

Northfield Retail Trade Overview

Total Taxable and Gross Retail Sales

The table below presents gross and taxable retail and services sales for Northfield from 2009 through 2020. Without inflation adjustments, taxable sales in Northfield increased 2.2 percent from 2014 to 2020, while the number of firms fell 1.9 percent. Statewide, taxable sales increased 11.1 percent over the same time period and the number of firms rose 19. percent. The per capita sales and pull factor data in this table are based on taxable sales, the more verified sales measure.

The table also presents sales data in constant 2020 dollars. These figures have been adjusted for inflation to reflect their value in 2020. For example, in 2009, taxable sales in Northfield totaled \$89.9 million, an amount worth \$108.25 million in 2020 dollars. In constant dollars, gross sales fell -24.2 percent between 2014 and 2020. Constant dollar taxable sales decreased -5.7 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2020 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
2009	19,656	\$295.24	\$89.90	\$355.51	\$108.25	367	\$4,574	0.51
2010	20,007	\$340.40	\$91.46	\$400.96	\$107.73	381	\$4,572	0.51
2011	20,454	\$409.99	\$94.70	\$467.68	\$108.03	357	\$4,630	0.50
2012	20,373	\$430.40	\$100.96	\$480.84	\$112.79	354	\$4,956	0.51
2013	20,146	\$498.28	\$106.52	\$540.18	\$115.47	365	\$5,287	0.61
2014	20,313	\$541.58	\$108.82	\$586.90	\$117.93	371	\$5,357	0.61
2015	20,320	\$433.09	\$111.74	\$471.28	\$121.59	385	\$5,499	0.61
2016	20,355	\$438.71	\$109.25	\$472.77	\$117.73	369	\$5,367	0.59
2017	20,398	\$464.99	\$114.84	\$490.66	\$121.18	369	\$5,630	0.61
2018	20,426	\$513.14	\$121.97	\$528.00	\$125.50	377	\$5,971	0.62
2019	20,494	\$517.59	\$126.23	\$523.87	\$127.77	388	\$6,160	0.64
2020	20,790	\$444.67	\$111.18	\$444.67	\$111.18	364	\$5,348	0.57
7 yr Change '14 to '20	2.3%	-17.9%	2.2%	-24.2%	-5.7%	-1.9%	-0.2%	-5.9%
3 yr Change '18 to '20	1.8%	-13.3%	-8.8%	-15.8%	-11.4%	-3.4%	-10.4%	-8.0%

*Gross sales figures are self-reported by firms and not audited by the Dept. of Revenue for accuracy.

Northfield: Retail/Service Sales in Constant Dollars

