

W. Frank Barton School of Business

Center for Economic Development and Business Research

Kansas Gap Analysis 2016

Kansas Lawn and Garden Store Sales by County

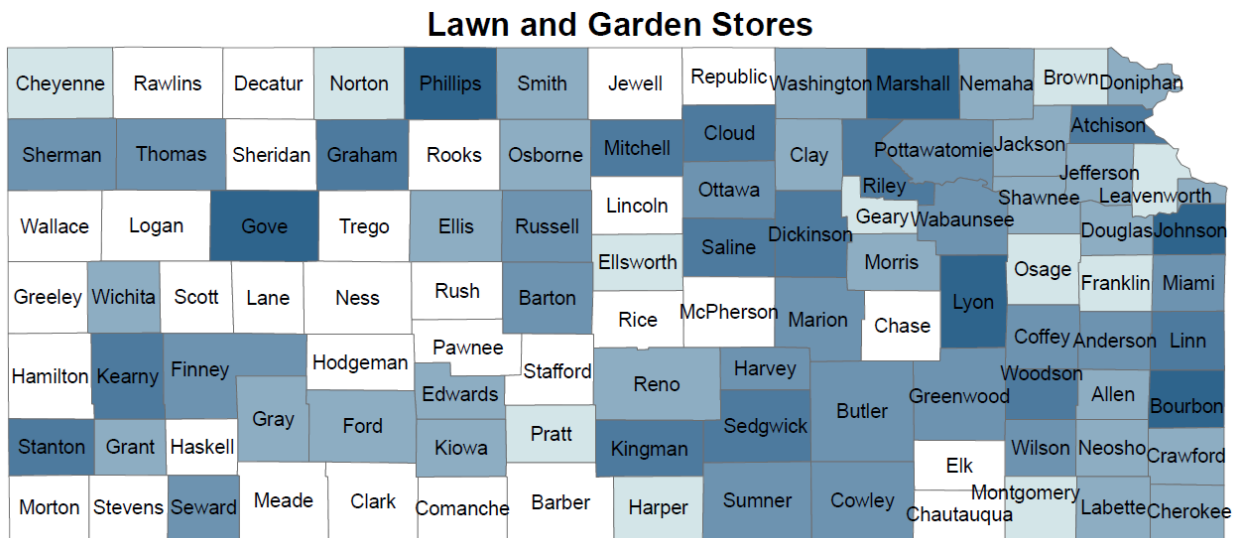


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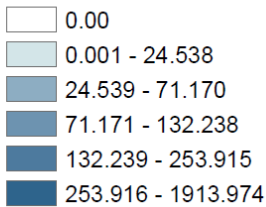
Kansas Lawn and Garden Store Sales by County

The lawn and garden store sector includes stores that primarily sell nursery or garden products that are grown elsewhere and stores that primarily sell outdoor lawn and garden power equipment. CEDBR, as part of research on Kansas' retail and service sector gaps, has analyzed sales in the lawn and garden store sector in every county throughout Kansas. Below is a map of the lawn and garden store sales peer ratio for every Kansas county. The ratio is constructed as the total lawn and garden sales¹ in each county, divided by the average lawn and garden store sales of their peer counties, in terms of population. A ratio larger than 100 indicates that a county has more lawn and garden store sector sales than its peers, while a ratio less than 100 indicates that a county has less lawn and garden store sector sales than its peers.



Source: CEDBR Analysis of 2013 NETS Database

Lawn and Garden Stores



- Phillips County and Bourbon County are the Kansas counties with the highest peer sales ratio for lawn and garden stores, the only counties in Kansas with sales over five times as high as the average of their peer counties.
- Total lawn and garden store employment in Kansas was approximately 2,300 in 2013, with employment of five in the median county in the state in this sector. Johnson County, Sedgwick County, and Riley County had the highest total employment and sales in the sector in the state.

¹ County-level sales and employment are calculated from the National Establishment Time Series (NETS) database, which contains 2013 sales estimates for all business establishments within each county.

- Thirty-one Kansas counties were identified as not having any establishments classified as lawn and garden store establishments in the dataset, which could indicate either a lack of these stores in those areas, or establishments classified in another retail sector could also be providing lawn and garden products. Twenty-six of these counties had a population less than 5,000 people.
- Of counties with lawn and garden store establishments in Kansas, the median county had a peer sales ratio of 76 percent. Twenty-nine counties had a peer sales ratio greater than 100 percent, while 45 counties had a peer sales ratio less than 100 percent, suggesting an unequal distribution of lawn and garden store establishments throughout the state, relative to population, with some counties have much larger concentrations of lawn and garden sales than others.
- Thirty-five Kansas counties had a peer sales ratio between 50 and 150 percent for the lawn and garden store sector, which suggests a highly concentration retail sector, with a handful of counties having an outsized lawn and garden stores sector throughout the state, relative to population. Of the counties with a lawn and garden store establishment present, 22 counties had a peer-to-sales ratio less than 50 percent, in addition to the 31 counties without an establishment in the sector.
- For Kansas counties with a population between 5,000 and 50,000, under 40 percent of the counties had a lawn and garden store peer-to-sales ratio of between 50 and 150 percent. This is an indication of the unequal distribution of lawn and garden stores throughout the state, even in mid-sized counties.

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