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***Taxable Sales
In California
(Sales & Use Tax)***

2011 First 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

FIRST QUARTER 2011

In the first quarter of 2011 taxable sales in California rose sharply, 9.0 percent compared to the first quarter of 2010. First quarter 2011 taxable sales totaled \$118.3 billion, \$9.8 billion more than taxable sales in the first quarter of 2010. Taxable sales increased at a growth rate 2.3 percent faster than California personal income in the first quarter.

In constant dollar terms, first quarter 2011 taxable sales increased 6.5 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 2.3 percent. The increase in prices of taxable goods was similar to the 2.1 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 68.9 percent of total taxable sales in the first quarter of 2011, while nonretail outlets (all other outlets) comprised the remaining 31.1 percent. Taxable sales from total retail and food services stores rose 8.8 percent, somewhat lower than the increase by

total nonretail outlets of 9.5 percent. Nonretail taxable sales include items such as business equipment and construction materials. The strong taxable sales of nonretail goods are consistent with national data showing sharply rising sales of business equipment and software.

Taxable sales made by gasoline stations and motor vehicles dealers rose faster than any other major type of retailer, 22.4 percent and 17.4 percent respectively. A 20.0 percent increase in gasoline prices was responsible for the much of the increase in taxable sales made by gas stations. California new car sales rose sharply, following a national trend, as households began to replace aging vehicles they kept for long periods during the recession and its aftermath. Sales made by used car dealers were also strong.

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 9.0 percent. Increases in these other retail sectors ranged from a low of 2.8 percent for sporting goods to a high of 7.1 percent for nonstore retailers.

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

NAICS	Type of business	Number of permits on January 1, 2011	Taxable transactions			Per capita taxable transactions a/	
			Amount (in thousands)	Percent of total	Percent change from year to year	2011	2010
Retail and Food Services							
441	Motor Vehicle and Parts Dealers	32,557	12,951,916	10.95	17.4	346.05	296.35
44111	New Car Dealers	2,290	9,351,090	7.90	20.2	249.84	208.94
44112	Used Car Dealers	7,345	1,470,156	1.24	16.7	39.28	33.85
4412	Other Motor Vehicle Dealers	3,127	540,512	.46	6.2	14.44	13.67
4413	Auto. Parts, Accessories and Tire Stores	19,795	1,590,158	1.34	7.1	42.49	39.88
442	Furniture and Home Furnishings Stores	17,811	2,156,052	1.82	6.1	57.61	54.57
4421	Furniture Stores	8,360	1,358,540	1.15	9.7	36.30	33.27
4422	Home Furnishings Stores	9,451	797,512	.67	0.6	21.31	21.29
443	Electronics and Appliance Stores	21,874	3,247,011	2.74	3.1	86.75	84.60
44311	Appliance, T.V., and Other Electronics Stores	9,487	1,924,285	1.63	0.7	51.41	51.35
44312	Computer and Software Stores	11,343	1,249,076	1.06	7.1	33.37	31.35
44313	Camera and Photographic Supplies Stores	1,044	73,650	.06	4.2	1.97	1.90
444	Bldg. Matrl. and Garden Equip. and Supplies	16,986	5,939,326	5.02	3.6	158.69	154.02
4441	Building Material and Supplies Dealers	11,582	5,464,987	4.62	3.9	146.01	141.26
4442	Lawn and Garden Equip. and Supplies Stores	5,404	474,339	.40	-0.2	12.67	12.77
445	Food and Beverage Stores	30,423	5,380,891	4.55	3.0	143.77	140.28
44511	Supermarkets and Other Grocery Stores	12,282	3,984,979	3.37	0.8	106.47	106.25
44512	Convenience Stores	4,966	535,493	.45	18.5	14.31	12.14
4452	Specialty Food Stores	7,017	147,816	.12	5.4	3.95	3.77
4453	Beer, Wine, and Liquor Stores	6,158	712,604	.60	5.7	19.04	18.12
446	Health and Personal Care Stores	21,902	2,405,584	2.03	6.7	64.27	60.55
44611	Pharmacies and Drug Stores	5,736	1,577,822	1.33	3.6	42.16	40.91
44612-44619	Health and Personal Care Stores	16,166	827,763	.70	13.2	22.12	19.64
447	Gasoline Stations	10,009	12,610,610	10.66	22.4	336.93	276.74
448	Clothing and Clothing Accessories Stores	65,176	6,227,829	5.26	6.4	166.40	157.20
44811	Men's Clothing Stores	2,495	170,953	.14	2.2	4.57	4.49
44812	Women's Clothing Stores	10,246	982,006	.83	2.4	26.24	25.76
44813-44819	Family Clothing Stores, Accessories, and Other Stores	35,846	3,750,510	3.17	6.8	100.21	94.30
4482	Shoe Stores	5,130	680,243	.57	7.3	18.17	17.03
4483	Jewelry, Luggage, and Leather Goods Stores	11,459	644,115	.54	10.8	17.21	15.61
451	Sporting Goods, Hobby, Book, and Music Stores	27,844	2,510,072	2.12	2.8	67.06	65.59
45111	Sporting Goods Stores	9,071	1,002,106	.85	5.6	26.77	25.49
45112-45114	Hobby, Toy and Musical Instrument Stores	7,276	813,000	.69	2.6	21.72	21.29
4512	Book, Periodical, and Music Stores	11,497	694,967	.59	-0.8	18.57	18.81
452	General Merchandise Stores	15,445	10,500,542	8.87	2.9	280.55	274.06
453	Miscellaneous Store Retailers	114,664	4,007,704	3.39	3.5	107.08	104.01
4531	Florists	4,742	117,012	.10	4.8	3.13	3.00
45321	Office Supplies and Stationery Stores	2,293	1,093,102	.92	0.1	29.21	29.34
45322	Gift, Novelty, and Souvenir Stores	17,479	295,870	.25	4.8	7.91	7.59
4533	Used Merchandise Stores	13,485	175,967	.15	6.5	4.70	4.44
4539	Other Miscellaneous Store Retailers	76,665	2,325,753	1.97	4.8	62.14	59.64
454	Nonstore Retailers	168,088	648,905	.55	7.1	17.34	16.28
722	Food Services and Drinking Places	92,361	12,936,852	10.93	5.4	345.65	329.60
7221	Full-Service Restaurants	31,469	6,589,371	5.57	6.1	176.05	166.84
7222	Limited-Service Eating Places	49,659	5,636,817	4.76	4.6	150.60	144.70
7223	Special Food Services	8,425	442,984	.37	8.9	11.84	10.93
7224	Drinking Places (Alcoholic Beverages)	2,808	267,681	.23	0.9	7.15	7.13
Total Retail and Food Services		635,140	81,523,294	68.90	8.8	2,178.14	2,013.85
All Other Outlets							
11	Agriculture, Forestry, Fishing and Hunting	1,965	103,440	.09	1.0	2.76	2.75
21	Mining, Quarrying, and Oil and Gas Extraction	394	196,107	.17	21.9	5.24	4.32
22	Utilities	618	281,023	.24	132.5	7.51	3.25
23	Construction	14,785	1,485,153	1.26	8.0	39.68	36.95
31 - 33	Manufacturing	52,344	8,288,084	7.00	15.0	221.44	193.70
42	Wholesale Trade	86,881	13,314,178	11.25	11.0	355.73	322.14
48 - 49	Transportation and Warehousing	3,392	305,616	.26	17.1	8.17	7.01
51	Information	6,091	2,149,473	1.82	16.0	57.43	49.78
52	Finance and Insurance	3,027	496,733	.42	-7.3	13.27	14.40
53	Real Estate and Rental and Leasing	21,983	3,853,617	3.26	1.1	102.96	102.37
54	Professional, Scientific, and Technical Services	33,998	1,039,786	.88	2.6	27.78	27.23
55	Management of Companies and Enterprises	60	21,594	.02	-2.7	0.58	0.60
56	Adm. and Support and Waste Mgmt. and Remediation	13,995	488,488	.41	7.7	13.05	12.19
61	Educational Services	6,712	276,669	.23	1.7	7.39	7.31
62	Health Care and Social Assistance	6,563	262,600	.22	-3.7	7.02	7.33
71	Arts, Entertainment, and Recreation	5,370	498,073	.42	8.9	13.31	12.29
721	Accommodation	2,341	764,764	.65	7.4	20.43	19.13
81	Other Services (except Public Administration)	61,086	1,627,716	1.38	4.6	43.49	41.82
92	Public Administration	1,144	112,702	.10	3.9	3.01	2.91
Others	Others	161	1,237,241	1.05	-5.2	33.06	35.06
Total All Other Outlets		322,910	36,803,060	31.10	9.5	983.30	902.51
Total All Outlets		958,050	118,326,354	100.00	9.0	3,161.44	2,916.36
Historical Data							
Comparable data for total all outlets:							
	2006	1,064,305	128,778,913		7.9	3,565.68	
	2007	1,049,325	132,750,022		3.1	3,647.01	
	2008	1,050,020	127,851,520		-3.7	3,483.28	
	2009	942,563	107,174,862		-16.2	2,899.23	
	2010	938,719	108,558,411		1.3	2,916.36	

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

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

(Taxable transactions in thousands of dollars)

County	Sales tax permits as of January 1, 2011			Taxable transactions				Percent change year to year
	Incorporated cities	Outside incorporated cities	Total	Incorporated cities	Outside incorporated cities	Unallocated b/	Total	
Alameda	36,927	1,915	38,842	\$4,537,318	\$153,169	\$656,487	\$5,346,973	8.7
Alpine	--	66	66	--	4,591	2,768	7,359	-5.6
Amador	636	693	1,329	23,038	50,345	8,799	82,182	2.4
Butte	4,253	1,583	5,836	462,071	52,284	60,376	574,731	3.8
Calaveras	181	1,300	1,481	12,098	38,218	11,069	61,385	7.1
Colusa	283	204	487	35,489	24,638	8,721	68,847	16.9
Contra Costa	18,549	2,617	21,166	2,338,228	174,259	342,750	2,855,237	4.9
Del Norte	245	306	551	22,069	15,642	7,667	45,379	1.3
El Dorado	1,385	4,143	5,528	130,819	189,709	48,730	369,259	3.2
Fresno	15,668	2,984	18,652	2,005,177	247,810	253,285	2,506,273	7.7
Glenn	398	274	672	36,860	14,547	10,305	61,711	8.0
Humboldt	2,653	1,823	4,476	252,390	79,855	34,434	366,679	-7.4
Imperial	2,980	432	3,412	390,629	49,320	71,861	511,810	17.9
Inyo	398	281	679	38,303	20,193	9,153	67,650	2.7
Kern	9,888	5,363	15,251	1,663,258	1,140,446	351,657	3,155,361	33.0
Kings	1,665	363	2,028	217,186	33,810	42,487	293,482	9.6
Lake	558	1,113	1,671	50,115	44,728	15,964	110,806	8.8
Lassen	274	306	580	24,662	11,365	9,822	45,848	-0.6
Los Angeles	250,769	14,049	264,818	25,361,415	1,047,806	2,851,049	29,260,271	8.0
Madera	1,230	1,572	2,802	139,026	106,878	41,945	287,849	10.7
Marin	8,119	1,643	9,762	736,381	71,791	85,592	893,765	6.3
Mariposa	--	635	635	--	22,916	3,636	26,552	0.4
Mendocino	1,499	2,086	3,585	140,693	78,976	22,244	241,913	5.6
Merced	2,686	891	3,577	360,375	113,127	63,657	537,159	11.0
Modoc	156	181	337	8,225	1,780	3,763	13,768	-7.1
Mono	360	223	583	48,955	3,747	5,541	58,243	-1.5
Monterey	7,247	2,958	10,205	860,606	144,969	115,931	1,121,506	7.0
Napa	3,605	1,466	5,071	339,687	121,358	55,304	516,349	4.3
Nevada	1,874	1,964	3,838	159,037	36,929	30,502	226,468	3.7
Orange	89,226	1,635	90,861	10,538,444	162,653	1,057,947	11,759,043	8.9
Placer	7,562	3,392	10,954	1,110,533	256,373	122,728	1,489,634	7.8
Plumas	105	831	936	2,938	20,690	9,627	33,255	7.8
Riverside	39,713	6,098	45,811	4,974,060	587,641	554,210	6,115,911	10.1
Sacramento	20,492	11,113	31,605	2,365,251	1,234,455	477,079	4,076,785	4.7
San Benito	891	314	1,205	64,155	22,254	13,692	100,101	12.6
San Bernardino	41,416	5,627	47,043	5,397,826	374,815	553,768	6,326,409	10.3
San Diego	70,839	11,453	82,292	8,819,881	533,762	1,067,486	10,421,128	8.9
San Francisco	26,722	--	26,722	3,242,668	--	--	3,242,668	12.1
San Joaquin	9,846	2,509	12,355	1,414,749	250,730	182,906	1,848,385	8.8
San Luis Obispo	5,939	3,385	9,324	625,131	186,542	88,299	899,972	16.4
San Mateo	17,261	1,593	18,854	2,295,630	295,173	309,531	2,900,335	9.4
Santa Barbara	9,695	2,374	12,069	1,002,361	120,098	139,062	1,261,522	6.7
Santa Clara	41,644	1,272	42,916	6,439,421	79,821	942,808	7,462,050	11.7
Santa Cruz	4,534	3,649	8,183	409,140	167,910	56,635	633,684	4.7
Shasta	3,611	1,764	5,375	431,612	63,432	57,340	552,384	-11.7
Sierra	22	94	116	877	897	1,021	2,795	-17.6
Siskiyou	1,102	655	1,757	68,639	14,424	18,519	101,582	14.0
Solano	7,295	453	7,748	1,094,676	30,368	134,968	1,260,013	5.5
Sonoma	10,911	5,804	16,715	1,137,251	226,891	139,965	1,504,107	5.6
Stanislaus	7,431	2,207	9,638	1,110,950	294,605	130,920	1,536,475	11.4
Sutter	1,480	410	1,890	212,102	53,366	26,813	292,282	10.0
Tehama	733	680	1,413	123,841	16,666	13,705	154,212	28.1
Trinity	--	528	528	--	11,905	4,219	16,124	16.2
Tulare	5,967	2,244	8,211	875,218	140,376	103,252	1,118,847	12.5
Tuolumne	592	1,275	1,867	51,945	59,284	13,407	124,637	11.5
Ventura	19,846	1,796	21,642	2,175,093	85,097	239,559	2,499,749	7.5
Yolo	3,530	399	3,929	567,809	54,309	77,283	699,401	8.1
Yuba	398	808	1,206	38,779	44,190	18,333	101,302	9.6
Statewide	--	--	6,965	--	--	76,746	76,746	-9.2
TOTAL	823,289	127,796	958,050	\$96,985,089	\$9,483,934	\$11,857,331	\$118,326,354	9.0
HISTORICAL DATA								
2006	909,491	146,432	1,064,305	\$104,862,821	\$10,123,038	\$13,793,054	\$128,778,913	7.9
2007	896,386	144,747	1,049,325	108,608,684	10,502,666	13,638,672	132,750,022	3.1
2008	898,691	143,253	1,050,020	104,212,838	10,212,026	13,426,656	127,851,520	-3.7
2009	805,565	129,834	942,563	87,510,320	8,406,354	11,258,188	107,174,862	-16.2
2010	804,154	127,672	938,719	88,874,872	8,404,014	11,279,524	108,558,411	1.3

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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, FIRST 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
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	1,181	570,741	228	58,435	703	332,186	180	37,543
New Car Dealers	96	454,671	17	38,621	62	264,403	12	26,693
Used Car Dealers	317	44,053	51	5,098	191	23,081	31	2,630
Other Motor Vehicle Dealers	107	16,604	29	2,964	68	6,048	23	602
Auto. Parts, Accessories and Tire Stores	661	55,414	131	11,752	382	38,654	114	7,618
Furniture and Home Furnishings Stores	651	101,177	87	8,923	428	55,772	85	3,237
Furniture Stores	292	70,340	33	5,029	182	27,974	30	1,030
Home Furnishings Stores	359	30,837	54	3,894	246	27,798	55	2,207
Electronics and Appliance Stores	950	134,130	131	15,148	489	81,454	110	2,425
Appliance, T.V., and Other Electronics Stores	320	83,922	56	11,521	176	60,729	34	1,097
Computer and Software Stores	595	49,082	71	3,574	289	19,817	72	1,299
Camera and Photographic Supplies Stores	35	1,125	4	52	24	909	4	29
Bldg. Matrl. and Garden Equip. and Supplies	622	251,626	187	44,511	392	159,688	145	21,348
Building Material and Supplies Dealers	495	236,749	122	37,840	274	145,631	91	17,165
Lawn and Garden Equip. and Supplies Stores	127	14,878	65	6,671	118	14,057	54	4,183
Food and Beverage Stores	1,356	211,927	152	33,169	648	157,493	151	31,365
Supermarkets and Other Grocery Stores	578	150,835	71	27,605	274	120,114	53	26,686
Convenience Stores	223	15,890	25	2,118	126	13,580	22	1,975
Specialty Food Stores	276	6,153	32	255	134	3,698	31	467
Beer, Wine, and Liquor Stores	279	39,050	24	3,191	114	20,101	45	2,237
Health and Personal Care Stores	673	104,854	110	12,204	441	63,801	96	9,088
Pharmacies and Drug Stores	159	69,920	40	9,512	109	47,150	19	7,768
Health and Personal Care Stores	514	34,934	70	2,692	332	16,650	77	1,320
Gasoline Stations	420	489,979	82	66,866	298	354,411	52	60,693
Clothing and Clothing Accessories Stores	2,188	207,868	259	20,676	1,243	144,237	254	9,026
Men's Clothing Stores	87	5,328	5	787	58	4,777	6	477
Women's Clothing Stores	308	30,278	41	4,071	208	20,579	30	1,458
Family Clothing Stores, Accessories, and Other Stores	1,160	133,932	135	11,357	615	90,356	150	6,398
Shoe Stores	150	25,438	20	2,918	89	15,148	4	198
Jewelry, Luggage, and Leather Goods Stores	483	12,892	58	1,542	273	13,376	64	496
Sporting Goods, Hobby, Book, and Music Stores	1,128	116,496	200	18,237	626	70,153	198	9,112
Sporting Goods Stores	256	39,582	87	5,808	199	26,911	88	7,631
Hobby, Toy and Musical Instrument Stores	306	35,347	42	4,866	160	26,661	37	672
Book, Periodical, and Music Stores	566	41,568	71	7,563	267	16,581	73	809
General Merchandise Stores	467	386,364	45	73,854	232	311,949	39	22,828
Miscellaneous Store Retailers	4,940	229,057	722	21,480	2,914	90,855	813	12,787
Florists	215	4,247	15	331	122	1,865	24	226
Office Supplies and Stationery Stores	73	96,435	9	3,594	51	15,771	8	2,281
Gift, Novelty, and Souvenir Stores	510	9,796	122	1,324	300	5,069	197	1,923
Used Merchandise Stores	384	6,565	125	1,805	181	4,147	60	1,350
Other Miscellaneous Store Retailers	3,758	112,014	451	14,425	2,260	64,003	524	7,006
Nonstore Retailers	6,148	14,325	1,262	2,941	3,416	9,851	1,224	5,642
Food Services and Drinking Places	4,330	497,495	532	55,875	2,089	286,968	465	42,541
Full-Service Restaurants	1,374	235,116	196	26,547	704	141,800	196	22,955
Limited-Service Eating Places	2,324	223,812	263	25,747	1,123	128,150	230	17,863
Special Food Services	461	21,857	46	1,073	168	6,359	25	955
Drinking Places (Alcoholic Beverages)	171	16,710	27	2,508	94	10,659	14	769
Total Retail and Food Services	25,054	3,316,040	3,997	432,317	13,919	2,118,817	3,812	267,636
All Other Outlets	13,788	2,030,934	1,839	142,414	7,247	736,420	1,716	101,623
Total All Outlets	38,842	5,346,973	5,836	574,731	21,166	2,855,237	5,528	369,259
Historical Data								
Comparable data for total all outlets:								
2006	42,806	5,770,910	6,357	630,464	23,801	3,106,888	6,410	434,233
2007	41,924	6,012,309	6,322	648,150	23,275	3,263,355	6,240	435,782
2008	42,610	5,695,460	6,376	623,709	23,590	3,167,388	6,222	428,167
2009	38,312	4,762,260	5,711	538,003	21,275	2,765,159	5,674	357,229
2010	38,669	4,917,426	5,734	553,698	21,084	2,722,376	5,502	357,696

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST 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
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	979	313,412	123	40,545	154	51,610	729	267,061
New Car Dealers	68	182,430	11	21,826	8	33,108	52	182,093
Used Car Dealers	272	67,974	28	7,164	29	5,696 #	140	26,723
Other Motor Vehicle Dealers	63	14,954	13	1,218	11	#	55	13,141
Auto. Parts, Accessories and Tire Stores	576	48,054	71	10,337	106	12,805	482	45,104
Furniture and Home Furnishings Stores	360	43,296	49	4,827	43	2,377	235	83,246
Furniture Stores	200	29,822	18	2,625	21	536	125	74,280
Home Furnishings Stores	160	13,474	31	2,202	22	1,841	110	8,966
Electronics and Appliance Stores	433	45,162	69	5,525	51	8,898	261	36,347
Appliance, T.V., and Other Electronics Stores	208	30,542	24	2,955 #	22	#	149	23,926
Computer and Software Stores	210	13,455	42	2,570	29	8,898 #	103	12,375
Camera and Photographic Supplies Stores	15	1,165	3	#	--	#	9	47
Bldg. Matrl. and Garden Equip. and Supplies	392	144,155	168	33,654	97	23,775	330	133,891
Building Material and Supplies Dealers	236	110,704	98	25,242	60	17,749	219	115,669
Lawn and Garden Equip. and Supplies Stores	156	33,452	70	8,412	37	6,026	111	18,222
Food and Beverage Stores	778	137,416	130	26,224	110	16,355	647	113,672
Supermarkets and Other Grocery Stores	391	105,533	73	22,513	55	12,603	377	93,843
Convenience Stores	119	10,597	17	1,466 #	20	2,968	104	11,887
Specialty Food Stores	116	1,499	23	#	25	271	89	773
Beer, Wine, and Liquor Stores	152	19,786	17	2,245	10	513	77	7,170
Health and Personal Care Stores	385	47,705	79	9,257	54	4,406	327	38,941
Pharmacies and Drug Stores	140	34,343	40	7,916	22	2,852	124	28,973
Health and Personal Care Stores	245	13,362	39	1,341	32	1,554	203	9,968
Gasoline Stations	325	275,192	65	37,390	70	58,351	357	372,224
Clothing and Clothing Accessories Stores	1,390	96,349	191	9,559	336	32,371	717	70,045
Men's Clothing Stores	48	2,665	5	449	14	427	32	1,480
Women's Clothing Stores	174	15,356	31	1,320	80	5,260	101	11,770
Family Clothing Stores, Accessories, and Other Stores	902	59,088	110	5,113	164	21,207	387	38,999
Shoe Stores	83	11,334	9	1,360	53	3,775	75	10,622
Jewelry, Luggage, and Leather Goods Stores	183	7,906	36	1,316	25	1,701	122	7,175
Sporting Goods, Hobby, Book, and Music Stores	562	55,683	135	9,627	79	5,544	381	34,046
Sporting Goods Stores	193	18,149	50	4,631	33	1,109	146	12,976
Hobby, Toy and Musical Instrument Stores	152	19,284	31	2,777	32	2,918	113	13,160
Book, Periodical, and Music Stores	217	18,250	54	2,219	14	1,517	122	7,909
General Merchandise Stores	283	279,431	40	40,984	72	88,696	240	230,345
Miscellaneous Store Retailers	2,008	77,822	553	13,208	499	7,528	1,684	59,293
Florists	66	2,216	17	281	16	258	70	1,847
Office Supplies and Stationery Stores	40	21,992	5	2,459	6	2,188	29	13,910
Gift, Novelty, and Souvenir Stores	421	5,700	89	1,134	33	762	244	3,421
Used Merchandise Stores	412	4,223	55	2,138	256	486	219	2,521
Other Miscellaneous Store Retailers	1,069	43,691	387	7,195	188	3,834	1,122	37,594
Nonstore Retailers	2,310	11,686	1,185	3,213	459	1,644	2,903	8,613
Food Services and Drinking Places	1,955	235,238	377	32,093	329	40,192	1,609	205,490
Full-Service Restaurants	641	105,046	163	17,398	74	11,262	549	84,023
Limited-Service Eating Places	1,088	122,317	160	13,146	207	27,975	859	115,938
Special Food Services	173	4,882	34	297	32	401	144	2,838
Drinking Places (Alcoholic Beverages)	53	2,993	20	1,251	16	554	57	2,691
Total Retail and Food Services	12,160	1,762,547	3,164	266,105	2,353	341,745	10,420	1,653,216
All Other Outlets	6,492	743,725	1,312	100,574	1,059	170,065	4,831	1,502,145
Total All Outlets	18,652	2,506,273	4,476	366,679	3,412	511,810	15,251	3,155,361
Historical Data								
Comparable data for total all outlets:								
2006	20,271	2,866,894	4,794	369,374	4,424	517,934	16,336	2,732,705
2007	20,467	2,928,117	4,745	383,697	4,338	526,902	16,532	2,821,135
2008	20,530	2,772,673	4,832	389,464	4,163	512,080	17,002	2,808,708
2009	18,671	2,345,381	4,446	328,925	3,403	430,079	15,061	2,451,858
2010	18,789	2,327,958	4,493	396,181	3,328	433,966	15,037	2,371,962

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST 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
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	94	32,815	8,610	3,119,768	177	126,121	97	26,825
New Car Dealers	7	23,047	540	2,325,874	25	107,018	6	16,692
Used Car Dealers	18	2,208	1,815	362,140	43	9,042	16	1,319
Other Motor Vehicle Dealers	8	128	505	86,086	29	1,966	14	2,510
Auto. Parts, Accessories and Tire Stores	61	7,432	5,750	345,668	80	8,095	61	6,303
Furniture and Home Furnishings Stores	29	3,209	5,084	541,086	204	26,705	41	2,729
Furniture Stores	22	2,674	2,609	344,153	95	12,309	16	1,383
Home Furnishings Stores	7	534	2,475	196,933	109	14,396	25	1,346
Electronics and Appliance Stores	40	1,974	6,170	804,174	143	30,210	29	2,639
Appliance, T.V., and Other Electronics Stores	21	1,427 #	3,095	503,571	53	20,879	17	1,676 #
Computer and Software Stores	18	547	2,783	265,088	84	8,879	9	962
Camera and Photographic Supplies Stores	1	#	292	35,515	6	452	3	#
Bldg. Matrl. and Garden Equip. and Supplies	63	20,804	3,552	1,466,836	133	52,595	134	24,387
Building Material and Supplies Dealers	37	15,935	2,686	1,408,545	84	49,493	68	18,247
Lawn and Garden Equip. and Supplies Stores	26	4,870	866	58,291	49	3,102	66	6,140
Food and Beverage Stores	102	18,005	8,650	1,285,967	206	60,854	133	21,226
Supermarkets and Other Grocery Stores	54	12,995	3,288	958,335	83	45,333	57	19,095
Convenience Stores	17	3,249	1,537	107,202	26	5,818	12	1,016
Specialty Food Stores	15	124	2,123	45,146	48	1,206	35	375
Beer, Wine, and Liquor Stores	16	1,637	1,702	175,285	49	8,498	29	740
Health and Personal Care Stores	38	4,992	7,514	708,720	159	27,259	36	5,877
Pharmacies and Drug Stores	12	3,838	1,861	420,847	37	20,532	21	5,369
Health and Personal Care Stores	26	1,153	5,653	287,874	122	6,727	15	508
Gasoline Stations	43	37,781	2,191	3,096,650	68	82,997	54	40,206
Clothing and Clothing Accessories Stores	154	11,143	22,987	1,798,623	523	55,305	114	5,311
Men's Clothing Stores	3	#	939	51,381	19	1,632	6	159
Women's Clothing Stores	16	1,753	4,014	305,661	91	9,750	22	1,081
Family Clothing Stores, Accessories, and Other Stores	97	6,505 #	12,423	1,085,037	256	38,972	53	3,181
Shoe Stores	13	1,579	1,917	200,924	25	2,117	10	466
Jewelry, Luggage, and Leather Goods Stores	25	1,306	3,694	155,620	132	2,833	23	424
Sporting Goods, Hobby, Book, and Music Stores	50	3,269	7,322	589,895	324	29,458	119	4,720
Sporting Goods Stores	19	806	1,897	198,151	95	15,237	40	2,053
Hobby, Toy and Musical Instrument Stores	14	1,821	2,126	210,009	70	8,045	29	1,509
Book, Periodical, and Music Stores	17	642	3,299	181,735	159	6,176	50	1,159
General Merchandise Stores	30	35,406	6,596	2,368,564	57	57,350	25	17,188
Miscellaneous Store Retailers	228	7,150	32,762	1,083,270	1,207	39,199	446	9,833
Florists	5	228	1,312	30,314	48	1,100	11	87
Office Supplies and Stationery Stores	6	#	725	289,458	18	7,162	8	#
Gift, Novelty, and Souvenir Stores	44	361	4,655	77,150	200	2,460	80	1,208
Used Merchandise Stores	49	374	3,589	40,864	125	2,352	39	338
Other Miscellaneous Store Retailers	124	6,187 #	22,481	645,484	816	26,125	308	8,200 #
Nonstore Retailers	245	2,125	40,738	182,673	1,942	4,730	916	4,323
Food Services and Drinking Places	262	27,851	25,724	3,659,513	730	99,656	291	21,752
Full-Service Restaurants	67	7,421	7,803	1,797,960	340	68,026	150	11,017
Limited-Service Eating Places	157	19,155	15,060	1,640,633	284	27,463	100	9,371
Special Food Services	29	828	2,270	162,464	87	2,294	24	21
Drinking Places (Alcoholic Beverages)	9	446	591	58,456	19	1,873	17	1,343
Total Retail and Food Services	1,378	206,523	177,900	20,705,740	5,873	692,439	2,435	187,017
All Other Outlets	650	86,959	86,918	8,554,531	3,889	201,326	1,150	54,897
Total All Outlets	2,028	293,482	264,818	29,260,271	9,762	893,765	3,585	241,913
Historical Data								
Comparable data for total all outlets:								
2006	2,124	292,904	300,792	31,678,436	11,153	951,754	3,732	264,968
2007	2,168	304,721	295,606	32,853,484	11,061	1,003,297	3,748	281,128
2008	2,192	320,305	295,251	32,092,730	11,011	976,110	3,820	278,482
2009	2,008	282,307	262,813	26,996,923	10,135	810,555	3,561	227,115
2010	1,998	267,708	260,242	27,101,568	9,984	840,878	3,575	229,021

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST 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
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	201	50,386	335	138,879	83	32,789	108	14,241
New Car Dealers	28	27,230	35	95,062	12	24,596	1	#
Used Car Dealers	43	11,681	77	21,568	8	1,005	13	1,861 #
Other Motor Vehicle Dealers	16	1,568	29	2,496	14	980	21	5,558
Auto. Parts, Accessories and Tire Stores	114	9,907	194	19,754	49	6,209	73	6,822
Furniture and Home Furnishings Stores	50	4,094	198	17,376	65	4,124	62	5,411
Furniture Stores	28	2,512	75	8,380	34	1,768	21	2,374
Home Furnishings Stores	22	1,582	123	8,996	31	2,356	41	3,037
Electronics and Appliance Stores	70	7,231	161	20,720	73	5,618	63	2,816
Appliance, T.V., and Other Electronics Stores	40	5,753 #	79	14,064	25	2,615 #	20	1,340 #
Computer and Software Stores	28	1,478	69	5,902	45	3,003	39	1,476
Camera and Photographic Supplies Stores	2	#	13	754	3	#	4	#
Bldg. Matrl. and Garden Equip. and Supplies	90	27,836	177	55,793	83	30,752	126	21,684
Building Material and Supplies Dealers	52	25,391	116	47,948	55	29,089	81	18,507
Lawn and Garden Equip. and Supplies Stores	38	2,446	61	7,845	28	1,663	45	3,177
Food and Beverage Stores	177	29,975	391	63,294	357	36,000	92	20,210
Supermarkets and Other Grocery Stores	96	19,902	176	43,553	61	22,134	39	18,411
Convenience Stores	31	#	69	11,150	18	2,342	14	1,318
Specialty Food Stores	27	7,288 #	87	2,374	29	291	24	120
Beer, Wine, and Liquor Stores	23	2,785	59	6,216	249	11,233	15	361
Health and Personal Care Stores	90	7,523	126	21,842	50	6,009	70	7,129
Pharmacies and Drug Stores	26	6,157	41	17,960	13	4,236	12	5,788
Health and Personal Care Stores	64	1,365	85	3,882	37	1,773	58	1,341
Gasoline Stations	91	112,917	136	130,519	33	52,987	33	29,300
Clothing and Clothing Accessories Stores	212	12,404	624	52,807	178	19,754	179	4,183
Men's Clothing Stores	8	#	29	2,068	6	498	8	#
Women's Clothing Stores	24	1,914	100	8,602	31	3,121	30	1,079
Family Clothing Stores, Accessories, and Other Stores	134	7,604 #	309	27,014	89	9,913	96	2,328 #
Shoe Stores	16	1,736	53	7,051	21	2,694	4	354
Jewelry, Luggage, and Leather Goods Stores	30	1,150	133	8,072	31	3,527	41	422
Sporting Goods, Hobby, Book, and Music Stores	96	8,228	255	20,752	104	7,744	158	7,449
Sporting Goods Stores	30	2,186	95	8,081	37	2,591	61	5,230
Hobby, Toy and Musical Instrument Stores	24	2,750	59	7,780	28	3,283	31	502
Book, Periodical, and Music Stores	42	3,292	101	4,891	39	1,870	66	1,717
General Merchandise Stores	58	66,580	105	103,482	27	37,457	32	8,660
Miscellaneous Store Retailers	384	11,970	1,080	41,210	452	17,394	561	10,355
Florists	16	254	59	1,530	24	739	12	250
Office Supplies and Stationery Stores	7	1,786	19	5,875	3	#	7	2,472
Gift, Novelty, and Souvenir Stores	89	440	245	6,256	64	810	125	700
Used Merchandise Stores	51	414	139	2,162	38	541	65	549
Other Miscellaneous Store Retailers	221	9,076	618	25,387	323	15,304 #	352	6,383
Nonstore Retailers	480	2,572	2,297	5,626	867	2,797	837	4,936
Food Services and Drinking Places	425	45,590	1,040	124,907	340	62,862	258	25,135
Full-Service Restaurants	138	17,324	433	69,592	140	44,527	106	14,016
Limited-Service Eating Places	225	27,411	480	49,376	135	15,291	128	10,368
Special Food Services	49	299	108	5,204	55	1,553	18	257
Drinking Places (Alcoholic Beverages)	13	557	19	736	10	1,492	6	494
Total Retail and Food Services	2,424	387,305	6,925	797,208	2,712	316,287	2,579	161,509
All Other Outlets	1,153	149,854	3,280	324,298	2,359	200,062	1,259	64,960
Total All Outlets	3,577	537,159	10,205	1,121,506	5,071	516,349	3,838	226,468
Historical Data								
Comparable data for total all outlets:								
2006	3,996	593,026	11,234	1,226,478	4,866	509,511	4,361	278,749
2007	3,939	582,863	11,225	1,264,734	4,923	561,331	4,300	292,190
2008	4,011	556,973	11,239	1,222,471	5,086	559,707	4,252	269,354
2009	3,636	470,713	10,181	1,015,199	4,853	486,268	3,893	216,728
2010	3,553	483,951	9,881	1,047,938	4,974	495,282	3,820	218,304

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

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

(Taxable transactions in thousands of dollars)

Type of business	ORANGE		PLACER		RIVERSIDE		SACRAMENTO	
	Permits	Taxable transactions						
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	2,989	1,416,367	395	300,243	1,860	752,845	1,437	443,717
New Car Dealers	224	1,047,980	36	201,126	113	521,316	68	294,570
Used Car Dealers	721	206,455	113	69,450	336	73,784	400	57,394
Other Motor Vehicle Dealers	328	48,792	59	10,527	247	49,369	104	21,743
Auto. Parts, Accessories and Tire Stores	1,716	113,139	187	19,140	1,164	108,376	865	70,011
Furniture and Home Furnishings Stores	1,985	205,008	220	42,893	993	113,733	614	62,435
Furniture Stores	930	125,366	105	30,759	455	71,368	268	37,820
Home Furnishings Stores	1,055	79,642	115	12,135	538	42,365	346	24,615
Electronics and Appliance Stores	2,879	515,473	278	55,313	908	112,391	786	139,214
Appliance, T.V., and Other Electronics Stores	1,047	190,087	105	36,169 #	449	93,086	331	82,510
Computer and Software Stores	1,657	316,499	156	19,145	432	18,513	419	55,549
Camera and Photographic Supplies Stores	175	8,887	17	#	27	791	36	1,156
Bldg. Matrl. and Garden Equip. and Supplies	1,381	531,052	280	70,756	926	322,194	548	231,125
Building Material and Supplies Dealers	1,045	495,796	189	65,818	575	297,547	388	217,550
Lawn and Garden Equip. and Supplies Stores	336	35,256	91	4,939	351	24,647	160	13,575
Food and Beverage Stores	2,427	457,192	260	63,432	1,232	313,652	1,023	204,234
Supermarkets and Other Grocery Stores	916	334,760	79	47,647	481	229,473	401	155,171
Convenience Stores	318	39,892	45	5,603	215	48,482	205	22,168
Specialty Food Stores	719	22,452	90	2,420	326	6,789	253	3,370
Beer, Wine, and Liquor Stores	474	60,087	46	7,762	210	28,907	164	23,525
Health and Personal Care Stores	2,564	208,642	292	23,043	1,032	110,328	786	90,685
Pharmacies and Drug Stores	521	126,101	41	12,638	305	79,675	190	58,811
Health and Personal Care Stores	2,043	82,541	251	10,405	727	30,653	596	31,875
Gasoline Stations	693	1,092,014	112	182,945	482	772,871	368	417,570
Clothing and Clothing Accessories Stores	6,380	652,073	666	73,376	3,231	351,759	1,995	175,525
Men's Clothing Stores	223	17,237	14	1,443	149	11,581	61	6,223
Women's Clothing Stores	948	111,349	83	11,536	448	57,266	218	23,363
Family Clothing Stores, Accessories, and Other Stores	3,622	403,804	407	46,779	1,936	195,472	1,196	106,955
Shoe Stores	426	51,645	40	6,220	283	41,870	128	23,302
Jewelry, Luggage, and Leather Goods Stores	1,161	68,038	122	7,398	415	45,570	392	15,682
Sporting Goods, Hobby, Book, and Music Stores	2,888	254,938	419	45,280	1,181	119,289	1,040	105,767
Sporting Goods Stores	1,085	113,029	176	25,832	461	59,579	337	39,335
Hobby, Toy and Musical Instrument Stores	703	80,055	99	12,233	345	37,878	258	32,410
Book, Periodical, and Music Stores	1,100	61,854	144	7,215	375	21,832	445	34,023
General Merchandise Stores	1,545	1,022,718	136	123,729	728	704,325	387	446,196
Miscellaneous Store Retailers	10,657	389,618	1,514	40,770	5,538	175,842	4,019	131,605
Florists	449	9,615	45	638	162	3,148	154	2,567
Office Supplies and Stationery Stores	306	97,811	29	8,645	114	34,757	79	34,123
Gift, Novelty, and Souvenir Stores	1,763	29,247	318	2,848	794	15,908	800	9,141
Used Merchandise Stores	1,016	14,406	219	1,458	673	7,255	510	9,423
Other Miscellaneous Store Retailers	7,123	238,539	903	27,181	3,795	114,774	2,476	76,352
Nonstore Retailers	13,203	107,694	2,186	4,913	10,428	26,226	6,014	20,272
Food Services and Drinking Places	7,923	1,275,349	951	143,091	4,083	640,803	3,239	426,974
Full-Service Restaurants	2,472	675,575	363	82,066	1,268	291,305	1,086	203,548
Limited-Service Eating Places	4,521	534,521	519	57,795	2,395	326,424	1,754	201,914
Special Food Services	734	41,078	54	1,318	323	12,660	317	12,847
Drinking Places (Alcoholic Beverages)	196	24,175	15	1,912	97	10,414	82	8,664
Total Retail and Food Services	57,514	8,128,136	7,709	1,169,786	32,622	4,516,256	22,256	2,895,319
All Other Outlets	33,347	3,630,907	3,245	319,848	13,189	1,599,655	9,349	1,181,465
Total All Outlets	90,861	11,759,043	10,954	1,489,634	45,811	6,115,911	31,605	4,076,785
Historical Data								
Comparable data for total all outlets:								
2006	104,182	13,109,892	11,665	1,705,682	44,261	7,190,512	35,892	4,897,206
2007	102,980	13,609,161	11,765	1,743,381	44,848	7,344,214	35,361	4,862,896
2008	99,067	13,061,269	12,031	1,615,759	46,834	6,608,575	35,636	4,604,586
2009	88,276	10,768,437	11,011	1,338,232	41,426	5,446,210	31,824	3,864,707
2010	88,694	10,800,790	10,891	1,382,244	42,308	5,554,758	31,237	3,894,040

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST 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
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	2,264	755,358	2,835	1,232,302	241	108,204	663	210,135
New Car Dealers	84	462,595	236	887,842	22	88,922	35	125,870
Used Car Dealers	456	119,629	809	139,540	46	2,938	141	25,146
Other Motor Vehicle Dealers	205	55,351	350	63,741	28	4,446	69	20,717
Auto. Parts, Accessories and Tire Stores	1,519	117,782	1,440	141,179	145	11,897	418	38,401
Furniture and Home Furnishings Stores	896	100,442	1,473	208,053	540	80,374	204	29,963
Furniture Stores	440	66,901	587	136,289	263	41,313	97	10,729
Home Furnishings Stores	456	33,541	886	71,764	277	39,060	107	19,233
Electronics and Appliance Stores	916	105,842	1,957	305,035	496	80,547	251	29,322
Appliance, T.V., and Other Electronics Stores	472	82,080	791	196,334	186	39,754	128	21,508
Computer and Software Stores	401	23,596	1,056	103,571	259	34,946	112	7,634
Camera and Photographic Supplies Stores	43	166	110	5,130	51	5,848	11	179
Bldg. Matrl. and Garden Equip. and Supplies	812	280,283	1,433	490,921	316	93,672	275	101,211
Building Material and Supplies Dealers	565	269,576	922	460,034	240	90,042	185	92,005
Lawn and Garden Equip. and Supplies Stores	247	10,707	511	30,888	76	3,631	90	9,206
Food and Beverage Stores	1,331	267,756	2,179	461,743	1,168	148,102	612	86,855
Supermarkets and Other Grocery Stores	491	186,808	767	322,920	644	109,853	254	67,356
Convenience Stores	268	46,849	389	58,070	135	7,005	107	8,182
Specialty Food Stores	302	5,673	575	13,625	237	5,634	144	2,107
Beer, Wine, and Liquor Stores	270	28,426	448	67,127	152	25,611	107	9,209
Health and Personal Care Stores	962	111,489	1,774	203,409	560	94,335	281	28,013
Pharmacies and Drug Stores	257	59,218	532	132,601	137	#	80	21,326
Health and Personal Care Stores	705	52,271	1,242	70,808	423	94,335 #	201	6,687
Gasoline Stations	597	825,732	789	1,030,752	123	145,973	211	289,261
Clothing and Clothing Accessories Stores	3,291	303,215	5,589	623,264	2,299	334,914	705	56,690
Men's Clothing Stores	133	7,637	198	14,356	92	7,088	22	1,444
Women's Clothing Stores	427	41,510	815	86,883	421	59,808	64	7,308
Family Clothing Stores, Accessories, and Other Stores	2,026	168,372	3,083	394,752	1,047	193,969	449	35,164
Shoe Stores	362	43,639	424	59,620	124	28,657	55	8,292
Jewelry, Luggage, and Leather Goods Stores	343	42,057	1,069	67,652	615	45,391	115	4,482
Sporting Goods, Hobby, Book, and Music Stores	1,150	125,795	2,762	236,955	850	87,260	310	34,262
Sporting Goods Stores	422	48,002	984	98,853	143	31,424	135	17,622
Hobby, Toy and Musical Instrument Stores	369	44,900	657	78,049	157	14,351	88	10,653
Book, Periodical, and Music Stores	359	32,893	1,121	60,053	550	41,485	87	5,986
General Merchandise Stores	1,030	632,437	952	978,142	256	158,773	167	202,921
Miscellaneous Store Retailers	5,434	308,682	10,207	338,243	3,716	133,003	1,360	83,388
Florists	146	2,922	611	17,674	229	6,607	36	945
Office Supplies and Stationery Stores	112	166,663	202	63,975	55	19,727	28	#
Gift, Novelty, and Souvenir Stores	756	12,677	1,282	29,804	622	21,593	249	1,890
Used Merchandise Stores	952	5,542	1,313	18,305	318	7,802	187	3,589
Other Miscellaneous Store Retailers	3,468	120,878	6,799	208,485	2,492	77,273	860	76,964 #
Nonstore Retailers	10,998	27,517	15,464	32,773	2,566	8,935	1,887	11,769
Food Services and Drinking Places	3,893	575,290	7,609	1,211,312	4,257	679,700	1,374	155,917
Full-Service Restaurants	1,149	235,836	2,519	653,601	2,033	473,292	465	68,828
Limited-Service Eating Places	2,364	322,967	4,166	490,837	1,632	140,974	700	82,546
Special Food Services	255	7,981	669	33,512	321	31,281	167	2,656
Drinking Places (Alcoholic Beverages)	125	8,505	255	33,362	271	34,153	42	1,887
Total Retail and Food Services	33,574	4,419,837	55,023	7,352,906	17,388	2,153,791	8,300	1,319,706
All Other Outlets	13,469	1,906,572	27,269	3,068,223	9,334	1,088,877	4,055	528,679
Total All Outlets	47,043	6,326,409	82,292	10,421,128	26,722	3,242,668	12,355	1,848,385
Historical Data								
Comparable data for total all outlets:								
2006	48,256	7,405,609	91,738	11,092,889	29,747	3,110,329	13,506	2,175,751
2007	47,501	7,444,932	89,150	11,214,037	28,527	3,327,948	13,242	2,196,428
2008	49,421	6,881,449	87,450	11,006,966	28,522	3,486,701	13,451	2,065,818
2009	43,535	5,685,343	79,251	9,343,723	26,262	2,887,952	12,187	1,688,838
2010	44,500	5,737,210	79,446	9,570,811	26,063	2,891,620	12,088	1,699,173

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST 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
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	279	88,057	451	297,498	280	124,457	1,100	685,654
New Car Dealers	25	56,969	58	256,441	32	100,594	89	573,385
Used Car Dealers	45	9,544	114	11,210	54	4,684	242	31,227
Other Motor Vehicle Dealers	61	9,220	35	4,615	42	3,393	113	21,748
Auto. Parts, Accessories and Tire Stores	148	12,325	244	25,233	152	15,787	656	59,294
Furniture and Home Furnishings Stores	152	14,904	405	78,302	202	17,759	742	116,542
Furniture Stores	64	7,004	178	56,281	84	9,081	322	70,600
Home Furnishings Stores	88	7,900	227	22,021	118	8,678	420	45,942
Electronics and Appliance Stores	127	15,089	416	83,751	183	31,819	1,408	312,484
Appliance, T.V., and Other Electronics Stores	48	11,287 #	149	48,299	93	20,534 #	516	137,961
Computer and Software Stores	70	3,802	249	33,488	85	11,285	854	171,469
Camera and Photographic Supplies Stores	9	#	18	1,964	5	#	38	3,054
Bldg. Matrl. and Garden Equip. and Supplies	259	60,921	349	159,169	273	83,677	694	281,885
Building Material and Supplies Dealers	152	50,148	234	148,367	154	70,041	515	264,878
Lawn and Garden Equip. and Supplies Stores	107	10,773	115	10,802	119	13,636	179	17,007
Food and Beverage Stores	312	51,245	550	118,770	425	82,340	1,261	232,312
Supermarkets and Other Grocery Stores	89	35,358	252	87,860	168	60,634	438	166,983
Convenience Stores	40	5,577	76	8,114	60	10,211	227	22,775
Specialty Food Stores	61	1,173	124	2,572	68	895	312	4,498
Beer, Wine, and Liquor Stores	122	9,137	98	20,225	129	10,601	284	38,056
Health and Personal Care Stores	136	18,724	330	57,853	211	30,067	847	128,999
Pharmacies and Drug Stores	36	14,111	78	43,540	62	22,747	237	88,070
Health and Personal Care Stores	100	4,613	252	14,313	149	7,320	610	40,929
Gasoline Stations	98	106,336	217	252,088	113	136,652	395	588,094
Clothing and Clothing Accessories Stores	418	37,487	1,044	128,015	566	59,552	2,419	402,934
Men's Clothing Stores	14	1,743	31	2,943	21	673	90	9,862
Women's Clothing Stores	75	7,238	174	17,967	109	11,276	442	54,084
Family Clothing Stores, Accessories, and Other Stores	252	22,036	495	81,875	281	37,330	1,203	240,536
Shoe Stores	24	4,379	63	11,506	44	4,456	191	41,539
Jewelry, Luggage, and Leather Goods Stores	53	2,091	281	13,724	111	5,817	493	56,913
Sporting Goods, Hobby, Book, and Music Stores	301	23,148	534	62,983	347	27,682	1,247	152,419
Sporting Goods Stores	129	14,317	176	25,518	145	12,251	388	61,266
Hobby, Toy and Musical Instrument Stores	67	4,795	137	21,526	58	7,938	372	50,025
Book, Periodical, and Music Stores	105	4,036	221	15,939	144	7,493	487	41,128
General Merchandise Stores	91	71,532	187	233,976	118	99,480	377	521,743
Miscellaneous Store Retailers	1,130	30,989	2,176	107,847	1,133	48,506	4,228	149,392
Florists	49	835	125	3,733	67	#	217	4,146
Office Supplies and Stationery Stores	23	7,169	41	38,333	17	7,887	88	31,929
Gift, Novelty, and Souvenir Stores	225	3,435	337	10,282	172	4,039	687	12,373
Used Merchandise Stores	137	1,830	217	4,054	135	3,414	322	8,634
Other Miscellaneous Store Retailers	696	17,719	1,456	51,445	742	33,167 #	2,914	92,311
Nonstore Retailers	2,008	2,643	2,581	12,680	2,662	4,524	7,355	36,231
Food Services and Drinking Places	835	100,782	2,083	319,289	1,128	156,889	4,704	725,066
Full-Service Restaurants	394	62,669	860	185,296	471	86,526	1,698	391,326
Limited-Service Eating Places	366	34,157	906	108,667	498	63,519	2,273	276,441
Special Food Services	46	1,587	266	20,916	108	2,407	608	45,672
Drinking Places (Alcoholic Beverages)	29	2,369	51	4,409	51	4,437	125	11,627
Total Retail and Food Services	6,146	621,856	11,323	1,912,220	7,641	903,405	26,777	4,333,755
All Other Outlets	3,178	278,116	7,531	988,114	4,428	358,117	16,139	3,128,295
Total All Outlets	9,324	899,972	18,854	2,900,335	12,069	1,261,522	42,916	7,462,050
Historical Data								
Comparable data for total all outlets:								
2006	9,829	1,018,771	21,595	2,911,781	13,269	1,362,180	48,961	7,304,645
2007	9,842	997,165	20,689	3,091,402	13,323	1,392,983	48,528	7,811,325
2008	10,137	912,042	20,432	3,101,507	13,360	1,375,548	48,148	7,736,596
2009	9,361	760,109	18,678	2,610,642	12,229	1,164,721	43,254	6,209,072
2010	9,172	773,032	18,446	2,651,240	12,068	1,182,298	42,399	6,678,215

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST 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
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	179	59,463	225	63,119	296	146,888	396	172,930
New Car Dealers	13	41,451	8	30,074	32	115,801	29	126,831
Used Car Dealers	38	4,950	53	12,614	65	4,710	94	10,543
Other Motor Vehicle Dealers	36	3,304	45	6,534	38	9,199	66	10,068
Auto. Parts, Accessories and Tire Stores	92	9,757	119	13,897	161	17,177	207	25,488
Furniture and Home Furnishings Stores	135	10,917	59	7,810	129	18,314	231	26,220
Furniture Stores	61	5,432	21	4,896	60	11,208	97	15,594
Home Furnishings Stores	74	5,485	38	2,915	69	7,106	134	10,626
Electronics and Appliance Stores	160	15,083	110	12,358	148	25,929	218	36,153
Appliance, T.V., and Other Electronics Stores	53	11,194	35	10,070 #	83	22,148 #	93	25,067 #
Computer and Software Stores	97	3,854	70	2,288	59	3,781	114	11,086
Camera and Photographic Supplies Stores	10	35	5	#	6	#	11	#
Bldg. Matrl. and Garden Equip. and Supplies	202	52,443	165	33,205	154	59,891	361	107,653
Building Material and Supplies Dealers	116	45,409	98	31,034	112	55,188	203	97,379
Lawn and Garden Equip. and Supplies Stores	86	7,034	67	2,171	42	4,704	158	10,274
Food and Beverage Stores	248	49,494	110	29,220	260	48,418	569	106,140
Supermarkets and Other Grocery Stores	98	34,398	70	25,199	94	34,514	183	76,538
Convenience Stores	30	3,808	10	763	53	5,342	65	9,192
Specialty Food Stores	63	1,498	13	113	57	1,841	90	1,875
Beer, Wine, and Liquor Stores	57	9,790	17	3,145	56	6,720	231	18,534
Health and Personal Care Stores	149	22,223	101	12,654	142	17,576	197	30,340
Pharmacies and Drug Stores	48	19,074	58	7,897	29	11,502	57	23,552
Health and Personal Care Stores	101	3,149	43	4,757	113	6,073	140	6,788
Gasoline Stations	75	81,600	89	76,963	141	151,724	151	160,431
Clothing and Clothing Accessories Stores	455	27,598	148	16,654	438	80,563	565	56,703
Men's Clothing Stores	15	896	6	2,046	20	2,007	23	2,123
Women's Clothing Stores	80	3,715	16	1,717	68	9,287	101	10,821
Family Clothing Stores, Accessories, and Other Stores	237	17,149	72	9,150	230	47,787	267	31,130
Shoe Stores	31	3,860	21	2,487	43	10,493	52	8,286
Jewelry, Luggage, and Leather Goods Stores	92	1,978	33	1,254	77	10,989	122	4,343
Sporting Goods, Hobby, Book, and Music Stores	306	18,688	162	13,041	206	21,208	391	36,148
Sporting Goods Stores	103	7,374	71	6,635	77	9,128	112	16,132
Hobby, Toy and Musical Instrument Stores	82	5,805	31	3,535	49	7,744	94	9,890
Book, Periodical, and Music Stores	121	5,508	60	2,871	80	4,335	185	10,125
General Merchandise Stores	56	49,217	31	68,808	86	140,244	83	145,529
Miscellaneous Store Retailers	997	27,976	607	18,468	933	33,485	1,793	54,081
Florists	36	529	18	375	34	951	56	1,188
Office Supplies and Stationery Stores	11	7,614	14	3,064	11	4,463	22	11,493
Gift, Novelty, and Souvenir Stores	206	2,711	96	1,560	109	1,773	256	3,376
Used Merchandise Stores	151	1,771	86	942	123	2,548	276	3,278
Other Miscellaneous Store Retailers	593	15,352	393	12,527	656	23,750	1,183	34,746
Nonstore Retailers	2,058	2,533	1,187	2,606	1,543	5,402	4,302	10,496
Food Services and Drinking Places	705	77,514	461	44,985	815	115,388	1,302	138,204
Full-Service Restaurants	285	45,308	165	23,035	263	48,051	560	76,018
Limited-Service Eating Places	325	29,566	233	20,473	453	63,083	557	55,730
Special Food Services	72	1,337	37	214	64	1,918	144	2,516
Drinking Places (Alcoholic Beverages)	23	1,302	26	1,263	35	2,336	41	3,941
Total Retail and Food Services	5,725	494,749	3,455	399,892	5,291	865,028	10,559	1,081,027
All Other Outlets	2,458	138,935	1,920	152,492	2,457	394,986	6,156	423,080
Total All Outlets	8,183	633,684	5,375	552,384	7,748	1,260,013	16,715	1,504,107
Historical Data								
Comparable data for total all outlets:								
2006	8,785	701,551	6,122	641,315	8,656	1,572,514	17,798	1,721,921
2007	8,668	730,674	6,059	651,781	8,650	1,476,023	17,762	1,804,718
2008	8,679	698,230	6,044	612,629	8,678	1,373,583	18,020	1,713,271
2009	8,078	584,519	5,273	505,165	7,683	1,252,596	16,499	1,417,012
2010	7,936	605,423	5,238	625,535	7,560	1,194,512	16,714	1,424,157

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST 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
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	609	185,704	392	112,802	566	363,122	161	53,043
New Car Dealers	32	97,718	38	75,224	67	295,192	11	34,138
Used Car Dealers	164	49,829	75	10,727	99	16,312	33	1,825
Other Motor Vehicle Dealers	43	10,635	27	3,604	90	15,342	14	2,302
Auto. Parts, Accessories and Tire Stores	370	27,522	252	23,247	310	36,275	103	14,778
Furniture and Home Furnishings Stores	204	19,992	155	13,548	328	40,974	54	22,182
Furniture Stores	101	11,458	79	8,202	146	21,528	28	#
Home Furnishings Stores	103	8,533	76	5,346	182	19,446	26	22,182 #
Electronics and Appliance Stores	231	18,755	147	58,980	373	65,036	79	8,928
Appliance, T.V., and Other Electronics Stores	127	10,770 #	76	55,443 #	164	49,524	33	5,163
Computer and Software Stores	98	7,985	67	3,537	198	14,946	41	3,749
Camera and Photographic Supplies Stores	6	#	4	#	11	566	5	16
Bldg. Matrl. and Garden Equip. and Supplies	243	97,414	249	67,459	360	139,229	93	36,286
Building Material and Supplies Dealers	160	82,398	119	52,095	230	125,526	66	33,177
Lawn and Garden Equip. and Supplies Stores	83	15,016	130	15,364	130	13,702	27	3,109
Food and Beverage Stores	434	68,585	326	52,902	614	120,068	151	33,394
Supermarkets and Other Grocery Stores	198	48,447	195	46,963	237	89,336	72	28,132
Convenience Stores	82	8,038	35	2,979	89	11,308	25	3,453
Specialty Food Stores	86	967	63	497	142	3,071	24	234
Beer, Wine, and Liquor Stores	68	11,133	33	2,464	146	16,353	30	1,575
Health and Personal Care Stores	221	25,639	155	15,925	396	53,019	84	7,960
Pharmacies and Drug Stores	57	17,821	52	12,252	111	33,294	21	6,296
Health and Personal Care Stores	164	7,818	103	3,673	285	19,725	63	1,664
Gasoline Stations	159	162,748	179	137,195	190	273,196	66	86,096
Clothing and Clothing Accessories Stores	536	57,219	639	40,058	1,112	163,789	159	9,832
Men's Clothing Stores	23	1,689	19	1,575	46	4,640	3	#
Women's Clothing Stores	60	7,361	81	4,699	195	26,340	15	865
Family Clothing Stores, Accessories, and Other Stores	301	32,944	409	24,311	602	93,750	106	7,173 #
Shoe Stores	53	9,086	51	6,599	115	20,861	10	1,154
Jewelry, Luggage, and Leather Goods Stores	99	6,139	79	2,874	154	18,197	25	639
Sporting Goods, Hobby, Book, and Music Stores	257	29,298	190	21,353	570	64,568	141	11,367
Sporting Goods Stores	97	9,251	60	7,213	237	28,204	56	4,786
Hobby, Toy and Musical Instrument Stores	67	12,034	62	8,928	119	20,493	28	2,319
Book, Periodical, and Music Stores	93	8,012	68	5,212	214	15,870	57	4,261
General Merchandise Stores	120	170,826	145	138,734	309	232,048	33	62,925
Miscellaneous Store Retailers	1,023	43,312	939	25,076	1,950	63,556	430	16,260
Florists	52	895	26	933	104	1,968	16	244
Office Supplies and Stationery Stores	20	8,534	12	4,412	49	13,203	5	2,364
Gift, Novelty, and Souvenir Stores	216	3,798	165	1,482	239	4,905	83	427
Used Merchandise Stores	108	1,064	223	1,424	202	3,843	44	1,017
Other Miscellaneous Store Retailers	627	29,021	513	16,826	1,356	39,637	282	12,208
Nonstore Retailers	1,398	7,825	1,342	3,713	4,833	19,132	563	4,622
Food Services and Drinking Places	1,035	127,749	806	89,088	1,857	264,043	442	50,350
Full-Service Restaurants	351	55,454	276	33,775	697	127,840	163	24,105 #
Limited-Service Eating Places	561	68,400	451	53,566	984	129,619	238	25,861
Special Food Services	88	1,695	58	1,013	141	4,439	30	#
Drinking Places (Alcoholic Beverages)	35	2,200	21	734	35	2,145	11	384
Total Retail and Food Services	6,470	1,015,065	5,664	776,834	13,458	1,861,781	2,456	403,245
All Other Outlets	3,168	521,411	2,547	342,012	8,184	637,968	1,473	296,156
Total All Outlets	9,638	1,536,475	8,211	1,118,847	21,642	2,499,749	3,929	699,401
Historical Data								
Comparable data for total all outlets:								
2006	11,024	1,693,039	8,921	1,099,344	24,461	2,836,663	4,109	711,526
2007	10,873	1,717,742	8,940	1,150,387	24,047	2,924,699	4,099	742,734
2008	11,069	1,600,715	8,885	1,122,779	24,315	2,693,021	4,183	744,389
2009	9,873	1,370,129	8,134	961,094	22,008	2,280,585	3,813	668,551
2010	9,449	1,379,106	8,127	994,096	22,219	2,326,018	3,848	646,885

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, FIRST 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	#	38	4,670	52	1,462	21	13,277
Home Furnishings and Appliance Stores	3	#	43	2,452	49	1,312	13	282
Bldg. Matrl. and Garden Equip. and Supplies	1	#	47	9,486	44	4,117	23	2,322
Food and Beverage Stores	6	61	43	6,234	54	6,784	25	2,084
Gasoline Stations	2	#	21	12,904	26	10,667	15	8,481
Clothing and Clothing Accessories Stores	1	#	47	902	51	588	10	131
General Merchandise Stores	--	#	15	#	17	1,027	3	#
Food Services and Drinking Places	8	237	121	6,877	119	6,469	54	4,367
Other Retail Group	21	1,375 #	544	17,385 #	627	7,263	121	3,296 #
Total Retail and Food Services	44	1,673	919	60,910	1,039	39,689	285	34,242
All Other Outlets	22	5,686	410	21,272	442	21,696	202	34,606
Totals All Outlets	66	7,359	1,329	82,182	1,481	61,385	487	68,847
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	13	1,819	40	5,278	22	5,351	58	8,014
Home Furnishings and Appliance Stores	16	506	11	238	16	919	55	2,341
Bldg. Matrl. and Garden Equip. and Supplies	19	4,480	32	2,243	22	3,456	59	8,029
Food and Beverage Stores	24	4,390	26	3,203	17	4,310	60	12,991
Gasoline Stations	7	6,076	17	11,373	27	18,539	19	14,290
Clothing and Clothing Accessories Stores	21	371	7	133	14	378	33	656
General Merchandise Stores	7	#	9	#	11	4,900	12	14,268
Food Services and Drinking Places	58	4,504	70	4,163	61	6,236	142	9,418
Other Retail Group	203	9,999 #	231	8,495 #	252	5,130	703	7,496
Total Retail and Food Services	368	32,144	443	35,127	442	49,220	1,141	77,505
All Other Outlets	183	13,235	229	26,585	237	18,429	530	33,301
Totals All Outlets	551	45,379	672	61,711	679	67,650	1,671	110,806
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	3,556	167	31,462	22	581	11	1,113
Home Furnishings and Appliance Stores	19	1,578	88	4,268	16	323	8	207
Bldg. Matrl. and Garden Equip. and Supplies	30	2,236	88	21,937	21	1,565	19	843
Food and Beverage Stores	19	1,924	118	20,001	27	3,035	12	935
Gasoline Stations	17	7,251	51	60,416	10	2,742	4	2,021
Clothing and Clothing Accessories Stores	11	462	172	3,165	23	226	4	76
General Merchandise Stores	5	#	46	#	1	#	1	#
Food Services and Drinking Places	45	3,546	257	20,864	47	1,874	34	1,049
Other Retail Group	197	10,375 #	939	32,223 #	262	2,225 #	123	1,510 #
Total Retail and Food Services	361	30,929	1,926	194,335	429	12,571	216	7,756
All Other Outlets	219	14,919	876	93,514	206	13,981	121	6,012
Totals All Outlets	580	45,848	2,802	287,849	635	26,552	337	13,768
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	11	398	26	1,379	50	9,047	2	#
Home Furnishings and Appliance Stores	16	514	30	427	37	1,111	3	#
Bldg. Matrl. and Garden Equip. and Supplies	19	1,662	38	2,046	35	4,398	7	414
Food and Beverage Stores	24	3,748	20	4,102	41	6,339	5	366
Gasoline Stations	13	4,395	18	3,991	16	14,554	3	#
Clothing and Clothing Accessories Stores	22	2,463	21	221	47	614	2	#
General Merchandise Stores	12	634	8	347	10	8,008	5	35
Food Services and Drinking Places	81	13,792	101	2,433	110	9,393	15	226
Other Retail Group	196	10,283	375	3,442	450	10,254	46	657 #
Total Retail and Food Services	394	37,890	637	18,388	796	63,720	88	1,698
All Other Outlets	189	20,353	299	14,867	409	36,381	28	1,098
Totals All Outlets	583	58,243	936	33,255	1,205	100,101	116	2,795

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

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, FIRST 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	46	5,926	118	31,933	57	21,760	11	395
Home Furnishings and Appliance Stores	48	1,794	72	6,990	27	1,485	8	152
Bldg. Matrl. and Garden Equip. and Supplies	86	5,055	55	25,159	50	8,665	17	1,543
Food and Beverage Stores	45	6,734	86	12,551	47	7,196	20	817
Gasoline Stations	34	24,926	40	34,829	30	60,727	15	3,900
Clothing and Clothing Accessories Stores	28	552	111	10,352	19	452	6	120
General Merchandise Stores	8	#	24	48,870	9	#	2	#
Food Services and Drinking Places	148	7,457	171	22,014	122	9,389	40	1,343
Other Retail Group	727	13,372 #	585	20,859	584	17,792 #	250	2,003 #
Total Retail and Food Services	1,170	65,816	1,262	213,557	945	127,466	369	10,272
All Other Outlets	587	35,765	628	78,725	468	26,747	159	5,852
Totals All Outlets	1,757	101,582	1,890	292,282	1,413	154,212	528	16,124
Type of business	TUOLUMNE		YUBA					
	Permits	Taxable transactions	Permits	Taxable transactions				
Retail and Food Services								
Motor Vehicle and Parts Dealers	58	11,468	61	7,416				
Home Furnishings and Appliance Stores	64	2,377	42	1,710				
Bldg. Matrl. and Garden Equip. and Supplies	64	12,597	53	3,044				
Food and Beverage Stores	51	8,406	61	5,505				
Gasoline Stations	25	16,436	30	22,881				
Clothing and Clothing Accessories Stores	81	3,047	46	466				
General Merchandise Stores	16	#	12	#				
Food Services and Drinking Places	155	11,246	114	9,015				
Other Retail Group	753	29,309 #	431	18,612 #				
Total Retail and Food Services	1,267	94,885	850	68,650				
All Other Outlets	600	29,752	356	32,652				
Totals All Outlets	1,867	124,637	1,206	101,302				

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, FIRST 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	666	51	5,180	75	79,759	18	1,118
Home Furnishings and Appliance Stores	63	11,551	78	3,041	72	3,108	90	10,675
Bldg. Matrl. and Garden Equip. and Supplies	16	3,845	31	4,732	19	#	8	#
Food and Beverage Stores	17	3,905	72	14,357	49	7,142	19	5,752
Gasoline Stations	13	17,411	10	15,848	11	24,470	10	12,346
Clothing and Clothing Accessories Stores	44	843	90	6,943	79	3,431	76	#
General Merchandise Stores	16	32	18	#	44	48,779	23	#
Food Services and Drinking Places	64	12,079	219	23,099	214	34,521	66	11,661
Other Retail Group	281	5,982	780	21,754 #	488	33,022 #	376	33,468 #
Total Retail and Food Services	532	56,313	1,349	94,953	1,051	234,233	686	75,020
All Other Outlets	328	11,872	576	43,421	539	26,552	374	8,364
Totals All Outlets	860	68,185	1,925	138,374	1,590	260,785	1,060	83,384
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	391	109,064	55	33,037	39	3,250	32	#
Home Furnishings and Appliance Stores	356	40,473	54	4,035	45	6,104	92	2,655
Bldg. Matrl. and Garden Equip. and Supplies	183	77,532	26	#	17	14,523	19	1,831
Food and Beverage Stores	280	37,247	51	11,124	37	10,108	48	9,013
Gasoline Stations	83	122,416	25	25,196	12	18,709	14	19,875
Clothing and Clothing Accessories Stores	416	21,953	104	7,246	54	4,781	179	40,102
General Merchandise Stores	104	37,532	26	52,421	17	24,200	49	16,190
Food Services and Drinking Places	788	148,477	155	21,702	113	16,323	191	32,292
Other Retail Group	1,972	70,396	474	27,892 #	453	8,764	594	37,886 #
Total Retail and Food Services	4,573	665,091	970	182,654	787	106,762	1,218	159,844
All Other Outlets	3,559	499,099	405	19,012	278	7,734	618	24,031
Totals All Outlets	8,132	1,164,190	1,375	201,666	1,065	114,496	1,836	183,875
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	20	6,468	38	4,319	36	9,618	48	3,527
Home Furnishings and Appliance Stores	30	3,293	23	2,075	25	1,264	27	1,062
Bldg. Matrl. and Garden Equip. and Supplies	14	4,266	33	10,847	14	2,177	14	595
Food and Beverage Stores	18	3,682	21	8,276	21	3,386	41	3,777
Gasoline Stations	7	9,860	12	11,951	8	#	14	17,141
Clothing and Clothing Accessories Stores	23	#	21	633	35	1,021	41	2,818
General Merchandise Stores	5	#	9	3,187	1	#	18	#
Food Services and Drinking Places	56	7,799	68	7,277	65	6,046	108	9,990
Other Retail Group	241	20,761 #	335	6,215	299	58,134 #	228	37,452 #
Total Retail and Food Services	414	56,129	560	54,780	504	81,646	539	76,363
All Other Outlets	191	4,659	288	6,681	263	11,326	386	21,343
Totals All Outlets	605	60,788	848	61,462	767	92,973	925	97,706
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	301	203,588	49	7,683	38	7,016	27	4,851
Home Furnishings and Appliance Stores	271	45,016	38	890	14	1,413	25	5,324
Bldg. Matrl. and Garden Equip. and Supplies	107	73,325	29	13,657	5	#	16	#
Food and Beverage Stores	231	47,429	53	5,824	34	6,397	20	4,567
Gasoline Stations	114	122,362	13	18,032	25	57,784	7	14,952
Clothing and Clothing Accessories Stores	423	59,367	53	1,584	54	23,515	50	#
General Merchandise Stores	105	192,087	32	22,124	9	#	23	#
Food Services and Drinking Places	786	128,102	117	15,716	99	15,816	66	7,515
Other Retail Group	2,602	85,291	249	10,173	127	19,046 #	561	30,983 #
Total Retail and Food Services	4,940	956,567	633	95,682	405	130,987	795	68,192
All Other Outlets	2,052	298,094	414	29,770	132	7,853	152	8,253
Totals All Outlets	6,992	1,254,662	1,047	125,453	537	138,840	947	76,445

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	99	21,970	26	1,902	38	29,296	24	53,112
Home Furnishings and Appliance Stores	61	1,682	34	1,327	147	13,461	97	7,607
Bldg. Matrl. and Garden Equip. and Supplies	18	1,227	16	3,787	52	17,612	15	657
Food and Beverage Stores	53	7,319	12	4,228	133	23,008	33	4,260
Gasoline Stations	21	26,215	14	16,341	25	22,083	7	8,841
Clothing and Clothing Accessories Stores	58	1,405	33	351	245	11,979	396	157,279
General Merchandise Stores	25	5,012	9	#	53	2,018	34	58,775
Food Services and Drinking Places	147	12,577	71	6,973	521	56,467	206	69,176
Other Retail Group	374	5,971	362	7,910 #	1,763	59,104	841	40,910
Total Retail and Food Services	856	83,376	577	42,818	2,977	235,028	1,653	400,616
All Other Outlets	403	14,214	388	73,228	1,200	69,582	857	81,447
Totals All Outlets	1,259	97,590	965	116,046	4,177	304,610	2,510	482,063
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	52	6,492	41	8,766	41	127,678	109	40,259
Home Furnishings and Appliance Stores	98	10,993	52	8,992	76	153,954	206	93,852
Bldg. Matrl. and Garden Equip. and Supplies	29	37,059	20	12,382	23	#	48	39,031
Food and Beverage Stores	35	9,085	30	9,612	58	9,443	97	23,537
Gasoline Stations	10	23,005	15	21,086	16	17,972	33	41,272
Clothing and Clothing Accessories Stores	183	55,677	72	9,092	100	8,830	275	28,416
General Merchandise Stores	29	42,404	7	#	36	25,949	54	68,055
Food Services and Drinking Places	159	42,716	117	17,430	199	35,553	379	74,331
Other Retail Group	447	32,772	290	14,421 #	507	21,390 #	1,061	72,582
Total Retail and Food Services	1,042	260,202	644	101,782	1,056	400,768	2,262	481,335
All Other Outlets	866	100,055	292	13,812	662	72,237	1,544	153,757
Totals All Outlets	1,908	360,258	936	115,594	1,718	473,005	3,806	635,092
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	38	59,093	13	33,671	45	9,184	39	13,809
Home Furnishings and Appliance Stores	56	4,080	30	2,808	50	728	64	6,613
Bldg. Matrl. and Garden Equip. and Supplies	26	3,805	6	#	24	371	30	16,640
Food and Beverage Stores	36	4,158	14	5,932	26	3,504	57	10,792
Gasoline Stations	11	9,313	7	9,381	16	14,566	18	33,394
Clothing and Clothing Accessories Stores	93	9,976	83	4,757	209	7,804	166	66,308
General Merchandise Stores	11	53	14	#	38	#	20	17,329
Food Services and Drinking Places	135	22,896	48	9,912	80	9,521	167	29,715
Other Retail Group	335	15,587	238	7,822 #	728	30,578 #	658	19,785
Total Retail and Food Services	741	128,960	453	74,281	1,216	76,256	1,219	214,385
All Other Outlets	632	49,404	284	46,222	248	3,749	928	48,779
Totals All Outlets	1,373	178,364	737	120,503	1,464	80,005	2,147	263,165
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	62	6,085	9	13,991	57	141,242	81	78,758
Home Furnishings and Appliance Stores	84	21,242	26	4,051	169	16,082	56	24,549
Bldg. Matrl. and Garden Equip. and Supplies	40	23,492	8	3,094	38	3,674	29	15,920
Food and Beverage Stores	32	8,845	19	7,279	54	19,123	59	9,632
Gasoline Stations	16	21,722	5	6,399	24	35,127	35	34,887
Clothing and Clothing Accessories Stores	68	9,147	85	9,176	317	63,259	133	4,637
General Merchandise Stores	8	4,920	7	10,714	29	52,724	45	28,606
Food Services and Drinking Places	141	26,199	82	10,919	241	48,899	220	26,527
Other Retail Group	441	17,143	200	10,579	1,467	23,923	500	51,789
Total Retail and Food Services	892	138,795	441	76,202	2,396	404,053	1,158	275,305
All Other Outlets	747	34,337	119	6,216	1,446	143,047	994	121,095
Totals All Outlets	1,639	173,132	560	82,418	3,842	547,100	2,152	396,400

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	66	68,811	35	5,733	39	193,505	91	38,784
Home Furnishings and Appliance Stores	52	4,082	28	745	92	17,597	107	18,881
Bldg. Matrl. and Garden Equip. and Supplies	14	1,699	16	11,487	12	#	54	24,975
Food and Beverage Stores	36	8,251	38	5,175	28	3,681	66	18,422
Gasoline Stations	18	22,884	15	20,061	10	9,272	33	32,612
Clothing and Clothing Accessories Stores	39	2,587	26	1,113	137	51,649	154	18,081
General Merchandise Stores	11	7,494	9	#	24	41,242	28	57,513
Food Services and Drinking Places	121	13,729	78	9,487	151	31,234	317	38,691
Other Retail Group	311	5,920	178	21,917 #	424	37,164 #	906	34,559
Total Retail and Food Services	668	135,459	423	75,717	917	385,343	1,756	282,517
All Other Outlets	318	19,513	191	24,413	621	74,227	791	55,505
Totals All Outlets	986	154,972	614	100,130	1,538	459,570	2,547	338,023
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	82	17,513	24	4,030	173	53,504	59	10,484
Home Furnishings and Appliance Stores	103	5,323	68	8,650	194	35,648	72	10,864
Bldg. Matrl. and Garden Equip. and Supplies	37	8,296	13	#	67	23,720	22	12,530
Food and Beverage Stores	49	9,313	31	11,498	138	28,578	52	11,809
Gasoline Stations	21	29,668	11	22,416	51	71,519	19	15,612
Clothing and Clothing Accessories Stores	98	25,967	92	7,421	344	29,830	128	14,854
General Merchandise Stores	42	51,865	33	#	82	143,314	29	71,129
Food Services and Drinking Places	164	26,561	119	23,573	436	72,132	177	28,157
Other Retail Group	517	21,839	373	43,369 #	1,141	48,228	601	24,858
Total Retail and Food Services	1,113	196,346	764	120,957	2,626	506,472	1,159	200,296
All Other Outlets	1,117	144,254	317	14,730	1,401	50,365	352	14,371
Totals All Outlets	2,230	340,600	1,081	135,687	4,027	556,837	1,511	214,667
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	12	#	91	49,976	23	4,246	69	19,249
Home Furnishings and Appliance Stores	21	420	93	11,598	13	984	35	8,519
Bldg. Matrl. and Garden Equip. and Supplies	8	572	38	25,686	5	1,022	12	#
Food and Beverage Stores	22	5,507	50	17,753	28	7,435	47	7,945
Gasoline Stations	9	11,959	25	27,504	9	30,145	16	19,006
Clothing and Clothing Accessories Stores	61	1,343	138	11,573	26	1,878	36	2,566
General Merchandise Stores	13	#	25	64,655	2	#	13	#
Food Services and Drinking Places	93	12,495	216	34,166	60	6,980	106	11,621
Other Retail Group	316	24,857 #	587	26,988	97	2,672 #	206	20,624 #
Total Retail and Food Services	555	57,153	1,263	269,898	263	55,362	540	89,530
All Other Outlets	213	6,724	660	31,257	92	17,631	299	28,962
Totals All Outlets	768	63,877	1,923	301,155	355	72,993	839	118,492
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	26	5,965	89	6,970	120	111,947	212	66,300
Home Furnishings and Appliance Stores	41	2,839	58	8,988	136	33,888	208	22,261
Bldg. Matrl. and Garden Equip. and Supplies	24	15,053	21	#	74	45,041	79	31,281
Food and Beverage Stores	28	1,984	105	17,334	100	20,834	90	22,469
Gasoline Stations	14	24,702	20	20,133	43	42,687	39	76,651
Clothing and Clothing Accessories Stores	131	36,658	197	10,700	183	26,270	252	18,409
General Merchandise Stores	19	27,502	75	9,533	42	63,579	64	72,055
Food Services and Drinking Places	82	12,360	170	14,895	295	38,877	319	52,621
Other Retail Group	138	7,082	566	17,380 #	808	38,455	1,214	30,408
Total Retail and Food Services	503	134,145	1,301	105,933	1,801	421,578	2,477	392,456
All Other Outlets	866	176,085	541	36,487	1,044	70,900	1,443	229,277
Totals All Outlets	1,369	310,231	1,842	142,420	2,845	492,478	3,920	621,734

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

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

(Taxable transactions in thousands of dollars)

Type of business	CORTE MADERA		COSTA MESA		COVINA		CULVER CITY	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	7	20,354	303	130,925	65	27,289	44	33,238
Home Furnishings and Appliance Stores	19	8,400	473	62,212	56	#	132	33,360
Bldg. Matrl. and Garden Equip. and Supplies	5	1,069	126	24,902	24	13,866	42	7,467
Food and Beverage Stores	13	3,275	133	30,214	44	7,245	55	11,990
Gasoline Stations	2	#	39	57,422	14	14,818	15	23,504
Clothing and Clothing Accessories Stores	56	24,600	1,153	178,785	86	2,884	191	30,417
General Merchandise Stores	4	7,942	227	78,681	34	11,061	32	82,005
Food Services and Drinking Places	27	9,379	460	83,354	149	21,971	223	41,846
Other Retail Group	117	16,489 #	4,177	60,900	457	31,889 #	658	35,213
Total Retail and Food Services	250	91,508	7,091	707,395	929	131,024	1,392	299,040
All Other Outlets	152	18,042	2,476	129,813	545	15,452	673	51,055
Totals All Outlets	402	109,550	9,567	837,208	1,474	146,476	2,065	350,095
Type of business	CUPERTINO		CYPRESS		DALY CITY		DANA POINT	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	10	671	47	3,776	36	27,134	23	1,897
Home Furnishings and Appliance Stores	80	53,401	91	3,106	62	4,022	64	1,040
Bldg. Matrl. and Garden Equip. and Supplies	21	3,796	26	#	20	#	14	3,966
Food and Beverage Stores	33	8,239	34	4,859	54	10,052	28	8,819
Gasoline Stations	13	17,070	11	14,998	20	28,144	12	14,153
Clothing and Clothing Accessories Stores	76	7,606	198	3,105	134	20,857	76	1,808
General Merchandise Stores	29	22,583	99	41,680	19	24,394	21	508
Food Services and Drinking Places	146	29,141	133	16,264	193	36,829	100	19,053
Other Retail Group	655	8,223	1,435	66,674 #	449	27,597 #	456	8,489
Total Retail and Food Services	1,063	150,732	2,074	154,462	987	179,029	794	59,734
All Other Outlets	426	288,749	481	77,925	413	14,344	392	24,835
Totals All Outlets	1,489	439,481	2,555	232,387	1,400	193,374	1,186	84,568
Type of business	DANVILLE		DAVIS		DELANO		DIAMOND BAR	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	15	822	25	25,798	25	7,951	35	1,406
Home Furnishings and Appliance Stores	60	3,055	41	1,453	18	1,183	86	1,393
Bldg. Matrl. and Garden Equip. and Supplies	22	1,794	19	3,187	15	11,768	16	762
Food and Beverage Stores	22	7,300	37	10,326	47	8,254	31	3,478
Gasoline Stations	10	15,979	13	17,375	12	12,928	16	27,390
Clothing and Clothing Accessories Stores	80	5,401	61	2,006	28	1,369	46	638
General Merchandise Stores	7	#	5	#	14	6,691	32	8,102
Food Services and Drinking Places	105	16,488	156	21,663	63	6,202	118	11,413
Other Retail Group	509	36,517 #	451	18,655 #	104	2,520	339	4,285
Total Retail and Food Services	830	87,355	808	100,464	326	58,867	719	58,866
All Other Outlets	412	6,912	273	9,059	127	16,826	482	13,306
Totals All Outlets	1,242	94,267	1,081	109,523	453	75,693	1,201	72,173
Type of business	DINUBA		DIXON		DOWNEY		DUARTE	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	27	11,337	19	10,610	85	55,812	24	41,434
Home Furnishings and Appliance Stores	18	#	11	107	87	17,469	17	#
Bldg. Matrl. and Garden Equip. and Supplies	5	#	13	902	21	14,779	8	1,052
Food and Beverage Stores	25	2,174	15	2,168	79	10,776	17	2,143
Gasoline Stations	5	5,482	9	13,041	30	41,137	3	#
Clothing and Clothing Accessories Stores	30	396	14	#	178	25,541	29	164
General Merchandise Stores	6	#	3	#	55	26,487	17	20,884
Food Services and Drinking Places	45	4,784	56	5,801	259	43,446	62	7,483
Other Retail Group	67	61,019 #	127	15,980 #	829	18,089	137	15,118 #
Total Retail and Food Services	228	85,191	267	48,609	1,623	253,535	314	88,278
All Other Outlets	105	12,184	125	45,241	644	41,567	149	7,726
Totals All Outlets	333	97,375	392	93,850	2,267	295,102	463	96,004

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	40	89,715	126	94,453	49	24,093	14	#
Home Furnishings and Appliance Stores	68	26,004	97	18,504	22	8,162	26	2,778
Bldg. Matrl. and Garden Equip. and Supplies	24	11,691	50	33,389	30	15,372	8	3,114
Food and Beverage Stores	21	5,538	95	14,867	32	5,960	16	5,171
Gasoline Stations	17	24,584	50	53,115	16	15,762	5	4,781
Clothing and Clothing Accessories Stores	46	12,169	168	19,321	89	23,352	37	5,531
General Merchandise Stores	5	#	27	32,501	22	53,126	6	#
Food Services and Drinking Places	143	29,111	222	31,066	122	21,995	69	7,415
Other Retail Group	299	34,052 #	624	28,089	168	9,523	244	25,912 #
Total Retail and Food Services	663	232,864	1,459	325,306	550	177,345	425	54,701
All Other Outlets	358	42,632	862	99,114	369	42,703	148	4,297
Totals All Outlets	1,021	275,496	2,321	424,420	919	220,048	573	58,998
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	176	134,844	16	1,204	83	94,504	9	785
Home Furnishings and Appliance Stores	76	4,706	53	15,068	109	18,585	44	39,008
Bldg. Matrl. and Garden Equip. and Supplies	44	20,885	8	2,146	35	13,540	9	#
Food and Beverage Stores	117	8,800	14	5,969	57	21,056	20	3,716
Gasoline Stations	21	24,021	9	#	24	36,288	4	5,932
Clothing and Clothing Accessories Stores	147	3,579	68	6,911	164	13,126	60	19,877
General Merchandise Stores	61	#	11	#	30	32,298	2	#
Food Services and Drinking Places	230	16,982	151	26,621	228	39,358	106	18,195
Other Retail Group	469	25,568 #	247	55,918 #	936	31,271	188	33,355 #
Total Retail and Food Services	1,341	239,387	577	113,837	1,666	300,026	442	120,869
All Other Outlets	830	36,279	430	140,965	599	41,888	294	33,074
Totals All Outlets	2,171	275,666	1,007	254,802	2,265	341,914	736	153,943
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	36	25,455	185	149,079	57	28,600	70	41,868
Home Furnishings and Appliance Stores	104	13,064	138	8,552	48	6,390	79	14,039
Bldg. Matrl. and Garden Equip. and Supplies	59	19,472	76	40,513	36	11,568	29	10,795
Food and Beverage Stores	55	17,213	116	29,019	32	8,706	60	12,161
Gasoline Stations	21	33,537	43	72,837	20	11,485	31	35,972
Clothing and Clothing Accessories Stores	167	8,048	259	36,946	72	7,209	126	17,932
General Merchandise Stores	16	#	38	28,515	22	36,551	31	50,870
Food Services and Drinking Places	208	33,593	316	43,840	137	14,561	209	35,576
Other Retail Group	1,204	42,364 #	1,268	34,464	432	17,719	675	17,369
Total Retail and Food Services	1,870	192,746	2,439	443,765	856	142,788	1,310	236,584
All Other Outlets	830	24,084	1,276	95,064	383	32,870	626	80,710
Totals All Outlets	2,700	216,830	3,715	538,829	1,239	175,658	1,936	317,294
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	34	65,728	207	113,741	45	13,166	154	118,220
Home Furnishings and Appliance Stores	100	13,686	129	4,587	111	26,349	305	34,990
Bldg. Matrl. and Garden Equip. and Supplies	24	17,395	57	26,433	26	3,475	52	23,778
Food and Beverage Stores	53	15,709	110	24,626	60	8,746	118	19,660
Gasoline Stations	17	17,572	53	81,851	27	32,606	48	64,488
Clothing and Clothing Accessories Stores	143	25,957	306	12,376	66	4,596	146	11,113
General Merchandise Stores	22	58,496	80	58,770	16	59,112	54	56,759
Food Services and Drinking Places	200	32,292	293	44,815	163	22,354	417	53,371
Other Retail Group	705	28,331	1,665	38,965	466	23,187	1,295	72,506
Total Retail and Food Services	1,298	275,165	2,900	406,165	980	193,592	2,589	454,885
All Other Outlets	534	25,618	946	109,475	634	25,397	2,007	234,564
Totals All Outlets	1,832	300,783	3,846	515,639	1,614	218,989	4,596	689,449

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	591	199,335	163	33,207	159	62,475	119	19,836
Home Furnishings and Appliance Stores	521	64,632	109	15,448	180	6,380	68	4,234
Bldg. Matrl. and Garden Equip. and Supplies	179	73,892	30	13,822	61	27,444	28	17,903
Food and Beverage Stores	452	82,093	107	18,551	167	17,075	66	10,964
Gasoline Stations	171	155,811	31	48,917	40	62,133	16	27,631
Clothing and Clothing Accessories Stores	841	77,495	189	13,871	172	9,543	115	941
General Merchandise Stores	146	184,734	58	54,640	69	44,190	43	16,866
Food Services and Drinking Places	1,194	165,280	342	50,821	444	53,367	268	25,615
Other Retail Group	2,619	128,040	886	30,286	985	52,969	536	8,610
Total Retail and Food Services	6,714	1,131,313	1,915	279,562	2,277	335,574	1,259	132,601
All Other Outlets	3,761	303,506	1,286	86,502	1,385	47,947	964	35,559
Totals All Outlets	10,475	1,434,819	3,201	366,064	3,662	383,521	2,223	168,159
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	66	27,703	182	127,829	69	30,821	34	17,612
Home Furnishings and Appliance Stores	53	11,971	277	15,277	68	9,879	41	14,923
Bldg. Matrl. and Garden Equip. and Supplies	26	14,781	65	21,601	29	#	24	16,452
Food and Beverage Stores	57	7,616	200	28,664	30	7,352	39	7,825
Gasoline Stations	21	32,641	36	47,318	11	9,112	12	17,458
Clothing and Clothing Accessories Stores	153	47,159	474	74,665	95	2,222	35	2,930
General Merchandise Stores	19	39,710	96	42,056	66	28,480	8	22,393
Food Services and Drinking Places	141	22,464	537	66,957	117	16,823	100	16,416
Other Retail Group	372	15,017	1,701	46,562	742	22,663 #	408	11,887
Total Retail and Food Services	908	219,063	3,568	470,931	1,227	127,352	701	127,896
All Other Outlets	416	32,406	1,766	106,685	416	14,991	514	36,714
Totals All Outlets	1,324	251,469	5,334	577,616	1,643	142,343	1,215	164,610
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	41	9,531	44	26,148	86	52,086	204	48,325
Home Furnishings and Appliance Stores	34	3,684	45	3,774	52	18,491	148	10,688
Bldg. Matrl. and Garden Equip. and Supplies	23	8,789	24	14,737	26	29,252	72	28,116
Food and Beverage Stores	24	11,222	39	8,955	57	7,510	116	16,698
Gasoline Stations	12	12,691	17	15,926	17	22,305	48	53,093
Clothing and Clothing Accessories Stores	43	1,068	99	10,156	80	7,930	187	18,710
General Merchandise Stores	13	7,921	18	31,532	36	50,427	60	67,662
Food Services and Drinking Places	99	10,287	136	17,590	169	18,068	383	39,317
Other Retail Group	304	12,742	324	11,847	314	16,735	865	29,615
Total Retail and Food Services	593	77,934	746	140,665	837	222,804	2,083	312,224
All Other Outlets	297	14,734	303	20,184	450	30,991	1,685	213,650
Totals All Outlets	890	92,669	1,049	160,849	1,287	253,795	3,768	525,874
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	12,640	66	49,479	12	3,334	130	9,475
Home Furnishings and Appliance Stores	17	640	66	3,605	22	2,080	71	1,694
Bldg. Matrl. and Garden Equip. and Supplies	20	5,344	22	16,284	6	2,965	34	4,694
Food and Beverage Stores	32	4,575	50	9,905	22	4,809	49	11,908
Gasoline Stations	7	7,206	28	28,864	2	#	36	53,775
Clothing and Clothing Accessories Stores	38	1,712	82	7,359	98	1,291	61	3,713
General Merchandise Stores	4	582	30	27,026	16	9	24	12,901
Food Services and Drinking Places	54	8,142	179	22,553	122	17,776	130	19,236
Other Retail Group	242	3,588	525	13,264	332	9,585 #	507	6,545
Total Retail and Food Services	428	44,430	1,048	178,339	632	41,849	1,042	123,940
All Other Outlets	286	20,226	386	18,648	220	3,832	491	31,924
Totals All Outlets	714	64,656	1,434	196,987	852	45,681	1,533	155,864

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	37	8,566	222	92,587	42	20,679	77	42,961
Home Furnishings and Appliance Stores	22	514	272	46,337	57	7,256	88	11,018
Bldg. Matrl. and Garden Equip. and Supplies	19	3,923	99	31,836	17	#	48	12,225
Food and Beverage Stores	24	5,749	135	34,735	96	6,521	53	11,063
Gasoline Stations	14	13,654	51	58,931	7	9,008	12	13,948
Clothing and Clothing Accessories Stores	29	304	478	19,968	233	9,309	243	5,827
General Merchandise Stores	8	7,726	146	36,109	58	8,420	59	9,758
Food Services and Drinking Places	82	7,550	498	75,624	197	16,514	196	18,644
Other Retail Group	206	3,987	2,638	54,813	384	21,133 #	1,352	10,904
Total Retail and Food Services	441	51,973	4,539	450,941	1,091	98,839	2,128	136,348
All Other Outlets	257	9,738	2,254	129,832	411	21,860	478	27,444
Totals All Outlets	698	61,712	6,793	580,773	1,502	120,700	2,606	163,791
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	99	74,337	88	32,919	132	136,253	80	6,971
Home Furnishings and Appliance Stores	183	71,752	72	2,950	529	71,898	42	6,096
Bldg. Matrl. and Garden Equip. and Supplies	49	20,875	18	#	81	18,531	36	16,030
Food and Beverage Stores	47	3,342	112	12,514	139	33,275	64	9,675
Gasoline Stations	17	21,471	23	25,433	28	59,335	17	17,302
Clothing and Clothing Accessories Stores	379	16,128	229	15,702	398	38,849	48	5,527
General Merchandise Stores	186	57,009	60	32,110	81	66,495	24	57,310
Food Services and Drinking Places	157	30,218	248	25,176	575	115,553	163	20,417
Other Retail Group	2,295	18,650	633	33,819 #	1,801	67,535	336	11,599
Total Retail and Food Services	3,412	313,783	1,483	180,623	3,764	607,723	810	150,927
All Other Outlets	1,306	302,100	518	48,987	3,041	382,945	478	25,423
Totals All Outlets	4,718	615,883	2,001	229,610	6,805	990,667	1,288	176,350
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	57	46,688	20	3,880	66	7,301	15	15,574
Home Furnishings and Appliance Stores	72	8,881	37	#	65	3,853	45	10,997
Bldg. Matrl. and Garden Equip. and Supplies	18	5,554	16	10,343	13	1,580	13	16,749
Food and Beverage Stores	47	12,052	28	4,481	52	5,230	23	12,836
Gasoline Stations	18	20,663	13	32,279	8	7,326	4	8,888
Clothing and Clothing Accessories Stores	99	10,449	40	2,385	122	2,613	62	6,735
General Merchandise Stores	13	46,500	15	1,845	72	1,401	14	55,080
Food Services and Drinking Places	173	30,101	104	12,486	116	8,844	101	26,677
Other Retail Group	555	22,763	286	72,710 #	699	4,874	564	12,824
Total Retail and Food Services	1,052	203,651	559	140,409	1,213	43,022	841	166,360
All Other Outlets	495	16,432	359	55,136	260	4,259	330	23,851
Totals All Outlets	1,547	220,083	918	195,545	1,473	47,280	1,171	190,211
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	19	708	10	1,712	39	4,089	39	35,560
Home Furnishings and Appliance Stores	31	4,775	75	1,452	96	11,799	140	6,149
Bldg. Matrl. and Garden Equip. and Supplies	9	1,957	22	3,333	23	1,013	27	12,424
Food and Beverage Stores	12	3,547	25	5,903	31	4,879	31	13,090
Gasoline Stations	7	13,407	9	5,363	9	11,513	10	16,630
Clothing and Clothing Accessories Stores	33	2,265	156	5,297	110	11,612	103	6,052
General Merchandise Stores	17	11,338	18	93	21	15,300	26	67,309
Food Services and Drinking Places	80	11,946	110	26,133	89	17,354	132	21,196
Other Retail Group	243	9,136	842	9,845	417	10,145	622	13,772
Total Retail and Food Services	451	59,079	1,267	59,131	835	87,704	1,130	192,181
All Other Outlets	282	16,733	437	17,528	523	21,331	601	24,441
Totals All Outlets	733	75,813	1,704	76,659	1,358	109,034	1,731	216,622

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	20,923	81	16,709	37	27,081	143	53,636
Home Furnishings and Appliance Stores	46	2,657	157	13,887	50	11,324	102	4,344
Bldg. Matrl. and Garden Equip. and Supplies	19	11,420	32	20,493	22	13,289	43	18,706
Food and Beverage Stores	40	7,806	56	13,149	57	9,958	72	15,392
Gasoline Stations	16	24,696	21	32,540	21	29,225	35	39,474
Clothing and Clothing Accessories Stores	98	8,415	99	8,720	147	26,089	180	8,318
General Merchandise Stores	20	33,294	28	15,733	37	62,622	48	64,179
Food Services and Drinking Places	119	15,408	222	33,499	182	35,488	282	37,416
Other Retail Group	449	9,141	705	33,204	571	16,478	727	20,709
Total Retail and Food Services	866	133,760	1,401	187,933	1,124	231,554	1,632	262,174
All Other Outlets	340	12,370	866	71,919	272	11,907	838	82,303
Totals All Outlets	1,206	146,130	2,267	259,852	1,396	243,461	2,470	344,477
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	36	5,938	27	19,987	17	2,018	83	42,857
Home Furnishings and Appliance Stores	34	1,929	18	866	22	614	97	6,683
Bldg. Matrl. and Garden Equip. and Supplies	9	5,781	13	#	14	9,902	47	20,862
Food and Beverage Stores	28	2,903	20	5,241	17	7,422	52	11,993
Gasoline Stations	11	15,607	11	12,994	5	7,921	31	42,205
Clothing and Clothing Accessories Stores	24	935	24	1,830	36	2,366	63	2,806
General Merchandise Stores	7	#	5	#	4	#	23	43,636
Food Services and Drinking Places	71	7,554	59	7,545	62	8,094	202	27,940
Other Retail Group	154	4,833 #	163	25,323 #	259	9,023 #	643	19,996
Total Retail and Food Services	374	45,479	340	73,786	436	47,361	1,241	218,977
All Other Outlets	179	6,326	164	7,124	191	8,499	934	191,532
Totals All Outlets	553	51,805	504	80,910	627	55,860	2,175	410,509
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	106	18,920	27	10,209	325	67,795	2	#
Home Furnishings and Appliance Stores	56	3,485	20	1,576	344	22,519	53	1,466
Bldg. Matrl. and Garden Equip. and Supplies	30	14,308	14	#	112	#	9	2,219
Food and Beverage Stores	76	9,960	47	10,572	466	59,166	24	7,601
Gasoline Stations	25	25,229	10	10,452	110	151,907	8	11,234
Clothing and Clothing Accessories Stores	67	4,580	22	2,238	574	37,523	70	2,522
General Merchandise Stores	17	23,709	6	#	316	66,077	4	#
Food Services and Drinking Places	180	18,582	89	9,287	1,115	165,539	81	10,439
Other Retail Group	483	11,315	289	20,036 #	3,374	358,781 #	416	5,948 #
Total Retail and Food Services	1,040	130,089	524	64,371	6,736	929,307	667	41,429
All Other Outlets	510	46,779	248	7,025	2,439	269,168	353	3,847
Totals All Outlets	1,550	176,868	772	71,395	9,175	1,198,475	1,020	45,275
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	3,031	787,321	29	3,901	23	16,080	54	4,095
Home Furnishings and Appliance Stores	4,344	383,806	22	958	75	4,106	48	1,461
Bldg. Matrl. and Garden Equip. and Supplies	1,283	432,518	9	6,228	22	2,856	18	#
Food and Beverage Stores	3,595	505,779	17	6,592	36	9,634	70	7,976
Gasoline Stations	779	1,152,722	14	11,694	11	13,502	10	17,379
Clothing and Clothing Accessories Stores	10,143	597,202	29	772	93	6,480	106	3,304
General Merchandise Stores	2,224	577,729	11	13,406	8	231	28	2,779
Food Services and Drinking Places	10,484	1,455,193	78	8,772	128	22,674	136	13,366
Other Retail Group	29,282	847,245	149	4,146	472	16,441	309	10,076 #
Total Retail and Food Services	65,165	6,739,515	358	56,468	868	92,003	779	60,436
All Other Outlets	34,840	2,061,153	150	7,499	474	117,478	276	11,916
Totals All Outlets	100,005	8,800,668	508	63,967	1,342	209,481	1,055	72,351

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	53	14,296	4	#	13	#	51	21,030
Home Furnishings and Appliance Stores	41	1,815	30	459	46	#	46	6,017
Bldg. Matrl. and Garden Equip. and Supplies	20	10,178	12	472	7	#	22	10,481
Food and Beverage Stores	49	7,812	14	4,545	33	12,442	52	7,313
Gasoline Stations	24	14,777	9	6,755	4	8,019	29	20,037
Clothing and Clothing Accessories Stores	92	2,052	101	6,945	118	12,928	41	5,439
General Merchandise Stores	23	#	12	700	18	22,418	13	36,512
Food Services and Drinking Places	128	12,025	50	16,087	138	36,042	151	19,289
Other Retail Group	294	20,760 #	246	6,156 #	406	47,849 #	327	17,822
Total Retail and Food Services	724	83,715	478	42,120	783	139,698	732	143,942
All Other Outlets	300	33,554	223	7,183	350	41,457	349	26,009
Totals All Outlets	1,024	117,268	701	49,302	1,133	181,155	1,081	169,951
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	20	1,417	31	3,167	5	#	73	34,628
Home Furnishings and Appliance Stores	26	503	33	9,451	60	5,059	53	7,115
Bldg. Matrl. and Garden Equip. and Supplies	14	8,221	23	#	17	2,415	22	15,229
Food and Beverage Stores	22	6,439	18	10,468	27	12,332	58	9,805
Gasoline Stations	16	14,860	11	20,079	11	14,623	23	22,504
Clothing and Clothing Accessories Stores	34	801	35	6,290	63	4,117	102	7,600
General Merchandise Stores	7	#	10	12,219	2	#	22	42,359
Food Services and Drinking Places	87	6,967	59	12,744	105	16,640	173	22,314
Other Retail Group	369	16,537 #	341	15,600 #	387	32,607 #	402	15,357
Total Retail and Food Services	595	55,745	561	90,018	677	87,793	928	176,912
All Other Outlets	283	40,657	212	9,394	466	41,769	414	29,082
Totals All Outlets	878	96,402	773	99,412	1,143	129,562	1,342	205,994
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	33	32,690	80	49,535	178	34,477	41	48,242
Home Furnishings and Appliance Stores	104	26,864	173	23,981	213	19,497	53	11,972
Bldg. Matrl. and Garden Equip. and Supplies	20	10,811	37	11,355	61	29,149	18	#
Food and Beverage Stores	62	9,311	53	13,294	177	34,558	30	6,530
Gasoline Stations	16	22,168	22	38,513	55	46,995	7	11,732
Clothing and Clothing Accessories Stores	171	54,138	210	38,975	280	43,399	86	6,432
General Merchandise Stores	23	20,265	33	25,972	53	88,853	30	4,314
Food Services and Drinking Places	290	48,854	208	30,555	471	69,285	111	16,924
Other Retail Group	442	18,208	878	29,796	1,136	54,041	465	31,384 #
Total Retail and Food Services	1,161	243,310	1,694	261,976	2,624	420,254	841	137,530
All Other Outlets	709	90,868	818	50,440	1,135	150,079	464	35,070
Totals All Outlets	1,870	334,178	2,512	312,416	3,759	570,333	1,305	172,600
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	106	53,615	57	17,900	28	#	39	#
Home Furnishings and Appliance Stores	76	11,744	52	9,417	58	3,922	46	1,066
Bldg. Matrl. and Garden Equip. and Supplies	24	3,705	14	14,883	14	1,232	16	317
Food and Beverage Stores	33	2,988	54	7,161	44	8,620	54	6,183
Gasoline Stations	9	10,408	19	25,230	10	12,599	8	11,429
Clothing and Clothing Accessories Stores	219	27,619	121	24,004	93	7,354	76	2,870
General Merchandise Stores	74	46,373	44	27,667	12	#	48	777
Food Services and Drinking Places	109	17,284	173	22,038	194	33,896	163	24,484
Other Retail Group	851	15,983	371	13,461	540	40,927 #	469	26,405 #
Total Retail and Food Services	1,501	189,720	905	161,760	993	108,549	919	73,531
All Other Outlets	410	23,925	523	62,007	463	31,299	417	20,361
Totals All Outlets	1,911	213,645	1,428	223,767	1,456	139,848	1,336	93,892

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

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

(Taxable transactions in thousands of dollars)

Type of business	MOORPARK		MORENO VALLEY		MORGAN HILL		MOUNTAIN VIEW	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	20	4,456	92	38,227	32	17,076	44	21,990
Home Furnishings and Appliance Stores	20	3,552	100	6,175	41	1,960	108	17,953
Bldg. Matrl. and Garden Equip. and Supplies	13	1,537	41	20,599	26	8,855	32	6,027
Food and Beverage Stores	25	4,311	73	19,656	29	5,815	70	15,713
Gasoline Stations	7	12,747	34	46,552	12	23,278	18	26,974
Clothing and Clothing Accessories Stores	27	2,334	230	17,384	41	3,685	75	6,510
General Merchandise Stores	11	8,828	49	55,005	13	9,609	18	47,477
Food Services and Drinking Places	75	9,505	260	39,753	122	14,902	274	41,546
Other Retail Group	215	10,139	772	18,723	333	8,425	609	28,247
Total Retail and Food Services	413	57,409	1,651	262,075	649	93,604	1,248	212,436
All Other Outlets	318	16,355	501	16,059	497	29,152	852	91,449
Totals All Outlets	731	73,764	2,152	278,134	1,146	122,756	2,100	303,885
Type of business	MURRIETA		NAPA		NATIONAL CITY		NEWARK	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	79	16,582	52	27,742	100	99,389	75	24,461
Home Furnishings and Appliance Stores	113	21,079	82	5,419	57	2,339	39	3,796
Bldg. Matrl. and Garden Equip. and Supplies	36	17,951	48	21,663	37	4,326	22	14,566
Food and Beverage Stores	54	10,587	139	18,960	78	6,920	36	6,645
Gasoline Stations	23	32,629	21	31,342	16	20,973	12	12,140
Clothing and Clothing Accessories Stores	110	6,166	102	14,651	224	30,713	102	13,586
General Merchandise Stores	23	43,536	16	22,490	38	31,530	16	17,964
Food Services and Drinking Places	168	25,306	209	33,719	203	30,289	167	17,693
Other Retail Group	719	21,110	753	22,671	564	15,199	251	40,179
Total Retail and Food Services	1,325	194,945	1,422	198,656	1,317	241,677	720	151,029
All Other Outlets	648	26,151	941	35,258	446	40,940	396	28,642
Totals All Outlets	1,973	221,097	2,363	233,915	1,763	282,618	1,116	179,671
Type of business	NEWPORT BEACH		NORCO		NORWALK		NOVATO	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	85	120,250	60	18,027	63	33,307	35	18,618
Home Furnishings and Appliance Stores	277	9,731	31	2,679	45	1,046	53	2,916
Bldg. Matrl. and Garden Equip. and Supplies	41	9,624	18	4,340	14	6,014	21	3,173
Food and Beverage Stores	85	21,232	28	4,896	68	9,926	32	11,077
Gasoline Stations	17	31,714	12	20,415	23	34,361	14	21,714
Clothing and Clothing Accessories Stores	354	45,737	28	849	87	5,167	60	7,391
General Merchandise Stores	36	35,164	7	#	46	42,368	6	33,186
Food Services and Drinking Places	359	87,854	90	11,943	188	21,744	127	16,851
Other Retail Group	1,245	31,568	282	13,828 #	526	11,498	562	17,928
Total Retail and Food Services	2,499	392,875	556	76,976	1,060	165,432	910	132,855
All Other Outlets	1,491	135,253	282	12,719	441	21,144	640	20,465
Totals All Outlets	3,990	528,128	838	89,695	1,501	186,576	1,550	153,320
Type of business	OAKDALE		OAKLAND		OCEANSIDE		ONTARIO	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	31	10,405	264	82,941	136	28,384	248	204,298
Home Furnishings and Appliance Stores	19	962	303	29,914	138	19,195	259	42,181
Bldg. Matrl. and Garden Equip. and Supplies	17	2,986	139	35,062	54	26,781	137	30,549
Food and Beverage Stores	22	4,062	512	60,196	93	24,539	116	18,387
Gasoline Stations	12	14,387	118	135,395	41	55,295	71	120,490
Clothing and Clothing Accessories Stores	14	207	753	14,478	246	10,647	539	87,093
General Merchandise Stores	7	#	141	25,797	41	49,362	145	34,389
Food Services and Drinking Places	54	6,145	1,239	123,389	358	51,610	399	74,786
Other Retail Group	144	7,439 #	3,968	68,649	1,640	32,435	2,331	186,246
Total Retail and Food Services	320	46,593	7,437	575,821	2,747	298,248	4,245	798,420
All Other Outlets	219	13,854	3,064	261,896	1,186	51,810	2,036	457,969
Totals All Outlets	539	60,447	10,501	837,717	3,933	350,057	6,281	1,256,388

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

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

(Taxable transactions in thousands of dollars)

Type of business	ORANGE		OROVILLE		OXNARD		PALM DESERT	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	217	95,796	33	8,193	122	93,120	58	5,731
Home Furnishings and Appliance Stores	231	23,813	30	1,088	117	31,538	159	25,311
Bldg. Matrl. and Garden Equip. and Supplies	83	42,187	26	7,022	40	22,582	54	16,570
Food and Beverage Stores	113	24,625	22	4,677	152	20,904	44	13,682
Gasoline Stations	46	58,615	15	13,088	38	58,509	11	23,198
Clothing and Clothing Accessories Stores	283	27,433	33	650	185	17,374	385	56,366
General Merchandise Stores	63	36,876	5	#	50	63,379	43	96,815
Food Services and Drinking Places	434	72,198	74	8,215	349	48,526	213	51,444
Other Retail Group	1,387	50,174	196	18,573 #	1,071	27,197	1,400	45,100
Total Retail and Food Services	2,857	431,716	434	61,505	2,124	383,129	2,367	334,217
All Other Outlets	1,921	252,526	218	9,971	1,261	107,252	741	54,279
Totals All Outlets	4,778	684,243	652	71,476	3,385	490,382	3,108	388,496
Type of business	PALM SPRINGS		PALMDALE		PALO ALTO		PARAMOUNT	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	37	#	79	37,670	22	39,105	63	4,319
Home Furnishings and Appliance Stores	70	3,237	114	18,815	122	41,486	102	887
Bldg. Matrl. and Garden Equip. and Supplies	23	21,302	34	20,244	34	4,396	29	16,553
Food and Beverage Stores	38	11,010	56	18,656	39	8,722	53	10,816
Gasoline Stations	17	27,100	30	39,576	13	17,368	13	20,150
Clothing and Clothing Accessories Stores	123	10,014	206	21,972	154	51,889	476	4,835
General Merchandise Stores	18	18,049	73	69,289	14	31,685	174	#
Food Services and Drinking Places	234	48,988	241	41,752	268	61,060	111	10,372
Other Retail Group	773	35,689 #	756	21,470	791	23,083	2,662	18,460 #
Total Retail and Food Services	1,333	175,390	1,589	289,443	1,457	278,795	3,683	86,392
All Other Outlets	551	66,001	586	28,653	774	128,100	737	67,465
Totals All Outlets	1,884	241,391	2,175	318,096	2,231	406,894	4,420	153,857
Type of business	PASADENA		PASO ROBLES		PERRIS		PETALUMA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	132	73,282	48	22,816	56	10,554	50	45,098
Home Furnishings and Appliance Stores	309	43,719	43	4,225	41	1,195	70	3,545
Bldg. Matrl. and Garden Equip. and Supplies	78	15,902	26	13,177	26	#	33	5,642
Food and Beverage Stores	123	32,643	44	6,570	41	11,773	54	14,927
Gasoline Stations	29	39,474	23	24,053	14	25,611	19	23,549
Clothing and Clothing Accessories Stores	468	44,967	43	4,493	102	793	80	11,200
General Merchandise Stores	115	47,301	17	22,696	24	#	6	6,782
Food Services and Drinking Places	546	97,426	143	17,008	97	11,541	192	20,757
Other Retail Group	2,586	122,840	408	10,329	410	27,264 #	806	18,188
Total Retail and Food Services	4,386	517,553	795	125,368	811	88,730	1,310	149,689
All Other Outlets	1,508	109,771	452	22,461	260	48,168	730	40,528
Totals All Outlets	5,894	627,324	1,247	147,829	1,071	136,898	2,040	190,217
Type of business	PICO RIVERA		PINOLE		PITTSBURG		PLACENTIA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	37	2,624	12	2,142	43	20,381	47	14,214
Home Furnishings and Appliance Stores	46	5,027	16	#	24	5,125	52	3,678
Bldg. Matrl. and Garden Equip. and Supplies	14	12,186	5	3,520	15	#	14	1,015
Food and Beverage Stores	55	8,490	19	6,114	39	8,741	31	5,412
Gasoline Stations	12	18,089	7	8,546	11	15,101	9	14,240
Clothing and Clothing Accessories Stores	70	6,200	15	3,509	47	4,286	44	2,281
General Merchandise Stores	22	28,618	6	9,808	21	14,415	10	1,133
Food Services and Drinking Places	157	20,259	69	12,160	98	15,377	112	13,983
Other Retail Group	389	7,388	161	14,707 #	237	15,857 #	306	10,788
Total Retail and Food Services	802	108,883	310	60,506	535	99,281	625	66,745
All Other Outlets	357	38,979	135	2,671	277	31,443	522	33,929
Totals All Outlets	1,159	147,861	445	63,177	812	130,725	1,147	100,675

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	18	13,871	25	1,986	86	64,012	273	20,391
Home Furnishings and Appliance Stores	23	1,444	54	25,251	123	10,358	159	2,454
Bldg. Matrl. and Garden Equip. and Supplies	13	#	21	3,873	44	10,869	79	16,941
Food and Beverage Stores	19	3,738	28	7,777	56	13,449	136	14,946
Gasoline Stations	8	6,609	12	13,113	20	24,346	51	51,794
Clothing and Clothing Accessories Stores	25	636	34	7,210	196	36,722	299	3,029
General Merchandise Stores	6	1,257	9	15,943	25	45,521	132	10,313
Food Services and Drinking Places	75	6,891	114	21,290	254	34,565	348	26,270
Other Retail Group	244	16,266 #	315	18,577	947	24,795	1,816	20,509
Total Retail and Food Services	431	50,713	612	115,020	1,751	264,637	3,293	166,647
All Other Outlets	144	10,652	280	22,800	871	119,047	1,343	81,981
Totals All Outlets	575	61,365	892	137,820	2,622	383,684	4,636	248,628
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	57	13,604	44	30,761	167	14,488	147	7,381
Home Furnishings and Appliance Stores	42	3,117	52	3,481	105	22,455	151	32,602
Bldg. Matrl. and Garden Equip. and Supplies	22	10,459	28	10,502	52	25,612	64	20,149
Food and Beverage Stores	28	6,727	27	5,394	49	6,627	92	22,819
Gasoline Stations	24	13,638	12	16,241	27	24,285	39	46,246
Clothing and Clothing Accessories Stores	86	2,080	46	1,348	53	2,285	253	28,821
General Merchandise Stores	26	24,937	16	59,381	18	34,772	69	79,821
Food Services and Drinking Places	105	12,504	133	13,738	181	19,109	347	76,132
Other Retail Group	317	6,686	492	18,966	468	26,029	1,225	55,591
Total Retail and Food Services	707	93,752	850	159,811	1,120	175,662	2,387	369,563
All Other Outlets	242	11,137	633	60,384	736	79,800	1,346	142,869
Totals All Outlets	949	104,889	1,483	220,195	1,856	255,461	3,733	512,432
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	29	23,212	18	4,258	135	57,137	62	47,776
Home Furnishings and Appliance Stores	79	2,398	14	1,059	114	17,290	66	5,005
Bldg. Matrl. and Garden Equip. and Supplies	19	#	18	#	76	27,985	31	22,768
Food and Beverage Stores	20	5,990	14	4,008	57	20,209	50	14,570
Gasoline Stations	6	12,956	15	13,412	50	48,407	16	22,737
Clothing and Clothing Accessories Stores	86	2,017	12	243	93	12,422	113	8,981
General Merchandise Stores	21	12,754	3	#	21	56,277	25	17,389
Food Services and Drinking Places	75	13,642	63	6,573	298	36,261	201	26,852
Other Retail Group	389	18,340 #	183	20,580 #	1,044	36,249	847	15,928
Total Retail and Food Services	724	91,308	340	50,133	1,888	312,238	1,411	182,007
All Other Outlets	408	20,272	193	6,616	1,086	68,782	536	26,725
Totals All Outlets	1,132	111,581	533	56,749	2,974	381,019	1,947	208,733
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	38	12,109	68	78,855	101	6,967	92	35,370
Home Furnishings and Appliance Stores	96	13,879	99	17,288	43	1,255	55	4,190
Bldg. Matrl. and Garden Equip. and Supplies	25	1,899	37	13,328	17	10,785	23	#
Food and Beverage Stores	75	15,179	69	17,547	64	9,887	80	8,004
Gasoline Stations	13	16,405	26	27,170	32	63,127	30	60,967
Clothing and Clothing Accessories Stores	237	30,827	84	9,164	83	4,218	135	8,136
General Merchandise Stores	48	20,191	18	43,408	19	#	26	54,675
Food Services and Drinking Places	258	37,563	249	30,688	129	17,129	168	14,510
Other Retail Group	854	16,032	572	24,208	386	28,362 #	562	22,085 #
Total Retail and Food Services	1,644	164,085	1,222	261,657	874	141,729	1,171	207,936
All Other Outlets	582	22,590	787	88,156	412	79,999	659	46,944
Totals All Outlets	2,226	186,675	2,009	349,812	1,286	221,729	1,830	254,880

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	33	8,230	25	2,055	355	222,699	43	18,240
Home Furnishings and Appliance Stores	26	1,499	14	#	311	32,936	72	24,025
Bldg. Matrl. and Garden Equip. and Supplies	12	#	7	#	139	51,335	35	4,273
Food and Beverage Stores	15	5,016	14	3,043	203	43,187	31	5,671
Gasoline Stations	16	7,962	5	6,523	70	96,741	20	22,928
Clothing and Clothing Accessories Stores	21	358	17	902	592	51,145	43	1,292
General Merchandise Stores	9	#	5	11,660	157	88,470	13	3,130
Food Services and Drinking Places	59	7,786	45	6,314	648	96,105	112	15,618
Other Retail Group	229	21,564 #	67	18,077 #	3,220	68,137	421	14,948
Total Retail and Food Services	420	52,415	199	48,575	5,695	750,754	790	110,123
All Other Outlets	185	6,700	75	3,088	2,234	196,942	412	32,834
Totals All Outlets	605	59,115	274	51,663	7,929	947,696	1,202	142,957
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	19	2,588	61	5,006	145	234,234	494	71,702
Home Furnishings and Appliance Stores	37	5,853	59	2,272	216	51,058	448	61,780
Bldg. Matrl. and Garden Equip. and Supplies	10	#	17	343	82	30,411	178	77,085
Food and Beverage Stores	29	7,622	44	3,877	93	28,069	390	66,302
Gasoline Stations	10	9,345	9	9,981	36	51,696	121	130,774
Clothing and Clothing Accessories Stores	19	3,219	31	300	387	60,510	758	72,298
General Merchandise Stores	10	43,235	30	31,161	91	102,745	123	110,208
Food Services and Drinking Places	111	16,006	137	16,094	396	70,434	1,325	177,572
Other Retail Group	269	19,281 #	256	4,554	1,959	57,699	3,839	111,788
Total Retail and Food Services	514	107,150	644	73,587	3,405	686,856	7,676	879,508
All Other Outlets	320	18,484	305	7,302	1,026	106,544	3,408	339,344
Totals All Outlets	834	125,634	949	80,889	4,431	793,400	11,084	1,218,852
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	137	69,838	256	81,789	28	14,341	32	2,921
Home Furnishings and Appliance Stores	105	15,010	223	21,003	37	7,372	55	18,964
Bldg. Matrl. and Garden Equip. and Supplies	42	25,297	67	33,388	9	#	45	27,542
Food and Beverage Stores	128	22,761	201	27,616	33	5,047	16	3,448
Gasoline Stations	50	58,601	59	70,248	14	16,673	8	7,056
Clothing and Clothing Accessories Stores	225	20,411	561	26,112	78	10,839	51	7,145
General Merchandise Stores	38	53,864	203	100,516	14	24,899	6	808
Food Services and Drinking Places	318	40,407	489	65,085	140	22,635	108	13,736
Other Retail Group	763	25,279	2,993	36,111	238	18,646 #	371	18,358
Total Retail and Food Services	1,806	331,469	5,052	461,868	591	120,454	692	99,978
All Other Outlets	875	83,752	1,147	84,523	283	11,701	672	39,192
Totals All Outlets	2,681	415,221	6,199	546,391	874	132,155	1,364	139,170
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	46	3,481	1,212	461,394	28	1,189	43	2,698
Home Furnishings and Appliance Stores	131	6,122	1,649	266,620	35	3,689	91	1,769
Bldg. Matrl. and Garden Equip. and Supplies	28	#	435	190,764	15	#	19	#
Food and Beverage Stores	50	11,936	1,004	208,380	23	5,470	34	3,391
Gasoline Stations	15	30,220	331	432,373	11	12,806	7	4,355
Clothing and Clothing Accessories Stores	151	2,573	2,528	334,416	42	4,921	311	2,168
General Merchandise Stores	43	11,673	427	343,825	22	28,814	138	8,492
Food Services and Drinking Places	180	22,435	3,792	661,905	74	10,699	90	10,617
Other Retail Group	754	24,772 #	12,296	368,610	317	14,442 #	1,013	17,968 #
Total Retail and Food Services	1,398	113,212	23,674	3,268,287	567	82,030	1,746	51,458
All Other Outlets	746	23,519	11,593	1,251,086	408	39,716	354	12,175
Totals All Outlets	2,144	136,732	35,267	4,519,372	975	121,746	2,100	63,632

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	241	108,204	38	#	553	301,091	32	37,325
Home Furnishings and Appliance Stores	1,036	160,921	70	3,328	946	118,949	56	5,992
Bldg. Matrl. and Garden Equip. and Supplies	316	93,672	26	3,437	315	143,914	23	9,738
Food and Beverage Stores	1,168	148,102	52	3,533	643	105,981	20	3,455
Gasoline Stations	123	145,973	11	13,213	203	311,765	7	8,538
Clothing and Clothing Accessories Stores	2,299	334,914	107	8,169	1,234	168,493	69	5,659
General Merchandise Stores	256	158,773	31	127	185	244,604	24	#
Food Services and Drinking Places	4,257	679,700	190	18,511	2,105	312,112	85	12,675
Other Retail Group	7,692	323,533	422	11,803 #	6,280	210,963	521	24,965 #
Total Retail and Food Services	17,388	2,153,791	947	62,120	12,464	1,917,873	837	108,348
All Other Outlets	9,334	1,088,877	405	12,583	6,687	835,629	416	15,978
Totals All Outlets	26,722	3,242,668	1,352	74,703	19,151	2,753,502	1,253	124,326
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	75	48,666	70	46,455	58	16,882	79	20,078
Home Furnishings and Appliance Stores	101	8,443	86	14,535	97	44,517	156	17,421
Bldg. Matrl. and Garden Equip. and Supplies	63	27,184	42	19,025	59	30,112	45	16,690
Food and Beverage Stores	77	11,647	45	13,677	46	11,247	92	19,482
Gasoline Stations	33	26,737	19	23,097	17	26,296	33	40,649
Clothing and Clothing Accessories Stores	145	28,511	127	15,598	67	11,042	224	34,795
General Merchandise Stores	26	69,407	15	29,900	13	22,791	29	32,903
Food Services and Drinking Places	270	27,621	188	30,174	199	31,217	352	48,271
Other Retail Group	534	24,453	574	29,861	675	22,033	997	42,928
Total Retail and Food Services	1,324	272,669	1,166	222,323	1,231	216,136	2,007	273,216
All Other Outlets	997	123,156	670	44,599	933	53,315	1,148	40,844
Totals All Outlets	2,321	395,825	1,836	266,922	2,164	269,451	3,155	314,060
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	76,963	37	6,007	306	121,773	70	30,687
Home Furnishings and Appliance Stores	134	27,185	85	5,240	346	27,938	146	15,873
Bldg. Matrl. and Garden Equip. and Supplies	46	39,228	19	18,147	109	48,062	80	21,307
Food and Beverage Stores	58	17,154	28	11,535	304	43,543	120	27,735
Gasoline Stations	22	21,201	20	24,887	57	76,412	33	31,436
Clothing and Clothing Accessories Stores	119	7,962	74	2,494	431	49,286	257	36,685
General Merchandise Stores	17	11,383	14	#	123	52,461	51	15,551
Food Services and Drinking Places	228	24,518	149	21,146	740	79,180	389	67,058
Other Retail Group	840	32,865	456	27,331 #	1,422	56,432	1,693	38,642
Total Retail and Food Services	1,557	258,458	882	116,788	3,838	555,085	2,839	284,975
All Other Outlets	1,138	64,177	558	34,799	2,916	231,059	1,511	69,837
Totals All Outlets	2,695	322,635	1,440	151,586	6,754	786,145	4,350	354,812
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	153	130,087	165	109,164	46	14,993	123	17,089
Home Furnishings and Appliance Stores	238	42,492	251	22,304	80	4,932	150	5,466
Bldg. Matrl. and Garden Equip. and Supplies	59	16,473	98	33,836	43	7,813	64	8,283
Food and Beverage Stores	105	19,090	127	26,514	78	14,696	38	4,833
Gasoline Stations	28	40,140	48	80,316	14	15,250	12	15,810
Clothing and Clothing Accessories Stores	102	15,169	460	24,914	125	8,582	383	3,908
General Merchandise Stores	29	41,053	149	87,480	12	#	182	15,880
Food Services and Drinking Places	449	68,180	446	69,598	242	32,050	136	15,099
Other Retail Group	896	29,454	2,275	40,025	956	46,568 #	2,582	19,980
Total Retail and Food Services	2,059	402,139	4,019	494,150	1,596	144,884	3,670	106,348
All Other Outlets	2,099	371,502	1,777	95,508	633	26,266	1,865	344,121
Totals All Outlets	4,158	773,641	5,796	589,658	2,229	171,149	5,535	450,469

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	97	55,451	82	115,881	130	91,324	65	7,768
Home Furnishings and Appliance Stores	74	8,871	220	30,051	174	38,097	45	6,499
Bldg. Matrl. and Garden Equip. and Supplies	50	25,244	49	13,424	84	34,086	24	17,594
Food and Beverage Stores	88	17,663	87	24,012	120	38,112	28	7,383
Gasoline Stations	20	34,498	18	30,006	51	62,382	13	13,121
Clothing and Clothing Accessories Stores	115	8,857	516	82,958	244	34,109	56	6,127
General Merchandise Stores	32	48,650	72	13,359	32	75,468	20	46,213
Food Services and Drinking Places	229	28,766	450	113,017	449	53,983	112	17,889
Other Retail Group	522	19,081	1,658	69,973	1,691	59,330	413	14,471
Total Retail and Food Services	1,227	247,082	3,152	492,681	2,975	486,891	776	137,065
All Other Outlets	779	73,355	1,367	144,723	1,639	86,113	432	25,618
Totals All Outlets	2,006	320,437	4,519	637,404	4,614	573,003	1,208	162,682
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	#	47	49,021	27	28,788	12	3,349
Home Furnishings and Appliance Stores	25	4,490	21	1,560	20	1,240	8	#
Bldg. Matrl. and Garden Equip. and Supplies	7	514	10	#	7	#	5	#
Food and Beverage Stores	14	4,980	27	2,827	22	3,958	13	1,060
Gasoline Stations	9	12,595	7	6,309	5	4,746	9	8,604
Clothing and Clothing Accessories Stores	47	5,182	26	140	52	399	14	50
General Merchandise Stores	17	12,873	5	1,145	10	#	6	413
Food Services and Drinking Places	82	18,288	68	7,335	57	7,691	24	1,588
Other Retail Group	207	6,614 #	155	18,139 #	116	20,566 #	40	59,813 #
Total Retail and Food Services	420	65,535	366	86,476	316	67,388	131	74,877
All Other Outlets	156	34,994	152	11,902	127	7,655	77	74,365
Totals All Outlets	576	100,530	518	98,378	443	75,043	208	149,242
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	80	41,251	10	3,474	20	2,004	97	6,019
Home Furnishings and Appliance Stores	98	10,289	19	1,175	22	822	81	3,676
Bldg. Matrl. and Garden Equip. and Supplies	39	25,536	8	#	19	10,094	42	5,978
Food and Beverage Stores	79	18,865	27	7,173	10	5,145	35	3,053
Gasoline Stations	32	42,083	6	5,936	6	4,921	10	24,300
Clothing and Clothing Accessories Stores	136	10,435	34	1,645	35	1,393	137	#
General Merchandise Stores	45	57,889	6	816	4	#	61	291
Food Services and Drinking Places	262	39,488	55	8,227	54	4,364	67	5,524
Other Retail Group	899	24,105	245	9,998 #	217	19,317 #	691	4,087 #
Total Retail and Food Services	1,670	269,941	410	38,444	387	48,059	1,221	52,929
All Other Outlets	1,166	41,980	243	4,233	167	3,886	855	29,173
Totals All Outlets	2,836	311,920	653	42,677	554	51,945	2,076	82,102
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	134	21,874	23	2,519	54	6,518	54	6,730
Home Furnishings and Appliance Stores	58	739	22	809	60	10,853	28	2,676
Bldg. Matrl. and Garden Equip. and Supplies	25	592	22	2,267	32	11,718	19	10,416
Food and Beverage Stores	85	6,601	32	11,029	55	8,330	42	4,088
Gasoline Stations	22	23,084	11	8,151	28	25,009	11	13,582
Clothing and Clothing Accessories Stores	90	4,370	59	4,688	40	534	43	501
General Merchandise Stores	48	24,215	4	#	14	#	15	#
Food Services and Drinking Places	170	15,019	133	16,387	191	24,694	108	9,766
Other Retail Group	418	5,483	223	10,971 #	294	69,966 #	115	8,380 #
Total Retail and Food Services	1,050	101,977	529	56,820	768	157,623	435	56,140
All Other Outlets	577	29,907	245	12,634	804	79,459	298	12,833
Totals All Outlets	1,627	131,885	774	69,454	1,572	237,081	733	68,973

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	257	97,644	56	82,903	108	92,421	104	127,563
Home Furnishings and Appliance Stores	206	21,440	143	28,343	142	17,179	161	28,152
Bldg. Matrl. and Garden Equip. and Supplies	83	49,940	34	32,797	52	25,772	47	22,604
Food and Beverage Stores	264	39,027	92	16,895	65	17,643	77	27,365
Gasoline Stations	77	81,221	30	35,461	26	55,639	29	48,268
Clothing and Clothing Accessories Stores	360	31,896	106	8,562	231	27,582	229	34,611
General Merchandise Stores	70	96,295	14	42,878	38	81,929	48	30,642
Food Services and Drinking Places	592	70,946	371	52,839	325	61,829	330	62,411
Other Retail Group	1,500	84,657	906	31,217	1,085	35,783	1,307	50,706
Total Retail and Food Services	3,409	573,065	1,752	331,894	2,072	415,776	2,332	432,322
All Other Outlets	1,521	150,336	1,310	270,628	1,009	137,290	1,512	97,274
Totals All Outlets	4,930	723,401	3,062	602,522	3,081	553,066	3,844	529,596

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	152,105	65	42,804	18	2,770	54	16,028
Home Furnishings and Appliance Stores	349	49,400	64	20,981	28	1,956	43	2,404
Bldg. Matrl. and Garden Equip. and Supplies	84	35,721	27	12,366	24	6,449	31	15,066
Food and Beverage Stores	122	28,232	54	11,213	15	4,798	37	7,855
Gasoline Stations	38	58,699	20	42,884	10	10,024	27	35,749
Clothing and Clothing Accessories Stores	843	51,589	113	9,466	40	1,727	126	12,759
General Merchandise Stores	313	95,068	26	38,472	5	#	19	20,952
Food Services and Drinking Places	493	86,677	165	25,068	62	8,902	139	15,428
Other Retail Group	4,069	78,806	397	13,519	232	9,664 #	310	8,110
Total Retail and Food Services	6,457	636,298	931	216,773	434	46,290	786	134,349
All Other Outlets	2,019	180,486	408	23,951	186	6,036	338	35,114
Totals All Outlets	8,476	816,784	1,339	240,724	620	52,326	1,124	169,463

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	86	15,486	39	87,779	25	8,879	21	2,800
Home Furnishings and Appliance Stores	66	3,537	132	29,306	18	1,842	52	12,097
Bldg. Matrl. and Garden Equip. and Supplies	30	17,517	25	16,844	18	12,690	20	26,116
Food and Beverage Stores	54	10,395	70	17,962	21	6,138	48	7,502
Gasoline Stations	27	34,896	18	31,202	11	10,731	13	12,772
Clothing and Clothing Accessories Stores	79	8,017	136	21,994	27	2,771	49	972
General Merchandise Stores	17	47,378	33	61,294	6	15,260	19	#
Food Services and Drinking Places	168	24,405	216	41,936	82	9,003	123	20,131
Other Retail Group	424	19,431	638	39,324	257	8,855	300	30,735 #
Total Retail and Food Services	951	181,060	1,307	347,642	465	76,169	645	113,124
All Other Outlets	476	91,253	893	56,853	226	7,331	456	81,754
Totals All Outlets	1,427	272,314	2,200	404,495	691	83,500	1,101	194,878

Type of business	UPLAND		VACAVILLE		VALLEJO		VENTURA	
	Permits	Taxable transactions						
Retail and Food Services								
Motor Vehicle and Parts Dealers	119	26,712	60	44,741	88	40,464	130	67,177
Home Furnishings and Appliance Stores	89	6,135	67	13,661	68	10,241	163	13,725
Bldg. Matrl. and Garden Equip. and Supplies	54	26,794	32	20,536	26	17,463	83	33,737
Food and Beverage Stores	51	9,841	54	13,229	85	13,175	99	20,309
Gasoline Stations	21	25,062	32	34,183	39	33,451	42	47,076
Clothing and Clothing Accessories Stores	102	4,049	149	46,224	91	7,712	262	23,456
General Merchandise Stores	30	28,750	20	45,415	17	32,848	91	41,076
Food Services and Drinking Places	185	24,426	183	33,223	220	26,648	398	50,672
Other Retail Group	602	24,302	536	20,177	731	17,667	2,197	38,052
Total Retail and Food Services	1,253	176,071	1,133	271,390	1,365	199,668	3,465	335,279
All Other Outlets	711	33,272	477	38,070	513	18,569	1,611	71,729
Totals All Outlets	1,964	209,344	1,610	309,459	1,878	218,238	5,076	407,008

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST 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	122	79,152	115	52,080	79	28,197	72	85,116
Home Furnishings and Appliance Stores	124	18,730	127	19,132	74	3,191	113	16,236
Bldg. Matrl. and Garden Equip. and Supplies	30	20,702	65	26,068	58	28,755	33	7,072
Food and Beverage Stores	67	17,391	60	17,923	66	14,445	41	16,474
Gasoline Stations	35	41,968	37	28,823	25	39,115	25	28,314
Clothing and Clothing Accessories Stores	230	17,095	200	22,944	82	6,591	169	46,871
General Merchandise Stores	79	57,275	33	76,517	26	50,112	15	29,025
Food Services and Drinking Places	233	34,448	287	45,555	214	25,216	222	45,345
Other Retail Group	1,138	23,414	738	36,456	725	19,685	806	27,546
Total Retail and Food Services	2,058	310,176	1,662	325,498	1,349	215,307	1,496	302,000
All Other Outlets	538	35,741	934	133,121	983	69,464	778	52,668
Totals All Outlets	2,596	345,917	2,596	458,619	2,332	284,771	2,274	354,668
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	42	17,282	57	68,329	20	#	77	10,029
Home Furnishings and Appliance Stores	34	2,354	89	13,086	148	31,149	37	#
Bldg. Matrl. and Garden Equip. and Supplies	26	11,403	19	#	27	6,536	30	16,620
Food and Beverage Stores	56	8,101	70	10,883	58	26,754	43	11,968
Gasoline Stations	18	17,019	17	27,603	7	8,301	21	22,699
Clothing and Clothing Accessories Stores	71	3,471	176	24,649	220	19,030	36	#
General Merchandise Stores	15	#	51	35,390	22	#	9	21,315
Food Services and Drinking Places	128	13,872	226	35,087	227	74,844	108	10,875
Other Retail Group	348	19,448 #	517	25,155 #	556	53,192 #	237	32,337 #
Total Retail and Food Services	738	92,950	1,222	240,182	1,285	219,807	598	125,843
All Other Outlets	417	26,517	416	27,895	619	35,976	565	149,233
Totals All Outlets	1,155	119,466	1,638	268,077	1,904	255,782	1,163	275,076
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	76	53,570	72	10,599	10	1,991	47	15,256
Home Furnishings and Appliance Stores	129	18,047	77	3,156	16	760	47	4,946
Bldg. Matrl. and Garden Equip. and Supplies	31	18,809	36	12,278	11	#	32	14,260
Food and Beverage Stores	130	13,773	65	14,186	17	3,665	39	9,249
Gasoline Stations	21	33,174	16	20,999	6	6,930	17	19,792
Clothing and Clothing Accessories Stores	268	17,612	130	8,619	16	109	55	4,198
General Merchandise Stores	48	50,129	64	20,238	2	#	16	31,135
Food Services and Drinking Places	288	26,740	223	29,600	55	6,609	126	12,553
Other Retail Group	610	20,136	1,020	18,027	182	26,795 #	321	14,514
Total Retail and Food Services	1,601	251,990	1,703	137,703	315	46,860	700	125,903
All Other Outlets	644	23,902	601	28,883	234	18,598	423	50,622
Totals All Outlets	2,245	275,891	2,304	166,585	549	65,458	1,123	176,526
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	37	2,184	78	25,432	57	6,671	35	7,168
Home Furnishings and Appliance Stores	81	20,579	56	5,962	37	603	24	835
Bldg. Matrl. and Garden Equip. and Supplies	36	2,550	27	19,711	24	2,268	10	#
Food and Beverage Stores	23	6,589	61	11,307	24	6,286	15	6,635
Gasoline Stations	7	11,437	25	16,797	12	16,302	11	11,570
Clothing and Clothing Accessories Stores	76	1,504	90	9,852	37	#	22	476
General Merchandise Stores	17	#	22	48,548	10	1,462	6	#
Food Services and Drinking Places	90	15,180	144	20,975	77	8,561	42	6,747
Other Retail Group	486	34,752 #	406	18,346	373	7,555 #	355	25,829 #
Total Retail and Food Services	853	94,776	909	176,931	651	49,709	520	59,260
All Other Outlets	541	18,041	451	30,053	241	5,711	171	3,131
Totals All Outlets	1,394	112,817	1,360	206,983	892	55,420	691	62,391

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, FIRST 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
ADELANTO	127	10,037	234	22,908	GALT	1,400	24,057	1,579	31,214
ALBANY	331	37,330	488	44,446	GONZALES	78	4,118	119	9,615
ALTURAS	101	6,322	163	8,225	GRAND TERRACE	139	9,283	186	18,980
AMADOR	21	#	23	124 #	GREENFIELD	120	9,303	169	12,578
AMERICAN CANYON	195	34,019	317	37,766	GRIDLEY	125	17,523	175	18,960
ANDERSON	273	34,931	416	41,202	GROVER BEACH	212	16,118	372	20,508
ANGELS CAMP	121	10,978	172	12,098	GUADALUPE	47	2,842	69	3,981
ARCATA	530	32,558	748	42,110	GUSTINE	64	2,861	96	3,620
ARTESIA	389	34,425	529	39,272	HALF MOON BAY	414	32,947	595	40,569
ARVIN	102	7,227	132	13,466	HAWAIIAN GARDENS	175	12,710	253	14,796
ATHERTON	106	927	176	2,984	HERCULES	180	17,233	237	26,984
ATWATER	299	41,328	408	51,838	HIDDEN HILLS	34	125	42	190
AVALON	165	7,458	210	8,637	HIGHLAND	408	40,196	538	43,566
AVENAL	68	4,051	83	4,938	HILLSBOROUGH	129	181	203	1,289
BANNING	323	32,909	451	36,215	HOLTVILLE	45	3,712	66	10,293
BELL	408	30,184	588	40,537	HUGHSON	69	3,002	104	10,202
BELL GARDENS	394	43,266	609	48,070	HURON	49	2,344	66	2,751
BELMONT	349	41,175	602	63,284	IMPERIAL	90	23,719	163	35,498
BELVEDERE	33	100	74	898	IMPERIAL BEACH	249	15,302	332	16,074
BIG BEAR LAKE	381	36,929	498	39,522	INDIAN WELLS	134	13,500	199	33,688
BIGGS	7	317	13	481	IONE	74	1,671	101	2,988
BISHOP	262	30,445	393	38,303	IRWINDALE	246	25,706	612	66,627
BLUE LAKE	21	147	32	285	ISLETON	32	482	39	2,360
BLYTHE	163	31,905	262	35,091	JACKSON	191	11,699	269	13,237
BRADBURY	10	13	15	32	KERMAN	138	19,014	182	23,643
BRAWLEY	153	28,049	276	37,320	KING CITY	224	14,896	315	22,622
BRISBANE	96	20,493	238	105,503	KINGSBURG	146	14,105	224	18,129
BUELLTON	139	27,527	265	33,098	LA CANADA-FLINTRIDGE	352	40,273	534	44,794
CALIFORNIA CITY	98	6,045	126	6,376	LA HABRA HEIGHTS	51	114	78	601
CALIMESA	110	12,455	153	13,661	LA PALMA	170	89,223	265	105,141
CALIPATRIA	16	1,783	29	3,673	LAFAYETTE	567	40,843	891	48,745
CALISTOGA	166	10,243	257	14,173	LAGUNA WOODS	145	17,240	190	18,628
CANYON LAKE	171	2,554	221	2,819	LAKEPORT	196	21,262	293	23,985
CARMEL	419	30,678	559	33,445	LARKSPUR	288	33,300	466	38,625
CARPINTERIA	317	26,799	492	35,298	LATHROP	128	36,423	204	48,284
CHOWCHILLA	149	18,817	211	21,757	LEMOORE	190	23,916	273	34,218
CLAYTON	113	6,118	155	6,986	LINDSAY	145	13,266	195	15,491
CLEARLAKE	178	24,769	242	26,130	LIVE OAK	68	4,415	85	5,119
CLOVERDALE	151	11,006	227	12,297	LIVINGSTON	94	25,708	116	27,414
COALINGA	110	13,472	172	17,397	LOMA LINDA	206	64,154	306	85,289
COLFAX	102	9,251	138	11,496	LOMITA	400	30,148	554	34,018
COLMA	95	138,148	156	148,861	LOOMIS	177	7,910	289	13,848
COLUSA	112	17,880	174	24,186	LOS ALAMITOS	375	33,903	649	51,197
CORCORAN	103	9,587	165	17,180	LOS ALTOS HILLS	103	259	154	2,453
CORNING	130	64,982	184	67,052	LOYALTON	15	590	22	877
CORONADO	378	26,901	556	50,108	MAMMOTH LAKES	246	34,149	363	48,955
COTATI	205	32,537	311	35,526	MARICOPA	13	#	14	602 #
CRESCENT CITY	150	16,661	236	22,069	MARINA	230	36,456	346	39,309
CUDAHY	349	13,000	440	23,054	MARYSVILLE	243	27,410	345	35,286
DEL MAR	906	17,190	1,160	21,331	MAYWOOD	241	18,994	360	24,977
DEL REY OAKS	24	5,421	45	6,383	MC FARLAND	75	3,992	100	5,105
DESERT HOT SPRINGS	296	25,891	399	28,024	MENDOTA	91	6,651	117	11,688
DORRIS	15	353	23	373	MILL VALLEY	468	41,799	777	47,851
DOS PALOS	63	2,788	92	7,541	MILLBRAE	327	42,235	485	47,578
DUNSMUIR	51	1,086	70	1,193	MONTAGUE	35	784	44	834
EAST PALO ALTO	121	60,072	159	62,711	MONTE SERENO	43	185	59	208
EASTVALE	221	47,700	326	64,945	MORAGA	233	17,676	329	19,322
ESCALON	112	10,100	163	12,891	MORRO BAY	385	24,477	512	26,760
ETNA	32	795	45	921	MOUNT SHASTA	202	11,187	291	16,110
EXETER	147	11,837	209	13,922	NEEDLES	65	7,046	106	7,591
FAIRFAX	207	7,860	306	8,752	NEVADA CITY	254	9,053	349	14,042
FARMERSVILLE	87	9,819	111	10,759	NEWMAN	83	5,073	115	8,480
FERNDALE	77	1,877	107	2,123	OAKLEY	280	23,027	400	29,859
FILLMORE	158	17,579	235	19,001	OJAI	376	16,360	556	20,661
FIREBAUGH	66	5,699	104	13,540	ORANGE COVE	54	3,053	69	3,604
FORT BRAGG	268	24,281	392	29,061	ORINDA	317	16,475	493	18,427
FORT JONES	32	1,700	47	1,937	ORLAND	160	14,710	225	17,150
FORTUNA	256	21,859	373	27,115	PACIFIC GROVE	465	22,925	643	26,178
FOSTER CITY	353	49,798	589	101,075	PACIFICA	486	32,897	733	35,454
FOWLER	82	11,960	128	21,147	PALOS VERDES ESTATES	193	1,949	276	3,606

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, FIRST 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	596	30,335	835	33,130	SOLANA BEACH	541	46,101	843	58,211
PARLIER	86	7,053	107	7,669	SOLEDAD	134	11,382	177	12,172
PATTERSON	168	24,490	231	29,024	SOLVANG	268	14,641	369	18,731
PIEDMONT	123	2,517	199	2,840	SOUTH PASADENA	430	29,891	631	34,721
PISMO BEACH	329	38,943	413	40,861	ST. HELENA	272	24,046	502	39,280
PLYMOUTH	42	1,976	67	2,400	SUISUN	221	20,534	303	21,337
POINT ARENA	37	1,363	45	1,483	SUSANVILLE	166	22,867	268	24,662
PORT HUENEME	189	16,310	275	18,189	SUTTER CREEK	117	3,684	155	4,288
PORTOLA	65	2,176	96	2,938	TAFT	161	21,526	237	37,768
PORTOLA VALLEY	79	1,722	137	3,177	TEHACHAPI	295	36,708	389	38,566
RANCHO MIRAGE	415	83,266	554	106,871	TEHAMA	5	#	5	40 #
RANCHO PALOS VERDES	470	31,314	644	38,414	TEMPLE CITY	467	30,196	695	34,257
REEDLEY	234	25,127	378	32,177	TIBURON	171	5,405	296	6,513
RIO DELL	39	2,360	53	3,461	TRINIDAD	28	#	36	1,638 #
RIO VISTA	118	11,675	186	18,453	TULELAKE	11	314	17	4,008
RIPON	154	38,696	232	42,631	TWENTYNINE PALMS	214	24,758	301	27,962
ROLLING HILLS	26	#	37	27 #	VERNON	242	13,815	1,040	93,460
ROLLING HILLS ESTATES	325	22,578	448	24,659	VILLA PARK	72	2,797	126	2,997
ROSS	42	378	83	524	WALNUT	539	28,702	970	37,938
SAN ANSELMO	376	18,260	609	20,795	WASCO	157	19,763	215	22,663
SAN JACINTO	379	40,780	566	46,625	WATERFORD	75	5,602	98	8,357
SAN JOAQUIN	20	1,464	30	4,513	WEED	88	11,693	121	11,825
SAN JUAN BAUTISTA	145	2,226	170	2,443	WESTLAKE VILLAGE	351	48,292	645	60,546
SAN MARINO	206	6,129	322	8,008	WESTMORLAND	17	#	20	3,792 #
SAN PABLO	318	32,280	435	35,645	WHEATLAND	37	2,508	45	3,493
SAND CITY	64	40,243	132	44,857	WILDOMAR	313	24,917	426	26,974
SANGER	238	30,213	357	37,902	WILLIAMS	72	10,092	98	11,302
SANTA PAULA	282	31,926	494	41,407	WILLITS	190	22,975	286	26,650
SARATOGA	383	17,309	582	20,545	WILLOWS	110	16,235	164	19,709
SAUSALITO	460	21,246	769	26,917	WINTERS	96	6,387	137	6,685
SCOTTS VALLEY	321	29,617	513	36,106	WOODLAKE	68	3,066	92	4,701
SEBASTOPOL	394	24,633	564	27,782	WOODSIDE	110	7,906	186	9,567
SHASTA LAKE	114	4,793	188	9,390	YOUNTVILLE	70	12,461	131	14,553
SIERRA MADRE	236	4,352	326	5,310	YREKA	248	26,525	385	31,438
SIGNAL HILL	347	188,698	729	227,687					

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 first quarter self-assessed taxable sales by the population estimates of the State Department of Finance for January 1. The populations used were 37,223,900 for 2010 and 37,427,946 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

<u>NAICS</u>	<u>Table 3</u>	<u>Table 5</u>
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