatively small trade pull factors in 2007. These counties were Cotton (0.28); Love (0.27); Wagoner (0.23); and lastly Osage (0.14).

Trade Pull Trend & Analysis

In 2007, eight of the following nine coun-

Counties or cities with per capita sales equal to the per capita sales of the state would result in a trade pull factor equal to 1.00. A trade pull factor equal to 1.00 represents that the county or city is able to sustain its retail businesses from local community.

Likewise, trade pull factors equal to 1.00 also indicate that the region attracts as many nonresident consumers as it loses resident consumers to other regions by replacing dollars that leak from the region with captured dollars.

Similarly, counties or cities with per capita sales less than the per capita sales of the state will result in a trade pull factor less than 1.00. This indicates that the region loses its resident consumers to other regions through retail consumptions.

Who Benefits From This?

Trade pull factors can be used by business entrepreneurs, bankers, economic developers, and local government officials to assess relative strengths and weaknesses of the retail sector within a geographic region.

Why Do Bankers Benefit?

Commercial lending bankers can utilize it as an additional tool to gauge the viability of a business in the retail sector.

Why Do Economic Developers Benefit?

Economic developers can use it as a measurement tool to enhance their decision making process to estimate the relative strength of a region's performance. A trade pull factor higher than 1.00 in a region of less than ideal population may reveals its potential from a prospective developer's point of view.

ties: Oklahoma, Tulsa, Woodward, Beckham, Garfield, Carter, Custer, Payne, and Washington managed to maintain a trade pull factor higher than 1.0 since the last study period (calendar year 2004). Comparing the trade pull factor performance of these counties, Oklahoma County declined 0.01 point while Tulsa remained unchanged at 1.51 point between calendar year 2004 and calendar year 2007. Four counties had better trade pull performance, where Woodward and Beckham gained a higher trade pull factor of 0.16, and Garfield and Custer gained 0.01 respectively. Payne county had fallen to a lower trade pull grouping (0.8 – 1.00), from 1.10 in calendar year 2004 to 0.95 in 2007; whereas, Carter county's trade pull factor performance dropped from 1.13 in calendar year 2004 to 1.12 in 2007.

While trade pull factors measure the relative strength of the retail business market, trade capture areas measure the number of consumers that the community retailers captured. Trade capture area is computed by multiplying the region's population by its trade pull factor[3] (refer to table on page 5 - 7). According to the table, Oklahoma County drew the largest consumer base in the state. While generating a total market share of 30.61, Oklahoma County's trade capture area topped 1.105 million people.

In addition, Tulsa County earned 24.43% of the market share with 0.881 million people in trade capture area in 2007. Other huge trade capture areas included Cleveland (0.198 million people and 5.50% of market share), Comanche (0.099 million people and 2.76%), and Payne (73.676 thousand people and 2.04%).

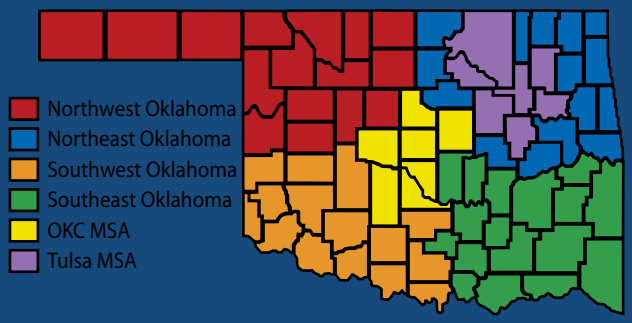
Table 1 includes additional trade measure information. The second-to-last column represents per capita personal income (PCPI) of 2007, and the last column represents county trade pull factors adjusted for per capita personal income (CTPF Adjusted for PCPI). The difference between the 'CTPF' and 'CTPF Adjusted for PCPI' is that the latter took into consideration income differences between counties.

Why Do Business Entrepreneurs/ Managers Benefit?

Business owners or managers can use it as a tool to locate the ideal business opportunity in the existing retail market. It helps business owners and managers identify the relative strength of the retail market in a region as well as its trade capture area.

Where Is the Geographic Area?

This report presents trade pull factors that cover all 77 counties and 50 cities in Oklahoma.



What Time Period?

The trade pull factors reported in this newsletter use 2007 population estimates from the US Census and 2007 sales subject to sales taxes (SSTST) figures from the ORIGINS database, and 2007 Per Capita Personal Income (PCPI) from the Bureau of Economic Analysis - REIS database.

City Trade Pull Factors

In addition to county trade pull factors, fifty cities' trade pull factors are documented in this report for reader's or user's convenience. Table 2 (page 9-10) presents fifty cities' trade pull factors, where each city is organized into a different population grouping according to six different color codes. In 2007, the combined retail trade's sales subject to sales taxes for these fifty cities accounted for 87% of the total retail trade business in the state of Oklahoma. In table 2, heading of the last column 'market share' computes the city's proportion of total sales subject to sales tax in Oklahoma.

The color used in the cities' trade pull factor map (page 11) corresponds with the color grouping in table 2. Each city has two circles around it. The colored circle refers to the city's population, whereas the white circle represents the relative strength of the city's trade capture area. Therefore, if a city has an inner circle colored while surrounded by a white circle, this city is said to have a trade pull factor greater than one and vice versa. Under normal circumstances, a city's trade pull factor is usually greater than the county's trade pull factor where it is located. For example, Lawton had a trade pull factor of 1.04, while Comanche county had a weaker trade pull factor of 0.87. In this case, Lawton probably pulled-in more trade from other population areas than Comanche County did from surrounding counties.

In Table 2, the first grouping has a population of less than 10,000 people and is colored in grey. This group consists of nine cities with population ranging from 6,808 people in Seminole city to 9,802 in The Village, with an average trade pull factor of 1.37. Two of the nine cities had trade pull factors lesser than 1.00, which included Blackwell (0.74) and The Village (0.88). Poteau had the highest trade pull factor (1.96) from in this grouping, whereas Pryor captured the largest market share of 0.56%.

The second grouping colored in light blue, consists of population ranging from 10,001 to 15,000 people. Nine cities fell into this group, with population ranging from 10,097 (Weatherford) to 14,879 (Jenks), with an average trade pull factor of 1.34. Seven of the nine cities had trade pull factors higher than 1.00, topped by Woodward and Elk City with trade pull factors of 2.33 and 2.31 respectively. The two cities with trade pull factors less than 1.00 were Choctaw (0.49) and Jenks (0.87). Their low score can be partially attributed to their geographic regions, where both Choctaw and Jenks face stiff competition from their close proximity to Oklahoma City and Tulsa, the two largest metropolitan areas in Oklahoma.

The third grouping (in dark-blue) is comprised of eleven cities with population ranging from 16,161 people in Durant to 19,607 people in Bethany. The average of trade pull factors for these eleven cities was 1.40. Cities with trade pull factors greater than or equal to 1.00 were Durant (1.66), Tahlequah (1.92), Ada (1.98), Chickasha (1.29), Claremore (1.84), McAlester (2.07), Sand Springs (1.47), and Altus (1.17). Cities that are located near the Oklahoma City metro area with trade pull factors less than 1.00 included Mustang (0.92), El Reno (0.99), and Bethany (0.51). Claremore is the only exception that had a trade pull factor greater than 1.00 in spite of its close proximity to the Tulsa metro area. To some extent, this could be partially due to the facts that Claremore and Tulsa are separated by a toll road and Claremore does not actually border Tulsa.

The forth grouping (in green), has a population ranging from 20,091 (Bixby) to 35,415 (Bartlesville). Trade pull factors average for the ten cities in this group was 1.44. All of the cities have trade pull factors greater than 1.00 except Bixby (0.95) and Del City (0.96). The second largest group has eight cities (in yellow) with population ranging from 40,001 to 100,000. Lawton (91,568 people) had the highest population base compared to Muskogee with the least population of 40,015 people in this grouping. Likewise, Edmond had the largest trade capture area of 120,324 people of this grouping. All cities fallen in this grouping have trade pull factors higher than 1.00.

Two of the three cities in the last grouping include the Oklahoma City and Tulsa metro areas. This final group is presented in red color. Oklahoma City had the largest population base of 547,274 people and the highest trade capture area of 841,495 people in 2007. However, Tulsa had a higher pull factor (1.72) than Oklahoma City (1.54). Norman's population increased from 100,923 in 2004 to 106,707 in 2007 with a trade pull factor of 1.33. The trade pull factor average of these three cities was 1.53. Oklahoma City and Tulsa metro areas combined had captured 48.68% of the total market share in 2007.

All of the cities with trade pull factors less than 1.00 are situated near larger cities with stronger trade pull factors. It is apparent from the map (page 11) that the geographic location of cities with negative trade pull factors are located close to the Oklahoma City or Tulsa metro areas.

Endnotes:

1. Trade capture area is computed by multiplying population by trade pull factor.

2. While others may have made mention of 'full-time equivalent' shopper 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.

3. County with pull factor greater than 1.0, may not neccesarily have the largest trade capture area.

Table 1: County Trade Pull Factors - 77 Counties in Oklahoma

County	2007 SSTST[1] (mil$)	2007 Population	County Per capita sales	County Trade Pull Factor	Trade Capture Area	Market share	2007 PCPI[2]	CTPF Adjusted for PCPI
Adair	$73.47	21,852	$3,362.16	0.31	6,850	0.19%	$21,835	0.28
Alfalfa	$20.17	5,623	$3,587.53	0.33	1,881	0.05%	$20,558	0.42
Atoka	$92.61	14,479	$6,396.35	0.60	8,635	0.24%	$21,348	0.96
Beaver	$19.40	5,333	$3,638.55	0.34	1,809	0.05%	$26,812	0.58
Beckham	$329.36	20,793	$15,840.05	1.48	30,710	0.85%	$29,333	2.42
Blaine	$61.73	12,596	$4,900.68	0.46	5,756	0.16%	$20,439	0.60
Bryan	$311.16	39,298	$7,917.91	0.74	29,012	0.80%	$27,361	0.88
Caddo	$143.61	29,112	$4,932.97	0.46	13,390	0.37%	$22,176	0.79
Canadian	$732.07	103,331	$7,084.72	0.66	68,258	1.89%	$33,196	0.84
Carter	$568.80	47,484	$11,978.77	1.12	53,035	1.47%	$32,535	1.76
Cherokee	$270.99	45,088	$6,010.21	0.56	25,267	0.70%	$24,415	0.59
Choctaw	$93.53	14,991	$6,239.14	0.58	8,721	0.24%	$23,969	0.63
Cimarron	$11.86	2,630	$4,508.75	0.42	1,106	0.03%	$23,941	0.60
Cleveland	$2,128.79	235,241	$9,049.40	0.84	198,487	5.50%	$34,074	1.23
Coal	$47.02	5,698	$8,251.37	0.77	4,384	0.12%	$21,426	1.12
Comanche	$1,066.23	113,931	$9,358.52	0.87	99,414	2.76%	$31,845	0.90
Cotton	$18.70	6,277	$2,978.51	0.28	1,743	0.05%	$31,786	0.45
Craig	$109.74	15,149	$7,244.32	0.68	10,232	0.28%	$26,715	0.74
Creek	$444.33	68,940	$6,445.22	0.60	41,429	1.15%	$27,585	0.66
Custer	$300.82	26,020	$11,561.04	1.08	28,048	0.78%	$28,350	1.41
Delaware	$224.90	40,329	$5,576.71	0.52	20,970	0.58%	$27,222	0.66
Dewey	$21.73	4,330	$5,018.98	0.47	2,026	0.06%	$29,963	0.58
Ellis	$22.59	3,893	$5,801.67	0.54	2,106	0.06%	$28,363	0.70
Garfield	$701.76	57,504	$12,203.65	1.14	65,432	1.81%	$34,744	1.33
Garvin	$208.89	27,102	$7,707.56	0.72	19,477	0.54%	$31,632	0.89
Grady	$295.94	50,446	$5,866.51	0.55	27,593	0.76%	$26,311	0.55
Grant	$15.89	4,485	$3,543.56	0.33	1,482	0.04%	$30,762	0.37
Greer	$22.69	5,694	$3,984.86	0.37	2,116	0.06%	$26,153	0.49
Harmon	$12.89	2,831	$4,554.07	0.42	1,202	0.03%	$25,783	0.48
Harper	$18.37	3,240	$5,670.68	0.53	1,713	0.05%	$34,841	0.71

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County	2007 SSTST[1] (mil$)	2007 Population	County Per capita sales	County Trade Pull Factor	Trade Capture Area	Market share	2007 PCPI[2]	CTPF Adjusted for PCPI
Haskell	$63.21	12,041	$5,249.21	0.49	5,893	0.16%	$26,426	0.66
Hughes	$69.59	13,576	$5,126.21	0.48	6,489	0.18%	$22,449	0.48
Jackson	$250.88	25,686	$9,767.31	0.91	23,392	0.65%	$29,794	1.21
Jefferson	$20.68	6,246	$3,310.96	0.31	1,928	0.05%	$21,747	0.48
Johnston	$34.24	10,402	$3,291.79	0.31	3,193	0.09%	$23,548	0.36
Kay	$465.64	45,711	$10,186.71	0.95	43,416	1.20%	$33,621	1.53
Kingfisher	$118.38	14,304	$8,275.89	0.77	11,038	0.31%	$34,947	1.15
Kiowa	$43.64	9,428	$4,628.85	0.43	4,069	0.11%	$26,117	0.45
Latimer	$65.13	10,427	$6,246.50	0.58	6,073	0.17%	$27,268	0.58
Le Flore	$263.74	49,510	$5,327.06	0.50	24,591	0.68%	$24,442	0.67
Lincoln	$133.71	32,211	$4,150.93	0.39	12,467	0.35%	$26,316	0.50
Logan	$138.10	37,123	$3,720.10	0.35	12,876	0.36%	$34,971	0.50
Love	$26.06	9,096	$2,868.77	0.27	2,433	0.07%	$29,833	0.36
Major	$47.88	7,167	$6,680.79	0.62	4,464	0.12%	$27,347	0.62
Marshall	$80.76	14,766	$5,469.41	0.51	7,530	0.21%	$24,842	0.60
Mayes	$276.11	39,588	$6,974.63	0.65	25,744	0.71%	$25,845	0.83
McClain	$282.15	31,779	$8,878.42	0.83	26,307	0.73%	$33,197	1.17
McCurtain	$194.71	33,409	$5,827.99	0.54	18,154	0.50%	$24,862	0.74
McIntosh	$116.54	19,650	$5,930.93	0.55	10,866	0.30%	$24,743	0.58
Murray	$85.82	12,661	$6,778.60	0.63	8,002	0.22%	$29,394	0.89
Muskogee	$668.47	71,012	$9,413.45	0.88	62,328	1.73%	$26,645	1.24
Noble	$59.36	11,100	$5,348.10	0.50	5,535	0.15%	$27,187	0.59
Nowata	$36.33	10,688	$3,399.20	0.32	3,387	0.09%	$23,420	0.42
Okfuskee	$38.82	11,197	$3,467.20	0.32	3,620	0.10%	$22,415	0.42
Oklahoma	$11,846.38	699,027	$16,946.96	1.58	1,104,549	30.61%	$43,211	2.36
Okmulgee	$237.43	39,344	$6,034.60	0.56	22,137	0.61%	$25,517	0.88
Osage	$66.54	45,433	$1,464.63	0.14	6,204	0.17%	$30,350	0.11
Ottawa	$200.54	32,325	$6,203.75	0.58	18,698	0.52%	$28,182	0.79
Pawnee	$65.62	16,421	$3,996.30	0.37	6,119	0.17%	$27,517	0.43
Payne	$790.18	77,724	$10,166.48	0.95	73,676	2.04%	$27,050	1.18

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County	2007 SSTST[1] (mil$)	2007 Population	County Per capita sales	County Trade Pull Factor	Trade Capture Area	Market share	2007 PCPI[2]	CTPF Adjusted for PCPI
Pittsburg	$461.88	44,636	$10,347.67	0.96	43,065	1.19%	$28,234	1.23
Pontotoc	$364.74	36,512	$9,989.47	0.93	34,008	0.94%	$29,470	1.21
Pottawatomie	$573.99	69,226	$8,291.61	0.77	53,519	1.48%	$27,997	0.96
Pushmataha	$44.50	11,640	$3,822.98	0.36	4,149	0.11%	$23,034	0.42
Roger Mills	$21.10	3,296	$6,402.59	0.60	1,968	0.05%	$29,615	0.75
Rogers	$462.97	82,931	$5,582.65	0.52	43,167	1.20%	$31,387	0.79
Seminole	$154.24	24,103	$6,399.04	0.60	14,381	0.40%	$26,460	0.71
Sequoyah	$211.42	40,926	$5,165.97	0.48	19,713	0.55%	$24,720	0.54
Stephens	$421.22	43,255	$9,738.12	0.91	39,275	1.09%	$32,225	1.20
Texas	$149.10	19,890	$7,496.05	0.70	13,902	0.39%	$29,052	0.99
Tillman	$29.08	8,117	$3,582.53	0.33	2,711	0.08%	$23,665	0.36
Tulsa	$9,453.49	584,141	$16,183.58	1.51	881,438	24.43%	$48,025	1.82
Wagoner	$162.85	67,135	$2,425.70	0.23	15,184	0.42%	$29,237	0.33
Washington	$567.60	49,770	$11,404.41	1.06	52,922	1.47%	$38,558	0.77
Washita	$45.27	11,651	$3,885.13	0.36	4,221	0.12%	$23,136	0.43
Woods	$84.24	8,448	$9,971.05	0.93	7,854	0.22%	$25,842	0.84
Woodward	$312.98	19,674	$15,908.46	1.48	29,182	0.81%	$31,369	2.24
STATE	**$38,697.40**	**3,608,123**	**$10,725.08**	**1.00**	**3,608,123**	**100.00%**	**$34,997**	**1.00**

1. SSTST = Sales Subject to Sales Tax
2. PCPI = Per Capita Personal Income
Source: US Census Bureau, ORIGINS database, Bureau of Economic Analysis - REIS database

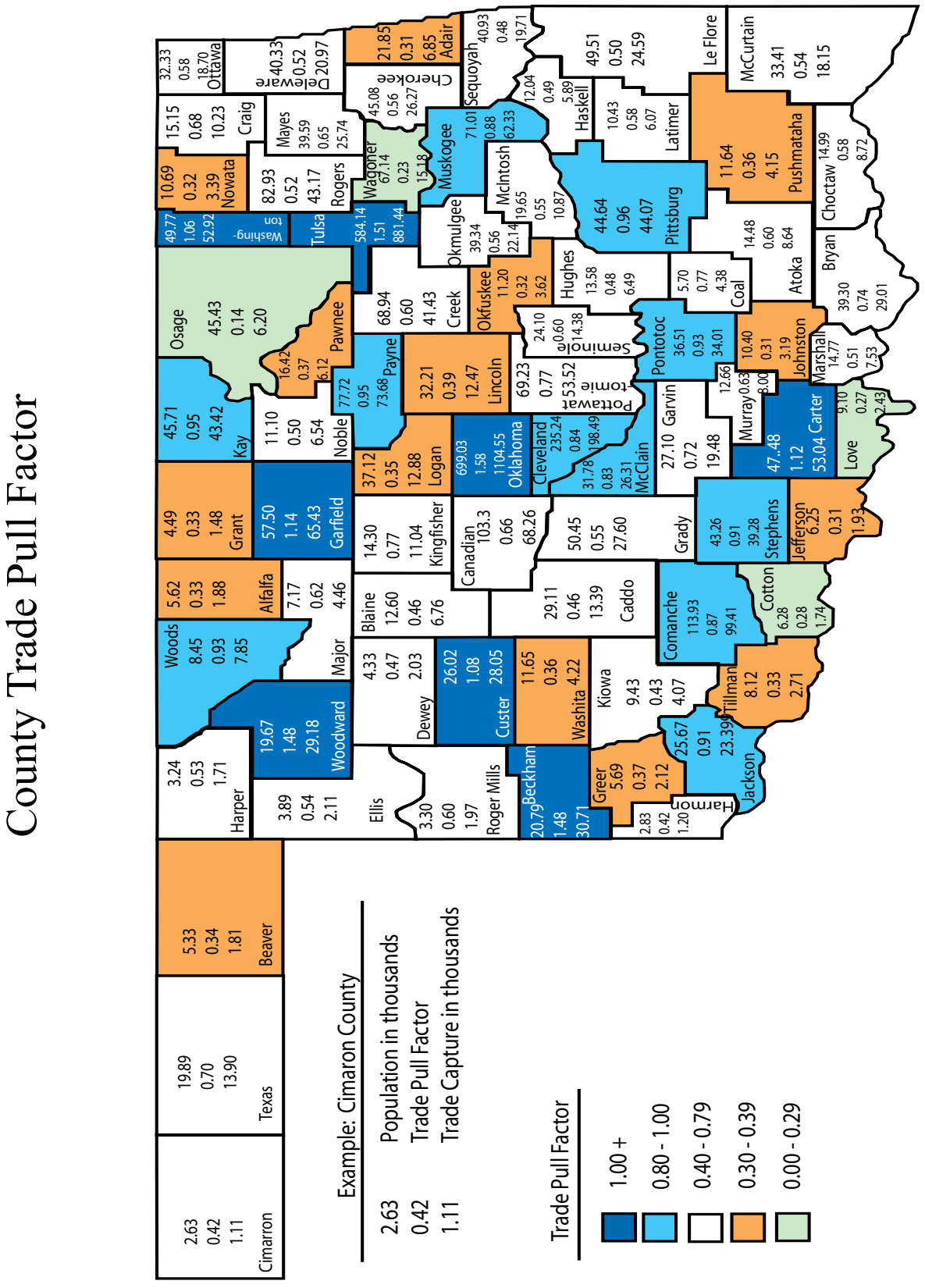

County Trade Pull Factor
Example: Cimaron County
2.63 Population in thousands
0.42 Trade Pull Factor
1.11 Trade Capture in thousands
Trade Pull Factor
1.00 +
0.80 - 1.00
0.40 - 0.79
0.30 - 0.39
0.00 - 0.29
Cimarron 2.63 0.42 1.11
Texas 19.89 0.70 13.90
Beaver 5.33 0.34 1.81
Harper 3.24 0.53 1.71
Woodward 19.67 1.48 29.18
Alfalfa 5.62 0.33 1.88
Grant 4.49 0.33 1.48
Kay 45.71 0.95 43.42
Garfield 57.50 1.14 65.43
Noble 11.10 0.50 6.54
Major 7.17 0.62 4.46
Woods 8.45 0.93 7.85
Ellis 3.89 0.54 2.11
Roger Mills 3.30 0.60 1.97
Beckham 20.79 1.48 30.71
Custer 26.02 1.08 28.05
Dewey 4.33 0.47 2.03
Blaine 14.30 0.77 11.04
Kingfisher 12.88 0.46 6.76
Logan 37.12 0.35 32.21
Canadian 103.3 0.66 68.26
Oklahoma 699.03 1.58 1104.55
Payne 77.72 0.95 73.68
Pawnee 16.42 0.37 6.12
Osage 45.43 0.14 6.20
Lincoln 12.47 0.39
Creek 68.94 0.60 41.43
Okfuskee 11.20 0.32 3.62
Okmulgee 39.34 0.56 22.14
Tulsa 584.14 1.51 881.44
Washington 49.77 1.06 52.92
Nowata 10.69 0.32 3.39
Craig 15.15 0.68 10.23
Ottawa 32.33 0.58 18.70
Delaware 40.33 0.52 20.97
Rogers 82.93 0.52 43.17
Mayes 39.59 0.65 25.74
Wagoner 67.14 0.23 15.18
Cherokee 45.08 0.56 26.27
Adair 21.85 0.31 6.85
Sequoyah 40.93 0.48 19.71
Muskogee 71.07 0.88 62.33
McIntosh 19.65 0.55 10.87
Pottawatomie 53.52 0.84 198.49
Cleveland 235.24 0.83 31.78
Seminole 24.10 0.60 14.38
Hughes 13.58 0.48 6.49
Haskell 12.04 0.49 5.89
Pittsburg 44.64 0.96 44.07
Latimer 10.43 0.58 6.07
Le Flore 49.51 0.50 24.59
McClain 26.31
Grady 27.60
Caddo 50.45 0.55 13.39
Kiowa 9.43 0.43
Washita 29.11 0.46 4.22
Custer 11.65 0.36
Comanche 113.93 0.87 99.41
Tillman 8.12 0.33 2.71
Jackson 25.67 0.91 23.39
Harmon 2.83 0.42 1.20
Greer 5.69 0.37 2.12
Pontotoc 36.51 0.93 34.01
Garvin 27.10 0.72 19.48
Coal 5.70 0.77 4.38
Atoka 14.48 0.60 8.64
McCurtain 33.41 0.54 18.15
Choctaw 14.99 0.58 8.72
Pushmataha 11.64 0.36 4.15
Bryan 39.30 0.74 29.01
Johnston 10.40 0.31 3.19
Marshall 14.77 0.51 7.53
Murray 12.66 0.63 8.00
Carter 47..48 1.12 53.04
Stephens 43.26 0.91 39.28
Jefferson 6.25 0.31 1.93
Cotton 6.28 0.28 1.74
Love 9.10 0.27 2.43

Table 2: City Trade Pull Factors - 50 Cities in Oklahoma

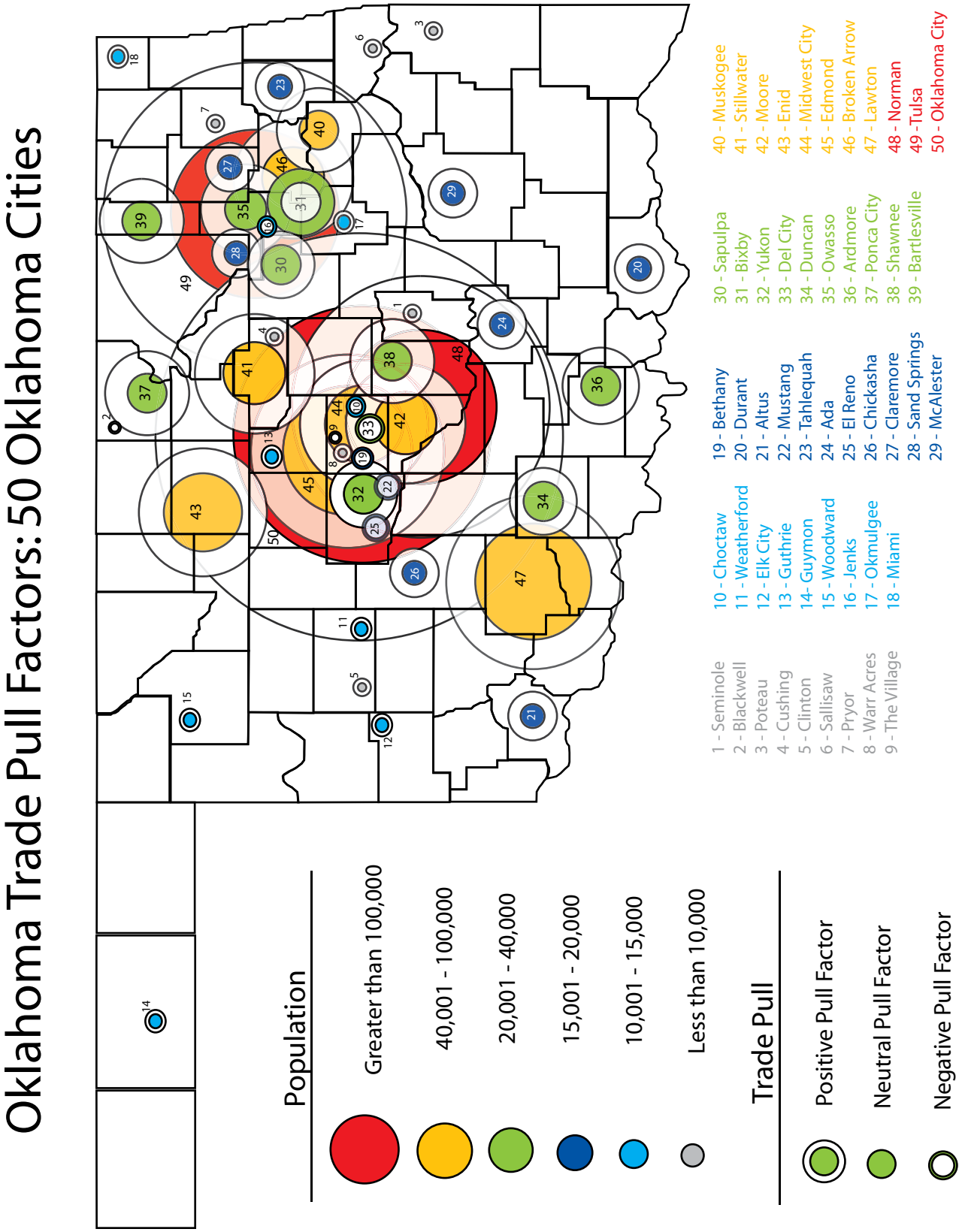
	City	2007 SSTST (mil$)	2007 Population	Per Capita Sales	City Trade Pull Factor	Trade Capture Area	Market Share
Population less than 10,000	Seminole	$124.32	6,808	$18,260.86	1.70	11,591.52	0.37%
	Blackwell	$56.78	7,172	$7,917.01	0.74	5,294.21	0.17%
	Poteau	$172.97	8,246	$20,975.90	1.96	16,127.36	0.51%
	Clinton	$125.04	8,659	$14,440.99	1.35	11,659.08	0.37%
	Sallisaw	$138.06	8,740	$15,796.36	1.47	12,872.65	0.41%
	Pryor	$189.27	9,239	$20,485.73	1.91	17,647.20	0.56%
	Warr Acres	$126.15	9,456	$13,340.31	1.24	11,761.77	0.38%
	Cushing	$107.73	9,475	$11,369.84	1.06	10,044.61	0.32%
	The Village	$92.68	9,802	$9,455.42	0.88	8,641.61	0.28%
10,001 - 15,000	Weatherford	$161.67	10,097	$16,012.05	1.49	15,074.35	0.48%
	Guymon	$131.94	10,574	$12,477.94	1.16	12,302.17	0.39%
	Guthrie	$119.14	11,046	$10,786.18	1.01	11,108.93	0.35%
	Elk City	$275.22	11,099	$24,796.40	2.31	25,660.90	0.82%
	Choctaw	$58.69	11,118	$5,279.22	0.49	5,472.63	0.17%
	Woodward	$304.43	12,206	$24,941.04	2.33	28,384.90	0.91%
	Okmulgee	$158.59	12,630	$12,556.64	1.17	14,786.87	0.47%
	Miami	$172.30	13,364	$12,892.51	1.20	16,064.73	0.51%
	Jenks	$138.67	14,879	$9,319.63	0.87	12,929.20	0.41%
15,001 - 20,000	Durant	$287.04	16,161	$17,761.17	1.66	26,763.29	0.85%
	El Reno	$172.74	16,286	$10,606.83	0.99	16,106.44	0.51%
	Tahlequah	$267.50	16,419	$16,292.17	1.52	24,941.65	0.80%
	Ada	$351.22	16,537	$21,238.56	1.98	32,747.74	1.04%
	Chickasha	$236.49	17,068	13,855.70	1.29	22,050.10	0.70%
	Mustang	$169.61	17,190	$9,867.05	0.92	15,814.76	0.50%
	Claremore	$341.37	17,312	$19,718.97	1.84	31,829.58	1.02%
	McAlester	$403.84	18,232	$22,149.91	2.07	37,653.54	1.20%
	Sand Springs	$290.52	18,450	$15,746.17	1.47	27,087.62	0.86%
	Altus	$243.03	19,329	$12,573.42	1.17	22,660.13	0.72%
	Bethany	$108.09	19,607	$5,513.05	0.51	10,078.66	0.32%

Table 2: City Trade Pull Factors - 50 Cities in Oklahoma

	City	2007 SSTST (mil$)	2007 Population	Per Capita Sales	City Trade Pull Factor	Trade Capture Area	Market Share
20,001 - 40,000	Bixby	$205.34	20,091	$10,220.31	0.95	19,145.44	0.61%
	Sapulpa	$297.70	20,908	$14,238.59	1.33	27,757.42	0.89%
	Del City	$227.25	22,061	$10,300.91	0.96	21,188.51	0.68%
	Yukon	$358.06	22,498	$15.915.15	1.48	33,385.20	1.06%
	Duncan	$344.58	22,531	$15,293.55	1.43	32,128.33	1.02%
	Ponca City	$372.15	24,590	$15,134.08	1.41	34,698.76	1.11%
	Ardmore	$498.47	24,625	$20,242.26	1.89	46,476.65	1.48%
	Owasso	$556.55	26,352	$21,119.76	1.97	51,892.20	1.66%
	Shawnee	$522.07	30,256	$17,255.12	1.61	48,677.57	1.55%
	Bartlesville	$532.76	35,415	$15,043.43	1.40	49,674.53	1.58%
40,001 - 100,000	Muskogee	$602.82	40,015	$15,064.75	1.40	56,206.20	1.79%
	Stillwater	$651.75	46,976	$13,874.15	1.29	60,768.99	1.94%
	Enid	$684.09	47,008	$14,552.65	1.36	63,784.24	2.03%
	Moore	$565.40	51,106	$11,063.24	1.03	52,717.36	1.68%
	Midwest City	$738.99	55,935	$13,211.61	1.23	68,903.14	2.20%
	Edmond	$1,290.48	78,226	$16,496.87	1.54	120,324.00	3.84%
	Broken Arrow	$984.02	90,714	$10,847.52	1.01	91,749.66	2.93%
	Lawton	$1,020.98	91,568	$11,150.00	1.04	95,195.85	3.04%
100,001 +	Norman	$1,519.23	106,707	$14,237.35	1.33	141,651.66	4.52%
	Tulsa	$7,103.87	384,037	$18,497.88	1.72	662,360.50	21.13%
	Oklahoma City	$9,025.10	547.274	$16.491.01	1.54	841,494.99	26.84%
	STATE	**$38,697.40**	**3,608,123**	**$10,725.08**	**1.00**	**3,608,123.00**	**100.00%**

1. SSTST = Sales Subject to Sales Tax
Source: US Census Bureau, ORIGINS database, Bureau of Economic Analysis -REIS database

Oklahoma Trade Pull Factors: 50 Oklahoma Cities



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