

W. Frank Barton School of Business

Center for Economic Development and Business Research

Kansas Gap Analysis 2018

Kansas Florist Sales by County



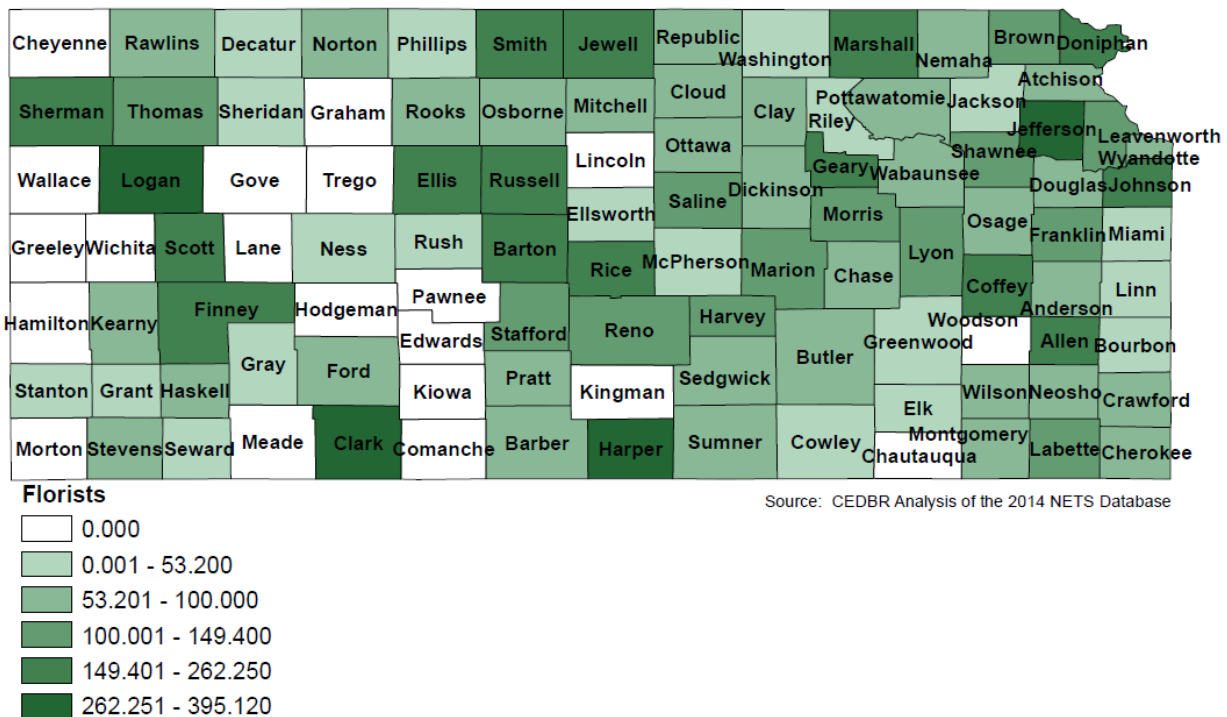
WICHITA STATE
UNIVERSITY

1845 Fairmount St.
Wichita KS 67260-0121
316-978-3225
www.CEDBR.org
cedbr@wichita.edu

Kansas Florist Sales by County

The florist sector includes establishments that primarily sell cut flowers, floral arrangements, and potted plants purchased from others. CEDBR, as part of research on Kansas' retail and service sector gaps, has analyzed sales in the florist sector in every county throughout Kansas. Below is a map of the florist sales peer ratio for every Kansas county. The ratio is constructed as the total florist sales¹ in each county, divided by the average florist sales of their peer counties, in terms of population. A ratio larger than 100 indicates that a county has more florist sector sales than its peers, while a ratio less than 100 indicates that a county has less florist sector sales than its peers.

Florists



- Clark County, Jefferson County, and Logan County have the three highest peer sales ratios in the state in 2014, each with ratios more than three times their peers.
- Overall, more than 1,400 Kansas workers were employed in the florist retail sector in 2014, and more than 500 of those workers were employed in either Sedgwick County or Johnson County. The median florist sector employment for counties with at least one florist business establishment was seven employees. Approximately half of all florist employment in the state was concentrated in five counties.

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.

- Twenty Kansas counties did not have any florist business establishments in the dataset. In these counties, establishments that are identified in other retail sectors may also sell flowers and floral arrangements, or there may be no establishments selling those products in that county. All such counties had a population less than 10,000 people.
- For Kansas counties with at least one florist establishment, the median peer sales ratio was 85 percent. The sales peer ratio was greater than 100 percent in 32 counties, while 53 counties have a ratio less than 100 percent. This is a sign that florist sales are not overly concentrated overall in the state, relative to population. In 68 counties, florist employment was between one and 15 employees in 2014.
- Forty-eight Kansas counties had a florist peer sales ratio between 50 and 150 percent, another indication of the dispersion of business establishments in the sector throughout the state. Only 18 counties had ratios between 0 and 50 percent, so relatively few counties were severely underserved relative to their peers in this sector. Nineteen counties had ratios greater than 150 percent.
- For mid-sized Kansas counties with a population between 5,000 and 50,000, approximately half had florist peer sales ratios between 50 and 150 percent, similar to the state as a whole. While most mid-sized counties had similar access to florist establishments, 15 mid-sized Kansas counties had a peer sales ratio for florists less than 50 percent.

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 each individual county in Kansas can be purchased from CEDBR.