

**Table 1. Retail Sales, 2004-2018**

						Macomb, Illinois	
Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor	
2004	\$242,584,626	--	622	\$390,007	\$12,639	1.13	
2005	\$251,667,818	3.7%	633	\$397,579	\$12,983	1.10	
2006	\$265,357,743	5.4%	657	\$403,893	\$13,603	1.10	
2007	\$270,619,987	2.0%	664	\$407,560	\$13,681	1.09	
2008	\$273,492,450	1.1%	587	\$465,916	\$13,881	1.09	
2009	\$265,018,256	-3.1%	561	\$472,403	\$13,420	1.14	
2010	\$269,307,773	1.6%	552	\$487,876	\$13,962	1.16	
2011	\$274,130,708	1.8%	526	\$521,161	\$14,218	1.13	
2012	\$288,839,786	5.4%	537	\$537,877	\$15,002	1.17	
2013	\$290,132,252	0.4%	537	\$540,284	\$15,060	1.17	
2014	\$289,937,219	-0.1%	520	\$557,572	\$15,306	1.17	
2015	\$290,457,027	0.2%	533	\$544,948	\$15,661	1.22	
2016	\$276,635,042	-4.8%	513	\$539,250	\$15,074	1.18	
2017	\$269,522,020	-2.6%	529	\$509,493	\$14,755	1.13	
2018	\$271,344,292	0.7%	516	\$525,861	\$15,453	1.15	

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 Macomb increased 11.9 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 Macomb, businesses decreased 17.0 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 Macomb were \$15,453 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, Macomb had per capita retail sales of \$15,453 in 2018. Downstate's per capita retail sales was \$13,425 in 2018. This resulted in a positive pull factor of 1.15, indicating that Macomb 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, 2004 and 2018\*\***

Category	2004			2018		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$68,051,575	28.1%	2.03	\$69,248,873	25.5%	2.12
Food	\$30,044,703	12.4%	1.14	\$41,186,315	15.2%	1.24
Drinking and Eating Places	\$29,497,975	12.2%	1.57	\$35,194,367	13.0%	1.40
Apparel	\$5,447,141	2.2%	1.50	\$3,587,233	1.3%	0.85
Furniture, Household, and Radio	\$6,100,075	2.5%	0.64	\$2,296,048	0.8%	0.38
Lumber, Building, and Hardware	\$6,429,990	2.7%	0.41	\$7,870,752	2.9%	0.54
Automotive and Filling Stations	\$45,043,960	18.6%	0.94	\$60,239,673	22.2%	1.03
Drugs and Miscellaneous Retail	\$26,701,456	11.0%	1.10	\$35,402,534	13.0%	1.12
Manufacturers	\$1,889,331	0.8%	0.41	\$1,002,843	0.4%	0.21
Agriculture and All Other	\$23,378,420	9.6%	0.76	\$15,315,654	5.6%	0.56

\*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: Macomb, Illinois

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

Category	Real Dollars		Real Change 2004-2018	Macomb, Illinois	
	2004	2018		Real Retail Sales Growth	Downstate Real Retail Sales Growth
Total Retail Sales	\$322,470,607	\$271,344,292	-\$51,126,315	-15.9%	-8.0%
General Merchandise	\$90,461,762	\$69,248,873	-\$21,212,889	-23.4%	7.5%
Food	\$39,938,778	\$41,186,315	\$1,247,537	3.1%	39.5%
Drinking and Eating Places	\$39,212,006	\$35,194,367	-\$4,017,639	-10.2%	46.7%
Apparel	\$7,240,949	\$3,587,233	-\$3,653,716	-50.5%	27.4%
Furniture, Household, and Radio	\$8,108,902	\$2,296,048	-\$5,812,854	-71.7%	-29.4%
Lumber, Building, and Hardware	\$8,547,462	\$7,870,752	-\$676,710	-7.9%	2.5%
Automotive and Filling Stations	\$59,877,468	\$60,239,673	\$362,205	0.6%	35.2%
Drugs and Miscellaneous Retail	\$35,494,561	\$35,402,534	-\$92,027	-0.3%	43.9%
Manufacturers	\$2,511,510	\$1,002,843	-\$1,508,667	-60.1%	14.6%
Agriculture and All Other	\$31,077,210	\$15,315,654	-\$15,761,556	-50.7%	-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 Macomb declined by 15.9 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	Macomb, Illinois	
			Surplus or Leakage	Surplus or Leakage as % of Potential
2004	\$149,196,038	\$242,584,626	\$93,388,588	62.6%
2005	\$159,018,834	\$251,667,818	\$92,648,984	58.3%
2006	\$167,439,179	\$265,357,743	\$97,918,564	58.5%
2007	\$172,909,146	\$270,619,987	\$97,710,841	56.5%
2008	\$174,956,340	\$273,492,450	\$98,536,110	56.3%
2009	\$134,460,151	\$265,018,256	\$130,558,105	97.1%
2010	\$133,247,016	\$269,307,773	\$136,060,757	102.1%
2011	\$144,650,493	\$274,130,708	\$129,480,215	89.5%
2012	\$146,397,215	\$288,839,786	\$142,442,571	97.3%
2013	\$176,060,551	\$290,132,252	\$114,071,701	64.8%
2014	\$175,309,197	\$289,937,219	\$114,628,022	65.4%
2015	\$167,285,267	\$290,457,027	\$123,171,760	73.6%
2016	\$171,223,463	\$276,635,042	\$105,411,579	61.6%
2017	\$175,084,397	\$269,522,020	\$94,437,623	53.9%
2018	\$165,771,961	\$271,344,292	\$105,572,331	63.7%

**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 Macomb is 0.70, which indicates that the local per capita income\* is below the downstate average by 29.7 percent. In 2018, potential sales were \$165,771,961 and actual sales were \$271,344,292, resulting in a surplus of \$105,572,331. 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: Macomb, Illinois

### County Retail Trade Summary: McDonough 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**

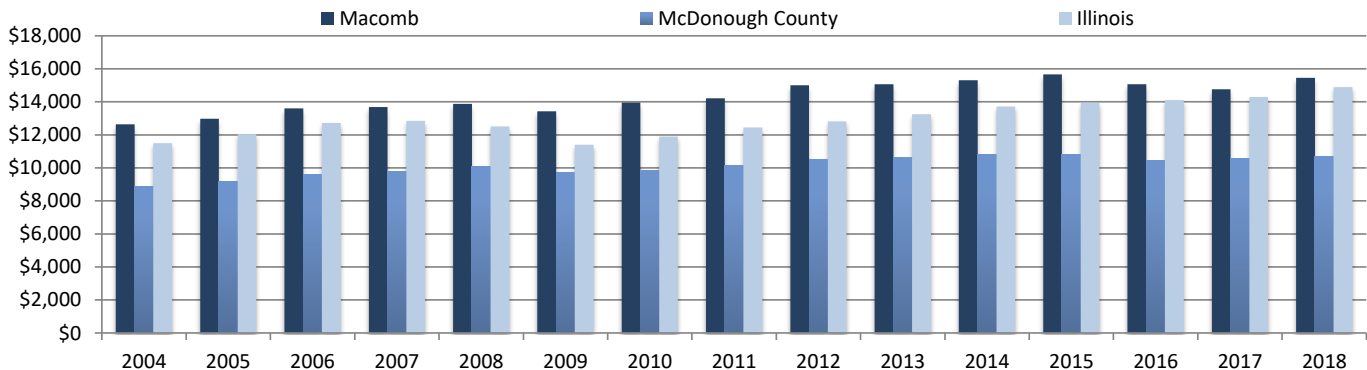
Calendar Year	Total Retail Sales	Retail Sales Growth	Number of Sales Tax Paying Firms	Pull Factor	McDonough County	
					Potential Sales (millions)	Surplus or Leakage (millions)
2004	\$291,311,404	--	1,268	0.79	\$301.13	-\$9.8
2005	\$302,013,570	3.7%	1,268	0.79	\$301.13	\$0.9
2006	\$316,156,687	4.7%	1,309	0.78	\$318.66	\$15.0
2007	\$323,584,237	2.3%	1,336	0.78	\$333.82	\$4.9
2008	\$330,490,336	2.1%	1,353	0.78	\$341.11	-\$3.3
2009	\$317,585,488	-3.9%	1,179	0.79	\$343.46	-\$23.5
2010	\$321,688,739	1.3%	1,134	0.82	\$292.90	-\$21.8
2011	\$330,988,844	2.9%	1,121	0.82	\$293.15	\$38.1
2012	\$342,592,721	3.5%	1,068	0.81	\$307.30	\$49.4
2013	\$344,415,813	0.5%	1,118	0.82	\$311.00	\$37.1
2014	\$343,718,192	-0.2%	1,122	0.82	\$340.24	\$32.7
2015	\$338,033,607	-1.7%	1,101	0.82	\$335.29	-\$2.2
2016	\$323,263,909	-4.4%	1,110	0.84	\$319.89	-\$12.0
2017	\$325,280,488	0.6%	1,130	0.81	\$327.62	\$5.4
2018	\$320,846,676	-1.4%	1,176	0.81	\$332.99	-\$6.8

Between 2004 and 2018, total retail sales in McDonough County increased 10.1 percent, Macomb increased 11.9 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 McDonough County decreased by 7.3 percent compared to 17.0 percent decrease in Macomb. The McDonough County pull factor was 0.81, which indicates sales lost to competing 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	\$68,922,999	23.7%	1.20	\$69,245,871	21.4%	1.24
Food	\$36,827,107	12.6%	0.82	\$47,582,888	14.7%	0.84
Drinking and Eating Places	\$32,902,094	11.3%	1.02	\$38,242,509	11.8%	0.89
Apparel	\$5,757,814	2.0%	0.93	\$4,027,633	1.2%	0.56
Furniture, Household, and Radio	\$8,023,250	2.8%	0.49	\$3,526,893	1.1%	0.34
Lumber, Building, and Hardware	\$12,902,371	4.4%	0.48	\$15,605,058	4.8%	0.62
Automotive and Filling Stations	\$58,474,464	20.1%	0.72	\$79,067,021	24.5%	0.79
Drugs and Miscellaneous Retail	\$31,338,079	10.8%	0.76	\$40,409,560	12.5%	0.75
Manufacturers	\$4,388,559	1.5%	0.56	\$1,687,288	0.5%	0.21
Agriculture and All Other	\$31,774,667	10.9%	0.60	\$21,451,955	6.6%	0.46

**Figure 1. Per Capita Sales, 2004-2018**



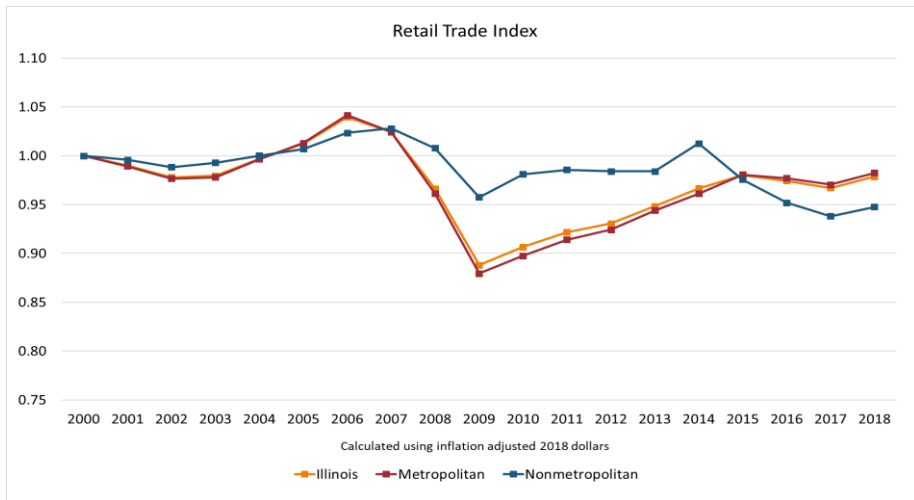
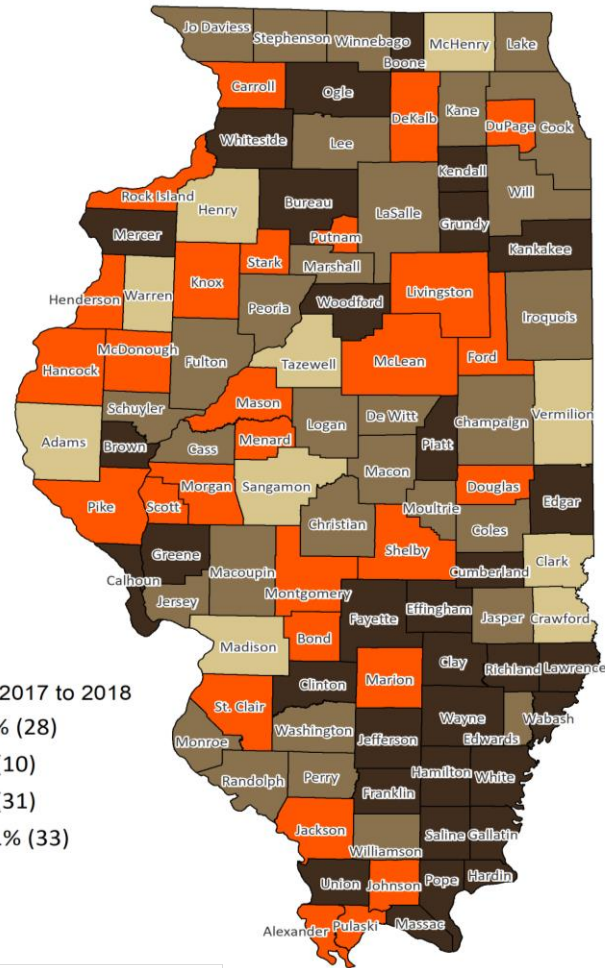
## Retail Trade Summary: Macomb, Illinois

**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.

Last Update: August 15, 2019

**IIRA**  
Illinois Institute for Rural Affairs

**Illinois Institute for Rural Affairs**  
518 Stipes, Western Illinois University  
One University Circle  
Macomb, IL 61455  
Phone: (309) 255-2237  
E-mail: [wl-westerhold@wiu.edu](mailto:wl-westerhold@wiu.edu) URL: [www.iira.org](http://www.iira.org)

**WESTERN ILLINOIS UNIVERSITY**