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Center for Economic Development and Business Research

Kansas Gap Analysis, 2016

Kansas General Merchandise Store Sales by County



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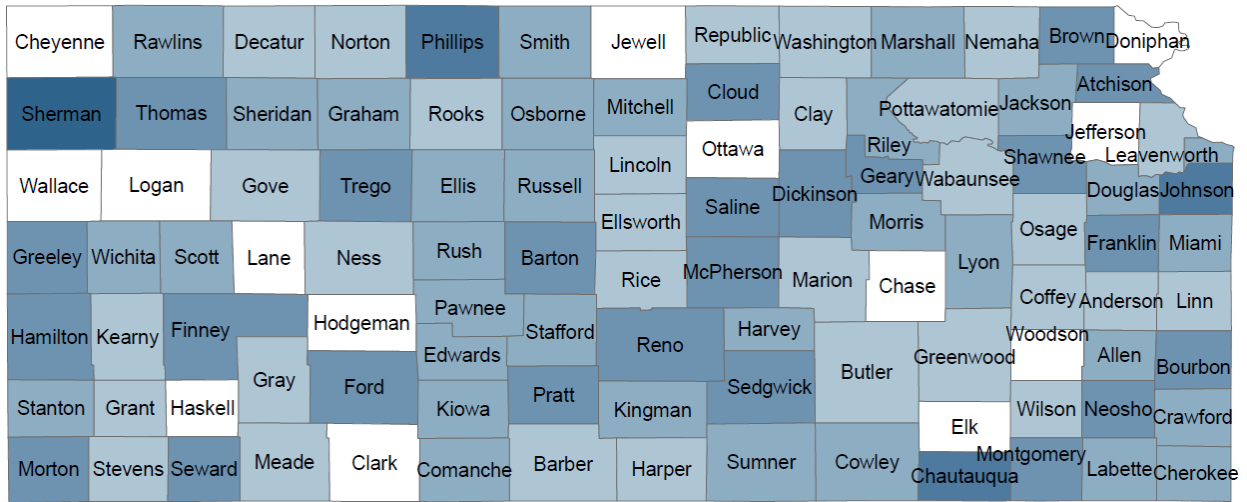
Kansas General Merchandise Store Sales by County

General merchandise stores include department stores, supercenters, warehouse clubs, and other establishments specializing in the sale of a general line of retail goods. These stores are an important part of the retail economy in many Kansas communities. CEDBR, as part of research in Kansas' retail sector gaps, has analyzed sales in the general merchandise retail sector throughout Kansas. Below is a map of the general merchandise stores sales peer ratio for every Kansas county. The ratio is constructed as the total general merchandise store sales¹ in each county, divided by the average general merchandise sales of their peer counties, in terms of population. A ratio larger than 100 indicates that a county has more general merchandise sector sales than its peers, while a ratio less than 100 indicates that a county has less general merchandise sector sales than its peers.

- Sherman County and Phillips County are the Kansas counties with the highest peer sales ratio for general merchandise stores, with sales over five times as high as the average of their peer counties.
- Total Kansas employment in the general merchandise sector was approximately 32,000 in 2013, and the employment in this sector in the median county in Kansas was 32. Johnson County and Sedgwick County had the highest total employment and sales in the general merchandise retail sector.
- Fourteen Kansas counties were identified as not having any establishments classified as general merchandise in the dataset, which could indicate either a lack of general merchandise stores in those areas, or establishments classified in another retail business sector also sell general merchandise in those areas. Thirteen of these counties have a population less than 10,000 people.
- Of counties with general merchandise establishments in Kansas, the median county had a peer sales ratio of 70 percent, and 76 counties had a peer sales ratio less than 100 percent. This suggests that department stores and other general merchandise stores tend to be concentrated in relatively small number of counties in Kansas, even among counties with similar populations.
- Only 32 Kansas counties had a peer sales ratio between 50 percent and 150 percent for the general merchandise sector, another indication of the wide dispersion in sales in this sector between Kansas counties.
- For Kansas counties with a population between 5,000 and 50,000, 68 percent of them had a peer sales ratio under 100 percent, and 48 percent of them had a peer sales ratio under 50 percent for general merchandise retail, indicating that many mid-sized Kansas counties could be potentially underserved in this retail segment.

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.

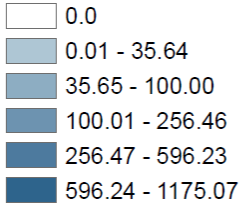
General Merchandise



General Merchandise

Source: CEDBR Analysis of 2013 NETS Database

Peer Ratio



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.