

W. Frank Barton School of Business

Center for Economic Development and Business Research

Kansas Gap Analysis 2018

Kansas Florist Sales by County



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- Twenty Kansas counties did not have any florist business establishments in the dataset. In these counties, establishments that are identified in other retail sectors may also sell flowers and floral arrangements, or there may be no establishments selling those products in that county. All such counties had a population less than 10,000 people.
- For Kansas counties with at least one florist establishment, the median peer sales ratio was 85 percent. The sales peer ratio was greater than 100 percent in 32 counties, while 53 counties have a ratio less than 100 percent. This is a sign that florist sales are not overly concentrated overall in the state, relative to population. In 68 counties, florist employment was between one and 15 employees in 2014.
- Forty-eight Kansas counties had a florist peer sales ratio between 50 and 150 percent, another indication of the dispersion of business establishments in the sector throughout the state. Only 18 counties had ratios between 0 and 50 percent, so relatively few counties were severely underserved relative to their peers in this sector. Nineteen counties had ratios greater than 150 percent.
- For mid-sized Kansas counties with a population between 5,000 and 50,000, approximately half had florist peer sales ratios between 50 and 150 percent, similar to the state as a whole. While most mid-sized counties had similar access to florist establishments, 15 mid-sized Kansas counties had a peer sales ratio for florists less than 50 percent.

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.