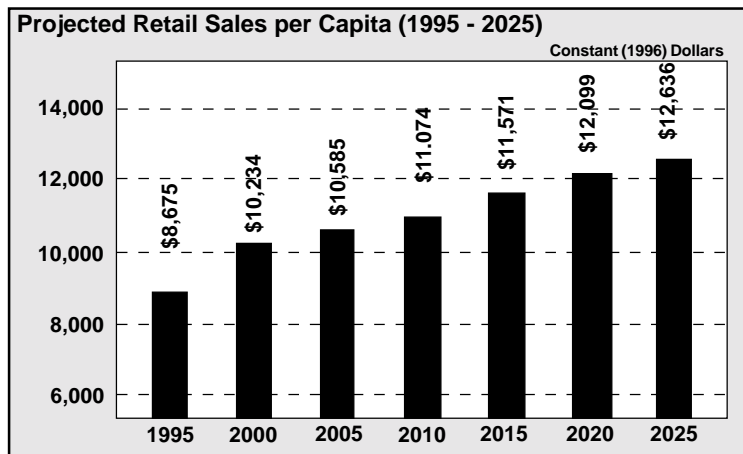
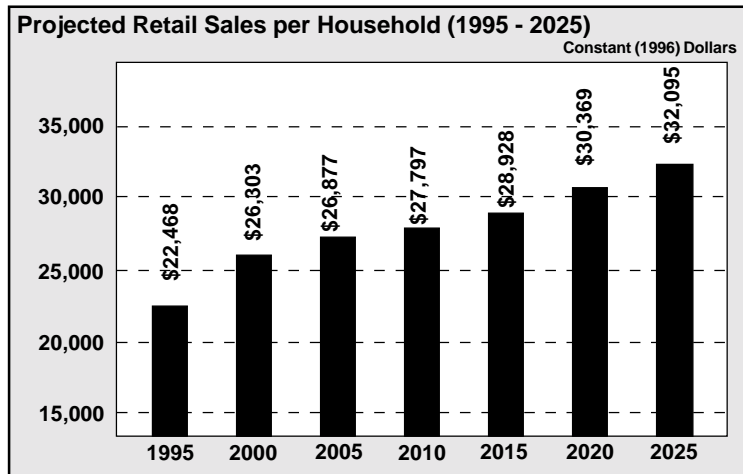


Projected Retail Sales

Rockford MSA



A note about constant and current dollars ...

All of the data on this page is presented in 1996 dollars in order to account for inflation and allow for a constant unit of measure from one year to the next.

To convert constant (1996) dollar data to current or future dollars, multiply the constant dollars by the deflator for the appropriate year, then divide by 100.

1995	85.6
2000	97.9
2005	107.4
2010	118.2
2015	135.5
2020	185.1
2025	216.6

Projected Retail Sales** by Store Group (1995 - 2025)

Store Group	1995	2000	2005	2010	2015	2020	2025	%change
Hardware, Bldg. Mat.	207.45	251.91	268.53	291.15	320.14	351.94	384.05	85.1
General Merchandise	444.19	555.42	644.12	712.72	768.79	822.57	877.60	97.6
Food Stores	508.75	559.96	586.26	622.66	663.18	711.54	768.84	51.1
Automobile Dealers	725.16	952.92	1,056.82	1,155.60	1,275.91	1,399.86	1,524.16	110.2
Gasoline Filling Station	259.19	331.50	315.06	325.63	343.46	369.14	402.49	55.3
Apparel and Related	96.86	115.89	112.11	132.73	144.37	158.29	175.08	80.7
Furniture and Related	207.02	249.44	252.20	274.00	300.92	329.52	358.33	73.1
Eating & Drinking Pl.	278.91	340.42	387.27	435.30	485.49	543.44	612.04	119.4
Drug Stores	114.94	150.50	175.91	193.18	208.75	225.10	243.38	111.7
Misc. Retail Stores	186.98	237.14	253.95	280.77	310.53	347.25	393.26	110.3
Total Retail Sales	3,029.46	3,745.09	4,062.23	4,423.73	4,821.54	5,258.65	5,739.22	89.4

* The Rockford, Illinois Metropolitan Statistical Area (MSA) consists of Winnebago, Boone, & Ogle counties in Illinois.

** Figures given in millions of (1996)dollars.

Source: Woods and Poole Economics, Inc, 2003 Note: Numbers may not add due to rounding.