

CALIFORNIA RETAIL SURVEY



2017 EDITION

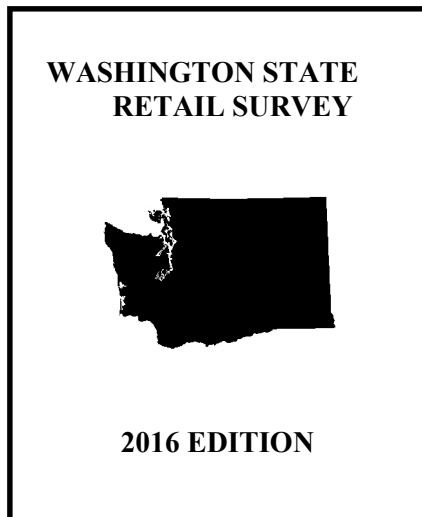
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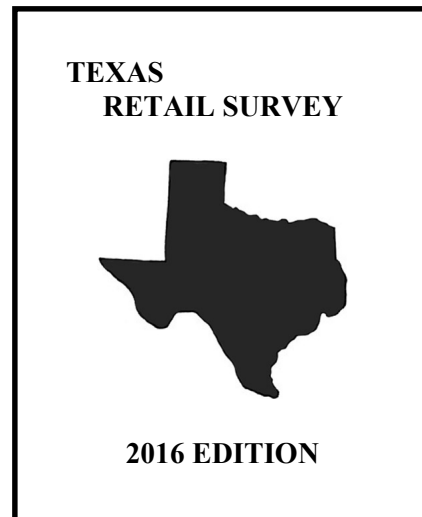
In addition to the print edition, the California Retail Survey is also available in electronic format, allowing Survey data to be used with all popular spreadsheet software. The electronic version of the Survey is available from the publisher.

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HOW TO USE THE SURVEY

HOW TO USE THE SURVEY

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I. Introduction

What is the Retail Survey?

The Retail Survey is an independent market research advisory publication that focuses solely on the California retail market. In terms of geographical coverage, retail sector coverage, and sales trend data and analysis, it is believed to be the most comprehensive service of this type available on California's \$440 billion retail marketplace. The Survey is completely revised and updated annually.

What is the Retail Survey Designed to Do?

The Retail Survey is designed to provide a comprehensive review of retail sales activity in every county and city in California. In total, the Survey reports on the historical sales trends in each of over 500 individual market areas in California, based on sales activity of over 700,000 individual retail outlets. In addition to historical sales trend data, the Survey also includes a wide range of statistical measurements that evaluate the past performance of individual markets and the prospects for future growth.

The Retail Survey has been designed so that it can be used productively by a wide range of customers that find it necessary to track and analyze retail markets in California. Using the Survey, business executives with varied backgrounds and objectives can substantially improve their ability to make informed decisions.

(1) The Independent Retailer, who needs to know how his or her local market is performing, can rely upon the Retail Survey to provide a detailed examination of sales activity by type of retail outlet, and what the prospects are for growth in the future. The Retail Survey also provides critical information on the number of retail outlets in each market and their average store sales. Using these sales data, market indices and rankings, the independent retailer is better prepared to forecast his/hers store's future performance.

(2) The New-To-Market Retailer, who needs to know the size of the market, the number of competitors and long-term trends, can rely upon the Retail Survey to provide the market research that will be needed to help launch a new business. Before the new-to-market retailer opens the door, short-term and long-term trends will have been identified and factored into the company's business plan. Fewer surprises substantially increase the chance of launching a successful new venture.

(3) The Marketing Manager for a wholesaler or manufacturer, who wants to pinpoint the fastest growing markets, can rely upon the Retail Survey to decide where to concentrate advertising and promotion efforts to guarantee greatest impact. Assigning sales staff to geographical territories can be accomplished with a greater degree of confidence, and distribution channels can be reviewed and modified based on changing market conditions and trends.

(4) Bankers and Financial Advisers use the Retail Survey data and analytical measurements as benchmarks to evaluate how their individual retail clients are performing compared to market averages, and identify problem areas at an earlier stage.

(5) Government Officials, with responsibilities for urban planning, tax revenue forecasting and economic development, can quickly utilize the Retail Survey to compare the performance of their community with neighboring cities and counties, identify areas of weakness and competitive advantage, and develop more effective policy initiatives.

(6) Providers of Business Services, such as accounting firms, real estate brokers, and advertising firms, can efficiently determine the number of new retail stores that are operating in their area, and identify retail sectors offering the best opportunities for new client development.

(7) Chain store and Supermarket Executives, who need to plan site location strategies, can quickly narrow down the list of potential expansion locations, identify market areas that are presently under-served, and easily track their store's sales performance compared to the overall market.

(8) Real Estate Appraisers, who are responsible for analyzing local market trends and their impact on real estate values for retail properties, use the Survey's extensive data and analysis to accurately identify supply and demand conditions that have important affects on property values.

(9) Media Executives, in television, radio, and newspapers who are responsible for marketing and advertising strategies, use the Survey to keep track of their local retail market, identify fast-growing retail sectors to target for new advertising revenue, and compare local retail trends with surrounding areas.

The Survey's Unique Features

The California Retail Survey has been designed with several objectives in mind: (1) comprehensive coverage of the market (2) ease of use by a wide range of customers regardless of their professional background, and (3) the use of objective analytical measurements that improve the ability of customers to understand the trends in each market, and to quickly compare growth performance among various areas.

These objectives have resulted in the Retail Survey containing a number of unique features that deserve to be highlighted:

(1) Broad Coverage

The California Retail Survey provides detailed reports on each of California's 58 counties and 482 cities. Retail sales data are broken down in detail for 10 retail store categories. This is believed to be the most comprehensive coverage of the California retail marketplace available anywhere.

(2) Four Key Market Measurements-

Performance Index
Relative Strength Ratio
Growth Persistence Index
Star Rating

These four key market measurements allow Survey users to quickly understand the relative trends in each geographical market, and to accurately compare past performance and future prospects for growth among the markets of interest.

The Performance Ranking provides an easily understood measurement of one market's growth rate in the current year compared to all other markets in California. The rankings for each market range from 1 to 5, with 20% of the markets with the highest recent growth rate being assigned the 1 ranking.

The Relative Strength Ratio measures the long-term retail sales growth trend in one local market compared to growth in statewide retail sales. Since the Ratio covers a period of the last five years, it provides Survey users with an easily understood comparison of longer-term sales growth trends, relative to statewide averages. The ratio is derived by dividing the change in retail sales in a specific county or city over the past five years by the comparable change for total statewide retail sales.

The Growth Persistence Index measures the ability of a local market to consistently out-perform the overall market each year. This measurement is used to differentiate markets with steady, above average growth from those that experience wide fluctuations in their relative growth performance.

The Star Ratings provide Survey users with a clear assessment of a market's growth compared to all other markets in California. Markets that have grown the fastest over the last five years are given the five-star rating.

(3) Retail Sales Data and Number of Retail Outlets

Individual market reports appearing in the California Retail Survey contains eleven years of sales data for up to 10 individual retail store categories. In addition, per capita retail sales data by category are provided for nine years. The Retail Survey also contains data on the number of retail outlets for the most recent year and one forecast year for these same 10 retail store categories. These data provide the basis for preparing the analysis and rankings of each local market. Lastly, a California Composite report is included in the Survey to provide an overview of aggregate retail sales, per capita retail sales, and outlet levels for the entire state, and can be used as a reference point when comparisons of statewide and local retail conditions are desired. The California Composite report can be found in Section B of the Survey.

(4) Retail Sales Forecasts

Lastly, the Survey provides a one-year forecast of retail sales and outlets for each of California's 58 counties and 482 cities.

Organization

The Survey is organized so that users can easily find and use the data they require with a minimum of time and effort. The Survey is divided into the following sections:

- * How to Use the Survey
- * Section A- Retail Sales Highlight Screens
- * Section B- Counties Reports
- * Section C- Cities Reports
- * Section D- Summary of County Rankings & Indices
- * Section E- Summary of City Rankings & Indices
- * Section F- Summary- All Cities Retail Sales

For new customers we recommend that the How to Use section be reviewed prior to using the Survey so as to become familiar with the terms and analytical measurements appearing in the Survey.

Next, customers should spend about fifteen minutes reviewing each of the sections to become familiar with the various types of reports and their characteristics.

GOLD COUNTY

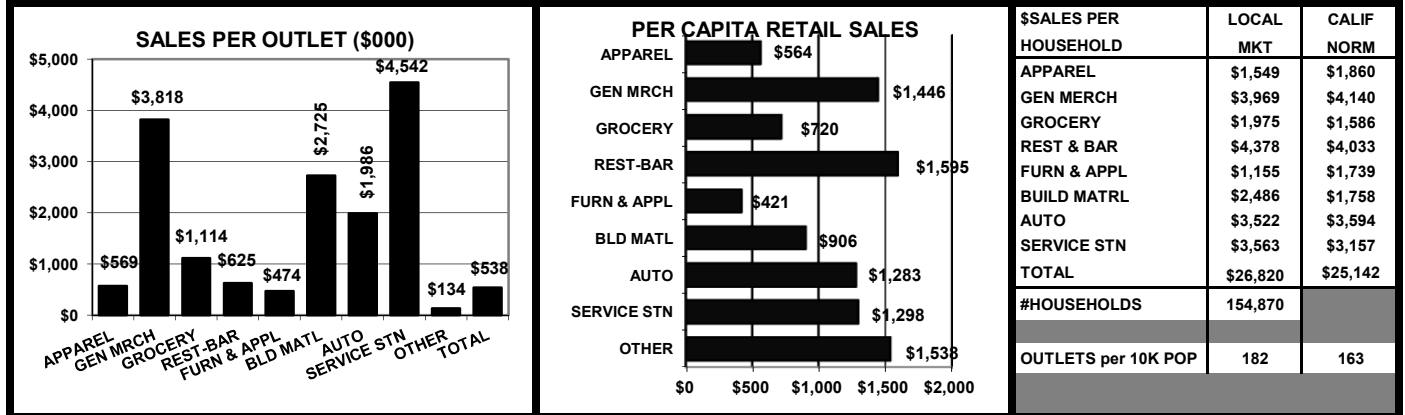
RATING
(AVG)



SALES REPORT & RANKINGS

PERFORMANCE RANK	GROWTH PERSISTENCE	RELATIVE STRENGTH	SALES RANK	PER CAPITA SALES RANK	STATE SALES%	PER CAPITA INCOME RANK	POPULATION GROWTH
2	61.1%	1.08	19	17	1.15%	10	0.71%

PER CAPITA SALES GROWTH	OUTLETS RANK	% STATEWIDE OUTLETS	POP. RANK	PER OUTLET SALES RANK	MEDIAN AGE	HOUSEHOLD SIZE	POPULATION DENSITY
-0.4%	19	1.04%	20	16	34	2.77	157



RETAIL SALES (\$000)	06	07	08	09	10	11	12	13	14	15	16	AVG GROWTH
APPAREL STORES	120,060	124,622	140,283	150,146	170,985	187,526	202,710	220,552	234,620	242,839	239,897	7.3%
GENERAL MERCHANDISE	625,240	639,178	644,567	662,942	685,677	685,731	679,751	673,922	613,526	622,265	614,726	-1.9%
GROCERY	228,770	234,566	242,403	246,912	248,649	271,353	281,769	294,936	301,761	309,654	305,902	4.5%
RESTAURANTS & BARS	483,788	511,512	533,792	553,905	585,928	624,365	656,189	676,367	676,706	686,373	678,057	3.2%
HOME FURN & APPLIANCES	171,794	160,469	174,005	181,374	190,702	196,337	200,995	189,020	175,046	180,991	178,798	-1.0%
BUILDING MATERIALS	349,908	379,436	393,139	427,108	484,294	514,286	528,294	489,416	385,337	389,741	385,019	-4.3%
AUTO DEALERS & SUPPLIES	583,667	648,152	712,370	746,341	742,198	742,425	705,309	670,504	536,158	552,145	545,455	-5.7%
SERVICE STATIONS	250,606	255,122	260,643	289,736	347,455	387,346	442,741	485,373	544,763	558,643	551,875	10.0%
OTHER RETAIL STORES	609,245	625,600	626,535	644,081	694,140	733,814	737,370	728,823	629,398	661,875	653,856	-0.9%
RETAIL SALES TOTAL	3,423,078	3,578,657	3,727,737	3,902,545	4,150,028	4,343,183	4,435,128	4,428,913	4,097,315	4,204,526	4,153,586	0.3%

PER CAPITA RETAIL SALES	07	08	09	10	11	12	13	14	15	OUTLETS 15	OUTLETS 16	SALES PER OUTLET
APPAREL STORES	\$344	\$365	\$412	\$449	\$483	\$522	\$550	\$564	\$552	427	430	\$568,710
GENERAL MERCHANDISE	\$1,581	\$1,610	\$1,651	\$1,641	\$1,619	\$1,594	\$1,438	\$1,446	\$1,415	163	164	\$3,817,577
GROCERY	\$594	\$599	\$599	\$649	\$671	\$698	\$707	\$720	\$704	278	280	\$1,113,863
RESTAURANTS & BARS	\$1,309	\$1,345	\$1,411	\$1,494	\$1,563	\$1,600	\$1,586	\$1,595	\$1,561	1,098	1,107	\$625,112
HOME FURN & APPLIANCES	\$427	\$440	\$459	\$470	\$479	\$447	\$410	\$421	\$412	382	385	\$473,798
BUILDING MATERIALS	\$964	\$1,037	\$1,166	\$1,231	\$1,258	\$1,158	\$903	\$906	\$886	143	144	\$2,725,462
AUTO DEALERS & SUPPLIES	\$1,747	\$1,812	\$1,787	\$1,777	\$1,680	\$1,586	\$1,256	\$1,283	\$1,255	278	279	\$1,986,133
SERVICE STATIONS	\$639	\$703	\$837	\$927	\$1,054	\$1,148	\$1,277	\$1,298	\$1,270	123	124	\$4,541,813
OTHER RETAIL STORES	\$1,536	\$1,564	\$1,671	\$1,756	\$1,756	\$1,724	\$1,475	\$1,538	\$1,505	4,923	4,963	\$134,445
PER CAPITA SALES TOTAL	\$9,141	\$9,475	\$9,993	\$10,395	\$10,563	\$10,477	\$9,601	\$9,770	\$9,560	7,815	7,876	\$538,007

COUNTY TREND (YR)	06	07	08	09	10	11	12	13	14	15	16	GROWTH
POPULATION	399,347	403,410	407,787	411,886	415,304	417,795	419,883	422,731	426,757	430,333	434,481	
PER CAPITA INCOME(\$)	\$29,957	\$32,297	\$32,632	\$32,402	\$33,856	\$38,138	\$40,609	\$44,480	\$47,302	\$48,603	\$49,940	7.5%
PER CAPITA SALES INDEX			100.0%	103.6%	109.3%	113.7%	115.5%	114.6%	105.0%	106.9%	104.6%	-0.4%

Summary: The Performance Rank of 2, measuring sales growth in the most recent year, is above average. Over the past 10 yrs, the Growth Persistence Index (61.1%) has been above average, while the 5 yr Relative Strength Ratio of 1.08 is above the state norm of 1.0. In total sales, the county's rank is 19, while the Per Capita Sales Rank is 17. Population Growth has averaged 0.71% over the past 5 yrs, compared to a statewide norm of 0.96%.

Per Outlet Sales Rank is 16, representing avg sales per outlet of \$538,007. Over the past 5 yrs, Per Capita Retail Sales have declined by -0.4% annually. Note: Growth Rates in far right column are annual for period 2010-2015. Sales & outlet data for 2016 are forecasts and subject to future adjustment.

II. Evaluating A Retail Market

The California Retail Survey's principal goal is to present as much accurate and relevant data and analysis as possible on each of California's local retail markets so that our customers can make informed and intelligent decisions based on their particular interests. Since each customer has his or her own specific needs, the manner in which the Survey will be used will take many forms. Even though individual needs and interests will vary among customers, all can benefit from using the Retail Survey.

Choosing the Markets

The first step in putting the California Retail Survey to practical use is to choose the market area or areas you wish to examine. The selection of the market(s) will of course depend upon the customer's particular objective. If your interests lie in only one specific market (one city, for example), your choice is simple...just turn to the appropriate page that contains that particular city's report. However, if your interests are broader, you can choose the markets to examine based on one or more criteria, such as geographical location (all cities in a specific county), by size (the top ten markets by volume of retail sales), or by various measurements of growth (all markets ranked No.1 or 2 for Performance). By using Section B and Section C, you will be able to easily identify county and city markets that meet various types of selection criteria.

These are but a few of the ways Survey users can narrow their field of interest. Since the California Retail Survey contains such a wide range of data, analysis, and cross comparisons among individual markets, users frequently develop their own unique methods to use the market reports to meet their individuals objectives.

Interpreting the Data - An Example

At first glance, an individual market report may appear overwhelming, but one does not need any specific professional background to put the data to productive use. To get a better grasp on how to use and interpret a typical market report, one will be examined step-by-step. For this exercise, we have developed a hypothetical market report called "Gold County".

This fictitious report, used only for illustration, contains in every detail the type of information, data and analysis that can be found in an actual county report contained in the California Retail Survey. Please refer to the previous two pages containing this Gold County report.

Rankings and Indexes

Starting at the top of the page, we first see that Gold County has a Sales Rank of 19. This means that based on actual volume of total retail sales, Gold County is the 19th largest among California's 58 counties.

Next, we find that the Per Capita Sales Rank is 17th among the 58 counties. From this ranking, we learn that, on average, retail sales are somewhat higher than one would expect based on the county's population size. Several reasons could account for this high per capita sales activity.

One, it could be due to residents from adjacent counties spending their income in retail stores in Gold County, thereby pushing up the level of per capita sales, since Gold County's per capita sales is calculated only on its own population base. Another reason may be that the income level in Gold County is higher than those found in most other counties, allowing Gold County residents to spend more on a per person basis.

Next, refer to the Per Capita Income Ranking of 10, also on the top section of the report. From this ranking, we learn that Gold County has the tenth highest per capita income among the 58 counties. In short, the residents of Gold County are among the wealthiest in California, explaining in part why the retail sales per capita are high.

Recent Performance

On the far left hand side of the top section, we find that Gold County's Performance Rank is 2-above average. The Performance Rank measures the growth rate in 2015 relative to all other counties. Rankings range from 1 to 5, with 1 assigned to the top performers.

With a Performance Rank of 2- above average, we are told that Gold County has experienced retail sales growth above average during the most recent year in which actual sales data are available. Although an important measurement of current performance, it does not tell anything about how Gold County has fared over the longer term.

Long-Term Performance

Now go to the Relative Strength Ratio. The Relative Strength Ratio for Gold County is 1.08. This is interpreted as meaning that Gold County retail sales have grown 8% faster than statewide retail sales over the five-year period from 2010 through 2015. From the Relative Strength Ratio, we can determine how well or poorly Gold County's growth has been compared to statewide trends over this five-year period.

Future Prospects

Although the Relative Strength Ratio is an important measurement of assessing long-term trends, we also want to know how consistent is the growth in Gold County. Put another way, in any given year, what has been the likelihood that Gold County would experience a growth a rate in retail sales that exceed the statewide average growth rate?

To answer this question, refer to the Growth Persistence Index for Gold County. We find that the Index is 61.1%, compared to a perfect score of 100%. From this we learn that Gold County has done reasonably well in out-performing statewide growth rates over a period of years. For a complete description of interpreting the Growth Persistence Index, please refer to the Statistical Methods section appearing later in this section.

To complete our review of the uppermost section of the report, we now turn to the graphic presentation on the left of the page, entitled Sales Per Outlet. Here, we see that the Service Station Sector has the highest sales per outlet in Gold County, based on actual 2015 sales data. The next graphic section provides a comparison of Per Capita Retail Sales by type of retail outlet, based on 2015 sales data.

To the far right is found a table comparing dollar retail sales per household for Gold County (Local Market Column) to comparable data for the state as a whole. This table tells us that total retail sales per household in Gold County amount to \$26,820, compared to a statewide norm of \$25,142. In examining the differences on a sector-by-sector basis, we learn that Gold County has higher sales per household for a number of sectors, including grocery, restaurants & bars, and building materials. One sector that shows little difference from the norm is the auto sector. Here we see that Gold County's sales per household are about equal to the state norm.

Star Rating System

Each county and city market report includes a composite star rating at the top of the page. This composite rating reflects the individual market's sales growth rate relative to all other markets, over the past five years. The top 20% of markets, ranked by sales growth, receive the five star rating.

The next 20% of markets earn four stars (above average), followed by three stars (average), two stars (below average), and one star (lowest), in increments of 20% based on the five-year sales growth ranking.

With the star rating system, Survey users receive a clear view of how a specific local market compares with all other markets in terms of long-term sales growth. From this quick review of the first page of Gold County report, we have a much better understanding of this market's size, growth trends, spending patterns, and overall standing relative to other counties in California. It is one of the larger counties in terms of absolute sales volume and per capita income. It has a long-term tendency to grow slightly faster than statewide averages, and its persistence to out-perform the statewide growth is rated above average. Its retail sales per household is higher than the state norm, and given the relatively high income level, indicates that Gold County has the proper mix of retail stores to retain local consumer dollars.

Per Capita Sales & Outlet Data

To round out our overall understanding of the Gold County retail market, we must now examine several other rankings displayed in the Gold County report. Based on 2015 data, Gold County has the 19th highest number of retail outlets (Outlets Rank) among the 58 counties, while its population base is 20th in the state (Population rank). This is not surprising, since the number of retail outlets will typically closely track the size of the retail market, measured by retail sales.

Another important measurement of outlet activity is the amount of retail sales generated by each outlet. In Gold County, the Per Outlet Sales Rank is 16th out of 58 counties. And, if we compare population levels to outlet levels, we see that Gold County has 182 outlets per 10,000 population, compared to a statewide norm of 163. Although the number of outlets per population base is somewhat higher than the norm, the market appears to be able to support the higher number as evidenced by the above average per outlet sales.

Lastly, note that the Median Age (34 yrs. Old) and Household Size (2.77). Both these data can be valuable in better understanding the buying habits and preferences of local area consumers, especially when compared to statewide norms found in the California Composite report included within the Survey (Section B).

The remaining section of this second page contains a year-by-year history of per capita retail sales for each of the 10 retail sectors. Using these data one can quickly track the per capita retail sales, allowing Survey customers to quickly identify those sectors that are showing growth. For example, we see that per capita sales in the service station sector have increased from \$639 in 2007 to the current level of \$1,270.

III. County and City Report

Each county and city report contains a wide range of data, market rankings and indices, all of which can be used to gain a better understanding of the trends that exist in each market area. The following briefly outlines the various components included in the Retail Survey Reports.

Outlets Rank-A ranking based on the number of total retail outlets in the county or city, as of the most recent year in which actual data are available. Rankings are not based on 2016 forecasted data. For counties, the rankings range from 1(highest) to 58(lowest). For cities ranking ranges from 1 (highest) to 480 (lowest).

Sales Rank - A ranking based on the total retail sales in the county or city, as of the most recent year in which actual data are available. Forecasted data are not used to determine rankings. For counties, the rankings range from 1(highest) to 58(lowest). For cities ranking ranges from 1 (highest) to 480 (lowest).

Per Capita Sales Index- Using year 2008 as the base year, this index tracks the change in per capita sales by year.

Per Capita Sales Rank- A ranking based on total 2015 retail sales in the county or city, divided by the 2015 population in that county or city. For counties, the rankings range from 1(highest) to 58(lowest). For cities ranking ranges from 1 (highest) to 480 (lowest).

Percent Statewide Sales- Calculated by dividing total retail sales in the county or city by the total retail sales in California, as of the most recent year in which actual data are available. This measures the "market share" of a county or city relative to total retail sales in the state.

Per Capita Income Rank- Measures the average per person income level in each county, and is used as an indicator of consumer purchasing power. It is especially useful when comparing income levels between two or more counties with significantly different levels of population. The rankings range from 1(highest) to 58 (lowest).

Percent Statewide Outlets- Calculated by dividing total retail outlets in the county or city by the total outlets in California, as of the most recent year in which actual data are available. This measures the "market share" of a local area relative to total retail outlets in the state.

Relative Strength Ratio - A measurement of the five-year sales growth trend in a city or county compared to the sales growth trend statewide. An index of 1.25 can be interpreted as meaning that during the past five years, retail sales in the county or city performed 25% better than the statewide average. Conversely, a Ratio of .85 would mean that the local market below the statewide average...in this example, 15% below the statewide average.

Growth Persistence - An evaluation of a county/city's ability to consistently out-perform statewide growth trends. This index ranges from 100% (highest) to 0% (lowest). Please see Statistical Measures section for detailed explanation.

Performance Rank- A ranking of the percentage growth in retail sales for the most recent year that actual data are available. The rankings range from 1(highest) to 5(lowest). After all markets are ranked based on percentage growth, numerical rankings are assigned as follows:

PERFORMANCE RANKINGS

PERFORMANCE RANKS-COUNTIES		PERFORMANCE RANKS-CITIES	
TOP 12	RANK 1 (HIGHEST)	TOP 95	RANK 1 (HIGHEST)
NEXT 12 RANK	RANK 2 (ABOVE AVERAGE)	NEXT 95	RANK 2 (ABOVE AVERAGE)
NEXT 12 RANK	RANK 3 (AVERAGE)	NEXT 95	RANK 3 (AVERAGE)
NEXT 12 RANK	RANK 4 (BELOW AVERAGE)	NEXT 95	RANK 4 (BELOW AVERAGE)
LOWEST 10	RANK 5 (LOWEST)	LOWEST 95	RANK 5 (LOWEST)

Retail Sales (Actual) - Presented for a ten-year time frame, for each type of retail store. Note that the last column provides compound annual growth rates for the past 5 years for each retail store category.

Retail Sales (Forecasts) - For each county and city retail

sector report, retail sales forecasts are prepared for the most recent year under review. These sales forecasts are not used to calculating the growth rates appearing in the far right column of each sales report, nor are they used in determining the various rankings used in the Survey.

Population Growth - The actual percentage growth in population in a city or county for the most recent five-year period.

Population Density - For each county, shows the number of people living in the area, per square mile. The figure is calculated by dividing the county's current year population by total square miles in the county. When used in a city report, it refers to the Population Density in that particular city.

Growth Rate - A calculation of the annual compound rate of growth of retail sales and retail outlets during the most recent five years in which actual data are available. Growth rate calculations do not include sales projections.

Sales Per Outlet - A measurement of the average sales volume of a retail outlet in the county or city. It is calculated by dividing sales data by the latest count of retail outlets in that market area. This measurement is quite helpful when comparing relative sizes of retail stores in two or more different market areas. It can also be an important measurement of competitive conditions within a particular market. Local markets with unusually high average outlet sales may be a signal that competitive pressures are weak, thereby allowing per store sales to rise above statewide norms.

Median Age - The median age of the county's population. When used in a city report, it refers to the Median Age in that specific city.

Household Size - The average number of people in each household in the county. When used in a city report, it refers to the Household Size in that specific city.

Population Rank - A ranking based on the most current total population of each county or city. County rankings range from 1 (highest) to 58 (lowest). City rankings range from 1 (highest) to 480 (lowest).

Population Trend Data - A statistical summary of county and city population data for the past eleven years.

Per Capita Income Trend Data - A statistical summary of county per capita income data for the past eleven years.

Per Capita Sales Growth - A calculation of the compound annual growth of total per capita retail sales over the past 5 years.

Per Capita Retail Sales Graph - A visual presentation of the dollar levels of per capita retail sales by nine major retail categories. Retail categories include apparel, general merchandise, grocery, restaurants/bars, furniture and appliances, building materials, the auto sector, and service stations.

Per Capita Retail Sales Data - Nine years of per capita retail sales are provided for each county and city for each of the 10 retail categories.

Sales Per Outlet Graph - By retail category, a graph showing average sales per outlet for six major retail categories, using most recent sales and outlets data. The retail categories include apparel, general merchandise, grocery, restaurants/bars, furniture & appliances, building materials, the auto sector and service stations.

Outlets Per 10,000 Population - Each county & city report includes information on the number of outlets per 10,000 of local population, and a comparison with the statewide norm. By comparing the number of outlets to the size of the local population, this measurement provides a valuable measurement of the degree of competition within the local market. Markets that have outlet levels significantly higher than the statewide norm can be characterized as having above-average levels of competition.

Conversely, markets that have outlet levels significantly lower than the statewide norm can be characterized as having below-average levels of competition.

Retail Outlets Data - For each of the 10 retail categories, a count of the actual number of retail outlets for 2015, and forecast data for 2016.

Per Outlet Sales Rank - A ranking of a county or city's sales per outlet. Rankings range from 1(highest) to 58(lowest) for counties. For cities, rankings range from 1 (highest) to 480 (lowest).

County Identifiers - Immediately following the name of each city in the top line of each city report is the name of the county in which that city is located.

Sales Per Household Table - For each major retail sector, this table measures the dollar retail sales per household. The table compares these data for the local market with comparable data representing the statewide norm. They are calculated by dividing 2016 sector retail sales in a market by the current number of households within that market. By comparing the statewide data to the local market data, Survey users can identify important local market imbalances that point to either strengths or weaknesses in the local market. For example, if the table shows that a local market's apparel sales per household are significantly lower than the state norm, it may indicate that the existing local apparel stores are not adequately serving the local population, and thereby encouraging these consumers to shop outside this local market.

Conversely, if apparel store sales per household are much higher than the state norm, it may indicate that the local market is attracting large numbers of shoppers from outside the immediate local market.

IV. Statistical Methods

Using what is believed to be the most timely, accurate and unbiased data available on retail trends, the California Retail Survey analyzes these data and publishes a number of rankings and indices that have proven to be important measurements of market performance. Due to their uniqueness and analytical importance, two of these deserve special attention. To insure that customers can fully understand the rationale and construction of these analytical techniques, each one is described below.

Growth Persistence Index - Growth can be measured in many ways, depending on the specific analytical objective. With this index, the objective is to identify those retail markets that have a consistent ability to grow faster than the state as a whole, based on year-by-year performance. Some markets show strong surges in retail sales growth in one or two years, followed by periods of below average growth

Conversely, other markets experience moderate (but still above average) growth year after year. When analyzing any specific retail market, Survey users will undoubtedly want to examine not only its ability to grow, but also the consistency of that growth. If a market is prone to wide and unpredictable swings in growth, a Survey user will want to be alerted to this fact. Using the past nine years growth rates for county/city markets and the statewide market, a calculation is made to determine the number of subsequent years in which a county, city, or retail sector market out-

performed the statewide growth rate. The result of these calculations is the basis for the Growth Persistence Index.

Therefore, a local market that has experienced sales growth above the statewide average for every one of the last nine years would be given a perfect score of 36. Conversely, a county with a score of 21 out of a possible perfect score of 36 would be calculated by dividing the actual score (21) by the highest possible score (36). The resulting Index becomes 58.3%.

Among California's 480 communities and 58 counties, it is extremely rare for a specific local market to out-perform the statewide average growth rate for nine years in a row, earning a Growth Persistence Index of 100%. From a practical standpoint, a local market that earns a Growth Persistence Index of 70% and above is performing extremely well, and is characterized as a "strong" market. Markets with Growth Persistence Index's between 60% and 69% are considered "above average", while markets with indexes ranging from 35% to 59% are characterized as "average".

Markets with an index between 20% and 34% are "below average", while markets with indexes below 20% are termed "weak" for this measurement. Using the following example, we can demonstrate the calculation of the index. In the following example, the Growth Persistence Index is 58.3 (21 divided by 36).

CALCULATION OF GROWTH PERSISTENCE INDEX

YEAR	STATEWIDE GROWTH RATE	COUNTY GROWTH RATE	NUMBER OF SUCCEEDING YEARS COUNTY GROWTH GREATER THAN STATE
2007	7.9%	7.6%	6
2008	0.3%	5.7%	5
2009	11.1%	12.9%	4
2010	11.8%	12.7%	3
2011	7.2%	10.4%	2
2012	4.4%	5.9%	1
2013	5.9%	5.0%	0
2014	8.2%	5.8%	0
2015	8.2%	10.0%	0
			Total = 21

Retail Sales & Outlet Forecasts - Using the statistical forecasting technique referred to as exponential smoothing, historical trends over the most recent ten-year period are evaluated using six computer forecasting models, and the resulting trend characteristics are then extrapolated into the future. In using the forecasts contained in the Survey, customers should keep in mind that forecasts are never

perfect. In the Survey, the forecasts rely upon historical trend characteristics. The Survey makes no attempt to predict future events that may have a significant impact on retail sales volume.

Each county and city report contains detailed one-year forecasts of retail sales and outlets for each retail category.

The forecast data are rounded, which may cause column data not to equal totals. These same forecasts are also

incorporated into each of the Retail Sector Reports.

V. Glossary of Terms

Apparel Store Group: This broad group includes outlets primarily engaged in the retail sale of new clothing and accessories. The women's apparel, men's apparel, family apparel, and shoes categories are included in this group.

Auto Dealers & Supplies: Includes New and Used Auto Dealers, plus Auto Supply & Parts retailers.

Building Material Group: This broad group is a combination of the following retailers: Lumber, plumbing goods, electrical goods, tools, hardware, & lawn & garden supplies, and related home improvement supplies.

City: An area that has officially been incorporated under the laws of California as a city. From time to time, city boundaries do change, causing some change in the amount of retail activity, and population credited to a particular city.

County: California has 58 counties, which are the primary political and administrative subdivisions of the state. County boundaries do not change.

Current Year: Refers to that year in which actual (as opposed to forecasted) sales and outlet data are available for a particular city or county market. For this issue of the Survey, the current year is 2015.

General Merchandise: This category includes larger scale retailers offering a broad range of consumer goods, including apparel for all ages, furniture and home furnishings, electric appliances, jewelry, personal-care products. Outlets included within this category would include department stores, limited price variety stores, and discount stores offering a wide range of durable and non-durable goods. It also includes drug stores retailing a wide range of consumer products.

Grocery Stores Group: Outlets included within this category include supermarkets and all other food stores.

Growth Rate: In city and county reports, growth rate

figures in the far right column refer to the compound annual rate of change over the last five years in which actual data are available. Growth rate calculations do not include the forecasted data for 2016.

Home Furniture & Appliance Group: This group includes outlets that offer household appliances, such as refrigerators, dishwashers, ovens, outlets specializing in fireplaces and woodburning stoves. These outlets may also offer repair services & sewing machines. Also included within this category are such retailers as furniture stores, floor covering stores, curtain and upholstery stores, lighting and lamp stores, and related to these merchandise.

N.A.: Data not available because the city had not yet been incorporated, or because publication of data may result in the release of confidential information on a specific retail firm, or for other reasons that make data unavailable.

Other Retail Stores: This broad group includes all those retailers that fall within one of several specialty store categories, such as Gift, Art Goods, Novelties, Sporting Goods, Florists, Photo Equipment and Supplies, Musical Instruments, Stationery and Books, Jewelry, Office and School Supplies, and Other Specialties.

Retail Sales: Sales include all retail transactions subject to California's sales tax. Sales that are not included in the Survey data are certain food for home consumption, and prescription medicines.

Retail Outlets: Any licensed business establishment that is engaged to some degree in the sale of goods at retail, either from a storefront location, or mail order. Individual store locations that are part of a multi-store chain are each counted as individual retail outlets.

Service Stations: Retailers primarily engaged in the sale of gasoline and/or diesel fuel are included in this category. These retailers also frequently sell related auto parts and offer repair service. They may also offer a limited line of packaged and prepared convenience food.

SECTION A

HIGHLIGHT SCREENS CITY & COUNTY MARKETS

COUNTY MARKET HIGHLIGHTS

GROWTH PERSISTENCE

TOP TEN		BOTTOM TEN	
1	SAN FRANCISCO	10	SHASTA
2	TRINITY	9	VENTURA
3	RIVERSIDE	8	MODOC
4	ALAMEDA	7	INYO
5	NAPA	6	IMPERIAL
6	PLACER	5	YUBA
7	SAN LUIS OBISPO	4	MONO
8	RIVERSIDE	3	SISKIYOU
9	SOLANO	2	SAN DIEGO
10	YOLO	1	MERCED

RELATIVE STRENGTH

TOP TEN		BOTTOM TEN	
1	TRINITY	10	MODOC
2	SAN FRANCISCO	9	INYO
3	PLACER	8	PLUMAS
4	ALAMEDA	7	MONO
5	SAN BENITO	6	MARIPOSA
6	RIVERSIDE	5	SIERRA
7	NAPA	4	YUBA
8	LASSEN	3	AMADOR
9	YOLO	2	LAKE
10	SOLANO	1	DEL NORTE

RETAIL SALES RANK

TOP TEN		BOTTOM TEN	
1	LOS ANGELES	10	ALPINE
2	ORANGE	9	SIERRA
3	SAN DIEGO	8	MODOC
4	SANTA CLARA	7	MARIPOSA
5	RIVERSIDE	6	TRINITY
6	SAN BERNARDINO	5	PLUMAS
7	ALAMEDA	4	MONO
8	SACRAMENTO	3	COLUSA
9	SAN FRANCISCO	2	DEL NORTE
10	CONTRA COSTA	1	GLENN

PER CAPITA SALES RANK

TOP TEN		BOTTOM TEN	
1	PLACER	10	SIERRA
2	SAN FRANCISCO	9	MARIPOSA
3	MARIN	8	MODOC
4	SAN MATEO	7	YUBA
5	NAPA	6	CALAVERAS
6	ORANGE	5	TRINITY
7	SAN LUIS OBISPO	4	PLUMAS
8	INYO	3	LAKE
9	SANTA CLARA	2	SAN BENITO
10	SONOMA	1	MADERA

PER CAPITA SALES GROWTH

TOP TEN		BOTTOM TEN	
1	TRINITY	10	MODOC
2	LASSEN	9	INYO
3	SAN FRANCISCO	8	PLUMAS
4	SAN BENITO	7	MONO
5	CALAVERAS	6	YUBA
6	ALPINE	5	IMPERIAL
7	NAPA	4	MARIPOSA
8	KINGS	3	MERCED
9	PLACER	2	SIERRA
10	SISKIYOU	1	AMADOR

SALES PER OUTLET

TOP TEN		BOTTOM TEN	
1	YOLO	10	SIERRA
2	SUTTER	9	PLUMAS
3	SAN MATEO	8	TRINITY
4	SANTA CLARA	7	MARIPOSA
5	SOLANO	6	MODOC
6	CONTRA COSTA	5	CALAVERAS
7	PLACER	4	ALPINE
8	STANISLAUS	3	SISKIYOU
9	SAN JOAQUIN	2	AMADOR
10	FRESNO	1	NEVADA

POPULATION SIZE

TOP TEN		BOTTOM TEN	
1	LOS ANGELES	10	ALPINE
2	SAN DIEGO	9	SIERRA
3	ORANGE	8	MODOC
4	RIVERSIDE	7	TRINITY
5	SAN BERNARDINO	6	MONO
6	SANTA CLARA	5	MARIPOSA
7	ALAMEDA	4	INYO
8	SACRAMENTO	3	PLUMAS
9	CONTRA COSTA	2	COLUSA
10	FRESNO	1	DEL NORTE

POPULATION GROWTH

TOP TEN		BOTTOM TEN	
1	SANTA CLARA	10	LASSEN
2	ALAMEDA	9	DEL NORTE
3	SAN FRANCISCO	8	MONO
4	YOLO	7	KINGS
5	SAN JOAQUIN	6	TRINITY
6	CONTRA COSTA	5	TUOLUMNE
7	PLACER	4	SISKIYOU
8	SAN MATEO	3	LAKE
9	IMPERIAL	2	PLUMAS
10	MERCED	1	NEVADA

Note: A market rank of #1 in Top Ten column represents the highest ranking. A market ranking of #10 in the Bottom Ten Column represents the lowest ranking.

CITY MARKET HIGHLIGHTS

GROWTH PERSISTENCE

RELATIVE STRENGTH

TOP TEN		BOTTOM TEN		TOP TEN		BOTTOM TEN	
1	PERRIS	10	POWAY	1	SHAFTER	10	LA HABRA HTS
2	SHAFTER	9	MERCED	2	AUBURN	9	MONTAGUE
3	MORGAN HILL	8	LA QUINTA	3	LIVERMORE	8	LA PALMA
4	SAN FRANCISCO	7	BANNING	4	WEED	7	BUENA PARK
5	DELANO	6	PICO RIVERA	5	COMMERCE	6	POINT ARENA
6	LIVERMORE	5	NORWALK	6	SIGNAL HILL	5	RANCHO PALOS V.
7	TRACY	4	MONTAUGE	7	GLENDALE	4	IRWINDALE
8	DAVIS	3	LA HABRA	8	COLFAX	3	MENLO PARK
9	ORANGE	2	IRWINDALE	9	SOUTH GATE	2	ALTURAS
10	PATTERSON	1	CHINO	10	ROCKLIN	1	TWENYNINE PALM

RETAIL SALES RANK

PER CAPITA SALES RANK

TOP TEN		BOTTOM TEN		TOP TEN		BOTTOM TEN	
1	LOS ANGELES	10	ROLLING HILLS	1	INDUSTRY	10	LA HABRA HTS
2	SAN DIEGO	9	TEHAMA	2	VERNON	9	MONTE SERENO
3	SAN FRANCISCO	8	MONTE SERENO	3	COLMA	8	ROLLING HILLS
4	SAN JOSE	7	LA HABRA HEIGHTS	4	SAND CITY	7	HILLSBOROUGH
5	FRESNO	6	BRADBURY	5	SIGNAL HILL	6	BELVEDERE
6	BAKERSFIELD	5	BELVEDERE	6	IRWINDALE	5	LOS ALTOS HILLS
7	ONTARIO	4	HIDDEN HILLS	7	COMMERCE	4	BRADBURY
8	SACRAMENTO	3	BLUE LAKE	8	BEVERLY HILLS	3	HIDDEN HILLS
9	RIVERSIDE	2	AMADOR	9	EMERYVILLE	2	TEHAMA
10	COSTA MESA	1	HILLSBOROUGH	10	CORTE MADERA	1	BLUE LAKE

PER CAPIA SALES GROWTH

SALES PER OUTLET

TOP TEN		BOTTOM TEN		TOP TEN		BOTTOM TEN	
1	TULELAKE	10	MONTE SERENO	1	COLMA	10	LA HABRA HTS
2	WEED	9	BELVEDERE	2	SHAFTER	9	ROLLING HILLS
3	BRADBURY	8	LA HABRA HEIGHTS	3	SIGNAL HILL	8	MONTE SERENO
4	SHAFTER	7	MONTAGUE	4	CERRITOS	7	HILLSBOROUGH
5	AUBURN	6	BUENA PARK	5	EAST PALO ALTO	6	BELVEDERE
6	COMMERCE	5	LA PALMA	6	SAND CITY	5	LOS ALTOS HILLS
7	LIVERMORE	4	RANCHO PALOS V.	7	COMMERCE	4	TEHAMA
8	COLMA	3	POINT ARENA	8	CORTE MADERA	3	HIDDEN HILLS
9	TEHACHAPI	2	MENLO PARK	9	DUBLIN	2	BRADBURY
10	GLENDALE	1	IRWINDALE	10	DINUBA	1	BLUE LAKE

POPULATION SIZE

POPULATION GROWTH

TOP TEN		BOTTOM TEN		TOP TEN		BOTTOM TEN	
1	LOS ANGELES	10	AMADOR	1	VERNON	10	AVENAL
2	SAN DIEGO	9	VERNON	2	SANTA CLARITA	9	SUSANVILLE
3	SAN JOSE	8	TRINIDAD	3	DUBLIN	8	COLMA
4	SAN FRANCISCO	7	SAND CITY	4	IMPERIAL	7	TEHACHAPI
5	FRESNO	6	TEHAMA	5	LATHROP	6	CRESCENT CITY
6	SACRAMENTO	5	INDUSTRY	6	BEAUMONT	5	COALINGA
7	LONG BEACH	4	POINT ARENA	7	IRVINE	4	WEED
8	OAKLAND	3	FORT JONES	8	LAKE ELSINORE	3	CORCORAN
9	BAKERSFIELD	2	ETNA	9	RIO VISTA	2	IONE
10	ANAHEIM	1	LOYALTON	10	OROVILLE	1	FORT JONES

Note: A market rank of #1 in Top Ten column represents the highest ranking. A market ranking of #10 in the Bottom Ten Column represents the lowest ranking.

SECTION B

CALIFORNIA COMPOSITE REPORT & COUNTIES REPORTS

CALIFORNIA

SALES REPORT & RANKINGS

PERFORMANCE RANK	GROWTH PERSISTENCE	RELATIVE STRENGTH	SALES RANK	PER CAPITA SALES RANK	STATE SALES%	PER CAPITA INCOME RANK	POPULATION GROWTH
N.A.	N.A.	1.00	N.A.	N.A.	100%	N.A.	0.96%

PER CAPITA SALES GROWTH	OUTLETS RANK	% STATEWIDE OUTLETS	POP. RANK	PER OUTLET SALES RANK	MEDIAN AGE	HOUSEHOLD SIZE	POPULATION DENSITY
4.8%	N.A.	100%	N.A.	N.A.	37	2.97	247

SALES PER OUTLET (\$000)

PER CAPITA RETAIL SALES

SALES PER HOUSEHOLD

APPAREL	\$2,699
GEN MERCH	\$4,316
GROCERY	\$1,857
REST & BAR	\$5,767
FURN & APPL	\$2,226
BUILD MATRL	\$2,379
AUTO	\$6,271
SERVICE STN	\$3,699
TOTAL	\$33,688

#HOUSEHOLDS 13,223,198

OUTLETS per 10K POP 181

RETAIL SALES (\$Millions)	06	07	08	09	10	11	12	13	14	15	16	AVG GROWTH
APPAREL STORES	19,829	20,856	22,120	23,018	24,543	26,465	28,971	31,289	33,069	34,584	35,690	7.1%
GENERAL MERCHANDISE	59,265	59,897	56,425	51,249	52,641	54,856	56,642	58,192	58,771	55,296	57,065	1.0%
GROCERY	21,864	22,461	21,504	19,629	19,763	20,372	21,042	21,613	22,373	23,791	24,552	3.8%
RESTAURANTS & BARS	49,229	51,659	52,051	49,922	51,282	54,756	59,037	62,776	67,865	73,890	76,254	7.6%
HOME FURN & APPLIANCES	17,383	16,721	17,199	21,530	22,158	23,253	24,682	25,411	26,558	28,519	29,432	5.2%
BUILDING MATERIALS	36,163	32,656	26,647	21,762	22,482	23,672	24,945	26,948	28,442	30,486	31,461	6.3%
AUTO DEALERS & SUPPLIES	76,753	70,780	54,540	44,488	47,356	53,304	61,548	67,986	73,232	80,347	82,918	11.2%
SERVICE STATIONS	43,580	47,085	52,015	39,078	45,226	55,210	58,006	56,861	55,733	47,398	48,914	0.9%
OTHER RETAIL STORES	64,999	64,910	54,816	40,540	41,326	43,632	46,500	51,364	53,793	57,342	59,177	6.8%
RETAIL SALES TOTAL	389,067	387,025	357,318	311,215	326,778	355,518	381,373	402,440	419,836	431,652	445,465	5.7%

PER CAPITA RETAIL SALES	08	09	10	11	12	13	14	15	16	OUTLETS 15	OUTLETS 16	SALES PER OUTLET
APPAREL STORES	\$600	\$621	\$659	\$707	\$769	\$824	\$862	\$889	\$909	86,970	87,579	\$397,651
GENERAL MERCHANDISE	\$1,531	\$1,382	\$1,414	\$1,466	\$1,504	\$1,532	\$1,532	\$1,421	\$1,454	33,756	33,992	\$1,638,105
GROCERY	\$583	\$529	\$531	\$544	\$559	\$569	\$583	\$611	\$625	27,899	28,094	\$852,761
RESTAURANTS & BARS	\$1,412	\$1,346	\$1,378	\$1,463	\$1,567	\$1,653	\$1,769	\$1,899	\$1,942	107,690	108,443	\$686,133
HOME FURN & APPLIANCES	\$467	\$581	\$595	\$621	\$655	\$669	\$692	\$733	\$750	48,198	48,536	\$591,714
BUILDING MATERIALS	\$723	\$587	\$604	\$632	\$662	\$709	\$742	\$784	\$801	12,025	12,109	\$2,535,184
AUTO DEALERS & SUPPLIES	\$1,480	\$1,200	\$1,272	\$1,424	\$1,634	\$1,790	\$1,909	\$2,065	\$2,112	36,153	36,406	\$2,222,405
SERVICE STATIONS	\$1,411	\$1,054	\$1,215	\$1,475	\$1,540	\$1,497	\$1,453	\$1,218	\$1,246	9,917	9,986	\$4,779,424
OTHER RETAIL STORES	\$1,487	\$1,093	\$1,110	\$1,166	\$1,234	\$1,352	\$1,402	\$1,474	\$1,507	341,020	343,408	\$168,150
PER CAPITA SALES TOTAL	\$9,695	\$8,394	\$8,779	\$9,499	\$10,124	\$10,595	\$10,945	\$11,094	\$11,348	703,628	708,553	\$613,466

COUNTY TREND (YR)	06	07	08	09	10	11	12	13	14	15	16	GROWTH
POPULATION	36,246,822	36,552,529	36,856,222	37,077,204	37,223,900	37,427,946	37,668,804	37,984,138	38,357,121	38,907,642	39,255,883	
PER CAPITA INCOME(\$)	\$42,334	\$43,692	\$44,162	\$42,224	\$43,315	\$45,820	\$48,312	\$48,471	\$50,988	\$53,741	\$56,110	4.4%
PER CAPITA SALES INDEX			100.0%	86.6%	90.5%	98.0%	104.4%	109.3%	112.9%	114.4%	117.0%	4.8%

Summary: During the past five years, statewide California retail sales have increased by 5.7% per year. Over this same five-yr period, the state's population has grown by 1.0% annually, while the state's per capita income has increased by 4.4% annually the five year period.

Per Outlet Sales for California amount to \$613,466, while average sales per household amount to \$33,688 annually. Note: Growth Rates in far right column are annual for period 2010-2015. Sales & outlet data for 2016 are forecasts and subject to future adjustment.

AMADOR COUNTY

RATING
(LOW) ★

SALES REPORT & RANKINGS

PERFORMANCE RANK	GROWTH PERSISTENCE	RELATIVE STRENGTH	SALES RANK	PER CAPITA SALES RANK	STATE SALES%	PER CAPITA INCOME RANK	POPULATION GROWTH
2	22.2%	0.90	45	40	0.07%	32	0.07%

PER CAPITA SALES GROWTH	OUTLETS RANK	% STATEWIDE OUTLETS	POP. RANK	PER OUTLET SALES RANK	MEDIAN AGE	HOUSEHOLD SIZE	POPULATION DENSITY
3.6%	44	0.14%	46	50	49	2.40	63

SALES PER OUTLET (\$000)

PER CAPITA RETAIL SALES

SALES PER HOUSEHOLD

	LOCAL MKT	CALIF NORM
APPAREL	\$404	\$2,699
GEN MERCH	\$3,126	\$4,316
GROCERY	\$2,303	\$1,746
REST & BAR	\$2,534	\$5,767
FURN & APPL	\$836	\$2,073
BUILD MATRL	\$3,347	\$2,379
AUTO	\$1,492	\$6,271
SERVICE STN	\$3,034	\$3,699
TOTAL	\$20,259	\$33,688

RETAIL SALES (\$000)	06	07	08	09	10	11	12	13	14	15	16	AVG GROWTH
APPAREL STORES	5,103	4,226	3,742	4,365	4,856	4,595	4,928	5,509	6,042	6,140	6,336	4.8%
GENERAL MERCHANDISE	61,326	60,402	58,045						13,749	47,489	49,009	N.A.
GROCERY	41,444	41,949	33,411	27,154	28,647	29,177	31,082	31,261	32,405	34,986	36,106	4.1%
RESTAURANTS & BARS	34,233	34,857	32,416	31,447	29,987	31,135	31,656	32,807	35,577	38,503	39,735	5.1%
HOME FURN & APPLIANCES	15,482	11,087	7,936	9,648	9,618	9,475	10,458	11,640	11,580	12,697	13,104	5.7%
BUILDING MATERIALS	62,434	62,037	47,822	44,549	42,873	44,715	41,326	44,304	46,409	50,854	52,482	3.5%
AUTO DEALERS & SUPPLIES	65,642	69,440	47,659	18,479	17,986	19,182	20,123	21,210	22,783	22,669	23,395	4.7%
SERVICE STATIONS	25,880	39,338	47,615	39,642	47,504	57,568	56,612	54,193	53,936	46,093	47,568	-0.6%
OTHER RETAIL STORES	47,896	49,925	38,220	81,174	78,527	80,174	81,834	89,275	75,819	48,367	49,915	-9.2%
RETAIL SALES TOTAL	359,440	373,261	316,866	256,458	259,998	276,022	278,018	290,201	298,301	307,800	317,649	3.4%

PER CAPITA RETAIL SALES	07	08	09	10	11	12	13	14	15	OUTLETS 15	OUTLETS 16	SALES PER OUTLET
APPAREL STORES	\$99	\$115	\$128	\$122	\$133	\$151	\$167	\$163	\$168	82	84	\$74,875
GENERAL MERCHANDISE	\$1,533	\$0	\$0	\$0	\$0	\$0	\$380	\$1,257	\$1,300	33	34	\$1,439,062
GROCERY	\$882	\$716	\$754	\$777	\$837	\$855	\$897	\$926	\$958	56	58	\$624,755
RESTAURANTS & BARS	\$856	\$830	\$789	\$829	\$853	\$897	\$984	\$1,020	\$1,054	116	118	\$331,924
HOME FURN & APPLIANCES	\$210	\$255	\$253	\$252	\$282	\$318	\$320	\$336	\$348	49	50	\$259,129
BUILDING MATERIALS	\$1,263	\$1,175	\$1,128	\$1,190	\$1,113	\$1,211	\$1,284	\$1,347	\$1,392	45	46	\$1,130,098
AUTO DEALERS & SUPPLIES	\$1,259	\$488	\$473	\$511	\$542	\$580	\$630	\$600	\$620	44	45	\$515,214
SERVICE STATIONS	\$1,258	\$1,046	\$1,250	\$1,532	\$1,525	\$1,481	\$1,492	\$1,221	\$1,262	22	23	\$2,095,127
OTHER RETAIL STORES	\$1,009	\$2,141	\$2,066	\$2,134	\$2,204	\$2,440	\$2,098	\$1,281	\$1,324	542	548	\$89,239
PER CAPITA SALES TOTAL	\$8,369	\$6,766	\$6,840	\$7,347	\$7,489	\$7,933	\$8,253	\$8,150	\$8,424	989	1,006	\$311,223

COUNTY TREND (YR)	06	07	08	09	10	11	12	13	14	15	16	GROWTH
POPULATION	37,964	38,085	37,864	37,905	38,011	37,571	37,123	36,581	36,143	37,765	37,707	
PER CAPITA INCOME(\$)	\$32,062	\$33,246	\$34,343	\$33,487	\$34,276	\$35,686	\$36,809	\$38,197	\$39,823	\$41,807	\$43,501	4.1%
PER CAPITA SALES INDEX			100.0%	80.8%	81.7%	87.8%	89.5%	94.8%	98.6%	97.4%	100.7%	3.6%

Summary: The Performance Rank of 2, measuring sales growth in the most recent year, is above average. Over the past 10 yrs, the Growth Persistence Index (22.2%) has been below average, while the 5 yr Relative Strength Ratio of 0.90 is below the state norm of 1.0. In total sales, the county's rank is 45, while the Per Capita Sales Rank is 40. Population Growth has averaged 0.07% over the past 5 yrs, compared to a statewide norm of 0.96%.

Per Outlet Sales Rank is 50, representing avg sales per outlet of \$311,223. Over the past 5 yrs, Per Capita Retail Sales have increased by 3.6% annually. Note: Growth Rates in far right column are annual for period 2010-2015. Sales & outlet data for 2016 are forecasts and subject to future adjustment.

SUTTER COUNTY

RATING
(AVG)



SALES REPORT & RANKINGS

PERFORMANCE RANK	GROWTH PERSISTENCE	RELATIVE STRENGTH	SALES RANK	PER CAPITA SALES RANK	STATE SALES%	PER CAPITA INCOME RANK	POPULATION GROWTH
1	44.4%	0.99	34	14	0.26%	37	0.56%

PER CAPITA SALES GROWTH	OUTLETS RANK	% STATEWIDE OUTLETS	POP. RANK	PER OUTLET SALES RANK	MEDIAN AGE	HOUSEHOLD SIZE	POPULATION DENSITY
5.0%	39	0.20%	37	2	36	3.06	160

SALES PER OUTLET (\$000)

PER CAPITA RETAIL SALES

\$SALES PER HOUSEHOLD

	LOCAL MKT	CALIF NORM
APPAREL	\$1,946	\$2,699
GEN MERCH	\$7,168	\$4,316
GROCERY	\$2,098	\$1,746
REST & BAR	\$3,776	\$5,767
FURN & APPL	\$954	\$2,073
BUILD MATRL	\$5,060	\$2,379
AUTO	\$8,885	\$6,271
SERVICE STN	\$3,300	\$3,699
TOTAL	\$37,206	\$33,688

#HOUSEHOLDS 31,753

OUTLETS per 10K POP 143 181

RETAIL SALES (\$000)	06	07	08	09	10	11	12	13	14	15	16	AVG GROWTH
APPAREL STORES	34,012	37,695	36,037	43,018	46,090	49,362	53,186	54,827	54,318	59,019	61,792	5.1%
GENERAL MERCHANDISE	219,626	212,346	212,111	194,627	207,981	219,534	219,611	222,728	221,132	217,398	227,616	0.9%
GROCERY	79,173	76,655	67,070	54,916	56,291	56,463	60,137	60,868	63,122	63,618	66,608	2.5%
RESTAURANTS & BARS	84,464	84,298	86,408	86,450	86,594	88,451	92,874	97,715	104,478	114,501	119,883	5.7%
HOME FURN & APPLIANCES	31,849	31,011	28,578	53,648	29,609	30,464	29,927	27,339	19,119	28,920	30,280	-0.5%
BUILDING MATERIALS	218,299	119,975	98,618	115,990	117,355	118,465	118,706	131,903	133,564	153,460	160,673	5.5%
AUTO DEALERS & SUPPLIES	183,830	197,637	150,597	120,281	124,451	135,627	148,569	168,608	205,611	269,462	282,126	16.7%
SERVICE STATIONS	96,440	105,645	124,366	97,372	108,395	138,164	136,353	142,806	130,037	100,078	104,782	-1.6%
OTHER RETAIL STORES	161,730	221,783	158,678	88,522	86,781	92,175	95,421	100,805	118,241	121,889	127,617	7.0%
RETAIL SALES TOTAL	1,109,423	1,087,045	962,463	854,824	863,546	928,704	954,784	1,007,599	1,049,623	1,128,345	1,181,377	5.5%

PER CAPITA RETAIL SALES	07	08	09	10	11	12	13	14	15	OUTLETS 15	OUTLETS 16	SALES PER OUTLET
APPAREL STORES	\$386	\$456	\$486	\$522	\$559	\$575	\$567	\$609	\$635	157	160	\$375,914
GENERAL MERCHANDISE	\$2,269	\$2,062	\$2,195	\$2,320	\$2,309	\$2,337	\$2,310	\$2,242	\$2,339	31	32	\$7,012,833
GROCERY	\$718	\$582	\$594	\$597	\$632	\$639	\$659	\$656	\$685	87	89	\$731,242
RESTAURANTS & BARS	\$924	\$916	\$914	\$935	\$976	\$1,025	\$1,091	\$1,181	\$1,232	206	209	\$555,832
HOME FURN & APPLIANCES	\$306	\$568	\$312	\$322	\$315	\$287	\$200	\$298	\$311	76	78	\$380,530
BUILDING MATERIALS	\$1,055	\$1,229	\$1,238	\$1,252	\$1,248	\$1,384	\$1,395	\$1,583	\$1,651	60	62	\$2,557,674
AUTO DEALERS & SUPPLIES	\$1,611	\$1,275	\$1,313	\$1,433	\$1,562	\$1,769	\$2,148	\$2,779	\$2,899	125	127	\$2,155,692
SERVICE STATIONS	\$1,331	\$1,032	\$1,144	\$1,460	\$1,434	\$1,498	\$1,358	\$1,032	\$1,077	41	42	\$2,440,928
OTHER RETAIL STORES	\$1,698	\$938	\$916	\$974	\$1,003	\$1,058	\$1,235	\$1,257	\$1,311	600	607	\$203,148
PER CAPITA SALES TOTAL	\$10,298	\$9,058	\$9,113	\$9,815	\$10,038	\$10,573	\$10,963	\$11,639	\$12,141	1,383	1,406	\$815,867

COUNTY TREND (YR)	06	07	08	09	10	11	12	13	14	15	16	GROWTH
POPULATION	90,628	92,502	93,465	94,372	94,765	94,620	95,119	95,302	95,739	96,948	97,308	
PER CAPITA INCOME(\$)	\$31,153	\$32,790	\$34,438	\$34,958	\$34,629	\$35,894	\$35,789	\$37,310	\$38,187	\$40,514	\$41,806	3.2%
PER CAPITA SALES INDEX			100.0%	88.0%	88.5%	95.3%	97.5%	102.7%	106.5%	113.0%	117.9%	5.0%

Summary: The Performance Rank of 1, measuring sales growth in the most recent year, is high. Over the past 10 yrs, the Growth Persistence Index (44.4%) has been average, while the 5 yr Relative Strength Ratio of 0.99 is below the state norm of 1.0. In total sales, the county's rank is 34, while the Per Capita Sales Rank is 14. Population Growth has averaged 0.56% over the past 5 yrs, compared to a statewide norm of 0.96%.

Per Outlet Sales Rank is 2, representing avg sales per outlet of \$815,867. Over the past 5 yrs, Per Capita Retail Sales have increased by 5.0% annually. Note: Growth Rates in far right column are annual for period 2010-2015. Sales & outlet data for 2016 are forecasts and subject to future adjustment.

SECTION C

CITIES REPORTS

AGOURA HILLS (LOS ANGELES)

RATING
(AVG)



SALES REPORT & RANKINGS

PERFORMANCE RANK	GROWTH PERSISTENCE	RELATIVE STRENGTH	SALES RANK	PER CAPITA SALES RANK	STATE SALES%	PER CAPITA INCOME RANK	POPULATION GROWTH
5	47.2%	0.94	253	161	0.07%	16	0.81%

PER CAPITA SALES GROWTH	OUTLETS RANK	% STATEWIDE OUTLETS	POP. RANK	PER OUTLET SALES RANK	MEDIAN AGE	HOUSEHOLD SIZE	POPULATION DENSITY
3.8%	240	0.08%	292	271	42	2.83	2,651

SALES PER OUTLET (\$000)

PER CAPITA RETAIL SALES

\$SALES PER HOUSEHOLD

APPAREL	\$412	\$2,699
GEN MRCH	\$75	\$4,316
GROCERY	\$2,887	\$1,746
REST & BAR	\$8,979	\$5,767
FURN & APPL	\$8,770	\$2,073
BUILD MATRL	\$2,464	\$2,379
AUTO	\$411	\$6,271
SERVICE STN	\$10,292	\$3,699
TOTAL	\$38,644	\$33,688

#HOUSEHOLDS 7,506

OUTLETS PER 10K POP 267 181

RETAIL SALES (\$000)	06	07	08	09	10	11	12	13	14	15	16	AVG GROWTH
APPAREL STORES	2,886	5,252	4,375	3,649	3,521	3,437	3,751	3,225	5,480	2,997	3,093	-3.2%
GENERAL MERCHANDISE	8,684	8,069	8,185	145	209	176	25	751	667	542	559	21.0%
GROCERY	19,707	20,138	15,903	13,676	14,750	16,916	18,056	18,918	19,813	20,994	21,666	7.3%
RESTAURANTS & BARS	54,313	55,125	52,741	47,525	48,035	50,921	56,886	57,397	61,449	65,303	67,393	6.3%
HOME FURN & APPLIANCE	58,853	57,685	46,940	40,655	46,585	50,054	48,956	55,318	62,279	63,785	65,826	6.5%
BUILD MATERIALS	19,073	18,943	17,735	18,805	16,968	17,417	16,808	17,808	17,144	17,920	18,493	1.1%
AUTO DEALERS & SUPPLY	3,197	3,043	712	2,773	2,895	2,804	2,863	2,715	2,578	2,987	3,082	0.6%
SERVICE STATIONS	58,064	59,461	70,356	60,292	65,743	78,649	89,594	87,923	86,673	74,854	77,249	2.6%
OTHER RETAIL STORES	32,470	31,272	35,363	29,997	26,548	27,041	28,620	29,097	37,937	31,673	32,686	3.6%
RETAIL SALES TOTAL	257,247	258,988	252,310	217,517	225,254	247,414	265,558	273,152	294,020	281,054	290,048	4.5%

PER CAPITA RETAIL SALES	08	09	10	11	12	13	14	15	16	OUTLETS 15	OUTLETS 16	SALES PER OUTLET
APPAREL STORES	\$211	\$177	\$173	\$169	\$184	\$157	\$266	\$142	\$146	77	79	\$38,921
GENERAL MERCHANDISE	\$394	\$7	\$10	\$9	\$1	\$37	\$32	\$26	\$26	21	22	\$25,802
GROCERY	\$766	\$665	\$725	\$830	\$884	\$922	\$960	\$996	\$1,021	20	21	\$1,049,705
RESTAURANTS & BARS	\$2,539	\$2,311	\$2,361	\$2,500	\$2,785	\$2,796	\$2,978	\$3,100	\$3,177	73	75	\$894,564
HOME FURN & APPLIANCE	\$2,260	\$1,976	\$2,290	\$2,457	\$2,397	\$2,695	\$3,018	\$3,028	\$3,103	62	64	\$1,028,783
BUILD MATERIALS	\$854	\$914	\$834	\$855	\$823	\$867	\$831	\$851	\$872	16	17	\$1,119,979
AUTO DEALERS & SUPPLY	\$34	\$135	\$142	\$138	\$140	\$132	\$125	\$142	\$145	14	15	\$213,346
SERVICE STATIONS	\$3,387	\$2,931	\$3,232	\$3,861	\$4,387	\$4,283	\$4,200	\$3,553	\$3,642	14	15	\$5,346,715
OTHER RETAIL STORES	\$1,703	\$1,458	\$1,305	\$1,327	\$1,401	\$1,417	\$1,838	\$1,503	\$1,541	266	270	\$119,071
TOTAL	\$12,148	\$10,575	\$11,073	\$12,145	\$13,002	\$13,306	\$14,249	\$13,340	\$13,674	563	578	\$499,208

CITY TREND (YR)	06	07	08	09	10	11	12	13	14	15	16	GROWTH
POPULATION	21,292	20,995	20,770	20,569	20,342	20,371	20,424	20,528	20,635	21,068	21,211	
PER CAPITA SALES INDEX			100.0%	87.1%	91.2%	100.0%	107.0%	109.5%	117.3%	109.8%	112.6%	3.8%

Summary: The Performance Rank of 5, measuring sales growth in the most recent year, is low. Over the past 10 yrs, the Growth Persistence Index (47.2%) has been average, while the 5 yr Relative Strength Ratio of 0.94 is below the state norm of 1.0. In total sales, the city's rank is 253, while the Per Capita Sales Rank is 161. Population Growth has averaged 0.81% over the past 5 yrs, compared to statewide norm of 0.96%.

Per Outlet Sales Rank is 271, representing avg sales per outlet of \$499,208. Over the past 5 yrs, Per Capita Retail Sales have increased by 3.8% annually. Note: Growth Rates in far right column are annual for period 2010-2015. Sales & outlet data for 2016 are forecasts and subject to future adjustment.

ALAMEDA CITY (ALAMEDA)

RATING
(HIGH)

SALES REPORT & RANKINGS

PERFORMANCE RANK	GROWTH PERSISTENCE	RELATIVE STRENGTH	SALES RANK	PER CAPITA SALES RANK	STATE SALES%	PER CAPITA INCOME RANK	POPULATION GROWTH
1	61.1%	1.23	171	308	0.14%	7	1.37%

PER CAPITA SALES GROWTH	OUTLETS RANK	% STATEWIDE OUTLETS	POP. RANK	PER OUTLET SALES RANK	MEDIAN AGE	HOUSEHOLD SIZE	POPULATION DENSITY
9.0%	60	0.30%	104	393	41	2.48	5,285

SALES PER OUTLET (\$000)

Category	Sales (\$000)
APPAREL	\$195
GEN MRCH	\$1,294
GROCERY	\$864
REST-BAR	\$550
FURN & APPL	\$457
BLD MATL	\$711
AUTO	\$401
SERVICE STN	\$5,423
OTHER	\$90
TOTAL	\$290

PER CAPITA RETAIL SALES

Category	Per Capita (\$)
APPAREL	\$527
GEN MRCH	\$716
GROCERY	\$979
REST-BAR	\$1,960
FURN & APPL	\$765
BLD MATL	\$293
AUTO	\$295
SERVICE STN	\$838
OTHER	\$1,446

\$SALES PER HOUSEHOLD

Category	Local Mkt	Calif Norm
APPAREL	\$1,355	\$2,699
GEN MERCH	\$1,842	\$4,316
GROCERY	\$2,516	\$1,746
REST & BAR	\$5,040	\$5,767
FURN & APPL	\$1,968	\$2,073
BUILD MATRL	\$753	\$2,379
AUTO	\$757	\$6,271
SERVICE STN	\$2,155	\$3,699
TOTAL	\$20,104	\$33,688

#HOUSEHOLDS 31,928

OUTLETS PER 10K POP 269 (Local Mkt), 181 (Calif Norm)

RETAIL SALES (\$000)	06	07	08	09	10	11	12	13	14	15	16	AVG GROWTH
APPAREL STORES	9,280	16,322	21,912	23,486	28,674	32,943	35,291	38,100	39,619	40,917	43,249	7.4%
GENERAL MERCHANDISE	49,656	47,872	38,178						46,946	55,635	58,807	N.A.
GROCERY	41,176	49,923	54,969	57,408	58,256	63,843	66,330	69,200	71,530	76,003	80,335	5.5%
RESTAURANTS & BARS	81,524	85,193	91,746	89,218	93,017	99,828	111,123	121,462	134,237	152,239	160,917	10.4%
HOME FURN & APPLIANCE	32,670	42,160	47,436	22,772	14,014	15,645	14,974	14,798	13,955	59,439	62,827	33.5%
BUILD MATERIALS	18,733	19,557	20,035	15,594	16,685	17,943	17,720	19,028	21,973	22,743	24,040	6.4%
AUTO DEALERS & SUPPLY	74,345	95,109	67,190	22,469	25,647	18,916	19,464	20,247	22,925	22,874	24,178	-2.3%
SERVICE STATIONS	47,735	47,803	53,394	44,175	52,226	69,631	77,426	77,956	71,840	65,080	68,790	4.5%
OTHER RETAIL STORES	84,013	54,661	52,648	83,958	85,963	88,075	93,759	106,324	94,746	112,322	118,724	5.5%
RETAIL SALES TOTAL	439,132	458,600	447,508	359,079	374,483	406,824	436,087	467,115	517,771	607,253	641,867	10.2%

PER CAPITA RETAIL SALES	08	09	10	11	12	13	14	15	16	OUTLETS 15	OUTLETS 16	SALES PER OUTLET
APPAREL STORES	\$302	\$321	\$388	\$445	\$473	\$507	\$522	\$527	\$546	210	213	\$194,843
GENERAL MERCHANDISE	\$526	\$0	\$0	\$0	\$0	\$0	\$618	\$716	\$742	43	44	\$1,293,844
GROCERY	\$757	\$785	\$789	\$862	\$890	\$920	\$942	\$979	\$1,013	88	90	\$863,672
RESTAURANTS & BARS	\$1,264	\$1,219	\$1,260	\$1,348	\$1,491	\$1,615	\$1,767	\$1,960	\$2,030	277	281	\$549,599
HOME FURN & APPLIANCE	\$653	\$311	\$190	\$211	\$201	\$197	\$184	\$765	\$793	130	132	\$457,225
BUILD MATERIALS	\$276	\$213	\$226	\$242	\$238	\$253	\$289	\$293	\$303	32	33	\$710,729
AUTO DEALERS & SUPPLY	\$926	\$307	\$347	\$255	\$261	\$269	\$302	\$295	\$305	57	59	\$401,302
SERVICE STATIONS	\$735	\$604	\$707	\$940	\$1,039	\$1,037	\$946	\$838	\$868	12	13	\$5,423,371
OTHER RETAIL STORES	\$725	\$1,147	\$1,164	\$1,189	\$1,258	\$1,414	\$1,247	\$1,446	\$1,498	1,243	1,256	\$90,364
TOTAL	\$6,164	\$4,908	\$5,072	\$5,494	\$5,850	\$6,212	\$6,816	\$7,820	\$8,097	2,092	2,121	\$290,274

CITY TREND (YR)	06	07	08	09	10	11	12	13	14	15	16	GROWTH
POPULATION	71,558	72,031	72,598	73,166	73,835	74,052	74,544	75,197	75,961	77,657	79,277	
PER CAPITA SALES INDEX			100.0%	79.6%	82.3%	89.1%	94.9%	100.8%	110.6%	126.9%	131.3%	9.0%

Summary: The Performance Rank of 1, measuring sales growth in the most recent year, is high. Over the past 10 yrs, the Growth Persistence Index (61.1%) has been above average, while the 5 yr Relative Strength Ratio of 1.23 is above the state norm of 1.0. In total sales, the city's rank is 171, while the Per Capita Sales Rank is 308. Population Growth has averaged 1.37% over the past 5 yrs, compared to statewide norm of 0.96%.

Per Outlet Sales Rank is 393, representing avg sales per outlet of \$290,274. Over the past 5 yrs, Per Capita Retail Sales have increased by 9.0% annually. Note: Growth Rates in far right column are annual for period 2010-2015. Sales & outlet data for 2016 are forecasts and subject to future adjustment.

SECTION F

SUMMARY All CITIES RETAIL SALES

ALL CITIES RETAIL SALES SUMMARY

TOTAL RETAIL SALES (\$000)

									2010-15		
									AVG	OUTLETS	POP.
CITY	COUNTY	2009	2010	2011	2012	2013	2014	2015	GROWTH	2015	2016
ADELANTO	SAN BERNARDINO	37,292	38,223	42,053	45,518	47,308	48,492	49,302	5.2%	190	33,497
AGOURA HILLS	LOS ANGELES	217,517	225,254	247,414	265,558	273,152	294,020	281,054	4.5%	563	21,211
ALAMEDA	ALAMEDA	359,079	374,483	406,824	436,087	467,115	517,771	607,253	10.2%	2,092	79,277
ALBANY	ALAMEDA	155,606	160,312	155,809	163,050	169,111	172,387	178,466	2.2%	327	18,893
ALHAMBRA	LOS ANGELES	902,113	932,504	980,850	1,091,585	1,163,598	1,195,854	1,204,156	5.2%	1,204	86,782
ALISO VIEJO	ORANGE	301,240	316,960	329,124	346,071	355,302	357,040	351,425	2.1%	653	50,509
ALTURAS	MODOC	30,186	33,212	33,539	30,755	31,404	31,701	31,469	-1.1%	90	2,684
AMADOR	AMADOR	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1,018	N.A.	25	190
AMERICAN CANYON	NAPA	140,831	148,377	155,573	166,297	169,254	179,278	176,939	3.6%	231	20,374
ANAHEIM	ORANGE	2,552,807	2,670,147	2,968,543	3,162,872	3,282,770	3,392,709	3,528,834	5.7%	5,941	358,136
ANDERSON	SHASTA	151,628	151,916	159,941	171,845	175,546	178,829	185,333	4.1%	657	10,485
ANGELES CAMP	CALAVERAS	47,746	48,811	51,349	57,578	58,710	58,328	59,475	4.0%	155	4,045
ANTIOCH	CONTRA COSTA	723,147	723,459	790,153	828,624	852,576	877,639	865,191	3.6%	1,035	112,968
APPLE VALLEY	SAN BERNARDINO	404,042	420,451	442,690	448,493	452,184	464,171	469,676	2.2%	859	74,656
ARCADIA	LOS ANGELES	665,894	680,048	724,895	749,959	794,736	836,305	830,893	4.1%	1,573	57,050
ARCATA	HUMBOLDT	128,664	133,621	146,874	153,909	155,747	168,005	177,207	5.8%	581	18,169
ARROYO GRANDE	SAN LUIS OBISPO	228,139	231,841	248,691	261,764	275,086	282,352	287,987	4.4%	489	17,731
ARTESIA	LOS ANGELES	130,588	136,852	146,722	155,792	165,174	170,579	181,112	5.8%	427	16,883
ARVIN	KERN	26,692	28,512	32,538	34,765	34,718	35,819	36,988	5.3%	116	20,978
ATASCADERO	SAN LUIS OBISPO	218,531	222,361	242,892	253,960	266,282	271,155	284,056	5.0%	605	30,879
ATHERTON	SAN MATEO	3,543	5,116	N.A.	3,534	6,861	N.A.	6,010	3.3%	97	7,150
ATWATER	MERCED	143,788	157,955	188,919	196,486	197,650	202,694	211,612	6.0%	330	30,061
AUBURN	PLACER	239,953	273,154	342,004	397,131	418,474	460,574	549,480	15.0%	736	14,070
AVALON	LOS ANGELES	49,815	50,880	56,620	63,905	66,181	73,005	77,600	8.8%	180	3,678
AVENAL	KINGS	15,278	14,979	17,040	18,965	19,928	20,232	19,729	5.7%	62	12,373
AZUSA	LOS ANGELES	273,217	291,830	331,797	358,371	369,992	376,369	338,455	3.0%	601	49,485
BAKERSFIELD	KERN	3,491,649	3,644,874	4,123,995	4,492,248	4,605,514	4,769,786	4,711,732	5.3%	6,437	379,110
BALDWIN PARK	LOS ANGELES	378,196	377,241	406,664	412,363	409,864	427,240	435,215	2.9%	722	74,738
BANNING	RIVERSIDE	130,173	133,218	143,230	146,600	154,595	158,551	162,253	4.0%	348	30,834
BARSTOW	SAN BERNARDINO	482,796	536,145	588,010	629,086	636,295	658,781	630,228	3.3%	402	24,360
BEAUMONT	RIVERSIDE	240,971	266,841	290,724	307,002	322,102	336,528	347,301	5.4%	1,005	45,118
BELL	LOS ANGELES	125,798	116,747	119,590	122,551	128,663	133,670	143,368	4.2%	391	36,716
BELL GARDENS	LOS ANGELES	156,437	168,271	185,318	196,893	204,711	212,088	217,749	5.3%	378	42,952
BELLFLOWER	LOS ANGELES	281,292	315,663	354,145	387,010	387,218	403,914	429,781	6.4%	872	76,363
BELMONT	SAN MATEO	153,099	165,027	174,554	185,544	194,810	205,773	211,911	5.1%	330	27,834
BELVEDERE	MARIN	1,328	877	3,622	N.A.	209	218	453	-12.4%	30	2,162
BENICIA	SOLANO	171,468	179,328	187,676	184,433	180,580	189,894	184,551	0.6%	662	27,501
BERKELEY	ALAMEDA	948,865	970,121	1,016,307	1,069,598	1,093,841	1,152,936	1,191,661	4.2%	3,000	119,915
BEVERLY HILLS	LOS ANGELES	1,501,527	1,613,133	1,741,603	1,932,085	2,146,548	2,335,760	2,433,164	8.6%	2,001	34,763
BIG BEAR LAKE	SAN BERNARDINO	138,329	140,117	147,965	153,083	165,877	167,453	173,839	4.4%	478	4,905
BIGGS	BUTTE	1,391	1,291	1,448	1,318	N.A.	N.A.	1,699	5.6%	9	1,899
BISHOP	INYO	129,017	133,697	138,242	135,151	136,146	136,462	133,655	0.0%	282	3,971
BLUE LAKE	HUMBOLDT	699	564	597	500	763	754	867	9.0%	22	1,287
BLYTHE	RIVERSIDE	121,655	122,611	126,564	134,873	143,348	137,585	138,103	2.4%	170	19,813
BRADBURY	LOS ANGELES	117	148	N.A.	N.A.	N.A.	N.A.	336	17.8%	13	1,123
BRAWLEY	IMPERIAL	93,724	107,311	115,458	118,007	123,278	118,597	135,068	4.7%	181	26,566
BREA	ORANGE	988,327	1,068,647	1,126,594	1,166,290	1,218,754	1,227,480	1,253,706	3.2%	1,504	43,710
BRENTWOOD	CONTRA COSTA	388,890	412,174	447,217	480,372	502,369	524,117	558,557	6.3%	746	58,784
BRISBANE	SAN MATEO	54,918	69,846	80,245	83,123	94,406	102,803	112,191	9.9%	94	4,699
BUELLTON	SANTA BARBARA	107,672	110,477	122,502	128,336	138,243	140,845	147,928	6.0%	163	4,957
BUENA PARK	ORANGE	1,411,196	1,561,429	1,689,232	1,847,009	1,980,387	1,811,748	1,345,823	-2.9%	1,366	83,347
BURBANK	LOS ANGELES	1,859,733	1,931,854	2,018,393	2,030,869	2,049,260	2,118,051	2,120,371	1.9%	2,492	105,110
BURLINGAME	SAN MATEO	468,778	508,276	543,693	595,829	647,395	708,760	760,632	8.4%	908	29,724
CALABASAS	LOS ANGELES	278,857	294,352	311,660	311,548	324,389	339,757	330,663	2.4%	567	24,263
CALEXICO	IMPERIAL	301,824	307,762	320,653	315,968	340,794	386,312	376,490	4.1%	1,102	40,211
CALIFORNIA CITY	KERN	23,321	24,173	26,166	28,850	32,016	31,431	30,481	4.7%	115	13,992
CALIMESA	RIVERSIDE	43,593	45,792	53,362	56,365	56,866	58,599	57,594	4.7%	140	8,289
CALIPATRIA	IMPERIAL	6,858	6,636	7,313	7,199	56,508	7,506	7,144	1.5%	19	7,468
CALISTOGA	NAPA	45,095	46,981	52,894	54,114	7,039	59,134	60,320	5.1%	193	5,180
CAMARILLO	VENTURA	810,794	901,152	989,854	1,028,065	1,077,600	1,089,098	1,078,884	3.7%	1,264	69,924
CAMPBELL	SANTA CLARA	550,727	568,773	632,091	674,188	713,441	721,439	724,863	5.0%	958	42,584
CANYON LAKE	RIVERSIDE	8,471	9,872	11,288	14,189	14,838	13,511	15,260	9.1%	175	10,681
CAPITOLA	SANTA CRUZ	321,708	333,922	346,383	377,558	404,820	410,397	414,699	4.4%	487	10,150
CARLSBAD	SAN DIEGO	1,530,027	1,623,453	1,785,316	1,941,876	2,047,743	2,140,010	2,137,279	5.7%	2,531	112,930
CARMEL	MONTEREY	138,698	148,153	160,654	169,527	177,637	185,324	193,736	5.5%	449	3,833
CARPINTERIA	SANTA BARBARA	97,284	101,128	117,632	125,623	129,053	124,694	124,788	4.3%	359	13,928
CARSON	LOS ANGELES	929,729	1,008,859	1,155,034	1,288,688	1,405,733	1,310,850	1,401,134	6.8%	1,322	93,993
CATHEDRAL CITY	RIVERSIDE	453,476	482,281	528,345	560,758	618,342	653,549	701,194	7.8%	708	54,261
CERES	STANISLAUS	302,643	310,789	324,281	344,766	349,443	354,011	354,161	2.6%	605	47,166