

News

- ShopperTrak predicts that Super Saturday, the last day before Christmas, will surpass Black Friday for holiday spending this year. Stores opening Thanksgiving Day has had an impact on shifting sales throughout the fourth quarter. The National Retail Federation is predicting a 4.1% increase in sales for the holiday season, (including online retail sales), which is higher than 2013's 3.1% and more than 4% for the first time since 2011.
- The current Average Retail Price per gallon of Regular Gasoline in California is \$2.75. The drop in prices is providing the US economy with a multi-billion dollar boost. The impact is being felt the most by low-income and middle-income Americans, who have received only modest wage increases since the economic recovery began in 2009.

Top 25 Sales Tax Generators

New to Top 25 *

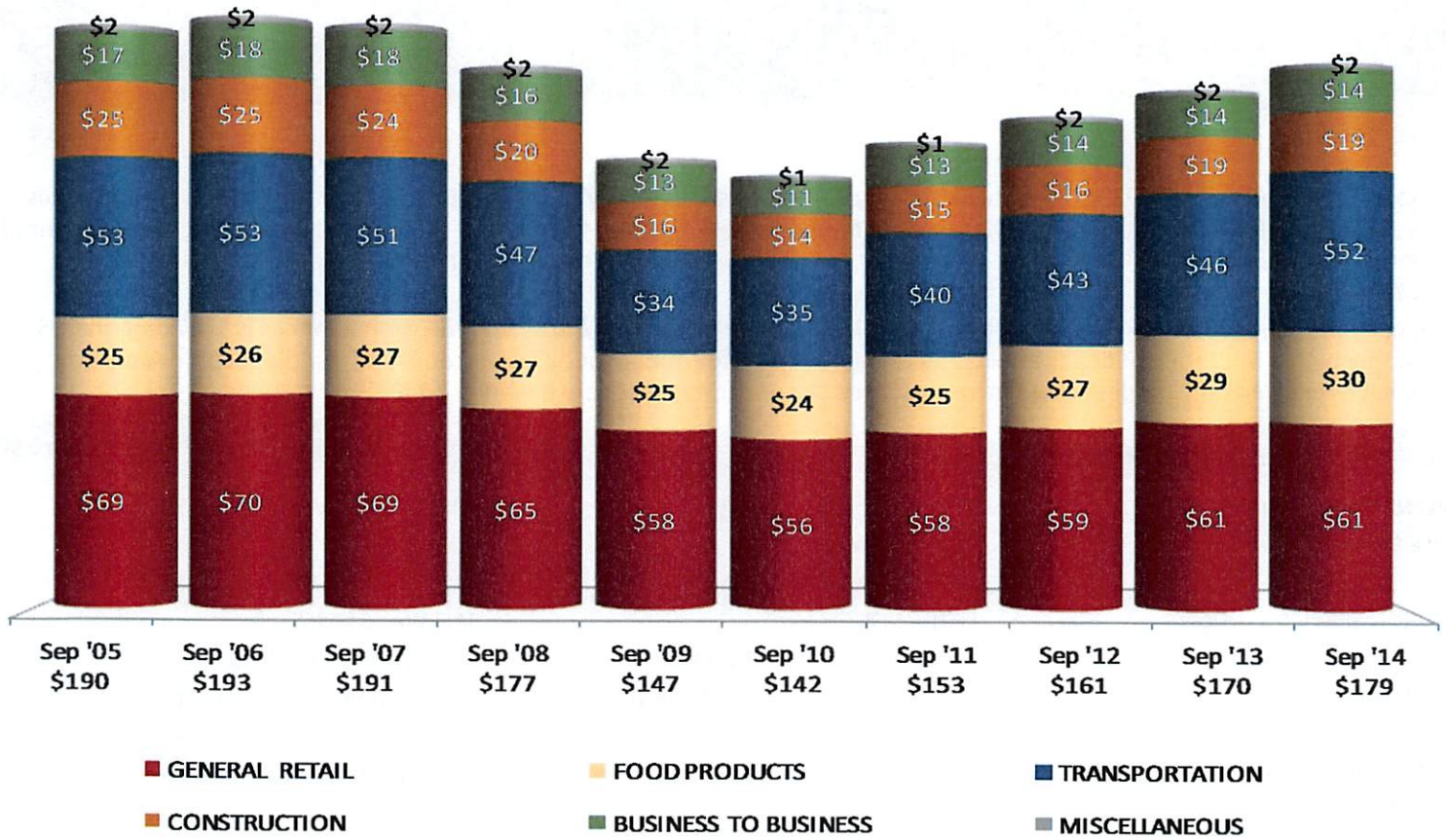
AGILENT TECHNOLOGIES	HONDA OF SANTA ROSA	PRESTIGE BMW/VW/PORSCHE
APPLE STORES	J C PENNEY COMPANY *	ROSS STORES
BEST BUY STORES	JIM BONE NISSAN OF SANTA ROSA	SAFeway SERVICE STATIONS *
CHEVRON SERVICE STATIONS	LITHIA DODGE	SAFeway STORES
COSTCO WHOLESALE	MACY'S DEPARTMENT STORE	SATURN OF SANTA ROSA
CVS/PHARMACY *	MEAD CLARK LUMBER COMPANY	SEARS ROEBUCK & COMPANY
FREEMAN TOYOTA	NICK BARBIERI TRUCKING *	SMOTHERS EUROPEAN VOLVO
HANSEL FORD LINCOLN MERCURY	PACE SUPPLY	TARGET STORES
HOME DEPOT		

Business Activity	Jul'13 - Sep'13 to Jul'14 - Sep'14			Oct'12 - Sep'13 to Oct'13 - Sep'14		
	Santa Rosa	S.F. Bay Area	Statewide	Santa Rosa	S.F. Bay Area	Statewide
Total	6.2%	5.5%	4.8%	5.7%	4.6%	4.0%
General Retail	2.0%	3.1%	3.6%	0.3%	2.3%	2.3%
Food Products	6.6%	6.5%	5.6%	6.1%	6.7%	5.6%
Transportation	16.7%	5.9%	4.8%	13.6%	4.1%	4.2%
Construction	-3.0%	3.9%	5.6%	4.8%	5.7%	4.5%
Business To Business	1.5%	8.3%	5.7%	3.7%	5.9%	4.4%
Auto Sales - New	19.6%	11.1%	7.7%	19.2%	7.2%	8.5%
Department Stores	1.2%	3.5%	3.1%	-2.4%	0.7%	0.8%
Restaurants	7.7%	7.2%	6.8%	7.6%	7.8%	6.7%
Service Stations	18.5%	0.5%	2.5%	8.5%	-0.4%	-0.4%
Miscellaneous Retail	1.7%	3.0%	3.1%	2.4%	4.0%	3.5%
Furniture/Appliance	1.3%	4.0%	6.3%	1.5%	2.9%	3.4%
Food Markets	3.5%	2.4%	1.9%	3.1%	2.4%	2.2%
Bldg.Matls-Whsle	-9.0%	6.3%	9.5%	5.0%	9.9%	7.9%
Apparel Stores	4.7%	3.2%	4.9%	1.8%	3.5%	4.0%
Bldg.Matls-Retail	4.8%	1.3%	1.4%	4.7%	1.5%	1.0%
Auto Parts/Repair	-1.4%	1.4%	1.0%	3.7%	1.2%	2.2%
Office Equipment	-20.2%	-1.4%	1.9%	5.7%	-1.0%	2.0%
Light Industry	2.0%	2.1%	1.0%	-0.8%	3.1%	3.0%
Recreation Products	2.6%	1.3%	0.0%	1.3%	-2.0%	-1.5%

Sales Tax Per Capita

by Benchmark Year

City Of Santa Rosa'S Annualized Sales Tax Divided By Its Population As Reported By State Department Of Finance



Comparing Quarterly Personal Consumption Expenditures (PCE), Sales Tax and Personal Income

