



## Retail Trade Summary for Strasburg, Illinois



Created: 7/26/2017

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

**Strasburg, Illinois**

Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Per Capita Sales	Pull Factor
2002	\$1,140,210	--	29	\$39,318	\$1,916	0.19
2003	\$1,000,072	-12.3%	27	\$37,040	\$1,695	0.16
2004	\$1,238,854	23.9%	38	\$32,601	\$2,129	0.19
2005	\$1,274,285	2.9%	34	\$37,479	\$2,216	0.19
2006	\$1,484,259	16.5%	37	\$40,115	\$2,599	0.21
2007	\$1,319,411	-11.1%	40	\$32,985	\$2,331	0.19
2008	\$1,305,295	-1.1%	33	\$39,554	\$2,318	0.18
2009	\$1,856,591	42.2%	35	\$53,045	\$3,309	0.28
2010	\$2,687,507	44.8%	36	\$74,653	\$5,755	0.48
2011	\$3,396,823	26.4%	30	\$113,227	\$7,305	0.58
2012	\$2,873,899	-15.4%	37	\$77,673	\$6,289	0.49
2013	\$2,922,905	1.7%	38	\$76,919	\$6,410	0.50
2014	\$2,705,786	-7.4%	33	\$81,994	\$5,973	0.46
2015	\$2,399,921	-11.3%	40	\$59,998	\$5,369	0.42
2016	\$2,232,656	-7.0%	44	\$50,742	\$5,017	0.39

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 Strasburg increased 95.8 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 Strasburg, businesses increased 51.7 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 Strasburg were \$5,017 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, Strasburg had per capita retail sales of \$5,017 in 2016. Downstate's per capita retail sales was \$12,814 in 2016. This resulted in a weak pull factor of 0.46, indicating that Strasburg has lost sales to competing communities when compared with other 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\*\***

**Strasburg, Illinois**

Category	2002			2016		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	--	--	--	--	--	--
Food	--	--	--	--	--	--
Drinking and Eating Places	--	--	--	--	--	--
Apparel	--	--	--	--	--	--
Furniture, Household, and Radio	--	--	--	--	--	--
Lumber, Building, and Hardware	--	--	--	--	--	--
Automotive and Filling Stations	--	--	--	--	--	--
Drugs and Miscellaneous Retail	\$295,889	26.0%	0.46	\$1,766,791	79.1%	2.38
Manufacturers	\$45,217	4.0%	0.32	\$11,420	0.5%	0.09
Agriculture and All Other	\$399,746	35.1%	0.53	\$105,615	4.7%	0.18

\*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: Strasburg, Illinois

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

**Strasburg, Illinois**

Category	Real Dollars		Real Change 2006-2016	Strasburg, Illinois Downstate	
	2002	2016		Real Retail Sales Growth	Real Retail Sales Growth
Total Retail Sales	\$1,521,169	\$2,232,656	\$711,487	46.8%	-3.6%
General Merchandise	--	--	--	--	-13.1%
Food	--	--	--	--	-1.9%
Drinking and Eating Places	--	--	--	--	13.8%
Apparel	--	--	--	--	3.8%
Furniture, Household, and Radio	--	--	--	--	-31.0%
Lumber, Building, and Hardware	--	--	--	--	-4.9%
Automotive and Filling Stations	--	--	--	--	-2.6%
Drugs and Miscellaneous Retail	\$394,749	\$1,766,791	\$1,372,042	347.6%	18.2%
Manufacturers	\$60,325	\$11,420	-\$48,905	-81.1%	-7.1%
Agriculture and All Other	\$533,306	\$105,615	-\$427,691	-80.2%	-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 Strasburg increased by 46.8 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**

**Strasburg, Illinois**

Calendar Year	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential
2002	\$5,029,454	\$1,140,210	-\$3,889,244	-77.3%
2003	\$5,221,360	\$1,000,072	-\$4,221,288	-80.8%
2004	\$5,408,161	\$1,238,854	-\$4,169,307	-77.1%
2005	\$5,638,490	\$1,274,285	-\$4,364,205	-77.4%
2006	\$5,858,885	\$1,484,259	-\$4,374,626	-74.7%
2007	\$5,914,232	\$1,319,411	-\$4,594,821	-77.7%
2008	\$5,976,405	\$1,305,295	-\$4,671,110	-78.2%
2009	\$3,994,552	\$1,856,591	-\$2,137,961	-53.5%
2010	\$3,468,631	\$2,687,507	-\$781,124	-22.5%
2011	\$4,780,448	\$3,396,823	-\$1,383,625	-28.9%
2012	\$4,761,358	\$2,873,899	-\$1,887,459	-39.6%
2013	\$5,433,622	\$2,922,905	-\$2,510,717	-46.2%
2014	\$5,690,388	\$2,705,786	-\$2,984,602	-52.4%
2015	\$5,052,961	\$2,399,921	-\$2,653,040	-52.5%
2016	\$5,300,573	\$2,232,656	-\$3,067,917	-57.9%

**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 Strasburg is 0.93, which indicates that the local per capita income\* is below the downstate average by 7.0 percent. In 2016, potential sales were \$5,300,573 and actual sales were \$2,232,656, resulting in a leakage of \$3,067,917. A leakage indicates that the local area has lost customers to 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: Strasburg, Illinois

### County Retail Trade Summary: Shelby 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	Shelby County	
					Potential Sales (millions)	Surplus or Leakage (millions)
2002	\$110,110,756	--	882	0.48	\$204	-\$94.3
2003	\$108,648,109	-1.3%	915	0.46	\$213	-\$104.2
2004	\$111,061,511	2.2%	921	0.45	\$221	-\$101.8
2005	\$116,936,079	5.3%	973	0.45	\$232	-\$104.4
2006	\$126,088,537	7.8%	982	0.47	\$241	-\$106.2
2007	\$142,537,412	13.0%	919	0.52	\$244	-\$99.0
2008	\$140,238,651	-1.6%	823	0.50	\$249	-\$104.2
2009	\$129,000,096	-8.0%	783	0.50	\$243	-\$119.7
2010	\$138,397,401	7.3%	779	0.51	\$242	-\$104.3
2011	\$151,806,292	9.7%	771	0.54	\$251	-\$89.7
2012	\$152,051,325	0.2%	789	0.54	\$255	-\$99.4
2013	\$152,812,005	0.5%	785	0.53	\$271	-\$101.9
2014	\$155,000,906	1.4%	845	0.54	\$267	-\$115.7
2015	\$152,467,156	-1.6%	832	0.54	\$251	-\$114.4
2016	\$149,900,847	-1.7%	876	0.54	\$251	-\$101.4

Between 2001 and 2015, total retail sales in Shelby County increased 36.1 percent, Strasburg increased 95.8 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 Shelby County decreased by 0.7 percent compared to 51.7 percent increase in Strasburg. The Shelby County pull factor was 0.54, which indicates sales lost to competing 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	\$3,145,046	2.9%	0.09	\$28,942,415	18.7%	0.73
Food	\$16,775,468	15.2%	0.54	\$16,131,545	10.4%	0.42
Drinking and Eating Places	\$9,707,106	8.8%	0.47	\$12,116,253	7.8%	0.41
Apparel	\$988,341	0.9%	0.26	\$514,774	0.3%	0.10
Furniture, Household, and Radio	\$3,107,592	2.8%	0.33	\$5,284,413	3.4%	0.65
Lumber, Building, and Hardware	\$5,185,394	4.7%	0.35	\$5,786,166	3.7%	0.32
Automotive and Filling Stations	\$43,151,616	39.2%	0.79	\$39,202,245	25.3%	0.59
Drugs and Miscellaneous Retail	\$11,435,372	10.4%	0.47	-\$40,264,081	-26.0%	(1.11)
Manufacturers	\$595,269	0.5%	0.11	\$63,056,221	40.7%	9.98
Agriculture and All Other	\$16,019,552	14.5%	0.56	\$19,130,896	12.3%	0.66

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



