

News

- **Real gross domestic product (GDP)** increased at an annual rate of 2.9% in the fourth quarter of 2017, according to the "third" estimate released by the Bureau of Economic Analysis. In the third quarter, real GDP increased 3.2%. (BEA)
- **Holiday 2017 Retail Sales Between November 1 and December 24:** Up 4.9% for 2017, setting a record for dollars spent. This is the largest year-over-year increase since 2011. Online shopping also saw large gains of 18.1% compared to 2016. (Mastercard)
- **Unemployment (California and the US):** Rate fell to 4.3% in December. The U.S. rate held at 4.1% in December and remained 4.1% in January 2018.
- **Retail Sales and Use Tax for January:** \$43 million below the month's forecast of \$2.790 billion - a decrease of 1.5%. January receipts includes the final payment for fourth quarter sales, which was due on January 31. Year-to-date sales tax revenues are \$35 million below forecast. (DOF)

Top 25 Sales Tax Generators

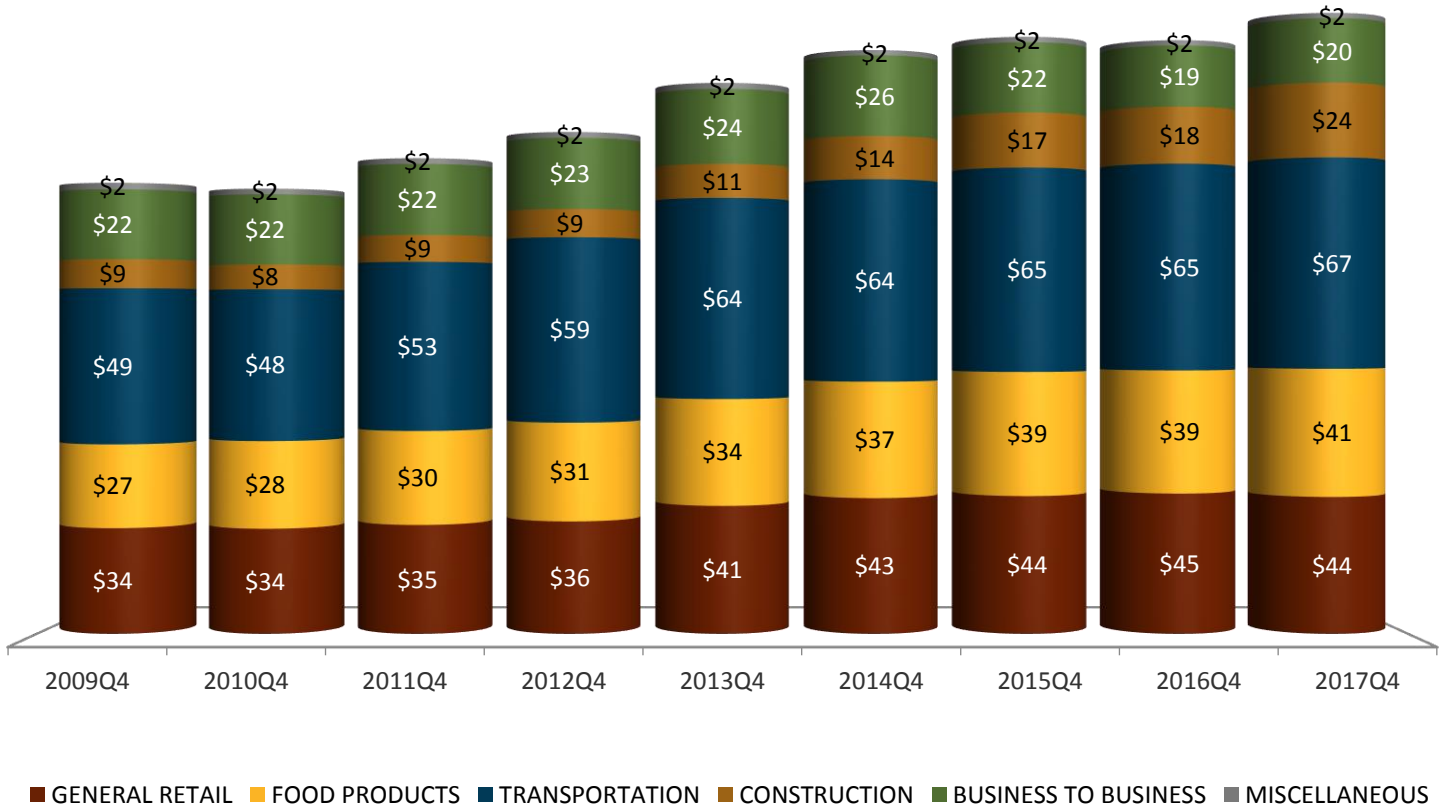
7-ELEVEN FOOD STORES	HANSEL TOYOTA & RV	SAVE MART SUPERMARKETS
AUTO WORLD DODGE/CHRYSLER/JEEP	HENRY CURTIS FORD & MERCURY	SHELL SERVICE STATIONS
CALMAT COMPANY	HYUNDAI OF PETALUMA	TARGET STORES
CHEVRON SERVICE STATIONS	KOHL'S DEPARTMENT STORES	TJ MAXX
CVS/PHARMACY	LAGUNITA'S BREWING COMPANY	UNION 76 SERVICE STATIONS
EXXON SERVICE STATIONS	NIKE FACTORY STORE	USA SERVICE STATIONS
FISHMAN SUPPLY COMPANY	NORTH BAY NISSAN	VICTORY CHEV/CADILLAC/OLDS/GEO
FRIEDMAN'S HOME IMPROVEMENT	SAFEWAY STORES	WHOLE FOODS MARKET
HANSEL HONDA		

Business Activity

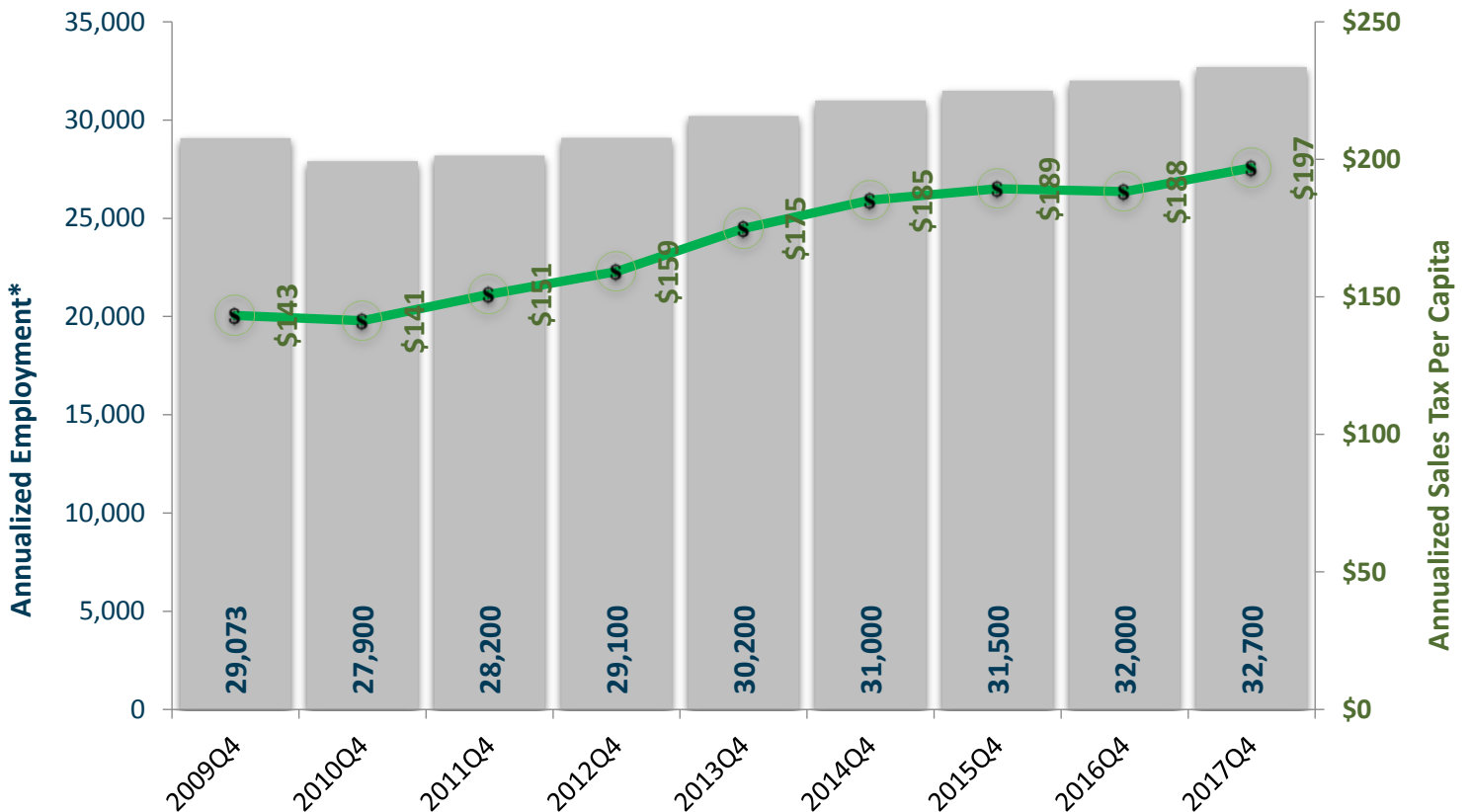
	Quarter over Quarter			Year over Year		
	Petaluma	S.F. Bay Area	Statewide	Petaluma	S.F. Bay Area	Statewide
TOTAL	7.5%	3.4%	3.5%	5.4%	2.2%	3.1%
GENERAL RETAIL	0.6%	-0.8%	1.1%	-1.7%	-0.8%	1.1%
FOOD PRODUCTS	3.6%	2.0%	3.0%	4.9%	2.7%	3.6%
TRANSPORTATION	2.3%	8.6%	4.7%	3.0%	6.3%	4.3%
CONSTRUCTION	30.7%	5.8%	7.9%	32.2%	5.0%	4.8%
BUSINESS TO BUSINESS	36.7%	6.5%	5.3%	6.2%	0.9%	3.5%
Auto Sales - New	0.2%	8.5%	2.7%	3.3%	5.6%	2.7%
Restaurants	5.1%	2.2%	3.5%	5.9%	2.6%	4.0%
Service Stations	17.4%	12.5%	11.0%	10.6%	10.5%	9.3%
Apparel Stores	-2.5%	-2.5%	-0.5%	-2.9%	-2.3%	-0.1%
Food Markets	10.4%	2.1%	1.4%	5.5%	2.6%	2.2%
Bldg.Matls-Whsle	53.4%	7.3%	11.1%	65.1%	4.8%	4.5%
Bldg.Matls-Retail	15.7%	4.1%	4.2%	9.3%	5.2%	5.1%
Miscellaneous Retail	-0.8%	-2.1%	-0.0%	-1.4%	-1.4%	0.3%
Department Stores	18.7%	2.5%	3.0%	6.4%	1.6%	2.4%
Light Industry	2.5%	-4.9%	1.9%	-0.6%	-10.7%	1.6%
Auto Parts/Repair	-3.6%	5.4%	-0.5%	0.9%	1.1%	-0.2%
Leasing	136.9%	9.2%	8.0%	28.4%	6.9%	7.6%
Heavy Industry	60.4%	14.0%	6.6%	20.5%	10.4%	4.2%
Furniture/Appliance	-16.2%	0.4%	5.2%	-15.1%	-0.1%	4.5%

Sales Tax Per Capita by Benchmark Year

Annualized sales tax for Petaluma divided by its population as reported by State Department of Finance



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



A Correlation Coefficient of 1 indicates a Perfect Positive Correlation.

Correlation Coefficient: **0.96**