

W. Frank Barton School of Business

Center for Economic Development and Business Research

Kansas Gap Analysis, 2016

Kansas Retail Sales by County



WICHITA STATE
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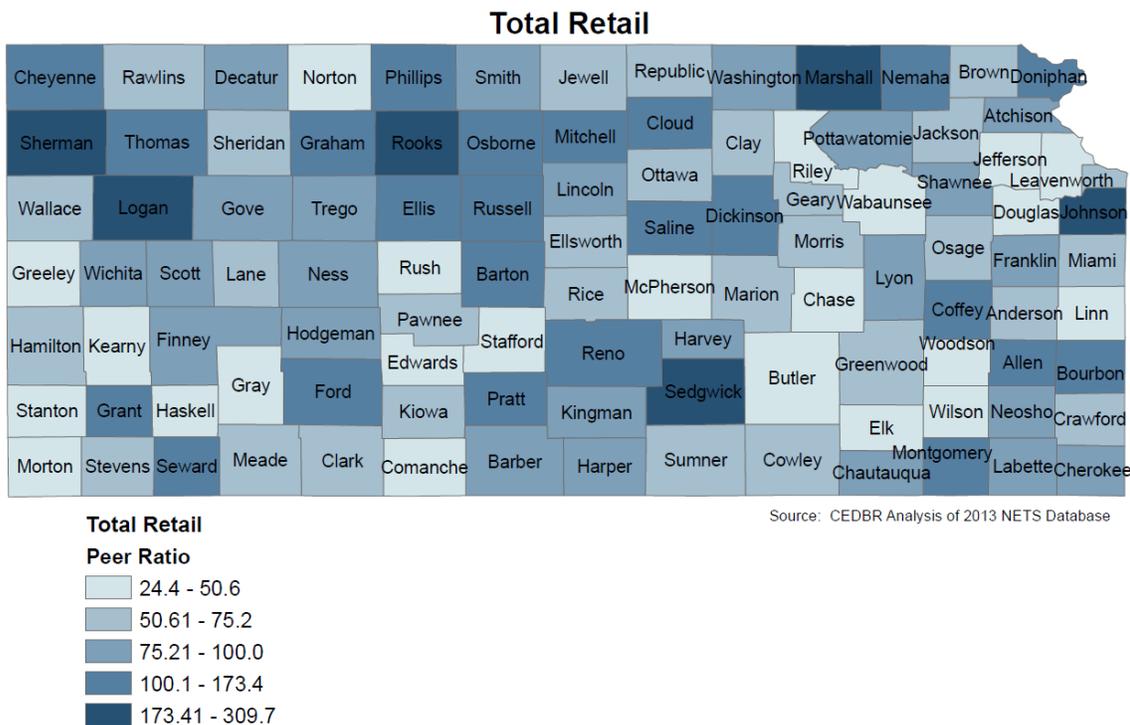
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Kansas Retail Sales by County

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 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 Johnson County.
- The counties with the lowest ratios were Leavenworth County and Elk County.
- 24 Kansas counties had retail sales between 75 and 100 percent of the average level of their peers, and 16 Kansas counties had retail sales between 100 and 125 percent of the average level of their peers.



¹ Peer counties were determined using 2013 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 2013 sales estimates for all business establishments within each county.

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.