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Taxable Sales In California (Sales & Use Tax)

2011 Third Quarter

Taxable Sales in California is a quarterly report on retail sales activity in California, as measured by transactions subject to sales and use tax. The report includes data about statewide taxable sales by type of business as well as data about taxable sales in all California cities and counties.

The following factors should be considered when using these data:

1. Total taxable transactions do not necessarily indicate the gross sales of stores dealing in taxable items. Only sales subject to sales or use tax are tabulated; excluded are sales for resale, sales of nontaxable items such as food for home consumption and prescription medicines, and taxable sales disclosed by Board audits.

2. Some businesses dealing primarily in nontaxable activities, such as services, manufacturing, contracting, or wholesaling, either sell some merchandise that is subject to sales tax or use some items that were purchased ex-tax and on which use tax must be paid. Such transactions are included in the tabulations.

3. Data are compiled by type of store but cannot be broken down by commodity.

4. Businesses are classified according to their principal line of merchandise or service.

Readers are invited to submit comments and suggestions designed to improve this publication to:

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TAXABLE SALES IN CALIFORNIA

THIRD QUARTER 2011

Taxable sales in California continued to rise for seven consecutive quarters, increasing 8.8 percent over the third quarter a year ago. Third quarter taxable sales totaled $132.0 billion, $10.6 billion more than the third quarter of 2010. Taxable sales increased at a growth rate 3.6 percent faster than California personal income in the third quarter.

In constant dollar terms, third quarter 2011 taxable sales increased 3.6 percent from the same quarter the previous year. The California Taxable Sales Deflator, which measures the rate of change of all taxable sales in the state, was up 5.0 percent. The increase in prices of taxable goods was greater than the 2.7 percent increase in the California Consumer Price Index, which measures price changes of both taxable goods and nontaxable goods and services.

Taxable sales made by retail stores accounted for 67.6 percent of total taxable sales in the third quarter of 2011, while nonretail outlets (all other outlets) comprised the remaining 32.4 percent. Taxable sales from total retail and food services stores rose 8.7 percent, similar to that of nonretail outlets of 8.8 percent. Nonretail taxable sales include items such as business equipment and construction materials.

Taxable sales made by gasoline stations rose 20.1 percent. A 23.5 percent increase in gasoline prices was responsible for the growth in taxable sales made by gas stations; gas consumption decreased by 2.0 percent for the same period. Motor vehicle dealer sales increased by 11.1 percent, used vehicle sales edging ahead of new vehicles. Clothing and accessories store sales also increased, growing 10.1 percent over the same quarter last year. Sales at non-store retail (mainly mail order and Internet) grew 12.1 percent.

The rest of the major retail sectors (those shown in boldface type in Table 1) had taxable sales growth less than the overall average of 8.8 percent. Increases in these other retail sectors ranged from a low of 2.5 percent for general merchandise to a high of 8.1 percent for health and personal care.

TABLE 1. STATEWIDE TAXABLE SALES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

NAICS	Type of business	Number of permits on July 1, 2011	Taxable transactions: Amount (in thousands)	Taxable transactions: Percent of total	Taxable transactions: Percent change from year to year	Per capita taxable transactions a/: 2011	Per capita taxable transactions a/: 2010
	Retail and Food Services						
441	**Motor Vehicle and Parts Dealers**	**33,173**	**13,698,376**	**10.38**	**11.1**	**364.53**	**330.52**
44111	New Car Dealers	2,331	9,941,064	7.53	11.3	264.54	239.35
44112	Used Car Dealers	7,334	1,421,438	1.08	13.8	37.83	33.46
4412	Other Motor Vehicle Dealers	3,120	674,583	.51	8.4	17.95	16.68
4413	Auto. Parts, Accessories and Tire Stores	20,388	1,661,292	1.26	8.5	44.21	41.02
442	**Furniture and Home Furnishings Stores**	**18,297**	**2,365,662**	**1.79**	**7.1**	**62.95**	**59.19**
4421	Furniture Stores	8,687	1,464,828	1.11	10.3	38.98	35.59
4422	Home Furnishings Stores	9,610	900,834	.68	2.3	23.97	23.60
443	**Electronics and Appliance Stores**	**22,654**	**3,448,615**	**2.61**	**6.4**	**91.77**	**86.83**
44311	Appliance, T.V., and Other Electronics Stores	10,158	1,881,860	1.43	-0.1	50.08	50.49
44312	Computer and Software Stores	11,375	1,488,721	1.13	16.4	39.62	34.26
44313	Camera and Photographic Supplies Stores	1,121	78,035	.06	0.5	2.08	2.08
444	**Bldg. Matrl. and Garden Equip. and Supplies**	**17,350**	**6,721,009**	**5.09**	**4.9**	**178.85**	**171.75**
4441	Building Material and Supplies Dealers	11,750	6,063,029	4.59	4.5	161.34	155.52
4442	Lawn and Garden Equip. and Supplies Stores	5,600	657,980	.50	8.6	17.51	16.23
445	**Food and Beverage Stores**	**30,924**	**5,998,884**	**4.55**	**4.7**	**159.64**	**153.52**
44511	Supermarkets and Other Grocery Stores	12,351	4,373,410	3.31	3.3	116.38	113.42
44512	Convenience Stores	5,007	629,888	.48	7.7	16.76	15.67
4452	Specialty Food Stores	7,313	170,568	.13	10.0	4.54	4.15
4453	Beer, Wine, and Liquor Stores	6,253	825,019	.63	9.0	21.95	20.28
446	**Health and Personal Care Stores**	**23,092**	**2,493,173**	**1.89**	**8.1**	**66.35**	**61.79**
44611	Pharmacies and Drug Stores	5,932	1,605,091	1.22	5.0	42.71	40.94
44612-44619	Health and Personal Care Stores	17,160	888,083	.67	14.1	23.63	20.85
447	**Gasoline Stations**	**9,958**	**14,385,947**	**10.90**	**20.1**	**382.82**	**320.85**
448	**Clothing and Clothing Accessories Stores**	**67,112**	**7,254,509**	**5.50**	**10.1**	**193.05**	**176.60**
44811	Men's Clothing Stores	2,478	207,495	.16	6.6	5.52	5.21
44812	Women's Clothing Stores	10,169	1,121,820	.85	8.5	29.85	27.69
44813-44819	Family Clothing Stores, Accessories, and Other Stores	37,681	4,466,370	3.38	9.1	118.85	109.69
4482	Shoe Stores	5,176	749,145	.57	9.3	19.94	18.37
4483	Jewelry, Luggage, and Leather Goods Stores	11,608	709,678	.54	21.7	18.89	15.63
451	**Sporting Goods, Hobby, Book, and Music Stores**	**28,660**	**2,656,578**	**2.01**	**3.1**	**70.69**	**69.07**
45111	Sporting Goods Stores	9,517	1,141,789	.87	8.5	30.38	28.19
45112-45114	Hobby, Toy and Musical Instrument Stores	7,467	791,664	.60	1.6	21.07	20.88
4512	Book, Periodical, and Music Stores	11,676	723,125	.55	-3.1	19.24	20.01
452	**General Merchandise Stores**	**15,964**	**11,110,880**	**8.42**	**2.5**	**295.67**	**290.45**
453	**Miscellaneous Store Retailers**	**115,879**	**4,230,588**	**3.21**	**4.3**	**112.58**	**108.68**
4531	Florists	4,798	97,117	.07	3.9	2.58	2.50
45321	Office Supplies and Stationery Stores	2,389	1,083,685	.82	0.7	28.84	28.85
45322	Gift, Novelty, and Souvenir Stores	18,157	363,768	.28	8.5	9.68	8.99
4533	Used Merchandise Stores	14,237	181,214	.14	7.9	4.82	4.50
4539	Other Miscellaneous Store Retailers	76,298	2,504,803	1.90	5.1	66.65	63.84
454	**Nonstore Retailers**	**169,422**	**746,560**	**.57**	**12.1**	**19.87**	**17.84**
722	**Food Services and Drinking Places**	**92,843**	**14,112,929**	**10.69**	**7.6**	**375.56**	**351.57**
7221	Full-Service Restaurants	31,246	7,050,678	5.34	7.7	187.62	175.48
7222	Limited-Service Eating Places	49,955	6,189,105	4.69	7.6	164.70	154.19
7223	Special Food Services	8,843	585,784	.44	6.9	15.59	14.68
7224	Drinking Places (Alcoholic Beverages)	2,799	287,362	.22	6.7	7.65	7.22
	Total Retail and Food Services	**645,328**	**89,223,711**	**67.61**	**8.7**	**2,374.32**	**2,198.68**
	All Other Outlets						
11	Agriculture, Forestry, Fishing and Hunting	2,005	180,421	.14	12.3	4.80	4.30
21	Mining, Quarrying, and Oil and Gas Extraction	395	230,354	.17	11.0	6.13	5.56
22	Utilities	643	150,016	.11	-6.8	3.99	4.31
23	Construction	14,835	2,173,164	1.65	20.6	57.83	48.30
31 - 33	Manufacturing	52,912	9,304,187	7.05	5.8	247.59	235.56
42	Wholesale Trade	87,100	15,874,964	12.03	15.3	422.45	369.09
48 - 49	Transportation and Warehousing	3,373	346,483	.26	17.4	9.22	7.91
51	Information	6,190	2,068,418	1.57	-8.9	55.04	60.85
52	Finance and Insurance	3,005	480,739	.36	-10.6	12.79	14.41
53	Real Estate and Rental and Leasing	21,352	4,331,070	3.28	3.7	115.25	111.96
54	Professional, Scientific, and Technical Services	34,324	1,215,636	.92	6.3	32.35	30.63
55	Management of Companies and Enterprises	50	16,302	.01	-16.2	0.43	0.52
56	Adm. and Support and Waste Mgmt. and Remediation	14,012	528,078	.40	4.3	14.05	13.56
61	Educational Services	6,805	310,045	.23	-2.2	8.25	8.49
62	Health Care and Social Assistance	6,686	287,708	.22	8.7	7.66	7.09
71	Arts, Entertainment, and Recreation	5,486	749,001	.57	12.1	19.93	17.90
721	Accommodation	2,360	871,629	.66	8.3	23.19	21.56
81	Other Services (except Public Administration)	61,343	1,777,149	1.35	7.8	47.29	44.17
92	Public Administration	1,255	155,283	.12	26.1	4.13	3.30
Others	Others	184	1,702,365	1.29	6.0	45.30	43.04
	Total All Other Outlets	**324,315**	**42,753,012**	**32.39**	**8.8**	**1,137.70**	**1,052.52**
	Total All Outlets	**969,643**	**131,976,723**	**100.00**	**8.8**	**3,512.02**	**3,251.20**
	Historical Data						
	Comparable data for total all outlets:						
	2006	1,048,358	142,411,630		2.3	3,928.94	
	2007	1,032,920	139,824,975		-1.8	3,825.32	
	2008	1,034,675	135,983,432		-2.7	3,689.57	
	2009	953,851	115,541,195		-15.0	3,116.23	
	2010	978,047	121,329,849		5.0	3,251.20	

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NOTE: Detail may not compute to total due to rounding.

TABLE 2. TAXABLE SALES, BY COUNTY, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

County	Sales tax permits as of July 1, 2011			Taxable transactions				
	Incorporated cities	Outside incorporated cities	Total	Incorporated cities	Outside incorporated cities	Unallocated b/	Total	Percent change year to year
Alameda	36,679	1,898	38,577	$5,038,712	$196,618	$736,247	$5,971,577	9.0
Alpine	--	66	66	--	1,999	2,599	4,598	-7.7
Amador	643	704	1,347	26,649	57,018	11,408	95,075	5.7
Butte	4,312	1,605	5,917	517,980	70,813	71,974	660,767	3.9
Calaveras	174	1,311	1,485	14,675	54,495	11,582	80,752	7.3
Colusa	276	222	498	42,151	43,673	14,630	100,454	19.1
Contra Costa	18,557	2,596	21,153	2,615,725	221,062	411,476	3,248,263	7.9
Del Norte	241	312	553	26,220	23,259	10,300	59,779	3.3
El Dorado	1,376	4,213	5,589	167,955	218,294	63,184	449,433	8.1
Fresno	16,022	3,216	19,238	2,209,741	345,804	302,428	2,857,973	9.5
Glenn	402	294	696	46,286	23,046	14,087	83,418	17.6
Humboldt	2,682	1,809	4,491	298,039	112,841	45,862	456,742	3.7
Imperial	2,979	411	3,390	384,721	50,758	71,980	507,458	9.9
Inyo	377	308	685	53,972	29,670	10,907	94,548	14.6
Kern	10,317	5,374	15,691	1,859,843	1,183,603	407,973	3,451,419	26.6
Kings	1,744	395	2,139	251,752	47,422	42,191	341,365	12.6
Lake	534	1,157	1,691	56,441	60,203	17,651	134,295	5.6
Lassen	272	319	591	32,076	16,696	15,170	63,942	1.8
Los Angeles	252,334	14,534	266,868	27,454,414	1,191,085	3,218,211	31,863,711	8.1
Madera	1,287	1,594	2,881	157,280	139,160	42,578	339,019	6.0
Marin	8,269	1,637	9,906	843,334	88,423	100,118	1,031,875	5.8
Mariposa	--	643	643	--	55,620	4,369	59,989	10.3
Mendocino	1,528	2,088	3,616	176,169	114,828	26,677	317,674	7.6
Merced	2,696	909	3,605	392,906	140,053	75,288	608,248	10.1
Modoc	160	187	347	13,808	5,468	8,786	28,061	25.0
Mono	365	221	586	40,989	18,232	11,755	70,975	6.7
Monterey	7,250	3,018	10,268	1,092,276	233,760	131,924	1,457,959	8.1
Napa	3,726	1,519	5,245	414,407	169,990	76,896	661,293	8.3
Nevada	1,896	1,994	3,890	210,454	45,042	47,581	303,077	9.6
Orange	90,607	1,600	92,207	11,665,372	181,176	1,229,472	13,076,021	8.1
Placer	7,686	3,434	11,120	1,210,940	304,891	158,540	1,674,371	8.2
Plumas	93	843	936	4,705	47,022	13,409	65,135	7.9
Riverside	40,845	6,041	46,886	4,872,044	613,655	585,563	6,071,262	9.4
Sacramento	20,454	11,228	31,682	2,615,144	1,422,232	529,613	4,566,988	6.3
San Benito	873	344	1,217	73,978	51,678	14,015	139,671	8.1
San Bernardino	42,192	5,599	47,791	5,702,596	504,839	761,847	6,969,282	11.4
San Diego	72,367	11,604	83,971	9,710,649	526,615	1,180,986	11,418,251	7.3
San Francisco	26,936	--	26,936	3,847,379	--	--	3,847,379	12.0
San Joaquin	9,920	2,530	12,450	1,573,612	346,240	261,587	2,181,438	10.1
San Luis Obispo	5,989	3,458	9,447	737,886	169,169	94,711	1,001,766	-1.8
San Mateo	17,386	1,609	18,995	2,526,696	435,695	344,447	3,306,839	9.0
Santa Barbara	9,890	2,412	12,302	1,161,649	142,381	157,313	1,461,343	7.4
Santa Clara	42,099	1,291	43,390	7,158,710	106,941	1,154,381	8,420,033	7.8
Santa Cruz	4,543	3,758	8,301	496,136	205,151	62,293	763,580	5.5
Shasta	3,631	1,829	5,460	501,633	95,929	68,626	666,187	8.8
Sierra	23	93	116	914	2,783	1,776	5,473	9.3
Siskiyou	1,133	671	1,804	96,031	21,185	30,268	147,485	19.6
Solano	7,469	447	7,916	1,270,138	51,898	153,916	1,475,951	11.0
Sonoma	11,161	5,811	16,972	1,339,509	317,250	162,038	1,818,798	6.2
Stanislaus	7,442	2,275	9,717	1,179,955	345,270	176,436	1,701,660	8.8
Sutter	1,442	442	1,884	237,386	70,222	26,953	334,561	7.1
Tehama	746	728	1,474	133,611	28,319	19,112	181,041	13.4
Trinity	--	529	529	--	21,791	3,759	25,551	10.3
Tulare	6,109	2,339	8,448	942,966	174,543	125,225	1,242,734	10.6
Tuolumne	547	1,309	1,856	58,574	84,099	15,306	157,979	12.2
Ventura	20,201	1,831	22,032	2,408,139	107,508	262,752	2,778,399	7.1
Yolo	3,554	424	3,978	717,557	71,204	100,078	888,840	17.5
Yuba	403	812	1,215	48,983	59,769	20,607	129,359	12.2
Statewide	--	--	6,959	--	--	55,607	55,607	-21.3
TOTAL	832,839	129,845	969,643	$106,731,865	$11,468,390	$13,776,468	$131,976,723	8.8
HISTORICAL DATA								
2006	896,173	143,867	1,048,358	115,821,923	12,185,349	14,404,358	142,411,630	2.3
2007	882,380	142,371	1,032,920	113,484,472	11,681,088	14,659,415	139,824,975	-1.8
2008	884,892	141,980	1,034,675	109,659,846	12,160,734	14,162,852	135,983,432	-2.7
2009	816,204	130,561	953,851	94,252,832	9,718,380	11,569,983	115,541,195	-15.0
2010	838,775	132,198	978,047	98,318,310	10,173,848	12,837,691	121,329,849	5.0

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NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	ALAMEDA		BUTTE		CONTRA COSTA		EL DORADO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	**1,208**	**630,800**	**236**	**62,526**	**712**	**344,809**	**179**	**40,561**
New Car Dealers	102	501,607	17	40,624	59	271,398	12	27,175
Used Car Dealers	317	44,330	51	4,324	192	23,896	28	3,107
Other Motor Vehicle Dealers	109	26,693	31	4,323	68	8,738	23	994
Auto. Parts, Accessories and Tire Stores	680	58,171	137	13,255	393	40,777	116	9,285
Furniture and Home Furnishings Stores	**672**	**117,174**	**92**	**9,070**	**435**	**60,169**	**87**	**3,964**
Furniture Stores	314	81,001	37	4,854	189	30,107	28	869
Home Furnishings Stores	358	36,173	55	4,217	246	30,062	59	3,095
Electronics and Appliance Stores	**985**	**139,234**	**131**	**15,180**	**495**	**85,093**	**113**	**4,399**
Appliance, T.V., and Other Electronics Stores	355	85,322	58	10,276	181	58,125	36	1,916
Computer and Software Stores	594	52,675	68	4,855	288	26,068	72	2,422
Camera and Photographic Supplies Stores	36	1,237	5	50	26	901	5	61
Bldg. Matrl. and Garden Equip. and Supplies	**627**	**313,656**	**190**	**52,335**	**398**	**196,891**	**149**	**33,606**
Building Material and Supplies Dealers	490	290,912	120	43,263	285	174,590	95	28,127
Lawn and Garden Equip. and Supplies Stores	137	22,744	70	9,072	113	22,300	54	5,479
Food and Beverage Stores	**1,366**	**230,397**	**150**	**37,115**	**655**	**171,878**	**159**	**37,643**
Supermarkets and Other Grocery Stores	578	160,634	72	30,139	279	128,945	54	32,025
Convenience Stores	214	18,695	24	2,898	116	15,712	22	2,555
Specialty Food Stores	285	6,930	29	290	141	4,384	36	646
Beer, Wine, and Liquor Stores	289	44,138	25	3,788	119	22,837	47	2,417
Health and Personal Care Stores	**682**	**104,113**	**114**	**13,083**	**474**	**66,148**	**105**	**10,755**
Pharmacies and Drug Stores	158	68,871	38	10,384	109	47,874	28	9,294
Health and Personal Care Stores	524	35,242	76	2,699	365	18,274	77	1,461
Gasoline Stations	**417**	**551,421**	**82**	**78,657**	**309**	**395,418**	**54**	**72,819**
Clothing and Clothing Accessories Stores	**2,249**	**240,814**	**255**	**21,264**	**1,286**	**170,611**	**273**	**12,302**
Men's Clothing Stores	79	6,620	5	867	58	5,627	6	#
Women's Clothing Stores	319	34,206	42	4,300	205	24,899	32	2,247
Family Clothing Stores, Accessories, and Other Stores	1,229	158,487	139	11,650	655	109,852	161	9,264 #
Shoe Stores	148	29,207	21	3,057	87	16,012	4	260
Jewelry, Luggage, and Leather Goods Stores	474	12,294	48	1,390	281	14,221	70	531
Sporting Goods, Hobby, Book, and Music Stores	**1,122**	**123,849**	**190**	**19,031**	**645**	**71,722**	**207**	**6,183**
Sporting Goods Stores	257	47,724	85	6,764	208	32,354	92	4,613
Hobby, Toy and Musical Instrument Stores	309	35,763	42	4,236	163	25,722	40	626
Book, Periodical, and Music Stores	556	40,362	63	8,030	274	13,646	75	944
General Merchandise Stores	**486**	**421,947**	**53**	**77,045**	**250**	**327,790**	**57**	**26,820**
Miscellaneous Store Retailers	**4,919**	**233,870**	**728**	**22,169**	**2,865**	**99,826**	**833**	**15,148**
Florists	220	3,770	15	284	122	1,741	25	338
Office Supplies and Stationery Stores	77	94,688	10	2,889	45	16,064	9	2,177
Gift, Novelty, and Souvenir Stores	535	10,713	127	1,323	307	5,416	211	2,734
Used Merchandise Stores	391	7,321	130	1,713	176	4,237	60	1,568
Other Miscellaneous Store Retailers	3,696	117,379	446	15,960	2,215	72,368	528	8,332
Nonstore Retailers	**5,741**	**18,424**	**1,322**	**3,089**	**3,274**	**11,407**	**1,166**	**3,880**
Food Services and Drinking Places	**4,335**	**537,111**	**538**	**57,122**	**2,132**	**300,215**	**467**	**54,504**
Full-Service Restaurants	1,351	242,218	196	26,450	716	144,806	198	30,392
Limited-Service Eating Places	2,341	252,479	267	27,097	1,146	137,020	234	22,254
Special Food Services	481	24,865	48	1,107	178	7,464	22	1,301
Drinking Places (Alcoholic Beverages)	162	17,549	27	2,468	92	10,924	13	557
Total Retail and Food Services	**24,809**	**3,662,811**	**4,081**	**467,686**	**13,930**	**2,301,976**	**3,849**	**322,583**
All Other Outlets	**13,768**	**2,308,766**	**1,836**	**193,081**	**7,223**	**946,286**	**1,740**	**126,850**
Total All Outlets	**38,577**	**5,971,577**	**5,917**	**660,767**	**21,153**	**3,248,263**	**5,589**	**449,433**
Historical Data								
Comparable data for total all outlets:								
2006	41,951	6,466,678	6,305	740,697	23,249	3,528,896	6,216	510,029
2007	42,014	6,568,201	6,231	694,908	23,181	3,498,372	6,122	498,977
2008	41,783	6,101,908	6,300	687,982	23,149	3,356,831	6,132	477,793
2009	38,663	5,148,605	5,840	597,952	21,395	3,002,397	5,592	401,561
2010	40,348	5,480,968	5,961	635,716	21,784	3,009,628	5,702	415,653

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	FRESNO		HUMBOLDT		IMPERIAL		KERN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	**1,009**	**333,590**	**125**	**43,799**	**155**	**53,869**	**722**	**294,663**
New Car Dealers	68	202,003	12	21,891	8	35,625	48	204,972
Used Car Dealers	268	60,776	29	6,738	27	5,559 #	140	26,008
Other Motor Vehicle Dealers	58	17,329	13	2,214	11	#	49	14,587
Auto. Parts, Accessories and Tire Stores	615	53,482	71	12,956	109	12,685	485	49,096
Furniture and Home Furnishings Stores	**387**	**43,125**	**49**	**5,547**	**45**	**2,308**	**238**	**93,141**
Furniture Stores	224	27,149	19	2,862	25	433	128	83,415
Home Furnishings Stores	163	15,976	30	2,686	20	1,875	110	9,725
Electronics and Appliance Stores	**473**	**43,344**	**68**	**5,962**	**59**	**8,566**	**272**	**36,058**
Appliance, T.V., and Other Electronics Stores	236	28,774 #	25	2,714 #	29	#	158	22,898
Computer and Software Stores	216	14,569	40	3,248	30	8,566 #	105	13,130
Camera and Photographic Supplies Stores	21	#	3	#	--	--	9	30
Bldg. Matrl. and Garden Equip. and Supplies	**412**	**163,060**	**174**	**51,778**	**95**	**21,976**	**328**	**137,846**
Building Material and Supplies Dealers	251	116,677	98	38,264	57	15,112	218	110,231
Lawn and Garden Equip. and Supplies Stores	161	46,382	76	13,514	38	6,864	110	27,615
Food and Beverage Stores	**784**	**156,484**	**129**	**32,106**	**109**	**14,985**	**658**	**134,845**
Supermarkets and Other Grocery Stores	389	119,369	72	27,788	57	10,887	382	110,805
Convenience Stores	126	12,670	16	1,628 #	20	3,289	106	13,843
Specialty Food Stores	118	2,005	24	#	24	524	93	1,341
Beer, Wine, and Liquor Stores	151	22,440	17	2,690	8	285	77	8,855
Health and Personal Care Stores	**390**	**46,914**	**82**	**10,196**	**61**	**3,941**	**339**	**38,946**
Pharmacies and Drug Stores	139	33,381	38	8,647	23	2,397	123	28,932
Health and Personal Care Stores	251	13,534	44	1,549	38	1,544	216	10,014
Gasoline Stations	**330**	**336,563**	**65**	**49,427**	**68**	**55,276**	**357**	**461,208**
Clothing and Clothing Accessories Stores	**1,640**	**106,987**	**188**	**11,663**	**336**	**32,271**	**736**	**72,618**
Men's Clothing Stores	45	2,903	5	608	13	492	31	1,751
Women's Clothing Stores	179	19,058	27	1,509	79	4,842	97	12,049
Family Clothing Stores, Accessories, and Other Stores	1,129	66,647	109	6,230	169	21,679	409	42,648
Shoe Stores	94	11,524	9	1,605	50	3,848	75	10,301
Jewelry, Luggage, and Leather Goods Stores	193	6,856	38	1,711	25	1,410	124	5,870
Sporting Goods, Hobby, Book, and Music Stores	**603**	**56,106**	**134**	**11,733**	**81**	**5,095**	**392**	**32,865**
Sporting Goods Stores	210	19,638	52	6,034	35	1,078	156	14,340
Hobby, Toy and Musical Instrument Stores	164	16,134	30	2,569	30	2,571	111	12,271
Book, Periodical, and Music Stores	229	20,335	52	3,131	16	1,445	125	6,254
General Merchandise Stores	**316**	**282,237**	**36**	**44,119**	**71**	**84,929**	**248**	**235,352**
Miscellaneous Store Retailers	**2,207**	**83,139**	**558**	**16,907**	**489**	**7,149**	**1,690**	**60,263**
Florists	73	1,789	14	221	15	144	71	1,367
Office Supplies and Stationery Stores	41	22,953	5	2,673	5	1,946	29	12,274
Gift, Novelty, and Souvenir Stores	500	6,247	92	2,081	33	656	246	3,538
Used Merchandise Stores	496	4,073	58	2,133	266	417	247	2,533
Other Miscellaneous Store Retailers	1,097	48,077	389	9,798	170	3,987	1,097	40,552
Nonstore Retailers	**2,147**	**15,262**	**1,186**	**3,135**	**446**	**1,454**	**3,217**	**12,439**
Food Services and Drinking Places	**1,961**	**241,166**	**378**	**38,604**	**324**	**34,953**	**1,606**	**213,687**
Full-Service Restaurants	641	102,886	161	21,903	74	9,990	549	82,600
Limited-Service Eating Places	1,073	131,070	161	14,899	201	24,236	850	124,486
Special Food Services	192	4,111	36	401	31	150	148	3,611
Drinking Places (Alcoholic Beverages)	55	3,099	20	1,400	18	577	59	2,990
Total Retail and Food Services	**12,659**	**1,907,977**	**3,172**	**324,975**	**2,339**	**326,772**	**10,803**	**1,823,930**
All Other Outlets	**6,579**	**949,996**	**1,319**	**131,767**	**1,051**	**180,686**	**4,888**	**1,627,489**
Total All Outlets	**19,238**	**2,857,973**	**4,491**	**456,742**	**3,390**	**507,458**	**15,691**	**3,451,419**
Historical Data								
Comparable data for total all outlets:								
2006	20,266	3,271,328	4,735	454,342	4,421	512,061	16,402	3,097,793
2007	20,415	3,092,226	4,712	453,193	4,079	541,703	16,679	2,967,913
2008	20,273	3,124,861	4,731	454,625	4,118	514,109	16,917	3,155,710
2009	19,004	2,537,448	4,532	415,336	3,432	409,312	15,331	2,467,690
2010	19,350	2,609,629	4,642	440,529	3,432	461,739	15,845	2,726,839

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	KINGS		LOS ANGELES		MARIN		MENDOCINO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	**102**	**39,200**	**8,734**	**3,245,190**	**177**	**134,794**	**96**	**29,554**
New Car Dealers	8	26,640	543	2,481,649	29	113,495	6	17,506
Used Car Dealers	18	4,543 #	1,801	330,714	40	8,407	16	1,239
Other Motor Vehicle Dealers	7	#	498	95,419	28	3,601	14	3,224
Auto. Parts, Accessories and Tire Stores	69	8,018	5,892	337,407	80	9,291	60	7,586
Furniture and Home Furnishings Stores	**30**	**2,548**	**5,232**	**594,353**	**205**	**29,734**	**44**	**2,830**
Furniture Stores	22	2,053	2,720	374,225	94	13,484	17	1,318
Home Furnishings Stores	8	496	2,512	220,128	111	16,250	27	1,512
Electronics and Appliance Stores	**41**	**2,333**	**6,401**	**849,734**	**151**	**27,866**	**28**	**3,101**
Appliance, T.V., and Other Electronics Stores	23	2,333 #	3,294	517,487	54	20,602	17	2,215 #
Computer and Software Stores	17	#	2,801	296,582	89	6,788	8	886
Camera and Photographic Supplies Stores	1	#	306	35,665	8	476	3	#
Bldg. Matrl. and Garden Equip. and Supplies	**65**	**25,565**	**3,645**	**1,577,041**	**136**	**68,399**	**135**	**36,680**
Building Material and Supplies Dealers	38	14,451	2,744	1,513,641	86	62,971	69	27,000
Lawn and Garden Equip. and Supplies Stores	27	11,114	901	63,400	50	5,428	66	9,680
Food and Beverage Stores	**102**	**20,966**	**8,710**	**1,423,066**	**210**	**67,361**	**136**	**27,935**
Supermarkets and Other Grocery Stores	53	14,877	3,265	1,047,442	85	50,490	56	23,043
Convenience Stores	17	3,963	1,565	126,253	27	7,123	12	1,362
Specialty Food Stores	15	100	2,183	48,969	47	1,222	35	604
Beer, Wine, and Liquor Stores	17	2,027	1,697	200,402	51	8,525	33	2,926
Health and Personal Care Stores	**43**	**5,042**	**7,848**	**731,324**	**162**	**29,849**	**34**	**6,550**
Pharmacies and Drug Stores	12	3,900	1,914	421,682	35	21,655	21	6,031
Health and Personal Care Stores	31	1,142	5,934	309,642	127	8,194	13	519
Gasoline Stations	**42**	**43,999**	**2,186**	**3,439,187**	**67**	**97,553**	**53**	**53,700**
Clothing and Clothing Accessories Stores	**176**	**11,847**	**23,421**	**2,042,478**	**530**	**68,044**	**124**	**7,087**
Men's Clothing Stores	4	116	926	56,906	17	1,763	6	206
Women's Clothing Stores	16	1,784	3,930	335,157	94	11,972	24	1,543
Family Clothing Stores, Accessories, and Other Stores	115	7,156	12,893	1,257,712	268	47,759	61	4,088
Shoe Stores	15	1,678	1,919	216,018	27	2,539	10	587
Jewelry, Luggage, and Leather Goods Stores	26	1,112	3,753	176,684	124	4,010	23	663
Sporting Goods, Hobby, Book, and Music Stores	**56**	**2,962**	**7,580**	**625,820**	**327**	**34,713**	**114**	**5,575**
Sporting Goods Stores	19	784	1,990	225,465	100	20,216	39	2,836
Hobby, Toy and Musical Instrument Stores	15	1,391	2,195	212,820	70	8,610	27	1,348
Book, Periodical, and Music Stores	22	787	3,395	187,534	157	5,886	48	1,391
General Merchandise Stores	**37**	**35,459**	**6,583**	**2,513,296**	**60**	**62,063**	**27**	**19,592**
Miscellaneous Store Retailers	**258**	**7,489**	**33,222**	**1,138,468**	**1,206**	**46,142**	**441**	**12,513**
Florists	5	174	1,297	26,985	47	1,158	12	108
Office Supplies and Stationery Stores	5	#	794	306,063	16	7,434	7	#
Gift, Novelty, and Souvenir Stores	53	413	4,801	90,498	194	4,094	74	2,094
Used Merchandise Stores	64	473	3,763	39,914	130	2,681	40	500
Other Miscellaneous Store Retailers	131	6,430 #	22,567	675,009	819	30,774	308	9,812 #
Nonstore Retailers	**268**	**3,052**	**40,431**	**232,300**	**2,012**	**7,120**	**945**	**3,786**
Food Services and Drinking Places	**260**	**30,641**	**25,879**	**3,902,752**	**750**	**123,763**	**291**	**28,448**
Full-Service Restaurants	64	7,092	7,661	1,868,266	343	84,977	148	15,111
Limited-Service Eating Places	156	22,088	15,282	1,792,513	294	32,200	99	11,333
Special Food Services	30	926	2,350	181,347	96	4,448	27	275
Drinking Places (Alcoholic Beverages)	10	536	586	60,626	17	2,137	17	1,728
Total Retail and Food Services	**1,480**	**231,105**	**179,872**	**22,315,010**	**5,993**	**797,402**	**2,468**	**237,351**
All Other Outlets	**659**	**110,260**	**86,996**	**9,548,701**	**3,913**	**234,473**	**1,148**	**80,323**
Total All Outlets	**2,139**	**341,365**	**266,868**	**31,863,711**	**9,906**	**1,031,875**	**3,616**	**317,674**
Historical Data								
Comparable data for total all outlets:								
2006	2,153	345,240	295,701	34,326,157	11,025	1,079,950	3,699	336,641
2007	2,178	340,453	290,344	34,070,321	10,851	1,096,721	3,749	334,851
2008	2,144	372,134	289,802	33,474,673	10,761	1,065,638	3,742	339,238
2009	1,998	297,467	264,928	28,305,849	10,226	940,392	3,637	286,472
2010	2,082	303,222	271,293	29,479,604	10,242	975,175	3,705	295,224

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	MERCED		MONTEREY		NAPA		NEVADA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	**198**	**49,252**	**325**	**152,464**	**82**	**32,995**	**114**	**17,486**
New Car Dealers	28	28,082	34	93,421	12	24,288	1	#
Used Car Dealers	41	9,135	74	31,396	8	1,185	12	2,352 #
Other Motor Vehicle Dealers	11	841	29	4,093	15	473	21	7,472
Auto. Parts, Accessories and Tire Stores	118	11,194	188	23,554	47	7,049	80	7,662
Furniture and Home Furnishings Stores	**48**	**4,065**	**193**	**21,767**	**67**	**4,681**	**68**	**7,900**
Furniture Stores	28	2,411	76	10,497	36	2,086	22	3,601
Home Furnishings Stores	20	1,653	117	11,270	31	2,595	46	4,299
Electronics and Appliance Stores	**75**	**7,510**	**163**	**21,177**	**78**	**7,494**	**66**	**3,134**
Appliance, T.V., and Other Electronics Stores	43	5,151 #	79	13,373	27	2,758 #	20	1,509 #
Computer and Software Stores	30	2,359	69	6,780	47	4,736	40	1,625
Camera and Photographic Supplies Stores	2	#	15	1,024	4	#	6	#
Bldg. Matrl. and Garden Equip. and Supplies	**99**	**29,161**	**181**	**80,484**	**84**	**40,301**	**133**	**40,554**
Building Material and Supplies Dealers	56	26,247	113	51,838	55	37,604	84	35,343
Lawn and Garden Equip. and Supplies Stores	43	2,914	68	28,646	29	2,697	49	5,211
Food and Beverage Stores	**189**	**37,506**	**384**	**76,580**	**377**	**45,900**	**98**	**23,653**
Supermarkets and Other Grocery Stores	99	24,099	177	52,951	64	26,428	39	21,340
Convenience Stores	36	#	63	12,431	18	2,903	15	1,691
Specialty Food Stores	29	10,096 #	86	3,632	27	412	28	147
Beer, Wine, and Liquor Stores	25	3,311	58	7,566	268	16,158	16	475
Health and Personal Care Stores	**94**	**7,599**	**131**	**23,711**	**52**	**6,991**	**75**	**8,322**
Pharmacies and Drug Stores	26	6,050	41	19,626	12	4,923	12	7,015
Health and Personal Care Stores	68	1,549	90	4,085	40	2,069	63	1,307
Gasoline Stations	**91**	**134,096**	**133**	**170,636**	**33**	**64,899**	**31**	**35,871**
Clothing and Clothing Accessories Stores	**228**	**13,580**	**638**	**70,227**	**196**	**24,983**	**200**	**5,876**
Men's Clothing Stores	8	#	28	3,242	7	858	7	#
Women's Clothing Stores	21	1,942	101	12,034	33	4,439	28	1,482
Family Clothing Stores, Accessories, and Other Stores	151	8,780 #	323	36,600	103	12,679	115	3,127 #
Shoe Stores	16	1,767	55	9,174	20	3,937	5	508
Jewelry, Luggage, and Leather Goods Stores	32	1,092	131	9,178	33	3,071	45	759
Sporting Goods, Hobby, Book, and Music Stores	**104**	**8,885**	**244**	**25,624**	**109**	**8,855**	**160**	**6,886**
Sporting Goods Stores	34	2,304	91	10,743	38	3,569	66	4,480
Hobby, Toy and Musical Instrument Stores	24	2,378	57	8,085	28	3,034	28	452
Book, Periodical, and Music Stores	46	4,203	96	6,796	43	2,252	66	1,955
General Merchandise Stores	**65**	**69,683**	**107**	**118,549**	**27**	**44,758**	**33**	**9,946**
Miscellaneous Store Retailers	**396**	**12,783**	**1,094**	**52,774**	**450**	**20,930**	**580**	**11,782**
Florists	16	201	58	1,464	23	963	12	208
Office Supplies and Stationery Stores	7	1,660	18	5,939	3	#	7	2,341
Gift, Novelty, and Souvenir Stores	93	459	250	10,369	59	1,636	138	942
Used Merchandise Stores	63	397	144	2,910	38	612	67	651
Other Miscellaneous Store Retailers	217	10,067	624	32,092	327	17,720 #	356	7,640
Nonstore Retailers	**443**	**3,434**	**2,329**	**7,262**	**943**	**3,482**	**806**	**2,579**
Food Services and Drinking Places	**426**	**48,498**	**1,031**	**167,797**	**342**	**89,799**	**265**	**29,069**
Full-Service Restaurants	140	17,568	427	99,912	143	66,630	103	15,578
Limited-Service Eating Places	223	30,017	478	58,884	132	16,375	132	12,413
Special Food Services	49	332	104	8,130	56	4,998	22	485
Drinking Places (Alcoholic Beverages)	14	581	22	870	11	1,796	8	592
Total Retail and Food Services	**2,456**	**426,052**	**6,953**	**989,053**	**2,840**	**396,069**	**2,629**	**203,057**
All Other Outlets	**1,149**	**182,196**	**3,315**	**468,907**	**2,405**	**265,224**	**1,261**	**100,020**
Total All Outlets	**3,605**	**608,248**	**10,268**	**1,457,959**	**5,245**	**661,293**	**3,890**	**303,077**
Historical Data								
Comparable data for total all outlets:								
2006	3,960	689,419	11,155	1,528,909	4,844	657,554	4,291	377,051
2007	3,946	646,495	11,161	1,515,652	4,948	667,736	4,228	361,614
2008	3,996	640,040	11,168	1,487,568	5,023	692,751	4,176	326,935
2009	3,617	530,980	10,125	1,285,122	4,992	573,648	3,871	264,919
2010	3,671	552,671	10,204	1,348,172	5,148	610,678	3,938	276,647

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	ORANGE		PLACER		RIVERSIDE		SACRAMENTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	**3,037**	**1,467,433**	**414**	**327,680**	**1,915**	**760,781**	**1,477**	**485,384**
New Car Dealers	227	1,087,874	37	216,437	109	544,433	71	323,414
Used Car Dealers	710	195,113	114	70,220	342	69,098	392	54,032
Other Motor Vehicle Dealers	329	61,570	62	18,153	250	47,061	105	33,440
Auto. Parts, Accessories and Tire Stores	1,771	122,876	201	22,869	1,214	100,189	909	74,498
Furniture and Home Furnishings Stores	**2,055**	**234,672**	**228**	**45,596**	**1,027**	**99,327**	**626**	**68,671**
Furniture Stores	962	141,276	110	31,119	471	62,048	280	39,856
Home Furnishings Stores	1,093	93,396	118	14,477	556	37,279	346	28,815
Electronics and Appliance Stores	**2,913**	**589,817**	**285**	**54,457**	**951**	**102,931**	**803**	**145,338**
Appliance, T.V., and Other Electronics Stores	1,102	198,471	112	32,971 #	480	81,368	370	64,230
Computer and Software Stores	1,636	382,299	150	21,487	433	20,938	394	79,895
Camera and Photographic Supplies Stores	175	9,048	23	#	38	625	39	1,213
Bldg. Matrl. and Garden Equip. and Supplies	**1,426**	**574,654**	**282**	**86,642**	**980**	**314,637**	**578**	**261,146**
Building Material and Supplies Dealers	1,072	535,032	185	77,243	598	287,464	411	243,546
Lawn and Garden Equip. and Supplies Stores	354	39,622	97	9,399	382	27,173	167	17,601
Food and Beverage Stores	**2,518**	**503,782**	**275**	**73,869**	**1,227**	**315,009**	**1,053**	**225,285**
Supermarkets and Other Grocery Stores	988	362,880	82	53,849	474	224,324	406	169,454
Convenience Stores	326	46,971	45	7,009	219	54,295	202	26,196
Specialty Food Stores	731	23,142	103	3,812	322	6,082	282	3,681
Beer, Wine, and Liquor Stores	473	70,788	45	9,199	212	30,307	163	25,954
Health and Personal Care Stores	**2,758**	**213,300**	**306**	**24,868**	**1,095**	**102,844**	**877**	**96,334**
Pharmacies and Drug Stores	578	128,523	39	13,931	322	72,707	226	63,511
Health and Personal Care Stores	2,180	84,777	267	10,937	773	30,137	651	32,823
Gasoline Stations	**684**	**1,252,865**	**109**	**207,438**	**475**	**831,989**	**361**	**484,075**
Clothing and Clothing Accessories Stores	**6,638**	**787,431**	**716**	**84,433**	**3,336**	**333,287**	**2,117**	**188,067**
Men's Clothing Stores	225	23,133	14	1,973	138	12,186	64	7,156
Women's Clothing Stores	973	134,578	78	13,366	464	47,814	217	24,137
Family Clothing Stores, Accessories, and Other Stores	3,795	493,989	461	54,608	2,041	197,730	1,324	118,202
Shoe Stores	435	57,585	43	6,396	281	37,350	132	24,898
Jewelry, Luggage, and Leather Goods Stores	1,210	78,146	120	8,089	412	38,207	380	13,674
Sporting Goods, Hobby, Book, and Music Stores	**3,002**	**282,654**	**460**	**46,008**	**1,238**	**97,376**	**1,081**	**110,336**
Sporting Goods Stores	1,166	137,143	200	25,269	487	43,687	347	44,393
Hobby, Toy and Musical Instrument Stores	738	78,588	106	11,918	349	33,407	266	29,296
Book, Periodical, and Music Stores	1,098	66,924	154	8,821	402	20,283	468	36,647
General Merchandise Stores	**1,583**	**1,105,971**	**171**	**133,836**	**804**	**667,710**	**475**	**460,704**
Miscellaneous Store Retailers	**10,781**	**408,277**	**1,545**	**44,459**	**5,709**	**161,436**	**4,118**	**137,710**
Florists	467	8,782	46	624	171	2,114	167	2,260
Office Supplies and Stationery Stores	304	96,928	29	8,446	127	32,220	89	31,690
Gift, Novelty, and Souvenir Stores	1,814	32,516	329	3,292	871	12,338	877	11,026
Used Merchandise Stores	1,072	14,667	249	1,452	726	5,635	523	9,060
Other Miscellaneous Store Retailers	7,124	255,385	892	30,645	3,814	109,130	2,462	83,674
Nonstore Retailers	**13,513**	**101,970**	**2,057**	**6,115**	**10,556**	**19,469**	**5,378**	**27,837**
Food Services and Drinking Places	**7,887**	**1,421,311**	**955**	**155,268**	**4,085**	**575,181**	**3,254**	**434,992**
Full-Service Restaurants	2,462	736,228	371	89,142	1,239	226,341	1,085	199,814
Limited-Service Eating Places	4,483	587,311	512	62,519	2,403	331,408	1,760	213,977
Special Food Services	751	67,586	58	1,364	343	9,461	327	11,819
Drinking Places (Alcoholic Beverages)	191	30,186	14	2,243	100	7,970	82	9,383
Total Retail and Food Services	**58,795**	**8,944,135**	**7,803**	**1,290,668**	**33,398**	**4,381,975**	**22,198**	**3,125,878**
All Other Outlets	**33,412**	**4,131,886**	**3,317**	**383,704**	**13,488**	**1,689,287**	**9,484**	**1,441,110**
Total All Outlets	**92,207**	**13,076,021**	**11,120**	**1,674,371**	**46,886**	**6,071,262**	**31,682**	**4,566,988**
Historical Data								
Comparable data for total all outlets:								
2006	102,539	14,571,082	11,623	1,983,107	43,672	7,257,754	35,406	5,397,641
2007	99,088	14,255,620	11,676	1,866,783	45,279	6,856,828	35,023	5,126,279
2008	97,612	13,642,246	12,104	1,721,240	46,272	6,316,424	35,547	4,927,156
2009	90,231	11,571,043	11,135	1,503,114	42,765	5,387,286	31,644	4,184,506
2010	92,047	12,100,157	11,439	1,547,901	45,688	5,551,817	32,789	4,295,141

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	SAN BERNARDINO		SAN DIEGO		SAN FRANCISCO		SAN JOAQUIN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	**2,306**	**801,395**	**2,918**	**1,285,011**	**238**	**108,533**	**694**	**227,745**
New Car Dealers	85	497,155	245	927,981	22	84,162	36	130,261
Used Car Dealers	465	123,323	814	136,927	42	2,858	146	23,564
Other Motor Vehicle Dealers	209	61,065	357	81,062	28	8,764	72	29,996
Auto. Parts, Accessories and Tire Stores	1,547	119,851	1,502	139,041	146	12,749	440	43,925
Furniture and Home Furnishings Stores	**947**	**100,099**	**1,517**	**232,041**	**552**	**91,901**	**194**	**36,877**
Furniture Stores	462	63,496	616	150,727	270	43,956	92	10,087
Home Furnishings Stores	485	36,603	901	81,314	282	47,945	102	26,790
Electronics and Appliance Stores	**969**	**98,272**	**2,016**	**304,989**	**512**	**89,749**	**261**	**29,758**
Appliance, T.V., and Other Electronics Stores	510	67,384	843	186,869	192	42,105	142	18,988
Computer and Software Stores	407	30,719	1,060	112,721	265	39,743	107	10,572
Camera and Photographic Supplies Stores	52	169	113	5,398	55	7,900	12	198
Bldg. Matrl. and Garden Equip. and Supplies	**843**	**290,488**	**1,462**	**519,420**	**318**	**108,450**	**281**	**111,302**
Building Material and Supplies Dealers	577	276,752	928	482,700	235	103,845	183	98,714
Lawn and Garden Equip. and Supplies Stores	266	13,736	534	36,720	83	4,605	98	12,588
Food and Beverage Stores	**1,368**	**290,597**	**2,178**	**511,648**	**1,196**	**162,875**	**631**	**100,066**
Supermarkets and Other Grocery Stores	496	199,519	760	349,148	645	119,311	255	75,264
Convenience Stores	264	52,804	394	68,328	134	7,928	108	10,600
Specialty Food Stores	335	6,640	564	15,457	258	7,520	155	2,585
Beer, Wine, and Liquor Stores	273	31,633	460	78,716	159	28,115	113	11,617
Health and Personal Care Stores	**1,053**	**108,719**	**1,885**	**213,779**	**597**	**106,893**	**295**	**27,521**
Pharmacies and Drug Stores	275	57,013	548	136,645	138	#	82	20,866
Health and Personal Care Stores	778	51,706	1,337	77,134	459	106,893 #	213	6,655
Gasoline Stations	**585**	**919,156**	**780**	**1,147,495**	**122**	**162,796**	**212**	**334,667**
Clothing and Clothing Accessories Stores	**3,398**	**329,796**	**5,643**	**750,222**	**2,300**	**448,184**	**735**	**59,967**
Men's Clothing Stores	140	9,336	191	17,821	93	8,424	25	1,780
Women's Clothing Stores	420	45,416	805	105,983	413	74,744	70	8,023
Family Clothing Stores, Accessories, and Other Stores	2,112	191,756	3,132	487,556	1,076	265,728	468	38,019
Shoe Stores	360	44,213	433	68,311	125	38,334	55	8,587
Jewelry, Luggage, and Leather Goods Stores	366	39,076	1,082	70,551	593	60,954	117	3,557
Sporting Goods, Hobby, Book, and Music Stores	**1,226**	**122,212**	**2,859**	**257,827**	**844**	**98,008**	**326**	**35,011**
Sporting Goods Stores	440	51,792	1,042	120,276	152	36,885	148	20,276
Hobby, Toy and Musical Instrument Stores	394	40,962	679	74,877	154	17,465	96	9,455
Book, Periodical, and Music Stores	392	29,457	1,138	62,674	538	43,659	82	5,280
General Merchandise Stores	**1,052**	**646,807**	**990**	**1,054,594**	**256**	**181,505**	**187**	**225,600**
Miscellaneous Store Retailers	**5,465**	**303,100**	**10,305**	**352,578**	**3,629**	**164,485**	**1,395**	**83,420**
Florists	146	2,143	621	10,832	226	6,575	42	912
Office Supplies and Stationery Stores	112	156,418	206	69,100	59	19,225	28	#
Gift, Novelty, and Souvenir Stores	798	11,272	1,371	33,769	620	38,606	251	1,762
Used Merchandise Stores	1,002	5,269	1,367	19,833	313	9,023	214	3,952
Other Miscellaneous Store Retailers	3,407	127,997	6,740	219,044	2,411	91,056	860	76,794 #
Nonstore Retailers	**10,963**	**38,093**	**16,504**	**34,644**	**2,732**	**11,791**	**1,762**	**15,517**
Food Services and Drinking Places	**3,965**	**575,597**	**7,666**	**1,389,502**	**4,313**	**837,144**	**1,364**	**157,040**
Full-Service Restaurants	1,158	220,242	2,522	737,865	2,024	559,420	469	66,286
Limited-Service Eating Places	2,368	338,032	4,185	561,378	1,665	164,689	688	86,356
Special Food Services	310	8,716	706	53,658	347	75,862	169	2,988
Drinking Places (Alcoholic Beverages)	129	8,608	253	36,602	277	37,172	38	1,410
Total Retail and Food Services	**34,140**	**4,624,330**	**56,723**	**8,053,751**	**17,609**	**2,572,316**	**8,337**	**1,444,491**
All Other Outlets	**13,651**	**2,344,951**	**27,248**	**3,364,500**	**9,327**	**1,275,063**	**4,113**	**736,947**
Total All Outlets	**47,791**	**6,969,282**	**83,971**	**11,418,251**	**26,936**	**3,847,379**	**12,450**	**2,181,438**
Historical Data								
Comparable data for total all outlets:								
2006	46,528	7,885,687	91,251	12,199,800	28,968	3,457,155	13,290	2,486,409
2007	47,810	7,552,753	85,341	11,918,333	27,906	3,644,994	13,300	2,367,032
2008	48,994	7,040,624	87,050	11,541,461	27,882	3,836,410	13,419	2,246,871
2009	45,062	5,878,572	80,595	10,171,490	26,459	3,205,239	12,297	1,854,027
2010	47,562	6,255,165	83,194	10,643,320	26,896	3,434,161	12,633	1,981,518

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	SAN LUIS OBISPO		SAN MATEO		SANTA BARBARA		SANTA CLARA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	**274**	**95,310**	**452**	**316,589**	**287**	**128,206**	**1,116**	**739,511**
New Car Dealers	24	61,526	61	272,632	33	100,889	99	621,401
Used Car Dealers	41	10,350	113	12,234	57	4,879	240	28,780
Other Motor Vehicle Dealers	63	10,068	33	5,925	42	5,545	110	27,016
Auto. Parts, Accessories and Tire Stores	146	13,366	245	25,798	155	16,893	667	62,314
Furniture and Home Furnishings Stores	**152**	**18,174**	**411**	**91,528**	**209**	**19,917**	**757**	**136,340**
Furniture Stores	65	9,149	184	66,736	88	9,927	329	84,207
Home Furnishings Stores	87	9,026	227	24,792	121	9,990	428	52,133
Electronics and Appliance Stores	**129**	**16,863**	**435**	**87,536**	**192**	**34,962**	**1,511**	**374,729**
Appliance, T.V., and Other Electronics Stores	50	11,321 #	169	50,256	101	21,377 #	577	139,610
Computer and Software Stores	70	5,542	247	35,543	83	13,586	893	231,673
Camera and Photographic Supplies Stores	9	#	19	1,736	8	#	41	3,447
Bldg. Matrl. and Garden Equip. and Supplies	**261**	**69,751**	**353**	**192,022**	**272**	**101,260**	**701**	**354,769**
Building Material and Supplies Dealers	155	57,028	236	177,224	155	79,585	516	328,586
Lawn and Garden Equip. and Supplies Stores	106	12,723	117	14,798	117	21,675	185	26,182
Food and Beverage Stores	**313**	**58,179**	**570**	**130,680**	**440**	**94,433**	**1,282**	**259,436**
Supermarkets and Other Grocery Stores	89	39,489	248	93,715	173	68,406	433	182,251
Convenience Stores	39	6,601	77	9,235	59	12,429	230	27,813
Specialty Food Stores	58	1,335	141	4,110	75	1,228	333	5,045
Beer, Wine, and Liquor Stores	127	10,754	104	23,620	133	12,369	286	44,327
Health and Personal Care Stores	**142**	**19,724**	**341**	**60,017**	**210**	**31,782**	**886**	**134,296**
Pharmacies and Drug Stores	37	14,562	78	44,198	61	23,828	234	88,789
Health and Personal Care Stores	105	5,161	263	15,819	149	7,954	652	45,507
Gasoline Stations	**94**	**131,700**	**213**	**303,018**	**113**	**159,837**	**399**	**653,238**
Clothing and Clothing Accessories Stores	**408**	**50,975**	**1,038**	**145,566**	**553**	**77,182**	**2,449**	**489,691**
Men's Clothing Stores	16	2,846	32	3,692	22	840	94	12,985
Women's Clothing Stores	64	9,205	166	19,734	103	14,581	438	66,049
Family Clothing Stores, Accessories, and Other Stores	248	29,580	499	96,011	277	50,115	1,234	300,168
Shoe Stores	24	5,843	63	12,948	42	5,378	198	49,088
Jewelry, Luggage, and Leather Goods Stores	56	3,501	278	13,181	109	6,269	485	61,402
Sporting Goods, Hobby, Book, and Music Stores	**313**	**26,545**	**547**	**70,679**	**342**	**31,144**	**1,245**	**171,523**
Sporting Goods Stores	136	16,894	185	30,905	148	15,655	399	73,037
Hobby, Toy and Musical Instrument Stores	70	4,715	141	22,247	57	8,479	376	50,674
Book, Periodical, and Music Stores	107	4,935	221	17,527	137	7,010	470	47,811
General Merchandise Stores	**94**	**83,756**	**193**	**252,298**	**127**	**106,905**	**383**	**565,377**
Miscellaneous Store Retailers	**1,136**	**37,641**	**2,157**	**113,629**	**1,134**	**54,029**	**4,167**	**158,567**
Florists	45	890	131	3,700	68	#	217	3,829
Office Supplies and Stationery Stores	24	6,654	40	38,344	18	7,617	87	28,362
Gift, Novelty, and Souvenir Stores	227	5,435	342	12,540	175	9,797	702	15,834
Used Merchandise Stores	146	2,393	226	4,116	133	3,868	324	7,899
Other Miscellaneous Store Retailers	694	22,270	1,418	54,929	740	32,747 #	2,837	102,643
Nonstore Retailers	**2,103**	**3,544**	**2,663**	**13,690**	**2,794**	**4,526**	**7,640**	**45,019**
Food Services and Drinking Places	**835**	**130,394**	**2,097**	**360,816**	**1,141**	**186,685**	**4,716**	**780,266**
Full-Service Restaurants	397	83,234	851	207,068	471	104,627	1,695	415,240
Limited-Service Eating Places	365	41,314	911	123,352	507	71,243	2,274	305,852
Special Food Services	44	3,068	286	26,151	112	5,368	623	46,745
Drinking Places (Alcoholic Beverages)	29	2,777	49	4,245	51	5,447	124	12,428
Total Retail and Food Services	**6,254**	**742,557**	**11,470**	**2,138,067**	**7,814**	**1,030,867**	**27,252**	**4,862,762**
All Other Outlets	**3,193**	**259,209**	**7,525**	**1,168,772**	**4,488**	**430,476**	**16,138**	**3,557,271**
Total All Outlets	**9,447**	**1,001,766**	**18,995**	**3,306,839**	**12,302**	**1,461,343**	**43,390**	**8,420,033**
Historical Data								
Comparable data for total all outlets:								
2006	9,750	1,102,525	21,082	3,268,681	13,170	1,545,626	48,313	8,141,740
2007	9,857	1,056,884	20,202	3,333,751	13,177	1,546,197	47,651	8,386,064
2008	10,040	1,058,951	19,853	3,350,041	13,114	1,545,086	47,253	8,179,013
2009	9,412	883,632	18,840	2,868,469	12,303	1,320,148	43,396	6,984,771
2010	9,425	1,020,215	18,979	3,034,258	12,298	1,360,329	43,583	7,809,628

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	SANTA CRUZ		SHASTA		SOLANO		SONOMA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	**183**	**69,402**	**222**	**75,783**	**312**	**160,527**	**393**	**190,103**
New Car Dealers	15	45,613	9	35,562	33	125,491	30	137,543
Used Car Dealers	39	9,015	52	13,221	69	4,006	95	10,249
Other Motor Vehicle Dealers	36	3,794	45	9,980	37	12,641	63	14,054
Auto. Parts, Accessories and Tire Stores	93	10,981	116	17,020	173	18,389	205	28,256
Furniture and Home Furnishings Stores	**139**	**12,508**	**62**	**7,914**	**124**	**19,132**	**225**	**29,464**
Furniture Stores	66	5,655	23	4,940	58	11,631	100	16,925
Home Furnishings Stores	73	6,854	39	2,975	66	7,501	125	12,538
Electronics and Appliance Stores	**159**	**15,124**	**108**	**11,571**	**154**	**23,922**	**217**	**36,282**
Appliance, T.V., and Other Electronics Stores	50	11,103	36	9,425 #	83	20,352 #	95	26,587 #
Computer and Software Stores	99	3,985	67	2,147	66	3,570	110	9,696
Camera and Photographic Supplies Stores	10	36	5	#	5	#	12	#
Bldg. Matrl. and Garden Equip. and Supplies	**197**	**67,734**	**164**	**42,629**	**154**	**71,700**	**364**	**139,330**
Building Material and Supplies Dealers	115	54,664	96	38,307	113	62,785	204	123,170
Lawn and Garden Equip. and Supplies Stores	82	13,070	68	4,322	41	8,915	160	16,160
Food and Beverage Stores	**259**	**58,552**	**114**	**36,022**	**266**	**53,850**	**583**	**120,448**
Supermarkets and Other Grocery Stores	100	39,931	69	31,215	95	38,372	182	86,861
Convenience Stores	30	4,448	11	1,003	50	5,631	66	11,253
Specialty Food Stores	70	2,313	14	152	63	2,113	99	2,467
Beer, Wine, and Liquor Stores	59	11,860	20	3,652	58	7,733	236	19,868
Health and Personal Care Stores	**157**	**24,032**	**97**	**13,915**	**151**	**19,429**	**208**	**33,379**
Pharmacies and Drug Stores	46	20,039	58	8,956	30	12,017	60	25,523
Health and Personal Care Stores	111	3,992	39	4,959	121	7,412	148	7,856
Gasoline Stations	**76**	**91,034**	**88**	**95,199**	**142**	**180,003**	**146**	**193,125**
Clothing and Clothing Accessories Stores	**475**	**35,678**	**154**	**18,369**	**464**	**109,844**	**575**	**68,410**
Men's Clothing Stores	16	1,263	6	#	19	2,909	20	2,941
Women's Clothing Stores	77	4,976	18	1,718	71	10,862	96	12,539
Family Clothing Stores, Accessories, and Other Stores	256	22,211	78	12,700 #	250	57,570	277	38,059
Shoe Stores	32	4,851	19	2,688	41	12,365	56	10,283
Jewelry, Luggage, and Leather Goods Stores	94	2,378	33	1,262	83	26,137	126	4,588
Sporting Goods, Hobby, Book, and Music Stores	**306**	**20,523**	**155**	**13,225**	**203**	**22,940**	**384**	**41,686**
Sporting Goods Stores	106	9,748	69	7,663	78	10,049	110	20,561
Hobby, Toy and Musical Instrument Stores	81	6,473	28	2,891	48	6,982	91	9,184
Book, Periodical, and Music Stores	119	4,302	58	2,671	77	5,910	183	11,940
General Merchandise Stores	**57**	**56,713**	**31**	**72,835**	**87**	**148,056**	**89**	**158,283**
Miscellaneous Store Retailers	**1,003**	**35,696**	**595**	**18,896**	**920**	**33,309**	**1,788**	**61,451**
Florists	39	657	17	370	33	768	56	1,223
Office Supplies and Stationery Stores	13	8,007	14	1,919	10	4,195	21	11,515
Gift, Novelty, and Souvenir Stores	200	6,659	90	1,736	100	1,991	252	5,067
Used Merchandise Stores	149	2,164	88	960	127	2,503	285	3,845
Other Miscellaneous Store Retailers	602	18,209	386	13,911	650	23,850	1,174	39,801
Nonstore Retailers	**2,114**	**3,401**	**1,268**	**2,346**	**1,638**	**5,768**	**4,516**	**12,145**
Food Services and Drinking Places	**698**	**101,993**	**464**	**48,057**	**824**	**125,696**	**1,311**	**171,804**
Full-Service Restaurants	283	58,177	163	23,947	263	49,105	554	96,363
Limited-Service Eating Places	320	40,400	232	22,625	457	71,488	562	63,172
Special Food Services	73	1,912	40	147	69	2,732	152	7,640
Drinking Places (Alcoholic Beverages)	22	1,504	29	1,337	35	2,371	43	4,629
Total Retail and Food Services	**5,823**	**592,390**	**3,522**	**456,761**	**5,439**	**974,177**	**10,799**	**1,255,910**
All Other Outlets	**2,478**	**171,190**	**1,938**	**209,426**	**2,477**	**501,775**	**6,173**	**562,888**
Total All Outlets	**8,301**	**763,580**	**5,460**	**666,187**	**7,916**	**1,475,951**	**16,972**	**1,818,798**
Historical Data								
Comparable data for total all outlets:								
2006	8,626	835,887	6,057	779,095	8,568	1,630,385	17,612	2,074,800
2007	8,568	826,526	5,967	727,622	8,531	1,551,944	17,638	2,012,755
2008	8,614	806,835	5,896	695,265	8,499	1,529,728	17,764	1,932,246
2009	8,092	696,904	5,373	588,102	7,655	1,358,116	16,810	1,618,979
2010	8,222	723,790	5,452	612,200	7,839	1,329,447	17,303	1,712,308

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	STANISLAUS		TULARE		VENTURA		YOLO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	**633**	**195,119**	**401**	**118,501**	**591**	**388,193**	**163**	**65,267**
New Car Dealers	32	105,418	39	80,124	68	314,090	12	41,422
Used Car Dealers	169	49,141	74	9,497	107	16,175	37	2,700
Other Motor Vehicle Dealers	46	10,920	24	4,146	95	20,693	13	4,284
Auto. Parts, Accessories and Tire Stores	386	29,639	264	24,734	321	37,234	101	16,861
Furniture and Home Furnishings Stores	**202**	**19,492**	**163**	**11,802**	**331**	**43,414**	**53**	**24,468**
Furniture Stores	99	11,165	81	6,725	146	22,527	28	#
Home Furnishings Stores	103	8,327	82	5,077	185	20,887	25	24,468 #
Electronics and Appliance Stores	**238**	**27,183**	**167**	**52,197**	**387**	**67,881**	**80**	**9,054**
Appliance, T.V., and Other Electronics Stores	138	16,906 #	90	#	175	48,899	37	5,101 #
Computer and Software Stores	94	10,277	72	52,197 #	200	18,413	40	3,953
Camera and Photographic Supplies Stores	6	#	5	#	12	569	3	#
Bldg. Matrl. and Garden Equip. and Supplies	**247**	**103,397**	**249**	**72,938**	**362**	**153,731**	**95**	**43,654**
Building Material and Supplies Dealers	158	85,725	119	54,012	235	135,882	68	39,075
Lawn and Garden Equip. and Supplies Stores	89	17,672	130	18,925	127	17,849	27	4,579
Food and Beverage Stores	**462**	**78,918**	**319**	**61,591**	**615**	**132,717**	**152**	**36,011**
Supermarkets and Other Grocery Stores	202	54,898	191	54,432	241	95,845	72	29,597
Convenience Stores	85	9,563	34	3,549	86	12,492	26	4,069
Specialty Food Stores	106	1,551	61	766	142	3,091	24	453
Beer, Wine, and Liquor Stores	69	12,906	33	2,844	146	21,289	30	1,893
Health and Personal Care Stores	**234**	**26,353**	**168**	**20,223**	**412**	**54,073**	**81**	**8,378**
Pharmacies and Drug Stores	58	18,344	52	11,992	110	33,604	19	6,504
Health and Personal Care Stores	176	8,009	116	8,231	302	20,469	62	1,874
Gasoline Stations	**159**	**188,483**	**180**	**167,046**	**189**	**305,108**	**64**	**97,972**
Clothing and Clothing Accessories Stores	**578**	**66,352**	**719**	**44,500**	**1,117**	**208,819**	**167**	**11,877**
Men's Clothing Stores	22	2,148	25	1,964	47	6,217	3	#
Women's Clothing Stores	60	10,309	85	5,441	197	32,277	15	1,895
Family Clothing Stores, Accessories, and Other Stores	336	38,750	462	27,578	608	119,904	110	8,082 #
Shoe Stores	52	9,866	53	6,871	115	24,775	10	1,265
Jewelry, Luggage, and Leather Goods Stores	108	5,279	94	2,647	150	25,646	29	635
Sporting Goods, Hobby, Book, and Music Stores	**258**	**28,157**	**199**	**22,050**	**581**	**71,990**	**146**	**11,658**
Sporting Goods Stores	102	9,592	63	7,518	246	33,315	59	6,124
Hobby, Toy and Musical Instrument Stores	71	11,162	65	7,493	116	20,155	27	2,160
Book, Periodical, and Music Stores	85	7,402	71	7,039	219	18,519	60	3,374
General Merchandise Stores	**142**	**173,962**	**152**	**139,503**	**321**	**251,952**	**35**	**68,571**
Miscellaneous Store Retailers	**1,040**	**42,728**	**991**	**24,792**	**1,951**	**68,846**	**446**	**19,809**
Florists	52	784	31	700	103	1,671	22	190
Office Supplies and Stationery Stores	20	7,551	12	3,943	52	12,606	4	2,229
Gift, Novelty, and Souvenir Stores	224	3,302	169	1,608	236	4,948	89	547
Used Merchandise Stores	128	1,103	256	1,517	221	4,188	45	1,246
Other Miscellaneous Store Retailers	616	29,988	523	17,023	1,339	45,433	286	15,597
Nonstore Retailers	**1,272**	**10,386**	**1,365**	**5,490**	**5,088**	**21,849**	**566**	**4,147**
Food Services and Drinking Places	**1,056**	**132,339**	**818**	**95,084**	**1,843**	**286,011**	**445**	**53,370**
Full-Service Restaurants	346	54,182	272	35,052	685	135,205	163	24,978 #
Limited-Service Eating Places	568	73,696	461	58,016	975	141,743	242	27,867
Special Food Services	109	2,495	66	1,128	151	6,888	30	#
Drinking Places (Alcoholic Beverages)	33	1,966	19	888	32	2,174	10	525
Total Retail and Food Services	**6,521**	**1,092,868**	**5,891**	**835,716**	**13,788**	**2,054,584**	**2,493**	**454,237**
All Other Outlets	**3,196**	**608,792**	**2,557**	**407,018**	**8,244**	**723,815**	**1,485**	**434,603**
Total All Outlets	**9,717**	**1,701,660**	**8,448**	**1,242,734**	**22,032**	**2,778,399**	**3,978**	**888,840**
Historical Data								
Comparable data for total all outlets:								
2006	10,903	1,892,379	8,839	1,244,999	24,093	3,106,077	4,059	830,645
2007	10,887	1,799,924	8,855	1,212,064	23,953	2,982,380	4,084	847,022
2008	10,928	1,753,885	8,795	1,209,611	23,940	2,884,298	4,138	900,845
2009	9,644	1,489,685	8,239	1,011,913	22,564	2,517,582	3,892	747,532
2010	9,881	1,564,653	8,434	1,123,355	22,422	2,593,237	4,035	756,331

Sales omitted because their publication would result in the disclosure of confidential information. In Table 3, these are included in the class-of-business group to which they belong when possible.

NOTE: Detail may not compute to total due to rounding.

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	ALPINE		AMADOR		CALAVERAS		COLUSA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	2	#	39	4,751	54	1,720	22	10,638
Home Furnishings and Appliance Stores	3	#	49	2,079	50	1,647	10	196
Bldg. Matrl. and Garden Equip. and Supplies	1	#	48	11,804	47	6,816	22	3,457
Food and Beverage Stores	5	370	46	7,394	55	9,443	25	2,755
Gasoline Stations	2	#	22	15,290	25	13,752	15	11,870
Clothing and Clothing Accessories Stores	1	#	50	1,034	56	913	11	154
General Merchandise Stores	--	#	19	#	20	1,247	4	103
Food Services and Drinking Places	9	263	118	8,222	122	8,710	54	5,603
Other Retail Group	20	1,093 #	544	19,094 #	626	7,446	127	4,993
Total Retail and Food Services	**43**	**1,726**	**935**	**69,669**	**1,055**	**51,694**	**290**	**39,770**
All Other Outlets	23	2,871	412	25,407	430	29,059	208	60,684
Totals All Outlets	**66**	**4,598**	**1,347**	**95,075**	**1,485**	**80,752**	**498**	**100,454**

Type of business	DEL NORTE		GLENN		INYO		LAKE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	12	2,242	42	6,647	21	4,750	57	10,150
Home Furnishings and Appliance Stores	14	453	13	315	17	1,160	57	2,595
Bldg. Matrl. and Garden Equip. and Supplies	17	6,168	31	3,281	22	4,673	54	12,333
Food and Beverage Stores	26	5,918	26	3,914	17	6,040	63	15,529
Gasoline Stations	7	8,788	17	14,871	28	26,984	19	16,640
Clothing and Clothing Accessories Stores	20	472	12	169	16	453	35	599
General Merchandise Stores	6	#	10	#	11	5,855	13	15,496
Food Services and Drinking Places	60	6,826	65	4,846	63	9,662	141	11,546
Other Retail Group	209	11,902 #	245	9,549 #	258	5,291	710	8,463
Total Retail and Food Services	**371**	**42,768**	**461**	**43,591**	**453**	**64,868**	**1,149**	**93,352**
All Other Outlets	182	17,012	235	39,827	232	29,680	542	40,943
Totals All Outlets	**553**	**59,779**	**696**	**83,418**	**685**	**94,548**	**1,691**	**134,295**

Type of business	LASSEN		MADERA		MARIPOSA		MODOC	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	18	4,324	164	36,060	22	699	11	1,755
Home Furnishings and Appliance Stores	17	1,758	90	4,530	16	317	8	238
Bldg. Matrl. and Garden Equip. and Supplies	29	4,158	86	23,378	24	2,023	18	2,083
Food and Beverage Stores	21	2,391	122	25,603	37	4,508	12	1,272
Gasoline Stations	17	11,542	56	75,304	11	4,590	4	3,504
Clothing and Clothing Accessories Stores	12	475	217	3,587	27	276	4	112
General Merchandise Stores	5	#	46	#	1	#	2	#
Food Services and Drinking Places	47	4,576	249	25,370	51	5,646	34	1,507
Other Retail Group	200	12,170 #	948	33,339 #	246	2,990 #	135	2,469 #
Total Retail and Food Services	**366**	**41,394**	**1,978**	**227,170**	**435**	**21,049**	**228**	**12,939**
All Other Outlets	225	22,548	903	111,849	208	38,940	119	15,122
Totals All Outlets	**591**	**63,942**	**2,881**	**339,019**	**643**	**59,989**	**347**	**28,061**

Type of business	MONO		PLUMAS		SAN BENITO		SIERRA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	10	427	28	2,249	54	10,691	2	#
Home Furnishings and Appliance Stores	16	621	30	573	35	988	3	#
Bldg. Matrl. and Garden Equip. and Supplies	20	4,337	34	5,308	35	6,451	7	490
Food and Beverage Stores	25	5,542	21	7,069	40	7,476	5	621
Gasoline Stations	13	13,141	18	8,122	14	15,197	3	#
Clothing and Clothing Accessories Stores	22	3,696	22	561	44	637	2	#
General Merchandise Stores	13	732	8	506	11	8,602	5	121
Food Services and Drinking Places	83	14,468	97	6,082	112	10,934	14	835
Other Retail Group	196	8,484	369	4,267	458	13,148	47	1,155 #
Total Retail and Food Services	**398**	**51,447**	**627**	**34,736**	**803**	**74,123**	**88**	**3,221**
All Other Outlets	188	19,528	309	30,399	414	65,548	28	2,252
Totals All Outlets	**586**	**70,975**	**936**	**65,135**	**1,217**	**139,671**	**116**	**5,473**

NOTE: Detail may not compute to total due to rounding.

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	SISKIYOU		SUTTER		TEHAMA		TRINITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	49	6,711	120	36,654	57	23,707	12	508
Home Furnishings and Appliance Stores	49	2,273	74	6,731	25	2,060	9	255
Bldg. Matrl. and Garden Equip. and Supplies	85	8,775	52	31,340	49	9,679	17	3,503
Food and Beverage Stores	46	9,483	89	14,547	51	8,216	21	1,549
Gasoline Stations	36	41,827	40	35,387	30	64,351	12	6,422
Clothing and Clothing Accessories Stores	28	814	106	11,964	21	436	6	152
General Merchandise Stores	10	#	26	52,125	8	#	2	#
Food Services and Drinking Places	148	12,049	177	21,664	132	10,425	38	2,352
Other Retail Group	752	15,595 #	575	22,704	630	17,868 #	254	2,206 #
Total Retail and Food Services	**1,203**	**97,528**	**1,259**	**233,116**	**1,003**	**136,742**	**371**	**16,947**
All Other Outlets	601	49,957	625	101,445	471	44,300	158	8,604
Totals All Outlets	**1,804**	**147,485**	**1,884**	**334,561**	**1,474**	**181,041**	**529**	**25,551**

Type of business	TUOLUMNE		YUBA	
	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services				
Motor Vehicle and Parts Dealers	60	12,264	61	9,224
Home Furnishings and Appliance Stores	64	2,673	44	1,448
Bldg. Matrl. and Garden Equip. and Supplies	63	16,268	52	5,347
Food and Beverage Stores	51	11,056	57	5,751
Gasoline Stations	26	22,733	31	27,672
Clothing and Clothing Accessories Stores	81	3,677	55	457
General Merchandise Stores	17	#	11	#
Food Services and Drinking Places	156	14,357	121	10,185
Other Retail Group	733	30,151 #	429	19,539 #
Total Retail and Food Services	**1,251**	**113,180**	**861**	**79,622**
All Other Outlets	605	44,799	354	49,737
Totals All Outlets	**1,856**	**157,979**	**1,215**	**129,359**

Sales omitted because their publication would result in the disclosure of confidential information. In Table 4, these are included with "Other Retail Group" when possible.

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	AGOURA HILLS		ALAMEDA		ALHAMBRA		ALISO VIEJO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	18	693	53	4,180	71	83,371	17	1,174
Home Furnishings and Appliance Stores	67	12,916	78	3,552	77	3,061	87	10,755
Bldg. Matrl. and Garden Equip. and Supplies	17	4,628	33	4,422	18	#	8	#
Food and Beverage Stores	15	4,055	71	15,459	51	8,212	17	6,034
Gasoline Stations	13	21,097	9	17,711	11	26,745	11	16,995
Clothing and Clothing Accessories Stores	47	872	96	8,213	89	3,980	86	#
General Merchandise Stores	16	26	22	#	45	49,518	22	#
Food Services and Drinking Places	66	12,753	217	25,482	205	34,768	65	12,858
Other Retail Group	294	6,761	786	20,278 #	510	34,308 #	400	35,014 #
Total Retail and Food Services	**553**	**63,803**	**1,365**	**99,297**	**1,077**	**243,962**	**713**	**82,829**
All Other Outlets	337	11,183	571	45,013	539	28,177	376	18,374
Totals All Outlets	**890**	**74,986**	**1,936**	**144,309**	**1,616**	**272,139**	**1,089**	**101,203**

Type of business	ANAHEIM		ANTIOCH		APPLE VALLEY		ARCADIA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	375	114,180	53	32,464	40	2,939	32	#
Home Furnishings and Appliance Stores	365	41,389	54	4,309	50	5,317	98	2,844
Bldg. Matrl. and Garden Equip. and Supplies	177	95,520	28	#	17	12,684	22	1,446
Food and Beverage Stores	293	40,038	48	11,707	35	10,871	49	8,683
Gasoline Stations	80	144,429	28	28,175	12	20,830	13	21,924
Clothing and Clothing Accessories Stores	422	27,099	101	7,923	57	4,749	178	48,580
General Merchandise Stores	101	44,395	27	55,715	21	23,783	48	17,972
Food Services and Drinking Places	764	169,579	163	21,401	111	16,089	194	32,810
Other Retail Group	1,972	75,686	464	29,539 #	445	8,550	631	40,736 #
Total Retail and Food Services	**4,549**	**752,317**	**966**	**191,232**	**788**	**105,812**	**1,265**	**174,996**
All Other Outlets	3,420	555,750	398	21,824	284	6,334	621	18,166
Totals All Outlets	**7,969**	**1,308,067**	**1,364**	**213,056**	**1,072**	**112,146**	**1,886**	**193,162**

Type of business	ARROYO GRANDE		ATASCADERO		AUBURN		AZUSA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	17	8,173	40	5,563	34	10,193	51	4,058
Home Furnishings and Appliance Stores	30	3,795	23	1,980	27	1,407	31	824
Bldg. Matrl. and Garden Equip. and Supplies	15	5,309	36	11,301	15	3,191	14	742
Food and Beverage Stores	18	4,182	23	9,141	20	3,881	41	4,561
Gasoline Stations	7	11,076	12	14,451	7	#	15	18,449
Clothing and Clothing Accessories Stores	26	#	27	698	41	1,317	45	3,149
General Merchandise Stores	5	#	9	3,565	5	#	20	#
Food Services and Drinking Places	58	8,564	70	8,434	65	6,607	105	10,833
Other Retail Group	250	22,960 #	344	6,559	316	60,830 #	245	38,563 #
Total Retail and Food Services	**426**	**64,058**	**584**	**61,691**	**530**	**87,427**	**567**	**81,179**
All Other Outlets	196	5,911	296	8,649	266	13,885	374	21,356
Totals All Outlets	**622**	**69,969**	**880**	**70,340**	**796**	**101,313**	**941**	**102,535**

Type of business	BAKERSFIELD		BALDWIN PARK		BARSTOW		BEAUMONT	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	306	227,919	53	7,533	36	7,384	30	4,928
Home Furnishings and Appliance Stores	281	46,478	38	898	15	1,151	25	4,463
Bldg. Matrl. and Garden Equip. and Supplies	112	67,651	35	15,207	5	#	17	#
Food and Beverage Stores	237	53,964	59	7,996	34	6,984	22	4,723
Gasoline Stations	114	154,846	13	19,583	26	66,530	8	17,381
Clothing and Clothing Accessories Stores	443	62,039	54	1,849	56	35,480	59	#
General Merchandise Stores	110	196,775	31	22,536	8	#	30	#
Food Services and Drinking Places	787	128,816	116	16,308	101	19,264	66	7,585
Other Retail Group	2,864	83,610	245	10,722	129	17,636 #	603	30,660 #
Total Retail and Food Services	**5,254**	**1,022,097**	**644**	**102,633**	**410**	**154,429**	**860**	**69,740**
All Other Outlets	2,080	346,690	408	31,162	133	4,171	156	5,858
Totals All Outlets	**7,334**	**1,368,787**	**1,052**	**133,794**	**543**	**158,601**	**1,016**	**75,598**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	BELLFLOWER		BENICIA		BERKELEY		BEVERLY HILLS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	105	21,398	26	1,653	36	29,128	23	60,648
Home Furnishings and Appliance Stores	65	1,609	30	998	152	15,907	96	8,449
Bldg. Matrl. and Garden Equip. and Supplies	19	1,311	18	6,725	53	21,419	14	1,024
Food and Beverage Stores	54	8,177	13	4,524	134	24,272	30	4,731
Gasoline Stations	21	29,647	14	19,092	26	25,574	7	9,168
Clothing and Clothing Accessories Stores	60	1,345	36	421	259	15,033	403	181,625
General Merchandise Stores	31	5,366	9	#	53	2,728	37	61,476
Food Services and Drinking Places	151	13,560	71	7,382	524	62,984	203	70,408
Other Retail Group	397	5,798	369	7,605 #	1,694	67,846	843	29,151
Total Retail and Food Services	**903**	**88,210**	**586**	**48,401**	**2,931**	**264,890**	**1,656**	**426,679**
All Other Outlets	413	14,564	393	87,562	1,204	82,148	852	93,567
Totals All Outlets	**1,316**	**102,774**	**979**	**135,962**	**4,135**	**347,039**	**2,508**	**520,246**

Type of business	BREA		BRENTWOOD		BUENA PARK		BURBANK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	55	6,603	44	9,636	45	135,291	115	38,775
Home Furnishings and Appliance Stores	98	12,804	53	8,402	80	178,438	221	101,457
Bldg. Matrl. and Garden Equip. and Supplies	28	24,355	21	13,204	24	#	49	40,928
Food and Beverage Stores	37	9,481	29	10,639	57	10,760	96	25,150
Gasoline Stations	11	24,915	15	22,926	12	21,061	32	44,726
Clothing and Clothing Accessories Stores	190	65,697	79	10,502	108	9,280	277	31,672
General Merchandise Stores	34	47,056	10	#	35	27,652	56	71,072
Food Services and Drinking Places	163	44,032	123	17,999	203	38,076	393	77,803
Other Retail Group	449	36,125	288	15,785 #	521	22,357 #	1,129	69,106
Total Retail and Food Services	**1,065**	**271,067**	**662**	**109,094**	**1,085**	**442,916**	**2,368**	**500,689**
All Other Outlets	874	109,754	295	12,338	662	91,912	1,566	182,709
Totals All Outlets	**1,939**	**380,821**	**957**	**121,432**	**1,747**	**534,828**	**3,934**	**683,398**

Type of business	BURLINGAME		CALABASAS		CALEXICO		CAMARILLO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	40	65,033	13	33,323	45	9,366	42	14,266
Home Furnishings and Appliance Stores	56	3,773	36	3,270	54	552	68	6,595
Bldg. Matrl. and Garden Equip. and Supplies	29	5,434	6	#	24	326	27	19,512
Food and Beverage Stores	42	4,680	16	5,491	27	3,517	57	11,782
Gasoline Stations	11	10,030	7	10,481	14	14,784	18	37,207
Clothing and Clothing Accessories Stores	100	10,757	88	6,336	216	7,980	170	95,975
General Merchandise Stores	12	40	14	#	39	#	22	19,121
Food Services and Drinking Places	139	25,333	48	10,511	76	7,955	172	32,484
Other Retail Group	329	12,427	268	7,256 #	709	30,681 #	686	21,695
Total Retail and Food Services	**758**	**137,508**	**496**	**76,669**	**1,204**	**75,161**	**1,262**	**258,637**
All Other Outlets	637	54,678	288	40,187	240	3,473	936	55,981
Totals All Outlets	**1,395**	**192,186**	**784**	**116,856**	**1,444**	**78,634**	**2,198**	**314,618**

Type of business	CAMPBELL		CAPITOLA		CARLSBAD		CARSON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	57	5,395	9	14,960	60	152,466	84	79,035
Home Furnishings and Appliance Stores	82	20,977	24	4,850	166	17,066	60	27,791
Bldg. Matrl. and Garden Equip. and Supplies	37	30,016	7	#	41	5,433	32	18,087
Food and Beverage Stores	35	11,401	19	8,438	55	20,857	56	10,305
Gasoline Stations	17	31,763	5	7,515	24	40,170	33	39,462
Clothing and Clothing Accessories Stores	62	9,739	82	11,687	315	82,107	127	5,067
General Merchandise Stores	8	5,650	6	12,038	29	54,118	49	30,151
Food Services and Drinking Places	139	27,301	80	14,825	247	56,751	226	31,044
Other Retail Group	433	18,142	204	15,840 #	1,507	27,123	461	55,835
Total Retail and Food Services	**870**	**160,384**	**436**	**90,153**	**2,444**	**456,091**	**1,128**	**296,777**
All Other Outlets	723	41,811	122	8,294	1,471	166,184	1,000	134,133
Totals All Outlets	**1,593**	**202,195**	**558**	**98,446**	**3,915**	**622,276**	**2,128**	**430,910**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	CATHEDRAL CITY		CERES		CERRITOS		CHICO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	64	63,915	35	5,945	36	215,467	95	42,613
Home Furnishings and Appliance Stores	54	2,900	35	862	91	17,191	108	17,987
Bldg. Matrl. and Garden Equip. and Supplies	14	1,631	15	11,591	12	#	54	28,860
Food and Beverage Stores	36	7,313	37	5,824	29	4,033	63	19,728
Gasoline Stations	16	21,385	15	21,631	10	11,153	33	38,824
Clothing and Clothing Accessories Stores	38	2,111	28	1,267	131	58,670	148	19,041
General Merchandise Stores	9	5,840	10	#	24	43,506	28	60,105
Food Services and Drinking Places	115	11,692	77	9,922	153	32,336	326	38,702
Other Retail Group	338	4,612	159	23,548 #	430	37,553 #	951	35,665
Total Retail and Food Services	**684**	**121,400**	**411**	**80,591**	**916**	**419,910**	**1,806**	**301,525**
All Other Outlets	305	18,460	193	29,521	599	81,805	788	78,948
Totals All Outlets	**989**	**139,860**	**604**	**110,111**	**1,515**	**501,715**	**2,594**	**380,473**

Type of business	CHINO		CHINO HILLS		CHULA VISTA		CITRUS HEIGHTS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	86	20,378	27	4,162	191	52,839	59	10,900
Home Furnishings and Appliance Stores	114	4,668	74	8,252	205	33,849	73	13,614
Bldg. Matrl. and Garden Equip. and Supplies	41	9,218	13	#	69	24,962	20	13,104
Food and Beverage Stores	47	10,421	36	12,021	141	31,486	55	13,412
Gasoline Stations	21	33,187	11	25,375	51	77,987	18	17,954
Clothing and Clothing Accessories Stores	112	27,027	99	8,447	333	34,211	133	15,532
General Merchandise Stores	47	56,282	33	#	84	151,848	35	72,534
Food Services and Drinking Places	166	25,676	125	24,855	433	76,363	176	27,923
Other Retail Group	543	23,010	406	44,689 #	1,207	50,092	576	25,317
Total Retail and Food Services	**1,177**	**209,867**	**824**	**127,801**	**2,714**	**533,637**	**1,145**	**210,291**
All Other Outlets	1,145	146,143	331	13,929	1,381	58,421	357	14,747
Totals All Outlets	**2,322**	**356,010**	**1,155**	**141,730**	**4,095**	**592,058**	**1,502**	**225,039**

Type of business	CLAREMONT		CLOVIS		COACHELLA		COLTON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	11	#	98	53,679	23	2,924	66	21,914
Home Furnishings and Appliance Stores	23	473	104	10,844	13	851	38	9,189
Bldg. Matrl. and Garden Equip. and Supplies	8	555	36	24,322	5	923	10	#
Food and Beverage Stores	21	5,510	51	18,690	28	6,079	46	8,278
Gasoline Stations	9	12,612	28	31,946	9	27,188	16	21,627
Clothing and Clothing Accessories Stores	65	1,350	145	11,678	27	1,580	42	2,287
General Merchandise Stores	12	#	27	64,640	3	#	14	#
Food Services and Drinking Places	95	14,852	223	35,156	60	6,970	108	11,643
Other Retail Group	328	24,251 #	591	28,716	102	2,333 #	219	21,976 #
Total Retail and Food Services	**572**	**59,604**	**1,303**	**279,671**	**270**	**48,847**	**559**	**96,913**
All Other Outlets	216	7,273	669	31,139	94	18,670	298	43,448
Totals All Outlets	**788**	**66,877**	**1,972**	**310,810**	**364**	**67,517**	**857**	**140,362**

Type of business	COMMERCE		COMPTON		CONCORD		CORONA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	25	6,633	88	5,835	126	116,056	223	67,885
Home Furnishings and Appliance Stores	42	2,904	59	9,671	137	32,536	215	23,387
Bldg. Matrl. and Garden Equip. and Supplies	25	16,376	20	#	71	57,705	79	30,862
Food and Beverage Stores	26	2,451	104	23,342	101	23,327	87	24,121
Gasoline Stations	14	28,335	21	21,236	44	42,030	40	85,859
Clothing and Clothing Accessories Stores	138	59,073	194	9,627	189	29,575	283	21,158
General Merchandise Stores	16	30,172	69	9,160	44	66,692	78	78,725
Food Services and Drinking Places	84	13,041	174	14,954	300	39,937	318	52,816
Other Retail Group	145	7,939	583	16,842 #	792	43,565	1,231	30,275
Total Retail and Food Services	**515**	**166,924**	**1,312**	**110,667**	**1,804**	**451,423**	**2,554**	**415,088**
All Other Outlets	864	196,187	536	41,565	1,032	75,347	1,491	288,434
Totals All Outlets	**1,379**	**363,111**	**1,848**	**152,232**	**2,836**	**526,770**	**4,045**	**703,522**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	CORTE MADERA		COSTA MESA		COVINA		CULVER CITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	8	13,017	298	132,103	64	29,527	43	36,053
Home Furnishings and Appliance Stores	18	8,132	472	74,316	53	#	136	33,070
Bldg. Matrl. and Garden Equip. and Supplies	5	1,574	131	27,893	21	13,412	41	7,158
Food and Beverage Stores	13	3,443	134	34,458	44	7,819	55	12,591
Gasoline Stations	2	#	37	63,505	13	15,498	15	25,146
Clothing and Clothing Accessories Stores	59	30,820	1,178	219,959	88	2,984	197	31,747
General Merchandise Stores	4	8,445	233	85,041	34	13,794	35	88,231
Food Services and Drinking Places	28	9,734	464	100,043	151	21,760	228	46,851
Other Retail Group	120	19,762 #	4,354	70,821	476	32,928 #	655	35,053
Total Retail and Food Services	**257**	**94,927**	**7,301**	**808,138**	**944**	**137,722**	**1,405**	**315,901**
All Other Outlets	151	19,275	2,510	145,986	549	19,470	670	56,335
Totals All Outlets	**408**	**114,202**	**9,811**	**954,124**	**1,493**	**157,192**	**2,075**	**372,236**

Type of business	CUPERTINO		CYPRESS		DALY CITY		DANA POINT	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	12	772	50	3,643	35	26,040	20	5,970
Home Furnishings and Appliance Stores	87	65,336	90	3,707	66	4,747	62	1,162
Bldg. Matrl. and Garden Equip. and Supplies	22	4,527	26	#	20	#	15	4,196
Food and Beverage Stores	36	9,330	33	5,102	54	10,297	30	10,714
Gasoline Stations	12	19,245	11	16,785	18	34,202	13	18,177
Clothing and Clothing Accessories Stores	73	7,744	193	3,498	120	23,133	88	3,066
General Merchandise Stores	27	26,155	89	43,126	22	28,293	21	892
Food Services and Drinking Places	155	31,582	134	16,349	200	37,335	103	25,748
Other Retail Group	673	9,186	1,477	65,924 #	447	29,654 #	456	10,342
Total Retail and Food Services	**1,097**	**173,876**	**2,103**	**158,133**	**982**	**193,701**	**808**	**80,268**
All Other Outlets	435	259,382	491	85,762	401	14,471	389	32,490
Totals All Outlets	**1,532**	**433,259**	**2,594**	**243,895**	**1,383**	**208,172**	**1,197**	**112,757**

Type of business	DANVILLE		DAVIS		DELANO		DIAMOND BAR	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	19	952	26	32,217	23	8,857	36	1,361
Home Furnishings and Appliance Stores	61	5,067	40	1,791	22	1,235	93	1,762
Bldg. Matrl. and Garden Equip. and Supplies	22	2,396	19	4,368	13	15,507	15	1,013
Food and Beverage Stores	23	7,731	39	10,820	46	11,028	32	3,878
Gasoline Stations	11	18,564	12	18,799	12	14,774	16	30,483
Clothing and Clothing Accessories Stores	84	6,042	59	3,057	28	1,588	54	563
General Merchandise Stores	6	#	6	#	11	7,025	33	8,553
Food Services and Drinking Places	104	18,218	155	21,555	60	6,584	116	11,781
Other Retail Group	498	37,303 #	455	21,603 #	104	2,592	370	4,261
Total Retail and Food Services	**828**	**96,272**	**811**	**114,210**	**319**	**69,191**	**765**	**63,655**
All Other Outlets	407	9,152	277	8,149	137	25,040	471	14,144
Totals All Outlets	**1,235**	**105,424**	**1,088**	**122,360**	**456**	**94,231**	**1,236**	**77,799**

Type of business	DINUBA		DIXON		DOWNEY		DUARTE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	30	11,025	22	11,201	90	55,311	23	38,541
Home Furnishings and Appliance Stores	19	#	12	198	82	15,629	18	#
Bldg. Matrl. and Garden Equip. and Supplies	5	#	13	1,398	25	15,745	9	1,270
Food and Beverage Stores	21	2,782	14	2,516	78	11,157	17	2,320
Gasoline Stations	6	8,172	10	17,063	30	44,303	3	#
Clothing and Clothing Accessories Stores	34	571	12	#	184	26,476	30	174
General Merchandise Stores	6	#	3	#	54	28,995	13	24,345
Food Services and Drinking Places	44	5,203	55	6,478	260	45,774	65	7,642
Other Retail Group	69	54,869 #	136	17,252 #	834	17,207	135	15,420 #
Total Retail and Food Services	**234**	**82,623**	**277**	**56,107**	**1,637**	**260,596**	**313**	**89,711**
All Other Outlets	111	10,460	129	56,760	636	41,092	151	8,667
Totals All Outlets	**345**	**93,083**	**406**	**112,867**	**2,273**	**301,688**	**464**	**98,378**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	DUBLIN		EL CAJON		EL CENTRO		EL CERRITO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	42	104,080	130	94,707	53	25,099	14	#
Home Furnishings and Appliance Stores	75	27,085	95	16,953	27	7,696	25	3,193
Bldg. Matrl. and Garden Equip. and Supplies	23	14,032	50	34,390	27	13,354	9	3,589
Food and Beverage Stores	20	6,442	93	17,048	32	5,772	18	5,685
Gasoline Stations	16	30,197	50	59,948	17	15,675	5	5,353
Clothing and Clothing Accessories Stores	52	14,238	164	20,371	87	23,165	42	6,077
General Merchandise Stores	6	#	27	33,702	20	50,158	6	#
Food Services and Drinking Places	145	31,582	217	31,895	124	20,009	67	7,614
Other Retail Group	299	40,063 #	672	27,567	180	8,507	260	25,941 #
Total Retail and Food Services	**678**	**267,720**	**1,498**	**336,583**	**567**	**169,435**	**446**	**57,451**
All Other Outlets	355	55,940	861	105,377	370	40,777	147	4,108
Totals All Outlets	**1,033**	**323,660**	**2,359**	**441,960**	**937**	**210,212**	**593**	**61,559**

Type of business	EL MONTE		EL SEGUNDO		ELK GROVE		EMERYVILLE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	175	135,072	16	674	81	105,509	9	754
Home Furnishings and Appliance Stores	79	4,105	52	17,886	112	19,237	44	45,946
Bldg. Matrl. and Garden Equip. and Supplies	41	21,020	8	1,983	36	14,654	10	#
Food and Beverage Stores	115	10,308	15	7,210	61	22,912	19	4,095
Gasoline Stations	20	27,757	9	#	24	44,373	4	6,988
Clothing and Clothing Accessories Stores	141	3,148	69	8,556	172	14,911	58	21,326
General Merchandise Stores	61	#	13	#	35	35,146	3	#
Food Services and Drinking Places	235	18,016	156	27,618	229	39,083	108	19,768
Other Retail Group	477	26,715 #	248	50,232 #	919	33,379	185	35,139 #
Total Retail and Food Services	**1,344**	**246,140**	**586**	**114,158**	**1,669**	**329,204**	**440**	**134,017**
All Other Outlets	828	36,840	430	140,005	609	40,882	288	32,918
Totals All Outlets	**2,172**	**282,980**	**1,016**	**254,162**	**2,278**	**370,086**	**728**	**166,935**

Type of business	ENCINITAS		ESCONDIDO		EUREKA		FAIRFIELD	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	37	24,639	193	162,308	57	29,407	75	47,394
Home Furnishings and Appliance Stores	108	13,762	137	12,360	47	6,384	81	12,746
Bldg. Matrl. and Garden Equip. and Supplies	62	21,005	71	41,310	35	15,968	30	13,387
Food and Beverage Stores	56	20,739	118	31,674	32	9,684	61	13,010
Gasoline Stations	21	37,609	40	77,293	20	14,661	32	42,593
Clothing and Clothing Accessories Stores	166	9,440	266	44,967	71	8,484	132	19,746
General Merchandise Stores	17	#	39	30,532	20	38,990	32	53,956
Food Services and Drinking Places	214	39,799	321	45,194	136	16,574	219	38,615
Other Retail Group	1,261	50,781 #	1,364	35,043	444	20,026	729	17,521
Total Retail and Food Services	**1,942**	**217,775**	**2,549**	**480,680**	**862**	**160,178**	**1,391**	**258,967**
All Other Outlets	859	24,990	1,281	106,604	383	39,112	641	96,884
Totals All Outlets	**2,801**	**242,765**	**3,830**	**587,284**	**1,245**	**199,290**	**2,032**	**355,851**

Type of business	FOLSOM		FONTANA		FOUNTAIN VALLEY		FREMONT	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	38	78,752	214	128,886	45	14,416	155	126,612
Home Furnishings and Appliance Stores	102	13,385	150	5,251	106	26,390	306	37,346
Bldg. Matrl. and Garden Equip. and Supplies	28	18,030	61	28,778	25	4,278	52	31,879
Food and Beverage Stores	63	17,887	112	27,512	63	8,863	121	21,363
Gasoline Stations	17	22,428	55	91,118	26	34,168	48	74,471
Clothing and Clothing Accessories Stores	150	29,815	338	12,762	70	4,705	151	14,497
General Merchandise Stores	23	61,722	91	59,862	19	61,188	54	61,223
Food Services and Drinking Places	201	33,589	299	45,105	165	23,044	427	55,421
Other Retail Group	711	30,643	1,697	44,481	465	26,807	1,262	70,749
Total Retail and Food Services	**1,333**	**306,251**	**3,017**	**443,754**	**984**	**203,859**	**2,576**	**493,561**
All Other Outlets	548	27,414	987	143,572	636	30,552	2,008	213,755
Totals All Outlets	**1,881**	**333,665**	**4,004**	**587,326**	**1,620**	**234,410**	**4,584**	**707,316**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	FRESNO		FULLERTON		GARDEN GROVE		GARDENA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	596	205,032	165	31,386	169	67,078	104	18,978
Home Furnishings and Appliance Stores	570	61,769	117	14,706	193	6,721	66	4,565
Bldg. Matrl. and Garden Equip. and Supplies	193	82,006	33	15,872	63	19,535	32	21,950
Food and Beverage Stores	450	88,152	114	19,844	186	18,835	65	11,541
Gasoline Stations	175	191,675	31	54,342	39	69,899	16	28,896
Clothing and Clothing Accessories Stores	983	87,632	205	14,861	187	10,448	119	1,012
General Merchandise Stores	163	186,724	65	57,173	68	46,539	43	16,796
Food Services and Drinking Places	1,190	165,009	341	54,245	440	57,440	273	26,508
Other Retail Group	2,668	132,418	900	30,611	1,072	52,309	479	8,421
Total Retail and Food Services	**6,988**	**1,200,416**	**1,971**	**293,040**	**2,417**	**348,804**	**1,197**	**138,667**
All Other Outlets	3,789	367,917	1,300	101,688	1,375	55,350	919	37,657
Totals All Outlets	**10,777**	**1,568,334**	**3,271**	**394,728**	**3,792**	**404,154**	**2,116**	**176,323**

Type of business	GILROY		GLENDALE		GLENDORA		GOLETA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	71	33,251	195	137,284	68	34,401	33	18,172
Home Furnishings and Appliance Stores	53	12,351	287	17,011	73	9,865	49	16,515
Bldg. Matrl. and Garden Equip. and Supplies	26	16,005	68	23,895	31	#	25	18,273
Food and Beverage Stores	57	9,459	203	32,529	29	7,605	38	8,256
Gasoline Stations	21	40,399	35	53,193	10	11,241	12	18,045
Clothing and Clothing Accessories Stores	160	68,367	491	86,193	89	2,910	33	3,284
General Merchandise Stores	18	43,070	98	47,292	65	31,286	9	23,823
Food Services and Drinking Places	141	26,324	537	70,229	122	17,649	104	15,529
Other Retail Group	379	19,224	1,759	48,288	787	23,283 #	430	14,430
Total Retail and Food Services	**926**	**268,450**	**3,673**	**515,913**	**1,274**	**138,241**	**733**	**136,327**
All Other Outlets	406	34,855	1,799	114,040	406	14,347	516	38,992
Totals All Outlets	**1,332**	**303,305**	**5,472**	**629,952**	**1,680**	**152,588**	**1,249**	**175,319**

Type of business	GRASS VALLEY		HANFORD		HAWTHORNE		HAYWARD	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	46	13,072	42	29,223	81	45,622	220	53,497
Home Furnishings and Appliance Stores	34	3,885	46	3,219	54	18,023	149	11,059
Bldg. Matrl. and Garden Equip. and Supplies	23	14,610	23	15,427	25	27,555	79	35,538
Food and Beverage Stores	25	12,291	40	10,579	57	7,960	118	17,952
Gasoline Stations	11	15,296	16	17,979	15	22,749	48	59,703
Clothing and Clothing Accessories Stores	49	1,372	112	10,826	85	8,503	193	19,464
General Merchandise Stores	15	8,929	23	31,647	25	#	61	71,537
Food Services and Drinking Places	99	11,472	131	18,483	171	18,834	378	40,244
Other Retail Group	309	13,315	383	11,889	294	67,469 #	836	31,494
Total Retail and Food Services	**611**	**94,239**	**816**	**149,271**	**807**	**216,714**	**2,082**	**340,488**
All Other Outlets	293	19,747	300	29,022	454	32,854	1,665	243,243
Totals All Outlets	**904**	**113,986**	**1,116**	**178,293**	**1,261**	**249,569**	**3,747**	**583,731**

Type of business	HEALDSBURG		HEMET		HERMOSA BEACH		HESPERIA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	14	14,952	67	48,627	11	1,953	127	9,514
Home Furnishings and Appliance Stores	18	752	66	3,102	23	2,445	70	1,503
Bldg. Matrl. and Garden Equip. and Supplies	19	6,691	24	14,826	7	#	35	4,953
Food and Beverage Stores	33	5,901	48	10,346	23	5,655	49	13,174
Gasoline Stations	7	8,856	24	31,689	2	#	36	62,608
Clothing and Clothing Accessories Stores	37	2,458	89	6,747	93	2,451	63	3,908
General Merchandise Stores	4	613	30	26,796	19	17	29	13,186
Food Services and Drinking Places	55	12,283	174	21,996	123	23,349	130	19,481
Other Retail Group	252	4,263	516	11,769	340	14,599 #	518	6,505
Total Retail and Food Services	**439**	**56,768**	**1,038**	**175,899**	**641**	**50,471**	**1,057**	**134,831**
All Other Outlets	283	20,237	393	18,532	219	5,022	504	35,463
Totals All Outlets	**722**	**77,005**	**1,431**	**194,431**	**860**	**55,493**	**1,561**	**170,294**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	HOLLISTER		HUNTINGTON BEACH		HUNTINGTON PARK		INDIO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	41	10,384	232	103,843	44	18,414	80	38,229
Home Furnishings and Appliance Stores	20	520	288	70,084	54	5,049	90	7,997
Bldg. Matrl. and Garden Equip. and Supplies	20	5,806	106	33,160	16	#	50	14,979
Food and Beverage Stores	23	6,597	150	38,689	93	7,080	54	9,905
Gasoline Stations	12	14,020	50	68,492	7	9,922	11	15,565
Clothing and Clothing Accessories Stores	26	269	483	27,891	243	9,516	253	4,777
General Merchandise Stores	9	8,275	157	40,866	62	8,978	54	8,309
Food Services and Drinking Places	78	8,435	493	90,190	192	16,395	210	13,578
Other Retail Group	210	4,445	2,742	61,157	401	21,055 #	1,438	6,951
Total Retail and Food Services	**439**	**58,751**	**4,701**	**534,373**	**1,112**	**96,407**	**2,240**	**120,291**
All Other Outlets	263	10,516	2,267	145,225	399	22,423	510	27,524
Totals All Outlets	**702**	**69,267**	**6,968**	**679,597**	**1,511**	**118,831**	**2,750**	**147,815**

Type of business	INDUSTRY		INGLEWOOD		IRVINE		LA HABRA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	100	78,138	91	28,380	141	140,047	81	6,869
Home Furnishings and Appliance Stores	179	73,649	69	2,626	553	87,051	43	6,004
Bldg. Matrl. and Garden Equip. and Supplies	56	22,143	16	#	76	24,335	36	16,368
Food and Beverage Stores	45	3,975	113	14,246	150	34,633	64	11,227
Gasoline Stations	16	24,639	23	28,422	28	66,533	16	17,983
Clothing and Clothing Accessories Stores	359	16,557	218	16,564	426	48,592	54	6,391
General Merchandise Stores	156	61,806	54	31,275	94	69,503	25	61,224
Food Services and Drinking Places	160	31,797	247	26,890	571	123,415	165	20,946
Other Retail Group	2,365	21,184	550	35,187 #	1,857	75,349	353	9,698
Total Retail and Food Services	**3,436**	**333,887**	**1,381**	**183,589**	**3,896**	**669,458**	**837**	**156,709**
All Other Outlets	1,320	333,364	492	64,297	3,082	419,706	476	29,974
Totals All Outlets	**4,756**	**667,251**	**1,873**	**247,885**	**6,978**	**1,089,164**	**1,313**	**186,683**

Type of business	LA MESA		LA MIRADA		LA PUENTE		LA QUINTA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	59	52,561	22	4,382	66	8,096	15	14,763
Home Furnishings and Appliance Stores	69	8,455	37	#	59	#	51	7,144
Bldg. Matrl. and Garden Equip. and Supplies	16	6,252	14	11,436	16	1,871	14	14,015
Food and Beverage Stores	48	12,585	22	4,818	50	6,077	23	9,464
Gasoline Stations	18	22,646	13	38,305	9	9,564	4	7,835
Clothing and Clothing Accessories Stores	100	11,243	33	2,666	120	2,449	69	4,376
General Merchandise Stores	14	47,106	16	1,915	65	1,656	14	40,267
Food Services and Drinking Places	172	30,218	104	13,152	113	9,090	97	15,630
Other Retail Group	573	23,010	286	69,214 #	718	8,782 #	604	7,000
Total Retail and Food Services	**1,069**	**214,077**	**547**	**145,887**	**1,216**	**47,585**	**891**	**120,496**
All Other Outlets	498	15,445	358	67,545	248	5,833	337	10,028
Totals All Outlets	**1,567**	**229,522**	**905**	**213,432**	**1,464**	**53,418**	**1,228**	**130,524**

Type of business	LA VERNE		LAGUNA BEACH		LAGUNA HILLS		LAGUNA NIGUEL	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	18	772	13	1,398	40	4,427	41	35,165
Home Furnishings and Appliance Stores	34	5,830	81	1,667	104	12,625	144	7,475
Bldg. Matrl. and Garden Equip. and Supplies	9	2,377	24	3,342	22	1,484	30	13,350
Food and Beverage Stores	11	3,889	26	7,405	33	5,058	32	13,537
Gasoline Stations	7	14,897	9	6,307	11	13,733	10	20,208
Clothing and Clothing Accessories Stores	34	2,114	168	9,638	115	12,341	107	6,501
General Merchandise Stores	18	12,208	19	198	19	16,753	26	69,830
Food Services and Drinking Places	83	12,058	112	39,818	84	18,154	129	22,213
Other Retail Group	268	11,579	844	14,996	413	10,521	650	13,681
Total Retail and Food Services	**482**	**65,726**	**1,296**	**84,770**	**841**	**95,095**	**1,169**	**201,961**
All Other Outlets	279	16,662	452	23,945	523	18,471	609	28,867
Totals All Outlets	**761**	**82,388**	**1,748**	**108,714**	**1,364**	**113,566**	**1,778**	**230,828**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	LAKE ELSINORE		LAKE FOREST		LAKEWOOD		LANCASTER	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	59	23,480	76	17,493	39	28,683	150	59,353
Home Furnishings and Appliance Stores	44	1,277	152	14,104	51	10,205	113	3,531
Bldg. Matrl. and Garden Equip. and Supplies	20	10,795	32	20,483	24	13,776	41	17,760
Food and Beverage Stores	36	8,851	60	14,626	59	11,849	76	16,351
Gasoline Stations	15	28,793	20	39,232	20	30,444	36	61,793
Clothing and Clothing Accessories Stores	113	9,966	103	6,925	144	25,504	190	8,160
General Merchandise Stores	24	34,185	26	17,383	38	66,624	55	63,376
Food Services and Drinking Places	119	16,738	215	35,043	179	36,260	281	36,871
Other Retail Group	467	9,631	713	29,237	554	18,401	749	20,488
Total Retail and Food Services	**897**	**143,718**	**1,397**	**194,526**	**1,108**	**241,746**	**1,691**	**287,682**
All Other Outlets	351	13,966	874	90,194	268	15,394	839	85,667
Totals All Outlets	**1,248**	**157,684**	**2,271**	**284,720**	**1,376**	**257,140**	**2,530**	**373,349**

Type of business	LAWNDALE		LEMON GROVE		LINCOLN		LIVERMORE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	37	5,677	28	19,182	20	1,929	85	46,779
Home Furnishings and Appliance Stores	38	2,063	17	652	21	533	102	5,667
Bldg. Matrl. and Garden Equip. and Supplies	10	6,370	12	#	16	10,142	52	27,409
Food and Beverage Stores	29	3,616	20	5,783	16	6,959	55	12,879
Gasoline Stations	11	18,261	11	14,232	5	9,349	31	47,575
Clothing and Clothing Accessories Stores	27	896	27	1,882	44	2,611	77	3,053
General Merchandise Stores	10	#	6	#	7	#	22	46,549
Food Services and Drinking Places	71	7,819	60	7,463	64	9,000	206	30,536
Other Retail Group	139	4,807 #	165	25,364 #	254	9,588 #	621	18,790
Total Retail and Food Services	**372**	**49,510**	**346**	**74,558**	**447**	**50,110**	**1,251**	**239,238**
All Other Outlets	179	7,429	157	7,671	194	10,552	939	223,933
Totals All Outlets	**551**	**56,939**	**503**	**82,229**	**641**	**60,663**	**2,190**	**463,170**

Type of business	LODI		LOMPOC		LONG BEACH		LOS ALTOS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	108	19,593	30	12,207	320	72,298	3	#
Home Furnishings and Appliance Stores	56	3,238	22	1,636	356	21,870	51	1,813
Bldg. Matrl. and Garden Equip. and Supplies	32	14,469	13	#	107	#	10	#
Food and Beverage Stores	78	10,985	49	11,831	463	63,693	24	8,325
Gasoline Stations	25	26,717	10	11,466	113	170,212	8	12,058
Clothing and Clothing Accessories Stores	74	4,553	21	#	614	40,965	68	3,110
General Merchandise Stores	18	41,450	6	#	307	70,908	4	16
Food Services and Drinking Places	176	19,853	85	9,521	1,126	176,123	74	11,460
Other Retail Group	457	13,360	305	23,693 #	3,474	377,537 #	402	9,788 #
Total Retail and Food Services	**1,024**	**154,219**	**541**	**70,353**	**6,880**	**993,606**	**644**	**46,570**
All Other Outlets	529	41,590	252	10,755	2,440	282,728	331	4,167
Totals All Outlets	**1,553**	**195,809**	**793**	**81,108**	**9,320**	**1,276,335**	**975**	**50,738**

Type of business	LOS ANGELES		LOS BANOS		LOS GATOS		LYNWOOD	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	3,066	832,505	27	3,158	21	14,045	56	3,525
Home Furnishings and Appliance Stores	4,508	397,960	25	984	73	3,486	55	1,312
Bldg. Matrl. and Garden Equip. and Supplies	1,310	474,610	9	6,832	22	2,812	18	#
Food and Beverage Stores	3,614	559,432	20	7,823	36	11,069	74	9,125
Gasoline Stations	778	1,267,457	11	14,483	11	16,271	9	18,517
Clothing and Clothing Accessories Stores	10,244	666,594	34	897	94	7,698	110	4,057
General Merchandise Stores	2,235	617,899	11	14,303	7	#	33	2,821
Food Services and Drinking Places	10,508	1,543,187	78	9,812	126	25,652	143	13,980
Other Retail Group	29,222	888,730	156	4,045	489	17,844 #	311	9,572 #
Total Retail and Food Services	**65,485**	**7,248,374**	**371**	**62,337**	**879**	**98,878**	**809**	**62,909**
All Other Outlets	34,851	2,323,327	150	11,492	474	118,222	280	11,403
Totals All Outlets	**100,336**	**9,571,701**	**521**	**73,828**	**1,353**	**217,100**	**1,089**	**74,313**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	MADERA		MALIBU		MANHATTAN BEACH		MANTECA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	57	17,442	4	#	14	#	57	23,861
Home Furnishings and Appliance Stores	40	1,684	34	828	47	#	44	5,254
Bldg. Matrl. and Garden Equip. and Supplies	17	9,308	13	772	8	#	24	11,242
Food and Beverage Stores	55	10,129	15	5,328	34	13,353	55	8,593
Gasoline Stations	26	16,418	9	8,046	4	9,062	30	21,148
Clothing and Clothing Accessories Stores	122	2,333	105	9,935	127	16,159	47	6,175
General Merchandise Stores	24	#	13	1,097	20	24,274	17	39,656
Food Services and Drinking Places	122	12,350	53	24,759	144	41,016	155	19,929
Other Retail Group	301	21,475 #	256	7,098 #	396	54,880 #	322	19,387
Total Retail and Food Services	**764**	**91,139**	**502**	**57,862**	**794**	**158,744**	**751**	**155,247**
All Other Outlets	303	45,426	225	7,961	350	49,859	365	39,007
Totals All Outlets	**1,067**	**136,565**	**727**	**65,822**	**1,144**	**208,603**	**1,116**	**194,254**

Type of business	MARTINEZ		MENIFEE		MENLO PARK		MERCED	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	26	2,490	31	3,506	5	#	76	35,116
Home Furnishings and Appliance Stores	31	317	35	8,154	64	6,965	56	5,982
Bldg. Matrl. and Garden Equip. and Supplies	13	8,908	24	#	16	3,265	23	14,492
Food and Beverage Stores	24	6,529	22	10,328	27	13,235	62	12,030
Gasoline Stations	16	15,108	11	22,186	11	15,943	24	26,840
Clothing and Clothing Accessories Stores	37	798	46	7,026	59	3,544	109	8,327
General Merchandise Stores	6	#	14	13,068	3	#	29	41,870
Food Services and Drinking Places	86	7,476	60	12,888	106	16,360	174	22,115
Other Retail Group	356	18,206 #	363	15,031 #	396	33,543 #	401	16,263
Total Retail and Food Services	**595**	**59,832**	**606**	**92,187**	**687**	**92,856**	**954**	**183,035**
All Other Outlets	286	48,559	234	10,321	461	42,606	405	35,459
Totals All Outlets	**881**	**108,391**	**840**	**102,508**	**1,148**	**135,462**	**1,359**	**218,494**

Type of business	MILPITAS		MISSION VIEJO		MODESTO		MONROVIA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	36	32,265	82	46,971	189	35,661	44	48,454
Home Furnishings and Appliance Stores	111	35,931	164	24,232	214	26,009	56	12,312
Bldg. Matrl. and Garden Equip. and Supplies	20	13,028	39	12,036	64	31,115	18	#
Food and Beverage Stores	60	9,726	54	13,619	182	38,963	30	6,946
Gasoline Stations	17	28,013	23	42,966	57	53,772	7	12,536
Clothing and Clothing Accessories Stores	167	64,715	229	47,664	287	51,271	91	6,574
General Merchandise Stores	23	23,111	37	28,289	60	88,651	31	4,668
Food Services and Drinking Places	296	51,351	207	32,059	471	70,308	115	17,728
Other Retail Group	450	18,738	892	32,928	1,070	54,145	490	31,800 #
Total Retail and Food Services	**1,180**	**276,877**	**1,727**	**280,764**	**2,594**	**449,894**	**882**	**141,019**
All Other Outlets	725	100,959	815	53,676	1,131	190,060	459	40,747
Totals All Outlets	**1,905**	**377,836**	**2,542**	**334,440**	**3,725**	**639,954**	**1,341**	**181,766**

Type of business	MONTCLAIR		MONTEBELLO		MONTEREY		MONTEREY PARK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	103	51,849	57	22,358	24	#	42	#
Home Furnishings and Appliance Stores	76	10,862	47	8,641	59	4,748	46	1,069
Bldg. Matrl. and Garden Equip. and Supplies	22	3,798	15	15,787	16	1,437	16	370
Food and Beverage Stores	35	3,532	58	7,877	42	10,038	55	5,988
Gasoline Stations	8	11,533	19	30,075	10	16,313	9	14,028
Clothing and Clothing Accessories Stores	201	29,082	120	23,994	92	10,684	77	3,109
General Merchandise Stores	70	48,704	44	28,841	14	#	45	743
Food Services and Drinking Places	106	17,192	171	21,714	194	49,019	168	25,886
Other Retail Group	816	14,698	379	12,687	551	52,554 #	436	26,924 #
Total Retail and Food Services	**1,437**	**191,250**	**910**	**171,974**	**1,002**	**144,794**	**894**	**78,116**
All Other Outlets	402	26,523	515	63,530	459	39,191	410	23,488
Totals All Outlets	**1,839**	**217,773**	**1,425**	**235,504**	**1,461**	**183,985**	**1,304**	**101,604**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	MOORPARK		MORENO VALLEY		MORGAN HILL		MOUNTAIN VIEW	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	20	4,658	92	38,824	34	18,868	44	20,702
Home Furnishings and Appliance Stores	20	4,233	111	4,826	42	2,143	112	18,898
Bldg. Matrl. and Garden Equip. and Supplies	16	1,952	43	18,672	25	10,798	32	7,915
Food and Beverage Stores	25	4,748	70	21,039	28	6,505	70	16,984
Gasoline Stations	7	14,005	34	50,181	10	27,087	18	31,146
Clothing and Clothing Accessories Stores	28	2,627	241	17,026	41	4,210	81	7,823
General Merchandise Stores	9	9,936	50	55,848	13	10,718	17	49,450
Food Services and Drinking Places	76	10,110	263	39,649	121	17,146	273	48,887
Other Retail Group	229	11,047	789	17,916	333	8,413	629	31,783
Total Retail and Food Services	**430**	**63,315**	**1,693**	**263,981**	**647**	**105,887**	**1,276**	**233,588**
All Other Outlets	322	16,841	505	21,541	495	31,707	847	84,473
Totals All Outlets	**752**	**80,155**	**2,198**	**285,522**	**1,142**	**137,594**	**2,123**	**318,061**

Type of business	MURRIETA		NAPA		NATIONAL CITY		NEWARK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	89	21,553	53	28,371	103	100,011	77	28,885
Home Furnishings and Appliance Stores	120	20,095	88	5,868	65	6,256	41	3,680
Bldg. Matrl. and Garden Equip. and Supplies	44	17,642	49	26,499	35	5,557	22	17,853
Food and Beverage Stores	53	11,463	146	22,406	79	8,807	36	7,254
Gasoline Stations	23	36,848	21	37,886	16	22,348	12	13,653
Clothing and Clothing Accessories Stores	121	6,363	108	19,213	222	34,265	99	15,990
General Merchandise Stores	27	46,633	15	27,828	35	35,251	15	20,310
Food Services and Drinking Places	170	26,330	212	43,017	194	30,793	170	19,034
Other Retail Group	747	20,891	787	26,112	556	15,587	247	39,718
Total Retail and Food Services	**1,394**	**207,820**	**1,479**	**237,199**	**1,305**	**258,875**	**719**	**166,378**
All Other Outlets	666	30,517	928	41,040	426	38,812	394	47,505
Totals All Outlets	**2,060**	**238,337**	**2,407**	**278,240**	**1,731**	**297,686**	**1,113**	**213,883**

Type of business	NEWPORT BEACH		NORCO		NORWALK		NOVATO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	89	116,130	60	23,492	60	33,175	33	18,442
Home Furnishings and Appliance Stores	287	11,433	34	3,005	50	971	60	3,218
Bldg. Matrl. and Garden Equip. and Supplies	43	9,968	16	4,294	14	5,491	22	4,638
Food and Beverage Stores	90	26,363	26	5,245	68	11,209	33	12,227
Gasoline Stations	17	38,299	12	22,708	22	37,631	14	24,949
Clothing and Clothing Accessories Stores	357	63,754	31	898	99	5,631	59	8,827
General Merchandise Stores	39	38,567	9	#	43	43,115	7	35,322
Food Services and Drinking Places	363	108,913	87	12,519	192	22,105	127	18,939
Other Retail Group	1,258	35,406	296	14,396 #	539	12,261	588	20,816
Total Retail and Food Services	**2,543**	**448,833**	**571**	**86,556**	**1,087**	**171,589**	**943**	**147,378**
All Other Outlets	1,513	158,175	291	14,025	444	20,643	655	23,360
Totals All Outlets	**4,056**	**607,008**	**862**	**100,581**	**1,531**	**192,232**	**1,598**	**170,738**

Type of business	OAKDALE		OAKLAND		OCEANSIDE		ONTARIO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	35	11,347	262	94,867	136	28,806	254	224,817
Home Furnishings and Appliance Stores	19	806	330	29,447	162	18,893	274	45,322
Bldg. Matrl. and Garden Equip. and Supplies	18	3,345	128	44,796	63	25,561	141	33,956
Food and Beverage Stores	25	5,138	515	65,804	97	26,823	119	20,081
Gasoline Stations	9	16,498	117	147,089	42	62,468	70	138,396
Clothing and Clothing Accessories Stores	20	285	752	16,109	279	12,167	543	96,962
General Merchandise Stores	8	#	150	37,127	50	55,203	141	36,351
Food Services and Drinking Places	58	6,801	1,235	135,541	366	57,665	445	74,598
Other Retail Group	143	7,862 #	3,749	67,733	1,846	33,921	2,357	175,218
Total Retail and Food Services	**335**	**52,082**	**7,238**	**638,513**	**3,041**	**321,507**	**4,344**	**845,701**
All Other Outlets	215	14,944	3,046	339,150	1,164	71,024	2,055	513,223
Totals All Outlets	**550**	**67,026**	**10,284**	**977,663**	**4,205**	**392,531**	**6,399**	**1,358,923**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	ORANGE		OROVILLE		OXNARD		PALM DESERT	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	217	103,479	35	8,317	125	98,329	57	3,553
Home Furnishings and Appliance Stores	237	23,568	31	1,191	119	30,577	162	17,528
Bldg. Matrl. and Garden Equip. and Supplies	90	48,580	26	7,910	39	24,979	58	15,319
Food and Beverage Stores	110	26,803	24	5,307	155	24,125	44	8,752
Gasoline Stations	45	65,118	15	15,241	38	65,299	11	20,947
Clothing and Clothing Accessories Stores	280	33,329	30	539	185	20,544	386	31,049
General Merchandise Stores	66	43,480	8	#	56	68,506	45	69,050
Food Services and Drinking Places	433	74,749	76	8,638	347	51,866	208	28,631
Other Retail Group	1,423	51,084	198	18,957 #	1,110	26,775	1,439	23,990
Total Retail and Food Services	**2,901**	**470,191**	**443**	**66,098**	**2,174**	**410,999**	**2,410**	**218,819**
All Other Outlets	1,920	279,127	222	13,209	1,286	128,066	738	38,992
Totals All Outlets	**4,821**	**749,318**	**665**	**79,308**	**3,460**	**539,065**	**3,148**	**257,811**

Type of business	PALM SPRINGS		PALMDALE		PALO ALTO		PARAMOUNT	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	45	#	76	36,339	24	38,955	67	5,014
Home Furnishings and Appliance Stores	68	2,304	117	17,109	132	40,449	118	890
Bldg. Matrl. and Garden Equip. and Supplies	27	18,641	34	18,412	32	5,355	32	17,511
Food and Beverage Stores	43	9,775	57	21,285	40	9,375	57	11,886
Gasoline Stations	17	23,122	31	44,924	13	18,867	12	21,603
Clothing and Clothing Accessories Stores	120	6,626	215	23,119	155	64,133	490	5,544
General Merchandise Stores	21	#	77	71,669	16	34,252	173	#
Food Services and Drinking Places	240	35,180	238	42,070	265	66,591	113	10,000
Other Retail Group	828	42,489 #	778	22,436	804	29,729	2,648	19,699 #
Total Retail and Food Services	**1,409**	**138,137**	**1,623**	**297,363**	**1,481**	**307,706**	**3,710**	**92,148**
All Other Outlets	564	39,741	579	25,155	776	137,148	740	72,403
Totals All Outlets	**1,973**	**177,878**	**2,202**	**322,518**	**2,257**	**444,854**	**4,450**	**164,551**

Type of business	PASADENA		PASO ROBLES		PERRIS		PETALUMA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	137	85,338	49	23,507	57	10,901	52	48,805
Home Furnishings and Appliance Stores	316	46,686	44	4,745	42	1,363	72	3,830
Bldg. Matrl. and Garden Equip. and Supplies	83	19,295	26	13,291	25	#	33	8,410
Food and Beverage Stores	122	36,154	46	7,694	42	12,484	56	16,219
Gasoline Stations	28	43,945	22	29,482	14	25,312	19	29,585
Clothing and Clothing Accessories Stores	498	48,412	39	5,373	101	774	85	15,743
General Merchandise Stores	122	51,098	16	24,142	31	#	7	7,659
Food Services and Drinking Places	550	98,604	144	21,042	95	11,851	193	23,346
Other Retail Group	2,672	119,534	404	11,577	399	26,785 #	829	20,356
Total Retail and Food Services	**4,528**	**549,066**	**790**	**140,853**	**806**	**89,469**	**1,346**	**173,953**
All Other Outlets	1,518	121,883	458	30,664	269	58,014	730	58,561
Totals All Outlets	**6,046**	**670,949**	**1,248**	**171,516**	**1,075**	**147,484**	**2,076**	**232,515**

Type of business	PICO RIVERA		PINOLE		PITTSBURG		PLACENTIA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	32	2,026	13	1,966	44	19,269	47	15,902
Home Furnishings and Appliance Stores	45	6,816	16	#	27	4,262	55	4,892
Bldg. Matrl. and Garden Equip. and Supplies	16	11,825	5	5,039	15	#	19	1,355
Food and Beverage Stores	56	9,479	19	6,336	41	9,736	33	5,587
Gasoline Stations	13	20,108	8	9,739	12	16,845	9	19,195
Clothing and Clothing Accessories Stores	76	6,441	18	3,226	50	4,318	44	2,441
General Merchandise Stores	23	29,049	7	10,483	22	14,949	8	1,187
Food Services and Drinking Places	158	21,442	71	12,964	105	15,893	110	14,661
Other Retail Group	352	6,884	158	14,277 #	219	15,250 #	302	10,764
Total Retail and Food Services	**771**	**114,071**	**315**	**64,031**	**535**	**100,522**	**627**	**75,985**
All Other Outlets	355	43,464	128	2,488	281	77,165	520	40,676
Totals All Outlets	**1,126**	**157,536**	**443**	**66,520**	**816**	**177,687**	**1,147**	**116,661**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	PLACERVILLE		PLEASANT HILL		PLEASANTON		POMONA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	15	14,917	23	2,294	88	69,303	293	15,383
Home Furnishings and Appliance Stores	22	1,562	58	24,709	126	11,726	155	7,653
Bldg. Matrl. and Garden Equip. and Supplies	13	#	29	5,639	43	11,795	82	17,999
Food and Beverage Stores	19	4,018	28	8,099	55	14,399	133	17,264
Gasoline Stations	9	7,511	12	15,041	20	25,254	50	55,658
Clothing and Clothing Accessories Stores	22	697	38	10,791	205	46,125	299	4,354
General Merchandise Stores	8	1,257	11	16,629	28	50,354	128	10,870
Food Services and Drinking Places	75	8,433	111	21,560	253	38,773	350	38,538
Other Retail Group	246	17,959 #	311	16,919	947	24,643	1,841	27,659
Total Retail and Food Services	**429**	**56,354**	**621**	**121,680**	**1,765**	**292,371**	**3,331**	**195,378**
All Other Outlets	151	12,699	273	19,627	881	135,740	1,318	97,928
Totals All Outlets	**580**	**69,053**	**894**	**141,307**	**2,646**	**428,111**	**4,649**	**293,306**

Type of business	PORTERVILLE		POWAY		RANCHO CORDOVA		RANCHO CUCAMONGA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	54	14,640	45	34,526	170	17,360	145	8,146
Home Furnishings and Appliance Stores	47	2,642	53	4,392	108	35,969	162	23,451
Bldg. Matrl. and Garden Equip. and Supplies	22	9,817	29	11,053	57	30,220	71	21,454
Food and Beverage Stores	28	7,829	26	5,731	49	7,102	93	24,336
Gasoline Stations	26	15,851	12	19,789	27	28,878	38	58,503
Clothing and Clothing Accessories Stores	95	2,018	43	1,975	52	2,371	262	30,768
General Merchandise Stores	28	24,465	16	62,038	21	34,845	72	82,704
Food Services and Drinking Places	105	12,862	128	15,127	182	19,818	350	76,389
Other Retail Group	332	6,482	507	19,516	442	23,041	1,233	58,120
Total Retail and Food Services	**737**	**96,606**	**859**	**174,146**	**1,108**	**199,603**	**2,426**	**383,871**
All Other Outlets	233	12,342	645	70,911	726	101,915	1,359	124,000
Totals All Outlets	**970**	**108,948**	**1,504**	**245,057**	**1,834**	**301,518**	**3,785**	**507,871**

Type of business	RANCHO SANTA MARGARITA		RED BLUFF		REDDING		REDLANDS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	30	24,290	18	4,467	133	68,657	63	49,389
Home Furnishings and Appliance Stores	83	3,180	14	958	115	16,652	70	4,151
Bldg. Matrl. and Garden Equip. and Supplies	18	#	18	#	74	34,061	32	22,612
Food and Beverage Stores	21	6,052	16	4,143	59	22,537	53	15,491
Gasoline Stations	6	13,303	15	17,455	50	58,111	16	24,558
Clothing and Clothing Accessories Stores	98	2,358	12	238	95	13,839	126	8,807
General Merchandise Stores	21	14,003	3	#	20	59,500	25	17,872
Food Services and Drinking Places	75	14,165	68	6,824	303	37,199	198	26,634
Other Retail Group	414	20,702 #	193	21,263 #	1,073	37,258	864	15,814
Total Retail and Food Services	**766**	**98,053**	**357**	**55,347**	**1,922**	**347,814**	**1,447**	**185,330**
All Other Outlets	410	22,345	194	9,797	1,092	94,531	535	37,271
Totals All Outlets	**1,176**	**120,398**	**551**	**65,145**	**3,014**	**442,345**	**1,982**	**222,601**

Type of business	REDONDO BEACH		REDWOOD CITY		RIALTO		RICHMOND	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	36	8,004	72	84,541	107	6,365	90	37,296
Home Furnishings and Appliance Stores	99	13,452	104	19,319	48	1,092	54	4,250
Bldg. Matrl. and Garden Equip. and Supplies	24	2,411	35	17,354	20	10,748	21	#
Food and Beverage Stores	75	19,686	66	19,666	62	10,773	82	7,363
Gasoline Stations	13	18,811	26	35,532	28	41,629	31	63,893
Clothing and Clothing Accessories Stores	245	39,197	94	9,831	85	4,305	138	8,224
General Merchandise Stores	49	21,998	20	47,053	22	#	29	56,165
Food Services and Drinking Places	252	43,790	248	34,140	128	16,797	168	15,149
Other Retail Group	837	18,795	571	25,626	380	30,386 #	545	27,167 #
Total Retail and Food Services	**1,630**	**186,143**	**1,236**	**293,063**	**880**	**122,095**	**1,158**	**219,507**
All Other Outlets	572	23,792	787	83,494	420	94,305	642	70,002
Totals All Outlets	**2,202**	**209,936**	**2,023**	**376,557**	**1,300**	**216,400**	**1,800**	**289,509**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	RIDGECREST		RIVERBANK		RIVERSIDE		ROCKLIN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	32	8,338	26	2,222	364	228,102	51	24,505
Home Furnishings and Appliance Stores	26	1,624	11	#	335	30,743	75	26,589
Bldg. Matrl. and Garden Equip. and Supplies	12	#	8	#	153	55,096	33	5,367
Food and Beverage Stores	16	5,339	16	3,412	204	47,000	35	6,178
Gasoline Stations	16	8,173	5	7,231	67	107,510	20	26,022
Clothing and Clothing Accessories Stores	21	325	19	1,050	588	53,948	48	1,593
General Merchandise Stores	9	#	6	12,089	177	91,869	13	3,503
Food Services and Drinking Places	60	8,115	47	6,230	646	94,000	112	15,067
Other Retail Group	239	21,422 #	66	16,721 #	3,230	67,837	420	16,492
Total Retail and Food Services	**431**	**53,336**	**204**	**48,956**	**5,764**	**776,107**	**807**	**125,315**
All Other Outlets	183	4,671	75	6,205	2,302	233,400	426	31,807
Totals All Outlets	**614**	**58,007**	**279**	**55,161**	**8,066**	**1,009,508**	**1,233**	**157,122**

Type of business	ROHNERT PARK		ROSEMEAD		ROSEVILLE		SACRAMENTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	18	2,805	61	4,632	154	249,834	508	72,669
Home Furnishings and Appliance Stores	32	7,934	65	2,347	224	48,562	456	46,936
Bldg. Matrl. and Garden Equip. and Supplies	13	#	19	398	81	32,720	185	80,609
Food and Beverage Stores	30	8,345	43	4,597	101	31,900	399	72,951
Gasoline Stations	10	10,890	10	11,733	37	62,274	118	151,809
Clothing and Clothing Accessories Stores	18	3,448	33	324	404	70,043	823	78,019
General Merchandise Stores	9	46,263	31	33,534	109	109,505	154	112,894
Food Services and Drinking Places	113	17,139	140	16,795	396	74,313	1,342	178,950
Other Retail Group	284	21,889 #	249	4,825	1,899	60,867	3,670	117,237
Total Retail and Food Services	**527**	**118,713**	**651**	**79,187**	**3,405**	**740,019**	**7,655**	**912,074**
All Other Outlets	314	22,179	303	8,366	1,071	119,846	3,450	433,714
Totals All Outlets	**841**	**140,892**	**954**	**87,553**	**4,476**	**859,865**	**11,105**	**1,345,788**

Type of business	SALINAS		SAN BERNARDINO		SAN BRUNO		SAN CARLOS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	130	76,230	264	80,598	27	12,943	31	3,574
Home Furnishings and Appliance Stores	100	16,375	221	19,364	39	7,639	59	20,627
Bldg. Matrl. and Garden Equip. and Supplies	40	35,571	72	33,823	8	#	48	32,277
Food and Beverage Stores	128	27,570	195	30,331	32	5,144	16	3,656
Gasoline Stations	45	78,721	58	83,968	15	27,406	8	7,877
Clothing and Clothing Accessories Stores	223	25,815	553	23,907	78	12,596	50	7,884
General Merchandise Stores	40	61,300	198	100,393	12	27,147	6	957
Food Services and Drinking Places	309	44,568	487	61,778	136	23,770	113	15,673
Other Retail Group	782	28,062	2,948	32,485	242	25,085 #	390	21,408
Total Retail and Food Services	**1,797**	**394,212**	**4,996**	**466,647**	**589**	**141,729**	**721**	**113,933**
All Other Outlets	868	136,166	1,160	93,571	290	12,530	656	46,737
Totals All Outlets	**2,665**	**530,378**	**6,156**	**560,218**	**879**	**154,259**	**1,377**	**160,670**

Type of business	SAN CLEMENTE		SAN DIEGO		SAN DIMAS		SAN FERNANDO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	47	3,504	1,253	478,318	27	1,190	44	2,914
Home Furnishings and Appliance Stores	134	3,935	1,701	278,214	35	3,752	95	1,666
Bldg. Matrl. and Garden Equip. and Supplies	33	#	457	197,001	13	#	20	#
Food and Beverage Stores	49	13,547	995	231,824	26	5,804	34	3,879
Gasoline Stations	15	31,021	324	481,558	11	15,114	7	4,660
Clothing and Clothing Accessories Stores	159	3,864	2,575	410,241	47	5,244	350	2,384
General Merchandise Stores	43	13,603	442	369,513	19	29,964	143	9,169
Food Services and Drinking Places	185	28,936	3,815	774,958	73	10,692	95	11,149
Other Retail Group	768	25,653 #	12,813	390,990	327	14,833 #	1,074	19,340 #
Total Retail and Food Services	**1,433**	**124,062**	**24,375**	**3,612,617**	**578**	**86,593**	**1,862**	**55,162**
All Other Outlets	755	22,639	11,573	1,388,190	404	45,033	360	15,357
Totals All Outlets	**2,188**	**146,701**	**35,948**	**5,000,807**	**982**	**131,626**	**2,222**	**70,519**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	SAN FRANCISCO		SAN GABRIEL		SAN JOSE		SAN JUAN CAPISTRANO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	238	108,533	33	#	558	343,266	31	44,547
Home Furnishings and Appliance Stores	1,064	181,650	76	3,562	1,010	150,295	54	5,821
Bldg. Matrl. and Garden Equip. and Supplies	318	108,450	24	3,513	327	182,397	23	10,788
Food and Beverage Stores	1,196	162,875	48	3,587	657	114,988	22	3,641
Gasoline Stations	122	162,796	11	15,429	208	334,287	8	9,739
Clothing and Clothing Accessories Stores	2,300	448,184	101	12,282	1,250	200,244	76	6,304
General Merchandise Stores	256	181,505	31	109	195	267,063	23	#
Food Services and Drinking Places	4,313	837,144	190	19,596	2,105	327,855	85	14,746
Other Retail Group	7,802	381,178	423	11,967 #	6,486	222,936	521	30,359 #
Total Retail and Food Services	**17,609**	**2,572,316**	**937**	**70,045**	**12,796**	**2,143,330**	**843**	**125,945**
All Other Outlets	9,327	1,275,063	394	12,333	6,720	1,003,613	436	21,933
Totals All Outlets	**26,936**	**3,847,379**	**1,331**	**82,378**	**19,516**	**3,146,943**	**1,279**	**147,878**

Type of business	SAN LEANDRO		SAN LUIS OBISPO		SAN MARCOS		SAN MATEO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	78	55,613	64	48,981	60	17,537	77	21,653
Home Furnishings and Appliance Stores	103	9,620	86	16,756	101	46,549	159	19,500
Bldg. Matrl. and Garden Equip. and Supplies	63	30,366	39	21,488	58	33,358	46	19,971
Food and Beverage Stores	77	12,716	49	14,263	45	12,178	94	21,911
Gasoline Stations	33	34,571	17	27,012	18	29,530	32	48,302
Clothing and Clothing Accessories Stores	153	33,140	111	19,102	72	12,012	221	42,680
General Merchandise Stores	30	72,222	14	38,434	14	37,786	29	36,830
Food Services and Drinking Places	270	28,879	188	34,100	206	31,734	353	50,735
Other Retail Group	505	26,087	579	32,960	699	23,853	1,006	42,736
Total Retail and Food Services	**1,312**	**303,215**	**1,147**	**253,095**	**1,273**	**244,537**	**2,017**	**304,318**
All Other Outlets	997	150,319	656	49,290	926	60,967	1,163	64,856
Totals All Outlets	**2,309**	**453,534**	**1,803**	**302,385**	**2,199**	**305,505**	**3,180**	**369,175**

Type of business	SAN RAFAEL		SAN RAMON		SANTA ANA		SANTA BARBARA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	93	90,090	30	5,469	314	114,258	70	31,017
Home Furnishings and Appliance Stores	130	25,104	88	6,910	344	30,837	144	16,963
Bldg. Matrl. and Garden Equip. and Supplies	46	49,609	22	21,673	117	54,145	80	24,794
Food and Beverage Stores	61	19,387	26	11,825	315	49,242	122	31,367
Gasoline Stations	21	24,907	22	29,704	57	86,245	32	40,556
Clothing and Clothing Accessories Stores	124	9,157	74	2,489	452	54,938	254	50,774
General Merchandise Stores	18	12,864	13	#	125	57,973	52	17,520
Food Services and Drinking Places	239	28,031	153	21,685	732	83,098	405	86,008
Other Retail Group	852	36,342	453	27,208 #	1,470	59,110	1,731	46,289
Total Retail and Food Services	**1,584**	**295,491**	**881**	**126,963**	**3,926**	**589,846**	**2,890**	**345,288**
All Other Outlets	1,129	74,124	563	66,042	2,919	238,413	1,519	81,393
Totals All Outlets	**2,713**	**369,615**	**1,444**	**193,005**	**6,845**	**828,259**	**4,409**	**426,681**

Type of business	SANTA CLARA		SANTA CLARITA		SANTA CRUZ		SANTA FE SPRINGS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	150	136,674	173	119,173	44	17,039	124	20,681
Home Furnishings and Appliance Stores	252	46,934	262	24,953	78	5,516	150	5,806
Bldg. Matrl. and Garden Equip. and Supplies	60	19,532	97	35,840	38	8,613	69	10,389
Food and Beverage Stores	103	20,479	129	29,187	78	16,735	38	5,698
Gasoline Stations	28	43,677	47	87,562	15	18,125	11	17,236
Clothing and Clothing Accessories Stores	114	16,999	497	28,270	127	11,536	387	4,004
General Merchandise Stores	27	43,280	150	99,964	12	#	176	17,266
Food Services and Drinking Places	451	72,727	442	74,833	233	45,517	138	16,363
Other Retail Group	897	31,741	2,348	41,653	972	52,893 #	2,699	21,594
Total Retail and Food Services	**2,082**	**432,043**	**4,145**	**541,434**	**1,597**	**175,975**	**3,792**	**119,036**
All Other Outlets	2,101	420,655	1,789	107,591	626	35,590	1,862	388,105
Totals All Outlets	**4,183**	**852,698**	**5,934**	**649,026**	**2,223**	**211,565**	**5,654**	**507,141**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	SANTA MARIA		SANTA MONICA		SANTA ROSA		SANTEE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	100	55,406	86	119,594	127	99,390	69	7,422
Home Furnishings and Appliance Stores	76	8,194	220	32,261	175	39,410	50	6,429
Bldg. Matrl. and Garden Equip. and Supplies	49	33,554	49	14,927	82	42,285	26	17,294
Food and Beverage Stores	93	21,365	85	26,050	128	42,233	31	7,980
Gasoline Stations	21	39,870	18	33,500	49	73,087	13	14,608
Clothing and Clothing Accessories Stores	116	9,849	519	115,011	240	39,189	62	7,106
General Merchandise Stores	37	52,066	75	14,617	33	81,715	19	49,134
Food Services and Drinking Places	225	31,858	466	132,960	447	59,768	112	18,086
Other Retail Group	544	18,809	1,629	84,235	1,766	64,100	439	14,425
Total Retail and Food Services	**1,261**	**270,972**	**3,147**	**573,156**	**3,047**	**541,176**	**821**	**142,484**
All Other Outlets	793	95,023	1,368	175,004	1,663	126,134	423	26,520
Totals All Outlets	**2,054**	**365,995**	**4,515**	**748,160**	**4,710**	**667,310**	**1,244**	**169,004**

Type of business	SEAL BEACH		SEASIDE		SELMA		SHAFTER	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	12	#	45	48,299	28	34,154	11	3,008
Home Furnishings and Appliance Stores	24	4,721	28	1,347	21	1,125	8	#
Bldg. Matrl. and Garden Equip. and Supplies	7	677	10	#	8	#	6	#
Food and Beverage Stores	15	5,110	26	3,903	23	4,866	15	1,357
Gasoline Stations	8	12,719	7	7,453	5	5,591	9	9,567
Clothing and Clothing Accessories Stores	50	6,284	26	210	64	398	12	48
General Merchandise Stores	18	14,029	6	1,202	11	#	7	433
Food Services and Drinking Places	83	20,586	63	8,312	57	7,767	24	1,795
Other Retail Group	218	7,744 #	157	19,544 #	134	21,062 #	50	67,569 #
Total Retail and Food Services	**435**	**71,871**	**368**	**90,271**	**351**	**74,964**	**142**	**83,777**
All Other Outlets	163	39,741	161	13,065	123	10,841	78	108,160
Totals All Outlets	**598**	**111,612**	**529**	**103,336**	**474**	**85,804**	**220**	**191,937**

Type of business	SIMI VALLEY		SONOMA		SONORA		SOUTH EL MONTE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	83	46,009	10	3,737	19	2,200	101	5,304
Home Furnishings and Appliance Stores	99	9,768	22	1,685	22	925	80	3,255
Bldg. Matrl. and Garden Equip. and Supplies	42	26,617	8	#	21	12,393	51	6,884
Food and Beverage Stores	73	19,557	29	8,592	11	5,861	35	3,444
Gasoline Stations	32	47,447	6	6,667	6	6,704	9	26,476
Clothing and Clothing Accessories Stores	140	10,946	34	2,359	34	1,734	145	#
General Merchandise Stores	40	61,206	6	1,095	4	#	54	354
Food Services and Drinking Places	256	41,262	58	12,587	54	4,677	69	5,778
Other Retail Group	962	25,396	248	13,033 #	203	19,640 #	684	4,275 #
Total Retail and Food Services	**1,727**	**288,208**	**421**	**49,756**	**374**	**54,134**	**1,228**	**55,769**
All Other Outlets	1,167	49,260	254	7,071	173	4,440	855	29,886
Totals All Outlets	**2,894**	**337,468**	**675**	**56,827**	**547**	**58,574**	**2,083**	**85,655**

Type of business	SOUTH GATE		SOUTH LAKE TAHOE		SOUTH SAN FRANCISCO		STANTON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	129	23,674	22	3,850	53	7,768	57	7,428
Home Furnishings and Appliance Stores	60	554	24	1,064	58	10,416	25	#
Bldg. Matrl. and Garden Equip. and Supplies	27	531	21	5,754	31	14,867	19	11,417
Food and Beverage Stores	86	8,508	36	14,643	57	9,409	43	5,019
Gasoline Stations	22	25,672	11	11,628	26	28,538	11	16,707
Clothing and Clothing Accessories Stores	89	4,369	57	7,705	41	392	43	545
General Merchandise Stores	48	25,212	7	#	14	#	16	#
Food Services and Drinking Places	164	15,282	131	24,437	189	27,682	103	10,628
Other Retail Group	406	5,203	238	13,776 #	299	71,140 #	120	11,674 #
Total Retail and Food Services	**1,031**	**109,005**	**547**	**82,858**	**768**	**170,213**	**437**	**63,417**
All Other Outlets	571	34,460	249	16,045	796	89,219	290	14,578
Totals All Outlets	**1,602**	**143,466**	**796**	**98,903**	**1,564**	**259,432**	**727**	**77,996**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	STOCKTON		SUNNYVALE		TEMECULA		THOUSAND OAKS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	270	102,308	61	89,274	111	101,615	110	133,586
Home Furnishings and Appliance Stores	203	18,545	160	32,547	143	15,839	164	29,853
Bldg. Matrl. and Garden Equip. and Supplies	81	53,845	34	42,068	58	26,073	47	23,771
Food and Beverage Stores	267	44,411	95	18,773	65	18,023	80	30,448
Gasoline Stations	77	91,213	30	39,435	26	63,226	30	52,299
Clothing and Clothing Accessories Stores	356	33,102	108	9,812	237	30,873	226	42,085
General Merchandise Stores	80	95,907	13	44,721	43	85,477	52	33,392
Food Services and Drinking Places	586	67,418	382	57,006	322	61,827	326	65,082
Other Retail Group	1,507	82,806	906	31,668	1,089	36,732	1,344	54,987
Total Retail and Food Services	**3,427**	**589,556**	**1,789**	**365,304**	**2,094**	**439,686**	**2,379**	**465,502**
All Other Outlets	1,529	199,776	1,303	282,750	1,033	140,573	1,515	101,155
Totals All Outlets	**4,956**	**789,332**	**3,092**	**648,054**	**3,127**	**580,259**	**3,894**	**566,657**

Type of business	TORRANCE		TRACY		TRUCKEE		TULARE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	146	157,602	62	44,096	18	2,266	56	18,625
Home Furnishings and Appliance Stores	347	59,488	67	31,005	28	3,782	47	1,513
Bldg. Matrl. and Garden Equip. and Supplies	92	38,168	29	13,902	25	13,942	29	16,103
Food and Beverage Stores	124	29,238	58	12,393	16	6,197	37	9,358
Gasoline Stations	39	64,512	19	48,297	10	12,671	28	46,003
Clothing and Clothing Accessories Stores	842	56,482	116	10,382	45	2,586	132	15,944
General Merchandise Stores	310	101,569	28	39,927	3	#	20	21,045
Food Services and Drinking Places	488	88,172	163	25,554	65	10,804	140	16,321
Other Retail Group	3,717	83,331	408	13,882	234	8,435 #	324	8,671
Total Retail and Food Services	**6,105**	**678,561**	**950**	**239,438**	**444**	**60,683**	**813**	**153,581**
All Other Outlets	2,003	181,276	415	32,294	182	17,807	343	41,606
Totals All Outlets	**8,108**	**859,837**	**1,365**	**271,731**	**626**	**78,489**	**1,156**	**195,187**

Type of business	TURLOCK		TUSTIN		UKIAH		UNION CITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	94	17,576	39	98,005	26	9,646	21	2,789
Home Furnishings and Appliance Stores	66	3,251	140	31,021	18	1,970	56	11,615
Bldg. Matrl. and Garden Equip. and Supplies	32	17,703	26	17,438	16	17,174	23	27,044
Food and Beverage Stores	65	12,112	66	20,171	21	6,778	47	8,262
Gasoline Stations	27	39,146	18	33,795	11	11,164	12	14,487
Clothing and Clothing Accessories Stores	95	8,697	143	23,594	29	3,248	51	1,139
General Merchandise Stores	19	48,488	32	64,048	6	17,049	18	#
Food Services and Drinking Places	167	25,294	219	43,790	82	9,690	126	20,560
Other Retail Group	421	18,826	653	39,257	264	9,053	310	31,388 #
Total Retail and Food Services	**986**	**191,093**	**1,336**	**371,120**	**473**	**85,772**	**664**	**117,285**
All Other Outlets	491	54,116	893	63,414	232	9,766	463	62,767
Totals All Outlets	**1,477**	**245,208**	**2,229**	**434,534**	**705**	**95,538**	**1,127**	**180,052**

Type of business	UPLAND		VACAVILLE		VALLEJO		VENTURA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	128	25,228	62	49,637	89	41,758	131	72,430
Home Furnishings and Appliance Stores	97	6,369	71	14,804	68	9,504	165	16,184
Bldg. Matrl. and Garden Equip. and Supplies	50	26,197	33	21,555	25	18,772	85	36,087
Food and Beverage Stores	53	10,233	57	13,964	86	15,731	101	22,746
Gasoline Stations	20	28,772	32	37,285	38	39,977	40	52,704
Clothing and Clothing Accessories Stores	107	4,289	162	72,081	91	8,606	259	26,942
General Merchandise Stores	28	30,801	22	47,761	16	34,582	97	45,637
Food Services and Drinking Places	186	24,706	186	36,401	214	28,693	390	57,858
Other Retail Group	643	24,329	547	22,685	738	18,516	2,266	41,190
Total Retail and Food Services	**1,312**	**180,923**	**1,172**	**316,174**	**1,365**	**216,141**	**3,534**	**371,777**
All Other Outlets	721	41,259	474	48,991	515	36,960	1,615	82,031
Totals All Outlets	**2,033**	**222,182**	**1,646**	**365,165**	**1,880**	**253,100**	**5,149**	**453,809**

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

Type of business	VICTORVILLE		VISALIA		VISTA		WALNUT CREEK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	130	81,878	121	51,732	80	31,377	73	91,751
Home Furnishings and Appliance Stores	138	15,449	136	17,611	77	3,532	112	19,006
Bldg. Matrl. and Garden Equip. and Supplies	31	19,485	65	25,540	57	32,823	32	9,030
Food and Beverage Stores	84	18,680	58	19,955	63	15,553	44	18,931
Gasoline Stations	33	45,817	38	33,368	26	42,477	27	31,971
Clothing and Clothing Accessories Stores	252	16,992	229	23,887	81	7,091	173	61,065
General Merchandise Stores	72	57,635	39	76,910	29	49,806	20	31,339
Food Services and Drinking Places	232	33,229	292	46,134	209	25,527	230	46,310
Other Retail Group	1,180	23,189	765	40,540	747	19,679	796	31,523
Total Retail and Food Services	**2,152**	**312,354**	**1,743**	**335,677**	**1,369**	**227,866**	**1,507**	**340,926**
All Other Outlets	538	36,987	948	159,685	1,000	70,678	782	58,326
Totals All Outlets	**2,690**	**349,341**	**2,691**	**495,362**	**2,369**	**298,544**	**2,289**	**399,252**

Type of business	WATSONVILLE		WEST COVINA		WEST HOLLYWOOD		WEST SACRAMENTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	41	21,013	57	68,713	24	#	79	11,646
Home Furnishings and Appliance Stores	33	2,372	100	13,461	148	46,089	37	#
Bldg. Matrl. and Garden Equip. and Supplies	27	13,664	18	#	27	7,235	32	18,839
Food and Beverage Stores	62	10,397	68	11,880	56	27,820	44	12,263
Gasoline Stations	17	19,763	19	30,370	7	8,756	21	26,694
Clothing and Clothing Accessories Stores	80	4,652	174	30,755	221	21,434	43	#
General Merchandise Stores	15	#	49	37,492	23	#	10	24,248
Food Services and Drinking Places	127	15,993	219	36,131	230	80,119	108	11,610
Other Retail Group	341	25,191 #	552	24,347 #	560	58,134 #	240	35,961 #
Total Retail and Food Services	**743**	**113,045**	**1,256**	**253,149**	**1,296**	**249,587**	**614**	**141,261**
All Other Outlets	420	28,507	427	26,749	604	41,681	560	216,025
Totals All Outlets	**1,163**	**141,552**	**1,683**	**279,898**	**1,900**	**291,268**	**1,174**	**357,287**

Type of business	WESTMINSTER		WHITTIER		WINDSOR		WOODLAND	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	84	53,351	71	10,236	10	2,457	45	19,049
Home Furnishings and Appliance Stores	136	18,442	74	3,045	14	711	46	4,545
Bldg. Matrl. and Garden Equip. and Supplies	32	18,005	41	12,695	11	#	32	16,424
Food and Beverage Stores	130	15,392	67	14,631	18	4,084	38	10,365
Gasoline Stations	21	37,512	15	23,565	6	8,401	17	21,033
Clothing and Clothing Accessories Stores	276	19,765	127	9,125	19	119	54	4,519
General Merchandise Stores	46	55,704	65	21,377	2	#	16	32,730
Food Services and Drinking Places	286	28,061	220	29,623	55	7,935	131	13,989
Other Retail Group	617	20,596	1,054	18,943	204	30,101 #	324	14,654
Total Retail and Food Services	**1,628**	**266,828**	**1,734**	**143,239**	**339**	**53,808**	**703**	**137,309**
All Other Outlets	655	25,428	613	35,985	237	23,867	425	89,923
Totals All Outlets	**2,283**	**292,255**	**2,347**	**179,224**	**576**	**77,675**	**1,128**	**227,231**

Type of business	YORBA LINDA		YUBA CITY		YUCAIPA		YUCCA VALLEY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	36	2,310	77	29,548	58	6,548	37	7,398
Home Furnishings and Appliance Stores	84	27,747	59	5,875	38	507	25	827
Bldg. Matrl. and Garden Equip. and Supplies	38	3,085	26	21,765	27	2,322	11	#
Food and Beverage Stores	20	6,796	62	12,656	26	6,603	15	6,939
Gasoline Stations	7	12,172	25	16,095	12	17,650	11	11,641
Clothing and Clothing Accessories Stores	81	2,207	84	11,407	41	#	23	435
General Merchandise Stores	18	#	23	51,836	10	1,529	6	#
Food Services and Drinking Places	90	15,739	150	20,770	81	8,957	46	6,655
Other Retail Group	494	33,726 #	402	19,507	385	7,664 #	356	24,063 #
Total Retail and Food Services	**868**	**103,783**	**908**	**189,459**	**678**	**51,779**	**530**	**57,958**
All Other Outlets	553	23,167	446	42,342	248	7,147	174	3,138
Totals All Outlets	**1,421**	**126,950**	**1,354**	**231,801**	**926**	**58,926**	**704**	**61,096**

Sales omitted because their publication would result in the disclosure of confidential information. In Table 5, these are included with "Other Retail Group" when possible.

NOTE: Detail may not compute to total due to rounding.

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

City	Retail and food services		Total outlets	
	Permits	Taxable Transactions	Permits	Taxable Transactions
ADELANTO	146	10,719	254	32,237
ALBANY	324	38,737	478	46,213
ALTURAS	101	10,459	160	13,808
AMADOR	20	#	22	199 #
AMERICAN CANYON	216	40,035	343	44,881
ANDERSON	282	40,617	429	49,809
ANGELS CAMP	127	13,418	174	14,675
ARCATA	525	38,803	748	51,604
ARTESIA	385	36,849	517	43,067
ARVIN	109	9,067	138	18,106
ATHERTON	109	#	181	3,130 #
ATWATER	291	46,852	405	57,156
AVALON	164	23,487	212	25,154
AVENAL	74	4,460	89	5,547
BANNING	323	35,573	448	39,082
BELL	416	29,351	609	40,820
BELL GARDENS	406	45,326	629	51,051
BELMONT	357	42,011	616	56,549
BELVEDERE	37	238	77	1,436
BIG BEAR LAKE	404	38,387	523	41,393
BIGGS	7	372	13	423
BISHOP	253	39,271	377	53,972
BLUE LAKE	22	128	33	341
BLYTHE	159	30,692	263	35,201
BRADBURY	12	#	15	36 #
BRAWLEY	153	26,728	281	44,373
BRISBANE	97	21,816	236	111,040
BUELLTON	144	33,102	275	39,109
CALIFORNIA CITY	97	6,350	127	6,619
CALIMESA	111	13,474	151	14,545
CALIPATRIA	16	1,818	29	3,099
CALISTOGA	175	15,213	272	21,764
CANYON LAKE	178	3,105	231	3,528
CARMEL	432	49,322	573	53,246
CARPINTERIA	320	30,916	495	40,792
CHOWCHILLA	152	16,261	220	20,716
CLAYTON	118	6,818	157	7,673
CLEARLAKE	178	27,017	244	28,270
CLOVERDALE	151	13,025	227	14,588
COALINGA	104	15,138	170	22,975
COLFAX	101	10,201	141	13,615
COLMA	101	155,582	163	167,490
COLUSA	113	15,820	176	27,234
CORCORAN	101	11,165	165	24,932
CORNING	138	66,009	190	68,415
CORONADO	380	37,970	559	66,238
COTATI	207	34,371	311	38,944
CRESCENT CITY	155	21,443	241	26,220
CUDAHY	341	12,859	435	25,142
DEL MAR	931	40,391	1,179	54,323
DEL REY OAKS	25	6,719	46	7,579
DESERT HOT SPRINGS	325	25,354	428	27,170
DORRIS	15	482	23	506
DOS PALOS	61	3,296	88	10,786
DUNSMUIR	58	2,053	78	2,177
EAST PALO ALTO	119	68,313	163	72,434
EASTVALE	223	58,702	340	76,545
ESCALON	108	13,144	161	17,103
ETNA	35	1,310	49	1,815
EXETER	155	13,705	217	15,878
FAIRFAX	204	10,089	309	11,239
FARMERSVILLE	100	9,896	125	10,975
FERNDALE	77	2,962	107	3,484
FILLMORE	166	20,525	245	22,458
FIREBAUGH	71	7,817	108	24,533
FORT BRAGG	268	31,848	389	40,646
FORT JONES	35	2,357	51	2,535
FORTUNA	259	28,112	377	36,064
FOSTER CITY	356	51,537	595	98,559
FOWLER	84	13,283	138	28,203
GALT	1,308	26,107	1,502	35,276
GONZALES	83	5,720	125	16,488
GRAND TERRACE	146	9,308	195	21,566
GREENFIELD	123	16,522	172	25,036
GRIDLEY	126	18,797	172	20,800
GROVER BEACH	220	20,578	375	24,992
GUADALUPE	48	3,740	72	6,666
GUSTINE	71	3,388	101	4,222
HALF MOON BAY	404	42,077	593	51,705
HAWAIIAN GARDENS	170	13,059	244	14,478
HERCULES	184	21,292	240	32,587
HIDDEN HILLS	37	97	44	243
HIGHLAND	425	42,878	569	46,813
HILLSBOROUGH	135	292	209	3,210
HOLTVILLE	47	3,615	67	7,377
HUGHSON	71	3,158	103	10,133
HURON	53	3,612	69	4,144
IMPERIAL	95	24,375	162	37,814
IMPERIAL BEACH	248	17,571	333	18,491
INDIAN WELLS	140	3,857	209	9,326
IONE	78	1,855	104	3,574
IRWINDALE	266	29,238	619	82,228
ISLETON	30	548	37	3,772
JACKSON	194	12,664	275	14,851
KERMAN	137	21,282	186	27,850
KING CITY	219	18,121	310	30,132
KINGSBURG	153	15,802	233	22,767
LA CANADA-FLINTRIDGE	346	43,590	530	48,534
LA HABRA HEIGHTS	53	42	78	626
LA PALMA	167	112,726	261	129,344
LAFAYETTE	563	48,169	890	56,905
LAGUNA WOODS	146	17,763	190	19,206
LAKEPORT	196	25,314	290	28,171
LARKSPUR	297	39,118	480	45,016
LATHROP	132	41,243	206	51,993
LEMOORE	202	26,691	287	42,980
LINDSAY	142	13,966	192	15,836
LIVE OAK	68	4,732	88	5,585
LIVINGSTON	92	25,416	116	28,419
LOMA LINDA	214	66,211	311	84,312
LOMITA	398	32,396	550	36,961
LOOMIS	183	9,169	296	18,362
LOS ALAMITOS	389	37,627	668	57,036
LOS ALTOS HILLS	104	274	158	1,713
LOYALTON	16	819	23	914
MAMMOTH LAKES	249	34,902	365	40,989
MARICOPA	14	#	15	792 #
MARINA	225	40,770	343	43,789
MARYSVILLE	253	31,541	356	45,955
MAYWOOD	251	21,585	367	26,972
MC FARLAND	78	4,997	102	6,037
MENDOTA	91	8,789	117	19,420
MILL VALLEY	475	48,488	787	55,479
MILLBRAE	343	45,098	491	51,160
MONTAGUE	37	1,129	47	1,152
MONTE SERENO	40	59	56	110
MORAGA	221	18,796	323	20,764
MORRO BAY	393	33,146	523	36,288
MOUNT SHASTA	212	17,846	305	22,782
NEEDLES	72	8,389	112	9,027
NEVADA CITY	265	11,137	366	17,978
NEWMAN	82	5,746	115	9,379
OAKLEY	269	25,999	397	34,631
OJAI	372	17,952	553	24,912
ORANGE COVE	56	3,041	71	3,580
ORINDA	322	17,613	495	20,020
ORLAND	158	17,748	225	20,536
PACIFIC GROVE	451	27,456	626	31,500
PACIFICA	491	37,729	740	39,855
PALOS VERDES ESTATES	196	2,298	280	4,322

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, THIRD QUARTER 2011

(Taxable transactions in thousands of dollars)

City	Retail and food services		Total outlets		City	Retail and food services		Total outlets	
	Permits	Taxable Transactions	Permits	Taxable Transactions		Permits	Taxable Transactions	Permits	Taxable Transactions
PARADISE	601	34,243	838	36,976	SOLANA BEACH	538	53,601	825	64,370
PARLIER	92	6,957	112	8,168	SOLEDAD	136	13,890	183	15,219
PATTERSON	181	27,983	246	34,426	SOLVANG	272	19,758	377	25,980
PIEDMONT	122	2,955	198	3,096	SOUTH PASADENA	449	34,190	660	39,446
PISMO BEACH	342	59,023	431	62,395	ST. HELENA	275	32,578	523	47,159
PLYMOUTH	41	2,859	69	3,403	SUISUN	231	23,214	313	23,987
POINT ARENA	40	1,769	47	1,918	SUSANVILLE	168	29,334	272	32,076
PORT HUENEME	189	17,943	271	19,734	SUTTER CREEK	118	4,161	154	4,623
PORTOLA	60	3,016	93	4,705	TAFT	164	22,333	239	39,011
PORTOLA VALLEY	83	2,297	143	3,951	TEHACHAPI	312	45,390	419	47,407
RANCHO MIRAGE	422	57,176	577	72,809	TEHAMA	5	#	5	51 #
RANCHO PALOS VERDES	482	22,691	662	43,642	TEMPLE CITY	473	33,400	714	37,441
REEDLEY	236	29,281	383	35,950	TIBURON	183	8,870	318	10,151
RIO DELL	44	3,190	57	4,083	TRINIDAD	27	#	37	3,173 #
RIO VISTA	117	14,446	187	23,205	TULELAKE	12	547	19	4,576
RIPON	165	45,520	247	53,390	TWENTYNINE PALMS	215	22,173	304	25,448
ROLLING HILLS	29	#	40	83 #	VERNON	249	15,811	1,039	109,873
ROLLING HILLS ESTATES	323	22,969	442	25,078	VILLA PARK	75	3,143	131	3,514
ROSS	41	388	83	605	WALNUT	556	29,865	985	40,038
SAN ANSELMO	378	20,984	606	22,917	WASCO	157	22,309	215	28,909
SAN JACINTO	404	41,337	599	46,439	WATERFORD	74	6,529	97	8,557
SAN JOAQUIN	21	1,962	29	8,257	WEED	87	23,689	120	23,855
SAN JUAN BAUTISTA	146	2,833	171	4,711	WESTLAKE VILLAGE	395	58,420	705	71,587
SAN MARINO	217	6,375	334	7,860	WESTMORLAND	16	#	19	3,212 #
SAN PABLO	324	33,976	440	39,235	WHEATLAND	38	2,960	47	3,027
SAND CITY	67	46,432	137	51,588	WILDOMAR	344	28,339	455	30,559
SANGER	252	32,549	369	38,946	WILLIAMS	74	13,426	100	14,918
SANTA PAULA	290	37,298	496	49,263	WILLITS	202	33,085	297	38,067
SARATOGA	379	18,629	579	24,251	WILLOWS	119	20,423	177	25,750
SAUSALITO	476	35,121	791	41,935	WINTERS	98	8,511	140	10,680
SCOTTS VALLEY	334	36,650	525	44,572	WOODLAKE	69	3,429	93	7,696
SEBASTOPOL	399	28,607	576	33,753	WOODSIDE	117	9,644	195	11,702
SHASTA LAKE	113	6,113	188	9,479	YOUNTVILLE	75	19,590	138	22,365
SIERRA MADRE	239	4,982	330	5,768	YREKA	248	31,887	383	36,634
SIGNAL HILL	377	194,074	752	237,812					

Sales omitted because their publication would result in the disclosure of confidential information. In Table 6, these are included with "Total Outlets, Taxable Transactions".

FOOTNOTES

a/ Per capita taxable sales were derived by dividing third quarter self-assessed taxable sales by the population estimates of the State Department of Finance for July 1. The populations used were 37,318,481 for 2010 and 37,578,616 for 2011.

b/ Some permittees, by the nature of their business, are not required to allocate local sales or use tax to specific local jurisdictions. Their taxable transactions are listed under the column headed "Unallocated" in Table 2. Contractors and manufacturers generate most of the countywide unallocable transactions through construction work and making installations of manufactured products in the various counties. Unallocated taxable sales are not reported in Tables 5 and 6.

Notes concerning permits:

A sales tax permit is required for each place of business operated by all manufacturers, wholesalers, and retailers of tangible personal property except those dealing solely in nontaxable commodities. Permits are tabulated twice a year: as of January 1 and July 1.

Table 3 to Table 5 Conversion Chart

NAICS	Table 3	Table 5
44111	New Car Dealers	Motor Vehicle and Parts Dealers
44112	Used Car Dealers	Motor Vehicle and Parts Dealers
4412	Other Motor Vehicle Dealers	Motor Vehicle and Parts Dealers
4413	Auto. Parts, Accessories and Tire Stores	Motor Vehicle and Parts Dealers
4421	Furniture Stores	Home Furnishings and Appliance Stores
4422	Home Furnishings Stores	Home Furnishings and Appliance Stores
44311	Appliance, T.V., and Other Electronics Stores	Home Furnishings and Appliance Stores
44312	Computer and Software Stores	Home Furnishings and Appliance Stores
44313	Camera and Photographic Supplies Stores	Home Furnishings and Appliance Stores
4441	Building Material and Supplies Dealers	Bldg. Matrl. and Garden Equip. and Supplies
4442	Lawn and Garden Equip. and Supplies Stores	Bldg. Matrl. and Garden Equip. and Supplies
44511	Supermarkets and Other Grocery Stores	Food and Beverage Stores
44512	Convenience Stores	Food and Beverage Stores
4452	Specialty Food Stores	Food and Beverage Stores
4453	Beer, Wine, and Liquor Stores	Food and Beverage Stores
44611	Pharmacies and Drug Stores	Other Retail Group
44612-44619	Health and Personal Care Stores	Other Retail Group
447	Gasoline Stations	Gasoline Stations
44811	Men's Clothing Stores	Clothing and Clothing Accessories Stores
44812	Women's Clothing Stores	Clothing and Clothing Accessories Stores
44813-44819	Family Clothing Stores, Accessories, and Others	Clothing and Clothing Accessories Stores
4482	Shoe Stores	Clothing and Clothing Accessories Stores
4483	Jewelry, Luggage, and Leather Goods Stores	Clothing and Clothing Accessories Stores
45111	Sporting Goods Stores	Other Retail Group
45112-45114	Hobby, Toy and Musical Instrument Stores	Other Retail Group
4512	Book, Periodical, and Music Stores	Other Retail Group
452	General Merchandise Stores	General Merchandise Stores
4531	Florists	Other Retail Group
45321	Office Supplies and Stationery Stores	Other Retail Group
45322	Gift, Novelty, and Souvenir Stores	Other Retail Group
4533	Used Merchandise Stores	Other Retail Group
4539	Other Miscellaneous Store Retailers	Other Retail Group
454	Nonstore Retailers	Other Retail Group
7221	Full-Service Restaurants	Food Services and Drinking Places
7222	Limited-Service Eating Places	Food Services and Drinking Places
7223	Special Food Services	Food Services and Drinking Places
7224	Drinking Places (Alcoholic Beverages)	Food Services and Drinking Places
All others	All Other Outlets	All other outlets