



## Retail Trade Summary for Geneseo, 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	\$132,958,750	--	330	\$402,905	\$20,518	2.11
2001	\$133,046,965	0.1%	309	\$430,573	\$20,637	2.06
2002	\$129,417,968	-2.7%	339	\$381,764	\$20,222	1.99
2003	\$127,329,071	-1.6%	319	\$399,151	\$19,858	1.86
2004	\$134,051,361	5.3%	319	\$420,224	\$21,071	1.88
2005	\$137,605,406	2.7%	345	\$398,856	\$21,491	1.82
2006	\$145,881,553	6.0%	358	\$407,490	\$22,823	1.85
2007	\$154,445,716	5.9%	336	\$459,660	\$24,083	1.91
2008	\$145,068,976	-6.1%	295	\$491,759	\$22,635	1.77
2009	\$131,282,970	-9.5%	287	\$457,432	\$20,516	1.74
2010	\$145,127,999	10.5%	292	\$497,014	\$22,036	1.83

Table 1 provides insight into the retail sector for Geneseo, 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](http://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 Geneseo increased 9.2 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 Geneseo, businesses decreased 11.5 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 Geneseo were \$22,036 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, Geneseo had per capita retail sales of \$22,036 in 2010. Downstate's per capita retail sales was \$12,060 in 2010. This resulted in a positive pull factor of 1.83, indicating that Geneseo has exceeded what would be expected compared with other downstate 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, 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	\$20,930,423	15.7%	2.39	\$18,157,922	13.8%	2.01
Drinking and Eating Places	\$9,767,236	7.3%	1.63	\$11,922,990	9.1%	1.62
Apparel	--	--	--	\$1,312,924	1.0%	0.97
Furniture, Household, and Radio	\$3,876,257	2.9%	1.39	\$4,306,579	3.3%	1.64
Lumber, Building, and Hardware	\$8,018,122	6.0%	2.01	\$6,162,175	4.7%	1.27
Automotive and Filling Stations	\$47,022,724	35.4%	3.01	\$50,205,061	38.2%	2.82
Drugs and Miscellaneous Retail	\$6,017,742	4.5%	0.95	\$21,354,830	16.3%	1.98
Manufacturers	\$2,658,402	2.0%	1.83	--	--	--
Agriculture and All Other	\$19,274,330	14.5%	2.51	\$16,583,152	12.6%	1.47

\*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: Geneseo, Illinois

**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	\$132,958,750	\$114,608,364	-\$18,350,386	-13.8%	2.3%
General Merchandise	--	--	--	--	9.2%
Food	\$20,930,423	\$14,339,409	-\$6,591,014	-31.5%	-16.5%
Drinking and Eating Places	\$9,767,236	\$9,415,650	-\$351,586	-3.6%	-0.3%
Apparel	--	\$1,036,823	--	--	-4.0%
Furniture, Household, and Radio	\$3,876,257	\$3,400,929	-\$475,328	-12.3%	-23.9%
Lumber, Building, and Hardware	\$8,018,122	\$4,866,303	-\$3,151,819	-39.3%	-1.0%
Automotive and Filling Stations	\$47,022,724	\$39,647,208	-\$7,375,516	-15.7%	-7.7%
Drugs and Miscellaneous Retail	\$6,017,742	\$16,864,024	\$10,846,282	180.2%	37.5%
Manufacturers	\$2,658,402	--	--	--	1.2%
Agriculture and All Other	\$19,274,330	\$13,095,805	-\$6,178,525	-32.1%	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 Geneseo declined by 13.8 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	\$65,252,343	\$132,958,750	\$67,706,407	103.8%	
2001	\$66,872,318	\$133,046,965	\$66,174,647	99.0%	
2002	\$67,580,908	\$129,417,968	\$61,837,060	91.5%	
2003	\$70,886,795	\$127,329,071	\$56,442,276	79.6%	
2004	\$73,851,706	\$134,051,361	\$60,199,655	81.5%	
2005	\$78,436,590	\$137,605,406	\$59,168,816	75.4%	
2006	\$81,932,425	\$145,881,553	\$63,949,128	78.1%	
2007	\$83,711,169	\$154,445,716	\$70,734,547	84.5%	
2008	\$84,988,876	\$145,068,976	\$60,080,100	70.7%	
2009	\$78,316,999	\$131,282,970	\$52,965,971	67.6%	
2010	\$82,332,169	\$145,127,999	\$62,795,830	76.3%	

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 Geneseo is 1.037, which indicates that the local per capita income is above the downstate average by 3.7 percent. In 2010, potential sales were \$82,332,169 and actual sales were \$145,127,999, resulting in a surplus of \$62,795,830. A surplus indicates that the local area attracted customers from the surrounding area.

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

## Retail Trade Summary: Geneseo, Illinois

**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
<b>General Merchandise</b>						
2000	\$9,437,197	--	--	--	--	--
2005	\$11,896,520	--	--	--	--	--
2006	\$11,903,918	--	--	--	--	--
2007	\$12,352,168	--	--	--	--	--
2008	\$12,841,062	--	--	--	--	--
2009	\$12,599,323	--	--	--	--	--
2010	\$12,717,416	--	--	--	--	--
<b>Food</b>						
2000	\$9,069,015	\$20,930,423	\$11,861,408	130.8%	15.7%	2.39
2005	\$8,955,127	\$17,067,900	\$8,112,773	90.6%	12.4%	1.98
2006	\$9,051,816	\$20,089,290	\$11,037,474	121.9%	13.8%	2.30
2007	\$9,303,464	\$22,396,845	\$13,093,381	140.7%	14.5%	2.50
2008	\$9,374,928	\$20,191,592	\$10,816,664	115.4%	13.9%	2.23
2009	\$9,043,859	\$17,264,163	\$8,220,304	90.9%	13.2%	1.98
2010	\$9,343,705	\$18,157,922	\$8,814,217	94.3%	13.8%	2.01
<b>Drinking and Eating Places</b>						
2000	\$6,198,346	\$9,767,236	\$3,568,890	57.6%	7.3%	1.63
2005	\$6,716,232	\$9,858,226	\$3,141,994	46.8%	7.2%	1.52
2006	\$6,992,294	\$10,430,186	\$3,437,892	49.2%	7.1%	1.55
2007	\$7,310,498	\$11,589,762	\$4,279,264	58.5%	7.5%	1.64
2008	\$7,375,313	\$10,982,026	\$3,606,713	48.9%	7.6%	1.54
2009	\$7,385,491	\$11,269,489	\$3,883,998	52.6%	8.6%	1.58
2010	\$7,623,558	\$11,922,990	\$4,299,432	56.4%	9.1%	1.62
<b>Apparel</b>						
2000	\$1,180,036	--	--	--	--	--
2005	\$1,341,362	--	--	--	--	--
2006	\$1,370,761	\$1,503,770	\$133,009	9.7%	1.0%	1.14
2007	\$1,448,201	\$1,423,359	-\$24,842	-1.7%	0.9%	1.02
2008	\$1,424,129	\$1,348,454	-\$75,675	-5.3%	0.9%	0.98
2009	\$1,358,004	\$1,316,860	-\$41,144	-3.0%	1.0%	1.01
2010	\$1,397,204	\$1,312,924	-\$84,280	-6.0%	1.0%	0.97
<b>Furniture, Household, and Radio</b>						
2000	\$2,894,245	\$3,876,257	\$982,012	33.9%	2.9%	1.39
2005	\$3,422,332	\$5,341,599	\$1,919,267	56.1%	3.9%	1.62
2006	\$3,335,203	\$5,050,668	\$1,715,465	51.4%	3.5%	1.57
2007	\$3,079,677	\$5,119,167	\$2,039,490	66.2%	3.3%	1.72
2008	\$2,959,960	\$5,078,415	\$2,118,455	71.6%	3.5%	1.78
2009	\$2,705,226	\$3,316,992	\$611,766	22.6%	2.5%	1.27
2010	\$2,719,266	\$4,306,579	\$1,587,313	58.4%	3.3%	1.64
<b>Lumber, Building, and Hardware</b>						
2000	\$4,134,403	\$8,018,122	\$3,883,719	93.9%	6.0%	2.01
2005	\$5,555,676	\$6,633,067	\$1,077,391	19.4%	4.8%	1.24
2006	\$5,680,038	\$6,163,630	\$483,592	8.5%	4.2%	1.12
2007	\$5,623,069	\$6,433,377	\$810,308	14.4%	4.2%	1.19
2008	\$5,320,644	\$7,030,862	\$1,710,218	32.1%	4.8%	1.37
2009	\$4,892,671	\$6,064,614	\$1,171,943	24.0%	4.6%	1.28
2010	\$5,048,477	\$6,162,175	\$1,113,698	22.1%	4.7%	1.27



## Retail Trade Summary: Geneseo, Illinois

**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
<b>Automotive and Filling Stations</b>						
2000	\$16,186,154	\$47,022,724	\$30,836,570	190.5%	35.4%	3.01
2005	\$18,179,160	\$49,173,217	\$30,994,057	170.5%	35.7%	2.80
2006	\$19,137,554	\$54,138,373	\$35,000,819	182.9%	37.1%	2.93
2007	\$19,352,785	\$58,692,669	\$39,339,884	203.3%	38.0%	3.14
2008	\$19,139,157	\$48,193,617	\$29,054,460	151.8%	33.2%	2.61
2009	\$16,643,389	\$43,208,400	\$26,565,011	159.6%	32.9%	2.69
2010	\$18,443,138	\$50,205,061	\$31,761,923	172.2%	38.2%	2.82
<b>Drugs and Miscellaneous Retail</b>						
2000	\$6,575,446	\$6,017,742	-\$557,704	-8.5%	4.5%	0.95
2005	\$8,837,629	\$10,460,920	\$1,623,291	18.4%	7.6%	1.23
2006	\$10,257,475	\$13,383,320	\$3,125,845	30.5%	9.2%	1.35
2007	\$10,950,934	\$15,644,609	\$4,693,675	42.9%	10.1%	1.48
2008	\$11,632,187	\$18,260,557	\$6,628,370	57.0%	12.6%	1.63
2009	\$11,458,423	\$16,940,214	\$5,481,791	47.8%	12.9%	1.53
2010	\$11,158,846	\$21,354,830	\$10,195,984	91.4%	16.3%	1.98
<b>Manufacturers</b>						
2000	\$1,509,821	\$2,658,402	\$1,148,581	76.1%	2.0%	1.83
2005	\$1,671,451	\$3,108,306	\$1,436,855	86.0%	2.3%	1.93
2006	\$1,883,658	--	--	--	--	--
2007	\$1,904,276	--	--	--	--	--
2008	\$2,018,916	--	--	--	--	--
2009	\$1,790,122	--	--	--	--	--
2010	\$1,884,790	--	--	--	--	--
<b>Agriculture and All Other</b>						
2000	\$7,945,109	\$19,274,330	\$11,329,221	142.6%	14.5%	2.51
2005	\$11,843,320	\$20,230,931	\$8,387,611	70.8%	14.7%	1.77
2006	\$12,148,923	\$20,082,895	\$7,933,972	65.3%	13.8%	1.71
2007	\$12,303,652	\$17,012,767	\$4,709,115	38.3%	11.0%	1.43
2008	\$12,903,118	\$17,631,070	\$4,727,952	36.6%	12.2%	1.42
2009	\$10,382,109	\$16,045,781	\$5,663,672	54.6%	12.2%	1.60
2010	\$11,725,276	\$16,583,152	\$4,857,876	41.4%	12.6%	1.47

\*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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