

# Kansas Total Services Sales by County

## 2017 Release

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.

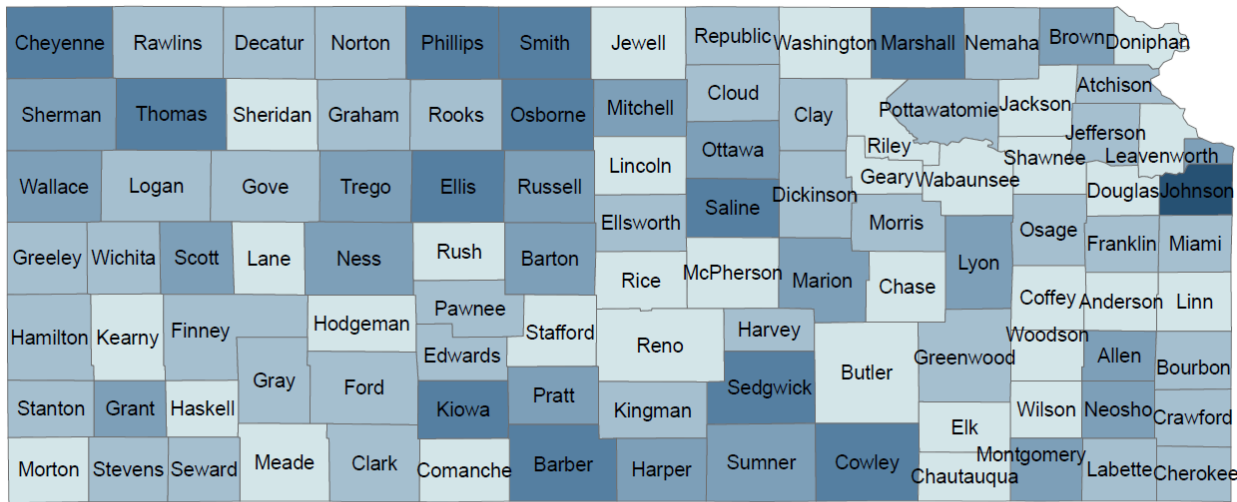
- The Kansas counties with the highest ratios of total services sales to their peers were Cowley County, Marshall County, and Osborne County, while the counties with the lowest ratios were McPherson County and Morton County.
- The median sales ratio for all Kansas counties was 77 percent, and only 30 counties had a sales ratio greater than 100 percent, suggesting that service sector sales and employment are concentrated in a relatively small number of Kansas counties. Nineteen counties had a ratio between 100 and 150 percent, and 59 counties had a ratio between 50 and 100 percent.
- Of Kansas counties with a population between 5,000 and 50,000, the median sales ratio was 86 percent, and approximately 70 percent of those counties had a sales ratio less than 100 percent. All but 12 of these counties had a sales ratio between 50 and 150 percent, suggesting that while services tend to be concentrated in a relatively small number of areas, the mid-sized communities in Kansas are not generally severely underserved in the service sector.
- The counties with the highest overall service sector employment and sales in Kansas were Sedgwick County and Johnson County, the two largest counties in the state. Johnson County had a sales ratio of 161 percent, while Sedgwick County had a ratio of 61 percent, indicating that Johnson County had a much higher concentration of service sector sales than Sedgwick County.

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<sup>1</sup> Peer counties were determined using 2014 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 establishments 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 2014 sales estimates for all business establishments within each county.

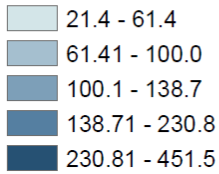
## Total Services



Source: CEDBR Analysis of 2013 NETS Database

### Total Services

#### Peer Ratio



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.

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