



Retail Trade Summary for Ottawa, Illinois

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Table 1. Retail Sales, 2002-2016

Ottawa, Illinois						
Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor
2002	\$342,296,711	--	656	\$521,794	\$18,330	1.80
2003	\$335,493,140	-2.0%	648	\$517,736	\$17,850	1.67
2004	\$333,733,004	-0.5%	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

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 Ottawa increased 22.7 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 Ottawa, businesses decreased 1.8 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 Ottawa were \$22,970 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, Ottawa had per capita retail sales of \$22,970 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 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, 2002 and 2016**

Category	2002			2016		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
	General Merchandise	\$63,658,008	18.6%	2.10	\$71,016,337	16.9%
Food	\$49,691,126	14.5%	1.92	\$56,062,200	13.3%	1.73
Drinking and Eating Places	\$26,752,776	7.8%	1.57	\$40,752,628	9.7%	1.64
Apparel	\$3,287,804	1.0%	1.03	\$5,567,765	1.3%	1.32
Furniture, Household, and Radio	\$8,295,578	2.4%	1.07	\$6,020,062	1.4%	0.88
Lumber, Building, and Hardware	\$8,098,482	2.4%	0.66	\$13,250,493	3.2%	0.88
Automotive and Filling Stations	\$99,715,648	29.1%	2.21	\$127,442,468	30.3%	2.27
Drugs and Miscellaneous Retail	\$48,090,918	14.0%	2.38	\$69,204,598	16.5%	2.27
Manufacturers	\$1,717,609	0.5%	0.38	\$2,900,581	0.7%	0.55
Agriculture and All Other	\$32,988,762	9.6%	1.39	\$27,872,814	6.6%	1.14

*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, 2016=100

Category	Ottawa, Illinois				
	Real Dollars		Real Change 2006-2016	Downstate	
	2002	2016		Real Retail Sales Growth	Real Retail Sales Growth
Total Retail Sales	\$456,662,628	\$420,089,946	-\$36,572,682	-8.0%	-3.6%
General Merchandise	\$84,927,001	\$71,016,337	-\$13,910,664	-16.4%	-13.1%
Food	\$66,293,597	\$56,062,200	-\$10,231,397	-15.4%	-1.9%
Drinking and Eating Places	\$35,691,237	\$40,752,628	\$5,061,391	14.2%	13.8%
Apparel	\$4,386,303	\$5,567,765	\$1,181,462	26.9%	3.8%
Furniture, Household, and Radio	\$11,067,242	\$6,020,062	-\$5,047,180	-45.6%	-31.0%
Lumber, Building, and Hardware	\$10,804,293	\$13,250,493	\$2,446,200	22.6%	-4.9%
Automotive and Filling Stations	\$133,031,982	\$127,442,468	-\$5,589,514	-4.2%	-2.6%
Drugs and Miscellaneous Retail	\$64,158,738	\$69,204,598	\$5,045,860	7.9%	18.2%
Manufacturers	\$2,291,485	\$2,900,581	\$609,096	26.6%	-7.1%
Agriculture and All Other	\$44,010,749	\$27,872,814	-\$16,137,935	-36.7%	-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 Ottawa declined by 8.0 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 Leakage from Retail Trade, 2002-2016

Calendar Year	Potential Sales	Actual Sales	Ottawa, Illinois	
			Surplus or Leakage	Surplus or Leakage as % of Potential
2002	\$190,434,115	\$342,296,711	\$151,862,596	79.7%
2003	\$200,667,716	\$335,493,140	\$134,825,424	67.2%
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%

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 1.00, which indicates that the local per capita income* is above the downstate average by 0.0 percent. In 2016, potential sales were \$234,399,861 and actual sales were \$420,089,946, resulting in a surplus of \$185,690,085. 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: Lasalle 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	Lasalle County	
					Potential Sales (millions)	Surplus or Leakage (millions)
2002	\$1,379,925,910	--	3,933	1.21	\$1,123	\$256.9
2003	\$1,394,317,364	1.0%	3,978	1.18	\$1,165	\$229.5
2004	\$1,370,555,149	-1.7%	3,900	1.10	\$1,233	\$205.8
2005	\$1,452,371,359	6.0%	4,175	1.10	\$1,305	\$218.9
2006	\$1,513,666,544	4.2%	4,312	1.09	\$1,370	\$209.1
2007	\$1,581,086,507	4.5%	4,160	1.12	\$1,401	\$210.9
2008	\$1,553,892,570	-1.7%	3,692	1.08	\$1,426	\$153.3
2009	\$1,430,063,593	-8.0%	3,484	1.08	\$1,376	\$4.3
2010	\$1,448,566,829	1.3%	3,495	1.05	\$1,416	\$72.5
2011	\$1,505,900,458	4.0%	3,467	1.05	\$1,453	\$89.4
2012	\$1,539,142,923	2.2%	3,568	1.07	\$1,465	\$86.5
2013	\$1,562,529,046	1.5%	3,533	1.08	\$1,515	\$97.4
2014	\$1,647,220,475	5.4%	3,620	1.13	\$1,501	\$132.1
2015	\$1,666,296,053	1.2%	3,820	1.16	\$1,417	\$165.6
2016	\$1,647,007,031	-1.2%	3,779	1.16	\$1,390	\$230.2

Between 2001 and 2015, total retail sales in Lasalle County increased 19.4 percent, Ottawa increased 22.7 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 Lasalle County decreased by 3.9 percent compared to 1.8 percent decrease in Ottawa. The Lasalle County pull factor was 1.16, 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	\$185,558,867	13.4%	1.03	\$246,082,179	14.9%	1.21
Food	\$208,630,781	15.1%	1.35	\$227,299,382	13.8%	1.16
Drinking and Eating Places	\$108,615,771	7.9%	1.07	\$158,982,159	9.7%	1.06
Apparel	\$15,951,440	1.2%	0.84	\$18,880,296	1.1%	0.74
Furniture, Household, and Radio	\$50,850,144	3.7%	1.10	\$44,545,363	2.7%	1.08
Lumber, Building, and Hardware	\$76,868,621	5.6%	1.04	\$104,700,624	6.4%	1.15
Automotive and Filling Stations	\$334,522,101	24.2%	1.24	\$434,992,986	26.4%	1.28
Drugs and Miscellaneous Retail	\$211,426,443	15.3%	1.75	\$207,105,534	12.6%	1.12
Manufacturers	\$20,274,495	1.5%	0.76	\$33,852,398	2.1%	1.05
Agriculture and All Other	\$167,227,247	12.1%	1.18	\$170,566,110	10.4%	1.15

Figure 1. Per Capita Sales, 2001-2015

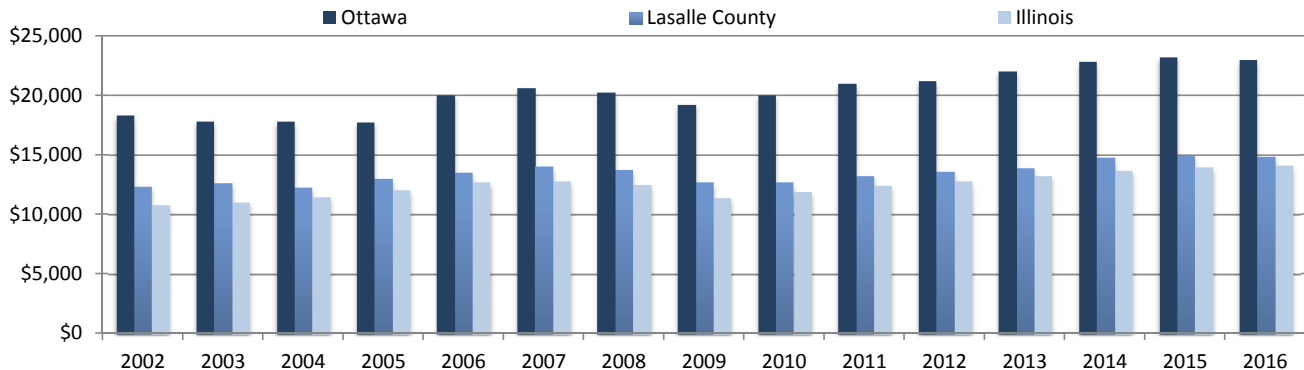
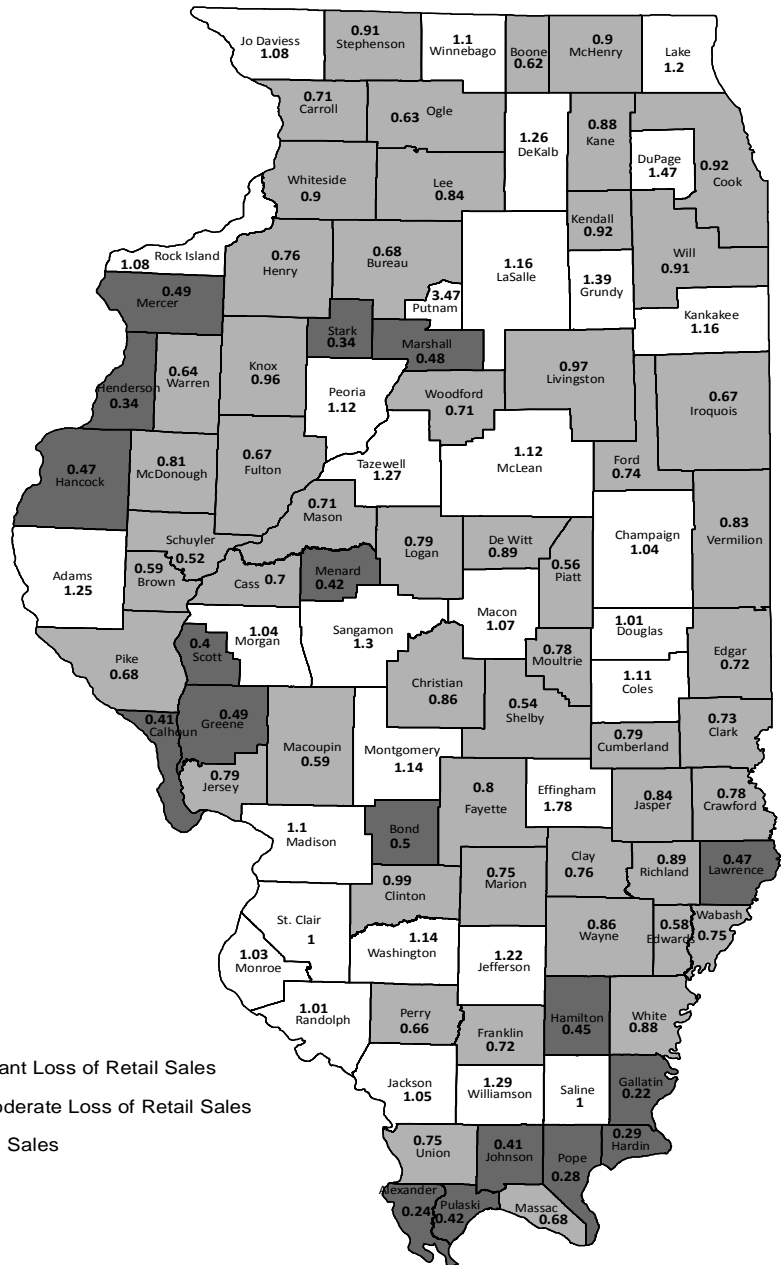


Figure 2. 2016 County Retail Trade Pull Factors Map

There are 31 counties that showed a gain in customers/sales in Illinois with a pull factor of 1 or more.

At the opposite side of the spectrum, 17 counties showed significant loss of customers/sales, with a pull factor less than 0.5. These counties are usually adjacent to dominant trade centers. The smallest pull factor was 0.22 in Gallatin County, followed by 0.24 in Alexander County.


There were 54 counties that had pull factors between 0.5 and 1. There were three counties with pull factors between 0.95 and 1 (Knox, Livingston, and Clinton Counties).




Legend

- Counties with a Significant Loss of Retail Sales
- Counties with a Low/Moderate Loss of Retail Sales
- Counties Gaining Retail Sales

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