

W. Frank Barton School of Business

# Center for Economic Development and Business Research

## **Kansas Gap Analysis, 2016**

Kansas Health and Personal Care Store Sales by County

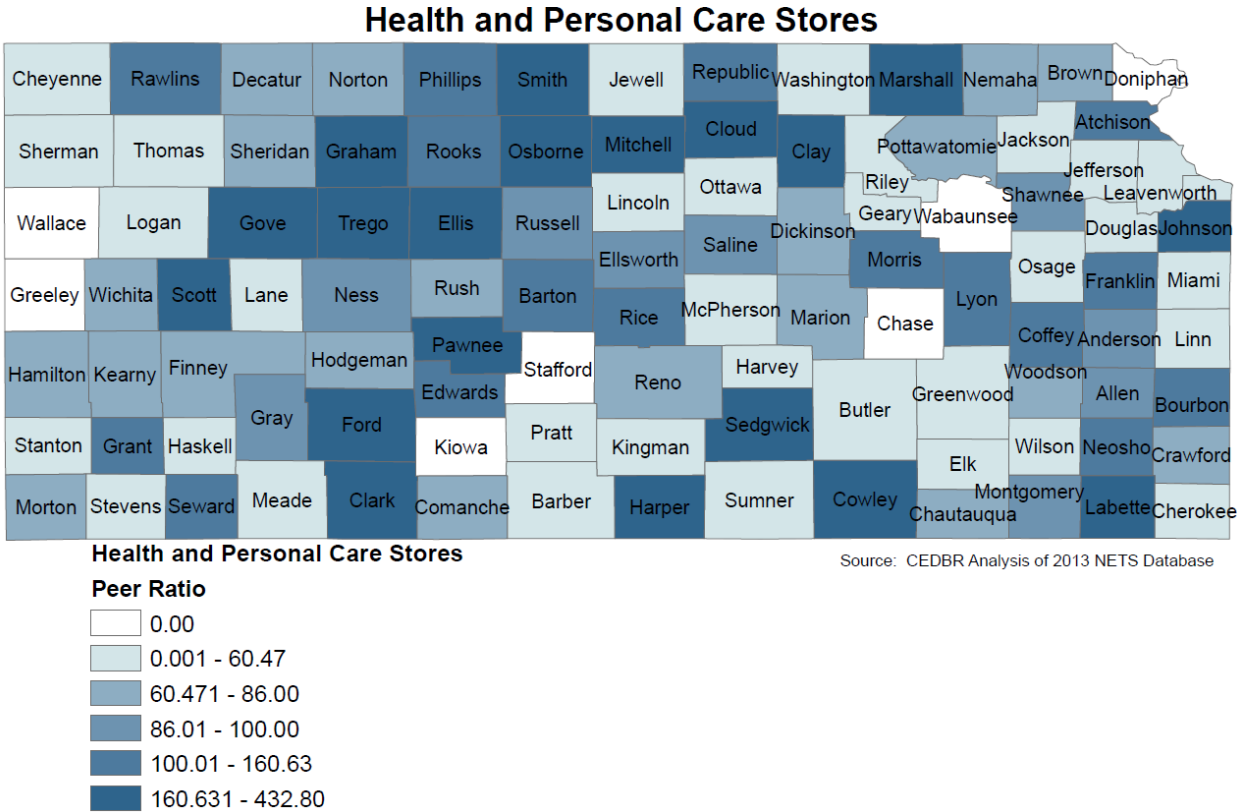


WICHITA STATE  
UNIVERSITY

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 Health and Personal Care Store Sales by County

The health and personal care stores retail sector includes pharmacies, drug stores, cosmetics stores, beauty supply shops, perfume stores, optical goods stores, and health supplements stores. These stores provide needed goods to many communities throughout Kansas. CEDBR, as part of research on Kansas' retail sector gaps, has analyzed sales in the health and personal care store retail sector throughout Kansas. Below is a map of the peer sales ratio of health and personal care stores for every Kansas county. The ratio is constructed as the total health and personal care store sales<sup>1</sup> in each county, divided by the average health and personal care store sales of their peer counties, in terms of population. A ratio larger than 100 indicates that a county has more sales in this sector than its peers, while a ratio less than 100 indicates that a county has less sales than its peers.



- Johnson County and Trego County are the Kansas counties with the highest peer sales ratio for health and personal care stores, with sales approximately four times as high as the average of their peer counties.
- Total Kansas employment in the health and personal care stores sector was approximately 11,000 in 2013, and the employment in this sector in the median county in Kansas was 22.

<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.

Johnson County and Sedgwick County had the highest total employment and sales in the health and personal care stores retail sector.

- Seven Kansas counties were identified as not having any establishments classified as health or personal care stores in the dataset, which could indicate either a lack of health and personal care stores in those areas, or establishments classified in another retail business sector that also sell health and personal care merchandise in those areas. All of these counties have a population less than 10,000 people.
- Of counties with health and personal care establishments in Kansas, the median county had a peer sales ratio of 78 percent, and 63 of the counties had a peer sales ratio less than 100 percent. This suggests a relatively even distribution of health and personal care stores throughout the state, though some counties do have substantially more, relative to their population, than others.
- Fifty-five Kansas counties had a peer sales ratio between 50 and 150 percent for the health and personal care stores sector, an indication of the relatively consistent level of health and personal care stores throughout the state. However, 29 counties had a peer sales ratio below 50 percent, suggesting that many Kansas counties are underserved in this sector relative to their peers.
- For Kansas counties with a population between 5,000 and 50,000, 60 percent of them had a peer sales ratio under 100 percent, and 26 percent of them had a peer sales ratio under 50 percent for the health and personal care stores retail, indicating that several mid-sized Kansas counties could be potentially underserved in this retail segment.

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 individual counties can be purchased from CEDBR.