



Retail Trade Summary for Winchester, Illinois

Created: 9/21/2016



Table 1. Retail Sales, 2001-2015

Winchester, Illinois						
Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor
2001	\$18,077,340	--	83	\$217,799	\$10,969	1.10
2002	\$18,807,617	4.0%	92	\$204,431	\$11,546	1.13
2003	\$16,908,000	-10.1%	93	\$181,806	\$10,431	0.98
2004	\$16,971,894	0.4%	90	\$188,577	\$10,594	0.95
2005	\$16,785,337	-1.1%	97	\$173,045	\$10,550	0.89
2006	\$17,608,935	4.9%	87	\$202,402	\$11,259	0.91
2007	\$17,448,045	-0.9%	92	\$189,653	\$11,221	0.89
2008	\$16,909,768	-3.1%	82	\$206,217	\$10,917	0.85
2009	\$16,058,902	-5.0%	73	\$219,985	\$10,381	0.88
2010	\$16,628,444	3.5%	81	\$205,289	\$10,438	0.87
2011	\$16,327,808	-1.8%	76	\$214,840	\$10,413	0.83
2012	\$16,713,831	2.4%	85	\$196,633	\$10,625	0.83
2013	\$18,507,724	10.7%	85	\$217,738	\$11,894	0.92
2014	\$19,244,009	4.0%	87	\$221,196	\$12,440	0.95
2015	\$19,714,105	2.4%	85	\$231,931	\$13,030	1.01

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 Winchester increased 9.1 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 Winchester, businesses increased 2.4 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 Winchester were \$13,030 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, Winchester had per capita retail sales of \$13,030 in 2015. Downstate's per capita retail sales was \$12,862 in 2015. This resulted in a weak pull factor of 0.92, indicating that Winchester 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	2001			2015		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	--	--	--	--	--	--
Food	--	--	--	--	--	--
Drinking and Eating Places	\$1,007,056	5.6%	0.68	\$1,414,757	7.6%	0.70
Apparel	--	--	--	--	--	--
Furniture, Household, and Radio	\$16,146	0.1%	0.02	--	--	--
Lumber, Building, and Hardware	\$225,440	1.2%	0.22	\$376,540	2.0%	0.29
Automotive and Filling Stations	\$11,659,951	64.5%	2.83	\$10,188,813	55.1%	2.18
Drugs and Miscellaneous Retail	\$946,044	5.2%	0.55	\$548,930	3.0%	0.18
Manufacturers	\$66,871	0.4%	0.17	\$100,895	0.5%	0.23
Agriculture and All Other	\$1,606,694	8.9%	0.81	\$3,174,862	17.2%	2.03

*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: Winchester, Illinois

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

Winchester, Illinois

Category	Real Dollars		Real Change 2001-2015	Real Retail Sales Growth	Downstate Real Retail Sales Growth
	2001	2015			
Total Retail Sales	\$24,193,320	\$19,714,105	-\$4,479,215	-18.5%	-1.1%
General Merchandise	--	--	--	--	-0.3%
Food	--	--	--	--	-8.5%
Drinking and Eating Places	\$1,347,766	\$1,414,757	\$66,991	5.0%	13.9%
Apparel	--	--	--	--	2.2%
Furniture, Household, and Radio	\$21,609	--	--	--	-31.1%
Lumber, Building, and Hardware	\$301,712	\$376,540	\$74,828	24.8%	7.6%
Automotive and Filling Stations	\$15,604,780	\$10,188,813	-\$5,415,967	-34.7%	-5.1%
Drugs and Miscellaneous Retail	\$1,266,112	\$548,930	-\$717,182	-56.6%	47.5%
Manufacturers	\$89,495	\$100,895	\$11,400	12.7%	-8.3%
Agriculture and All Other	\$2,150,276	\$3,174,862	\$1,024,586	47.6%	-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 Winchester declined by 18.5 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

Winchester, Illinois

Calendar Year	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential
2001	\$14,750,000	\$18,077,340	\$3,327,340	23.0%
2002	\$14,840,000	\$18,807,617	\$3,967,617	27.0%
2003	\$15,460,000	\$16,908,000	\$1,448,000	9.0%
2004	\$16,040,000	\$16,971,894	\$931,894	6.0%
2005	\$16,810,000	\$16,785,337	-\$24,663	0.0%
2006	\$17,300,000	\$17,608,935	\$308,935	2.0%
2007	\$17,510,000	\$17,448,045	-\$61,955	0.0%
2008	\$17,720,000	\$16,909,768	-\$810,232	-5.0%
2009	\$17,210,000	\$16,058,902	-\$1,151,098	-7.0%
2010	\$16,760,000	\$16,628,444	-\$131,556	-1.0%
2011	\$18,760,000	\$16,327,808	-\$2,432,192	-13.0%
2012	\$19,070,000	\$16,713,831	-\$2,356,169	-12.0%
2013	\$19,510,000	\$18,507,724	-\$1,002,276	-5.0%
2014	\$18,120,000	\$19,244,009	\$1,124,009	6.0%
2015	\$17,390,000	\$19,714,105	\$2,324,105	13.0%

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 Winchester is 0.89, which indicates that the local per capita income* is below the downstate average by 11.0 percent. In 2015, potential sales were \$19,510,000 and actual sales were \$18,507,724, resulting in a leakage of \$1,002,276. 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.

Retail Trade Summary: Winchester, Illinois

County Retail Trade Summary: Scott 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

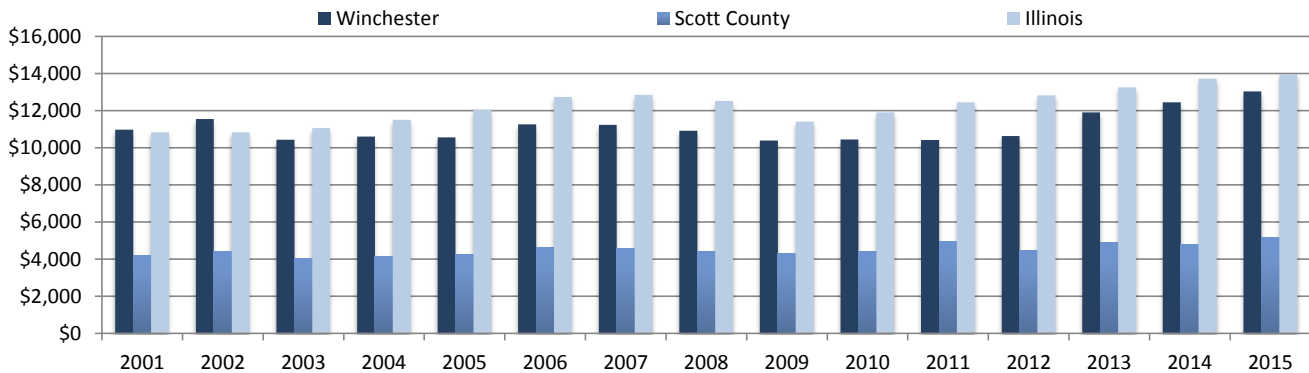
Calendar Year	Total Retail Sales	Retail Sales Growth	Number of Sales Tax Paying Firms	Pull Factor	Scott County	
					Potential Sales (millions)	Surplus or Leakage (millions)
2001	\$24,120,857	--	225	0.43	\$49	-\$24.5
2002	\$22,020,676	-8.7%	231	0.38	\$51	-\$28.7
2003	\$22,323,562	1.4%	236	0.37	\$53	-\$28.4
2004	\$22,774,490	2.0%	239	0.36	\$55	-\$29.9
2005	\$24,223,255	6.4%	219	0.37	\$57	-\$31.0
2006	\$23,716,873	-2.1%	212	0.36	\$58	-\$33.1
2007	\$23,050,451	-2.8%	187	0.35	\$58	-\$34.5
2008	\$22,317,896	-3.2%	166	0.36	\$74	-\$35.9
2009	\$23,647,313	6.0%	189	0.37	\$72	-\$50.6
2010	\$25,930,529	9.7%	191	0.39	\$73	-\$46.6
2011	\$23,712,857	-8.6%	211	0.35	\$75	-\$49.7
2012	\$25,469,061	7.4%	196	0.38	\$72	-\$49.2
2014	\$25,006,351	-1.8%	193	0.37	\$67	-\$47.5
2015	\$26,227,048	4.9%	204	0.40	\$62	-\$40.6

Between 2001 and 2015, total retail sales in Scott County increased 3.7 percent, Winchester increased 9.1 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 Scott County decreased by 14.2 percent compared to 2.4 percent increase in Winchester. The Scott County pull factor was 0.38, 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	\$3,115	0.0%	0.00	--	--	--
Food	\$3,921,814	16.3%	0.52	\$5,511,853	22.0%	0.66
Drinking and Eating Places	\$1,498,237	6.2%	0.30	\$2,710,861	10.8%	0.40
Apparel	--	--	--	--	--	--
Furniture, Household, and Radio	\$288,623	1.2%	0.13	--	--	--
Lumber, Building, and Hardware	\$615,515	2.6%	0.17	\$485,702	1.9%	0.11
Automotive and Filling Stations	\$14,148,294	58.7%	1.07	\$10,683,775	42.7%	0.68
Drugs and Miscellaneous Retail	\$1,095,808	4.5%	0.19	\$103,898	0.4%	0.01
Manufacturers	\$187,509	0.8%	0.14	\$159,069	0.6%	0.11
Agriculture and All Other	\$2,357,612	9.8%	0.34	\$6,264,436	25.1%	1.19

Figure 1. Per Capita Sales, 2001-2015



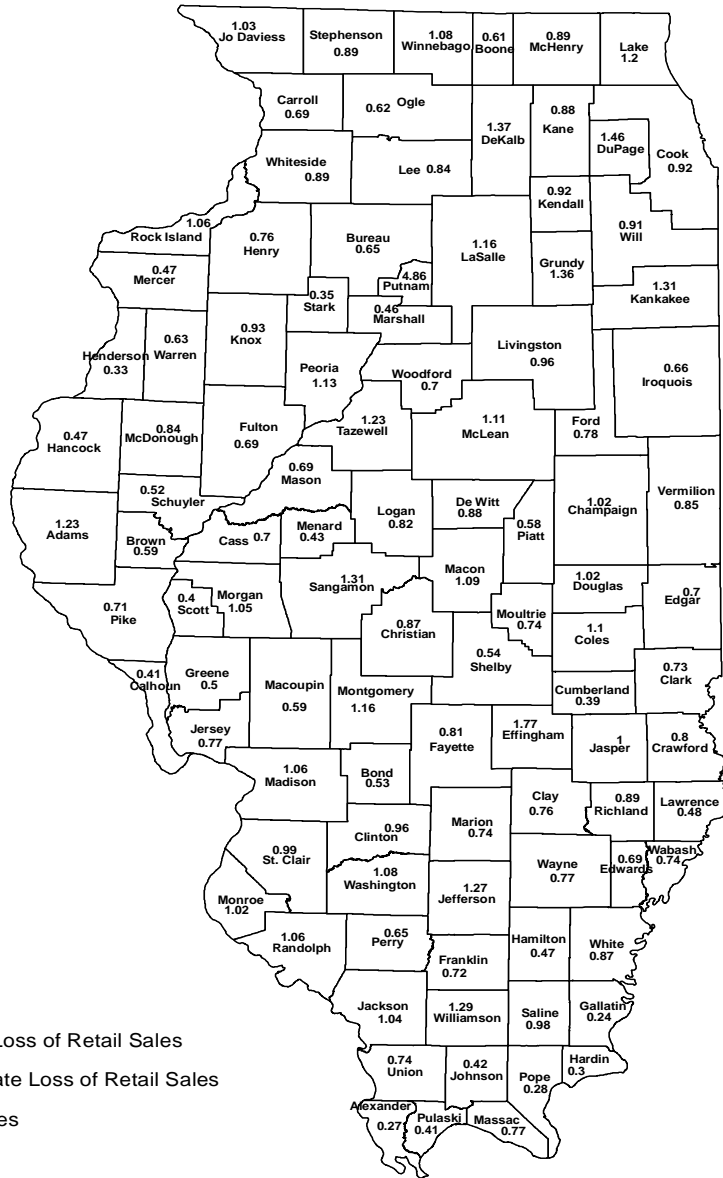
Retail Trade Summary: Winchester, Illinois

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

Last Update: August 15, 2016

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