

Retail Sales Trends - 2010

DeKalb / Sycamore / Cortland Trade Area

	Illinois	Total Trade Area	DeKalb	Sycamore	Cortland	Malta	Hinckley	Waterman	Shabbona	Genoa	Kingston	Kirkland	Lee	Maple Park
Population	12,830,632	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	148,103,644,572	1,798,432,252	541,823,878	1,127,172,889	22,096,664	4,432,343	12,448,430	11,440,068	7,157,108	53,362,170	4,733,604	7,421,086	374,405	5,969,607
Per Capita Total Sales	11,480	17,841	12,353	64,340	5,175	3,808	6,014	7,596	7,737	10,276	4,067	4,255	1,111	4,557
General Merchandise	20,041,542,775	161,629,759	161,257,806	371,953	-	-	-	-	-	-	-	-	-	-
<i>Per Capita</i>	1,553	1,603	3,676	21	-	-	-	-	-	-	-	-	-	-
Food	18,763,558,219	104,550,940	56,012,687	38,606,041	147,665	-	2,888,403	1,007	-	6,726,361	13,876	154,900	-	-
<i>Per Capita</i>	1,454	1,037	1,277	2,204	35	-	1,395	1	-	1,295	12	89	-	-
Drinking & Eating	17,506,809,079	106,658,184	66,461,264	31,278,206	-	427,928	2,152,193	658,765	607,755	4,567,345	-	124,290	-	380,438
<i>Per Capita</i>	1,357	1,058	1,515	1,785	-	368	1,040	437	657	880	-	71	-	290
Apparel	5,572,632,318	978,675	591,215	387,460	-	-	-	-	-	-	-	-	-	-
<i>Per Capita</i>	432	10	13	22	-	-	-	-	-	-	-	-	-	-
Furniture, H.H. & Radio	7,251,516,534	5,864,715	2,508,145	3,356,570	-	-	-	-	-	-	-	-	-	-
<i>Per Capita</i>	562	58	57	192	-	-	-	-	-	-	-	-	-	-
Lumber, Bldg. & Hardware	7,559,137,356	60,176,966	21,682,737	30,222,009	6,619,105	-	393,707	-	-	1,259,408	-	-	-	-
<i>Per Capita</i>	586	597	494	1,725	1,550	-	190	-	-	243	-	-	-	-
Automotive & Filling Stations	30,975,939,494	525,042,589	81,678,462	380,315,965	14,408,706	3,047,094	4,948,074	4,309,319	2,454,325	33,880,644	-	-	-	-
<i>Per Capita</i>	2,401	5,209	1,862	21,709	3,374	2,618	2,390	2,861	2,653	6,524	-	-	-	-
Drugs & Other	21,234,716,674	182,056,105	79,606,161	94,432,045	522,257	71,709	184,994	85,046	267,435	5,607,147	133,235	328,333	18,319	799,424
<i>Per Capita</i>	1,646	1,806	1,815	5,390	122	62	89	56	289	1,080	114	188	54	610
Agricultural & Extractive	16,266,221,786	591,412,131	28,623,247	545,344,392	(405,599)	668,850	1,133,775	6,332,243	3,016,701	491,020	485,130	5,672,557	-	49,815
<i>Per Capita</i>	1,261	5,867	653	31,129	(95)	575	548	4,205	3,261	95	417	3,253	-	38
Manufacturing	2,931,570,337	20,948,586	15,507,914	2,858,248	498,911	57,018	272,411	46,107	42,182	732,986	218,753	585,750	-	128,306
<i>Per Capita</i>	227	208	354	163	117	49	132	31	46	141	188	336	-	98

Source: Illinois Department of Revenue & US Census Bureau (2010)

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 Afon, 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 2011