



Retail Trade Summary for

Colona, Illinois

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Table 1. Retail Sales, 2000-2010

Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor
2000	\$11,855,434	--	111	\$106,806	\$2,292	0.24
2001	\$12,881,796	8.7%	109	\$118,182	\$2,488	0.25
2002	\$13,804,965	7.2%	128	\$107,851	\$2,688	0.26
2003	\$14,159,179	2.6%	127	\$111,490	\$2,745	0.26
2004	\$14,482,476	2.3%	125	\$115,860	\$2,808	0.25
2005	\$17,289,413	19.4%	134	\$129,025	\$3,347	0.28
2006	\$16,465,576	-4.8%	142	\$115,955	\$3,199	0.26
2007	\$19,930,246	21.0%	140	\$142,359	\$3,842	0.31
2008	\$20,727,792	4.0%	138	\$150,201	\$3,972	0.31
2009	\$21,022,089	1.4%	128	\$164,235	\$4,038	0.34
2010	\$22,838,297	8.6%	135	\$169,173	\$4,479	0.37

Table 1 provides insight into the retail sector for Colona, Illinois. Retail sales are calculated from the Illinois Department of Revenue's Standard Industrial Classification (SIC) Code Reporting, available at www.revenue.state.il.us/app/kob/index.jsp. The following is a brief description of the measures used.

Between 2000 and 2010, total retail sales in Colona increased 92.6 percent. During the same time period, the Illinois' total retail sales increased by 12.9 percent and downstate Illinois increased by 22.8 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 Colona, businesses increased 21.6 percent compared to the 17.9 percent decline for the state of Illinois, between 2000 and 2010. Per capita sales (sales divided by local population according to Census Bureau's estimates) in Colona were \$4,479 compared with \$12,060 for downstate Illinois in 2010.

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 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, Colona had per capita retail sales of \$4,479 in 2010. Downstate's per capita retail sales was \$12,060 in 2010. This resulted in a weak pull factor of 0.37, indicating that Colona has lost sales to competing communities when compared with other downstate 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, 2000 and 2010*

Category	2000			2010		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	--	--	--	--	--	--
Food	\$328,179	2.8%	0.05	\$4,006,076	19.1%	0.57
Drinking and Eating Places	\$541,582	4.6%	0.11	\$2,513,789	12.0%	0.44
Apparel	--	--	--	--	--	--
Furniture, Household, and Radio	\$186,672	1.6%	0.08	\$600,466	2.9%	0.30
Lumber, Building, and Hardware	\$173,066	1.5%	0.05	\$220,818	1.1%	0.06
Automotive and Filling Stations	\$7,871,453	66.4%	0.63	\$7,170,709	34.1%	0.52
Drugs and Miscellaneous Retail	\$1,555,855	13.1%	0.31	\$5,193,765	24.7%	0.62
Manufacturers	\$134,842	1.1%	0.12	\$107,245	0.5%	0.08
Agriculture and All Other	\$1,063,785	9.0%	0.17	\$2,608,489	12.4%	0.30

*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.

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Table 3. Inflation Adjusted Retail Sales by Category, 2000=100

Category	Real Dollars		Real Change 2000-2010	Real Retail Sales Growth	Downstate
	2000	2010			Real Retail Sales Growth
Total Retail Sales	\$11,855,434	\$18,035,526	\$6,180,092	52.1%	2.3%
General Merchandise	--	--	--	--	9.2%
Food	\$328,179	\$3,163,620	\$2,835,441	864.0%	-16.5%
Drinking and Eating Places	\$541,582	\$1,985,153	\$1,443,571	266.5%	-0.3%
Apparel	--	--	--	--	-4.0%
Furniture, Household, and Radio	\$186,672	\$474,191	\$287,519	154.0%	-23.9%
Lumber, Building, and Hardware	\$173,066	\$174,381	\$1,315	0.8%	-1.0%
Automotive and Filling Stations	\$7,871,453	\$5,662,748	-\$2,208,705	-28.1%	-7.7%
Drugs and Miscellaneous Retail	\$1,555,855	\$4,101,544	\$2,545,689	163.6%	37.5%
Manufacturers	\$134,842	\$84,692	-\$50,150	-37.2%	1.2%
Agriculture and All Other	\$1,063,785	\$2,059,938	\$996,153	93.6%	19.6%
Consumer Price Index (CPI)	100.0	126.6	26.6%	--	--

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 costs \$126.63 in 2010 to purchase the same goods and services that cost \$100 in 2000. When the effects of inflation are taken into consideration, total retail sales for Colona increased by 52.1 percent over the time period examined. The comparable downstate Illinois change was a 2.3 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 would result 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, 2000-2010

Calendar Year	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential	Potential sales are an estimate of the sales level that a local area should achieve, based on average downstate sales. Comparing potential sales to actual sales allows a measurement of retail surplus (positive number) or leakage (negative number).
2000	\$44,710,562	\$11,855,434	-\$32,855,128	-73.5%	
2001	\$46,099,615	\$12,881,796	-\$33,217,819	-72.1%	
2002	\$46,549,563	\$13,804,965	-\$32,744,598	-70.3%	
2003	\$48,953,518	\$14,159,179	-\$34,794,339	-71.1%	
2004	\$51,391,909	\$14,482,476	-\$36,909,433	-71.8%	
2005	\$54,306,532	\$17,289,413	-\$37,017,119	-68.2%	
2006	\$56,626,505	\$16,465,576	-\$40,160,929	-70.9%	
2007	\$58,125,765	\$19,930,246	-\$38,195,519	-65.7%	
2008	\$59,391,245	\$20,727,792	-\$38,663,453	-65.1%	
2009	\$54,688,327	\$21,022,089	-\$33,666,238	-61.6%	
2010	\$54,711,597	\$22,838,297	-\$31,873,300	-58.3%	

Potential sales are products 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 downstate Illinois. The index of income for Colona is 0.890, which indicates that the local per capita income is below the downstate average by 11.0 percent. In 2010, potential sales were \$54,711,597 and actual sales were \$22,838,297, resulting in a leakage of \$31,873,300. A leakage indicates that the local area has lost customers to the surrounding area.

Table 5, on the next two pages displays information by category, when available.

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Table 5. Taxable Retail Sales by Category, 2000-2010*

Category	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential	Actual Sales % of Total Sales	Pull Factor
General Merchandise						
2000	\$6,466,318	--	--	--	--	--
2005	\$8,236,701	--	--	--	--	--
2006	\$8,227,234	--	--	--	--	--
2007	\$8,576,863	--	--	--	--	--
2008	\$8,973,488	--	--	--	--	--
2009	\$8,798,037	--	--	--	--	--
2010	\$8,451,012	--	--	--	--	--
Food						
2000	\$6,214,041	\$328,179	-\$5,885,862	-94.7%	2.8%	0.05
2005	\$6,200,192	\$702,861	-\$5,497,331	-88.7%	4.1%	0.10
2006	\$6,256,042	--	--	--	--	--
2007	\$6,459,962	\$1,234,090	-\$5,225,872	-80.9%	6.2%	0.17
2008	\$6,551,312	\$1,320,008	-\$5,231,304	-79.9%	6.4%	0.18
2009	\$6,315,276	\$1,368,186	-\$4,947,090	-78.3%	6.5%	0.19
2010	\$6,209,104	\$4,006,076	-\$2,203,028	-35.5%	19.1%	0.57
Drinking and Eating Places						
2000	\$4,247,074	\$541,582	-\$3,705,492	-87.2%	4.6%	0.11
2005	\$4,650,066	\$2,572,035	-\$2,078,031	-44.7%	14.9%	0.49
2006	\$4,832,631	\$2,809,717	-\$2,022,914	-41.9%	17.1%	0.52
2007	\$5,076,124	\$2,681,297	-\$2,394,827	-47.2%	13.5%	0.47
2008	\$5,153,957	\$2,793,527	-\$2,360,430	-45.8%	13.5%	0.48
2009	\$5,157,248	\$3,060,502	-\$2,096,746	-40.7%	14.6%	0.53
2010	\$5,066,027	\$2,513,789	-\$2,552,238	-50.4%	12.0%	0.44
Apparel						
2000	\$808,554	--	--	--	--	--
2005	\$928,708	--	--	--	--	--
2006	\$947,383	--	--	--	--	--
2007	\$1,005,574	--	--	--	--	--
2008	\$995,198	--	--	--	--	--
2009	\$948,287	--	--	--	--	--
2010	\$928,474	--	--	--	--	--
Furniture, Household, and Radio						
2000	\$1,983,122	\$186,672	-\$1,796,450	-90.6%	1.6%	0.08
2005	\$2,369,493	\$335,323	-\$2,034,170	-85.8%	1.9%	0.13
2006	\$2,305,081	\$339,411	-\$1,965,670	-85.3%	2.1%	0.13
2007	\$2,138,407	\$476,952	-\$1,661,455	-77.7%	2.4%	0.20
2008	\$2,068,455	\$578,370	-\$1,490,085	-72.0%	2.8%	0.25
2009	\$1,889,044	\$770,556	-\$1,118,488	-59.2%	3.7%	0.36
2010	\$1,807,014	\$600,466	-\$1,206,548	-66.8%	2.9%	0.30
Lumber, Building, and Hardware						
2000	\$2,832,871	\$173,066	-\$2,659,805	-93.9%	1.5%	0.05
2005	\$3,846,540	--	--	--	--	--
2006	\$3,925,683	--	--	--	--	--
2007	\$3,904,439	\$102,159	-\$3,802,280	-97.4%	0.5%	0.02
2008	\$3,718,130	\$234,564	-\$3,483,566	-93.7%	1.1%	0.06
2009	\$3,416,525	\$282,892	-\$3,133,633	-91.7%	1.3%	0.07
2010	\$3,354,827	\$220,818	-\$3,134,009	-93.4%	1.1%	0.06



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Table 5. Taxable Retail Sales by Category, 2000-2010*, continued

Category	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential	Actual Sales % of Total Sales	Pull Factor
Automotive and Filling Stations						
2000	\$11,090,668	\$7,871,453	-\$3,219,215	-29.0%	66.4%	0.63
2005	\$12,586,564	\$6,154,959	-\$6,431,605	-51.1%	35.6%	0.44
2006	\$13,226,666	\$6,068,093	-\$7,158,573	-54.1%	36.9%	0.41
2007	\$13,437,818	\$6,310,401	-\$7,127,417	-53.0%	31.7%	0.42
2008	\$13,374,673	\$6,493,515	-\$6,881,158	-51.4%	31.3%	0.43
2009	\$11,621,986	\$5,977,120	-\$5,644,866	-48.6%	28.4%	0.46
2010	\$12,255,884	\$7,170,709	-\$5,085,175	-41.5%	34.1%	0.52
Drugs and Miscellaneous Retail						
2000	\$4,505,461	\$1,555,855	-\$2,949,606	-65.5%	13.1%	0.31
2005	\$6,118,841	\$2,718,583	-\$3,400,258	-55.6%	15.7%	0.40
2006	\$7,089,317	\$3,119,265	-\$3,970,052	-56.0%	18.9%	0.39
2007	\$7,603,901	\$6,143,540	-\$1,460,361	-19.2%	30.8%	0.72
2008	\$8,128,712	\$6,231,965	-\$1,896,747	-23.3%	30.1%	0.68
2009	\$8,001,353	\$6,634,498	-\$1,366,855	-17.1%	31.6%	0.74
2010	\$7,415,306	\$5,193,765	-\$2,221,541	-30.0%	24.7%	0.62
Manufacturers						
2000	\$1,034,521	\$134,842	-\$899,679	-87.0%	1.1%	0.12
2005	\$1,157,249	\$105,383	-\$1,051,866	-90.9%	0.6%	0.08
2006	\$1,301,865	\$180,168	-\$1,121,697	-86.2%	1.1%	0.12
2007	\$1,322,255	\$170,764	-\$1,151,491	-87.1%	0.9%	0.11
2008	\$1,410,842	\$165,136	-\$1,245,706	-88.3%	0.8%	0.10
2009	\$1,250,032	\$139,804	-\$1,110,228	-88.8%	0.7%	0.10
2010	\$1,252,486	\$107,245	-\$1,145,241	-91.4%	0.5%	0.08
Agriculture and All Other						
2000	\$5,443,947	\$1,063,785	-\$4,380,162	-80.5%	9.0%	0.17
2005	\$8,199,868	\$2,940,476	-\$5,259,392	-64.1%	17.0%	0.32
2006	\$8,396,567	\$2,743,923	-\$5,652,644	-67.3%	16.7%	0.29
2007	\$8,543,175	\$2,537,798	-\$6,005,377	-70.3%	12.7%	0.26
2008	\$9,016,854	\$2,591,369	-\$6,425,485	-71.3%	12.5%	0.26
2009	\$7,249,769	\$2,407,466	-\$4,842,303	-66.8%	11.5%	0.30
2010	\$7,791,712	\$2,608,489	-\$5,183,223	-66.5%	12.4%	0.30

*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, which would result in some fluctuation of sales by category.

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