

How Competitive Is Your Market?

How competitive is your market compared to others around the state? To find the answer we looked at total alcohol sales in each county, based on enforcement tax collections, and the number of retailers in the county. We then compared those results to the statewide average. An index greater than 1 means your competitive environment is more favorable than average. An index less than 1 means you face more than average competition.

County	#Stores	Total Sales	Avg Sales	Index	County	#Stores	Total Sales	Avg Sales	Index
Allen	6	\$1,597,557	\$266,259	0.39	Linn*	4	\$1,247,618	\$311,905	0.46
Anderson*	3	\$935,714	\$311,905	0.46	Logan*	1	\$311,905	\$311,905	0.46
Atchison*	3	\$935,714	\$311,905	0.46	Lyon	9	\$6,534,668	\$726,074	1.06
Barber*	1	\$311,905	\$311,905	0.46	Marion*	3	\$935,714	\$311,905	0.46
Barton	9	\$4,110,275	\$456,697	0.67	Marshall	5	\$1,784,751	\$356,950	0.52
Bourbon	5	\$1,101,208	\$220,242	0.32	McPherson	4	\$2,085,007	\$521,252	0.76
Brown*	4	\$1,247,618	\$311,905	0.46	Meade*	2	\$623,809	\$311,905	0.46
Butler	11	\$7,705,840	\$700,531	1.03	Miami	8	\$3,412,278	\$426,535	0.63
Chase*	1	\$311,905	\$311,905	0.46	Mitchell*	3	\$935,714	\$311,905	0.46
Chautauqua*	1	\$311,905	\$311,905	0.46	Montgomery	13	\$6,828,885	\$525,299	0.77
Cherokee	5	\$1,746,534	\$349,307	0.51	Morris*	3	\$935,714	\$311,905	0.46
Cheyenne*	1	\$311,905	\$311,905	0.46	Morton*	2	\$623,809	\$311,905	0.46
Clark*	1	\$311,905	\$311,905	0.46	Nemaha*	3	\$935,714	\$311,905	0.46
Clay*	3	\$935,714	\$311,905	0.46	Neosho	7	\$2,128,702	\$304,100	0.45
Cloud*	4	\$1,247,618	\$311,905	0.46	Ness*	1	\$311,905	\$311,905	0.46
Coffey*	3	\$935,714	\$311,905	0.46	Norton*	3	\$935,714	\$311,905	0.46
Comanche**	0	NA	NA	NA	Osage	7	\$2,811,656	\$401,665	0.59
Cowley	8	\$5,222,474	\$652,809	0.96	Osborne*	1	\$311,905	\$311,905	0.46
Crawford	9	\$7,260,661	\$806,740	1.18	Ottawa*	3	\$935,714	\$311,905	0.46
Decatur*	2	\$623,809	\$311,905	0.46	Pawnee*	2	\$623,809	\$311,905	0.46
Dickinson	6	\$2,339,401	\$389,900	0.57	Phillips*	2	\$623,809	\$311,905	0.46
Doniphan**	0	NA	NA	NA	Pottawatomie	6	\$4,197,520	\$699,587	1.03
Douglas	25	\$31,664,663	\$1,266,587	1.86	Pratt*	2	\$623,809	\$311,905	0.46
Edwards*	2	\$623,809	\$311,905	0.46	Rawlins*	2	\$623,809	\$311,905	0.46
Elk*	1	\$311,905	\$311,905	0.46	Reno	12	\$10,374,276	\$864,523	1.27
Ellis	10	\$6,438,411	\$643,841	0.94	Republic*	1	\$311,905	\$311,905	0.46
Ellsworth*	3	\$935,714	\$311,905	0.46	Rice*	2	\$623,809	\$311,905	0.46
Finney	17	\$6,808,863	\$400,521	0.59	Riley	15	\$11,595,931	\$773,062	1.13
Ford	10	\$7,844,245	\$784,424	1.15	Rooks*	4	\$1,247,618	\$311,905	0.46
Franklin	8	\$2,947,831	\$368,479	0.54	Rush*	3	\$935,714	\$311,905	0.46
Geary	8	\$4,715,671	\$589,459	0.86	Russell*	3	\$935,714	\$311,905	0.46
Gove*	2	\$623,809	\$311,905	0.46	Saline	15	\$11,834,332	\$788,955	1.16
Graham*	1	\$311,905	\$311,905	0.46	Scott*	3	\$935,714	\$311,905	0.46
Grant*	3	\$935,714	\$311,905	0.46	Sedgwick	112	\$102,590,598	\$915,988	1.34
Gray*	2	\$623,809	\$311,905	0.46	Seward	5	\$4,497,263	\$899,453	1.32
Greeley*	1	\$311,905	\$311,905	0.46	Shawnee	43	\$37,531,056	\$872,815	1.28
Greenwood	5	\$948,449	\$189,690	0.28	Sheridan*	1	\$311,905	\$311,905	0.46
Hamilton*	1	\$311,905	\$311,905	0.46	Sherman*	4	\$1,247,618	\$311,905	0.46
Harper*	1	\$311,905	\$311,905	0.46	Smith*	2	\$623,809	\$311,905	0.46
Harvey	7	\$3,995,873	\$570,839	0.84	Stafford*	1	\$311,905	\$311,905	0.46
Haskell**	0	NA	NA	NA	Stanton**	0	NA	NA	NA
Hodgeman*	1	\$311,905	\$311,905	0.46	Stevens*	2	\$623,809	\$311,905	0.46
Jackson	5	\$1,386,339	\$277,268	0.41	Sumner	7	\$2,220,978	\$317,283	0.47
Jefferson	4	\$949,898	\$237,475	0.35	Thomas*	3	\$935,714	\$311,905	0.46
Jewell*	1	\$311,905	\$311,905	0.46	Trego*	2	\$623,809	\$311,905	0.46
Johnson	89	\$98,025,283	\$1,101,408	1.61	Wabauusee*	2	\$623,809	\$311,905	0.46
Kearny*	1	\$311,905	\$311,905	0.46	Wallace*	1	\$311,905	\$311,905	0.46
Kingman*	3	\$935,714	\$311,905	0.46	Washington*	3	\$935,714	\$311,905	0.46
Kiowa**	0	NA	NA	NA	Wichita*	2	\$623,809	\$311,905	0.46
Labette	8	\$3,652,827	\$456,603	0.67	Wilson*	3	\$935,714	\$311,905	0.46
Lane*	1	\$311,905	\$311,905	0.46	Woodson*	2	\$623,809	\$311,905	0.46
Leavenworth	16	\$6,576,298	\$411,019	0.60	Wyandotte	42	\$35,073,967	\$835,094	1.22
Lincoln*	1	\$311,905	\$311,905	0.46	Total	719	\$492,066,262	\$684,376	1.00

*No enforcement tax information available. Sales estimated based on average for all counties with fewer than five retailers.

Source: 1) Enforcement Tax Collections 2003, Alcoholic Beverage Control 2) Licensed Retailers, ABC