

Retail Trade Report for Fairview Heights, Illinois

Table 1. Retail Sales, 2010-2019

Fairview Heights , IL

Year	Total Retail Sales	Retail Sales Growth	Number of Retail Businesses	Sales per Business	Per Capita Sales	Pull Factor
2010	\$785,478,406	--	753	\$1,043,132	\$45,994	3.81
2011	\$777,363,073	-1.0%	738	\$1,053,337	\$45,484	3.61
2012	\$782,374,177	0.6%	770	\$1,016,070	\$46,033	3.60
2013	\$740,375,232	-5.4%	761	\$972,898	\$43,734	3.39
2014	\$745,112,963	0.6%	748	\$996,140	\$44,087	3.36
2015	\$785,303,395	5.4%	771	\$1,018,552	\$46,669	3.63
2016	\$771,904,974	-1.7%	769	\$1,003,778	\$46,261	3.61
2017	\$744,606,606	-3.5%	796	\$935,435	\$44,888	3.44
2018	\$733,238,847	-1.5%	783	\$936,448	\$44,579	3.32
2019	\$717,026,596	-2.2%	749	\$957,312	\$43,828	3.22

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.

Retail sales 2018 to 2019 in Fairview Heights decreased by 2.21%. Retail sales in downstate decreased by 2.21% during the same period.

Changes in sales are partially determined by the number of retail businesses in operation. In Fairview Heights, businesses decreased 4.34% compared to the 2.21% decrease for downstate Illinois from the previous year. Per capita sales (sales divided by local population) in Fairview Heights were \$43,828 compared with \$13,625 for downstate in 2019.

The drawing power of a city or county is reflected by the Pull Factor which is calculated as the ratio of local per capita sales divided by downstate/collar per capita retail sales. Downstate figures are for all incorporated and unincorporated areas except those in Cook, DuPage, Kane, Lake, McHenry, and Will counties which become the collar counties. The state was divided up into two regions to alleviate the effects of the Chicago economy on downstate retail.

Table 2. Taxable Retail Sales by Category, 2010 and 2019

Fairview Heights , IL

Category	2010			2019		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$192,579,023	26.26%	6.05	\$105,246,977	14.7%	3.40
Food	\$32,471,802	8.49%	1.39	\$73,720,626	10.3%	2.40
Drinking and Eating Places	\$100,274,380	12.87%	5.26	\$98,725,778	13.8%	4.15
Apparel	\$98,638,385	13.45%	28.22	\$106,049,083	14.8%	29.83
Furniture, Household, and Radio	\$105,786,966	14.43%	15.55	\$78,918,176	11.0%	14.21
Lumber, Building, and Hardware	\$30,761,343	4.20%	2.44	\$36,440,901	5.1%	2.63
Automotive and Filling Stations	\$53,195,696	7.25%	1.15	\$40,828,900	5.7%	0.75
Drugs and Miscellaneous Retail	\$135,319,348	18.46%	4.85	\$119,573,156	16.7%	3.72
Manufacturers	\$6,296,179	0.86%	1.34	\$15,861,197	2.2%	0.70
Agriculture and All Other	\$30,155,284	4.11%	1.03	\$41,661,802	5.8%	9.47

**Blank categories have less than four taxpayers; therefore, no data is shown to protect the confidentiality of individual taxpayers. The Retail Sales total listed in Table 1 does include all businesses even if blank elsewhere.

Table 3. Inflation Adjusted Retail Sales by Category, 2019**Fairview Heights , IL**

Category	Real Dollars		Real Change 2010 - 2019	Real Retail Sales Growth	Downstate
	2010	2019			Real Retail Sales
Total Retail Sales	\$923,210,961	\$717,026,596	-\$206,184,365	-22.3%	2.5%
General Merchandise	\$226,347,489	\$105,246,977	-\$121,100,512	-53.5%	-0.2%
Food	\$38,165,688	\$73,720,626	\$35,554,938	93.2%	2.7%
Drinking and Eating Places	\$117,857,354	\$98,725,778	-\$19,131,576	-16.2%	-8.5%
Apparel	\$115,934,490	\$106,049,083	-\$9,885,407	-8.5%	-1.2%
Furniture, Household, and Radio	\$124,336,565	\$78,918,176	-\$45,418,389	-36.5%	2.1%
Lumber, Building, and Hardware	\$36,155,302	\$36,440,901	\$285,599	0.8%	1.2%
Automotive and Filling Stations	\$62,523,488	\$40,828,900	-\$21,694,588	-34.7%	10.2%
Drugs and Miscellaneous Retail	\$159,047,409	\$119,573,156	-\$39,474,253	-24.8%	-1.0%
Manufacturers	\$7,400,205	\$15,861,197	\$8,460,992	114.3%	-9.9%
Agriculture and All Other	\$35,442,971	\$41,661,802	\$6,218,831	17.5%	1.4%
Consumer Price Index (CPI)	85.08	100.00	17.5%	**	**

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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, what cost \$85.08 in 2010 will now require \$100.00 to purchase in 2019. When the effects of inflation are taken into consideration, total retail sales for Fairview Heights declined 22.3% over the time period examined. During the same period retail sales in Illinois increased by 0.6%. Inflation adjusted dollars are all in 2019 values.

Caution should be used when comparing category items over the years, since businesses may not report themselves in the same category each 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.

Table 4. Surplus or Leakages of Retail Trade, 2010-2019**Fairview Heights , IL**

Calendar Year	Potential Sales	Actual Sales	Surplus or Leakage as %	
			Surplus or Leakage	of Potential
2010	\$239,188,001	\$785,478,406	\$546,290,405	228.4%
2011	\$255,562,484	\$777,363,073	\$521,800,589	204.2%
2012	\$257,558,158	\$782,374,177	\$524,816,019	203.8%
2013	\$270,295,902	\$740,375,232	\$470,079,330	173.9%
2014	\$271,600,252	\$745,112,963	\$473,512,711	174.3%
2015	\$259,385,061	\$785,303,395	\$525,918,334	202.8%
2016	\$256,017,186	\$771,904,974	\$515,887,788	201.5%
2017	\$256,226,103	\$744,606,606	\$488,380,503	190.6%
2018	\$269,442,373	\$733,238,847	\$463,796,474	172.1%
2019	\$267,280,387	\$717,026,596	\$449,746,209	168.3%

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 Fairview Heights is 1.20 which is -19.9 percent higher than downstate Illinois.

County retail trade information can provide additional insight into the economic health of a community. According to the Illinois Department of Revenue's Standard Industrial Classification data set, there are over 133 municipalities that are situated on the boundaries of two or more counties. All municipalities are assigned a county based on where the greatest area of the community is located.

Table 5. County Retail Sales, 2010-2019 **St Clair County**

Calendar Year	Total Retail Sales	Retail Sales Growth	Number of Sales Tax Paying Firms	Pull Factor	Potential Sales (millions)	Surplus or Leakage (millions)	Percent Surplus or Leakage
2010	\$3,132,896,926	--	6309	0.96	3265.90	-133.00	-4.1%
2011	\$3,173,696,674	1.3%	6226	0.93	3424.70	-251.00	-7.3%
2012	\$3,235,854,531	2.0%	6778	0.94	3452.74	-216.89	-6.3%
2013	\$3,178,323,958	-1.8%	6820	0.92	3586.24	-407.92	-11.4%
2014	\$3,251,160,890	2.3%	6775	0.93	3658.13	-406.97	-11.1%
2015	\$3,350,409,726	3.1%	7384	0.99	3463.91	-113.50	-3.3%
2016	\$3,369,906,904	0.6%	7677	1.00	3427.76	-57.85	-1.7%
2017	\$3,398,016,964	0.8%	7594	0.99	3506.43	-108.41	-3.1%
2018	\$3,475,354,954	2.3%	7931	0.99	3564.46	-89.10	-2.5%
2019	\$3,521,599,157	1.3%	7869	0.98	3721.53	-199.93	-5.4%

Between 2010 and 2019, total retail sales in St Clair County increased by 12.4%, Fairview Heights declined by 8.7%. The number of firms in St Clair County increased by 24.7% compared to a -0.5% decrease in Fairview Heights. The pull factor in St Clair County is 0.98. With a value less than 1.0 which means sales were less than what would be expected. Indicating that customers maybe shopping outside the community, county or online more.

Table 6. County Retail Sales by Category, 2010-2019 **St Clair County**

Category	2010			2019		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$576,320,705	18.4%	1.15	\$407,790,620	11.6%	0.82
Food	\$347,615,394	11.1%	0.94	\$559,285,095	15.9%	1.13
Drinking and Eating Places	\$360,522,545	11.5%	1.20	\$429,010,967	12.2%	1.12
Apparel	\$117,270,911	3.7%	2.12	\$125,154,068	3.6%	2.19
Furniture, Household, and Radio	\$177,801,383	5.7%	1.65	\$128,275,796	3.6%	1.43
Lumber, Building, and Hardware	\$158,842,704	5.1%	0.80	\$218,980,914	6.2%	0.98
Automotive and Filling Stations	\$741,716,510	23.7%	1.02	\$884,275,693	25.1%	1.00
Drugs and Miscellaneous Retail	\$420,436,679	13.4%	0.95	\$484,017,277	13.7%	0.93
Manufacturers	\$29,289,870	0.9%	0.39	\$45,536,670	1.3%	0.12
Agriculture and All Other	\$203,080,225	6.5%	0.44	\$239,272,057	6.8%	3.38

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