

Table 1. Retail Sales, 2004-2018

						Ottawa, Illinois	
Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor	
2004	\$333,733,004	--	662	\$504,128	\$17,775	1.59	
2005	\$335,992,924	0.7%	705	\$476,586	\$17,769	1.50	
2006	\$383,486,119	14.1%	713	\$537,849	\$20,036	1.62	
2007	\$398,712,655	4.0%	699	\$570,404	\$20,631	1.64	
2008	\$392,049,641	-1.7%	636	\$616,430	\$20,249	1.58	
2009	\$371,422,157	-5.3%	602	\$616,980	\$19,221	1.63	
2010	\$376,203,484	1.3%	618	\$608,744	\$20,045	1.66	
2011	\$392,135,180	4.2%	631	\$621,450	\$20,971	1.66	
2012	\$392,835,455	0.2%	633	\$620,593	\$21,162	1.66	
2013	\$408,916,572	4.1%	628	\$651,141	\$22,030	1.71	
2014	\$420,314,147	2.8%	626	\$671,428	\$22,808	1.74	
2015	\$425,527,795	1.2%	672	\$633,226	\$23,200	1.80	
2016	\$420,089,946	-1.3%	644	\$652,314	\$22,970	1.79	
2017	\$429,773,064	2.3%	664	\$647,249	\$23,640	1.81	
2018	\$452,265,893	5.2%	643	\$703,368	\$24,948	1.86	

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 Ottawa increased 35.5 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 Ottawa, businesses decreased 2.9 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 Ottawa were \$24,948 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, Ottawa had per capita retail sales of \$24,948 in 2018. Downstate's per capita retail sales was \$13,425 in 2018. This resulted in a positive pull factor of 1.86, indicating that Ottawa 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.

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	\$56,247,834	16.9%	1.72	\$72,066,921	15.9%	2.13
Food	\$47,055,865	14.1%	1.83	\$59,116,336	13.1%	1.72
Drinking and Eating Places	\$28,659,057	8.6%	1.56	\$42,922,803	9.5%	1.66
Apparel	\$3,350,314	1.0%	0.94	\$5,529,515	1.2%	1.27
Furniture, Household, and Radio	\$8,053,826	2.4%	0.87	\$5,869,407	1.3%	0.93
Lumber, Building, and Hardware	\$9,556,300	2.9%	0.62	\$12,903,696	2.9%	0.85
Automotive and Filling Stations	\$97,436,593	29.2%	2.09	\$137,713,363	30.4%	2.28
Drugs and Miscellaneous Retail	\$51,503,379	15.4%	2.18	\$75,168,415	16.6%	2.30
Manufacturers	\$1,283,004	0.4%	0.28	\$2,539,507	0.6%	0.51
Agriculture and All Other	\$30,586,832	9.2%	1.01	\$38,435,930	8.5%	1.36

*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: Ottawa, Illinois

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

Category	Real Dollars		Real Change 2004-2018	Ottawa, Illinois	
	2004	2018		Real Retail Sales Growth	Downstate Real Retail Sales Growth
	Total Retail Sales	\$443,635,222		\$452,265,893	\$8,630,671
General Merchandise	\$74,770,910	\$72,066,921	-\$2,703,989	-3.6%	7.5%
Food	\$62,551,917	\$59,116,336	-\$3,435,581	-5.5%	39.5%
Drinking and Eating Places	\$38,096,823	\$42,922,803	\$4,825,980	12.7%	46.7%
Apparel	\$4,453,612	\$5,529,515	\$1,075,903	24.2%	27.4%
Furniture, Household, and Radio	\$10,706,046	\$5,869,407	-\$4,836,639	-45.2%	-29.4%
Lumber, Building, and Hardware	\$12,703,302	\$12,903,696	\$200,394	1.6%	2.5%
Automotive and Filling Stations	\$129,523,613	\$137,713,363	\$8,189,750	6.3%	35.2%
Drugs and Miscellaneous Retail	\$68,464,050	\$75,168,415	\$6,704,365	9.8%	43.9%
Manufacturers	\$1,705,512	\$2,539,507	\$833,995	48.9%	14.6%
Agriculture and All Other	\$40,659,437	\$38,435,930	-\$2,223,507	-5.5%	-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 Ottawa increased by 1.9 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	Ottawa, Illinois	
			Surplus or Leakage	Surplus or Leakage as % of Potential
2004	\$210,479,674	\$333,733,004	\$123,253,330	58.6%
2005	\$223,700,580	\$335,992,924	\$112,292,344	50.2%
2006	\$236,932,329	\$383,486,119	\$146,553,790	61.9%
2007	\$243,628,161	\$398,712,655	\$155,084,494	63.7%
2008	\$247,949,333	\$392,049,641	\$144,100,308	58.1%
2009	\$230,925,913	\$371,422,157	\$140,496,244	60.8%
2010	\$228,673,978	\$376,203,484	\$147,529,506	64.5%
2011	\$234,453,654	\$392,135,180	\$157,681,526	67.3%
2012	\$235,877,083	\$392,835,455	\$156,958,372	66.5%
2013	\$248,479,954	\$408,916,572	\$160,436,618	64.6%
2014	\$248,707,071	\$420,314,147	\$171,607,076	69.0%
2015	\$238,360,262	\$425,527,795	\$187,167,533	78.5%
2016	\$234,399,861	\$420,089,946	\$185,690,085	79.2%
2017	\$230,222,650	\$429,773,064	\$199,550,414	86.7%
2018	\$238,210,058	\$452,265,893	\$214,055,835	89.9%

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 Ottawa is 0.98, which indicates that the local per capita income* is below the downstate average by 2.1 percent. In 2018, potential sales were \$238,210,058 and actual sales were \$452,265,893, resulting in a surplus of \$214,055,835. 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: Ottawa, Illinois

County Retail Trade Summary: La salle 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

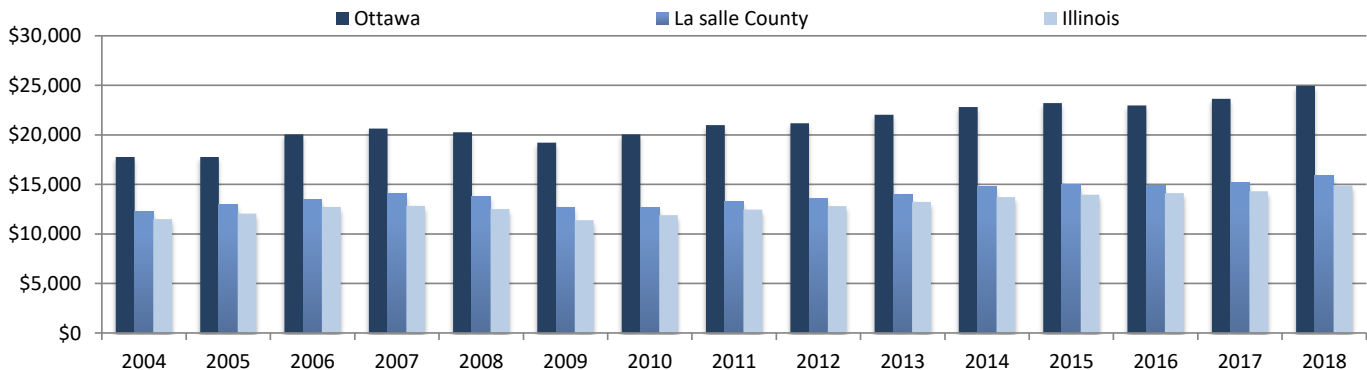
La salle County						
Calendar Year	Total Retail Sales	Retail Sales Growth	Number of Sales Tax Paying Firms	Pull Factor	Potential Sales (millions)	Surplus or Leakage (millions)
2004	\$1,370,555,149	--	3,900	1.10	\$1,233.45	\$137.1
2005	\$1,452,371,359	6.0%	3,900	1.10	\$1,233.45	\$218.9
2006	\$1,513,666,544	4.2%	4,175	1.10	\$1,304.59	\$280.2
2007	\$1,581,086,507	4.5%	4,312	1.09	\$1,370.15	\$276.5
2008	\$1,553,892,570	-1.7%	4,160	1.12	\$1,400.58	\$183.7
2009	\$1,430,063,593	-8.0%	3,692	1.08	\$1,425.81	\$29.5
2010	\$1,448,566,829	1.3%	3,484	1.08	\$1,376.11	\$22.8
2011	\$1,505,900,458	4.0%	3,495	1.05	\$1,416.49	\$129.8
2012	\$1,539,142,923	2.2%	3,467	1.05	\$1,452.67	\$122.6
2013	\$1,562,529,046	1.5%	3,568	1.07	\$1,465.13	\$109.9
2014	\$1,647,220,475	5.4%	3,533	1.08	\$1,515.15	\$182.1
2015	\$1,666,296,053	1.2%	3,620	1.13	\$1,500.74	\$151.1
2016	\$1,647,007,031	-1.2%	3,820	1.16	\$1,416.84	\$146.3
2017	\$1,673,958,876	1.6%	3,779	1.16	\$1,390.29	\$257.1
2018	\$1,740,189,599	4.0%	3,881	1.17	\$1,393.09	\$349.9

Between 2004 and 2018, total retail sales in La salle County increased 27.0 percent, Ottawa increased 35.5 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 La salle County decreased by 0.5 percent compared to 2.9 percent decrease in Ottawa. The La salle County pull factor was 1.17, 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	\$177,660,140	13.0%	0.91	\$242,790,857	14.7%	1.19
Food	\$209,638,685	15.3%	1.38	\$242,010,408	14.7%	1.17
Drinking and Eating Places	\$117,114,585	8.5%	1.07	\$163,990,772	10.0%	1.05
Apparel	\$16,938,305	1.2%	0.80	\$16,264,512	1.0%	0.62
Furniture, Household, and Radio	\$52,463,274	3.8%	0.95	\$47,833,292	2.9%	1.26
Lumber, Building, and Hardware	\$96,557,218	7.0%	1.06	\$108,755,844	6.6%	1.19
Automotive and Filling Stations	\$358,299,056	26.1%	1.29	\$459,248,152	27.9%	1.26
Drugs and Miscellaneous Retail	\$143,123,668	10.4%	1.02	\$223,805,992	13.6%	1.14
Manufacturers	\$22,582,344	1.6%	0.84	\$37,643,180	2.3%	1.26
Agriculture and All Other	\$176,177,874	12.9%	0.98	\$197,846,590	12.0%	1.16

Figure 1. Per Capita Sales, 2004-2018



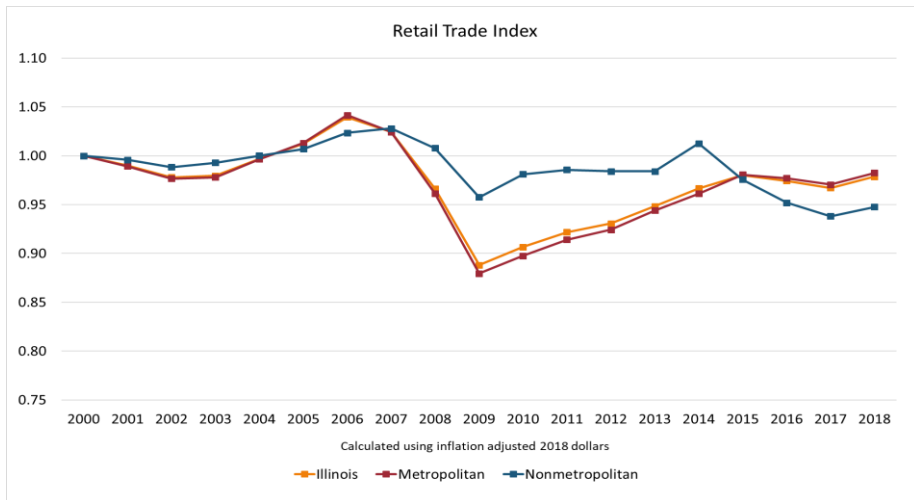
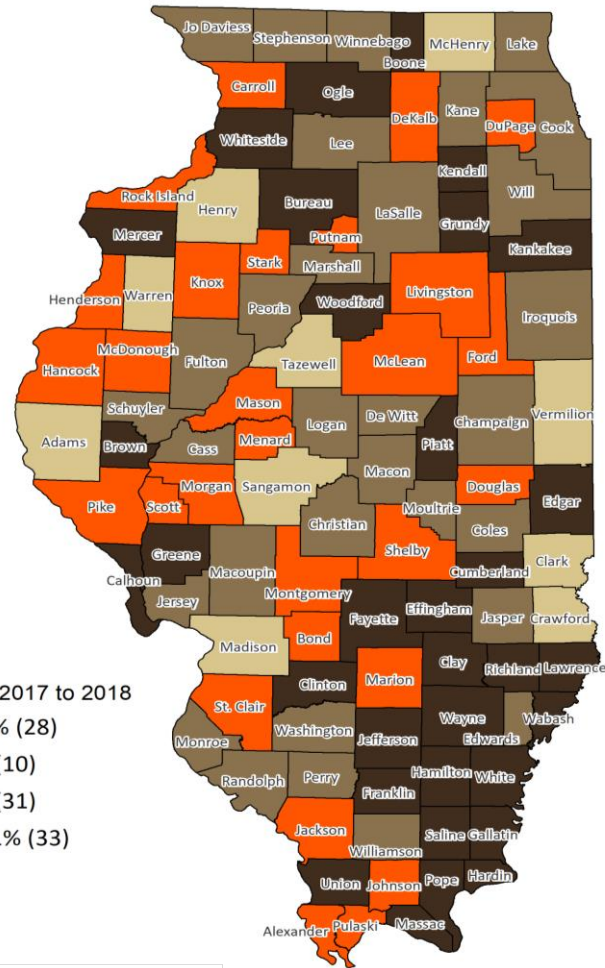
Retail Trade Summary: Ottawa, Illinois

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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