



Retail Trade Summary for Morgan County, Illinois

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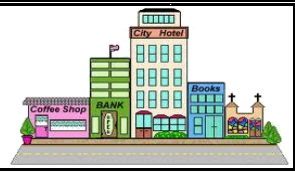


Table 1. Retail Sales, 2001-2015

		Morgan County, Illinois				
Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor
2001	\$343,161,240	--	1,326	\$258,794	\$9,455	0.94
2002	\$342,684,831	-0.1%	1,355	\$252,904	\$9,502	0.93
2003	\$345,567,809	0.8%	1,390	\$248,610	\$9,610	0.90
2004	\$347,152,690	0.5%	1,371	\$253,211	\$9,649	0.86
2005	\$352,101,535	1.4%	1,427	\$246,742	\$9,873	0.84
2006	\$376,802,804	7.0%	1,443	\$261,125	\$10,634	0.86
2007	\$387,073,809	2.7%	1,440	\$268,801	\$10,947	0.87
2008	\$409,207,365	5.7%	1,257	\$325,543	\$11,643	0.91
2009	\$393,486,130	-3.8%	1,149	\$342,460	\$11,276	0.95
2010	\$407,496,864	3.6%	1,161	\$350,988	\$11,464	0.95
2011	\$416,250,939	2.1%	1,170	\$355,770	\$11,711	0.93
2012	\$416,996,674	0.2%	1,204	\$346,343	\$11,822	0.93
2013	\$432,240,824	3.7%	1,199	\$360,501	\$12,326	0.95
2014	\$483,126,252	11.8%	1,182	\$408,736	\$13,832	1.05
2015	\$469,224,712	-2.9%	1,238	\$379,018	\$13,473	1.05

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 Morgan County increased 36.7 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 Morgan County, businesses decreased 9.6 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 Morgan County were \$13,473 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, Morgan County had per capita retail sales of \$13,473 in 2015. Downstate's per capita retail sales was \$12,862 in 2015. This resulted in a weak pull factor of 0.95, indicating that Morgan County has lost sales to competing communities when compared with other 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, 2001 and 2015**

Category	2000			Morgan County, Illinois 2015		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$75,434,638	22.0%	1.36	\$100,043,670	23.1%	1.45
Food	\$49,879,955	14.5%	1.00	\$50,601,015	11.7%	0.89
Drinking and Eating Places	\$32,637,183	9.5%	1.00	\$49,921,225	11.5%	1.08
Apparel	\$5,055,595	1.5%	0.81	\$4,788,630	1.1%	0.60
Furniture, Household, and Radio	\$11,515,999	3.4%	0.76	\$10,359,826	2.4%	0.80
Lumber, Building, and Hardware	\$12,845,928	3.7%	0.58	\$31,962,412	7.4%	1.08
Automotive and Filling Stations	\$92,957,188	27.1%	1.03	\$84,439,838	19.5%	0.79
Drugs and Miscellaneous Retail	\$27,103,928	7.9%	0.72	\$70,352,699	16.3%	1.01
Manufacturers	\$4,993,771	1.5%	0.57	\$4,549,524	1.1%	0.45
Agriculture and All Other	\$30,737,055	9.0%	0.70	\$62,205,873	14.4%	1.73

*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: Morgan County, Illinois

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

Category	Real Dollars		Real Change 2001-2015	Morgan County, Illinois	
	2000	2015		Real Retail Sales Growth	Downstate Real Retail Sales Growth
Total Retail Sales	\$459,260,574	\$469,224,712	\$9,964,138	2.2%	-1.1%
General Merchandise	\$100,955,910	\$100,043,670	-\$912,240	-0.9%	-0.3%
Food	\$66,755,490	\$50,601,015	-\$16,154,475	-24.2%	-8.5%
Drinking and Eating Places	\$43,679,092	\$49,921,225	\$6,242,133	14.3%	13.9%
Apparel	\$6,766,019	\$4,788,630	-\$1,977,389	-29.2%	2.2%
Furniture, Household, and Radio	\$15,412,126	\$10,359,826	-\$5,052,300	-32.8%	-31.1%
Lumber, Building, and Hardware	\$17,192,001	\$31,962,412	\$14,770,411	85.9%	7.6%
Automotive and Filling Stations	\$124,406,741	\$84,439,838	-\$39,966,903	-32.1%	-5.1%
Drugs and Miscellaneous Retail	\$36,273,810	\$70,352,699	\$34,078,889	93.9%	47.5%
Manufacturers	\$6,683,278	\$4,549,524	-\$2,133,754	-31.9%	-8.3%
Agriculture and All Other	\$41,136,107	\$62,205,873	\$21,069,766	51.2%	-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 Morgan County increased by 2.2 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

Calendar Year	Potential Sales	Actual Sales	Morgan County, Illinois		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).
			Surplus or Leakage	Surplus or Leakage as % of Potential	
2001	\$340,710,000	\$343,161,240	\$2,451,240	1.0%	
2002	\$344,660,000	\$342,684,831	-\$1,975,169	-1.0%	
2003	\$359,780,000	\$345,567,809	-\$14,212,191	-4.0%	
2004	\$377,980,000	\$347,152,690	-\$30,827,310	-8.0%	
2005	\$395,380,000	\$352,101,535	-\$43,278,465	-11.0%	
2006	\$411,080,000	\$376,802,804	-\$34,277,196	-8.0%	
2008	\$417,740,000	\$387,073,809	-\$30,666,191	-7.0%	
2009	\$421,820,000	\$409,207,365	-\$12,612,635	-3.0%	
2010	\$400,440,000	\$393,486,130	-\$6,953,870	-2.0%	
2011	\$400,560,000	\$407,496,864	\$6,936,864	2.0%	
2012	\$413,600,000	\$416,250,939	\$2,650,939	1.0%	
2013	\$415,960,000	\$416,996,674	\$1,036,674	0.0%	
2014	\$444,820,000	\$432,240,824	-\$12,579,176	-3.0%	
2015	\$446,080,000	\$483,126,252	\$37,046,252	8.0%	

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 Morgan County is 0.96, which indicates that the local per capita income* is below the downstate average by 4.0 percent. In 2015, potential sales were \$444,820,000 and actual sales were \$432,240,824, resulting in a leakage of \$12,579,176. A leakage indicates that the local area has lost customers to 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.

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