

Retail Sales Trends - 2011

DeKalb / Sycamore / Cortland Trade Area

	Illinois	Total Trade Area	DeKalb	Sycamore	Cortland	Malta	Hinckley	Waterman	Shabbona	Genoa	Kingston	Kirkland	Lee	Maple Park
Population	12,869,257	100,802	43,862	17,519	4,270	1,164	2,070	1,506	925	5,193	1,164	1,744	337	1,310
Total Retail Sales	155,298,279,629	2,104,438,596	534,968,781	1,419,311,094	30,288,146	4,687,981	13,937,325	15,306,237	7,755,132	59,408,282	5,760,249	7,566,756	5,320	5,453,293
Per Capita Total Sales	12,067	20,877	12,196	81,016	7,093	4,027	6,733	10,164	8,384	11,440	4,949	4,339	16	4,163
General Merchandise	18,245,583,249	129,818,177	129,818,177	-	-	-	-	-	-	-	-	-	-	-
<i>Per Capita</i>	1,418	1,288	2,960	-	-	-	-	-	-	-	-	-	-	-
Food	19,788,183,764	133,542,703	67,456,918	54,497,647	-	-	2,660,844	-	1,155,132	7,772,162	-	-	-	-
<i>Per Capita</i>	1,538	1,325	1,538	3,111	-	-	1,285	-	1,249	1,497	-	-	-	-
Drinking & Eating	18,296,970,406	106,720,477	66,649,641	31,952,919	-	540,562	2,013,437	590,770	422,979	4,550,169	-	-	-	-
<i>Per Capita</i>	1,422	1,059	1,520	1,824	-	464	973	392	459	876	-	-	-	-
Apparel	7,805,409,758	30,582,619	30,582,619	-	-	-	-	-	-	-	-	-	-	-
<i>Per Capita</i>	607	303	697	-	-	-	-	-	-	-	-	-	-	-
Furniture, H.H. & Radio	7,008,638,077	25,356,686	22,181,422	2,799,412	-	-	375,852	-	-	-	-	-	-	-
<i>Per Capita</i>	545	252	506	160	-	-	182	-	-	-	-	-	-	-
Lumber, Bldg. & Hardware	7,481,490,406	64,134,202	21,563,108	30,210,275	11,046,494	-	298,115	-	-	1,016,210	-	-	-	-
<i>Per Capita</i>	581	636	492	1,724	2,587	-	144	-	-	196	-	-	-	-
Automotive & Filling Stations	33,851,182,845	785,028,105	84,369,200	624,828,198	17,061,373	-	6,159,163	5,540,555	2,920,705	39,640,205	4,508,706	-	-	-
<i>Per Capita</i>	2,630	7,788	1,924	35,666	3,996	-	2,975	3,679	3,158	7,633	3,873	-	-	-
Drugs & Other	23,107,259,993	54,766,758	76,036,417	(28,435,287)	513,578	805,109	-	117,483	209,712	4,577,693	280,839	645,897	-	15,317
<i>Per Capita</i>	1,796	543	1,734	(1,623)	120	692	-	78	227	882	241	370	-	12
Agricultural & Extractive	16,738,033,600	750,948,513	29,011,979	696,888,588	168,305	477,102	2,008,898	8,989,471	2,834,514	544,892	3,755,187	6,182,378	490	86,739
<i>Per Capita</i>	1,301	7,450	611	39,779	39	410	970	5,969	3,064	105	3,226	3,545	1	66
Manufacturing	2,975,527,471	67,886,834	7,289,300	57,755,998	696,084	31,681	226,177	47,434	-	1,213,701	314,305	312,154	-	-
<i>Per Capita</i>	231	673	166	3,297	163	27	109	31	-	234	270	179	-	-

Source: Illinois Department of Revenue 2011 Totals & US Census Bureau 2010 Census data (2011 Estimates to be released in June)

Note: Blank categories have less than 4 taxpayers, therefore no data is shown to protect confidentiality of individual taxpayers. Totals include censored data.

* Total Trade Area Population is from 2010 estimates and includes populations found in DeKalb County Townships of Afton, Clinton, Cortland, DeKalb, Franklin, Genoa, Kingston, Malta, Mayfield, Milan, Pierce, Shabbona, South Grove, Squaw Grove, and Sycamore; Kane County Townships of Virgil and Kaneville; Ogle County Townships of Dement and Lynnville; and Lee County Townships of Alto and Willow Creek

Last update: April 2012

Retail Sales Trends - 2011

Sandwich / Somonauk Trade Area

	Total Trade												
	Illinois	Area	Sandwich	Somonauk	Waterman	Paw Paw	Shabbona	Hinckley	Millington	Plano	Leland	Earlville	Sheridan
Population	12,836,257	48,033	7,421	1,893	1,506	870	925	2,070	665	10,856	977	1,701	2,137
Total Retail Sales	155,298,279,629	276,577,520	57,563,544	15,565,629	15,306,237	4,081,571	7,755,132	13,937,325	616,618	139,133,684	2,927,004	8,785,653	10,905,123
Per Capita Total Sales	12,067	5,758	7,757	8,223	10,164	4,691	8,384	6,733	927	12,816	2,996	5,165	5,103
General Merchandise	18,245,583,249	-	-	-	-	-	-	-	-	-	-	-	-
<i>Per Capita</i>	1,418	-	-	-	-	-	-	-	-	-	-	-	-
Food	19,788,183,764	21,951,156	7,137,497	138,727	-	-	1,155,132	2,660,844	-	8,415,141	-	2,443,815	-
<i>Per Capita</i>	1,538	457	962	73	-	-	1,249	1,285	-	775	-	1,437	-
Drinking & Eating	18,296,970,406	15,386,407	5,671,887	1,886,178	590,770	-	422,979	2,013,437	-	4,801,156	-	-	-
<i>Per Capita</i>	1,422	320	764	996	392	-	457	973	-	442	-	-	-
Apparel	7,805,409,758	639,251	639,251	-	-	-	-	-	-	-	-	-	-
<i>Per Capita</i>	607	13	86	-	-	-	-	-	-	-	-	-	-
Furniture, H.H. & Radio	77,088,638,077	3,920,289	-	-	-	-	-	375,852	-	3,544,437	-	-	-
<i>Per Capita</i>	545	82	-	-	-	-	-	182	-	326	-	-	-
Lumber, Bldg. & Hardware	7,481,490,406	5,976,030	3,797,682	-	-	-	-	298,115	-	1,507,573	-	253,139	119,521
<i>Per Capita</i>	581	124	512	-	-	-	-	144	-	139	-	149	56
Automotive & Filling Stations	33,851,182,845	74,570,301	15,982,306	10,446,439	5,540,550	-	2,920,705	6,159,163	588	27,393,069	2,530,428	3,597,048	-
<i>Per Capita</i>	2,630	1,552	2,154	5,518	3,679	-	3,158	2,975	1	2,523	2,590	2,115	-
Drugs & Other	23,107,259,993	27,937,808	21,109,208	179,856	117,483	139,323	209,712	-	5,709	5,521,585	120,084	56,644	478,204
<i>Per Capita</i>	1,796	582	2,845	95	78	160	227	-	9	509	123	33	224
Agricultural & Extractive	16,738,033,660	44,847,365	1,730,073	11,067	8,989,471	14,987	2,834,514	2,008,898	363	19,394,387	16,216	1,681,897	8,165,492
<i>Per Capita</i>	1,301	934	233	6	5,969	17	3,064	970	1	1,787	17	989	3,821
Manufacturing	2,975,527,471	2,064,937	1,024,746	69,517	47,434	-	-	226,177	-	551,166	38,952	80,515	26,430
<i>Per Capita</i>	231	43	138	37	31	-	-	109	-	51	40	47	12

Source: Illinois Department of Revenue 2011 Totals & US Census Bureau 2010 Census data (2011 Estimates to be released in June)

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Total trade area population is based on 2010 estimates and includes populations found in: DeKalb County Townships of Clinton, Paw Paw, Sandwich Shabbona, Somonauk, Squaw Grove and Victor; Kendall County Townships of Fox and Little Rock; and LaSalle County Townships of Adams, Earl Mission, Northville and Serena.

Last update: April 2012