

W. Frank Barton School of Business

# Center for Economic Development and Business Research



## **Kansas Gap Analysis, 2016**

Kansas Total Services Sales by County



WICHITA STATE  
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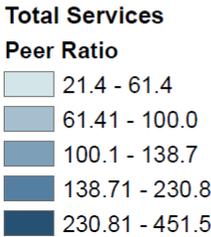
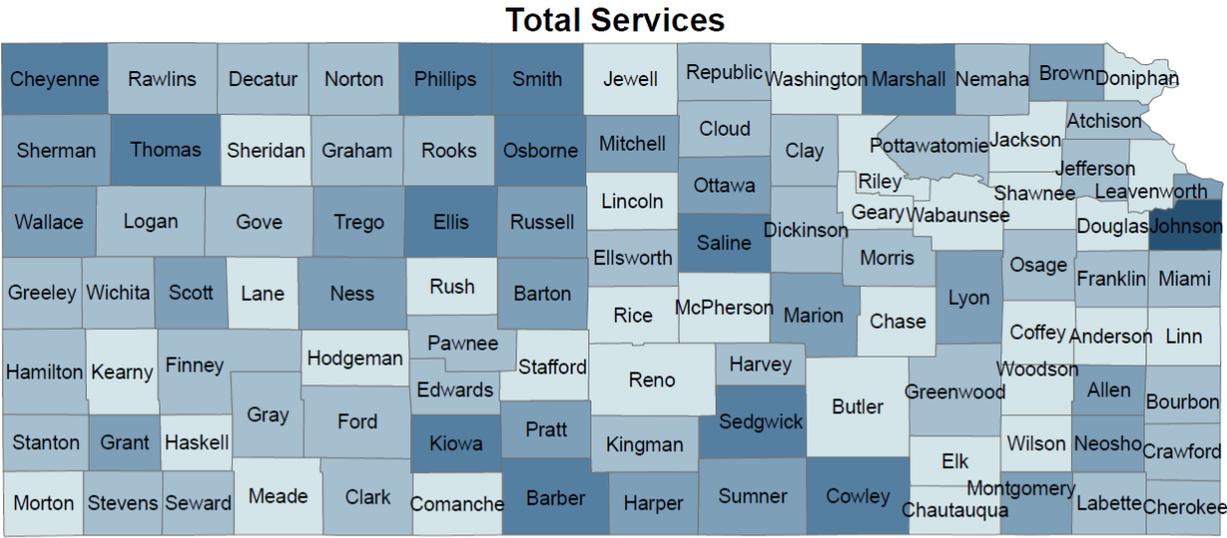
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# Kansas Total Services Sales by County

Professional and business services are an integral part of the modern economy. CEDBR has conducted a service gap analysis for every county in Kansas, comparing the sales and employment of the professional, scientific, technical, and other services sectors in each county to their peer counties in Kansas<sup>1</sup>. Service gap analysis is useful to identify individual service sectors that are underserved in localities.

Below is a map of the services sales peer ratio for Kansas counties. The ratio is constructed as the total services sales<sup>2</sup> in each county, divided by the average services sales of their peer counties, in terms of population. A ratio larger than 100 indicates that a county has more services sector sales than its peers, while a ratio less than 100 indicates that a county has less services sector sales than its peers.

- The Kansas counties with the highest ratios of total services sales to their peers were Marshall County, Osborne County, and Johnson County.
- The counties with the lowest ratios were Leavenworth County and McPherson County.



Source: CEDBR Analysis of 2013 NETS Database

More information on retail and service 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 individual counties can be purchased from CEDBR.

<sup>1</sup> 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. Service sector establishment were identified as firms with the 2-digit NAICS industry identification codes of 54 and 81.

<sup>2</sup> 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.