



## Retail Trade Summary for Carbondale, Illinois



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**Table 1. Retail Sales, 2002-2016**

Carbondale, Illinois						
Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor
2002	\$511,630,578	--	808	\$633,206	\$20,212	1.98
2003	\$526,784,255	3.0%	799	\$659,304	\$20,598	1.93
2004	\$544,894,461	3.4%	789	\$690,614	\$21,440	1.91
2005	\$579,381,297	6.3%	791	\$732,467	\$22,456	1.90
2006	\$610,354,507	5.3%	852	\$716,379	\$23,627	1.91
2007	\$607,356,709	-0.5%	878	\$691,750	\$23,600	1.87
2008	\$587,603,394	-3.3%	748	\$785,566	\$22,565	1.76
2009	\$584,931,046	-0.5%	697	\$839,212	\$22,296	1.89
2010	\$589,830,578	0.8%	749	\$787,491	\$22,772	1.89
2011	\$594,104,580	0.7%	751	\$791,085	\$22,885	1.82
2012	\$594,291,615	0.0%	750	\$792,389	\$22,647	1.77
2013	\$595,423,377	0.2%	785	\$758,501	\$22,586	1.75
2014	\$601,310,885	1.0%	742	\$810,392	\$22,843	1.74
2015	\$601,960,006	0.1%	776	\$775,722	\$22,802	1.77
2016	\$591,450,356	-1.7%	782	\$756,330	\$22,593	1.76

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 2002 and 2016, total retail sales in Carbondale increased 15.6 percent. During the same time period, the Illinois' total retail sales increased by 32.9 percent and downstate Illinois increased by 28.7 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 Carbondale, businesses decreased 3.2 percent compared to the 5.0 percent decline for the state of Illinois, between 2002 and 2016. Per capita sales (sales divided by local population according to Census Bureau's estimates) in Carbondale were \$22,593 compared with \$14,106 for Illinois in 2016.

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, Carbondale had per capita retail sales of \$22,593 in 2016. Downstate's per capita retail sales was \$12,814 in 2016. This resulted in a positive pull factor of 1.74, indicating that Carbondale 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, 2002 and 2016\*\***

Category	2002			2016		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$123,781,910	24.2%	3.02	\$94,291,991	15.9%	1.96
Food	\$56,798,620	11.1%	1.62	\$83,001,040	14.0%	1.79
Drinking and Eating Places	\$52,273,842	10.2%	2.26	\$80,762,619	13.7%	2.28
Apparel	\$28,827,938	5.6%	6.68	\$33,660,182	5.7%	5.57
Furniture, Household, and Radio	\$29,539,821	5.8%	2.81	\$33,291,676	5.6%	3.41
Lumber, Building, and Hardware	\$43,756,761	8.6%	2.61	\$37,972,818	6.4%	1.77
Automotive and Filling Stations	\$83,085,396	16.2%	1.36	\$101,747,573	17.2%	1.26
Drugs and Miscellaneous Retail	\$69,053,388	13.5%	2.52	\$90,908,714	15.4%	2.08
Manufacturers	\$1,262,307	0.2%	0.21	\$8,008,159	1.4%	1.05
Agriculture and All Other	\$23,250,595	4.5%	0.72	\$27,803,535	4.7%	0.79

\*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: Carbondale, Illinois

**Table 3. Inflation Adjusted Retail Sales by Category, 2016=100**

**Carbondale, Illinois**

Category	Real Dollars		Real Change 2006-2016	Downstate Real Retail	
	2002	2016		Sales Growth	Sales Growth
Total Retail Sales	\$682,573,208	\$591,450,356	-\$91,122,852	-13.3%	-3.6%
General Merchandise	\$165,139,104	\$94,291,991	-\$70,847,113	-42.9%	-13.1%
Food	\$75,775,800	\$83,001,040	\$7,225,240	9.5%	-1.9%
Drinking and Eating Places	\$69,739,233	\$80,762,619	\$11,023,386	15.8%	13.8%
Apparel	\$38,459,738	\$33,660,182	-\$4,799,556	-12.5%	3.8%
Furniture, Household, and Radio	\$39,409,471	\$33,291,676	-\$6,117,795	-15.5%	-31.0%
Lumber, Building, and Hardware	\$58,376,481	\$37,972,818	-\$20,403,663	-35.0%	-4.9%
Automotive and Filling Stations	\$110,845,340	\$101,747,573	-\$9,097,767	-8.2%	-2.6%
Drugs and Miscellaneous Retail	\$92,125,050	\$90,908,714	-\$1,216,336	-1.3%	18.2%
Manufacturers	\$1,684,061	\$8,008,159	\$6,324,098	375.5%	-7.1%
Agriculture and All Other	\$31,018,930	\$27,803,535	-\$3,215,395	-10.4%	-19.0%
Consumer Price Index (CPI)	75.0	100.0	33.4%	--	--

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 \$74.96 in 2002 to purchase the same goods and services that cost \$100 in 2016. When the effects of inflation are taken into consideration, total retail sales for Carbondale declined by 13.3 percent over the time period examined. The comparable downstate Illinois change was a 2.7 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 Leakages from Retail Trade, 2002-2016**

**Carbondale, Illinois**

Calendar Year	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential
2002	\$177,344,920	\$511,630,578	\$334,285,658	188.5%
2003	\$187,593,833	\$526,784,255	\$339,190,422	180.8%
2004	\$195,743,823	\$544,894,461	\$349,150,638	178.4%
2005	\$209,702,121	\$579,381,297	\$369,679,176	176.3%
2006	\$219,697,427	\$610,354,507	\$390,657,080	177.8%
2007	\$222,883,245	\$607,356,709	\$384,473,464	172.5%
2008	\$229,118,709	\$587,603,394	\$358,484,685	156.5%
2009	\$177,539,809	\$584,931,046	\$407,391,237	229.5%
2010	\$182,515,959	\$589,830,578	\$407,314,619	223.2%
2011	\$182,831,628	\$594,104,580	\$411,272,952	224.9%
2012	\$187,294,913	\$594,291,615	\$406,996,702	217.3%
2013	\$205,226,502	\$595,423,377	\$390,196,875	190.1%
2014	\$203,378,034	\$601,310,885	\$397,932,851	195.7%
2015	\$187,192,233	\$601,960,006	\$414,767,773	221.6%
2016	\$193,848,675	\$591,450,356	\$397,601,681	205.1%

**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 Carbondale is 0.58, which indicates that the local per capita income\* is below the downstate average by 42.2 percent. In 2016, potential sales were \$193,848,675 and actual sales were \$591,450,356, resulting in a surplus of \$397,601,681. 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: Carbondale, Illinois

### County Retail Trade Summary: Jackson 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, 2002-2016**

Calendar Year	Total Retail Sales	Retail Sales Growth	Number of Sales Tax Paying Firms	Pull Factor	Jackson County	
					Potential Sales (millions)	Surplus or Leakage (millions)
2002	\$661,525,378	--	1,814	1.11	\$484	\$177.1
2003	\$673,867,225	1.9%	1,830	1.08	\$509	\$165.1
2004	\$697,286,532	3.5%	1,789	1.06	\$534	\$188.6
2005	\$737,954,429	5.8%	1,881	1.06	\$567	\$204.1
2006	\$770,067,932	4.4%	1,927	1.05	\$593	\$203.1
2007	\$759,627,536	-1.4%	1,950	1.04	\$595	\$166.6
2008	\$775,895,818	2.1%	1,635	1.04	\$604	\$180.7
2009	\$786,046,882	1.3%	1,533	1.15	\$524	\$182.1
2010	\$781,488,830	-0.6%	1,564	1.08	\$552	\$257.3
2011	\$791,147,147	1.2%	1,553	1.04	\$579	\$239.4
2012	\$791,074,903	0.0%	1,647	1.03	\$584	\$211.6
2013	\$787,446,982	-0.5%	1,726	1.02	\$628	\$203.0
2014	\$803,685,909	2.1%	1,642	1.03	\$643	\$175.4
2015	\$795,931,107	-1.0%	1,699	1.04	\$610	\$153.1
2016	\$788,326,406	-1.0%	1,710	1.05	\$607	\$178.2

Between 2001 and 2015, total retail sales in Jackson County increased 19.2 percent, Carbondale increased 15.6 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 Jackson County decreased by 5.7 percent compared to 3.2 percent decrease in Carbondale. The Jackson County pull factor was 1.05, 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, 2002-2016\***

Category	2002			2016		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$141,598,583	21.4%	1.49	\$136,932,266	17.0%	1.27
Food	\$89,423,617	13.5%	1.10	\$120,693,315	15.0%	1.16
Drinking and Eating Places	\$67,861,387	10.3%	1.27	\$98,481,366	12.3%	1.23
Apparel	\$29,212,053	4.4%	2.92	\$33,937,580	4.2%	2.50
Furniture, Household, and Radio	\$34,129,522	5.2%	1.40	\$34,045,322	4.2%	1.55
Lumber, Building, and Hardware	\$56,730,149	8.6%	1.46	\$50,975,925	6.3%	1.06
Automotive and Filling Stations	\$109,332,954	16.5%	0.77	\$132,859,472	16.5%	0.73
Drugs and Miscellaneous Retail	\$76,862,846	11.6%	1.21	\$123,650,205	15.4%	1.26
Manufacturers	\$4,272,157	0.6%	0.30	\$11,321,362	1.4%	0.66
Agriculture and All Other	\$52,102,110	7.9%	0.70	\$45,429,593	5.7%	0.58

**Figure 1. Per Capita Sales, 2001-2015**



