

News

- **Employment:** Steady gains through 2017; total number jobs in California expected to grow by 2.2 % in 2015, 2.3 % in 2016, and 1.6 % in 2017. California has a 6.9 % unemployment rate, the lowest since May 2008. By sometime in 2017, it is expected to match the national rate at around 5.1 %. (UCLA Anderson Forecast)
- **Gas Prices:** Low prices short-lived; after falling to \$1.99, (40% below 2014), prices steadied at \$3.27 by March. Despite the rebound, 2015Q1 prices are still 23% below 2014Q1. California prices averaged \$3.74 per gallon in 2014 and are expected to average only \$2.75 per gallon for 2015, 18% below the March 26th price. (US EIA / CA DoF)
- **Vehicle Sales:** Market remains on upward path, but growth rates for sales of new vehicles are expected to decrease; new light vehicle registrations up 8% in 2014, expected to be 6% in 2015 and 1 - 2% in 2016. Used light vehicle registrations up 4.6% in 2014 and growth rates should be higher in 2015 and 2016. (CA New Car Dealers Assoc.)

Top 25 Sales Tax Generators

New to Top 25 *

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

Business Activity

Oct'13 - Dec'13 to Oct'14 - Dec'14

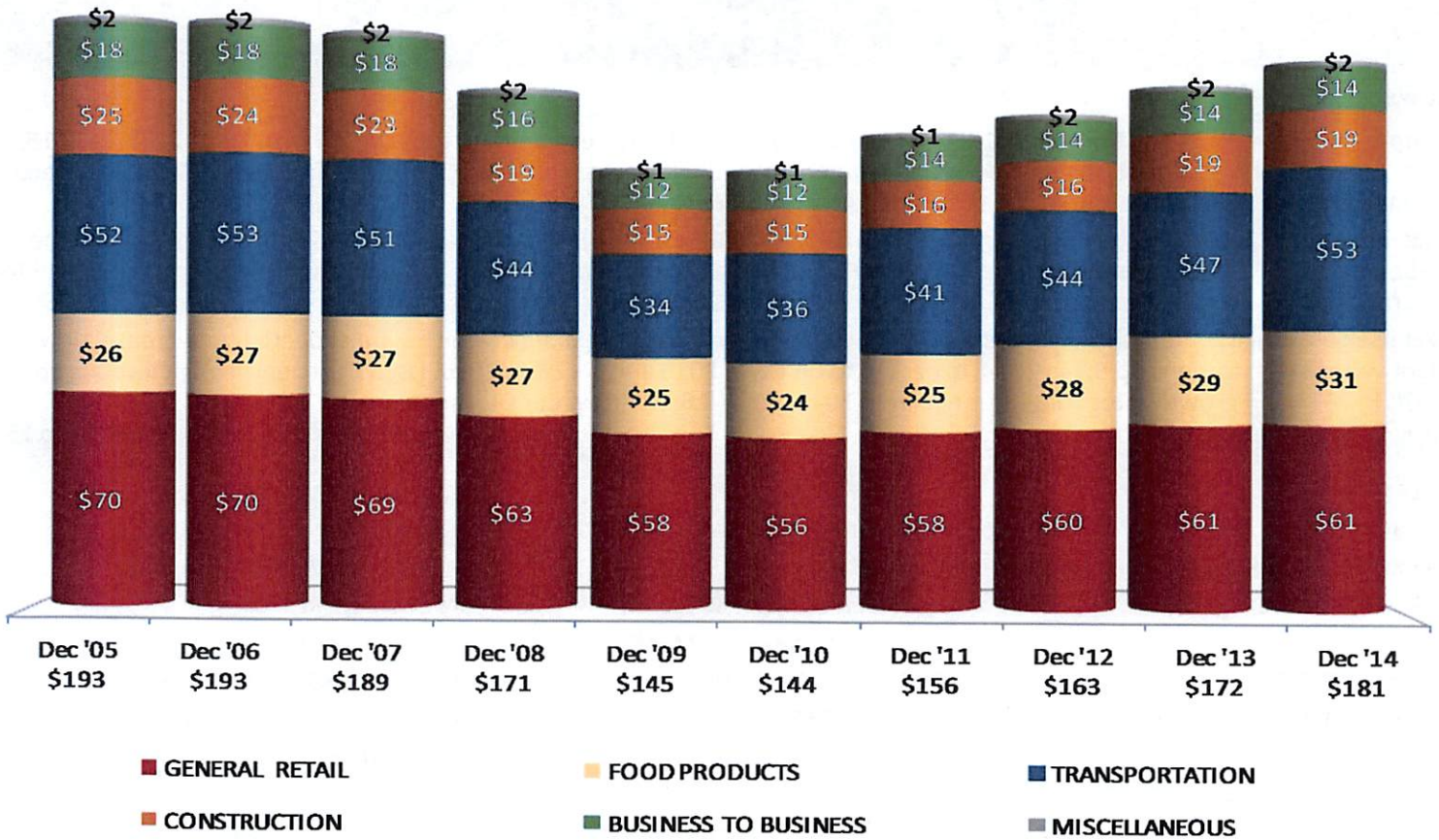
Jan'13 - Dec'13 to Jan'14 - Dec'14

	Santa Rosa	S.F. Bay Area	Statewide	Santa Rosa	S.F. Bay Area	Statewide
Total	3.2%	2.3%	2.9%	5.3%	4.0%	3.9%
General Retail	1.5%	1.0%	2.3%	0.8%	1.7%	2.2%
Food Products	6.8%	6.4%	5.3%	6.5%	6.6%	5.8%
Transportation	5.5%	-0.6%	0.6%	10.3%	2.6%	3.3%
Construction	-2.9%	4.5%	7.5%	0.3%	4.6%	5.9%
Business To Business	5.4%	3.1%	3.1%	13.0%	6.3%	4.8%
Auto Sales - New	14.8%	7.6%	8.1%	18.8%	6.7%	8.1%
Department Stores	4.2%	0.5%	0.7%	-0.1%	0.5%	0.5%
Restaurants	7.7%	6.9%	6.9%	7.8%	7.4%	6.9%
Service Stations	-13.0%	-13.3%	-11.0%	-2.0%	-3.1%	-2.4%
Miscellaneous Retail	-1.3%	1.1%	2.2%	1.4%	3.4%	3.7%
Furniture/Appliance	1.2%	2.0%	7.1%	1.3%	2.3%	3.7%
Food Markets	4.3%	4.3%	1.5%	3.3%	3.2%	2.7%
Bldg.Matls-Whsle	-5.1%	6.5%	9.1%	-0.4%	7.9%	8.5%
Apparel Stores	0.5%	0.6%	3.6%	1.0%	1.8%	3.6%
Bldg.Matls-Retail	-0.2%	2.3%	5.6%	1.2%	1.2%	3.2%
Auto Parts/Repair	6.1%	7.1%	6.7%	4.3%	2.5%	3.2%
Light Industry	-0.7%	5.2%	1.7%	-1.5%	10.1%	4.0%
Office Equipment	-45.7%	3.2%	2.7%	-10.6%	1.1%	2.4%
Recreation Products	3.2%	7.9%	2.7%	2.7%	0.5%	-0.9%

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 Estimated Annualized Employment and Gross Sales Tax Per Capita by Benchmark Year



A Correlation Coefficient of 1 indicates a Perfect Positive Correlation.

Correlation Coefficient: 0.52