

W. Frank Barton School of Business

# Center for Economic Development and Business Research

## Kansas Gap Analysis 2018

Kansas Lawn and Garden Store Sales by County



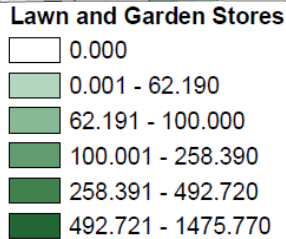
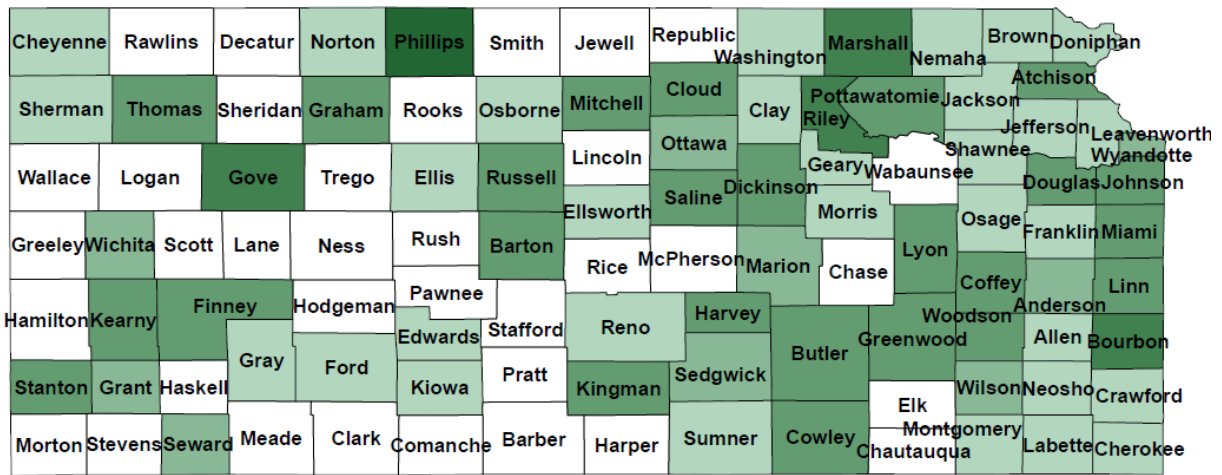
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# Kansas Lawn and Garden Store Sales by County

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 sales<sup>1</sup> 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.

## Lawn and Garden Stores



Source: CEDBR Analysis of the 2014 NETS Database

- 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 2,200 in 2014, and among counties that had a lawn and garden store, the median employment within the sector in those counties was eight employees. Johnson County, Sedgwick County, and Riley County were

<sup>1</sup> 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.

the three counties with the highest lawn and garden store employment in the state. Those three counties accounted for approximately half of all employment in the sector in the state in 2014.

- Thirty-five Kansas counties did not have any lawn and garden store establishments in the dataset. In these counties, business establishments that are primarily identified in other retail sectors may also offer some lawn and garden products, or there may be no establishments selling those products in that area. 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 78 percent. Thirty counties had a peer sales ratio greater than 100 percent, including 16 counties with a population of greater than 10,000. Forty counties that reported the presence of lawn and garden store establishments had a sales ratio less than 100 percent. This indicates that the bulk of lawn and garden store sales are clustered in a small number of counties.
- Thirty-four Kansas counties had a peer sales ratio between 50 and 150 percent for the lawn and garden store sector. This is another indication of the high concentration of a few counties in the sector, which leaves few counties with an average amount of lawn and garden store sales, while a few counties have very high ratios and many counties with little to no presence in the sector.
- Twenty-two counties with a lawn and garden store establishment had a peer sales ratio less than 50 percent, in addition to the 35 counties with no establishments 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](http://gap.cedbr.org). Detailed 4 digit NAICS code retail and service gap data for each individual county in Kansas can be purchased from CEDBR.