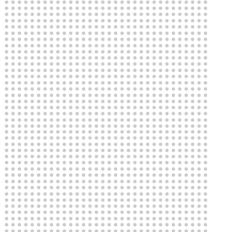
W. Frank Barton School of Business

Center for Economic Development and Business Research

Kansas Gap Analysis, 2016

Kansas Total Services Sales by County





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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 Kansas¹. 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 sales² 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.

Cheyenr	ne Rav	wlins	Decatur	Norton	Phillips	Smith	Jewell	Republic Washington Marshall Nemaha BrownDoniphan
Sherma	in The	omas	Sheridan	Graham	Rooks	Osborne	Mitchell	Cloud Clay PottawatomieJackson Jefferson
Wallace	Log	an	Gove	Trego	Ellis	Russell	Lincoln	Ottawa Riley Shawnee Leavenworth Geary Wabaunsee Douglas Johnson
Greeley	Wichita	Scott	Lane	Ness	Rush	Barton	Ellsworth	Morris Osage Franklin Miami
Hamilton	Kearny	Finney	/	Hodgeman	Pawnee	Stafford		McPherson Marion Chase Coffey Anderson Linn Harvey Woodson
	rtearry		Gray	Ford	Edwards	Duett	Reno	Butler Greenwood Allen Bourbon
Stanton	Grant	Haske			Kiowa	Pratt	Kingmar	
Morton	Stevens	Sewar	d Meade	Clark	Comanche	e Barber	Harpe	er Sumner Cowley Chautauqua LabetteCherokee

• The counties with the lowest ratios were Leavenworth County and McPherson County.

Total Services

Total Services Peer Ratio 21.4 - 61.4



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. Detailed 4 digit NAICS code retail and service gap data for individual counties can be purchased from CEDBR.

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

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.