

# Kansas Retail Sales by County

## 2016 Release

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 Kansas<sup>1</sup>. 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 sales<sup>2</sup> 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.

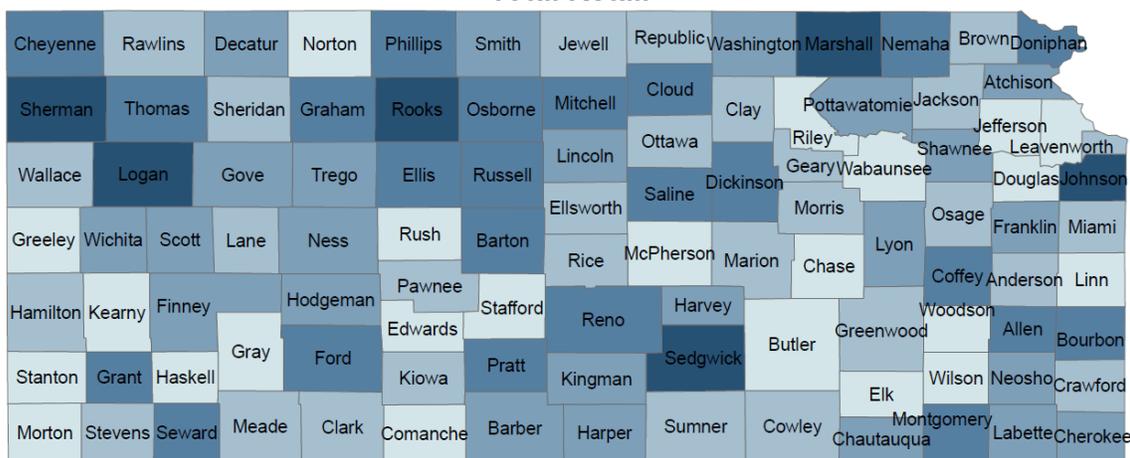
- The Kansas counties with the highest ratios of total retail sales to their peers were Marshall County and Johnson County.
- The counties with the lowest ratios were Leavenworth County and Elk County.
- 24 Kansas counties had retail sales between 75 and 100 percent of the average level of their peers, and 16 Kansas counties had retail sales between 100 and 125 percent of the average level of their peers. The median peer ratio for all counties is approximately 78 percent.
- Among Kansas counties with a population between 5,000 and 50,000 people, the median peer ratio is approximately 90 percent, indicating that more than half of Kansas counties this size have a below average level of retail activity, relative to their peers. All but seven counties in this population class have a peer ratio of at least 50 percent.
- Among Kansas counties with a population under 5,000 people, the median peer ratio is 65 percent, which suggests that much of the retail activity among smaller counties is concentrated in a small number of counties.
- On average, larger counties tend to have larger retail sectors relative to their population, and this is reflected in their large retail sales to peers ratios. However, even among the largest ten counties in Kansas, three have retail sales ratios below 50 percent, while two (Johnson and Sedgwick) have ratios of approximately 300 percent.

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<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.

<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.

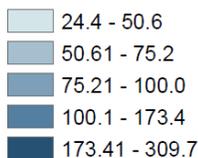
## Total Retail



Source: CEDBR Analysis of 2013 NETS Database

### Total Retail

#### Peer Ratio



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 individual counties can be purchased from CEDBR.

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