

W. Frank Barton School of Business

Center for Economic Development and Business Research



Kansas Gap Analysis 2016

Kansas Liquor Store Sales by County

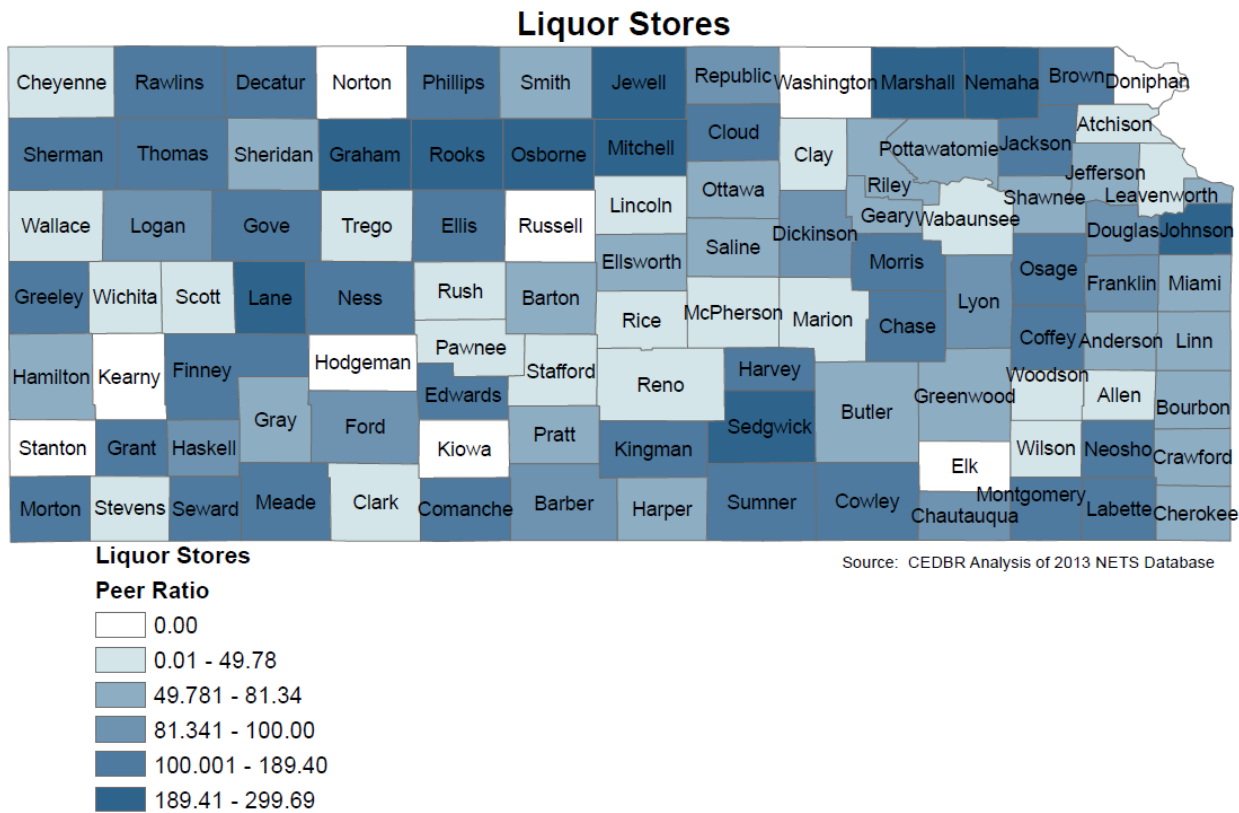


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Kansas Liquor Store Sales by County

The liquor store retail sector consists of stores selling packaged alcoholic beverages, including beer, wine, and liquor. CEDBR, as part of research on Kansas' retail sector gaps, has analyzed sales in the liquor stores retail sector in every county throughout Kansas. Below is a map of the liquor store sales peer ratio for every Kansas county. The ratio is constructed as the total liquor store sales¹ in each county, divided by the average liquor store sales of their peer counties, in terms of population. A ratio larger than 100 indicates that a county has more liquor store sector sales than its peers, while a ratio less than 100 indicates that a county has less liquor store sector sales than its peers.



- Sedgwick County and Lane County are the Kansas counties with the highest peer sales ratio for liquor stores, with sales almost three times as high as the average of their peer counties.
- Total Kansas employment in the liquor store sector was approximately 2,900 in 2013, and the employment in this sector in the median county in Kansas was seven. Johnson County and Sedgwick County had the highest total employment and sales in the liquor store retail sector.
- Nine Kansas counties were identified as not having any establishments classified as liquor stores in the dataset, which could indicate either a lack of liquor stores in those areas, or

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.

establishments classified in another retail business sector also selling alcoholic beverages. All of these counties have a population of less than 10,000 people.

- Of counties with liquor store establishments in Kansas, the median county had a peer sales ratio of 89 percent, and 56 of those counties had a peer sales ratio less than 100 percent.
- 60 Kansas counties had a peer sales ratio between 50 and 150 percent for the liquor store sector, which indicates a fairly even distribution of liquor stores throughout the state, relative to population. Of the counties with a liquor store establishment present, only 22 counties had a peer-to-sales ratio less than 50 percent, indicating that few counties had substantially smaller liquor store retail sales than their peers.
- For Kansas counties with a population between 5,000 and 50,000, more than 60 percent of the counties had a liquor store peer-to-sales ratio of between 50 and 150 percent, suggesting a relatively even distribution of liquor store sales among mid-sized counties as well.

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 individual counties can be purchased from CEDBR.