

Kansas Retail Sales by County

2017 Release

Retail sales are an important part of the local economies of every county throughout Kansas. CEDBR has conducted a retail gap analysis for every county in Kansas, comparing the retail sales and employment in each county to their peer counties in Kansas¹. Retail gap analysis is useful to identify individual retail sectors that are underserved in localities.

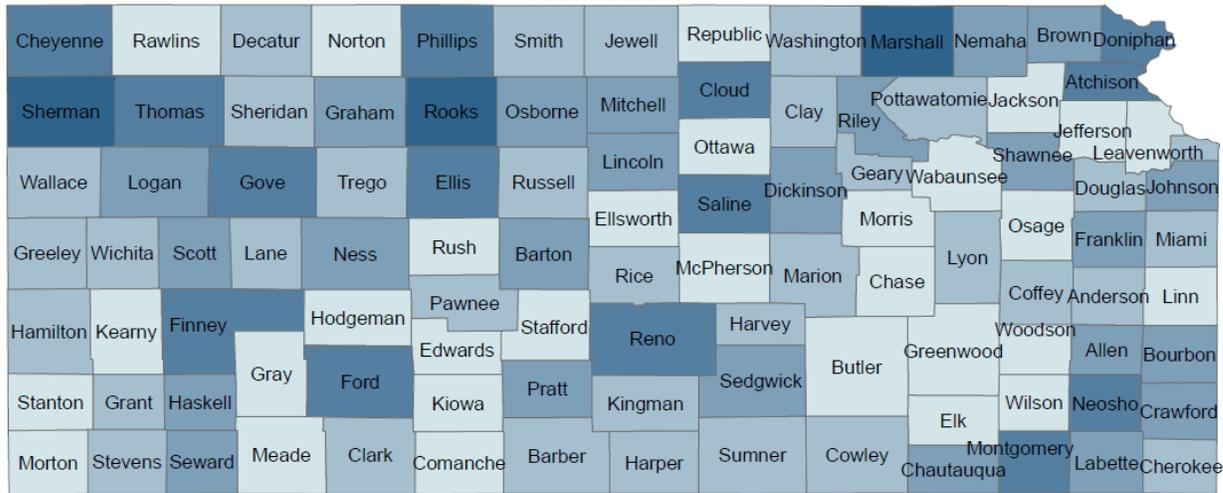
Below is a map of the retail sales peer ratio for Kansas counties. The ratio is constructed as the total retail sales² in each county, divided by the average population-adjusted retail sales of their peer counties, in terms of population. A ratio larger than 100 indicates that a county has more retail sector sales than its peers, while a ratio less than 100 indicates that a county has less retail sector sales than its peers.

- The Kansas counties with the highest ratios of total retail sales to their peers were Marshall County and Sherman County, with sales approximately three times as large as their peers.
- The counties with the lowest ratios were Chase County and Wilson County, both of which have sales of less than 30 percent relative to their peers.
- 27 Kansas counties had retail sales between 75 and 100 percent of the average level of their peers, and 13 Kansas counties had retail sales between 100 and 125 percent of the average level of their peers. The median peer ratio for all counties is approximately 78 percent.
- Among Kansas counties with a population between 5,000 and 50,000 people, the median peer ratio is approximately 85 percent, indicating that more than half of Kansas counties this size have a below average level of retail activity, relative to their peers. All but six counties in this population class have a peer ratio of at least 50 percent, a sign that few of these Kansas counties are severely underserved in overall retail activity.
- Among Kansas counties with a population under 5,000 people, the median peer ratio is 71 percent, which suggests that many of these areas may be underserved in overall retail activity.
- On average, larger counties tend to have larger retail sectors relative to their population, and this is reflected in their large retail sales to peers ratios. Among the ten largest counties in the state, five have ratios higher than 100 percent, with Saline County having the highest at 171 percent. The two largest counties in the state, Sedgwick County and Johnson County, both have ratios above 100 percent.

¹ Peer counties were determined using 2014 U.S. Census population estimates. The ten peer counties for each county are the five counties ranked just below and five counties ranked just above the given county in terms of population.

² County-level sales are calculated from the National Establishment Time Series (NETS) database, which contains 2014 sales estimates for all business establishments within each county.

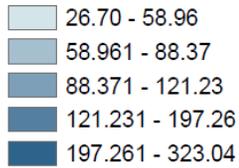
Total Retail



Source: CEDBR Analysis of 2014 NETS Database

Total Retail

Peer Ratio



More information on retail gaps in Kansas can be found online at CEDBR's website, retailgap.cedbr.org. Detailed 4 digit NAICS code retail and service gap data for individual counties can be purchased from CEDBR.

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