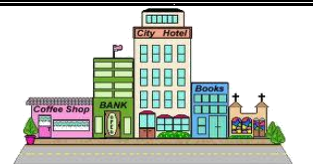




## Retail Trade Summary for Jacksonville, Illinois

Created: 9/21/2016



**Table 1. Retail Sales, 2001-2015**

Jacksonville, Illinois						
Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor
2001	\$301,027,755	--	730	\$412,367	\$15,210	1.52
2002	\$298,502,616	-0.8%	753	\$396,418	\$15,223	1.49
2003	\$299,382,315	0.3%	752	\$398,115	\$15,195	1.42
2004	\$296,339,625	-1.0%	734	\$403,732	\$15,037	1.34
2005	\$298,554,342	0.7%	780	\$382,762	\$15,298	1.29
2006	\$325,747,324	9.1%	809	\$402,654	\$16,793	1.36
2007	\$332,159,711	2.0%	798	\$416,240	\$17,093	1.36
2008	\$351,685,026	5.9%	683	\$514,912	\$18,179	1.42
2009	\$340,112,476	-3.3%	621	\$547,685	\$17,701	1.50
2010	\$352,360,163	3.6%	627	\$561,978	\$18,120	1.50
2011	\$359,269,830	2.0%	639	\$562,238	\$18,476	1.47
2012	\$362,628,691	0.9%	642	\$564,842	\$18,788	1.47
2013	\$372,129,329	2.6%	653	\$569,876	\$19,352	1.50
2014	\$389,460,814	4.7%	615	\$633,270	\$20,328	1.55
2015	\$394,258,924	1.2%	644	\$612,203	\$20,639	1.60

Retail sales are calculated from the Illinois Department of Revenue's Standard Industrial Classification (SIC) Code Reporting, available at <https://www.revenue.state.il.us/app/kob/index.jsp>. The following is a brief description of the measures used.

Between 2001 and 2015, total retail sales in Jacksonville increased 31.0 percent. During the same time period, the Illinois' total retail sales increased by 33.6 percent and downstate Illinois increased by 32 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 Jacksonville, businesses decreased 10.5 percent compared to the 11.3 percent decline for the state of Illinois, between 2001 and 2015. Per capita sales (sales divided by local population according to Census Bureau's estimates) in Jacksonville were \$20,639 compared with \$13,720 for Illinois in 2014.

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 (or collar) 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, Jacksonville had per capita retail sales of \$20,639 in 2015. Downstate's per capita retail sales was \$12,862 in 2015. This resulted in a positive pull factor of 1.50, indicating that Jacksonville has exceeded what would be expected compared with other 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](http://www.revenue.state.il.us/app/kob/terms.jsp).

**Table 2. Taxable Retail Sales by Category, 2001 and 2015\*\***

Category	2001			2015		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$74,243,468	24.7%	2.45	\$99,700,329	26.8%	2.63
Food	\$44,245,711	14.7%	1.62	\$43,139,444	11.6%	1.38
Drinking and Eating Places	\$28,975,533	9.6%	1.63	\$44,196,707	11.9%	1.74
Apparel	\$4,934,028	1.6%	1.45	\$4,726,828	1.3%	1.08
Furniture, Household, and Radio	\$9,847,193	3.3%	1.19	\$7,906,184	2.1%	1.11
Lumber, Building, and Hardware	\$10,410,331	3.5%	0.86	\$29,661,994	8.0%	1.82
Automotive and Filling Stations	\$76,694,854	25.5%	1.55	\$64,757,288	17.4%	1.10
Drugs and Miscellaneous Retail	\$23,916,261	7.9%	1.16	\$46,432,478	12.5%	1.21
Manufacturers	\$3,709,111	1.2%	0.77	\$1,965,173	0.5%	0.36
Agriculture and All Other	\$24,051,265	8.0%	1.01	\$51,772,499	13.9%	2.62

\*When a community is located in multiple counties, if one of the counties is considered a Chicago collar region county, then the community is assigned the collar region coding.

\*\*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.

## Retail Trade Summary: Jacksonville, Illinois

**Table 3. Inflation Adjusted Retail Sales by Category, 2015=100**

**Jacksonville, Illinois**

Category	Real Dollars		Real Change 2001-2015	Real Retail Sales Growth	Downstate Real Retail Sales Growth
	2001	2015			
Total Retail Sales	\$402,872,363	\$394,258,924	-\$8,613,439	-2.1%	-1.1%
General Merchandise	\$99,361,739	\$99,700,329	\$338,590	0.3%	-0.3%
Food	\$59,215,052	\$43,139,444	-\$16,075,608	-27.1%	-8.5%
Drinking and Eating Places	\$38,778,622	\$44,196,707	\$5,418,085	14.0%	13.9%
Apparel	\$6,603,323	\$4,726,828	-\$1,876,495	-28.4%	2.2%
Furniture, Household, and Radio	\$13,178,725	\$7,906,184	-\$5,272,541	-40.0%	-31.1%
Lumber, Building, and Hardware	\$13,932,385	\$29,661,994	\$15,729,609	112.9%	7.6%
Automotive and Filling Stations	\$102,642,486	\$64,757,288	-\$37,885,198	-36.9%	-5.1%
Drugs and Miscellaneous Retail	\$32,007,682	\$46,432,478	\$14,424,796	45.1%	47.5%
Manufacturers	\$4,963,988	\$1,965,173	-\$2,998,815	-60.4%	-8.3%
Agriculture and All Other	\$32,188,361	\$51,772,499	\$19,584,138	60.8%	-33.9%
Consumer Price Index (CPI)	74.7	100.0	33.8%	--	--

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 cost \$74.70 in 2001 to purchase the same goods and services that cost \$100 in 2015. When the effects of inflation are taken into consideration, total retail sales for Jacksonville declined by 2.1 percent over the time period examined. The comparable downstate Illinois change was a 0.9 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 results 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, 2001-2015**

**Jacksonville, Illinois**

Calendar Year	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential
2001	\$178,410,000	\$301,027,755	\$122,617,755	69.0%
2002	\$179,960,000	\$298,502,616	\$118,542,616	66.0%
2003	\$189,310,000	\$299,382,315	\$110,072,315	58.0%
2004	\$198,830,000	\$296,339,625	\$97,509,625	49.0%
2005	\$207,780,000	\$298,554,342	\$90,774,342	44.0%
2006	\$216,100,000	\$325,747,324	\$109,647,324	51.0%
2007	\$220,450,000	\$332,159,711	\$111,709,711	51.0%
2008	\$222,960,000	\$351,685,026	\$128,725,026	58.0%
2009	\$211,110,000	\$340,112,476	\$129,002,476	61.0%
2010	\$209,920,000	\$352,360,163	\$142,440,163	68.0%
2011	\$205,280,000	\$359,269,830	\$153,989,830	75.0%
2012	\$206,490,000	\$362,628,691	\$156,138,691	76.0%
2013	\$217,440,000	\$372,129,329	\$154,689,329	71.0%
2014	\$213,590,000	\$389,460,814	\$175,870,814	82.0%
2015	\$202,510,000	\$394,258,924	\$191,748,924	95.0%

**Potential sales** are an estimate of the sales level that a local area should achieve, based on average downstate (or collar region) sales. Comparing potential sales to actual sales allows a measurement of retail **surplus** (positive number) or **leakage** (negative number).

Potential sales are a product 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 the downstate region. The index of income for Jacksonville is 0.82, which indicates that the local per capita income\* is below the downstate average by 18.0 percent. In 2015, potential sales were \$217,440,000 and actual sales were \$372,129,329, resulting in a surplus of \$154,689,329. A surplus indicates that the local area attracted customers from the surrounding area.

\*Starting in 2009 calculations, local personal income data from the American Community Survey from the U.S. Census Bureau was used. Between 2000 and 2008, the 1999 personal income data was used from the 2000 Census.

## Retail Trade Summary: Jacksonville, Illinois

### County Retail Trade Summary: Morgan County

County retail trade information can provide additional insight on how the area is doing. According to the Illinois Department of Revenue's Standard Industrial Classification data set, there are over 100 municipalities that are situated on the boundaries of two or more counties. All municipalities are assigned a county based on where the greatest percentage of its businesses are located. When there is a tie in the number of businesses, then the county assignment falls to the county with the highest retail sales.

**Table 5. County Retail Sales, 2001-2015**

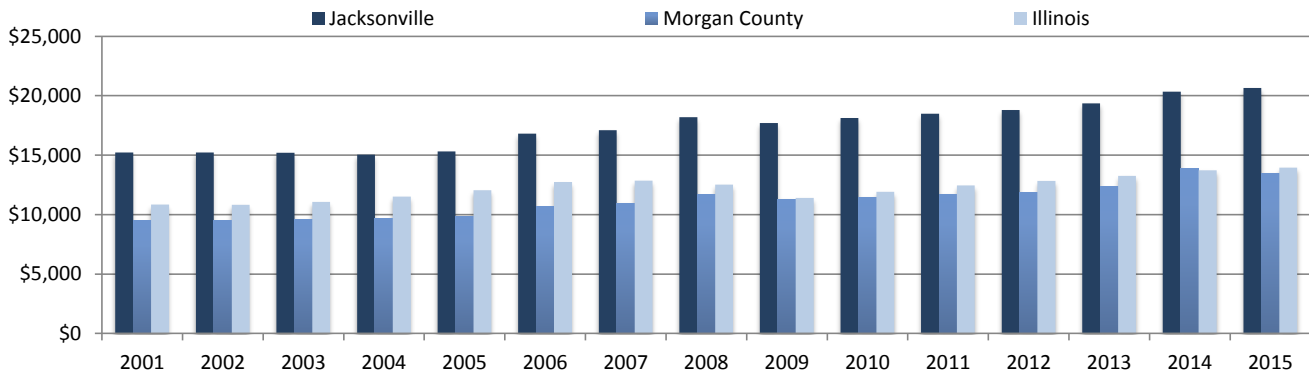
Calendar Year	Total Retail Sales	Retail Sales Growth	Number of Sales Tax Paying Firms	Pull Factor	Morgan County	
					Potential Sales (millions)	Surplus or Leakage (millions)
2001	\$342,684,831	--	1,355	0.93	\$345	-\$2.0
2002	\$345,567,809	0.8%	1,390	0.90	\$360	-\$14.2
2003	\$347,152,690	0.5%	1,371	0.86	\$378	-\$12.6
2004	\$352,101,535	1.4%	1,427	0.84	\$395	-\$25.9
2005	\$376,802,804	7.0%	1,443	0.86	\$411	-\$18.6
2006	\$387,073,809	2.7%	1,440	0.87	\$418	-\$24.0
2007	\$409,207,365	5.7%	1,257	0.91	\$422	-\$8.5
2008	\$393,486,130	-3.8%	1,149	0.95	\$400	-\$28.3
2009	\$407,496,864	3.6%	1,161	0.95	\$401	\$7.1
2010	\$416,250,939	2.1%	1,170	0.93	\$414	\$15.7
2011	\$416,996,674	0.2%	1,204	0.93	\$416	\$3.4
2012	\$432,240,824	3.7%	1,199	0.95	\$445	\$16.3
2014	\$483,126,252	11.8%	1,182	1.05	\$446	\$38.3
2015	\$469,224,712	-2.9%	1,238	1.05	\$429	\$23.1

Between 2001 and 2015, total retail sales in Morgan County increased 41.0 percent, Jacksonville increased 31.0 percent. As noted earlier, the Illinois' total retail sales increased by 26 percent and downstate Illinois increased by 36.8 percent. The number of firms in Morgan County decreased by 12.8 percent compared to 10.5 percent decrease in Jacksonville. The Morgan County pull factor was 0.95, which indicates sales lost to competing counties.

**Table 6. County Retail Sales by Category, 2001-2015\***

Category	2001			2015		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$77,214,625	22.5%	1.32	\$100,043,670	20.7%	1.45
Food	\$49,418,574	14.4%	0.99	\$50,601,015	10.5%	0.89
Drinking and Eating Places	\$33,565,544	9.8%	1.02	\$49,921,225	10.3%	1.08
Apparel	\$4,262,713	1.2%	0.69	\$4,788,630	1.0%	0.60
Furniture, Household, and Radio	\$11,094,029	3.2%	0.74	\$10,359,826	2.1%	0.80
Lumber, Building, and Hardware	\$13,813,231	4.0%	0.58	\$31,962,412	6.6%	1.08
Automotive and Filling Stations	\$89,907,786	26.2%	1.03	\$84,439,838	17.5%	0.79
Drugs and Miscellaneous Retail	\$25,903,405	7.6%	0.66	\$70,352,699	14.6%	1.01
Manufacturers	\$5,371,375	1.6%	0.62	\$4,549,524	0.9%	0.45
Agriculture and All Other	\$32,133,549	9.4%	0.70	\$62,205,873	12.9%	1.73

**Figure 1. Per Capita Sales, 2001-2015**



# Retail Trade Summary: Jacksonville, Illinois

Figure 2. 2015 County Retail Trade Pull Factors Map

There are 30 counties that showed a gain in customers/sales in Illinois.

At the opposite side of the spectrum, 31 counties showed significant loss of customers/sales, with a pull factor less than 0.7. These counties are usually adjacent to dominant trade centers. The smallest pull factor was 0.24 in Gallatin County, followed by 0.27 in Alexander County.


There were 41 counties that had pull factors between 0.5 and 1. There were four counties with pull factors between 0.95 and 1 (Clinton, Livingston, Saline, and St. Clair Counties).



### Legend


- Counties with a Significant Loss of Retail Sales
- Counties with a Low/Moderate Loss of Retail Sales
- Counties Gaining Retail Sales

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