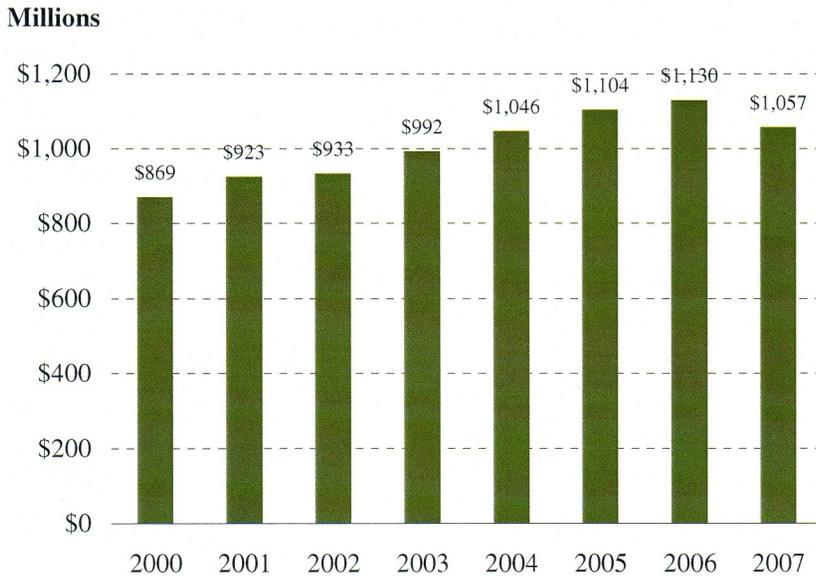


## VI. Retail Sales

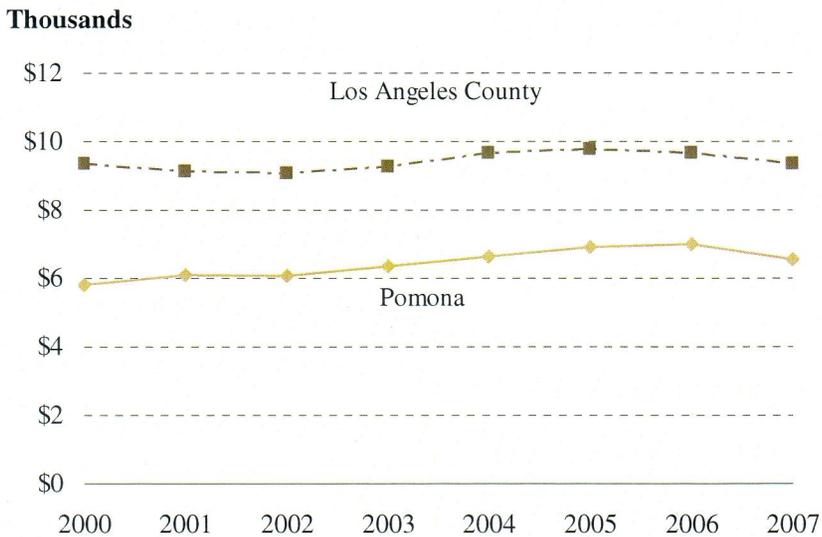
**Real Retail Sales  
2000 - 2007 (in 2007 \$)**



Source: California Board of Equalization, 2000-2007

- Real (inflation adjusted) retail sales increased by 21.6 percent between 2000 and 2006.

**Real Retail Sales per Person  
2000 - 2007 (in 2007 \$)**



Source: California Board of Equalization, 2000-2007 and SCAG

- Between 2000 and 2006, real retail sales per person for the city increased from \$5,800 to \$6,540, following the general trend of the county.