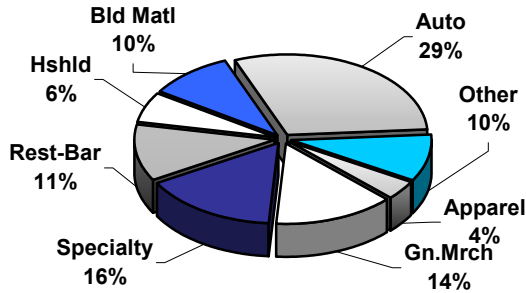
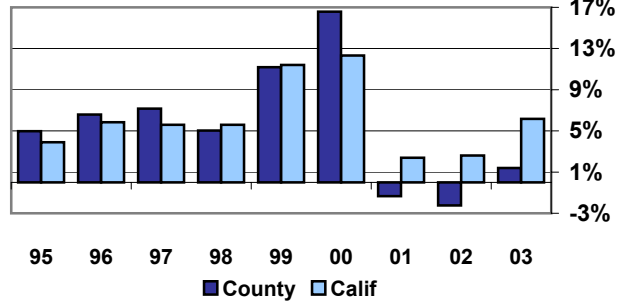


**ALAMEDA COUNTY  
SUMMARY OF LOCAL RETAIL TRENDS**

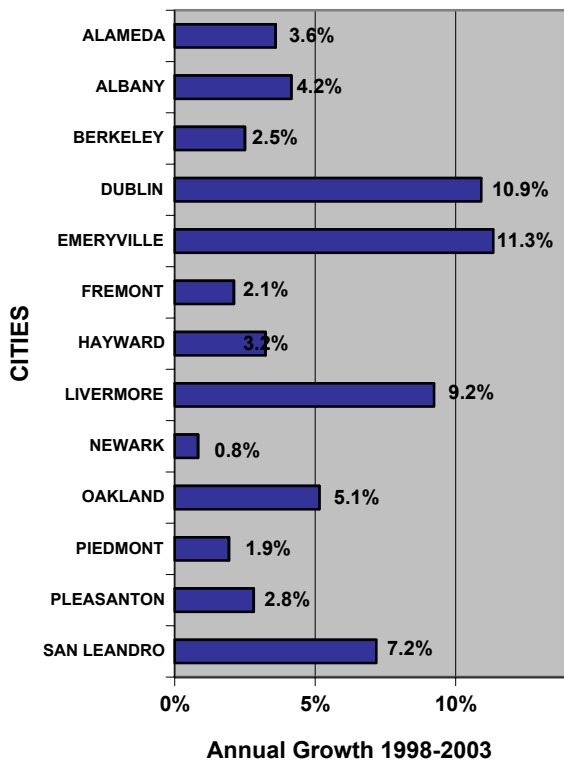
**County Market Share By Category**



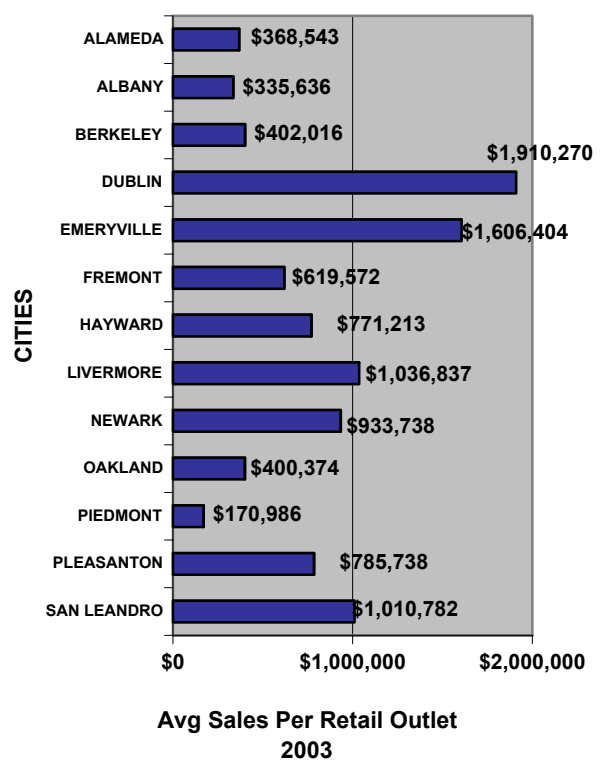
**Annual Retail Sales Growth**



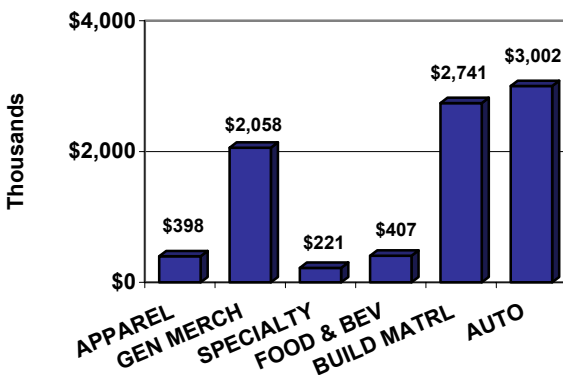
**Alameda County**



**Alameda County**



**Alameda County Sales Per Outlet**



**CALIFORNIA RETAIL SURVEY 2005 Edition**

Local retail market data derived from the 2005 Edition of the California Retail Survey, Complete data and analysis of all city and county retail markets in California are found in the 2005 Edition (\$160 - 487 pgs).

For complete details on ordering the publication, please visit our web page at [CaliforniaRetailSurvey.net/firms.com](http://CaliforniaRetailSurvey.net/firms.com) or contact us at:

California Retail Survey  
3976 Garnet Road  
Pollock Pines, Ca. 95726  
Tel: (530) 647-1219 Fax: (530) 647-1259