



Retail Trade Summary for Macomb, Illinois



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Table 1. Retail Sales, 2000-2007

Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor
2000	\$223,547,705	--	577	\$387,431	\$12,046	1.24
2001	\$224,516,762	0.4%	578	\$388,437	\$12,064	1.21
2002	\$228,067,408	1.6%	585	\$389,859	\$12,167	1.20
2003	\$230,276,956	1.0%	587	\$392,295	\$12,360	1.16
2004	\$242,584,626	5.3%	622	\$390,007	\$13,029	1.17
2005	\$251,667,818	3.7%	633	\$397,579	\$13,618	1.16
2006	\$265,357,743	5.4%	657	\$403,893	\$14,404	1.17
2007	\$270,619,987	2.0%	664	\$407,560	\$14,690	1.16

Table 1 provides insight into the retail sector for Macomb, Illinois. Retail sales are calculated from the Illinois Department of Revenue's Standard Industrial Classification (SIC) Code Reporting, available at www.revenue.state.il.us/app/kob/index.jsp. The following is a brief description of the measures used.

Between 2000 and 2007, total retail sales in Macomb increased 21.1 percent. During the same time period, the Illinois' total retail sales increased by 23.4 percent and downstate Illinois increased by 32.9 percent. Downstate sales figures include all incorporated and unincorporated areas except those in Cook, DuPage, Kane, Lake, McHenry, and Will counties. These counties are affected by Chicago economy.

Changes in sales are partially determined by the number of businesses in operation. In Macomb, businesses increased 15.1 percent compared to the 7.1 percent increase for the state of Illinois, between 2000 and 2007. Per capita sales (sales divided by local population according to Census Bureau's estimates) in Macomb were \$14,690 compared with \$12,635 for downstate Illinois in 2007.

The drawing power of a city or county is reflected by a Pull Factor calculated as the ratio of local per capita retail sales divided by downstate per capita retail sales. A Pull Factor greater than one reflects the strength of the local retail sector; the area is selling more per capita than comparable areas. A pull factor less than one indicates the residents are shopping elsewhere.

As noted earlier, Macomb had per capita retail sales of \$14,690 in 2007. Downstate's per capita retail sales was \$12,635 in 2007. This resulted in a positive pull factor of 1.16, indicating that Macomb has exceeded what would be expected compared with other downstate areas and could mean that customers are being attracted from surrounding areas. Table 2 shows Pull Factors by specific category. More detail on types of business by category is available at: www.revenue.state.il.us/app/kob/terms.jsp.

Table 2. Taxable Retail Sales by Category, 2000 and 2007*

Category	2000			2007		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$53,858,542	24.1%	2.07	\$75,249,425	27.8%	2.19
Food	\$34,795,534	15.6%	1.39	\$31,041,983	11.5%	1.20
Drinking and Eating Places	\$26,302,570	11.8%	1.54	\$31,713,445	11.7%	1.56
Apparel	\$5,829,692	2.6%	1.79	\$6,587,697	2.4%	1.64
Furniture, Household, and Radio	\$7,227,716	3.2%	0.90	\$5,736,159	2.1%	0.67
Lumber, Building, and Hardware	\$4,239,307	1.9%	0.37	\$6,538,885	2.4%	0.42
Automotive and Filling Stations	\$45,777,265	20.5%	1.02	\$57,094,853	21.1%	1.06
Drugs and Miscellaneous Retail	\$23,027,283	10.3%	1.27	\$34,174,181	12.6%	1.12
Manufacturers	\$2,106,258	0.9%	0.50	\$1,895,297	0.7%	0.36
Agriculture and All Other	\$20,383,538	9.1%	0.93	\$20,588,062	7.6%	0.60

*Blank categories have less than four taxpayers; therefore no data is shown to protect the confidentiality of individual taxpayers. The total listed in Table 1 includes censored data. Businesses may not report themselves in the same category from year to year, resulting in some fluctuation of sales by category.

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Table 3. Inflation Adjusted Retail Sales by Category, 2000=100

Category	Real Dollars		Real Change 2000-2007	Real Retail Sales Growth	Downstate Real Retail Sales Growth
	2000	2007			
Total Retail Sales	\$223,547,705	\$224,767,431	\$1,219,726	0.5%	10.4%
General Merchandise	\$53,858,542	\$62,499,522	\$8,640,980	16.0%	12.7%
Food	\$34,795,534	\$25,782,378	-\$9,013,156	-25.9%	-11.7%
Drinking and Eating Places	\$26,302,570	\$26,340,071	\$37,501	0.1%	1.5%
Apparel	\$5,829,692	\$5,471,509	-\$358,183	-6.1%	5.6%
Furniture, Household, and Radio	\$7,227,716	\$4,764,252	-\$2,463,464	-34.1%	-8.4%
Lumber, Building, and Hardware	\$4,239,307	\$5,430,968	\$1,191,661	28.1%	17.1%
Automotive and Filling Stations	\$45,777,265	\$47,420,974	\$1,643,709	3.6%	2.9%
Drugs and Miscellaneous Retail	\$23,027,283	\$28,383,871	\$5,356,588	23.3%	43.3%
Manufacturers	\$2,106,258	\$1,574,167	-\$532,091	-25.3%	8.6%
Agriculture and All Other	\$20,383,538	\$17,099,719	-\$3,283,819	-16.1%	33.3%
Consumer Price Index (CPI)	100.0	120.4	--	20.4%	--

Table 3 illustrates the effects of inflation on retail sales. Based on the Consumer Price Index, published by the Bureau of Labor Statistics, U.S. Department of Labor, it costs \$120.40 in 2007 to purchase the same goods and services that cost \$100 in 2000. When the effects of inflation are taken into consideration, total retail sales for Macomb increased by 0.5 percent over the time period examined. The comparable downstate Illinois change was a 10.4 percent increase in inflation-adjusted dollars. The different categories of sales vary according to the real change.

Caution should be used when comparing category items over the years, since businesses may not report themselves in the same category from year to year, which would result in some fluctuation of sales by category. Table 3 does not take into consideration population changes or technology changes that effect industrial efficiencies. Blank categories have less than four taxpayers, therefore no data is shown to protect the confidentiality of individual taxpayers. Total retail sales amount includes the information censored from the category breakdown.

Table 4. Surplus or Leakages from Retail Trade, 2000-2007

Calendar Year	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential	Potential sales are an estimate of the sales level that a local area should achieve, based on average downstate sales. Comparing potential sales to actual sales allows a measurement of retail surplus (positive number) or leakage (negative number).
2000	\$125,141,062	\$223,547,705	\$98,406,643	78.6%	
2001	\$129,171,720	\$224,516,762	\$95,345,042	73.8%	
2002	\$132,338,883	\$228,067,408	\$95,728,525	72.3%	
2003	\$137,616,286	\$230,276,956	\$92,660,670	67.3%	
2004	\$144,389,389	\$242,584,626	\$98,195,237	68.0%	
2005	\$151,168,659	\$251,667,818	\$100,499,159	66.5%	
2006	\$157,656,103	\$265,357,743	\$107,701,640	68.3%	
2007	\$161,570,793	\$270,619,987	\$109,049,194	67.5%	

Potential sales are products of downstate per capita sales, local population, and the index of income being multiplied together. The index of income is a ratio of local to downstate per capita income. The index of income attempts to measure the relative wealth of the local area compared to downstate Illinois. The index of income for Macomb is 0.694, which indicates that the local per capita income is below the downstate average by 30.6 percent. In 2007, potential sales were \$161,570,793 and actual sales were \$270,619,987, resulting in a surplus of \$109,049,194. A surplus indicates that the local area attracted customers from the surrounding area.

Table 5, on the next two pages displays information by category, when available.

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Table 5. Taxable Retail Sales by Category, 2000-2007*

Category	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential	Actual Sales % of Total Sales	Pull Factor
General Merchandise						
2000	\$18,098,673	\$53,858,542	\$35,759,869	197.6%	24.1%	2.07
2001	\$19,733,828	\$53,922,777	\$34,188,949	173.3%	24.0%	1.90
2002	\$21,054,564	\$53,260,828	\$32,206,264	153.0%	23.4%	1.76
2003	\$21,826,789	\$58,952,284	\$37,125,495	170.1%	25.6%	1.87
2004	\$22,513,837	\$68,051,575	\$45,537,738	202.3%	28.1%	2.10
2005	\$22,927,831	\$70,708,918	\$47,781,087	208.4%	28.1%	2.14
2006	\$22,905,772	\$72,899,846	\$49,994,074	218.3%	27.5%	2.21
2007	\$23,840,907	\$75,249,425	\$51,408,518	215.6%	27.8%	2.19
Food						
2000	\$17,392,573	\$34,795,534	\$17,402,961	100.1%	15.6%	1.39
2001	\$17,796,459	\$35,895,030	\$18,098,571	101.7%	16.0%	1.40
2002	\$18,005,289	\$36,122,332	\$18,117,043	100.6%	15.8%	1.39
2003	\$18,245,178	\$34,460,082	\$16,214,904	88.9%	15.0%	1.31
2004	\$17,632,108	\$30,044,703	\$12,412,595	70.4%	12.4%	1.18
2005	\$17,258,966	\$28,789,398	\$11,530,432	66.8%	11.4%	1.16
2006	\$17,417,697	\$28,972,564	\$11,554,867	66.3%	10.9%	1.15
2007	\$17,956,607	\$31,041,983	\$13,085,376	72.9%	11.5%	1.20
Drinking and Eating Places						
2000	\$11,887,199	\$26,302,570	\$14,415,371	121.3%	11.8%	1.54
2001	\$11,587,185	\$25,635,598	\$14,048,413	121.2%	11.4%	1.54
2002	\$11,863,459	\$26,941,355	\$15,077,896	127.1%	11.8%	1.58
2003	\$12,013,653	\$28,159,798	\$16,146,145	134.4%	12.2%	1.63
2004	\$12,630,483	\$29,497,975	\$16,867,492	133.5%	12.2%	1.62
2005	\$12,944,007	\$29,128,504	\$16,184,497	125.0%	11.6%	1.56
2006	\$13,454,721	\$30,554,392	\$17,099,671	127.1%	11.5%	1.58
2007	\$14,109,985	\$31,713,445	\$17,603,460	124.8%	11.7%	1.56
Apparel						
2000	\$2,263,075	\$5,829,692	\$3,566,617	157.6%	2.6%	1.79
2001	\$2,217,691	\$4,828,219	\$2,610,528	117.7%	2.2%	1.51
2002	\$2,215,087	\$4,182,888	\$1,967,801	88.8%	1.8%	1.31
2003	\$2,275,669	\$4,314,477	\$2,038,808	89.6%	1.9%	1.32
2004	\$2,443,710	\$5,447,141	\$3,003,431	122.9%	2.2%	1.55
2005	\$2,585,169	\$6,695,700	\$4,110,531	159.0%	2.7%	1.80
2006	\$2,637,648	\$6,913,126	\$4,275,478	162.1%	2.6%	1.82
2007	\$2,795,172	\$6,587,697	\$3,792,525	135.7%	2.4%	1.64
Furniture, Household, and Radio						
2000	\$5,550,589	\$7,227,716	\$1,677,127	30.2%	3.2%	0.90
2001	\$5,389,095	\$6,278,869	\$889,774	16.5%	2.8%	0.81
2002	\$5,390,437	\$6,628,169	\$1,237,732	23.0%	2.9%	0.85
2003	\$5,532,511	\$6,395,177	\$862,666	15.6%	2.8%	0.80
2004	\$6,372,467	\$6,100,075	-\$272,392	-4.3%	2.5%	0.66
2005	\$6,595,764	\$6,100,952	-\$494,812	-7.5%	2.4%	0.64
2006	\$6,417,669	\$5,416,186	-\$1,001,483	-15.6%	2.0%	0.59
2007	\$5,944,081	\$5,736,159	-\$207,922	-3.5%	2.1%	0.67
Lumber, Building, and Hardware						
2000	\$7,928,966	\$4,239,307	-\$3,689,659	-46.5%	1.9%	0.37
2001	\$7,873,901	\$5,218,240	-\$2,655,661	-33.7%	2.3%	0.46
2002	\$8,593,845	\$5,428,979	-\$3,164,866	-36.8%	2.4%	0.44
2003	\$9,466,379	\$5,646,400	-\$3,819,979	-40.4%	2.5%	0.41
2004	\$10,585,078	\$6,429,990	-\$4,155,088	-39.3%	2.7%	0.42
2005	\$10,707,299	\$6,797,829	-\$3,909,470	-36.5%	2.7%	0.44
2006	\$10,929,650	\$6,080,346	-\$4,849,304	-44.4%	2.3%	0.39
2007	\$10,853,080	\$6,538,885	-\$4,314,195	-39.8%	2.4%	0.42



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Table 5. Taxable Retail Sales by Category, 2000-2007*, continued

Category	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential	Actual Sales % of Total Sales	Pull Factor
Automotive and Filling Stations						
2000	\$31,041,836	\$45,777,265	\$14,735,429	47.5%	20.5%	1.02
2001	\$32,235,265	\$46,299,628	\$14,064,363	43.6%	20.6%	1.00
2002	\$31,430,783	\$48,522,094	\$17,091,311	54.4%	21.3%	1.07
2003	\$31,358,064	\$45,446,731	\$14,088,667	44.9%	19.7%	1.01
2004	\$32,035,034	\$45,043,960	\$13,008,926	40.6%	18.6%	0.98
2005	\$35,036,188	\$48,005,805	\$12,969,617	37.0%	19.1%	0.95
2006	\$36,824,889	\$55,151,639	\$18,326,750	49.8%	20.8%	1.04
2007	\$37,352,791	\$57,094,853	\$19,742,062	52.9%	21.1%	1.06
Drugs and Miscellaneous Retail						
2000	\$12,610,403	\$23,027,283	\$10,416,880	82.6%	10.3%	1.27
2001	\$13,479,157	\$24,726,617	\$11,247,460	83.4%	11.0%	1.27
2002	\$14,068,293	\$25,031,945	\$10,963,652	77.9%	11.0%	1.24
2003	\$15,106,175	\$24,637,759	\$9,531,584	63.1%	10.7%	1.13
2004	\$16,240,716	\$26,701,456	\$10,460,740	64.4%	11.0%	1.14
2005	\$17,032,517	\$28,403,557	\$11,371,040	66.8%	11.3%	1.16
2006	\$19,737,651	\$31,702,097	\$11,964,446	60.6%	11.9%	1.11
2007	\$21,136,387	\$34,174,181	\$13,037,794	61.7%	12.6%	1.12
Manufacturers						
2000	\$2,895,537	\$2,106,258	-\$789,279	-27.3%	0.9%	0.50
2001	\$3,131,008	\$1,752,716	-\$1,378,292	-44.0%	0.8%	0.39
2002	\$3,118,116	\$1,808,973	-\$1,309,143	-42.0%	0.8%	0.40
2003	\$2,948,951	\$1,825,924	-\$1,123,027	-38.1%	0.8%	0.43
2004	\$3,102,551	\$1,889,331	-\$1,213,220	-39.1%	0.8%	0.42
2005	\$3,221,341	\$1,785,166	-\$1,436,175	-44.6%	0.7%	0.38
2006	\$3,624,574	\$1,867,449	-\$1,757,125	-48.5%	0.7%	0.36
2007	\$3,675,441	\$1,895,297	-\$1,780,144	-48.4%	0.7%	0.36
Agriculture and All Other						
2000	\$15,237,145	\$20,383,538	\$5,146,393	33.8%	9.1%	0.93
2001	\$15,530,011	\$19,959,068	\$4,429,057	28.5%	8.9%	0.89
2002	\$16,505,936	\$20,139,845	\$3,633,909	22.0%	8.8%	0.85
2003	\$18,783,182	\$20,438,324	\$1,655,142	8.8%	8.9%	0.76
2004	\$20,780,904	\$23,378,420	\$2,597,516	12.5%	9.6%	0.78
2005	\$22,825,301	\$25,251,989	\$2,426,688	10.6%	10.0%	0.77
2006	\$23,377,217	\$25,800,098	\$2,422,881	10.4%	9.7%	0.77
2007	\$23,747,266	\$20,588,062	-\$3,159,204	-13.3%	7.6%	0.60

*Blank categories have less than four taxpayers; therefore no data is shown to protect the confidentiality of individual taxpayers. The total listed in Table 1 includes censored data. Businesses may not report themselves in the same category from year to year, which would result in some fluctuation of sales by category.

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