

W. Frank Barton School of Business

Center for Economic Development and Business Research

Kansas Gap Analysis 2016

Kansas Auto Dealership Sales by County

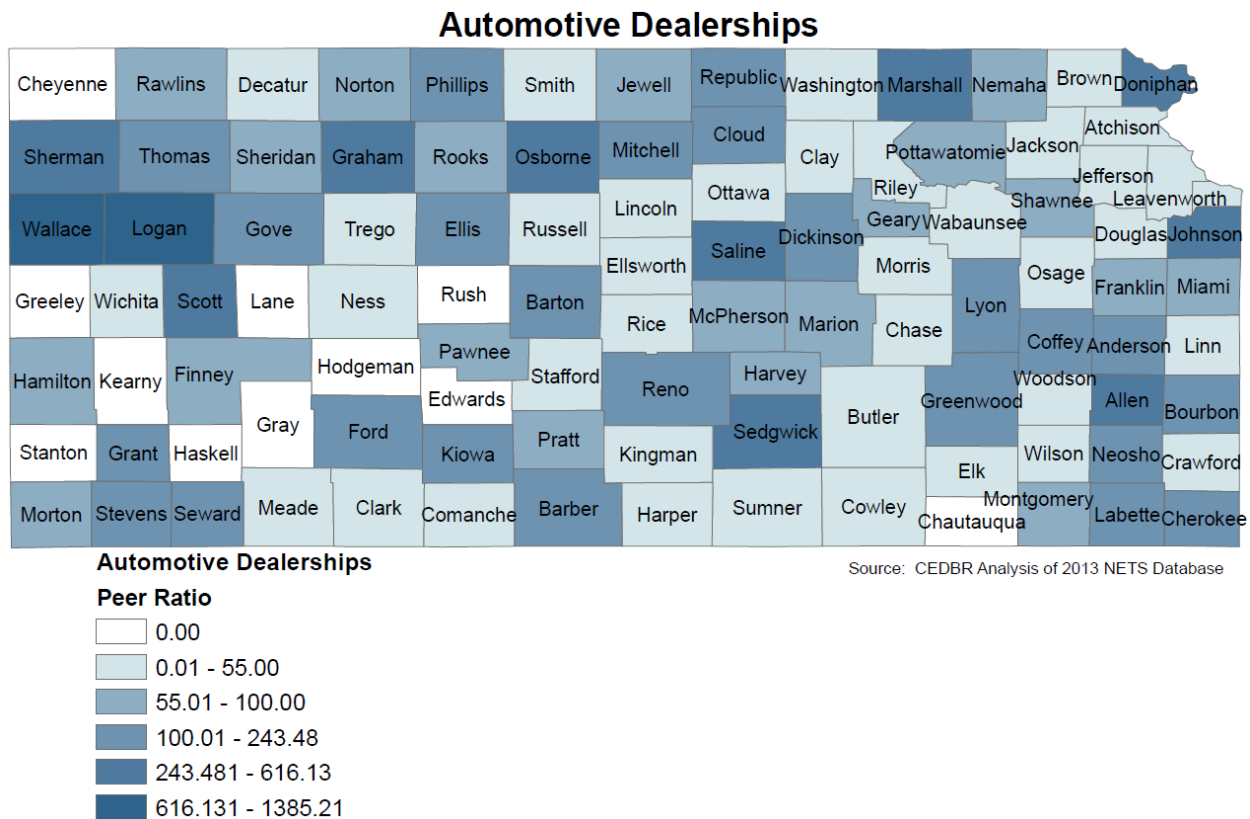


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The auto dealership retail sector includes dealerships selling new and used automobiles, as well as the dealers of other motor vehicles such as recreational vehicles, motorcycles, boats, and all-terrain vehicles. CEDBR, as part of research on Kansas' retail sector gaps, has analyzed sales in the auto dealership retail sector in every county throughout Kansas. Below is a map of the auto dealership sales peer ratio for every Kansas county. The ratio is constructed as the total auto dealership sales¹ in each county, divided by the average auto dealership sales of their peer counties, in terms of population. A ratio larger than 100 indicates that a county has more auto dealership sector sales than its peers, while a ratio less than 100 indicates that a county has less auto dealership sector sales than its peers.



- Wallace County and Logan County are the Kansas counties with the highest peer sales ratio for auto dealerships, with sales over eight times as high as the average of their peer counties.
- Total Kansas employment in the auto dealership sector was approximately 12,000 in 2013, and the employment in this sector in the median county in Kansas was 23. Johnson County and Sedgwick County had the highest total employment and sales in the auto dealership retail sector.

¹ County-level sales and employment are calculated from the National Establishment Time Series (NETS) database, which contains 2013 sales estimates for all business establishments within each county.

- Eleven Kansas counties were identified as not having any establishments classified as auto dealerships in the dataset, which could indicate either a lack of auto dealerships in those areas, or establishments classified in another retail business sector also selling automobiles or other motor vehicles in those areas. All of these counties have a population less than 10,000 people.
- Of counties with auto dealership establishments in Kansas, the median county had a peer sales ratio of 73 percent, and 62 of those counties had a peer sales ratio less than 100 percent.
- Only 40 Kansas counties had a peer sales ratio between 50 and 150 percent for the auto dealership sector, which indicates substantial variation of the concentration in auto dealerships throughout the state. There were 44 counties with a peer-to-sales ratio less than 50 percent, another indication of the concentration of sales in the sector.
- For Kansas counties with a population between 5,000 and 50,000, a majority of the counties had a sales peer ratio either greater than 150 percent or less than 50 percent, suggesting that even among mid-sized communities there is large dispersion in the concentration of auto dealerships.

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.