MELANIPHY'S 2011 CHICAGOLAND RETAIL SALES REPORT
COVERING 2010 ANNUAL RETAIL SALES

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THE RECOVERY IS HAPPENING, ALBEIT SLOWLY!

IN 2010, CHICAGO METRO RETAIL SALES RECOVERED BY $3.8 BILLION TO $96.7 BILLION, OR 4.1%

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IN 2008 & 2009 THE COMBINED METRO SALES DECLINED OVER -$13.98 BILLION, OR -13.1%

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THE *CITY OF CHICAGO* INCREASED IN 2010 BY $1.2 BILLION TO $21.7 BILLION

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CHICAGO AREA *SUBURBS* INCREASED IN 2010 BY $2.7 BILLION TO $75.0 BILLION

METRO CHICAGO CHANGES BY MAJOR RETAIL CATEGORY 2008, 2009, & 2010

Table 1

CHICAGO METROPOLITAN AREA RETAIL SALES COMPARISON, 2008, 2009, & 2010

Category	Sales 2008	Sales 2009	Sales 2010	Difference 2009 -2010	2010 Change
General Merchandise	$11,520,193,112	$11,223,709,782	$11,479,758,231	$256,048,449	2.28%
Food Stores	$13,228,638,477	$12,879,740,352	$12,733,131,430	($146,608,922)	-1.14%
Drinking and Eating Places	$12,706,463,143	$12,102,305,962	$12,640,775,548	$538,469,586	4.45%
Apparel & Accessories Stores	$4,720,554,596	$4,346,795,054	$4,657,739,245	$310,944,191	7.15%
Furniture & Electronics Stores	$5,950,667,911	$4,996,360,694	$5,515,673,844	$519,313,150	10.39%
Home Improvement Stores	$5,131,446,759	$4,427,220,178	$4,472,507,912	$45,287,734	1.02%
Automotive & Filling Stations	$19,479,646,132	$17,435,685,891	$19,354,830,888	$1,919,144,997	11.01%
Drugs & Miscellaneous Retail Stores	$15,365,345,744	$14,525,537,142	$14,454,929,615	($70,607,527)	-0.49%
Agriculture & All Others	$11,162,559,038	$8,984,218,842	$9,488,576,458	$504,357,616	5.61%
Manufacturers	$2,520,235,283	$1,963,980,277	$1,860,270,037	($103,710,240)	-5.28%
Total	**$101,785,750,195**	**$92,885,554,174**	**$96,658,193,208**	**$3,772,639,034**	**4.06%**
Annual Change	**-$5,082,721,794**	**-$8,900,196,021**	**$3,772,639,034**		

Source: Illinois Department of Revenue, Sales Tax Receipts & Melaniphy & Associates, Inc., 2011

Table 1 on Page 1 indicates that most of the retail categories increased in 2010 over 2009. ***General Merchandise*** increased by over $256 million, however, ***Food Stores*** surprisingly declined by -$147 million. ***Drinking & Eating Places*** increased by $538.5 million as did ***Apparel & Accessories Stores*** increasing by $310.9 million. ***Furniture & Electronics Stores*** increased by $519.3 million. Most of the sales increases in this category were experienced by Electronics retailers like Abt and Best Buy. ***Home Improvement Stores,*** such as Home Depot, Lowe's, Menard's Ace Hardware, and Tru-Value, increased by $45.3 million. ***Automotive Dealers & Filling Stations*** led the increases with a rise to $1,919 billion, or 11%. ***Drugs &***

Miscellaneous Retail Stores surprisingly showed a decrease between 2009 and 2010 of -$70.6 million. The other categories are not considered typical retail uses.

Table 2

Metro Chicagoland Retail Sales 1986-2010

Year	Metro Area Total Sales	Annual Change	Annual Percent Change
1986	$41,605,594,520		
1987	$51,318,551,280	$9,712,956,760	23.3%
1988	$55,790,652,808	$4,472,101,528	8.7%
1989	$53,579,836,516	-$2,210,816,292	-4.0%
1990	$58,810,837,578	$5,231,001,062	9.8%
1991	$56,393,030,149	-$2,417,807,429	-4.1%
1992	$57,607,200,150	$1,214,170,001	2.2%
1993	$60,523,670,277	$2,916,470,127	5.1%
1994	$65,594,139,971	$5,070,469,694	8.4%
1995	$66,788,403,017	$1,194,263,046	1.8%
1996	$71,190,554,161	$4,402,151,144	6.6%
1997	$75,066,935,869	$3,876,381,708	5.4%
1998	$78,731,498,357	$3,664,562,488	4.9%
1999	$84,274,918,577	$5,543,420,220	7.0%
2000	$88,520,176,501	$4,245,257,924	5.0%
2001	$90,670,483,000	$2,150,306,499	2.4%
2002	$89,596,728,900	-$1,073,754,100	-1.2%
2003	$90,684,871,000	$1,088,142,100	1.2%
2004	$94,214,162,004	$3,529,291,004	3.9%
2005	$98,402,525,809	$4,188,363,805	4.4%
2006	$104,793,501,131	$6,390,975,322	6.5%
2007	$106,868,471,989	$2,074,970,858	2.0%
2008	$101,785,750,195	-$4,050,257,630	-3.8%
2009	$92,885,554,174	-$8,900,196,021	-8.7%
2010	$96,658,193,208	$3,772,639,034	4.1%

Source: Ill. Dept of Revenue and Melaniphy & Associates, Inc. 2011

Table 2 once again depicts total annual retail sales changes for the Chicago Metro area since 1986. The data indicate that we have had five major negative lows and five shrinking years. The declines in retail sales – are indicated in red. Those years included 1989, 1991, 2002, and the latest and worst in 2008 and 2009. 2009 results were the worst that we have ever seen. In dollar amounts, 2009 clearly saw the biggest decline, falling over -$8.9 billion, after falling approximately -$4.0 billion in 2008. 2009 was also the biggest percent decline at -8.74%. In 2010, retail sales increased by $3.77 million, or an increase of 4.1% over 2009. Total 2010 Metro retail sales amounted to $96.7 billion, down from the historic high in 2007 of $106.8 billion.

Major Retail Category definitions are provided by the State of Illinois, Department of Revenue. All of the sales data is rounded to the nearest tenth of a million or billion. The individual retail categories by NAICS codes include the following:

General Merchandise includes sales primarily in department and Big Boxes and supercenters selling food. ***Food Stores*** includes food purchased in supermarkets and grocery stores and consumed at home. ***Drinking & Eating Places*** includes retail sales in restaurants, quick service food facilities, bars, and banquet facilities. ***Apparel & Accessories Stores*** includes apparel and accessories retail stores for the family, women, men, and children. ***Furniture & Electronics*** includes retail sales for furniture, home furnishings, appliances, electronics, and decorator items. ***Home Improvement*** includes Lumber, Building Materials & Hardware. ***Automobile Dealers & Gasoline Service Stations*** include new and used automobile dealers and gasoline stations sales. ***Drugs & Other Miscellaneous Retail Stores*** includes drug stores, liquor, sporting goods, bookstores, jewelry, toys and hobby, gifts, luggage, leather goods, florists and other miscellaneous store sales. There are two other categories: ***Agriculture and All Others and Manufacturers*** which are not germane to the retail sales discussion.

CHICAGO METROPOLITAN AREA COUNTIES EXPERIENCED SALES INCREASES IN 2010

Table 3 on the following page shows that all of the counties in the Chicago Metropolitan Area increased in retail sales in 2010. The table presents the component counties of the Chicago Metro Area and their individual changes in 2008, 2009, and 2010, along with sales changes between 2009 and 2010. The **City of Chicago** generated total retail sales of over $21.7 billion, an increase of approximately $1.1 billion over 2009. **Cook County**, without the City of Chicago, generated retail sales of approximately $33.9 billion; an increase of $1.1 billion.

DuPage County, located to the west of Cook County, recorded 2010 retail sales of $15.9 billion, rising by $699 million from 2009. **Kane County**, west of DuPage County, had sales amounting to $5.5 billion, an increase of $286 million. **Lake County** recorded 2010 sales of $9.7 billion, increasing by approximately $2.35 million. **McHenry County** sales increased to $3.2 billion in 2010, an increase of $58 million. **Will County**'s sales rose to approximately $6.9 billion for an increase of $316.2 million.

The largest percentage increase was recorded by **Kane County** at 5.53% followed by the **City of Chicago** with an increase in 2010 of 5.25%. **Will County** followed at 4.8% and **DuPage County** was next at 4.60%. **Cook County** (excluding the City of Chicago) increased by 3.34%. **Lake County** increased in 2010 by 3.35%, followed by **McHenry County** with an increase of 1.87 percent. The table below depicts these percentages in the last column to the right.

Table 3

Retail Sales Changes for the City of Chicago, the Balance of Cook County and the other Counties in the Chicago Metropolitan Area for 2008, 2009, 2010

Civil Subdivision	2008	2009	2010	Sales Difference	Percent
Chicago	$22,204,546,670	$20,621,237,756	$21,703,552,494	$1,082,314,738	5.25%
Cook Co. (less Chicago)	$36,258,208,887	$32,765,677,421	$33,859,039,591	$1,093,362,170	3.34%
DuPage County	$16,847,585,918	$15,185,257,101	$15,883,937,691	$698,680,590	4.60%
Kane County	$5,700,933,750	$5,170,633,716	$5,456,780,112	$286,146,396	5.53%
Lake County	$10,355,381,486	$9,470,594,524	$9,693,396,696	$222,802,172	2.35%
McHenry County	$3,365,857,737	$3,101,780,952	$3,159,783,774	$58,002,822	1.87%
Will County	$7,053,235,747	$6,585,491,084	$6,901,702,850	$316,211,766	4.80%
Totals	**$101,785,750,195**	**$92,885,554,174**	**$96,658,195,218**	**$3,772,641,044**	**4.06%**

Source: Illinois Department of Revenue and Melaniphy & Associates, Inc., 2011

CITY OF CHICAGO RETAIL SALES INCREASED BY 1.1 BILLION, AN INCREASE OF 5.25%

Table 4

Total Retail Sales by Major Retail Category
City of Chicago
2007, 2008, 2009, and 2010

Category	2007	2008	2009	2010	2010-2009
General Merchandise	$1,737,342,930	$1,637,158,723	$1,597,349,388	$1,653,606,551	$56,257,163
Food Stores	$3,491,838,983	$3,669,552,593	$3,588,111,160	$3,558,627,522	($29,483,638)
Drinking and Eating Places	$4,936,371,275	$5,014,751,787	$4,745,136,134	$5,043,233,365	$298,097,231
Apparel & Accessories	$1,597,723,740	$1,539,229,994	$1,402,639,601	$1,549,171,934	$146,532,333
Furniture & Electronics	$1,025,390,920	$961,617,632	$815,540,023	$867,060,951	$51,520,928
Home Improvement	$927,554,254	$817,406,629	$733,927,480	$748,288,923	$14,361,443
Automotive & Filling Stations	$2,698,260,913	$2,291,746,662	$1,983,067,211	$2,365,605,881	$382,538,670
Drugs & Misc. Retail	$3,845,137,284	$3,698,540,212	$3,594,890,007	$3,451,065,741	($143,824,266)
Agriculture & All Others	$2,245,468,559	$2,248,472,613	$1,780,807,711	$2,110,940,148	$330,132,437
Manufacturers	$448,676,734	$326,069,825	$369,750,614	$355,950,892	($13,799,722)
Total Retail Sales	**$22,954,101,315**	**$22,204,546,670**	**$20,621,237,756**	**$21,703,552,494**	**$1,082,314,738**

Source: Illinois Department of Revenue and Melaniphy & Associates, Inc., 2011

Total retail sales in the **City of Chicago** stood at approximately $21.7 billion in 2010, an increase of approximately $1.1 billion. **Table 4** indicates that the **City** has returned to positive numbers following two years of sales decline. However, two retail categories recorded declines while six retail categories recorded increases. Increases are shown in ***General Merchandise, Drinking & Eating Places, Apparel & Accessories, Furniture & Electronics, Home Improvement, and Automotive & Filling Stations***. Declines were recorded in ***Food Stores*** and ***Drugs & Miscellaneous Retail Stores***. Perhaps, Food Sales are declining because of the government's obesity program.

IN 2010, ALL BUT ONE OF THE TOP 20 SUBURBS INCREASED IN RETAIL SALES, REVERSING THE 2009 SALES DECLINES

Table 5 presents the total 2010 retail sales and changes from 2009, along with total changes for the **City of Chicago**. Every community in the Top 20 increased in retail sales in 2010, in contrast to losses in 2009. Also, the total retail sales of the Top 20 Suburbs and the City of Chicago account for 51.2% of the Metropolitan Area's total retail sales. **Schaumburg** continues to lead all suburbs in retail sales with sales of $2.675 billion, an increase of $169.7 million or 6.77%. **Naperville** was 2nd with sales of $2.644 billion, increasing in 2010 by $184.1 million. This was followed by **Aurora** with retail sales of $1.888 billion, an increase of $110 million in 2010.

Table 5

Top 20 Chicagoland Suburb's Retail Sales and the City of Chicago
2007, 2008, 2009, and 2010

Rank	Community	2007 Sales	2008 Sales	2009 Sales	2010 Sales	2009-2010 Change	Percent Change
	Chicago	$22,954,101,315	$22,204,546,670	$20,606,119,376	$21,703,552,494	$1,097,433,118	5.33%
1	Schaumburg	$3,039,835,343	$2,827,566,312	$2,505,521,901	$2,675,251,904	$169,730,003	6.77%
2	Naperville	$2,729,371,010	$2,608,999,254	$2,460,245,575	$2,644,326,588	$184,081,013	7.48%
3	Aurora	$1,982,339,754	$1,926,557,186	$1,778,311,090	$1,888,371,374	$110,060,284	6.19%
4	Joliet	$1,952,761,842	$1,877,463,614	$1,765,624,242	$1,796,950,941	$31,326,699	1.77%
5	Orland Park	$1,894,092,048	$1,758,759,617	$1,667,326,376	$1,723,893,812	$56,567,436	3.39%
6	Niles	$1,368,885,380	$1,326,920,365	$1,268,443,741	$1,330,925,295	$62,481,554	4.93%
7	Glenview	$1,360,073,032	$1,311,809,000	$1,194,363,346	$1,233,635,341	$39,271,995	3.29%
8	Skokie	$1,287,566,312	$1,198,047,317	$1,127,026,681	$1,215,103,399	$88,076,718	7.81%
9	Gurnee	$1,237,600,186	$1,172,530,518	$1,073,173,950	$1,114,403,594	$41,229,644	3.84%
10	Elgin	$1,186,227,085	$1,108,414,844	$1,008,687,803	$1,096,721,057	$88,033,254	8.73%
11	Downers Grove	$1,310,701,492	$1,192,958,144	$1,086,415,856	$1,091,381,046	$4,965,190	0.46%
12	Vernon Hills	$1,169,758,843	$1,162,387,515	$1,024,358,416	$1,080,524,792	$56,166,376	5.48%
13	Bolingbrook	$1,106,106,184	$1,108,368,224	$1,016,563,761	$1,078,730,142	$62,166,381	6.12%
14	Oak Brook	$1,129,908,539	$1,079,220,162	$990,744,843	$1,071,922,233	$81,177,390	8.19%
15	Tinley Park	$1,067,318,630	$1,037,081,844	$972,316,431	$1,053,339,922	$81,023,491	8.33%
16	Arlington Heights	$1,114,184,660	$1,071,434,525	$977,613,462	$1,011,443,261	$33,829,799	3.46%
17	Lombard	$1,101,696,947	$1,101,548,219	$985,530,538	$1,010,539,562	$25,009,024	2.54%
18	Oak Lawn	$1,067,768,832	$991,593,151	$921,082,854	$970,362,404	$49,279,550	5.35%
19	Crystal Lake	$1,095,162,701	$1,061,252,145	$955,334,003	$948,701,597	($6,632,406)	-0.69%
20	Saint Charles	$986,163,820	$923,733,172	$876,402,916	$884,969,085	$8,566,169	0.98%
	Total Top 20	**$53,184,862,256**	**$51,040,418,927**	**$47,052,188,262**	**$49,456,747,170**	**$2,404,558,908**	**5.11%**

Source: Illinois Department of Revenue and Melaniphy & Associates, Inc., 2011

Joliet retained 4th place with sales of approximately $1.797 billion, an increase of $31.3 million. **Orland Park** held its rank at 5th place with sales of approximately $1.72 billion, increasing by $56.6 million, or 3.39%. **Niles** retained 6th place, with sales of over $1.33 billion, an increase of $62.5 million, or 4.93%. **Glenview** remained in 7th position in 2010, with an increase in sales of $39.3 million, or 3.29%.

Skokie held 8th place with retail sales of approximately $1.22 billion, increasing by $88.1 million, or 7.81%. **Gurnee** moved up to 9th place with retail sales of $1.11 billion, which is an increase of $41.2 million, or 3.84%. **Elgin** moved up to 10th position with 2010 sales of $1.10 billion, an increase of $88.0 million, or 8.73%. **Downers Grove** dropped from 9th to 11th position with retail sales of approximately $1.1 billion, an increase of approximately $5.0 million, or 0.46%. **Vernon Hills** dropped to 12th place from 11th position, with sales in 2010 of $1.08 billion with an increase of $56.2 million, or 5.48%. **Bolingbrook** dropped to 13th place from 12th position with 2010 sales of $1.1 billion, an increase of $62.2 million, or 6.12%.

Oak Brook maintained 14th place with 2010 retail sales of $1.07 billion and increased $81.2 million, or 8.19%. **Tinley Park** rose to 15th place from 17th position with sales of $1.05 billion and an increase of $81.0 million, or 8.33%. **Arlington Heights** dropped to 16th place with 2010 sales of $1.01 billion and a sales increase of $33.8 million, or 3.46%. **Lombard** dropped from 13th position to 17th place with 2010 sales of approximately $1.01 billion, or 2.54%.

Oak Lawn maintained 18th place with recorded retail sales of $970.4 million with an increase of $49.3 million, or 5.35%. **Crystal Lake** dropped from 16th place to 19th position with the only decrease in the Top 20's retail sales in 2010. Crystal Lake recorded sales of $948.7 million down by -$6.6 million, or decline of -0.69%. **St. Charles** maintained 20th place with sales of $884.9 million with an increase of $8.57 million, or 0.98%. **Elmhurst** dropped off the Top 20 list in 2010 from 19th place in 2009.

THE CORE MALL MARKETS

A Core Market is one with a major mall. There are currently 23 Core Markets, which are depicted in **Table 6.** The Core Market represents the immediate surrounding retail concentration including the mall, big boxes, and other retailers and shopping centers. **In 2010, all of the 23 Core Markets increased in retail sales.**

Please note: The sales indicated are the total retail sales for the indicated suburbs and are not the sales of the malls. This is simply an indication of the sales of the retail concentrations including the mall and the surrounding big boxes. For example, Fox Valley Mall is located on Illinois Highway 59 on the dividing line between the suburbs of Aurora and Naperville. The Mall is located in Aurora, while most of the big boxes are located in Naperville. Both communities support the combined retail facilities. Thus, both have been included in the Core definition. It should also be pointed out that many suburbs are included in multiple counties. Thus, the data must be compiled and compared. **Overall, the 23 Core Markets account for over approximately 35% of the Chicago Metro Area's retail sales**. Specifically, they account for over $33.875 billion in retail sales, up from $32.283 billion in 2009. A discussion of each of the 23 core markets follows.

The first position again in 2010 went to the **Fox Valley Mall** retail concentration in Aurora/Naperville. The combined Aurora/Naperville retail concentration had sales of approximately $4.5 billion, and increased by just under $500 billion. The **Woodfield Mall** concentration including Schaumburg, Roselle, Rolling Meadows and Hoffman Estates retained 2nd place with sales of $3.57 billion, with an increase of $136.6 million.

Louis Joliet Mall in the Joliet/Plainfield concentration remained in 3rd place with sales of approximately $2.2 billon, up $38.1 million from 2009. **Yorktown Center** which includes Lombard and Downers Grove moved up to 4th place with combined sales of $2.1 billion and an increase over 2009 of $30.0 million. **Old Orchard Center** which serves Skokie and Evanston moved up to 5th place from 6th position with 2010 sales of $2.1 billion and an increase of $119.5 million. **Hawthorn Center** in the Vernon Hills/Libertyville/Mundelein dropped to 6th place from 5th place with sales of $2.1 billion, an increase of $83.4 million.

Orland Square Mall and the surrounding retail concentration in Orland Park moved up to 7th place with total 2010 sales of $1.7 billion, an increase of $56.6 million over 2009. **Stratford Square** retail concentration in the Bloomingdale/Glendale Heights/Carol Stream maintained 8th place with 2010 sales of $1.7 billion, an increase of $36.7 million over 2009. **The Promenade** retail concentration in Bolingbrook remained in 9th place with 2010 sales of $1.48 billion, increasing by $69.0 million. The **Golf Mill's** core retail concentration in Niles maintained 10th place with 2010 sales of $1.33 billion, with an increase of $62.5 million.

Table 6

Core Retail Markets
Top 23 Chicagoland Major Mall Concentrations
2010

CORE MARKET MALL AREA	2007	2008	2009	2010	Changes
Fox Valley Mall - Aurora/Naperville	$4,711,710,764	$4,535,556,440	$4,035,853,611	$4,532,697,962	$496,844,351
Woodfield Mall - Schaumburg/Roselle/Rolling Meadows/Hoffman Estates	$4,074,397,281	$3,869,520,846	$3,432,936,693	$3,569,527,967	$136,591,274
Louis Joliet Mall - Joliet/Plainfield	$2,412,379,725	$2,303,204,574	$2,171,962,910	$2,210,012,910	$38,050,000
Yorktown Center- Lombard/Downers Grove	$2,412,398,439	$2,294,506,363	$2,071,946,394	$2,101,920,608	$29,974,214
Old Orchard Center - Skokie/Evanston	$2,208,738,444	$2,104,383,174	$1,977,332,386	$2,096,836,481	$119,504,095
Hawthorn Center - Vernon Hills/Libertyville/Mundelein	$2,386,738,024	$2,299,863,836	$2,007,168,653	$2,090,556,918	$83,388,265
Orland Square - Orland Park	$1,894,092,048	$1,743,188,068	$1,667,326,376	$1,723,893,812	$56,567,436
Stratford Square. - Bloomingdale/Glendale Heights/Carol Stream	$1,995,732,197	$1,902,298,658	$1,663,508,238	$1,700,184,468	$36,676,230
The Promenade - Bolingbrook/Romeoville	$1,505,986,924	$1,532,011,503	$1,414,567,049	$1,483,566,651	$68,999,602
Golf Mill Mall - Niles	$1,368,885,380	$1,326,920,365	$1,268,443,741	$1,330,925,295	$62,481,554
The Plaza - Evergreen Park/Oaklawn	$1,422,199,536	$1,336,683,973	$1,232,312,032	$1,299,479,821	$67,167,789
Northbrook Court. - Northbrook/Deerfield	$1,344,231,804	$1,356,979,400	$1,241,240,238	$1,258,842,007	$17,601,769
Oak Brook Center - Oak Brook/Oakbrook Terrace	$1,331,937,372	$1,265,664,550	$1,152,423,017	$1,225,627,592	$73,204,575
Gurnee Mills Mall - Gurnee	$1,237,600,186	$1,172,530,518	$1,073,173,950	$1,114,403,594	$41,229,644
Randhurst Center - Mount Prospect, Prospect Heights	$967,895,314	$1,087,247,029	$973,346,197	$1,106,785,136	$133,438,939
River Oaks Center - Calumet City/Lansing	$1,063,169,176	$985,829,010	$904,619,685	$920,609,526	$15,989,841
Charlestown Mall - Saint Charles	$986,163,820	$923,733,172	$876,402,916	$884,969,085	$8,566,169
North Riverside Park - North Riverside/Riverside/Berwyn	$782,552,477	$757,669,909	$691,943,907	$719,630,692	$27,686,785
Lincoln Mall - Matteson, Olympia Fields	$838,799,457	$765,051,832	$685,217,403	$685,403,214	$185,811
Spring Hill Mall - West Dundee/East Dundee/Carpentersville	$734,138,948	$687,369,147	$615,636,085	$640,761,418	$25,125,333
Lincolnwood Town Center - Lincolnwood	$543,740,345	$497,086,679	$431,879,449	$457,511,879	$25,632,430
Harlem Irving Plaza - Norridge	$415,340,066	$426,121,774	$394,390,713	$410,731,869	$16,341,156
Chicago Ridge Mall - Chicago Ridge	$353,489,408	$335,418,943	$299,522,883	$310,131,452	$10,608,569
Total 23 Core Markets	**$36,992,317,135**	**$35,508,839,763**	**$32,283,154,526**	**$33,875,010,357**	**$1,591,855,831**

Source: Illinois Department of Revenue and Melaniphy & Associates, Inc, 2011

The Plaza (formerly known as Evergreen Plaza) retail concentration which includes Evergreen Park/Oak Lawn area dropped back to 11th place from 12th position with 2010 sales of $1.3 billion, with an increase of $67.2 million. **Northbrook Court's** core retail area which includes Northbrook and Deerfield dropped to 12th position from 11th place with 2010 sales amounting to $1.26 billion and an increase of $17.6 million. **Oak Brook Center** and its smaller immediate retail concentration recorded retail sales in 2010 of $1.23 billion, an increase of $73.2 million. The **Gurnee Mills Mall** retail concentration in Gurnee maintained 14th position with 2010 sales of $1.11 billion, increasing by $41.2 million from

2009..The **Randhurst Center** retail concentration area including Mount Prospect and Prospect Heights maintained 15th place with 2010 sales of $1.11 billion, an increase of $133.5 million.

The **River Oaks Center** retail concentration area which includes Calumet City and Lansing maintained 16th place with recorded 2010 sales of $920.6 million, an increase of $16.0 million. **Charlestown Mall area** retail concentration in St. Charles includes the Mall, its surrounding big boxes, and the concentration on Randall Road. The area maintained 17th place with 2010 sales of $885.0 million, increasing by $8.6 million. Maintaining 18th place in 2010, North **Riverside Park** area retail concentration had sales of $719.6 million, with an increase of $27.7 million. **The Lincoln Mall** area retail concentration including Matteson and Olympia Fields maintained 19th place with sales of $685.4 million, increasing by $185,811 over 2009.

The **Spring Hill Mall** in the West Dundee retail concentration area maintained 20th place with 2010 sales of $640.8 million, an increase of $25.1 million. The **Lincolnwood Town Center** retail concentration area, in the 21st position had sales in 2010 of $457.5 million and an increase of $25.6 million. **Harlem-Irving Plaza** retail concentration in Norridge was in 22nd place and had 2010 sales of $410.7 million, with an increase of $16.3 million. Finally, the **Chicago Ridge Mall** retail concentration in Chicago Ridge ranked 23rd. The area increased in 2010 by $10.6 million to sales of $310.1 million.

GENERAL MERCHANDISE SALES INCREASED IN 14 OF THE TOP 20 SUBURBS IN 2010

General Merchandise retail sales mainly include sales recorded in department stores, big box discount department stores, and Dollar stores. In evaluating the changes in sales by suburb, the performances of Nordstrom, Macy's, Carson's, Penney's, Sears, Von Maur, Saks, Bloomingdale's, and Neiman Marcus has been reviewed, along with big box general merchandise operators including Target, Super Target, Wal-Mart, Wal-Mart Supercenter, Costco, Sam's Club, Kohl's, Meijer, and Kmart. General Merchandise sales for 2007, 2008, 2009, and 2010 are shown in **Table 7** on the following page.

General Merchandise sales increased in 14 of the Top 20 Suburbs in 2010. This includes both department stores and big boxes. However, **overall in 2010, *General Merchandise*** sales in the Top 20 increased by $5.91 billion in contrast to 2009 when sales in the Top 20 Suburbs declined **-$210.5 million. The Top 20 suburbs account for 51.2% of the $11.5 billion in *General Merchandise* sales in the Chicago Metro Area.**

Joliet continued in the 1st position. Joliet had *General Merchandise* sales in 2010 of $366.8 million, down -$352,020 in sales from 2009, or -0.10%. **Schaumburg's** 2010 *General Merchandise* sales increased by $7.9 million to sales of $317.7million, or 2.54%. **Niles** remained 3rd with sales of $312.9 million, up from sales of $309.7 million in 2009, for an increase of 1.05%. **Vernon Hills** held 4th place with sales in 2010 of $282.3 million up by $4.02 million, or 1.44%.

Crystal Lake maintained its 5th position with 2010 sales of $240.9 million down from $243.4 million in 2009, which represents a decline of -$2.5 million, or -1.04. **Gurnee** maintained 6th position with sales in 2010 in this category of $237.4, an increase of $6.95 million, or 3.01%. **Orland Park** maintained 7th position with *General Merchandise* sales in 2010 of $227.9 million, for an increase of 3.41 million, or 1.52%. **Hodgkins** rose to 8th position from 11th place with 2010 sales of $213.7 million, an increase of $18.6 million, or 9.53%. Hodgkins General Merchandise stores consist only of big boxes. **Lombard** dropped to 9th position from 8th place with 2010 sales of $213.2 million, declining -$2.1 million, or -0.96%. Lombard has both Yorktown Center and big box stores.

Aurora, the home of Fox Valley Mall with Macy's, Carson's, Sears, and JC Penney, moved up to 10th place with sales of approximately $213.0 million for an increase of $6.3 million, or 3.06%. **Naperville** dropped to 11th position from 9th place with sales in 2010 of $210.3 million, down less than -$137,193, or 0.07%. Naperville does not have any department stores, only big boxes. **Oak Brook** moved up to 12th place with sales of $198.8 million, up by $12.4 million, or 6.63%. All of the sales increases were enjoyed by department stores in Oak Brook Center.

Table 7

***General Merchandise* Sales for the Top 20 Communities**
2007, 2008, 2009, and 2010 along with the 2010 Annual Change and Percent

Rank	Community	2007 General Merchandise Sales	2008 General Merchandise Sales	2009 General Merchandise Sales	2010 General Merchandise Sales	Change 2009 2010	Percent Change
	Chicago	$1,737,342,930	$1,637,158,723	$1,597,349,388	$1,653,606,551	$56,257,163	3.52%
1	Joliet	$347,257,119	$379,414,546	$367,107,800	$366,755,780	$352,020	-0.10%
2	Schaumburg	$383,630,007	$347,909,647	$309,792,521	$317,667,149	$7,874,628	2.54%
3	Niles	$305,512,721	$308,612,175	$309,676,753	$312,919,715	$3,242,962	1.05%
4	Vernon Hills	$295,547,089	$289,181,644	$278,284,658	$282,302,527	$4,017,869	1.44%
5	Crystal Lake	$218,831,793	$251,583,702	$243,420,497	$240,886,990	$2,533,507	-1.04%
6	Gurnee	$252,776,785	$231,552,831	$230,469,280	$237,416,891	$6,947,611	3.01%
7	Orland Park	$260,127,871	$240,325,514	$224,528,328	$227,933,361	$3,405,033	1.52%
8	Hodgkins	$219,593,300	$208,778,637	$195,142,059	$213,732,603	$18,590,544	9.53%
9	Lombard	$242,528,914	$240,596,303	$215,259,149	$213,185,906	$2,073,243	-0.96%
10	Aurora	$219,471,492	$216,747,835	$206,633,246	$212,965,813	$6,332,567	3.06%
11	Naperville	$224,599,271	$217,914,856	$210,468,595	$210,331,402	$137,193	-0.07%
12	Oak Brook	$238,495,270	$206,424,105	$186,466,432	$198,820,643	$12,354,211	6.63%
13	Lake Zurich	$160,982,903	$157,533,676	$161,352,120	$168,939,213	$7,587,093	4.70%
14	Streamwood	$159,312,497	$159,579,085	$155,576,706	$158,914,176	$3,337,470	2.15%
15	Bloomingdale	$170,151,758	$158,224,170	$152,081,229	$156,587,717	$4,506,488	2.96%
16	Matteson	$170,845,613	$168,539,520	$159,350,540	$155,105,231	$4,245,309	-2.66%
17	Calumet City	$123,360,013	$121,256,589	$151,744,304	$154,787,489	$3,043,185	2.01%
18	Skokie	$157,522,389	$142,771,444	$138,546,790	$150,361,936	$11,815,146	8.53%
19	Batavia	$167,949,693	$155,595,374	$140,896,893	$141,460,604	$563,711	0.40%
20	Evergreen Park	$148,063,614	$149,770,528	$144,813,286	$136,106,114	$8,707,172	-6.01%
	Total Top 20	**$6,203,903,042**	**$5,989,470,904**	**$5,778,960,574**	**$5,910,787,811**	**$131,827,237**	**2.28%**

Source: Illinois Department of Revenue, Sales Tax Receipts Report and Melaniphy & Associates, Inc., 2011.

Lake Zurich, with all big boxes, maintained 13th place with sales of $168.9 million, up $7.6 million, or 4.70%. **Streamwood** returned to 14th position with sales of $158.9, up by $3.3 million, or 2.15%. The Streamwood market is comprised of all big boxes. **Bloomingdale** moved up to 15th from 16th place with sales of $156.6 million, up $4.5 million, or 2.96%. Stratford Square in Bloomingdale has Macy's, Sears Carson's, Penney's, Kohl's, and a large Burlington Coat Factory, along with major big boxes. **Matteson** dropped to 16th from 14th place with Lincoln Mall and the big box stores decreasing sales to $155.1 million, down -$4.2 million, or -2.66%. **Calumet City** moved up to 17th place from 18th position with sales of $154.8 million, an increase of $3.0 million, or 2.01%. **Skokie** which moved up to 18th **place** saw its sales increase by $11.8 million in 2010 to $150.4 million. The sales increase was 8.53%. **Skokie** is the home of Old Orchard Center with Macy's, Nordstrom, Lord & Taylor, and Bloomingdale's. **Batavia** maintained 19th place with sales of $141.5 million in 2010, an increase of $563,711, or 0.40%. **Evergreen Park** dropped to 20th with *General Merchandise* sales of $136.1 million, down -$8.7 million, or -6.01%.

6 OF THE TOP 20 SUBURB'S *FOOD STORE* SALES' INCREASED; 14 DECREASED

Food Store sales include food consumed at home. Food sold in super stores or supercenters is often included in the *General Merchandise* category. Thus, food dollars have shifted around to many discount related stores. The Chicago area supermarket industry continues in transition as Jewel moves aggressively to remodel, Dominick's stores struggle to regain lost market share, and superstores such as Costco, Sam's Warehouse, Wal-Mart Supercenters, Super Target, Meijer, and Woodman's add new stores. Also, small regional food chains such as Caputo's, Super H Mart, Sunset Foods, Fresh Farms, and Marino's have been picking up some new or existing locations. National food stores like Aldi, Food 4 Less, Trader Joes, and Whole Foods have added new stores. The decline in the Food Stores Category has been surprising throughout the recession. Ordinarily, food sales go up and Eating & Drinking Place sales go down. In this recession, both went down, but Food the most.

Total *Food Store* sales for the Chicago Metro area in 2010 amounted to approximately $12.7 billion, declining -$146.6 million. The **City of Chicago** saw its *Food Store* sales decrease by -$29.5 million in 2010 to $3.6 billion.

Table 8

Food Store Sales
Top 20 Chicagoland Suburbs
2007-2010

Rank	Community	2007 Food Sales	2008 Food Sales	2009 Food Sales	2010 Food Sales	2009 2010 Change	Percent Change
	Chicago	$3,491,838,983	$3,669,552,593	$3,588,111,160	$3,558,627,522	$29,483,638	-0.82%
1	Naperville	$292,418,463	$302,689,396	$313,091,190	$321,053,675	$7,962,485	2.54%
2	Evanston	$209,123,723	$212,676,316	$202,803,915	$203,435,550	$631,635	0.31%
3	Niles	$165,185,310	$179,836,551	$203,002,720	$187,431,606	$15,571,114	-7.67%
4	Joliet	$220,122,101	$203,936,786	$197,555,952	$183,974,151	$13,581,801	-6.87%
5	Arlington Heights	$159,521,786	$159,391,933	$159,707,659	$170,963,666	$11,256,007	7.05%
6	Aurora	$178,161,263	$171,617,045	$163,977,218	$162,259,591	$1,717,627	-1.05%
7	Wheaton	$167,410,359	$163,155,555	$161,812,493	$154,495,909	$7,316,584	-4.52%
8	Schaumburg	$144,019,484	$140,393,674	$133,688,928	$153,693,911	$20,004,983	14.96%
9	Palatine	$163,672,338	$163,889,426	$155,635,995	$146,058,984	$9,577,011	-6.15%
10	Oak Lawn	$144,050,614	$139,628,501	$140,198,601	$130,821,358	$9,377,243	-6.69%
11	Elgin	$148,029,239	$142,807,020	$127,229,678	$128,596,782	$1,367,104	1.07%
12	Orland Park	$151,070,256	$139,890,696	$136,566,803	$128,327,731	$8,239,072	-6.03%
13	Waukegan	$136,183,659	$128,869,409	$122,755,516	$122,124,264	$631,252	-0.51%
14	Carpentersvile	$107,358,247	$124,233,002	$120,676,861	$120,536,076	$140,785	-0.12%
15	Downers Grove	$108,625,273	$108,174,594	$117,287,938	$119,168,479	$1,880,541	1.60%
16	DesPlaines	$111,530,323	$115,184,430	$110,595,806	$109,545,834	$1,049,972	-0.95%
17	Glenview	$112,517,781	$118,991,957	$111,145,295	$106,281,353	$4,863,942	-4.38%
18	Buffalo Grove	$106,336,565	$110,778,391	$105,120,397	$103,252,457	$1,867,940	-1.78%
19	Skokie	$110,258,087	$112,370,283	$103,599,910	$96,548,777	$7,051,133	-6.81%
20	Highland Park	$97,524,348	$99,842,545	$93,923,386	$86,811,565	$7,111,821	-7.57%
	Total Top 20	**$6,524,958,202**	**$6,707,910,103**	**$6,568,487,421**	**$6,494,009,241**	**$74,478,180**	**-1.13%**

Source: Illinois Department of Revenue, Sales Tax Receipts Report and Melaniphy & Associates, Inc., 2011

Naperville remained in 1st place with total food sales in 2010 of $321.1 million, rising approximately $8.0 million, or 2.54%. **Evanston** rose to 2nd place with sales of $203.4 million and an increase of $631,635 or 0.31%. **Niles** maintained 3rd place with sales of $187.4 million with a decrease of -$15.6 million, or -7.67%. Apparently, even the addition of a stripped-down Meijer's unit did not shore up food store sales. **Joliet** remained in 4th position with 2010 sales of approximately $184.0 million, down -$13.6 million, or -6.87%.

Arlington Heights moved to 5th place with 2010 sales of approximately $171.0 million up $11.3 million, or 7.05%. The addition of Mariano's reflects part of the increase. **Aurora** dropped to 6th position from 5th place with sales in this category of $162.3 million and a decline of -$1.7 million, or -1.05%. **Wheaton** fell from 6th position to 7th place with sales of $154.5 million, a decline of -$7.3 million, or -4.52%. **Schaumburg** moved up to 8th place from 11th position with sales of $153.7 and an increase of $20.0 million, or 14.96%. **Palatine** dropped to 9th place from 8th position with recorded 2010 sales of $146.1 million, down -$9.6 million, or -6.15%.

Oak Lawn dropped to 10th position from 9th place with sales of $130.8 million, decreasing -$9.4 million, or 6.69%. **Elgin** rose to 11th position from 12th place with 2010 sales of $128.6 million and an increase of $1.4 million, or 1.07%. **Orland Park** dropped to 12th position from 10th place with sales of $128.3 million and a decrease of -$8.2 million, or -6.03%. **Waukegan** remained in 13th place with sales of $122.1 million, down slightly by -$631,252, or 0.51%. **Carpentersville** remained in 14th in 2010 with sales of $120.5 million including Woodman's. Nonetheless, food sales declined -$140,785, or -0.12%. **Downers Grove** maintained 15th position with sales of $119.2 million, an increase of $1.9 million, or 1.60%. **Des Plaines** rose to 16th position from 17th place with sales of $109.5 million, a decrease of -$1.0 million, or -0.95%

Glenview dropped to 17th position from 16th place with sales of $106.3 million, but declined -$4.9 million, or -4.38%. **Buffalo Grove** maintained 18th place and recorded 2010 sales of $103.3 million, down -$1.8 million, or -1.78%. **Skokie** fell to 19 place from 16th position with sales of $96.6, declining by -$7.1 million, or -6.81%. **Highland Park** remained in 20th place. The community recorded 2010 sales of $86.8 million, but declined in sales by -$7.1 million, or -7.57%.

THE TOP 20 SUBURBS SAW THEIR *DRINKING & EATING PLACE* SALES INCREASE BY $398.8 MILLION OUT OF A METRO INCREASE OF $538.5 MILLION

As previously indicated, in 2010 in the Chicago Metropolitan Area, Food Store sales (food eaten at home) declined by -$146.6 million, while Drinking & Eating Place sales (food eaten away from home) increased to $12.6 billion, an increase of over $538.5 million. The Top 20 Eating & Drinking Place suburbs generated over 62% of the 2010 sales. The City of Chicago, Naperville, Bolingbrook, Evanston, Oak Brook, and Schaumburg were all solid winners.

The **City of Chicago** saw its *Drinking & Eating* sales increase by $298.1 million to 2010 sales of $5.04 billion. This represents an increase of 6.28% in 2010. **Table 9** on Page 11 presents the results for the 2010 Top 20 Suburbs in this category.

Schaumburg continues as the leader in this category with sales of $317.4 million with an increase of $9.7 million, or 3.14%. **Naperville** maintained 2nd place with sales of $288.5 million, an increase of $16.7 million, or 6.16%. **Joliet** retained 3rd place with sales of $177.9 million, but declined by $1.3 million. **Aurora** remained 4th with sales of $173.3 million and an increase or $4.7 million, or 2.81%.

Orland Park retained 5th place with sales of $158.4 million, up $1.9 million, or 1.18%. **Arlington Heights** remained in 6th place with sales of $144.0 million, nevertheless declining by -$6.2 million. **Skokie** retained 7th place with sales of approximately $143.0 million, an increase of $1.2 million, or 0.85%. **Rosemont,** the entry to O'Hare Airport, Allstate Arena, and the Donald E. Stephens Convention Center, retained 8th place with 2010 sales of $140.6 million, an increase of $6.2 million, or 4.61% The improvement shows the increase in convention activity and expense account use.

Oak Brook remained in 9th place with sales of $138.9 million, up an impressive $11.8 million, or 9.28%. **Lombard** in 10th place recorded sales of $125.6 million, up $3.3 million, or 2.70%. **Evanston** moved up to 11th position from 13th place with sales of $123.7 million, with an increase in sales of $12.5 million, 11.2%. **Bolingbrook** rose to 12th position from 14th place with 2010 sales of $119.7 million, with an impressive increase of $15.6 million, or 15.0%

Downers Grove dropped to 13th position from 11th place with sales of $119.3 million, an increase of $1.5 million, or 1.28%. **Gurnee** fell to 14th place from 12th position with sales of $116.9 million, an increase of $4.0 million, or 3.57%. **Glenview** maintained 15th place with sales of $104.3 million, and an increase of $676,595, or 0.65%. **Elgin** retained 16th place with 2010 sales of $102.9 million and an increase of $3.2 million, or 3.22%.

Table 9

Drinking & Eating Sales
Top 20 Chicagoland Suburbs
2007, 2008, 2009, and 2010

Rank	Community	2007 Drinking & Eating Sales	2008 Drinking & Eating Sales	2009 Drinking & Eating Sales	2010 Drinking & Eating Sales	2009-2010 Changes	2009 2010 Percent Change
	City of Chicago	$4,936,371,275	$5,014,751,787	$4,745,136,134	$5,043,233,365	$298,097,231	6.28%
1	Schaumburg	$352,373,594	$347,525,298	$307,695,034	$317,355,888	$9,660,854	3.14%
2	Naperville	$255,506,443	$267,970,460	$271,779,393	$288,510,112	$16,730,719	6.16%
3	Joliet	$187,694,943	$188,325,021	$179,288,070	$177,944,157	$1,343,913	-0.75%
4	Aurora	$178,225,983	$179,817,162	$168,592,786	$173,328,804	$4,736,018	2.81%
5	Orland Park	$151,899,126	$165,311,527	$156,515,221	$158,366,146	$1,850,925	1.18%
6	Arlington Heights	$156,740,665	$157,617,726	$150,202,275	$144,032,874	$6,169,401	-4.11%
7	Skokie	$141,238,169	$138,684,596	$141,759,725	$142,966,828	$1,207,103	0.85%
8	Rosemont	$151,932,729	$167,586,363	$134,372,445	$140,567,383	$6,194,938	4.61%
9	Oak Brook	$126,689,341	$124,827,222	$127,090,310	$138,888,118	$11,797,808	9.28%
10	Lombard	$124,783,759	$128,689,048	$122,287,785	$125,587,910	$3,300,125	2.70%
11	Evanston	$114,023,558	$114,269,380	$111,253,735	$123,724,281	$12,470,546	11.21%
12	Bolingbrook	$102,465,148	$112,931,356	$104,153,141	$119,737,603	$15,584,462	14.96%
13	Downers Grove	$124,256,851	$120,557,329	$117,821,534	$119,327,880	$1,506,346	1.28%
14	Gurnee	$114,252,189	$117,928,482	$112,889,288	$116,915,672	$4,026,384	3.57%
15	Glenview	$111,415,121	$108,786,675	$103,632,449	$104,309,044	$676,595	0.65%
16	Elgin	$92,236,877	$96,493,965	$99,708,130	$102,914,742	$3,206,612	3.22%
17	Tinley Park	$88,733,334	$95,087,074	$93,729,095	$99,364,008	$5,634,913	6.01%
18	Oak Lawn	$96,209,306	$97,341,577	$93,674,643	$95,245,022	$1,570,379	1.68%
19	Crystal Lake	$81,876,045	$84,317,128	$85,145,614	$89,307,780	$4,162,166	4.89%
20	Saint Charles	$90,934,002	$85,097,652	$80,390,192	$84,256,206	$3,866,014	4.81%
	Total Top 20	**$7,779,858,458**	**$7,913,916,828**	**$7,507,116,999**	**$7,905,883,823**	**$398,766,824**	**5.31%**

Source: Illinois Department of Revenue, Sales Tax Receipts Report and Melaniphy & Associates, Inc., 2011

Tinley Park remained in 17th with sales of $99.4 million, up by $5.6 million, or 6.01%. **Oak Lawn** retained 18th place with sales of $95.2 million, up by $1.6 million, or 1.68%. **Crystal Lake** maintained 19th place with sales of $89.3 million, increasing by $4.2 million, or 4.89%. **St. Charles** rounded out the Top 20 with 2010 sales of $84.3 million, up by $3.9 million, or 4.81%.

ALL BUT 1 SUBURB IN THE TOP 20 *APPAREL & ACCESSORIES STORES* CATEGORY INCREASED IN SALES

Apparel & Accessory Stores tend to be concentrated in malls or lifestyle centers. With the decline of department store attraction, sales in this category are truly reflective of the strength of the malls or lifestyle centers. Only one suburb declined — **Bloomingdale** with Stratford Square Mall. **Table 10** on the following page provides the details for the Top 20 suburbs in this category. *Apparel and Accessory Stores* usually recover slowly following a recession. Overall, the Top 20 plus the City of Chicago captured $3.7 billion in retail sales and experienced an increase in 2010 of $308.1 million. The **City of Chicago** had 2010 sales in this category of approximately $1.549 billion, rising by approximately $146.5 million, or 10.45%. Overall, the Chicago Metropolitan Area had *Apparel & Accessory* sales of approximately $4.7 billion, up $310.9 million.

Table 10

**Apparel & Accessory Store Sales
Top 20 Chicagoland Suburbs
2007, 2008, 2009, and 2010**

Rank	Community	2007 Apparel & Accessory Store Sales	2008 Apparel & Accessory Store Sales	2009 Apparel & Accessory Store Sales	2010 Apparel & Accessory Store Sales	2009 2010 Changes	Percent Change Change
	City of Chicago	$1,597,723,740	$1,539,229,994	$1,402,639,601	$1,549,171,934	$146,532,333	10.45%
1	Schaumburg	$353,252,120	$332,982,459	$292,410,238	$313,292,818	$20,882,580	7.14%
2	Oak Brook	$307,529,387	$287,651,053	$271,132,097	$298,746,826	$27,614,729	10.18%
3	Aurora	$220,100,693	$233,912,239	$247,400,479	$280,110,428	$32,709,949	13.22%
4	Skokie	$220,279,216	$205,946,334	$196,790,720	$213,563,494	$16,772,774	8.52%
5	Orland Park	$174,342,164	$161,239,994	$158,122,604	$165,616,382	$7,493,778	4.74%
6	Gurnee	$116,626,340	$110,222,056	$98,783,219	$103,173,900	$4,390,681	4.44%
7	Northbrook	$101,450,581	$102,199,133	$90,229,269	$95,307,350	$5,078,081	5.63%
8	Naperville	$66,516,072	$69,016,456	$74,207,934	$76,740,430	$2,532,496	3.41%
9	Vernon Hills	$86,398,027	$79,713,293	$63,701,490	$68,972,633	$5,271,143	8.27%
10	Geneva	$71,440,504	$67,655,853	$60,515,785	$64,159,813	$3,644,028	6.02%
11	North Riverside	$68,936,255	$63,921,802	$58,437,041	$61,358,287	$2,921,246	5.00%
12	Chicago Ridge	$58,046,130	$55,788,249	$48,104,406	$54,992,050	$6,887,644	14.32%
13	Norridge	$66,255,946	$61,271,442	$54,290,487	$54,974,598	$684,111	1.26%
14	Bloomingdale	$72,204,456	$66,963,981	$54,780,719	$52,586,936	$2,193,783	-4.00%
15	Algonquin	$57,527,016	$50,992,475	$45,596,751	$51,943,960	$6,347,209	13.92%
16	Deer Park	$52,610,060	$49,697,106	$45,471,880	$49,725,427	$4,253,547	9.35%
17	Lombard	$46,491,930	$52,097,838	$49,352,729	$49,586,541	$233,812	0.47%
18	Joliet	$60,347,669	$54,722,289	$46,782,037	$47,710,365	$928,328	1.98%
19	Calumet City	$47,138,525	$43,569,385	$40,021,955	$46,477,209	$6,455,254	16.13%
20	Highland Park	$42,718,357	$36,714,615	$31,674,768	$40,322,408	$8,647,640	27.30%
	Top 20 Suburbs	**$3,887,935,188**	**$3,725,508,046**	**$3,430,446,209**	**$3,738,533,789**	**$308,087,580**	**8.98%**

Source: Illinois Department of Revenue, Sales Tax Receipts Report and Melaniphy & Associates, Inc., 2011

Schaumburg, as usual, continued to lead all suburbs in this category with 2010 *Apparel and Accessory Store* sales of $313.3 million, rising an impressive $20.9 million, or 7.14%. **Oak Brook** remained in 2nd place with sales in this category of $298.7 million, up $27.6 million, or 10.18%. **Aurora** maintained 3rd place with sales of $280.1, up $32.7 million, or 13.22%. Aurora had the largest sales increase in the Top 20 in this category. **Skokie** with Old Orchard Center maintained 4th place with sales of $213.6 million, an $16.8 million increase, or 8.52%. **Orland Park** with Orland Square Mall maintained 5th place with 2010 sales in this category of $165.6 million, rising $7.5 million, or 4.47%. **Gurnee** which includes Gurnee Mills had sales of $103.2 million, up $4.4 million and 4.44%. **Northbrook** ranked in 7th place with sales of $95.3 million, an increase of $5.1 million, or 5.63%. **Naperville** was in 8th place with sales of $76.7 million, up $2.5 million, or 3.41%.

Vernon Hills with Hawthorn Center retained 9th place with sales of approximately $69.0 million, up $5.3 million, or 8.27%. **Geneva,** with Geneva Commons, maintained 10th place with sales of $64.2 million, rising by $3.6 million, or 6.02%. **North Riverside** with North Riverside Park Mall maintained 11th place with sales of $61.4 million, rising by $2.9 million, or 5.00%. **Chicago Ridge** with Chicago Ridge Mall retained 12th place with sales of $55.0 million, an increase of $6.9 million, or 14.32%. **Norridge** with Harlem-Irving Plaza had sales amounting to $55.0 million, up slightly by $684,111, or 1.26%. **Bloomingdale** with Stratford Square Mall dropped to 14th position from 12th place and was the only suburb that declined in retail sales in the Apparel category in 2010. Bloomingdale recorded sales of $52.6 million, down -$2.2 million, or -4.0%.

Algonquin, the home of the Algonquin Commons lifestyle center, rose to 15th position from 17th place and had sales in the *Apparel & Accessories* category of $51.9 million, up $6.3 million, or 13.92%. **Deer Park** with Deer Park Town Center moved to 16th position from 17th place with 2010 sales of $49.7 million, up $4.3 million, or 9.35%. **Lombard,** with Yorktown Center, moved up to 17th position from 19th place with sales in this category of $49.6 million, increasing by $233,812, or 0.47%. **Joliet** with Louis Joliet Mall dropped to 18th place and increased slightly in sales in this category to $47.7 million, up $928,328, or 1.98%.

Calumet City with River Oaks Mall had sales of $46.5 million, up by $6.5 million, or 16.13%. **Highland Park** remained in 20th place with sales of $40.3 million, rising $8.6 million, or 27.3%. **Matteson** with Lincoln Mall fell from the Top 20 list in this category.

17 OF THE TOP 20 SUBURBS REVERSED DECLINES IN THE *FURNITURE AND APPLIANCE* STORE CATEGORY

This category consists of retail sales in Furniture and Home Furnishings and Electronics & Appliances. The larger increases and decreases are usually reflective of Appliance and Electronics sales. In a recession, it is not unusual to see sales in a particular appliance/electronics store drop by -30% over the period of the recession. The sales distribution between Furniture and Appliances/Electronics is usually 50% to 52% in Electronics & Appliances and 48% to 50% in Furniture and Home Furnishings. **Table 11** below depicts the results in this category.

The **City of Chicago** declined in this category by -$146.1 million in 2009, but recovered in 2010 to sales of $867.1 million, for an increase of $51.5 million, or 6.32%.

Vernon Hills returned to 1st place with 2010 sales of $360.7 million, up from 2009 sales of $308.4 million, an increase of $52.3 million, or 16.98%. **Glenview** dropped to 2nd place with 2010 sales of $315.8 million, reversing a declining trend with an increase of $6.7 million, or 2.19%. Abt Electronics is located in Glenview. **Schaumburg** maintained 3rd place with 2010 sales in this category of $276.0 million, up $27.5 million, or 11.05%. **Orland Park** remained 4th with sales of $194.8 million, an increase of $13.3 million, or 7.35%.

Naperville maintained 5th place with sales of $186.2 million, an increase of $20.4 million, or 12.33%. **Downers Grove** remained in 6th place with 2010 sales of $140.8 million, for an increase of $8.9 million, or 6.75%. **Skokie** maintained 7th place with 2010 sales of $121.3, for an increase of $12.9 million, or 11.92%. **Aurora** moved up to 8th place with sales of $108.2 million and an increase of $12.4 million, or 12.93%.

Joliet dropped to 9th place from 7th position with sales in this category of $100.4 million, declining in sales by -$15.0 million, or -13.0%. **Oak Brook** in 10th place recorded sales of $95.8 million and increased by $11.7 million, or 13.91%. **Northbrook** dropped to 11th from 10th place with 2010 sales of $84.9 million, an increase of $233.841, or 0.28%. **Arlington Heights** which maintained 12th place had sales of $80.2 million, for an increase of $6.5 million, or 8.79%. **Burbank** moved up to13th place from 20th with 2010 sales of $72.6 million, up $9.3 million, or 14.71%.

Gurnee, maintained 14th place and had sales of $70.7 million, an increase of $551,735, or 0.79%. **Geneva's** moved to 15th place with sales of $67.0 million for an increase of $6.1 million, or 10.07%. **Lombard** dropped to 16th place with sales in this category of $66.9 million, down -$5.7 million, or -7.82%. **Crystal Lake** maintained 17th position with sales of $66.6 million, up $6.0 million, or 9.86%. **Niles** dropped to 18th place with 2010 sales of $66.3 million, for an increase of $4.6 million, or 7.49%. **Bloomingdale** recorded sales in this category in 2010 of $60.2 million, an increase of $2.4 million, or 4.13%. **Itasca** in 20th place in this category had sales of $35.5 million, -$6.3 million, or -15.07%. **Overall, the Top 20 experienced a total increase in 2010 of $226.5 million.**

Table 11

Furniture & Household Furnishings & Electronics and Appliance Sales
Top 20 Chicagoland Suburbs
2007, 2008, 2009, and 2010

Rank	Community	2007 Furniture & Electronics Sales	2008 Furniture & Electronics Sales	2009 Furniture & Electronics Sales	2010 Furniture & Electronics Sales	Change 2009 2010	2010 Percent Change
	Chicago	$1,025,390,920	$961,617,632	$815,540,023	$867,060,951	$51,520,928	6.32%
1	Vernon Hills	$385,703,151	$395,207,266	$308,371,740	$360,721,643	$52,349,903	16.98%
2	Glenview	$394,204,088	$360,139,188	$309,080,551	$315,835,557	$6,755,006	2.19%
3	Schaumburg	$328,841,291	$300,217,499	$248,546,190	$275,999,944	$27,453,754	11.05%
4	Orland Park	$233,355,255	$212,833,255	$181,418,662	$194,752,466	$13,333,804	7.35%
5	Naperville	$222,333,653	$189,585,745	$165,777,848	$186,221,808	$20,443,960	12.33%
6	Downers Grove	$175,639,758	$149,088,581	$131,924,655	$140,830,252	$8,905,597	6.75%
7	Skokie	$147,446,685	$124,847,659	$108,416,428	$121,336,937	$12,920,509	11.92%
8	Aurora	$132,633,606	$110,447,774	$95,800,165	$108,187,734	$12,387,569	12.93%
9	Joliet	$113,631,958	$105,786,786	$115,377,254	$100,377,521	$14,999,733	-13.00%
10	Oak Brook	$108,077,412	$107,683,621	$84,099,876	$95,797,995	$11,698,119	13.91%
11	Northbrook	$99,058,522	$96,946,913	$84,625,076	$84,858,917	$233,841	0.28%
12	Arlington Heights	$104,795,516	$95,969,180	$73,715,659	$80,195,856	$6,480,197	8.79%
13	Burbank	$73,790,264	$68,817,339	$63,292,726	$72,602,369	$9,309,643	14.71%
14	Gurnee	$97,166,493	$83,310,438	$70,183,534	$70,735,269	$551,735	0.79%
15	Geneva	$95,539,311	$76,385,428	$60,848,114	$66,974,643	$6,126,529	10.07%
16	Lombard	$87,019,898	$78,721,949	$72,604,293	$66,925,222	$5,679,071	-7.82%
17	Crystal Lake	$84,761,626	$71,390,680	$60,584,133	$66,559,551	$5,975,418	9.86%
18	Niles	$94,177,106	$77,227,467	$61,658,560	$66,275,524	$4,616,964	7.49%
19	Bloomingdale	$83,241,554	$76,414,565	$57,824,305	$60,213,103	$2,388,798	4.13%
20	Itasca	$145,883,935	$70,175,904	$41,823,803	$35,520,622	$6,303,181	-15.07%
	Total	**$4,232,692,002**	**$3,812,814,869**	**$3,211,513,595**	**$3,437,983,884**	**$226,470,289**	**7.05%**

Source: Illinois Department of Revenue, Sales Tax Receipts Report and Melaniphy & Associates, Inc., 2011

IN 2010, 13 OF THE TOP 20 *HOME IMPROVEMENT* SUBURBS INCREASED IN SALES; ONLY 3 INCREASED IN 2009

The technical name of this category is Lumber, Hardware, and Building Supplies, but is commonly referred to as the *Home Improvement* category. Sales in this category for the Top 20 suburbs in 2010 amounted to over $2.0 billion, increasing by $38.9 million, or 1.91%. Since 2007's high sales of $2.7 billion, sales declined through 2009. Most have since reversed in 2010. **Table 12** on the following page depicts the Top 20 suburb performance in this category.

The City of Chicago saw its 2010 sales in this category increase by $14.4 million to $748.3 million. This was an increase of 1.96%.

Naperville maintained 1st place in this category in 2010 with sales of $123.5 million and an increase over 2009 of $3.4 million, or 2.81%. **Joliet** was 2nd with 2010 sales of $89.3 million, up by $4.6 million or 5.48%. **Elgin** maintained 3rd place with sales of $88.9 million, up by $7.2 million, or 8.82%. **Glendale Heights** rose to 4th position from 6th place with sales of $86.3 million, up by $9.9 million, or 12.95%

Table 12

Home Improvement Sales
Top 20 Chicagoland Suburbs
2007 – 2010

Rank	Community	2007 Home Improvement Sales	2008 Home Improvement Sales	2009 Home Improvement Sales	2010 Home Improvement Sales	Change 2009-2010	2009 2010 Percent Change
	Chicago	$927,554,254	$817,406,629	$733,927,480	$748,288,923	$14,361,443	1.96%
1	Naperville	$143,594,791	$129,833,551	$120,168,023	$123,549,178	$3,381,155	2.81%
2	Joliet	$133,758,857	$93,131,071	$84,651,468	$89,290,257	$4,638,789	5.48%
3	Elgin	$106,494,286	$88,915,500	$81,687,681	$88,890,496	$7,202,815	8.82%
4	Glendale Heights	$78,846,726	$74,328,318	$76,443,108	$86,340,465	$9,897,357	12.95%
5	Bolingbrook	$92,246,747	$81,064,678	$81,122,048	$82,816,263	$1,694,215	2.09%
6	Niles	$107,280,222	$94,600,625	$78,665,027	$81,737,209	$3,072,182	3.91%
7	Cicero	$96,670,570	$81,028,128	$75,517,153	$80,258,165	$4,741,012	6.28%
8	Gurnee	$74,294,915	$76,241,989	$69,076,615	$70,460,878	$1,384,263	2.00%
9	Mount Prospect	$80,131,505	$70,497,176	$65,098,675	$66,885,234	$1,786,559	2.74%
10	Crystal Lake	$93,866,822	$82,113,646	$66,649,798	$58,403,627	$8,246,171	-12.37%
11	Oak Lawn	$44,321,407	$40,249,617	$40,594,745	$56,135,857	$15,541,112	38.28%
12	Orland Park	$81,966,083	$65,312,745	$56,736,609	$55,683,924	$1,052,685	-1.86%
13	Schaumburg	$81,979,604	$69,988,998	$55,181,327	$53,797,283	$1,384,044	-2.51%
14	Evanston	$69,618,264	$64,147,926	$51,726,311	$53,673,397	$1,947,086	3.76%
15	Downers Grove	$86,288,947	$72,963,994	$56,650,206	$51,721,858	$4,928,348	-8.70%
16	Carol Stream	$60,483,752	$57,237,299	$50,183,736	$50,455,180	$271,444	0.54%
17	Crestwood	$62,682,833	$56,848,239	$49,207,093	$48,743,501	$463,592	-0.94%
18	Aurora	$68,130,731	$57,387,735	$48,330,938	$48,369,800	$38,862	0.08%
19	Elk Grove Village	$86,232,821	$74,013,062	$56,483,885	$42,329,130	$14,154,755	-25.06%
20	Palatine	$78,968,506	$67,700,389	$42,547,525	$41,719,884	$827,641	-1.95%
	Total Top 20 Suburbs	**$2,655,412,643**	**$2,315,011,315**	**$2,040,649,451**	**$2,079,550,509**	**$38,901,058**	**1.91%**

Source: Illinois Department of Revenue, Sales Tax Receipts Report and Melaniphy & Associates, Inc., 2011

Bolingbrook dropped to 5th place from 4th position with Home Improvement sales in 2010 of $82.8 million, up $1.7 million, or 2.09% **Niles** moved down to 6th position from 4th place with Home Improvement sales of $81.7 million, up $3.1 million, or 3.91%. **Cicero** maintained 7th place with sales of $80.3 million, up $4.7 million, or 6.28%. **Gurnee** maintained 8th position with 2010 sales of $70.5 million, up $1.4 million, or 2.00%. **Mount Prospect** moved up one position to 9th place with 2010 sales of $66.9 million, an increase in sales of $1.8 million, or 2.74%. **Crystal Lake** in 10th place had 2010 sales of $58.4 million, down by approximately -$8.2 million, or -12.37%.

Oak Lawn, with the largest increase in sales in this category, rose to 11th place with sales of $56.1 million, an increase of $15.5 million, or 38.28%. **Orland Park** dropped to 12th place with sales of $55.7 million, down -$1.1 million or -1.86%. **Schaumburg** rose to 13th place from 15th position with sales of $53.8 million, down by -$1.4 million or -2.51%. **Evanston** moved up to 14th place from 15th position with sales in this category of $53.7 million, increasing by $1.9 million, or 3.76%.

Downers Grove dropped to 15th place with 2010 sales in this category of $51.7 million declining by -$4.9 million or -8.70%. **Carol Stream** recorded sales in this category of $50.5 million, for a slight increase of $271,444, or 0.54%. **Crestwood** had sales of $48.7 million, but declined slightly by -$463,592, or -0.94%. **Aurora** dropped to 18th from 16th place with sales of $48.4 million, up very slightly by $38,862, or 0.08%.

Elk Grove Village dropped to 19th place with sales of $42.3 million, continuing its annual decline, down by -$14.2 million or -25.06%. **Palatine** dropped to 20th place with sales of approximately $41.7 million, declining by -$827,641, or -1.95%.

AUTOMOBILE DEALERS & GASOLINE SERVICE STATIONS IN THE TOP 20 INCREASED BY $863.8 MILLION TO $9.3 BILLION UP FROM $8.4 IN 2009

This category's recovery will assist suburbs to see improved revenues from sales taxes on automobiles. **Table 13** below presents the 2007, 2008, 2009, and 2010. The total Top 20 Suburbs saw it sales in this category rise by $863.8 million in 2010 to sales of $9.3 billion. Last year, 2009, all of the Top 20 Suburbs had declining growth and sales amounted to $8.4 billion. The **City of Chicago's** sales in this category rose by $382.5 million to $2.4 billion.

Table 13

Automobile Dealers and Gasoline Service Stations
Top 20 Chicagoland Suburbs
2007, 2008, 2009, & 2010

Rank	Community	2007 Automobile & Gasoline Sales	2008 Automobile & Gasoline Sales	2009 Automobile & Gasoline Sales	2010 Automobile & Gasoline Sales	Change 2009 2010	2009 Percent Change
	Chicago	$2,698,260,913	$2,291,746,662	$1,983,067,211	$2,365,605,881	$382,538,670	19.29%
1	Naperville	$929,122,019	$865,662,715	$784,013,754	$880,711,611	$96,697,857	12.33%
2	Schaumburg	$854,794,185	$764,633,852	$675,054,046	$726,470,711	$51,416,665	7.62%
3	Orland Park	$452,702,864	$410,862,121	$385,142,491	$426,653,809	$41,511,318	10.78%
4	Elgin	$404,724,222	$361,199,508	$333,137,899	$405,899,782	$72,761,883	21.84%
5	Westmont	$473,549,222	$422,573,244	$361,460,040	$384,141,063	$22,681,023	6.27%
6	Oak Lawn	$461,678,735	$397,982,717	$346,323,986	$380,881,839	$34,557,853	9.98%
7	Glenview	$370,240,755	$368,357,948	$344,412,022	$365,105,017	$20,692,995	6.01%
8	Joliet	$422,208,345	$366,390,242	$319,863,585	$360,584,114	$40,720,529	12.73%
9	Aurora	$371,588,161	$308,330,808	$313,208,520	$357,344,832	$44,136,312	14.09%
10	Tinley Park	$401,959,176	$371,589,163	$315,115,018	$332,999,789	$17,884,771	5.68%
11	Libertyville	$427,309,528	$366,312,758	$317,970,146	$332,403,876	$14,433,730	4.54%
12	Elmhurst	$360,450,119	$310,534,905	$267,572,645	$265,264,975	$2,307,670	-0.86%
13	Crystal Lake	$266,696,532	$253,538,410	$210,546,484	$248,893,966	$38,347,482	18.21%
14	Downers Grove	$330,411,478	$302,593,194	$241,735,140	$243,305,636	$1,570,496	0.65%
15	Countryside	$298,092,376	$279,921,853	$243,793,523	$230,221,964	$13,571,559	-5.57%
16	Matteson	$316,036,269	$274,593,459	$226,783,089	$228,917,955	$2,134,866	0.94%
17	Lincolnwood	$253,023,083	$220,150,928	$182,449,410	$208,007,810	$25,558,400	14.01%
18	McHenry	$209,332,406	$196,343,274	$182,994,924	$206,926,171	$23,931,247	13.08%
19	Lisle	$269,596,116	$232,927,898	$191,029,967	$204,138,656	$13,108,689	6.86%
20	Barrington	$251,353,664	$206,269,966	$184,418,539	$119,459,071	$64,959,468	-35.22%
	Total Top 20	**$10,823,130,168**	**$9,572,515,625**	**$8,410,092,439**	**$9,273,938,528**	**$863,846,089**	**10.27%**

Source: Illinois Department of Revenue, Sales Tax Receipts Report and Melaniphy & Associates, Inc., 2011

Naperville remained in 1st place with 2010 sales of $880.7 million, increasing by $96.7 million, or 12.33%. **Schaumburg** ranked 2nd with 2010 sales of $726.5 million, an increase of $51.4 million, or 7.62%. This after a decline in sales in 2009 of -$89.6 million. **Orland Park** maintained 3rd place with sales of $426.7 million, an increase of $41.5 million, or 10.78%. **Elgin** moved up to 4th position with 2010 sales of $405.9 million, an increase of $72.8 million, or 21.84%. **Westmont** dropped to 5 rd place with sales of $384.1 million, increasing by $22.7 million, or 6.27%.

Oak Lawn, dropped to 6th position with 2010 sales of $380.9, up by $34.6 million, or 9.98%. **Glenview** dropped to 7th place with sales of $365.1 million, an increase of $20.7 million, or 6.01%. **Joliet** maintained 8th position with 2010 sales of $360.6 million, up by $40.7 million, or 12.73%.

Aurora, moved up to 9th position from 11th place, and had 2010 sales of $357.3 million, rising by $44.1 million, or 14.09%. **Tinley Park** maintained 10th position with sales of $333.0 million and an increase of $17.9 million, or 5.68%. **Libertyville** dropped to 11th place with 2010 sales of $332.4 million, an increase of $14.4 million, or 4.54%. **Elmhurst** maintained 12th place with 2010 sales of $265.3 million, declining by approximately -$2.3 million, or -0.86%.

Crystal Lake moved up to 13th position from 16th place with 2010 sales of $248.9 with an increase of $38.3 million, or 18.21%. **Downers Grove** maintained 14th place with sales of $243.3, an increase of $1.6 million, or 0.65%. **Countryside** dropped to 15th place from 13th position with 2010 sales of $230.2 million, decreasing by -$13.6 million, or 5.57%. **Matteson** dropped to 16th place and had sales of $228.9 million, an increase of $2.1 million, or 0.94%.

Lincolnwood rose to 17th from 20th place with sales of $208.0 and an increase of $25.6 million. This represented an increase of 14.01%. but declined by -$37.7 million from the 2008 sales of $220.2 million. This was a decline of -17.13%. **McHenry** rose to 18th position from 19th place with 2010 sales in this category of $206.9 million, for an increase of $23.9 million, or 13.08%. **Lisle** dropped to 19th place from 18th position with recorded sales of $204.1 million, up $13.1 million, or 6.86%. **Barrington** declined to 20th place with reported 2010 sales in this category of $119.5 million, a decrease of -$65.0 million, or 35.22%.

IN THE *DRUGS & OTHER MISCELLANEOUS RETAIL STORES*
16 OF THE 20 TOP SUBURBS INCREASED IN SALES IN 2010

This category includes drug stores, as well as, other miscellaneous retail stores. Many mall-based specialty stores are found in this group. Most suburbs with malls will have larger sales in this category. The **City of Chicago's** sales in this category in 2010 declined by -$143.8 million to sales of $3.45 billion. The data also indicates that many small specialty stores did not survive the recession, reflected in the significant sales decline. **Table 14** on the following page depicts the results for *Drugs & Other Miscellaneous Retail Stores.*

Mount Prospect maintained 1st place with 2010 sales of $369.9 million based upon the Department of Revenue sales tax receipt data. Sales in 2008 amounted to $360.9 million. Sales in 2010 increased by $42.7 million, or 13.05%. **Naperville** maintained 2nd place with 2010 sales of $333.6 million, up $22.8 million, or 7.34%. **Schaumburg** maintained 3rd place with sales of $313.5 million, up $13.3 million, or 4.43%.. **Aurora** maintained 4th place with 2010 sales of $305.5 million, an increases of $7.8 million, or 2.61%.

Orland Park maintained 5th place with sales of $279.4 million, increasing by $6.7 million over 2009, or 2.47%. **Joliet** maintained 6th place with 2010 sales of $270.2 million, up $4.7 million, or 1.78%. **Downers Grove** maintained 7th place in this category with 2010 sales of $220.7 million, but declined in sales by -$8.9 million, or -3.88%. **Bolingbrook** moved up to 8th position from 11th place with sales of $208.4 million and an increase of $30.5 million, or 17.12%. **Niles** dropped to 9th place from 8th position with 2010 sales of $208.3 million, up $9.13 million, or 4.59%.

North Chicago had 2010 sales of $201.7 million, up from 2009 sales of approximately $190.8 million, for an increase of $10.8 million, or 5.67%. **Gurnee** ranked 11th with 2010 sales of $186.6 million, up $18.2 million, or 10.81%. **Skokie** dropped to 12th position from 10th place with 2010 sales of $175.9 million, a decline of -$8.8 million, or -4.78%. **Lombard** went up to 13th position from 15th place with 2010 sales of $170.4 million, an increase of $18.4 million, or 12.14%.

Oak Lawn dropped to 14th position from 13th place with sales in 2010 in this category of $160.8 million, an increase of $6.2 million, or 4.03%. **Waukegan** moved up to15th position from 16th place with sales of $147.6 million, for an increase of $880,442, or 0.60% increasing by $2.4 million from 2008 sales of $144.3 million. **Hoffman Estates** ranked 16th up from 17th place with 2010 sales of $142.6 million for a decrease of -$1.0 million or 0.72%. **Glenview,** which moved up to 17th place, recorded 2010 sales in this category of $135.1 million, for an increase of $7.6 million, or 5.95%. **Arlington Heights** recorded sales of $133.2 million with an increase of $5.8 million, or 4.54%. **Evanston** ranked 19th down from 14th position with 2010 sales of $129.6 million, down -23.4 million, or 15.28%. **Carol Stream** in 20th place recorded sales of $114.3 million, up approximately $3.4 million, or 3.08%.

Table 14

Drugs & Miscellaneous Retail Stores
Top 20 Chicagoland Suburbs
2007, 2008, 2009, & 2010

Rank	Sales Community	2007 Drugs & Miscellaneous Retail Sales	2008 Drugs & Miscellaneous Retail Sales	2009 Drugs & Miscellaneous Retail Sales	2010 Drugs & Miscellaneous Retail Sales	Sales Changes 2009 2010	2010 Percent Change
	Chicago	$3,845,137,284	$3,698,540,212	$3,594,890,007	$3,451,065,741	$143,824,266	-4.00%
1	Mount Prospect	$245,460,037	$360,885,456	$327,227,250	$369,939,802	$42,712,552	13.05%
2	Naperville	$311,987,540	$308,090,177	$310,788,738	$333,612,858	$22,824,120	7.34%
3	Schaumburg	$364,941,284	$324,318,161	$300,162,837	$313,454,568	$13,291,731	4.43%
4	Aurora	$303,473,852	$308,330,808	$297,716,035	$305,481,459	$7,765,424	2.61%
5	Orland Park	$302,822,656	$274,786,490	$272,707,235	$279,444,822	$6,737,587	2.47%
6	Joliet	$270,024,260	$266,202,618	$265,508,424	$270,235,628	$4,727,204	1.78%
7	Downers Grove	$262,424,491	$225,512,492	$229,575,241	$220,676,462	$8,898,779	-3.88%
8	Bolingbrook	$192,744,485	$192,404,183	$177,958,261	$208,424,979	$30,466,718	17.12%
9	Niles	$238,449,275	$216,864,062	$199,130,820	$208,263,997	$9,133,177	4.59%
10	North Chicago	$152,220,692	$166,991,735	$190,844,790	$201,658,248	$10,813,458	5.67%
11	Gurnee	$196,584,141	$186,049,844	$168,403,049	$186,615,305	$18,212,256	10.81%
12	Skokie	$201,411,530	$201,330,163	$184,747,909	$175,915,452	$8,832,457	-4.78%
13	Lombard	$150,190,337	$149,842,944	$151,911,655	$170,350,722	$18,439,067	12.14%
14	Oak Lawn	$162,685,006	$158,976,843	$154,563,978	$160,789,994	$6,226,016	4.03%
15	Waukegan	$151,568,513	$144,273,132	$146,669,940	$147,550,382	$880,442	0.60%
16	Hoffman Estates	$111,951,935	$135,527,368	$143,649,793	$142,617,898	$1,031,895	-0.72%
17	Glenview	$142,954,002	$132,545,811	$127,499,918	$135,085,313	$7,585,395	5.95%
18	Arlington Heights	$149,997,433	$155,492,609	$127,376,398	$133,153,134	$5,776,736	4.54%
19	Evanston	$160,839,632	$151,585,065	$152,999,853	$129,620,208	$23,379,645	-15.28%
20	Carol Stream	$150,818,392	$131,983,252	$110,934,174	$114,346,361	$3,412,187	3.08%
	Top 20 Total	**$8,068,686,777**	**$7,890,533,425**	**$7,635,266,305**	**$7,658,303,333**	**$23,037,028**	**0.30%**

Source: Illinois Department of Revenue, Sales Tax Receipts Report, and Melaniphy & Associates, Inc., 2011

The top 20 suburbs in this category had total sales of approximately $7.7 billion, up $23.0 million, or 0.30%.

OBSERVATIONS FOR 2011

In summary, 2011 will be a year of slow recovery as retailers and restaurants claw their way back toward the 2007 retail sales levels. Unemployment, and the slow growth in new jobs, combined with inflation, will continue to make 2011 a difficult year. We will see many more retail and restaurant failures this year because of pressure on working capital and the slower growth of retail sales. Also, filing vacancies will continue to be a problem. In our opinion, the real retail growth will occur in 2013. The consumer will remain cautious until unemployment moderates and incomes and housing values begin to rise. Then we will begin to see some real increases in pent-up retail demand.

Note:
Our analysis of sales changes is based upon 2007, 2008 and 2009, 2010 retail sales tax data provided in "*Report of Sales Tax Receipts by Standard Industrial Classification for 2010"* complied and published quarterly and annually by the Illinois Department of Revenue. If any errors exist in the data, we take no responsibility for them since we have accepted the State's data as complete. This Newsletter is provided on our Website as a free service of Melaniphy & Associates, Inc.

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