

Table 1. Retail Sales, 2004-2018

Charleston, Illinois						
Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor
2004	\$182,008,011	--	509	\$357,580	\$8,649	0.77
2005	\$199,549,792	9.6%	559	\$356,976	\$9,452	0.80
2006	\$205,272,759	2.9%	554	\$370,528	\$9,597	0.78
2007	\$207,592,870	1.1%	545	\$380,904	\$9,613	0.76
2008	\$213,923,055	3.0%	458	\$467,081	\$9,874	0.77
2009	\$205,744,724	-3.8%	425	\$484,105	\$9,477	0.80
2010	\$215,459,844	4.7%	441	\$488,571	\$9,866	0.82
2011	\$225,308,435	4.6%	428	\$526,422	\$10,311	0.82
2012	\$232,757,602	3.3%	440	\$528,995	\$10,623	0.83
2013	\$235,837,131	1.3%	452	\$521,764	\$10,739	0.83
2014	\$243,050,559	3.1%	461	\$527,225	\$11,130	0.85
2015	\$242,059,980	-0.4%	480	\$504,292	\$11,420	0.89
2016	\$242,064,771	0.0%	451	\$536,729	\$11,454	0.89
2017	\$235,764,309	-2.6%	446	\$528,620	\$11,229	0.86
2018	\$242,543,832	2.9%	466	\$520,480	\$12,015	0.90

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 2004 and 2018, total retail sales in Charleston increased 33.3 percent. During the same time period, the Illinois' total retail sales increased by 30.5 percent and downstate Illinois increased by 24.3 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 the Chicago economy.*

Changes in sales are partially determined by the number of businesses in operation. In Charleston, businesses decreased 8.4 percent compared to the 4.1 percent decline for the state of Illinois, between 2004 and 2018. Per capita sales (sales divided by local population according to Census Bureau's estimates) in Charleston were \$12,015 compared with \$14,298 for Illinois in 2018.

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, Charleston had per capita retail sales of \$12,015 in 2018. Downstate's per capita retail sales was \$13,425 in 2018. This resulted in a weak pull factor of 0.90, indicating that Charleston 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, 2004 and 2018**

Category	2004			2018		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$46,768,763	25.7%	1.27	--	--	--
Food	\$18,776,184	10.3%	0.65	\$30,226,220	12.5%	0.79
Drinking and Eating Places	\$25,957,993	14.3%	1.26	\$29,332,501	12.1%	1.02
Apparel	\$2,254,831	1.2%	0.57	--	--	--
Furniture, Household, and Radio	\$1,043,010	0.6%	0.10	\$2,255,072	0.9%	0.32
Lumber, Building, and Hardware	\$6,818,698	3.7%	0.39	--	--	--
Automotive and Filling Stations	\$35,705,529	19.6%	0.68	\$51,921,982	21.4%	0.77
Drugs and Miscellaneous Retail	\$24,124,575	13.3%	0.91	\$40,573,185	16.7%	1.12
Manufacturers	\$3,911,660	2.1%	0.77	\$3,776,440	1.6%	0.68
Agriculture and All Other	\$16,646,768	9.1%	0.49	\$27,268,860	11.2%	0.87

*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: Charleston, Illinois

Table 3. Inflation Adjusted Retail Sales by Category, 2018=100

Category	Real Dollars		Real Change 2004-2018	Charleston, Illinois	
	2004	2018		Real Retail Sales Growth	Downstate Real Retail Sales Growth
Total Retail Sales	\$241,945,398	\$242,543,832	\$598,434	0.2%	-8.0%
General Merchandise	\$62,170,269	--	--	--	7.5%
Food	\$24,959,403	\$30,226,220	\$5,266,817	21.1%	39.5%
Drinking and Eating Places	\$34,506,267	\$29,332,501	-\$5,173,766	-15.0%	46.7%
Apparel	\$2,997,373	--	--	--	27.4%
Furniture, Household, and Radio	\$1,386,486	\$2,255,072	\$868,586	62.6%	-29.4%
Lumber, Building, and Hardware	\$9,064,176	--	--	--	2.5%
Automotive and Filling Stations	\$47,463,781	\$51,921,982	\$4,458,201	9.4%	35.2%
Drugs and Miscellaneous Retail	\$32,069,082	\$40,573,185	\$8,504,103	26.5%	43.9%
Manufacturers	\$5,199,816	\$3,776,440	-\$1,423,376	-27.4%	14.6%
Agriculture and All Other	\$22,128,745	\$27,268,860	\$5,140,115	23.2%	-2.8%
Consumer Price Index (CPI)	75.23	100.00	32.9%	--	--

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 \$75.44 in 2004 to purchase the same goods and services that cost \$100 in 2018. When the effects of inflation are taken into consideration, total retail sales for Charleston increased by 0.2 percent over the time period examined. The comparable downstate Illinois change was a 7.7 percent decline 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 Leakage from Retail Trade, 2004-2018

Calendar Year	Potential Sales	Actual Sales	Charleston, Illinois	
			Surplus or Leakage	Surplus or Leakage as % of Potential
2004	\$176,360,596	\$182,008,011	\$5,647,415	3.2%
2005	\$186,702,616	\$199,549,792	\$12,847,176	6.9%
2006	\$197,941,211	\$205,272,759	\$7,331,548	3.7%
2007	\$203,508,132	\$207,592,870	\$4,084,738	2.0%
2008	\$207,423,017	\$213,923,055	\$6,500,038	3.1%
2009	\$166,798,067	\$205,744,724	\$38,946,657	23.3%
2010	\$174,422,499	\$215,459,844	\$41,037,345	23.5%
2011	\$188,361,670	\$225,308,435	\$36,946,765	19.6%
2012	\$191,409,064	\$232,757,602	\$41,348,538	21.6%
2013	\$224,458,958	\$235,837,131	\$11,378,173	5.1%
2014	\$204,450,372	\$243,050,559	\$38,600,187	18.9%
2015	\$184,021,444	\$242,059,980	\$58,038,536	31.5%
2016	\$206,800,211	\$242,064,771	\$35,264,560	17.1%
2017	\$213,743,993	\$235,764,309	\$22,020,316	10.3%
2018	\$217,727,705	\$242,543,832	\$24,816,127	11.4%

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 Charleston is 0.80, which indicates that the local per capita income* is below the downstate average by 19.7 percent. In 2018, potential sales were \$217,727,705 and actual sales were \$242,543,832, resulting in a surplus of \$24,816,127. 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.

Retail Trade Summary: Charleston, Illinois

County Retail Trade Summary: Coles 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, 2004-2018

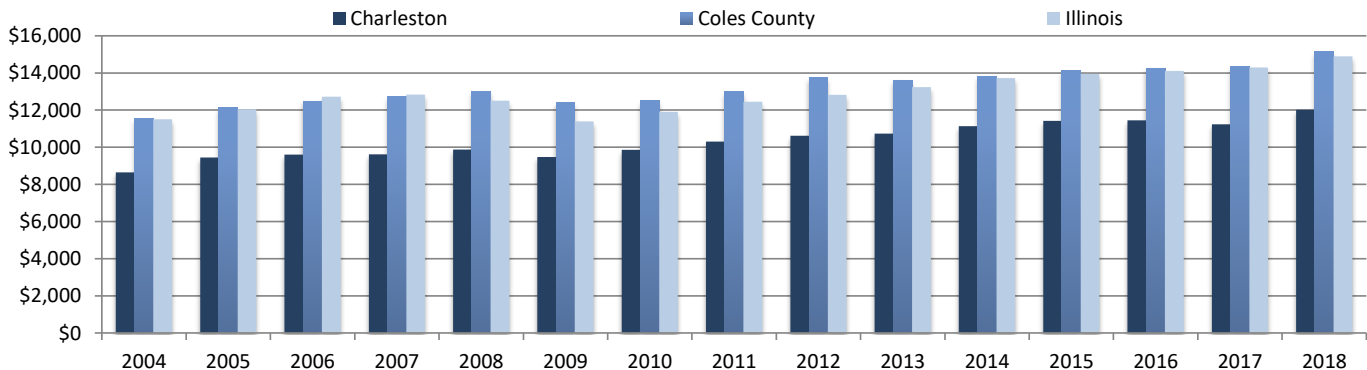
Calendar Year	Total Retail Sales	Retail Sales Growth	Number of Sales Tax Paying Firms	Pull Factor	Coles County	
					Potential Sales (millions)	Surplus or Leakage (millions)
2004	\$604,568,411	--	1,646	1.03	\$525.07	\$79.5
2005	\$630,578,237	4.3%	1,646	1.03	\$525.07	\$105.5
2006	\$651,567,174	3.3%	1,760	1.03	\$550.47	\$126.5
2007	\$665,734,419	2.2%	1,797	1.01	\$578.21	\$115.3
2008	\$678,489,941	1.9%	1,732	1.01	\$589.19	\$100.3
2009	\$645,354,984	-4.9%	1,457	1.02	\$596.73	\$56.2
2010	\$673,633,382	4.4%	1,341	1.05	\$520.95	\$76.9
2011	\$699,526,928	3.8%	1,366	1.04	\$553.84	\$178.6
2012	\$737,189,540	5.4%	1,350	1.03	\$584.22	\$183.4
2013	\$730,551,024	-0.9%	1,400	1.08	\$589.21	\$146.3
2014	\$737,568,776	1.0%	1,394	1.05	\$629.69	\$148.4
2015	\$741,157,793	0.5%	1,402	1.05	\$614.72	\$111.5
2016	\$745,440,942	0.6%	1,437	1.10	\$584.96	\$130.7
2017	\$745,612,551	0.0%	1,421	1.11	\$600.78	\$160.7
2018	\$771,569,898	3.5%	1,442	1.10	\$600.60	\$170.8

Between 2004 and 2018, total retail sales in Coles County increased 27.6 percent, Charleston increased 33.3 percent. As noted earlier, the Illinois' total retail sales increased by 32.9 percent and downstate Illinois increased by 28.7 percent. The number of firms in Coles County decreased by 12.4 percent compared to 8.4 percent decrease in Charleston. The Coles County pull factor was 1.10, which indicates sales exceeded what would be expected and could mean that customers are being attracted from surrounding counties.

Table 6. County Retail Sales by Category, 2004-2018*

Category	2004			2018		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$141,846,221	23.5%	1.55	\$152,595,217	20.5%	1.61
Food	\$49,845,550	8.2%	0.70	\$72,010,729	9.7%	0.75
Drinking and Eating Places	\$63,972,521	10.6%	1.25	\$80,684,858	10.8%	1.11
Apparel	\$6,084,760	1.0%	0.61	\$6,477,426	0.9%	0.53
Furniture, Household, and Radio	\$17,707,538	2.9%	0.68	\$18,121,267	2.4%	1.03
Lumber, Building, and Hardware	\$34,800,563	5.8%	0.81	\$41,529,799	5.6%	0.98
Automotive and Filling Stations	\$127,485,390	21.1%	0.98	\$184,839,941	24.8%	1.09
Drugs and Miscellaneous Retail	\$67,941,686	11.2%	1.03	\$103,996,269	14.0%	1.14
Manufacturers	\$12,201,793	2.0%	0.97	\$15,783,075	2.1%	1.13
Agriculture and All Other	\$82,682,389	13.7%	0.98	\$95,531,317	12.8%	1.21

Figure 1. Per Capita Sales, 2004-2018



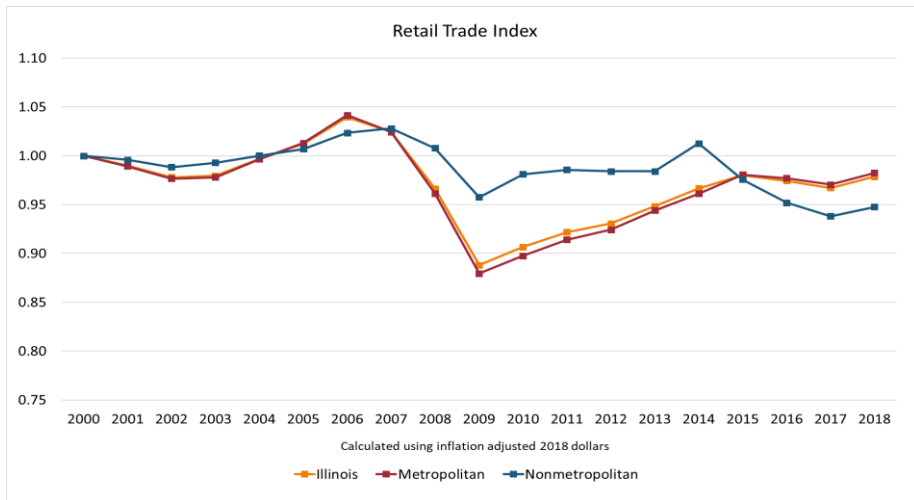
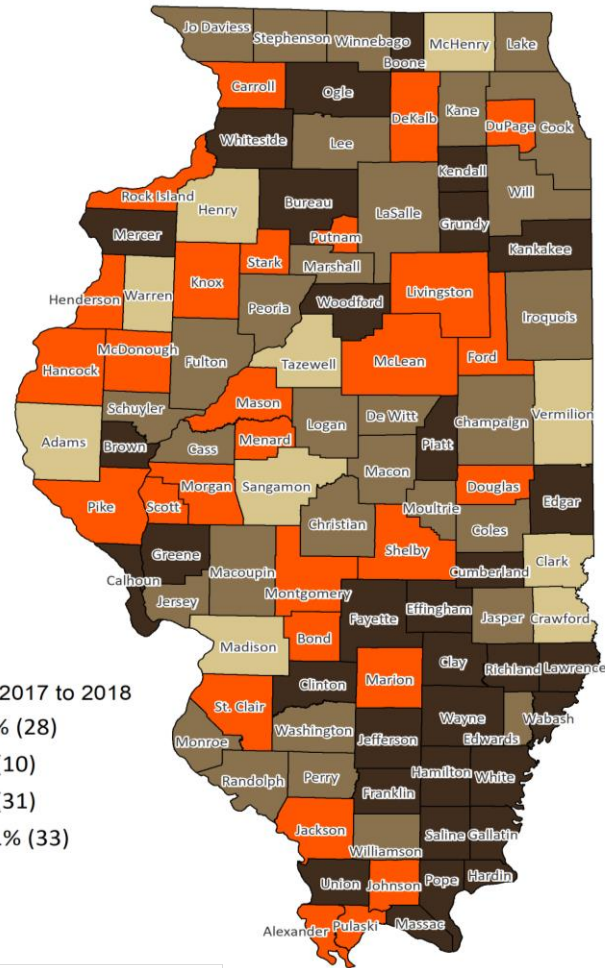
Retail Trade Summary: Charleston, Illinois

Figure 2. 2018 County Retail Sales Growth Map

There are 74 counties that showed a gain in sales in Illinois.

At the opposite side of the spectrum, 28 counties showed loss of sales, with a negative growth in sales. These counties are both urban and rural and reflect the changes occurring in our state. The most significant loss was in Shelby County, this is attributed to Shelby County have a stellar 2017 and have now returned to normal sales amount.

There were 31 counties that had retail sales growth between 1% and 3%. There were 33 counties sales growth over 3% with a cluster of counties in southeastern Illinois representing the largest group.



Metropolitan and Nonmetropolitan are set by the White House Office of Management and Budget. The IIRA uses the 2003 definition providing 66 nonmetropolitan counties and 36 metropolitan counties.

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