

W. Frank Barton School of Business

# Center for Economic Development and Business Research

## Kansas Gap Analysis 2018

Kansas Auto Dealership Sales by County



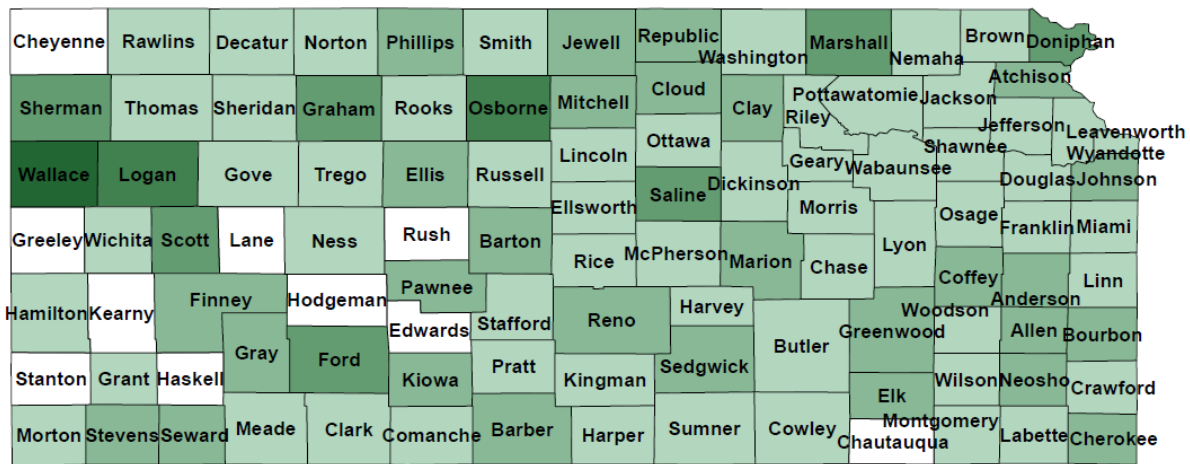
WICHITA STATE  
UNIVERSITY

1845 Fairmount St.  
Wichita KS 67260-0121  
316-978-3225  
[www.CEDBR.org](http://www.CEDBR.org)  
[cedbr@wichita.edu](mailto:cedbr@wichita.edu)

# Kansas Auto Dealership Sales by County

The auto dealership sector includes establishments that primarily sell new or used automobiles or light trucks. CEDBR, as part of research on Kansas’ retail and service sector gaps, has analyzed sales in the auto dealership sector in every county throughout Kansas. Below is a map of the auto dealership sales peer ratio for every county in Kansas. The ratio is constructed as the total auto dealership sales<sup>1</sup> 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.

## Automobile Dealerships



Source: CEDBR Analysis of the 2014 NETS Database

- Wallace County, Logan County, and Osborne County all have sales ratios over 5 times as high as their peers, which give them the highest peer sales ratios in the state.
- Total auto dealership employment in Kansas was approximately 13,400 workers in 2014, with both Sedgwick County and Johnson County employing almost 3,000 workers. The median auto dealership employment for counties with at least one auto dealership establishment was 30 workers, and over two thirds of all auto dealership employment in the state was in the nine counties with the highest auto dealership employment.
- Ten Kansas counties did not have any auto dealership establishments in the dataset. In these counties, business establishments that are primarily identified in other retail sectors may also

<sup>1</sup> 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.

sell automobiles or light trucks, or there may be no establishments selling those products in that area. All these counties had a population less than 5,000 people.

- The median auto dealership peer ratio was 84 among counties with at least one establishment in the sector. Of those counties, 39 counties had a peer sales ratio greater than 100 percent, while 57 counties' ratios were less than 100 percent. These are indications of a retail sector that is generally relatively equally distributed throughout the state, relative to the size of the local population.
- Forty-nine Kansas counties had a peer sales ratio between 50 and 150 percent for the auto dealership sector. This is another sign of the relatively dispersed concentration of auto dealerships throughout the state, with many counties having very similar sales in the sector relative to their peers.
- Only 22 counties had an auto dealership peer sales ratio of less than 50 percent, in addition to the ten counties with no auto dealer establishments. Twenty counties had a peer sales ratio in excess of 150 percent, indicating a high concentration of auto dealership sales in those counties.
- For Kansas counties with a population between 5,000 and 50,000, over 50 percent of the counties had an auto dealership peer-to-sales ratio of between 50 and 150 percent.

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 each individual county in Kansas can be purchased from CEDBR.