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Taxable Sales In California (Sales & Use Tax)

2011 Second 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

SECOND QUARTER 2011

In the second quarter of 2011 taxable sales in California rose sharply, 9.6 percent compared to the second quarter of 2010. Second quarter 2011 taxable sales totaled \$129.9 billion, \$11.4 billion more than taxable sales in the second quarter of 2010. Taxable sales increased at a growth rate 4.0 percent faster than California personal income in the second quarter.

In constant dollar terms, second quarter 2011 taxable sales increased 4.7 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 4.7 percent. The increase in prices of taxable goods was much higher than the 2.9 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 68.0 percent of total taxable sales in the second quarter of 2011, while nonretail outlets (all other outlets) comprised the

remaining 32.0 percent. Taxable sales from total retail and food services stores rose 9.4 percent, slower than the increase by total nonretail outlets of 10.0 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 rose faster than any other major type of retailer, 30.5 percent. Though gallons of gasoline sold actually declined (by 3.6 percent) prices increased by 31.5 percent, accounting for much of that sector's increase. California used car sales rose by 15.5 percent, faster than new cars sales which remained strong at 9.8 percent.

The rest of the major retail sectors (those shown in boldface type in Table 1) had taxable sales growth less than the overall average of 9.6 percent. Increases in these other retail sectors ranged from a low of 2.3 percent for Sporting Goods and Hobbies, to a high of 8.7 percent for Clothing and Accessories.

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

| NAICS | Type of business | Number of permits on July 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 | 33,173 | 13,028,300 | 10.03 | 9.2 | 346.69 | 319.61 |
| 44111 | New Car Dealers | 2,331 | 9,353,834 | 7.20 | 9.8 | 248.91 | 228.34 |
| 44112 | Used Car Dealers | 7,334 | 1,392,009 | 1.07 | 15.5 | 37.04 | 32.29 |
| 4412 | Other Motor Vehicle Dealers | 3,120 | 692,145 | .53 | 1.2 | 18.42 | 18.33 |
| 4413 | Auto. Parts, Accessories and Tire Stores | 20,388 | 1,590,313 | 1.22 | 4.8 | 42.32 | 40.64 |
| 442 | Furniture and Home Furnishings Stores | 18,297 | 2,218,983 | 1.71 | 5.3 | 59.05 | 56.48 |
| 4421 | Furniture Stores | 8,687 | 1,372,187 | 1.06 | 8.1 | 36.52 | 34.01 |
| 4422 | Home Furnishings Stores | 9,610 | 846,796 | .65 | 1.0 | 22.53 | 22.47 |
| 443 | Electronics and Appliance Stores | 22,654 | 3,492,861 | 2.69 | 4.6 | 92.95 | 89.50 |
| 44311 | Appliance, T.V., and Other Electronics Stores | 10,158 | 1,906,485 | 1.47 | -0.6 | 50.73 | 51.38 |
| 44312 | Computer and Software Stores | 11,375 | 1,501,477 | 1.16 | 12.4 | 39.96 | 35.78 |
| 44313 | Camera and Photographic Supplies Stores | 1,121 | 84,899 | .07 | -2.4 | 2.26 | 2.33 |
| 444 | Bldg. Matrl. and Garden Equip. and Supplies | 17,350 | 6,973,156 | 5.37 | 4.1 | 185.56 | 179.43 |
| 4441 | Building Material and Supplies Dealers | 11,750 | 6,246,175 | 4.81 | 4.1 | 166.22 | 160.79 |
| 4442 | Lawn and Garden Equip. and Supplies Stores | 5,600 | 726,981 | .56 | 4.5 | 19.35 | 18.64 |
| 445 | Food and Beverage Stores | 30,924 | 5,936,972 | 4.57 | 2.6 | 157.99 | 155.13 |
| 44511 | Supermarkets and Other Grocery Stores | 12,351 | 4,368,508 | 3.36 | 0.7 | 116.25 | 116.20 |
| 44512 | Convenience Stores | 5,007 | 609,152 | .47 | 10.5 | 16.21 | 14.77 |
| 4452 | Specialty Food Stores | 7,313 | 172,285 | .13 | 8.3 | 4.58 | 4.26 |
| 4453 | Beer, Wine, and Liquor Stores | 6,253 | 787,027 | .61 | 6.0 | 20.94 | 19.90 |
| 446 | Health and Personal Care Stores | 23,092 | 2,540,636 | 1.96 | 7.0 | 67.61 | 63.60 |
| 44611 | Pharmacies and Drug Stores | 5,932 | 1,625,861 | 1.25 | 3.3 | 43.27 | 42.17 |
| 44612-44619 | Health and Personal Care Stores | 17,160 | 914,775 | .70 | 14.4 | 24.34 | 21.43 |
| 447 | Gasoline Stations | 9,958 | 14,658,647 | 11.28 | 30.5 | 390.08 | 300.94 |
| 448 | Clothing and Clothing Accessories Stores | 67,112 | 6,988,167 | 5.38 | 8.7 | 185.96 | 172.31 |
| 44811 | Men's Clothing Stores | 2,478 | 209,104 | .16 | 6.6 | 5.56 | 5.25 |
| 44812 | Women's Clothing Stores | 10,169 | 1,135,798 | .87 | 7.0 | 30.22 | 28.44 |
| 44813-44819 | Family Clothing Stores, Accessories, and Other Stores | 37,681 | 4,163,064 | 3.20 | 7.8 | 110.78 | 103.46 |
| 4482 | Shoe Stores | 5,176 | 724,723 | .56 | 8.5 | 19.29 | 17.90 |
| 4483 | Jewelry, Luggage, and Leather Goods Stores | 11,608 | 755,477 | .58 | 17.3 | 20.10 | 17.26 |
| 451 | Sporting Goods, Hobby, Book, and Music Stores | 28,660 | 2,418,905 | 1.86 | 2.3 | 64.37 | 63.37 |
| 45111 | Sporting Goods Stores | 9,517 | 1,076,001 | .83 | 6.8 | 28.63 | 27.01 |
| 45112-45114 | Hobby, Toy and Musical Instrument Stores | 7,467 | 796,668 | .61 | 2.9 | 21.20 | 20.75 |
| 4512 | Book, Periodical, and Music Stores | 11,676 | 546,237 | .42 | -6.3 | 14.54 | 15.62 |
| 452 | General Merchandise Stores | 15,964 | 11,307,828 | 8.70 | 6.4 | 300.91 | 284.79 |
| 453 | Miscellaneous Store Retailers | 115,879 | 4,241,364 | 3.26 | 2.6 | 112.87 | 110.82 |
| 4531 | Florists | 4,798 | 128,366 | .10 | 0.6 | 3.42 | 3.42 |
| 45321 | Office Supplies and Stationery Stores | 2,389 | 1,013,654 | .78 | 0.7 | 26.97 | 26.98 |
| 45322 | Gift, Novelty, and Souvenir Stores | 18,157 | 365,892 | .28 | 6.4 | 9.74 | 9.22 |
| 4533 | Used Merchandise Stores | 14,237 | 178,494 | .14 | 3.2 | 4.75 | 4.63 |
| 4539 | Other Miscellaneous Store Retailers | 76,298 | 2,554,958 | 1.97 | 2.8 | 67.99 | 66.57 |
| 454 | Nonstore Retailers | 169,422 | 780,767 | .60 | 6.6 | 20.78 | 19.63 |
| 722 | Food Services and Drinking Places | 92,843 | 13,787,726 | 10.61 | 5.9 | 366.90 | 349.03 |
| 7221 | Full-Service Restaurants | 31,246 | 6,978,278 | 5.37 | 6.7 | 185.70 | 175.32 |
| 7222 | Limited-Service Eating Places | 49,955 | 5,969,305 | 4.59 | 5.3 | 158.85 | 151.86 |
| 7223 | Special Food Services | 8,843 | 563,673 | .43 | 3.6 | 15.00 | 14.58 |
| 7224 | Drinking Places (Alcoholic Beverages) | 2,799 | 276,470 | .21 | 2.0 | 7.36 | 7.26 |
| Total Retail and Food Services | | 645,328 | 88,374,311 | 68.02 | 9.4 | 2,351.72 | 2,164.64 |
| All Other Outlets | | | | | | | |
| 11 | Agriculture, Forestry, Fishing and Hunting | 2,005 | 142,319 | .11 | 3.9 | 3.79 | 3.67 |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 395 | 228,132 | .18 | 34.2 | 6.07 | 4.55 |
| 22 | Utilities | 643 | 159,217 | .12 | 96.1 | 4.24 | 2.18 |
| 23 | Construction | 14,835 | 1,878,978 | 1.45 | 16.3 | 50.00 | 43.28 |
| 31 - 33 | Manufacturing | 52,912 | 9,307,343 | 7.16 | 9.2 | 247.68 | 228.35 |
| 42 | Wholesale Trade | 87,100 | 15,221,769 | 11.72 | 11.9 | 405.06 | 364.44 |
| 48 - 49 | Transportation and Warehousing | 3,373 | 315,952 | .24 | 2.6 | 8.41 | 8.25 |
| 51 | Information | 6,190 | 2,228,333 | 1.72 | 16.6 | 59.30 | 51.22 |
| 52 | Finance and Insurance | 3,005 | 489,181 | .38 | -10.0 | 13.02 | 14.56 |
| 53 | Real Estate and Rental and Leasing | 21,352 | 4,015,663 | 3.09 | 2.2 | 106.86 | 105.31 |
| 54 | Professional, Scientific, and Technical Services | 34,324 | 1,261,334 | .97 | 10.1 | 33.57 | 30.69 |
| 55 | Management of Companies and Enterprises | 50 | 14,930 | .01 | -19.0 | 0.40 | 0.49 |
| 56 | Adm. and Support and Waste Mgmt. and Remediation | 14,012 | 561,129 | .43 | 10.8 | 14.93 | 13.57 |
| 61 | Educational Services | 6,805 | 323,079 | .25 | 0.0 | 8.60 | 8.66 |
| 62 | Health Care and Social Assistance | 6,686 | 282,249 | .22 | 1.2 | 7.51 | 7.47 |
| 71 | Arts, Entertainment, and Recreation | 5,486 | 686,942 | .53 | 10.7 | 18.28 | 16.63 |
| 721 | Accommodation | 2,360 | 838,199 | .65 | 4.2 | 22.31 | 21.55 |
| 81 | Other Services (except Public Administration) | 61,343 | 1,750,548 | 1.35 | 5.4 | 46.58 | 44.51 |
| 92 | Public Administration | 1,255 | 147,173 | .11 | -5.6 | 3.92 | 4.18 |
| Others | Others | 184 | 1,700,193 | 1.31 | 18.3 | 45.24 | 38.51 |
| Total All Other Outlets | | 324,315 | 41,552,663 | 31.98 | 10.0 | 1,105.75 | 1,012.06 |
| Total All Outlets | | 969,643 | 129,926,975 | 100.00 | 9.6 | 3,457.47 | 3,176.69 |
| Historical Data | | | | | | | |
| Comparable data for total all outlets: | | | | | | | |
| | 2006 | 1,048,358 | 141,957,258 | | 5.4 | 3,916.41 | |
| | 2007 | 1,032,920 | 143,170,584 | | 0.9 | 3,916.84 | |
| | 2008 | 1,034,675 | 139,913,845 | | -2.3 | 3,796.21 | |
| | 2009 | 953,851 | 113,361,318 | | -19.0 | 3,057.44 | |
| | 2010 | 978,047 | 118,549,393 | | 4.6 | 3,176.69 | |

Footnotes on page 33

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

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

(Taxable transactions in thousands of dollars)

| County | Sales tax permits as of July 1, 2011 | | | Taxable transactions | | | Total | Percent change year to year |
|------------------------|--------------------------------------|-----------------------------|----------------|----------------------|-----------------------------|---------------------|----------------------|-----------------------------|
| | Incorporated cities | Outside incorporated cities | Total | Incorporated cities | Outside incorporated cities | Unallocated b/ | | |
| Alameda | 36,679 | 1,898 | 38,577 | \$4,856,678 | \$180,739 | \$678,449 | \$5,715,865 | 7.7 |
| Alpine | -- | 66 | 66 | -- | 2,189 | 2,464 | 4,653 | 18.0 |
| Amador | 643 | 704 | 1,347 | 26,997 | 59,746 | 11,849 | 98,592 | 8.8 |
| Butte | 4,312 | 1,605 | 5,917 | 518,195 | 70,148 | 72,928 | 661,271 | 6.4 |
| Calaveras | 174 | 1,311 | 1,485 | 14,835 | 46,214 | 10,550 | 71,599 | 3.1 |
| Colusa | 276 | 222 | 498 | 46,034 | 51,338 | 14,903 | 112,275 | -2.7 |
| Contra Costa | 18,557 | 2,596 | 21,153 | 2,569,662 | 263,320 | 371,133 | 3,204,115 | 8.5 |
| Del Norte | 241 | 312 | 553 | 24,152 | 18,510 | 9,166 | 51,828 | 2.9 |
| El Dorado | 1,376 | 4,213 | 5,589 | 133,017 | 206,421 | 54,265 | 393,704 | 3.8 |
| Fresno | 16,022 | 3,216 | 19,238 | 2,178,992 | 363,274 | 335,796 | 2,878,062 | 13.1 |
| Glenn | 402 | 294 | 696 | 48,511 | 26,160 | 11,401 | 86,071 | 8.3 |
| Humboldt | 2,682 | 1,809 | 4,491 | 274,937 | 106,460 | 40,750 | 422,147 | -2.4 |
| Imperial | 2,979 | 411 | 3,390 | 404,216 | 51,569 | 74,297 | 530,082 | 7.1 |
| Inyo | 377 | 308 | 685 | 43,551 | 25,753 | 9,845 | 79,149 | -1.2 |
| Kern | 10,317 | 5,374 | 15,691 | 1,829,757 | 1,184,934 | 446,103 | 3,460,794 | 31.1 |
| Kings | 1,744 | 395 | 2,139 | 243,588 | 46,395 | 54,058 | 344,041 | 17.7 |
| Lake | 534 | 1,157 | 1,691 | 56,180 | 56,208 | 15,922 | 128,310 | 11.3 |
| Lassen | 272 | 319 | 591 | 29,518 | 15,262 | 14,177 | 58,957 | 9.0 |
| Los Angeles | 252,334 | 14,534 | 266,868 | 27,143,242 | 1,145,621 | 3,141,692 | 31,430,556 | 8.5 |
| Madera | 1,287 | 1,594 | 2,881 | 152,427 | 135,597 | 45,076 | 333,100 | 10.4 |
| Marin | 8,269 | 1,637 | 9,906 | 818,646 | 85,276 | 100,320 | 1,004,241 | 4.3 |
| Mariposa | -- | 643 | 643 | -- | 46,329 | 4,014 | 50,343 | 7.1 |
| Mendocino | 1,528 | 2,088 | 3,616 | 168,684 | 104,007 | 23,453 | 296,144 | 7.7 |
| Merced | 2,696 | 909 | 3,605 | 392,083 | 137,138 | 70,949 | 600,170 | 11.4 |
| Modoc | 160 | 187 | 347 | 10,509 | 4,001 | 6,779 | 21,288 | 13.9 |
| Mono | 365 | 221 | 586 | 31,000 | 8,875 | 8,710 | 48,585 | 11.8 |
| Monterey | 7,250 | 3,018 | 10,268 | 1,024,582 | 195,467 | 125,827 | 1,345,876 | 5.6 |
| Napa | 3,726 | 1,519 | 5,245 | 409,530 | 152,397 | 65,880 | 627,807 | 7.4 |
| Nevada | 1,896 | 1,994 | 3,890 | 175,653 | 41,910 | 39,721 | 257,285 | 2.9 |
| Orange | 90,607 | 1,600 | 92,207 | 11,619,904 | 177,307 | 1,196,601 | 12,993,812 | 8.9 |
| Placer | 7,686 | 3,434 | 11,120 | 1,217,096 | 264,595 | 142,326 | 1,624,017 | 10.4 |
| Plumas | 93 | 843 | 936 | 3,785 | 29,471 | 14,848 | 48,104 | 10.8 |
| Riverside | 40,845 | 6,041 | 46,886 | 5,161,648 | 673,565 | 595,908 | 6,431,120 | 11.7 |
| Sacramento | 20,454 | 11,228 | 31,682 | 2,609,889 | 1,392,794 | 529,282 | 4,531,964 | 7.8 |
| San Benito | 873 | 344 | 1,217 | 72,018 | 28,624 | 16,935 | 117,578 | 11.6 |
| San Bernardino | 42,192 | 5,599 | 47,791 | 5,693,252 | 422,281 | 651,247 | 6,766,780 | 10.2 |
| San Diego | 72,367 | 11,604 | 83,971 | 9,549,870 | 514,961 | 1,153,963 | 11,218,794 | 8.8 |
| San Francisco | 26,936 | -- | 26,936 | 3,643,522 | -- | -- | 3,643,522 | 9.9 |
| San Joaquin | 9,920 | 2,530 | 12,450 | 1,559,862 | 314,450 | 238,483 | 2,112,796 | 9.2 |
| San Luis Obispo | 5,989 | 3,458 | 9,447 | 712,500 | 193,609 | 96,319 | 1,002,433 | 13.1 |
| San Mateo | 17,386 | 1,609 | 18,995 | 2,489,909 | 369,984 | 344,738 | 3,204,630 | 8.2 |
| Santa Barbara | 9,890 | 2,412 | 12,302 | 1,141,877 | 142,312 | 152,731 | 1,436,919 | 9.0 |
| Santa Clara | 42,099 | 1,291 | 43,390 | 7,242,211 | 97,841 | 1,106,315 | 8,446,366 | 12.4 |
| Santa Cruz | 4,543 | 3,758 | 8,301 | 471,786 | 195,645 | 71,047 | 738,477 | 7.8 |
| Shasta | 3,631 | 1,829 | 5,460 | 490,999 | 83,701 | 65,136 | 639,836 | 6.4 |
| Sierra | 23 | 93 | 116 | 866 | 1,311 | 1,065 | 3,242 | -45.5 |
| Siskiyou | 1,133 | 671 | 1,804 | 86,395 | 17,712 | 23,774 | 127,881 | 18.9 |
| Solano | 7,469 | 447 | 7,916 | 1,212,403 | 43,122 | 136,322 | 1,391,847 | 7.2 |
| Sonoma | 11,161 | 5,811 | 16,972 | 1,275,660 | 304,143 | 164,122 | 1,743,925 | 8.4 |
| Stanislaus | 7,442 | 2,275 | 9,717 | 1,176,206 | 328,342 | 166,802 | 1,671,350 | 9.5 |
| Sutter | 1,442 | 442 | 1,884 | 235,402 | 75,285 | 29,481 | 340,168 | 6.6 |
| Tehama | 746 | 728 | 1,474 | 133,488 | 24,075 | 16,738 | 174,301 | 23.9 |
| Trinity | -- | 529 | 529 | -- | 18,385 | 3,002 | 21,387 | 15.4 |
| Tulare | 6,109 | 2,339 | 8,448 | 978,000 | 179,971 | 126,926 | 1,284,898 | 10.9 |
| Tuolumne | 547 | 1,309 | 1,856 | 58,947 | 71,060 | 16,168 | 146,175 | 11.5 |
| Ventura | 20,201 | 1,831 | 22,032 | 2,385,563 | 100,460 | 262,864 | 2,748,888 | 8.6 |
| Yolo | 3,554 | 424 | 3,978 | 645,792 | 69,318 | 101,417 | 816,526 | 5.3 |
| Yuba | 403 | 812 | 1,215 | 47,812 | 55,526 | 23,559 | 126,897 | 11.6 |
| Statewide | -- | -- | 6,959 | -- | -- | 55,430 | 55,430 | 14.1 |
| TOTAL | 832,839 | 129,845 | 969,643 | \$105,541,842 | \$11,021,107 | \$13,364,026 | \$129,926,975 | 9.6 |
| HISTORICAL DATA | | | | | | | | |
| 2006 | 896,173 | 143,867 | 1,048,358 | 115,113,412 | 11,935,899 | 14,907,947 | 141,957,258 | 5.4 |
| 2007 | 882,380 | 142,371 | 1,032,920 | 116,197,543 | 11,924,715 | 15,048,326 | 143,170,584 | 0.9 |
| 2008 | 884,892 | 141,980 | 1,034,675 | 113,195,551 | 12,074,327 | 14,643,967 | 139,913,845 | -2.3 |
| 2009 | 816,204 | 130,561 | 953,851 | 92,249,827 | 9,454,622 | 11,656,869 | 113,361,318 | -19.0 |
| 2010 | 838,775 | 132,198 | 978,047 | 96,738,132 | 9,769,504 | 12,041,757 | 118,549,393 | 4.6 |

Footnotes on page 33

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

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

(Taxable transactions in thousands of dollars)

| Type of business | ALAMEDA | | BUTTE | | CONTRA COSTA | | EL DORADO | |
|---|---------------|----------------------|--------------|----------------------|---------------|----------------------|--------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 1,208 | 578,186 | 236 | 57,864 | 712 | 332,233 | 179 | 38,192 |
| New Car Dealers | 102 | 454,524 | 17 | 37,580 | 59 | 260,709 | 12 | 26,667 |
| Used Car Dealers | 317 | 41,722 | 51 | 3,796 | 192 | 22,906 | 28 | 2,501 |
| Other Motor Vehicle Dealers | 109 | 25,186 | 31 | 4,393 | 68 | 9,651 | 23 | 1,187 |
| Auto. Parts, Accessories and Tire Stores | 680 | 56,753 | 137 | 12,095 | 393 | 38,967 | 116 | 7,837 |
| Furniture and Home Furnishings Stores | 672 | 101,317 | 92 | 8,700 | 435 | 55,942 | 87 | 3,965 |
| Furniture Stores | 314 | 68,562 | 37 | 4,481 | 189 | 27,439 | 28 | 1,197 |
| Home Furnishings Stores | 358 | 32,755 | 55 | 4,219 | 246 | 28,503 | 59 | 2,768 |
| Electronics and Appliance Stores | 985 | 129,743 | 131 | 15,608 | 495 | 87,712 | 113 | 2,846 |
| Appliance, T.V., and Other Electronics Stores | 355 | 77,005 | 58 | 11,243 | 181 | 58,032 | 36 | 957 |
| Computer and Software Stores | 594 | 51,440 | 68 | 4,316 | 288 | 28,684 | 72 | 1,831 |
| Camera and Photographic Supplies Stores | 36 | 1,298 | 5 | 50 | 26 | 997 | 5 | 59 |
| Bldg. Matrl. and Garden Equip. and Supplies | 627 | 302,843 | 190 | 57,996 | 398 | 206,367 | 149 | 31,938 |
| Building Material and Supplies Dealers | 490 | 281,037 | 120 | 45,943 | 285 | 177,957 | 95 | 26,062 |
| Lawn and Garden Equip. and Supplies Stores | 137 | 21,806 | 70 | 12,053 | 113 | 28,411 | 54 | 5,876 |
| Food and Beverage Stores | 1,366 | 223,115 | 150 | 37,313 | 655 | 167,453 | 159 | 31,344 |
| Supermarkets and Other Grocery Stores | 578 | 155,219 | 72 | 30,826 | 279 | 126,017 | 54 | 26,195 |
| Convenience Stores | 214 | 17,533 | 24 | 2,658 | 116 | 15,461 | 22 | 2,061 |
| Specialty Food Stores | 285 | 7,068 | 29 | 241 | 141 | 4,276 | 36 | 558 |
| Beer, Wine, and Liquor Stores | 289 | 43,295 | 25 | 3,587 | 119 | 21,699 | 47 | 2,531 |
| Health and Personal Care Stores | 682 | 107,521 | 114 | 13,155 | 474 | 69,408 | 105 | 9,469 |
| Pharmacies and Drug Stores | 158 | 70,976 | 38 | 10,259 | 109 | 50,525 | 28 | 8,148 |
| Health and Personal Care Stores | 524 | 36,545 | 76 | 2,896 | 365 | 18,883 | 77 | 1,321 |
| Gasoline Stations | 417 | 563,651 | 82 | 77,997 | 309 | 402,552 | 54 | 63,043 |
| Clothing and Clothing Accessories Stores | 2,249 | 236,136 | 255 | 22,073 | 1,286 | 164,262 | 273 | 10,131 |
| Men's Clothing Stores | 79 | 7,047 | 5 | 959 | 58 | 6,293 | 6 | # |
| Women's Clothing Stores | 319 | 34,415 | 42 | 4,645 | 205 | 25,445 | 32 | 1,648 |
| Family Clothing Stores, Accessories, and Other Stores | 1,229 | 150,497 | 139 | 11,924 | 655 | 100,250 | 161 | 7,745 # |
| Shoe Stores | 148 | 28,659 | 21 | 3,017 | 87 | 16,024 | 4 | 222 |
| Jewelry, Luggage, and Leather Goods Stores | 474 | 15,518 | 48 | 1,528 | 281 | 16,250 | 70 | 516 |
| Sporting Goods, Hobby, Book, and Music Stores | 1,122 | 112,001 | 190 | 14,632 | 645 | 71,327 | 207 | 6,278 |
| Sporting Goods Stores | 257 | 46,068 | 85 | 6,075 | 208 | 31,804 | 92 | 4,589 |
| Hobby, Toy and Musical Instrument Stores | 309 | 34,917 | 42 | 4,292 | 163 | 25,865 | 40 | 655 |
| Book, Periodical, and Music Stores | 556 | 31,016 | 63 | 4,265 | 274 | 13,658 | 75 | 1,034 |
| General Merchandise Stores | 486 | 423,953 | 53 | 77,861 | 250 | 336,587 | 57 | 26,231 |
| Miscellaneous Store Retailers | 4,919 | 233,922 | 728 | 22,778 | 2,865 | 97,244 | 833 | 14,983 |
| Florists | 220 | 4,712 | 15 | 307 | 122 | 2,096 | 25 | 320 |
| Office Supplies and Stationery Stores | 77 | 91,100 | 10 | 2,300 | 45 | 13,185 | 9 | 1,964 |
| Gift, Novelty, and Souvenir Stores | 535 | 10,993 | 127 | 1,523 | 307 | 6,239 | 211 | 2,619 |
| Used Merchandise Stores | 391 | 7,098 | 130 | 1,494 | 176 | 4,200 | 60 | 1,441 |
| Other Miscellaneous Store Retailers | 3,696 | 120,020 | 446 | 17,154 | 2,215 | 71,523 | 528 | 8,639 |
| Nonstore Retailers | 5,741 | 19,559 | 1,322 | 3,611 | 3,274 | 12,779 | 1,166 | 5,177 |
| Food Services and Drinking Places | 4,335 | 534,509 | 538 | 58,972 | 2,132 | 301,063 | 467 | 42,696 |
| Full-Service Restaurants | 1,351 | 249,520 | 196 | 27,521 | 716 | 147,950 | 198 | 23,233 |
| Limited-Service Eating Places | 2,341 | 242,623 | 267 | 27,664 | 1,146 | 134,177 | 234 | 18,097 |
| Special Food Services | 481 | 25,316 | 48 | 1,151 | 178 | 7,454 | 22 | 740 |
| Drinking Places (Alcoholic Beverages) | 162 | 17,049 | 27 | 2,637 | 92 | 11,481 | 13 | 628 |
| Total Retail and Food Services | 24,809 | 3,566,455 | 4,081 | 468,561 | 13,930 | 2,304,928 | 3,849 | 286,293 |
| All Other Outlets | 13,768 | 2,149,410 | 1,836 | 192,711 | 7,223 | 899,187 | 1,740 | 107,411 |
| Total All Outlets | 38,577 | 5,715,865 | 5,917 | 661,271 | 21,153 | 3,204,115 | 5,589 | 393,704 |
| Historical Data | | | | | | | | |
| Comparable data for total all outlets: | | | | | | | | |
| 2006 | 41,951 | 6,356,385 | 6,305 | 722,399 | 23,249 | 3,484,750 | 6,216 | 468,483 |
| 2007 | 42,014 | 6,484,363 | 6,231 | 727,576 | 23,181 | 3,558,538 | 6,122 | 479,146 |
| 2008 | 41,783 | 6,254,512 | 6,300 | 722,414 | 23,149 | 3,478,408 | 6,132 | 466,139 |
| 2009 | 38,663 | 5,005,818 | 5,840 | 599,889 | 21,395 | 2,926,826 | 5,592 | 371,864 |
| 2010 | 40,348 | 5,308,793 | 5,961 | 621,484 | 21,784 | 2,954,267 | 5,702 | 379,361 |

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

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

(Taxable transactions in thousands of dollars)

| Type of business | FRESNO | | HUMBOLDT | | IMPERIAL | | KERN | |
|---|---------------|----------------------|--------------|----------------------|--------------|----------------------|---------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 1,009 | 315,965 | 125 | 41,920 | 155 | 50,338 | 722 | 267,918 |
| New Car Dealers | 68 | 186,118 | 12 | 21,873 | 8 | 32,884 | 48 | 182,803 |
| Used Car Dealers | 268 | 60,133 | 29 | 6,220 | 27 | 5,135 # | 140 | 24,079 |
| Other Motor Vehicle Dealers | 58 | 21,259 | 13 | 2,158 | 11 | # | 49 | 15,307 |
| Auto. Parts, Accessories and Tire Stores | 615 | 48,456 | 71 | 11,669 | 109 | 12,319 | 485 | 45,729 |
| Furniture and Home Furnishings Stores | 387 | 41,933 | 49 | 4,789 | 45 | 1,991 | 238 | 86,444 |
| Furniture Stores | 224 | 27,848 | 19 | 2,513 | 25 | 431 | 128 | 76,706 |
| Home Furnishings Stores | 163 | 14,084 | 30 | 2,276 | 20 | 1,560 | 110 | 9,738 |
| Electronics and Appliance Stores | 473 | 41,801 | 68 | 5,223 | 59 | 8,386 | 272 | 35,852 |
| Appliance, T.V., and Other Electronics Stores | 236 | 24,479 | 25 | 2,528 # | 29 | # | 158 | 19,579 |
| Computer and Software Stores | 216 | 16,189 | 40 | 2,695 | 30 | 8,386 # | 105 | 16,228 |
| Camera and Photographic Supplies Stores | 21 | 1,133 | 3 | # | -- | -- | 9 | 44 |
| Bldg. Matrl. and Garden Equip. and Supplies | 412 | 173,711 | 174 | 50,961 | 95 | 21,383 | 328 | 155,087 |
| Building Material and Supplies Dealers | 251 | 127,833 | 98 | 34,663 | 57 | 16,898 | 218 | 127,009 |
| Lawn and Garden Equip. and Supplies Stores | 161 | 45,878 | 76 | 16,299 | 38 | 4,485 | 110 | 28,078 |
| Food and Beverage Stores | 784 | 153,558 | 129 | 29,137 | 109 | 16,845 | 658 | 130,867 |
| Supermarkets and Other Grocery Stores | 389 | 117,228 | 72 | 25,161 | 57 | 12,720 | 382 | 107,641 |
| Convenience Stores | 126 | 12,244 | 16 | 1,513 # | 20 | 2,938 | 106 | 13,446 |
| Specialty Food Stores | 118 | 1,801 | 24 | # | 24 | 533 | 93 | 1,340 |
| Beer, Wine, and Liquor Stores | 151 | 22,286 | 17 | 2,463 | 8 | 654 | 77 | 8,441 |
| Health and Personal Care Stores | 390 | 48,196 | 82 | 9,838 | 61 | 4,319 | 339 | 39,561 |
| Pharmacies and Drug Stores | 139 | 34,569 | 38 | 8,417 | 23 | 2,619 | 123 | 29,954 |
| Health and Personal Care Stores | 251 | 13,627 | 44 | 1,421 | 38 | 1,700 | 216 | 9,608 |
| Gasoline Stations | 330 | 336,225 | 65 | 44,708 | 68 | 61,794 | 357 | 462,796 |
| Clothing and Clothing Accessories Stores | 1,640 | 105,056 | 188 | 10,012 | 336 | 32,672 | 736 | 70,375 |
| Men's Clothing Stores | 45 | 3,148 | 5 | 493 | 13 | 408 | 31 | 1,728 |
| Women's Clothing Stores | 179 | 21,158 | 27 | 1,474 | 79 | 5,592 | 97 | 13,004 |
| Family Clothing Stores, Accessories, and Other Stores | 1,129 | 61,844 | 109 | 5,256 | 169 | 20,986 | 409 | 38,918 |
| Shoe Stores | 94 | 11,008 | 9 | 1,274 | 50 | 3,864 | 75 | 9,596 |
| Jewelry, Luggage, and Leather Goods Stores | 193 | 7,899 | 38 | 1,515 | 25 | 1,821 | 124 | 7,129 |
| Sporting Goods, Hobby, Book, and Music Stores | 603 | 47,817 | 134 | 9,814 | 81 | 4,354 | 392 | 32,539 |
| Sporting Goods Stores | 210 | 18,142 | 52 | 5,128 | 35 | 973 | 156 | 14,348 |
| Hobby, Toy and Musical Instrument Stores | 164 | 17,439 | 30 | 2,610 | 30 | 2,729 | 111 | 12,210 |
| Book, Periodical, and Music Stores | 229 | 12,237 | 52 | 2,076 | 16 | 652 | 125 | 5,982 |
| General Merchandise Stores | 316 | 290,718 | 36 | 42,361 | 71 | 90,849 | 248 | 243,985 |
| Miscellaneous Store Retailers | 2,207 | 86,068 | 558 | 13,408 | 489 | 7,432 | 1,690 | 61,008 |
| Florists | 73 | 2,314 | 14 | 272 | 15 | 263 | 71 | 1,740 |
| Office Supplies and Stationery Stores | 41 | 21,253 | 5 | 2,050 | 5 | 1,814 | 29 | 11,090 |
| Gift, Novelty, and Souvenir Stores | 500 | 7,093 | 92 | 1,518 | 33 | 724 | 246 | 3,967 |
| Used Merchandise Stores | 496 | 4,147 | 58 | 2,059 | 266 | 445 | 247 | 2,622 |
| Other Miscellaneous Store Retailers | 1,097 | 51,260 | 389 | 7,509 | 170 | 4,186 | 1,097 | 41,588 |
| Nonstore Retailers | 2,147 | 11,892 | 1,186 | 3,954 | 446 | 1,628 | 3,217 | 14,305 |
| Food Services and Drinking Places | 1,961 | 241,974 | 378 | 35,062 | 324 | 37,436 | 1,606 | 209,317 |
| Full-Service Restaurants | 641 | 107,020 | 161 | 19,615 | 74 | 11,048 | 549 | 85,039 |
| Limited-Service Eating Places | 1,073 | 126,964 | 161 | 13,752 | 201 | 25,589 | 850 | 118,060 |
| Special Food Services | 192 | 4,834 | 36 | 376 | 31 | 184 | 148 | 3,296 |
| Drinking Places (Alcoholic Beverages) | 55 | 3,155 | 20 | 1,319 | 18 | 615 | 59 | 2,921 |
| Total Retail and Food Services | 12,659 | 1,894,915 | 3,172 | 301,186 | 2,339 | 339,427 | 10,803 | 1,810,053 |
| All Other Outlets | 6,579 | 983,146 | 1,319 | 120,961 | 1,051 | 190,655 | 4,888 | 1,650,740 |
| Total All Outlets | 19,238 | 2,878,062 | 4,491 | 422,147 | 3,390 | 530,082 | 15,691 | 3,460,794 |
| Historical Data | | | | | | | | |
| Comparable data for total all outlets: | | | | | | | | |
| 2006 | 20,266 | 3,240,875 | 4,735 | 430,126 | 4,421 | 547,474 | 16,402 | 3,115,465 |
| 2007 | 20,415 | 3,241,671 | 4,712 | 440,123 | 4,079 | 548,819 | 16,679 | 3,090,112 |
| 2008 | 20,273 | 3,105,418 | 4,731 | 438,580 | 4,118 | 565,344 | 16,917 | 3,194,232 |
| 2009 | 19,004 | 2,549,588 | 4,532 | 381,535 | 3,432 | 438,673 | 15,331 | 2,506,959 |
| 2010 | 19,350 | 2,544,415 | 4,642 | 432,397 | 3,432 | 494,963 | 15,845 | 2,639,023 |

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

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

(Taxable transactions in thousands of dollars)

| Type of business | KINGS | | LOS ANGELES | | MARIN | | MENDOCINO | |
|---|--------------|----------------------|----------------|----------------------|--------------|----------------------|--------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 102 | 35,064 | 8,734 | 3,097,296 | 177 | 123,158 | 96 | 28,343 |
| New Car Dealers | 8 | 25,438 | 543 | 2,325,869 | 29 | 102,561 | 6 | 16,698 |
| Used Car Dealers | 18 | 1,752 | 1,801 | 336,946 | 40 | 8,723 | 16 | 1,300 |
| Other Motor Vehicle Dealers | 7 | 193 | 498 | 99,436 | 28 | 3,074 | 14 | 3,476 |
| Auto. Parts, Accessories and Tire Stores | 69 | 7,681 | 5,892 | 335,044 | 80 | 8,800 | 60 | 6,870 |
| Furniture and Home Furnishings Stores | 30 | 2,928 | 5,232 | 560,931 | 205 | 27,422 | 44 | 2,855 |
| Furniture Stores | 22 | 2,200 | 2,720 | 355,259 | 94 | 12,507 | 17 | 1,322 |
| Home Furnishings Stores | 8 | 728 | 2,512 | 205,672 | 111 | 14,915 | 27 | 1,533 |
| Electronics and Appliance Stores | 41 | 12,491 | 6,401 | 774,496 | 151 | 30,278 | 28 | 2,893 |
| Appliance, T.V., and Other Electronics Stores | 23 | 12,491 # | 3,294 | 454,447 | 54 | 21,909 | 17 | 1,852 # |
| Computer and Software Stores | 17 | # | 2,801 | 281,532 | 89 | 7,827 | 8 | 1,041 |
| Camera and Photographic Supplies Stores | 1 | # | 306 | 38,516 | 8 | 542 | 3 | # |
| Bldg. Matrl. and Garden Equip. and Supplies | 65 | 24,564 | 3,645 | 1,584,111 | 136 | 68,320 | 135 | 39,512 |
| Building Material and Supplies Dealers | 38 | 18,826 | 2,744 | 1,507,558 | 86 | 61,517 | 69 | 26,362 |
| Lawn and Garden Equip. and Supplies Stores | 27 | 5,738 | 901 | 76,553 | 50 | 6,803 | 66 | 13,150 |
| Food and Beverage Stores | 102 | 20,778 | 8,710 | 1,429,699 | 210 | 62,794 | 136 | 24,409 |
| Supermarkets and Other Grocery Stores | 53 | 14,719 | 3,265 | 1,068,959 | 85 | 46,248 | 56 | 21,714 |
| Convenience Stores | 17 | 4,030 | 1,565 | 119,808 | 27 | 7,129 | 12 | 1,255 |
| Specialty Food Stores | 15 | 122 | 2,183 | 50,780 | 47 | 1,238 | 35 | 482 |
| Beer, Wine, and Liquor Stores | 17 | 1,907 | 1,697 | 190,153 | 51 | 8,179 | 33 | 958 |
| Health and Personal Care Stores | 43 | 5,215 | 7,848 | 738,623 | 162 | 30,566 | 34 | 6,274 |
| Pharmacies and Drug Stores | 12 | 3,957 | 1,914 | 422,449 | 35 | 21,820 | 21 | 5,752 |
| Health and Personal Care Stores | 31 | 1,258 | 5,934 | 316,174 | 127 | 8,746 | 13 | 522 |
| Gasoline Stations | 42 | 45,656 | 2,186 | 3,566,193 | 67 | 98,494 | 53 | 50,628 |
| Clothing and Clothing Accessories Stores | 176 | 11,324 | 23,421 | 1,986,063 | 530 | 68,717 | 124 | 6,609 |
| Men's Clothing Stores | 4 | 58 | 926 | 59,267 | 17 | 2,037 | 6 | 202 |
| Women's Clothing Stores | 16 | 1,702 | 3,930 | 342,090 | 94 | 12,488 | 24 | 1,451 |
| Family Clothing Stores, Accessories, and Other Stores | 115 | 6,823 | 12,893 | 1,195,706 | 268 | 48,112 | 61 | 3,903 |
| Shoe Stores | 15 | 1,463 | 1,919 | 212,926 | 27 | 2,308 | 10 | 495 |
| Jewelry, Luggage, and Leather Goods Stores | 26 | 1,277 | 3,753 | 176,074 | 124 | 3,772 | 23 | 558 |
| Sporting Goods, Hobby, Book, and Music Stores | 56 | 2,788 | 7,580 | 567,691 | 327 | 34,068 | 114 | 5,053 |
| Sporting Goods Stores | 19 | 705 | 1,990 | 211,352 | 100 | 19,717 | 39 | 2,679 |
| Hobby, Toy and Musical Instrument Stores | 15 | 1,504 | 2,195 | 211,929 | 70 | 8,388 | 27 | 1,322 |
| Book, Periodical, and Music Stores | 22 | 580 | 3,395 | 144,410 | 157 | 5,964 | 48 | 1,051 |
| General Merchandise Stores | 37 | 36,561 | 6,583 | 2,566,182 | 60 | 63,092 | 27 | 18,963 |
| Miscellaneous Store Retailers | 258 | 7,262 | 33,222 | 1,162,012 | 1,206 | 42,403 | 441 | 11,478 |
| Florists | 5 | 243 | 1,297 | 31,497 | 47 | 1,383 | 12 | 80 |
| Office Supplies and Stationery Stores | 5 | # | 794 | 282,965 | 16 | 6,120 | 7 | # |
| Gift, Novelty, and Souvenir Stores | 53 | 439 | 4,801 | 92,583 | 194 | 3,753 | 74 | 1,626 |
| Used Merchandise Stores | 64 | 395 | 3,763 | 39,525 | 130 | 2,745 | 40 | 429 |
| Other Miscellaneous Store Retailers | 131 | 6,185 # | 22,567 | 715,442 | 819 | 28,401 | 308 | 9,343 # |
| Nonstore Retailers | 268 | 2,409 | 40,431 | 232,349 | 2,012 | 7,101 | 945 | 4,421 |
| Food Services and Drinking Places | 260 | 29,317 | 25,879 | 3,848,127 | 750 | 116,154 | 291 | 25,265 |
| Full-Service Restaurants | 64 | 7,190 | 7,661 | 1,880,873 | 343 | 80,343 | 148 | 13,103 |
| Limited-Service Eating Places | 156 | 20,803 | 15,282 | 1,733,519 | 294 | 30,020 | 99 | 10,455 |
| Special Food Services | 30 | 880 | 2,350 | 174,532 | 96 | 3,787 | 27 | 119 |
| Drinking Places (Alcoholic Beverages) | 10 | 444 | 586 | 59,203 | 17 | 2,004 | 17 | 1,588 |
| Total Retail and Food Services | 1,480 | 236,358 | 179,872 | 22,113,773 | 5,993 | 772,568 | 2,468 | 226,704 |
| All Other Outlets | 659 | 107,683 | 86,996 | 9,316,783 | 3,913 | 231,674 | 1,148 | 69,440 |
| Total All Outlets | 2,139 | 344,041 | 266,868 | 31,430,556 | 9,906 | 1,004,241 | 3,616 | 296,144 |
| Historical Data | | | | | | | | |
| Comparable data for total all outlets: | | | | | | | | |
| 2006 | 2,153 | 337,066 | 295,701 | 34,359,141 | 11,025 | 1,081,727 | 3,699 | 322,618 |
| 2007 | 2,178 | 338,153 | 290,344 | 34,955,755 | 10,851 | 1,105,495 | 3,749 | 341,986 |
| 2008 | 2,144 | 363,004 | 289,802 | 34,710,709 | 10,761 | 1,082,503 | 3,742 | 335,452 |
| 2009 | 1,998 | 303,907 | 264,928 | 27,956,745 | 10,226 | 902,107 | 3,637 | 269,422 |
| 2010 | 2,082 | 292,370 | 271,293 | 28,963,332 | 10,242 | 963,222 | 3,705 | 274,924 |

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

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

(Taxable transactions in thousands of dollars)

| Type of business | MERCED | | MONTEREY | | NAPA | | NEVADA | |
|---|--------------|----------------------|---------------|----------------------|--------------|----------------------|--------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 198 | 49,024 | 325 | 144,149 | 82 | 34,093 | 114 | 14,188 |
| New Car Dealers | 28 | 28,580 | 34 | 94,715 | 12 | 25,047 | 1 | # |
| Used Car Dealers | 41 | 9,317 | 74 | 24,314 | 8 | 1,078 | 12 | 1,952 # |
| Other Motor Vehicle Dealers | 11 | 842 | 29 | 3,835 | 15 | 1,560 | 21 | 5,471 |
| Auto. Parts, Accessories and Tire Stores | 118 | 10,285 | 188 | 21,285 | 47 | 6,409 | 80 | 6,764 |
| Furniture and Home Furnishings Stores | 48 | 4,134 | 193 | 19,465 | 67 | 5,069 | 68 | 6,702 |
| Furniture Stores | 28 | 2,405 | 76 | 9,969 | 36 | 2,324 | 22 | 2,902 |
| Home Furnishings Stores | 20 | 1,729 | 117 | 9,496 | 31 | 2,745 | 46 | 3,799 |
| Electronics and Appliance Stores | 75 | 7,257 | 163 | 22,521 | 78 | 4,899 | 66 | 3,021 |
| Appliance, T.V., and Other Electronics Stores | 43 | 5,240 # | 79 | 14,343 | 27 | 2,498 # | 20 | 1,506 # |
| Computer and Software Stores | 30 | 2,017 | 69 | 7,267 | 47 | 2,401 | 40 | 1,515 |
| Camera and Photographic Supplies Stores | 2 | # | 15 | 911 | 4 | # | 6 | # |
| Bldg. Matrl. and Garden Equip. and Supplies | 99 | 31,906 | 181 | 78,043 | 84 | 41,342 | 133 | 34,754 |
| Building Material and Supplies Dealers | 56 | 28,517 | 113 | 54,795 | 55 | 38,058 | 84 | 27,454 |
| Lawn and Garden Equip. and Supplies Stores | 43 | 3,389 | 68 | 23,247 | 29 | 3,284 | 49 | 7,301 |
| Food and Beverage Stores | 189 | 34,118 | 384 | 72,182 | 377 | 42,622 | 98 | 20,883 |
| Supermarkets and Other Grocery Stores | 99 | 22,234 | 177 | 49,635 | 64 | 24,564 | 39 | 18,832 |
| Convenience Stores | 36 | # | 63 | 12,413 | 18 | 2,787 | 15 | 1,390 |
| Specialty Food Stores | 29 | 8,782 # | 86 | 3,051 | 27 | 518 | 28 | 149 |
| Beer, Wine, and Liquor Stores | 25 | 3,102 | 58 | 7,083 | 268 | 14,753 | 16 | 513 |
| Health and Personal Care Stores | 94 | 7,796 | 131 | 23,480 | 52 | 7,104 | 75 | 7,414 |
| Pharmacies and Drug Stores | 26 | 6,265 | 41 | 19,311 | 12 | 4,569 | 12 | 6,138 |
| Health and Personal Care Stores | 68 | 1,531 | 90 | 4,170 | 40 | 2,535 | 63 | 1,276 |
| Gasoline Stations | 91 | 134,225 | 133 | 166,811 | 33 | 66,334 | 31 | 30,684 |
| Clothing and Clothing Accessories Stores | 228 | 13,138 | 638 | 62,591 | 196 | 24,768 | 200 | 5,035 |
| Men's Clothing Stores | 8 | # | 28 | 2,478 | 7 | 815 | 7 | # |
| Women's Clothing Stores | 21 | 2,254 | 101 | 11,352 | 33 | 4,441 | 28 | 1,320 |
| Family Clothing Stores, Accessories, and Other Stores | 151 | 7,989 # | 323 | 31,695 | 103 | 12,549 | 115 | 2,507 # |
| Shoe Stores | 16 | 1,694 | 55 | 7,872 | 20 | 3,779 | 5 | 505 |
| Jewelry, Luggage, and Leather Goods Stores | 32 | 1,201 | 131 | 9,195 | 33 | 3,182 | 45 | 703 |
| Sporting Goods, Hobby, Book, and Music Stores | 104 | 6,742 | 244 | 21,980 | 109 | 7,703 | 160 | 6,262 |
| Sporting Goods Stores | 34 | 2,178 | 91 | 10,516 | 38 | 3,267 | 66 | 4,324 |
| Hobby, Toy and Musical Instrument Stores | 24 | 2,569 | 57 | 7,709 | 28 | 3,287 | 28 | 408 |
| Book, Periodical, and Music Stores | 46 | 1,994 | 96 | 3,754 | 43 | 1,149 | 66 | 1,530 |
| General Merchandise Stores | 65 | 72,002 | 107 | 112,639 | 27 | 43,155 | 33 | 10,297 |
| Miscellaneous Store Retailers | 396 | 12,648 | 1,094 | 46,604 | 450 | 21,042 | 580 | 10,949 |
| Florists | 16 | 259 | 58 | 1,654 | 23 | 989 | 12 | 297 |
| Office Supplies and Stationery Stores | 7 | 1,516 | 18 | 5,183 | 3 | # | 7 | 2,052 |
| Gift, Novelty, and Souvenir Stores | 93 | 548 | 250 | 8,348 | 59 | 1,093 | 138 | 996 |
| Used Merchandise Stores | 63 | 403 | 144 | 2,442 | 38 | 601 | 67 | 644 |
| Other Miscellaneous Store Retailers | 217 | 9,922 | 624 | 28,978 | 327 | 18,358 # | 356 | 6,960 |
| Nonstore Retailers | 443 | 2,403 | 2,329 | 6,976 | 943 | 4,249 | 806 | 3,700 |
| Food Services and Drinking Places | 426 | 47,914 | 1,031 | 145,167 | 342 | 81,117 | 265 | 24,628 |
| Full-Service Restaurants | 140 | 17,985 | 427 | 83,270 | 143 | 60,353 | 103 | 12,954 |
| Limited-Service Eating Places | 223 | 28,842 | 478 | 54,723 | 132 | 15,479 | 132 | 10,795 |
| Special Food Services | 49 | 547 | 104 | 6,349 | 56 | 3,712 | 22 | 357 |
| Drinking Places (Alcoholic Beverages) | 14 | 539 | 22 | 826 | 11 | 1,573 | 8 | 522 |
| Total Retail and Food Services | 2,456 | 423,307 | 6,953 | 922,609 | 2,840 | 383,496 | 2,629 | 178,516 |
| All Other Outlets | 1,149 | 176,864 | 3,315 | 423,267 | 2,405 | 244,311 | 1,261 | 78,769 |
| Total All Outlets | 3,605 | 600,170 | 10,268 | 1,345,876 | 5,245 | 627,807 | 3,890 | 257,285 |
| Historical Data | | | | | | | | |
| Comparable data for total all outlets: | | | | | | | | |
| 2006 | 3,960 | 672,535 | 11,155 | 1,454,252 | 4,844 | 623,396 | 4,291 | 341,778 |
| 2007 | 3,946 | 655,060 | 11,161 | 1,464,152 | 4,948 | 669,393 | 4,228 | 333,334 |
| 2008 | 3,996 | 645,118 | 11,168 | 1,426,112 | 5,023 | 675,535 | 4,176 | 316,673 |
| 2009 | 3,617 | 524,794 | 10,125 | 1,183,539 | 4,992 | 567,391 | 3,871 | 243,592 |
| 2010 | 3,671 | 538,737 | 10,204 | 1,274,468 | 5,148 | 584,433 | 3,938 | 249,987 |

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

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, SECOND 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 | 3,037 | 1,406,337 | 414 | 313,471 | 1,915 | 737,035 | 1,477 | 457,671 |
| New Car Dealers | 227 | 1,032,638 | 37 | 204,719 | 109 | 511,246 | 71 | 297,832 |
| Used Car Dealers | 710 | 203,089 | 114 | 68,926 | 342 | 67,864 | 392 | 52,426 |
| Other Motor Vehicle Dealers | 329 | 57,609 | 62 | 18,770 | 250 | 58,110 | 105 | 34,158 |
| Auto. Parts, Accessories and Tire Stores | 1,771 | 113,001 | 201 | 21,056 | 1,214 | 99,815 | 909 | 73,255 |
| Furniture and Home Furnishings Stores | 2,055 | 217,788 | 228 | 44,927 | 1,027 | 103,348 | 626 | 61,227 |
| Furniture Stores | 962 | 131,966 | 110 | 29,926 | 471 | 64,959 | 280 | 33,919 |
| Home Furnishings Stores | 1,093 | 85,822 | 118 | 15,000 | 556 | 38,389 | 346 | 27,308 |
| Electronics and Appliance Stores | 2,913 | 614,969 | 285 | 65,235 | 951 | 116,045 | 803 | 143,936 |
| Appliance, T.V., and Other Electronics Stores | 1,102 | 211,057 | 112 | 36,285 # | 480 | 91,895 | 370 | 75,952 |
| Computer and Software Stores | 1,636 | 393,413 | 150 | 28,950 | 433 | 23,285 | 394 | 66,698 |
| Camera and Photographic Supplies Stores | 175 | 10,499 | 23 | # | 38 | 866 | 39 | 1,285 |
| Bldg. Matrl. and Garden Equip. and Supplies | 1,426 | 604,362 | 282 | 89,362 | 980 | 343,145 | 578 | 279,874 |
| Building Material and Supplies Dealers | 1,072 | 556,884 | 185 | 77,192 | 598 | 313,000 | 411 | 257,598 |
| Lawn and Garden Equip. and Supplies Stores | 354 | 47,479 | 97 | 12,170 | 382 | 30,145 | 167 | 22,275 |
| Food and Beverage Stores | 2,518 | 509,673 | 275 | 67,117 | 1,227 | 346,153 | 1,053 | 222,894 |
| Supermarkets and Other Grocery Stores | 988 | 374,176 | 82 | 49,590 | 474 | 254,068 | 406 | 168,157 |
| Convenience Stores | 326 | 44,503 | 45 | 6,293 | 219 | 53,781 | 202 | 25,400 |
| Specialty Food Stores | 731 | 24,348 | 103 | 2,720 | 322 | 6,951 | 282 | 4,192 |
| Beer, Wine, and Liquor Stores | 473 | 66,645 | 45 | 8,514 | 212 | 31,353 | 163 | 25,145 |
| Health and Personal Care Stores | 2,758 | 219,720 | 306 | 25,502 | 1,095 | 110,626 | 877 | 98,318 |
| Pharmacies and Drug Stores | 578 | 129,014 | 39 | 13,980 | 322 | 78,084 | 226 | 64,884 |
| Health and Personal Care Stores | 2,180 | 90,705 | 267 | 11,522 | 773 | 32,541 | 651 | 33,434 |
| Gasoline Stations | 684 | 1,281,115 | 109 | 203,401 | 475 | 874,877 | 361 | 479,266 |
| Clothing and Clothing Accessories Stores | 6,638 | 748,451 | 716 | 84,912 | 3,336 | 356,788 | 2,117 | 188,288 |
| Men's Clothing Stores | 225 | 22,329 | 14 | 2,023 | 138 | 12,569 | 64 | 8,030 |
| Women's Clothing Stores | 973 | 131,989 | 78 | 13,743 | 464 | 58,098 | 217 | 26,337 |
| Family Clothing Stores, Accessories, and Other Stores | 3,795 | 458,216 | 461 | 54,137 | 2,041 | 197,873 | 1,324 | 113,577 |
| Shoe Stores | 435 | 56,966 | 43 | 6,439 | 281 | 39,659 | 132 | 24,446 |
| Jewelry, Luggage, and Leather Goods Stores | 1,210 | 78,950 | 120 | 8,570 | 412 | 48,588 | 380 | 15,898 |
| Sporting Goods, Hobby, Book, and Music Stores | 3,002 | 257,353 | 460 | 41,003 | 1,238 | 100,039 | 1,081 | 101,394 |
| Sporting Goods Stores | 1,166 | 127,702 | 200 | 23,757 | 487 | 47,779 | 347 | 43,927 |
| Hobby, Toy and Musical Instrument Stores | 738 | 79,363 | 106 | 11,879 | 349 | 35,067 | 266 | 30,217 |
| Book, Periodical, and Music Stores | 1,098 | 50,288 | 154 | 5,366 | 402 | 17,193 | 468 | 27,251 |
| General Merchandise Stores | 1,583 | 1,117,305 | 171 | 137,520 | 804 | 720,520 | 475 | 478,245 |
| Miscellaneous Store Retailers | 10,781 | 404,887 | 1,545 | 45,513 | 5,709 | 170,149 | 4,118 | 138,540 |
| Florists | 467 | 11,766 | 46 | 766 | 171 | 3,240 | 167 | 2,670 |
| Office Supplies and Stationery Stores | 304 | 92,108 | 29 | 7,198 | 127 | 29,820 | 89 | 30,596 |
| Gift, Novelty, and Souvenir Stores | 1,814 | 35,237 | 329 | 3,520 | 871 | 15,459 | 877 | 11,764 |
| Used Merchandise Stores | 1,072 | 14,244 | 249 | 1,551 | 726 | 6,731 | 523 | 9,395 |
| Other Miscellaneous Store Retailers | 7,124 | 251,533 | 892 | 32,479 | 3,814 | 114,899 | 2,462 | 84,113 |
| Nonstore Retailers | 13,513 | 111,937 | 2,057 | 6,200 | 10,556 | 26,417 | 5,378 | 23,960 |
| Food Services and Drinking Places | 7,887 | 1,376,429 | 955 | 138,883 | 4,085 | 626,643 | 3,254 | 438,889 |
| Full-Service Restaurants | 2,462 | 721,578 | 371 | 77,000 | 1,239 | 273,144 | 1,085 | 208,404 |
| Limited-Service Eating Places | 4,483 | 565,689 | 512 | 58,576 | 2,403 | 331,339 | 1,760 | 208,187 |
| Special Food Services | 751 | 63,938 | 58 | 1,317 | 343 | 13,546 | 327 | 13,522 |
| Drinking Places (Alcoholic Beverages) | 191 | 25,224 | 14 | 1,990 | 100 | 8,613 | 82 | 8,775 |
| <i>Total Retail and Food Services</i> | 58,795 | 8,870,327 | 7,803 | 1,263,046 | 33,398 | 4,631,784 | 22,198 | 3,112,501 |
| <i>All Other Outlets</i> | 33,412 | 4,123,485 | 3,317 | 360,971 | 13,488 | 1,799,336 | 9,484 | 1,419,463 |
| <i>Total All Outlets</i> | 92,207 | 12,993,812 | 11,120 | 1,624,017 | 46,886 | 6,431,120 | 31,682 | 4,531,964 |
| Historical Data | | | | | | | | |
| Comparable data for total all outlets: | | | | | | | | |
| 2006 | 102,539 | 14,366,842 | 11,623 | 1,906,413 | 43,672 | 7,715,947 | 35,406 | 5,410,875 |
| 2007 | 99,088 | 14,564,882 | 11,676 | 1,974,661 | 45,279 | 7,445,499 | 35,023 | 5,379,623 |
| 2008 | 97,612 | 14,052,944 | 12,104 | 1,725,061 | 46,272 | 6,886,696 | 35,547 | 5,146,944 |
| 2009 | 90,231 | 11,248,375 | 11,135 | 1,423,619 | 42,765 | 5,513,354 | 31,644 | 4,157,867 |
| 2010 | 92,047 | 11,927,660 | 11,439 | 1,470,814 | 45,688 | 5,758,457 | 32,789 | 4,203,139 |

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

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

(Taxable transactions in thousands of dollars)

| Type of business | SAN BERNARDINO | | SAN DIEGO | | SAN FRANCISCO | | SAN JOAQUIN | |
|---|----------------|----------------------|---------------|----------------------|---------------|----------------------|---------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 2,306 | 748,681 | 2,918 | 1,251,943 | 238 | 115,270 | 694 | 219,111 |
| New Car Dealers | 85 | 458,986 | 245 | 907,118 | 22 | 91,305 | 36 | 128,011 |
| Used Car Dealers | 465 | 113,234 | 814 | 132,926 | 42 | 3,740 | 146 | 22,094 |
| Other Motor Vehicle Dealers | 209 | 62,388 | 357 | 77,318 | 28 | 7,363 | 72 | 29,351 |
| Auto. Parts, Accessories and Tire Stores | 1,547 | 114,073 | 1,502 | 134,581 | 146 | 12,862 | 440 | 39,655 |
| Furniture and Home Furnishings Stores | 947 | 101,908 | 1,517 | 215,461 | 552 | 80,612 | 194 | 33,066 |
| Furniture Stores | 462 | 66,960 | 616 | 137,303 | 270 | 36,714 | 92 | 9,786 |
| Home Furnishings Stores | 485 | 34,948 | 901 | 78,158 | 282 | 43,898 | 102 | 23,280 |
| Electronics and Appliance Stores | 969 | 109,272 | 2,016 | 334,170 | 512 | 99,871 | 261 | 29,526 |
| Appliance, T.V., and Other Electronics Stores | 510 | 82,021 | 843 | 200,194 | 192 | 42,713 | 142 | 21,405 |
| Computer and Software Stores | 407 | 27,044 | 1,060 | 128,155 | 265 | 50,004 | 107 | 7,880 |
| Camera and Photographic Supplies Stores | 52 | 207 | 113 | 5,821 | 55 | 7,154 | 12 | 242 |
| Bldg. Matrl. and Garden Equip. and Supplies | 843 | 334,572 | 1,462 | 554,838 | 318 | 102,969 | 281 | 121,216 |
| Building Material and Supplies Dealers | 577 | 319,659 | 928 | 514,831 | 235 | 97,259 | 183 | 107,745 |
| Lawn and Garden Equip. and Supplies Stores | 266 | 14,913 | 534 | 40,008 | 83 | 5,710 | 98 | 13,471 |
| Food and Beverage Stores | 1,368 | 301,422 | 2,178 | 505,764 | 1,196 | 154,409 | 631 | 98,215 |
| Supermarkets and Other Grocery Stores | 496 | 206,481 | 760 | 353,874 | 645 | 112,292 | 255 | 74,417 |
| Convenience Stores | 264 | 57,920 | 394 | 64,419 | 134 | 7,708 | 108 | 10,570 |
| Specialty Food Stores | 335 | 6,668 | 564 | 15,814 | 258 | 6,851 | 155 | 2,688 |
| Beer, Wine, and Liquor Stores | 273 | 30,353 | 460 | 71,656 | 159 | 27,558 | 113 | 10,540 |
| Health and Personal Care Stores | 1,053 | 113,100 | 1,885 | 213,135 | 597 | 103,961 | 295 | 29,843 |
| Pharmacies and Drug Stores | 275 | 58,482 | 548 | 135,746 | 138 | # | 82 | 22,675 |
| Health and Personal Care Stores | 778 | 54,618 | 1,337 | 77,389 | 459 | 103,961 # | 213 | 7,169 |
| Gasoline Stations | 585 | 930,921 | 780 | 1,176,578 | 122 | 170,208 | 212 | 337,006 |
| Clothing and Clothing Accessories Stores | 3,398 | 322,680 | 5,643 | 696,390 | 2,300 | 400,992 | 735 | 60,438 |
| Men's Clothing Stores | 140 | 9,520 | 191 | 17,810 | 93 | 8,043 | 25 | 1,862 |
| Women's Clothing Stores | 420 | 46,294 | 805 | 101,018 | 413 | 69,732 | 70 | 8,839 |
| Family Clothing Stores, Accessories, and Other Stores | 2,112 | 174,945 | 3,132 | 437,297 | 1,076 | 229,154 | 468 | 37,247 |
| Shoe Stores | 360 | 43,654 | 433 | 63,846 | 125 | 34,304 | 55 | 8,154 |
| Jewelry, Luggage, and Leather Goods Stores | 366 | 48,266 | 1,082 | 76,419 | 593 | 59,759 | 117 | 4,336 |
| Sporting Goods, Hobby, Book, and Music Stores | 1,226 | 117,978 | 2,859 | 229,131 | 844 | 84,148 | 326 | 32,730 |
| Sporting Goods Stores | 440 | 48,937 | 1,042 | 107,889 | 152 | 35,322 | 148 | 18,377 |
| Hobby, Toy and Musical Instrument Stores | 394 | 43,434 | 679 | 74,601 | 154 | 15,285 | 96 | 9,753 |
| Book, Periodical, and Music Stores | 392 | 25,606 | 1,138 | 46,641 | 538 | 33,542 | 82 | 4,600 |
| General Merchandise Stores | 1,052 | 667,718 | 990 | 1,051,341 | 256 | 176,863 | 187 | 219,099 |
| Miscellaneous Store Retailers | 5,465 | 309,683 | 10,305 | 348,455 | 3,629 | 166,329 | 1,395 | 82,761 |
| Florists | 146 | 2,908 | 621 | 18,787 | 226 | 7,436 | 42 | 1,109 |
| Office Supplies and Stationery Stores | 112 | 157,148 | 206 | 57,094 | 59 | 20,639 | 28 | # |
| Gift, Novelty, and Souvenir Stores | 798 | 12,689 | 1,371 | 33,420 | 620 | 35,482 | 251 | 2,187 |
| Used Merchandise Stores | 1,002 | 5,423 | 1,367 | 20,217 | 313 | 8,151 | 214 | 3,623 |
| Other Miscellaneous Store Retailers | 3,407 | 131,515 | 6,740 | 218,937 | 2,411 | 94,621 | 860 | 75,841 # |
| Nonstore Retailers | 10,963 | 36,617 | 16,504 | 40,265 | 2,732 | 11,799 | 1,762 | 13,443 |
| Food Services and Drinking Places | 3,965 | 579,777 | 7,666 | 1,309,849 | 4,313 | 789,865 | 1,364 | 160,116 |
| Full-Service Restaurants | 1,158 | 230,031 | 2,522 | 695,067 | 2,024 | 526,600 | 469 | 68,870 |
| Limited-Service Eating Places | 2,368 | 331,289 | 4,185 | 537,053 | 1,665 | 156,522 | 688 | 85,827 |
| Special Food Services | 310 | 9,703 | 706 | 42,505 | 347 | 70,848 | 169 | 3,729 |
| Drinking Places (Alcoholic Beverages) | 129 | 8,753 | 253 | 35,223 | 277 | 35,895 | 38 | 1,690 |
| Total Retail and Food Services | 34,140 | 4,674,329 | 56,723 | 7,927,321 | 17,609 | 2,457,298 | 8,337 | 1,436,570 |
| All Other Outlets | 13,651 | 2,092,451 | 27,248 | 3,291,474 | 9,327 | 1,186,224 | 4,113 | 676,226 |
| Total All Outlets | 47,791 | 6,766,780 | 83,971 | 11,218,794 | 26,936 | 3,643,522 | 12,450 | 2,112,796 |
| Historical Data | | | | | | | | |
| Comparable data for total all outlets: | | | | | | | | |
| 2006 | 46,528 | 8,056,565 | 91,251 | 12,068,820 | 28,968 | 3,410,335 | 13,290 | 2,488,457 |
| 2007 | 47,810 | 7,817,444 | 85,341 | 12,069,563 | 27,906 | 3,597,111 | 13,300 | 2,437,566 |
| 2008 | 48,994 | 7,389,093 | 87,050 | 11,862,623 | 27,882 | 3,814,560 | 13,419 | 2,355,091 |
| 2009 | 45,062 | 5,892,417 | 80,595 | 9,719,316 | 26,459 | 3,096,070 | 12,297 | 1,850,741 |
| 2010 | 47,562 | 6,140,566 | 83,194 | 10,312,401 | 26,896 | 3,314,421 | 12,633 | 1,934,447 |

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

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

(Taxable transactions in thousands of dollars)

| Type of business | SAN LUIS OBISPO | | SAN MATEO | | SANTA BARBARA | | SANTA CLARA | |
|---|-----------------|----------------------|---------------|----------------------|---------------|----------------------|---------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 274 | 93,340 | 452 | 297,867 | 287 | 123,039 | 1,116 | 703,753 |
| New Car Dealers | 24 | 57,410 | 61 | 254,198 | 33 | 97,133 | 99 | 585,481 |
| Used Car Dealers | 41 | 10,157 | 113 | 11,826 | 57 | 4,832 | 240 | 30,319 |
| Other Motor Vehicle Dealers | 63 | 12,563 | 33 | 6,075 | 42 | 4,838 | 110 | 27,567 |
| Auto. Parts, Accessories and Tire Stores | 146 | 13,209 | 245 | 25,768 | 155 | 16,236 | 667 | 60,385 |
| Furniture and Home Furnishings Stores | 152 | 16,341 | 411 | 81,272 | 209 | 22,975 | 757 | 128,124 |
| Furniture Stores | 65 | 7,689 | 184 | 58,023 | 88 | 14,085 | 329 | 80,069 |
| Home Furnishings Stores | 87 | 8,652 | 227 | 23,249 | 121 | 8,890 | 428 | 48,056 |
| Electronics and Appliance Stores | 129 | 16,934 | 435 | 87,758 | 192 | 36,666 | 1,511 | 367,908 |
| Appliance, T.V., and Other Electronics Stores | 50 | 12,208 # | 169 | 51,651 | 101 | 23,167 # | 577 | 145,799 |
| Computer and Software Stores | 70 | 4,725 | 247 | 33,205 | 83 | 13,500 | 893 | 218,205 |
| Camera and Photographic Supplies Stores | 9 | # | 19 | 2,902 | 8 | # | 41 | 3,904 |
| Bldg. Matrl. and Garden Equip. and Supplies | 261 | 73,696 | 353 | 191,233 | 272 | 101,413 | 701 | 355,009 |
| Building Material and Supplies Dealers | 155 | 59,727 | 236 | 172,925 | 155 | 80,179 | 516 | 324,211 |
| Lawn and Garden Equip. and Supplies Stores | 106 | 13,969 | 117 | 18,308 | 117 | 21,234 | 185 | 30,798 |
| Food and Beverage Stores | 313 | 56,809 | 570 | 126,604 | 440 | 95,445 | 1,282 | 245,631 |
| Supermarkets and Other Grocery Stores | 89 | 39,221 | 248 | 91,403 | 173 | 67,934 | 433 | 172,581 |
| Convenience Stores | 39 | 6,609 | 77 | 9,110 | 59 | 11,886 | 230 | 25,614 |
| Specialty Food Stores | 58 | 1,864 | 141 | 3,563 | 75 | 1,070 | 333 | 5,628 |
| Beer, Wine, and Liquor Stores | 127 | 9,114 | 104 | 22,528 | 133 | 14,556 | 286 | 41,808 |
| Health and Personal Care Stores | 142 | 20,249 | 341 | 61,334 | 210 | 32,158 | 886 | 141,399 |
| Pharmacies and Drug Stores | 37 | 15,115 | 78 | 45,287 | 61 | 23,736 | 234 | 92,902 |
| Health and Personal Care Stores | 105 | 5,133 | 263 | 16,047 | 149 | 8,422 | 652 | 48,497 |
| Gasoline Stations | 94 | 129,743 | 213 | 313,505 | 113 | 164,277 | 399 | 693,138 |
| Clothing and Clothing Accessories Stores | 408 | 46,347 | 1,038 | 159,447 | 553 | 69,873 | 2,449 | 480,768 |
| Men's Clothing Stores | 16 | 2,458 | 32 | 3,933 | 22 | 906 | 94 | 12,966 |
| Women's Clothing Stores | 64 | 9,191 | 166 | 20,235 | 103 | 13,165 | 438 | 67,868 |
| Family Clothing Stores, Accessories, and Other Stores | 248 | 26,699 | 499 | 91,671 | 277 | 44,198 | 1,234 | 284,158 |
| Shoe Stores | 24 | 5,052 | 63 | 12,316 | 42 | 5,112 | 198 | 47,124 |
| Jewelry, Luggage, and Leather Goods Stores | 56 | 2,948 | 278 | 31,291 | 109 | 6,493 | 485 | 68,652 |
| Sporting Goods, Hobby, Book, and Music Stores | 313 | 23,493 | 547 | 65,065 | 342 | 27,721 | 1,245 | 157,253 |
| Sporting Goods Stores | 136 | 15,044 | 185 | 29,333 | 148 | 13,736 | 399 | 71,759 |
| Hobby, Toy and Musical Instrument Stores | 70 | 4,814 | 141 | 21,666 | 57 | 8,545 | 376 | 49,689 |
| Book, Periodical, and Music Stores | 107 | 3,634 | 221 | 14,066 | 137 | 5,439 | 470 | 35,805 |
| General Merchandise Stores | 94 | 77,044 | 193 | 252,315 | 127 | 104,392 | 383 | 577,778 |
| Miscellaneous Store Retailers | 1,136 | 34,452 | 2,157 | 115,642 | 1,134 | 53,978 | 4,167 | 156,427 |
| Florists | 45 | 1,014 | 131 | 4,442 | 68 | # | 217 | 4,534 |
| Office Supplies and Stationery Stores | 24 | 6,019 | 40 | 37,177 | 18 | 6,270 | 87 | 24,850 |
| Gift, Novelty, and Souvenir Stores | 227 | 4,802 | 342 | 12,520 | 175 | 6,353 | 702 | 16,628 |
| Used Merchandise Stores | 146 | 2,169 | 226 | 4,281 | 133 | 3,527 | 324 | 7,413 |
| Other Miscellaneous Store Retailers | 694 | 20,448 | 1,418 | 57,222 | 740 | 37,829 # | 2,837 | 103,001 |
| Nonstore Retailers | 2,103 | 4,123 | 2,663 | 20,079 | 2,794 | 5,541 | 7,640 | 48,107 |
| Food Services and Drinking Places | 835 | 119,291 | 2,097 | 347,152 | 1,141 | 181,066 | 4,716 | 781,905 |
| Full-Service Restaurants | 397 | 76,013 | 851 | 199,986 | 471 | 101,192 | 1,695 | 421,636 |
| Limited-Service Eating Places | 365 | 37,975 | 911 | 116,536 | 507 | 70,262 | 2,274 | 295,491 |
| Special Food Services | 44 | 2,622 | 286 | 26,167 | 112 | 4,342 | 623 | 52,444 |
| Drinking Places (Alcoholic Beverages) | 29 | 2,680 | 49 | 4,463 | 51 | 5,270 | 124 | 12,334 |
| Total Retail and Food Services | 6,254 | 711,862 | 11,470 | 2,119,274 | 7,814 | 1,018,544 | 27,252 | 4,837,199 |
| All Other Outlets | 3,193 | 290,572 | 7,525 | 1,085,356 | 4,488 | 418,375 | 16,138 | 3,609,167 |
| Total All Outlets | 9,447 | 1,002,433 | 18,995 | 3,204,630 | 12,302 | 1,436,919 | 43,390 | 8,446,366 |
| Historical Data | | | | | | | | |
| Comparable data for total all outlets: | | | | | | | | |
| 2006 | 9,750 | 1,036,938 | 21,082 | 3,222,598 | 13,170 | 1,512,740 | 48,313 | 8,193,418 |
| 2007 | 9,857 | 1,049,342 | 20,202 | 3,329,177 | 13,177 | 1,540,532 | 47,651 | 8,544,966 |
| 2008 | 10,040 | 1,023,488 | 19,853 | 3,475,133 | 13,114 | 1,557,842 | 47,253 | 8,432,594 |
| 2009 | 9,412 | 918,169 | 18,840 | 2,782,826 | 12,303 | 1,280,212 | 43,396 | 6,695,256 |
| 2010 | 9,425 | 886,003 | 18,979 | 2,962,166 | 12,298 | 1,317,782 | 43,583 | 7,517,878 |

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

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

(Taxable transactions in thousands of dollars)

| Type of business | SANTA CRUZ | | SHASTA | | SOLANO | | SONOMA | |
|---|--------------|----------------------|--------------|----------------------|--------------|----------------------|---------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 183 | 62,470 | 222 | 67,772 | 312 | 148,871 | 393 | 179,260 |
| New Car Dealers | 15 | 42,215 | 9 | 30,292 | 33 | 113,131 | 30 | 128,478 |
| Used Car Dealers | 39 | 5,579 | 52 | 12,687 | 69 | 3,811 | 95 | 9,643 |
| Other Motor Vehicle Dealers | 36 | 4,701 | 45 | 9,637 | 37 | 14,279 | 63 | 14,745 |
| Auto. Parts, Accessories and Tire Stores | 93 | 9,975 | 116 | 15,156 | 173 | 17,650 | 205 | 26,394 |
| Furniture and Home Furnishings Stores | 139 | 11,143 | 62 | 7,360 | 124 | 17,157 | 225 | 28,587 |
| Furniture Stores | 66 | 5,051 | 23 | 4,407 | 58 | 10,379 | 100 | 16,449 |
| Home Furnishings Stores | 73 | 6,092 | 39 | 2,953 | 66 | 6,778 | 125 | 12,138 |
| Electronics and Appliance Stores | 159 | 15,999 | 108 | 12,332 | 154 | 27,385 | 217 | 37,394 |
| Appliance, T.V., and Other Electronics Stores | 50 | 11,579 | 36 | 10,289 # | 83 | 22,453 # | 95 | 28,906 # |
| Computer and Software Stores | 99 | 4,340 | 67 | 2,043 | 66 | 4,932 | 110 | 8,488 |
| Camera and Photographic Supplies Stores | 10 | 80 | 5 | # | 5 | # | 12 | # |
| Bldg. Matrl. and Garden Equip. and Supplies | 197 | 68,725 | 164 | 47,146 | 154 | 72,863 | 364 | 142,384 |
| Building Material and Supplies Dealers | 115 | 55,373 | 96 | 41,738 | 113 | 66,585 | 204 | 123,439 |
| Lawn and Garden Equip. and Supplies Stores | 82 | 13,352 | 68 | 5,407 | 41 | 6,278 | 160 | 18,945 |
| Food and Beverage Stores | 259 | 55,062 | 114 | 35,043 | 266 | 52,769 | 583 | 113,708 |
| Supermarkets and Other Grocery Stores | 100 | 37,547 | 69 | 30,453 | 95 | 36,859 | 182 | 80,980 |
| Convenience Stores | 30 | 4,320 | 11 | 864 | 50 | 5,762 | 66 | 10,483 |
| Specialty Food Stores | 70 | 1,978 | 14 | 145 | 63 | 2,732 | 99 | 2,279 |
| Beer, Wine, and Liquor Stores | 59 | 11,218 | 20 | 3,582 | 58 | 7,416 | 236 | 19,966 |
| Health and Personal Care Stores | 157 | 24,537 | 97 | 13,934 | 151 | 19,700 | 208 | 33,816 |
| Pharmacies and Drug Stores | 46 | 20,780 | 58 | 9,059 | 30 | 12,222 | 60 | 25,895 |
| Health and Personal Care Stores | 111 | 3,757 | 39 | 4,875 | 121 | 7,478 | 148 | 7,920 |
| Gasoline Stations | 76 | 92,578 | 88 | 92,179 | 142 | 175,193 | 146 | 192,216 |
| Clothing and Clothing Accessories Stores | 475 | 34,445 | 154 | 18,015 | 464 | 91,264 | 575 | 64,065 |
| Men's Clothing Stores | 16 | 1,241 | 6 | 2,230 | 19 | 2,926 | 20 | 3,023 |
| Women's Clothing Stores | 77 | 4,649 | 18 | 2,010 | 71 | 10,967 | 96 | 12,816 |
| Family Clothing Stores, Accessories, and Other Stores | 256 | 20,371 | 78 | 10,015 | 250 | 52,716 | 277 | 33,706 |
| Shoe Stores | 32 | 4,522 | 19 | 2,574 | 41 | 11,765 | 56 | 9,295 |
| Jewelry, Luggage, and Leather Goods Stores | 94 | 3,661 | 33 | 1,186 | 83 | 12,891 | 126 | 5,225 |
| Sporting Goods, Hobby, Book, and Music Stores | 306 | 18,693 | 155 | 12,088 | 203 | 20,642 | 384 | 35,988 |
| Sporting Goods Stores | 106 | 9,303 | 69 | 6,835 | 78 | 9,176 | 110 | 18,947 |
| Hobby, Toy and Musical Instrument Stores | 81 | 6,437 | 28 | 3,071 | 48 | 7,162 | 91 | 9,683 |
| Book, Periodical, and Music Stores | 119 | 2,953 | 58 | 2,182 | 77 | 4,303 | 183 | 7,358 |
| General Merchandise Stores | 57 | 56,238 | 31 | 74,840 | 87 | 152,159 | 89 | 159,527 |
| Miscellaneous Store Retailers | 1,003 | 31,057 | 595 | 20,846 | 920 | 34,440 | 1,788 | 57,875 |
| Florists | 39 | 672 | 17 | 415 | 33 | 1,000 | 56 | 1,489 |
| Office Supplies and Stationery Stores | 13 | 7,036 | 14 | 1,968 | 10 | 3,546 | 21 | 9,769 |
| Gift, Novelty, and Souvenir Stores | 200 | 4,623 | 90 | 1,999 | 100 | 2,028 | 252 | 4,565 |
| Used Merchandise Stores | 149 | 1,930 | 88 | 911 | 127 | 2,640 | 285 | 3,740 |
| Other Miscellaneous Store Retailers | 602 | 16,796 | 386 | 15,553 | 650 | 25,226 | 1,174 | 38,311 |
| Nonstore Retailers | 2,114 | 4,004 | 1,268 | 2,747 | 1,638 | 6,088 | 4,516 | 14,940 |
| Food Services and Drinking Places | 698 | 92,341 | 464 | 47,864 | 824 | 123,235 | 1,311 | 157,836 |
| Full-Service Restaurants | 283 | 53,628 | 163 | 24,434 | 263 | 50,412 | 554 | 89,292 |
| Limited-Service Eating Places | 320 | 35,523 | 232 | 22,035 | 457 | 67,948 | 562 | 58,735 |
| Special Food Services | 73 | 1,772 | 40 | 274 | 69 | 2,525 | 152 | 5,519 |
| Drinking Places (Alcoholic Beverages) | 22 | 1,418 | 29 | 1,122 | 35 | 2,350 | 43 | 4,290 |
| Total Retail and Food Services | 5,823 | 567,292 | 3,522 | 452,164 | 5,439 | 941,767 | 10,799 | 1,217,596 |
| All Other Outlets | 2,478 | 171,185 | 1,938 | 187,672 | 2,477 | 450,079 | 6,173 | 526,329 |
| Total All Outlets | 8,301 | 738,477 | 5,460 | 639,836 | 7,916 | 1,391,847 | 16,972 | 1,743,925 |
| Historical Data | | | | | | | | |
| Comparable data for total all outlets: | | | | | | | | |
| 2006 | 8,626 | 803,021 | 6,057 | 758,352 | 8,568 | 1,596,715 | 17,612 | 2,005,280 |
| 2007 | 8,568 | 825,298 | 5,967 | 745,158 | 8,531 | 1,624,997 | 17,638 | 2,021,917 |
| 2008 | 8,614 | 800,635 | 5,896 | 701,025 | 8,499 | 1,517,219 | 17,764 | 1,948,910 |
| 2009 | 8,092 | 662,671 | 5,373 | 572,058 | 7,655 | 1,338,140 | 16,810 | 1,558,279 |
| 2010 | 8,222 | 685,346 | 5,452 | 601,595 | 7,839 | 1,298,820 | 17,303 | 1,608,398 |

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

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

(Taxable transactions in thousands of dollars)

| Type of business | STANISLAUS | | TULARE | | VENTURA | | YOLO | |
|---|--------------|----------------------|--------------|----------------------|---------------|----------------------|--------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 633 | 185,341 | 401 | 111,485 | 591 | 364,429 | 163 | 57,355 |
| New Car Dealers | 32 | 98,390 | 39 | 73,876 | 68 | 288,536 | 12 | 36,368 |
| Used Car Dealers | 169 | 46,194 | 74 | 9,352 | 107 | 16,703 | 37 | 2,244 |
| Other Motor Vehicle Dealers | 46 | 13,264 | 24 | 5,307 | 95 | 21,546 | 13 | 2,649 |
| Auto. Parts, Accessories and Tire Stores | 386 | 27,492 | 264 | 22,950 | 321 | 37,644 | 101 | 16,095 |
| Furniture and Home Furnishings Stores | 202 | 19,199 | 163 | 11,714 | 331 | 42,088 | 53 | 20,787 |
| Furniture Stores | 99 | 10,489 | 81 | 6,562 | 146 | 21,396 | 28 | # |
| Home Furnishings Stores | 103 | 8,711 | 82 | 5,152 | 185 | 20,692 | 25 | 20,787 # |
| Electronics and Appliance Stores | 238 | 28,206 | 167 | 62,312 | 387 | 73,413 | 80 | 8,939 |
| Appliance, T.V., and Other Electronics Stores | 138 | 19,280 # | 90 | # | 175 | 51,887 | 37 | 5,108 # |
| Computer and Software Stores | 94 | 8,926 | 72 | 62,312 # | 200 | 20,685 | 40 | 3,831 |
| Camera and Photographic Supplies Stores | 6 | # | 5 | # | 12 | 840 | 3 | # |
| Bldg. Matrl. and Garden Equip. and Supplies | 247 | 113,500 | 249 | 88,975 | 362 | 157,107 | 95 | 47,718 |
| Building Material and Supplies Dealers | 158 | 94,771 | 119 | 65,637 | 235 | 140,049 | 68 | 42,325 |
| Lawn and Garden Equip. and Supplies Stores | 89 | 18,730 | 130 | 23,338 | 127 | 17,058 | 27 | 5,393 |
| Food and Beverage Stores | 462 | 79,178 | 319 | 60,795 | 615 | 134,429 | 152 | 37,527 |
| Supermarkets and Other Grocery Stores | 202 | 56,024 | 191 | 54,025 | 241 | 98,190 | 72 | 30,412 |
| Convenience Stores | 85 | 9,259 | 34 | 3,321 | 86 | 12,549 | 26 | 3,966 |
| Specialty Food Stores | 106 | 1,459 | 61 | 626 | 142 | 3,390 | 24 | 331 |
| Beer, Wine, and Liquor Stores | 69 | 12,436 | 33 | 2,824 | 146 | 20,300 | 30 | 2,818 |
| Health and Personal Care Stores | 234 | 26,829 | 168 | 21,379 | 412 | 55,410 | 81 | 8,881 |
| Pharmacies and Drug Stores | 58 | 18,648 | 52 | 12,422 | 110 | 34,105 | 19 | 6,781 |
| Health and Personal Care Stores | 176 | 8,181 | 116 | 8,957 | 302 | 21,305 | 62 | 2,099 |
| Gasoline Stations | 159 | 191,361 | 180 | 167,699 | 189 | 317,679 | 64 | 98,288 |
| Clothing and Clothing Accessories Stores | 578 | 61,739 | 719 | 42,506 | 1,117 | 188,554 | 167 | 11,884 |
| Men's Clothing Stores | 22 | 1,961 | 25 | 1,934 | 47 | 5,893 | 3 | # |
| Women's Clothing Stores | 60 | 8,326 | 85 | 6,137 | 197 | 31,837 | 15 | 2,532 |
| Family Clothing Stores, Accessories, and Other Stores | 336 | 36,164 | 462 | 25,481 | 608 | 106,208 | 110 | 7,383 # |
| Shoe Stores | 52 | 9,334 | 53 | 6,146 | 115 | 23,169 | 10 | 1,216 |
| Jewelry, Luggage, and Leather Goods Stores | 108 | 5,953 | 94 | 2,807 | 150 | 21,447 | 29 | 752 |
| Sporting Goods, Hobby, Book, and Music Stores | 258 | 24,712 | 199 | 19,132 | 581 | 63,232 | 146 | 11,186 |
| Sporting Goods Stores | 102 | 9,089 | 63 | 7,178 | 246 | 30,034 | 59 | 5,415 |
| Hobby, Toy and Musical Instrument Stores | 71 | 11,263 | 65 | 7,788 | 116 | 21,321 | 27 | 2,226 |
| Book, Periodical, and Music Stores | 85 | 4,360 | 71 | 4,166 | 219 | 11,876 | 60 | 3,545 |
| General Merchandise Stores | 142 | 182,633 | 152 | 145,244 | 321 | 252,707 | 35 | 68,443 |
| Miscellaneous Store Retailers | 1,040 | 43,042 | 991 | 24,518 | 1,951 | 66,188 | 446 | 17,431 |
| Florists | 52 | 1,062 | 31 | 981 | 103 | 2,171 | 22 | 172 |
| Office Supplies and Stationery Stores | 20 | 6,978 | 12 | 3,637 | 52 | 9,571 | 4 | 1,900 |
| Gift, Novelty, and Souvenir Stores | 224 | 4,343 | 169 | 1,906 | 236 | 5,858 | 89 | 625 |
| Used Merchandise Stores | 128 | 1,034 | 256 | 1,355 | 221 | 4,163 | 45 | 1,201 |
| Other Miscellaneous Store Retailers | 616 | 29,625 | 523 | 16,640 | 1,339 | 44,425 | 286 | 13,534 |
| Nonstore Retailers | 1,272 | 7,851 | 1,365 | 4,622 | 5,088 | 22,339 | 566 | 4,884 |
| Food Services and Drinking Places | 1,056 | 131,642 | 818 | 93,266 | 1,843 | 281,911 | 445 | 55,009 |
| Full-Service Restaurants | 346 | 55,777 | 272 | 35,328 | 685 | 135,935 | 163 | 27,389 # |
| Limited-Service Eating Places | 568 | 71,667 | 461 | 56,059 | 975 | 137,773 | 242 | 27,147 |
| Special Food Services | 109 | 2,098 | 66 | 1,134 | 151 | 5,955 | 30 | # |
| Drinking Places (Alcoholic Beverages) | 33 | 2,100 | 19 | 745 | 32 | 2,248 | 10 | 474 |
| Total Retail and Food Services | 6,521 | 1,095,233 | 5,891 | 853,648 | 13,788 | 2,019,486 | 2,493 | 448,332 |
| All Other Outlets | 3,196 | 576,117 | 2,557 | 431,250 | 8,244 | 729,402 | 1,485 | 368,195 |
| Total All Outlets | 9,717 | 1,671,350 | 8,448 | 1,284,898 | 22,032 | 2,748,888 | 3,978 | 816,526 |
| Historical Data | | | | | | | | |
| Comparable data for total all outlets: | | | | | | | | |
| 2006 | 10,903 | 1,886,912 | 8,839 | 1,285,102 | 24,093 | 3,104,354 | 4,059 | 837,667 |
| 2007 | 10,887 | 1,825,014 | 8,855 | 1,276,406 | 23,953 | 3,170,438 | 4,084 | 842,743 |
| 2008 | 10,928 | 1,782,858 | 8,795 | 1,318,072 | 23,940 | 2,967,979 | 4,138 | 874,928 |
| 2009 | 9,644 | 1,480,613 | 8,239 | 1,064,210 | 22,564 | 2,445,073 | 3,892 | 734,052 |
| 2010 | 9,881 | 1,526,001 | 8,434 | 1,158,149 | 22,422 | 2,530,040 | 4,035 | 775,645 |

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, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | ALPINE | | AMADOR | | CALAVERAS | | COLUSA | |
|---|------------|----------------------|--------------|----------------------|--------------|----------------------|--------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 2 | # | 39 | 4,726 | 54 | 1,504 | 22 | 13,867 |
| Home Furnishings and Appliance Stores | 3 | # | 49 | 2,380 | 50 | 1,857 | 10 | 272 |
| Bldg. Matrl. and Garden Equip. and Supplies | 1 | # | 48 | 12,836 | 47 | 6,561 | 22 | 2,983 |
| Food and Beverage Stores | 5 | 84 | 46 | 7,296 | 55 | 8,297 | 25 | 2,432 |
| Gasoline Stations | 2 | # | 22 | 15,291 | 25 | 11,873 | 15 | 10,768 |
| Clothing and Clothing Accessories Stores | 1 | # | 50 | 1,129 | 56 | 850 | 11 | 159 |
| General Merchandise Stores | -- | # | 19 | # | 20 | 1,010 | 4 | 79 |
| Food Services and Drinking Places | 9 | 109 | 118 | 8,268 | 122 | 7,678 | 54 | 5,195 |
| Other Retail Group | 20 | 1,249 # | 544 | 19,824 # | 626 | 7,596 | 127 | 8,446 |
| Total Retail and Food Services | 43 | 1,442 | 935 | 71,751 | 1,055 | 47,227 | 290 | 44,200 |
| All Other Outlets | 23 | 3,211 | 412 | 26,841 | 430 | 24,372 | 208 | 68,076 |
| Totals All Outlets | 66 | 4,653 | 1,347 | 98,592 | 1,485 | 71,599 | 498 | 112,275 |
| Type of business | DEL NORTE | | GLENN | | INYO | | LAKE | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 12 | 2,235 | 42 | 4,987 | 21 | 4,834 | 57 | 9,189 |
| Home Furnishings and Appliance Stores | 14 | 541 | 13 | 277 | 17 | 1,103 | 57 | 5,170 |
| Bldg. Matrl. and Garden Equip. and Supplies | 17 | 5,805 | 31 | 3,452 | 22 | 4,546 | 54 | 11,590 |
| Food and Beverage Stores | 26 | 4,961 | 26 | 3,765 | 17 | 4,943 | 63 | 14,967 |
| Gasoline Stations | 7 | 7,274 | 17 | 13,810 | 28 | 21,306 | 19 | 16,477 |
| Clothing and Clothing Accessories Stores | 20 | 375 | 12 | 168 | 16 | 482 | 35 | 632 |
| General Merchandise Stores | 6 | # | 10 | # | 11 | 5,766 | 13 | 15,869 |
| Food Services and Drinking Places | 60 | 5,357 | 65 | 4,786 | 63 | 7,655 | 141 | 10,845 |
| Other Retail Group | 209 | 10,628 # | 245 | 8,996 # | 258 | 5,279 | 710 | 8,829 |
| Total Retail and Food Services | 371 | 37,176 | 461 | 40,239 | 453 | 55,915 | 1,149 | 93,567 |
| All Other Outlets | 182 | 14,652 | 235 | 45,832 | 232 | 23,234 | 542 | 34,742 |
| Totals All Outlets | 553 | 51,828 | 696 | 86,071 | 685 | 79,149 | 1,691 | 128,310 |
| Type of business | LASSEN | | MADERA | | MARIPOSA | | MODOC | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 18 | 4,716 | 164 | 32,931 | 22 | 565 | 11 | 1,340 |
| Home Furnishings and Appliance Stores | 17 | 1,757 | 90 | 4,544 | 16 | 373 | 8 | 228 |
| Bldg. Matrl. and Garden Equip. and Supplies | 29 | 4,174 | 86 | 26,725 | 24 | 2,293 | 18 | 1,858 |
| Food and Beverage Stores | 21 | 2,216 | 122 | 23,624 | 37 | 3,938 | 12 | 1,066 |
| Gasoline Stations | 17 | 9,771 | 56 | 74,998 | 11 | 4,331 | 4 | 2,732 |
| Clothing and Clothing Accessories Stores | 12 | 567 | 217 | 3,405 | 27 | 288 | 4 | 104 |
| General Merchandise Stores | 5 | # | 46 | # | 1 | # | 2 | # |
| Food Services and Drinking Places | 47 | 4,146 | 249 | 24,125 | 51 | 4,457 | 34 | 1,419 |
| Other Retail Group | 200 | 12,142 # | 948 | 32,189 # | 246 | 3,016 # | 135 | 1,601 # |
| Total Retail and Food Services | 366 | 39,488 | 1,978 | 222,542 | 435 | 19,262 | 228 | 10,348 |
| All Other Outlets | 225 | 19,468 | 903 | 110,558 | 208 | 31,081 | 119 | 10,940 |
| Totals All Outlets | 591 | 58,957 | 2,881 | 333,100 | 643 | 50,343 | 347 | 21,288 |
| Type of business | MONO | | PLUMAS | | SAN BENITO | | SIERRA | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 10 | 320 | 28 | 1,994 | 54 | 8,834 | 2 | # |
| Home Furnishings and Appliance Stores | 16 | 516 | 30 | 607 | 35 | 1,047 | 3 | # |
| Bldg. Matrl. and Garden Equip. and Supplies | 20 | 2,602 | 34 | 4,019 | 35 | 5,825 | 7 | 435 |
| Food and Beverage Stores | 25 | 3,378 | 21 | 4,949 | 40 | 7,130 | 5 | 328 |
| Gasoline Stations | 13 | 6,146 | 18 | 5,603 | 14 | 15,760 | 3 | # |
| Clothing and Clothing Accessories Stores | 22 | 2,225 | 22 | 362 | 44 | 698 | 2 | # |
| General Merchandise Stores | 13 | 482 | 8 | 428 | 11 | 8,713 | 5 | 56 |
| Food Services and Drinking Places | 83 | 9,235 | 97 | 3,803 | 112 | 10,493 | 14 | 393 |
| Other Retail Group | 196 | 7,372 | 369 | 3,941 | 458 | 12,133 | 47 | 702 # |
| Total Retail and Food Services | 398 | 32,276 | 627 | 25,704 | 803 | 70,632 | 88 | 1,915 |
| All Other Outlets | 188 | 16,309 | 309 | 22,400 | 414 | 46,946 | 28 | 1,327 |
| Totals All Outlets | 586 | 48,585 | 936 | 48,104 | 1,217 | 117,578 | 116 | 3,242 |

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

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | SISKIYOU | | SUTTER | | TEHAMA | | TRINITY | |
|---|--------------|----------------------|--------------|----------------------|--------------|----------------------|------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 49 | 6,665 | 120 | 32,852 | 57 | 23,860 | 12 | 492 |
| Home Furnishings and Appliance Stores | 49 | 2,116 | 74 | 8,536 | 25 | 1,438 | 9 | 322 |
| Bldg. Matrl. and Garden Equip. and Supplies | 85 | 8,373 | 52 | 38,591 | 49 | 11,729 | 17 | 3,755 |
| Food and Beverage Stores | 46 | 8,075 | 89 | 14,224 | 51 | 8,132 | 21 | 1,195 |
| Gasoline Stations | 36 | 35,844 | 40 | 36,693 | 30 | 63,479 | 12 | 5,355 |
| Clothing and Clothing Accessories Stores | 28 | 646 | 106 | 11,090 | 21 | 629 | 6 | 150 |
| General Merchandise Stores | 10 | # | 26 | 52,350 | 8 | # | 2 | # |
| Food Services and Drinking Places | 148 | 9,432 | 177 | 22,357 | 132 | 10,372 | 38 | 1,901 |
| Other Retail Group | 752 | 15,018 # | 575 | 22,476 | 630 | 18,728 # | 254 | 2,314 # |
| Total Retail and Food Services | 1,203 | 86,170 | 1,259 | 239,168 | 1,003 | 138,367 | 371 | 15,485 |
| All Other Outlets | 601 | 41,711 | 625 | 101,000 | 471 | 35,934 | 158 | 5,903 |
| Totals All Outlets | 1,804 | 127,881 | 1,884 | 340,168 | 1,474 | 174,301 | 529 | 21,387 |
| | | | | | | | | |
| Type of business | TUOLUMNE | | YUBA | | | | | |
| | Permits | Taxable transactions | Permits | Taxable transactions | | | | |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 60 | 11,332 | 61 | 8,334 | | | | |
| Home Furnishings and Appliance Stores | 64 | 2,657 | 44 | 1,474 | | | | |
| Bldg. Matrl. and Garden Equip. and Supplies | 63 | 17,014 | 52 | 4,905 | | | | |
| Food and Beverage Stores | 51 | 9,659 | 57 | 6,428 | | | | |
| Gasoline Stations | 26 | 20,962 | 31 | 26,521 | | | | |
| Clothing and Clothing Accessories Stores | 81 | 3,673 | 55 | 510 | | | | |
| General Merchandise Stores | 17 | # | 11 | # | | | | |
| Food Services and Drinking Places | 156 | 12,879 | 121 | 11,129 | | | | |
| Other Retail Group | 733 | 30,073 # | 429 | 19,021 # | | | | |
| Total Retail and Food Services | 1,251 | 108,250 | 861 | 78,322 | | | | |
| All Other Outlets | 605 | 37,925 | 354 | 48,575 | | | | |
| Totals All Outlets | 1,856 | 146,175 | 1,215 | 126,897 | | | | |

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, SECOND 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 | 698 | 53 | 4,942 | 71 | 70,987 | 17 | 1,067 |
| Home Furnishings and Appliance Stores | 67 | 12,615 | 78 | 3,399 | 77 | 2,746 | 87 | 10,216 |
| Bldg. Matrl. and Garden Equip. and Supplies | 17 | 4,664 | 33 | 4,637 | 18 | # | 8 | # |
| Food and Beverage Stores | 15 | 4,443 | 71 | 15,669 | 51 | 7,777 | 17 | 6,475 |
| Gasoline Stations | 13 | 20,118 | 9 | 17,783 | 11 | 27,321 | 11 | 14,627 |
| Clothing and Clothing Accessories Stores | 47 | 802 | 96 | 7,866 | 89 | 3,980 | 86 | # |
| General Merchandise Stores | 16 | 29 | 22 | # | 45 | 51,716 | 22 | # |
| Food Services and Drinking Places | 66 | 13,005 | 217 | 25,039 | 205 | 35,911 | 65 | 12,564 |
| Other Retail Group | 294 | 6,675 | 786 | 22,473 # | 510 | 34,854 # | 400 | 35,302 # |
| Total Retail and Food Services | 553 | 63,049 | 1,365 | 101,809 | 1,077 | 235,291 | 713 | 80,250 |
| All Other Outlets | 337 | 11,856 | 571 | 45,183 | 539 | 28,729 | 376 | 16,178 |
| Totals All Outlets | 890 | 74,905 | 1,936 | 146,992 | 1,616 | 264,021 | 1,089 | 96,428 |
| Type of business | ANAHEIM | | ANTIOCH | | APPLE VALLEY | | ARCADIA | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 375 | 109,336 | 53 | 30,918 | 40 | 2,843 | 32 | # |
| Home Furnishings and Appliance Stores | 365 | 43,266 | 54 | 4,136 | 50 | 6,058 | 98 | 2,642 |
| Bldg. Matrl. and Garden Equip. and Supplies | 177 | 105,930 | 28 | # | 17 | 15,692 | 22 | 1,575 |
| Food and Beverage Stores | 293 | 40,837 | 48 | 11,739 | 35 | 11,170 | 49 | 9,800 |
| Gasoline Stations | 80 | 150,244 | 28 | 29,391 | 12 | 21,746 | 13 | 24,360 |
| Clothing and Clothing Accessories Stores | 422 | 25,745 | 101 | 8,067 | 57 | 3,051 | 178 | 44,686 |
| General Merchandise Stores | 101 | 41,080 | 27 | 58,411 | 21 | 24,586 | 48 | 19,932 |
| Food Services and Drinking Places | 764 | 174,433 | 163 | 22,251 | 111 | 16,623 | 194 | 33,361 |
| Other Retail Group | 1,972 | 80,415 | 464 | 31,337 # | 445 | 8,665 | 631 | 41,202 # |
| Total Retail and Food Services | 4,549 | 771,286 | 966 | 196,249 | 788 | 110,433 | 1,265 | 177,558 |
| All Other Outlets | 3,420 | 556,550 | 398 | 20,239 | 284 | 8,706 | 621 | 22,389 |
| Totals All Outlets | 7,969 | 1,327,835 | 1,364 | 216,487 | 1,072 | 119,139 | 1,886 | 199,947 |
| Type of business | ARROYO GRANDE | | ATASCADERO | | AUBURN | | AZUSA | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 17 | 7,603 | 40 | 5,656 | 34 | 10,419 | 51 | 3,752 |
| Home Furnishings and Appliance Stores | 30 | 3,818 | 23 | 1,943 | 27 | 1,729 | 31 | 888 |
| Bldg. Matrl. and Garden Equip. and Supplies | 15 | 5,286 | 36 | 12,565 | 15 | 3,504 | 14 | 789 |
| Food and Beverage Stores | 18 | 3,937 | 23 | 9,230 | 20 | 3,774 | 41 | 4,311 |
| Gasoline Stations | 7 | 11,337 | 12 | 14,805 | 7 | # | 15 | 19,298 |
| Clothing and Clothing Accessories Stores | 26 | # | 27 | 831 | 41 | 1,389 | 45 | 3,179 |
| General Merchandise Stores | 5 | # | 9 | 3,757 | 5 | # | 20 | # |
| Food Services and Drinking Places | 58 | 8,253 | 70 | 8,434 | 65 | 6,468 | 105 | 10,357 |
| Other Retail Group | 250 | 22,849 # | 344 | 6,638 | 316 | 60,141 # | 245 | 39,009 # |
| Total Retail and Food Services | 426 | 63,082 | 584 | 63,858 | 530 | 87,425 | 567 | 81,582 |
| All Other Outlets | 196 | 5,794 | 296 | 8,291 | 266 | 12,624 | 374 | 21,181 |
| Totals All Outlets | 622 | 68,877 | 880 | 72,148 | 796 | 100,049 | 941 | 102,764 |
| Type of business | BAKERSFIELD | | BALDWIN PARK | | BARSTOW | | BEAUMONT | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 306 | 205,420 | 53 | 7,512 | 36 | 6,465 | 30 | 5,672 |
| Home Furnishings and Appliance Stores | 281 | 43,167 | 38 | 874 | 15 | 1,260 | 25 | 5,977 |
| Bldg. Matrl. and Garden Equip. and Supplies | 112 | 79,813 | 35 | 15,218 | 5 | # | 17 | # |
| Food and Beverage Stores | 237 | 55,284 | 59 | 6,718 | 34 | 7,536 | 22 | 5,029 |
| Gasoline Stations | 114 | 150,812 | 13 | 20,105 | 26 | 66,767 | 8 | 17,821 |
| Clothing and Clothing Accessories Stores | 443 | 60,201 | 54 | 1,722 | 56 | 33,170 | 59 | # |
| General Merchandise Stores | 110 | 203,586 | 31 | 22,539 | 8 | # | 30 | # |
| Food Services and Drinking Places | 787 | 126,995 | 116 | 16,677 | 101 | 18,653 | 66 | 7,821 |
| Other Retail Group | 2,864 | 84,375 | 245 | 10,408 | 129 | 19,188 # | 603 | 32,845 # |
| Total Retail and Food Services | 5,254 | 1,009,654 | 644 | 101,773 | 410 | 153,039 | 860 | 75,165 |
| All Other Outlets | 2,080 | 337,571 | 408 | 29,714 | 133 | 4,290 | 156 | 6,397 |
| Totals All Outlets | 7,334 | 1,347,225 | 1,052 | 131,487 | 543 | 157,329 | 1,016 | 81,562 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | BELLFLOWER | | BENICIA | | BERKELEY | | BEVERLY HILLS | |
|---|--------------|----------------------|------------|----------------------|--------------|----------------------|---------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 105 | 22,162 | 26 | 1,535 | 36 | 26,972 | 23 | 49,808 |
| Home Furnishings and Appliance Stores | 65 | 1,608 | 30 | 1,179 | 152 | 14,271 | 96 | 7,608 |
| Bldg. Matrl. and Garden Equip. and Supplies | 19 | 1,476 | 18 | 4,127 | 53 | 20,595 | 14 | 613 |
| Food and Beverage Stores | 54 | 8,090 | 13 | 4,619 | 134 | 23,023 | 30 | 3,908 |
| Gasoline Stations | 21 | 30,821 | 14 | 19,277 | 26 | 23,286 | 7 | 9,751 |
| Clothing and Clothing Accessories Stores | 60 | 1,311 | 36 | 449 | 259 | 14,617 | 403 | 177,685 |
| General Merchandise Stores | 31 | 5,355 | 9 | # | 53 | 2,348 | 37 | 63,064 |
| Food Services and Drinking Places | 151 | 13,306 | 71 | 7,412 | 524 | 62,989 | 203 | 68,469 |
| Other Retail Group | 397 | 5,727 | 369 | 8,341 # | 1,694 | 60,068 | 843 | 34,696 |
| Total Retail and Food Services | 903 | 89,855 | 586 | 46,939 | 2,931 | 248,168 | 1,656 | 415,603 |
| All Other Outlets | 413 | 13,962 | 393 | 79,762 | 1,204 | 68,094 | 852 | 91,558 |
| Totals All Outlets | 1,316 | 103,816 | 979 | 126,702 | 4,135 | 316,263 | 2,508 | 507,161 |
| Type of business | BREA | | BRENTWOOD | | BUENA PARK | | BURBANK | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 55 | 6,652 | 44 | 9,660 | 45 | 124,554 | 115 | 37,640 |
| Home Furnishings and Appliance Stores | 98 | 12,559 | 53 | 9,404 | 80 | 182,602 | 221 | 93,691 |
| Bldg. Matrl. and Garden Equip. and Supplies | 28 | 30,299 | 21 | 15,214 | 24 | # | 49 | 44,100 |
| Food and Beverage Stores | 37 | 9,762 | 29 | 10,667 | 57 | 10,657 | 96 | 26,410 |
| Gasoline Stations | 11 | 26,162 | 15 | 23,219 | 12 | 21,477 | 32 | 46,674 |
| Clothing and Clothing Accessories Stores | 190 | 64,694 | 79 | 10,915 | 108 | 9,289 | 277 | 30,045 |
| General Merchandise Stores | 34 | 48,227 | 10 | # | 35 | 27,745 | 56 | 73,029 |
| Food Services and Drinking Places | 163 | 44,324 | 123 | 18,143 | 203 | 37,716 | 393 | 78,333 |
| Other Retail Group | 449 | 33,411 | 288 | 16,231 # | 521 | 22,731 # | 1,129 | 72,216 |
| Total Retail and Food Services | 1,065 | 276,090 | 662 | 113,453 | 1,085 | 436,771 | 2,368 | 502,136 |
| All Other Outlets | 874 | 109,908 | 295 | 14,063 | 662 | 89,515 | 1,566 | 159,987 |
| Totals All Outlets | 1,939 | 385,998 | 957 | 127,516 | 1,747 | 526,287 | 3,934 | 662,123 |
| Type of business | BURLINGAME | | CALABASAS | | CALEXICO | | CAMARILLO | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 40 | 59,802 | 13 | 35,948 | 45 | 8,380 | 42 | 13,996 |
| Home Furnishings and Appliance Stores | 56 | 3,835 | 36 | 3,640 | 54 | 708 | 68 | 6,328 |
| Bldg. Matrl. and Garden Equip. and Supplies | 29 | 4,469 | 6 | # | 24 | 325 | 27 | 19,194 |
| Food and Beverage Stores | 42 | 4,405 | 16 | 6,436 | 27 | 3,954 | 57 | 11,634 |
| Gasoline Stations | 11 | 11,455 | 7 | 10,650 | 14 | 15,764 | 18 | 39,682 |
| Clothing and Clothing Accessories Stores | 100 | 11,146 | 88 | 5,485 | 216 | 8,583 | 170 | 82,417 |
| General Merchandise Stores | 12 | 56 | 14 | # | 39 | # | 22 | 19,076 |
| Food Services and Drinking Places | 139 | 24,413 | 48 | 10,293 | 76 | 8,583 | 172 | 31,666 |
| Other Retail Group | 329 | 12,403 | 268 | 9,472 # | 709 | 32,352 # | 686 | 21,100 |
| Total Retail and Food Services | 758 | 131,984 | 496 | 81,924 | 1,204 | 78,649 | 1,262 | 245,093 |
| All Other Outlets | 637 | 55,495 | 288 | 42,598 | 240 | 4,006 | 936 | 57,034 |
| Totals All Outlets | 1,395 | 187,479 | 784 | 124,522 | 1,444 | 82,655 | 2,198 | 302,127 |
| Type of business | CAMPBELL | | CAPITOLA | | CARLSBAD | | CARSON | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 57 | 5,835 | 9 | 13,311 | 60 | 141,429 | 84 | 77,487 |
| Home Furnishings and Appliance Stores | 82 | 22,530 | 24 | 4,161 | 166 | 16,357 | 60 | 22,135 |
| Bldg. Matrl. and Garden Equip. and Supplies | 37 | 29,233 | 7 | # | 41 | 4,373 | 32 | 17,711 |
| Food and Beverage Stores | 35 | 10,220 | 19 | 7,466 | 55 | 21,255 | 56 | 10,492 |
| Gasoline Stations | 17 | 33,103 | 5 | 7,622 | 24 | 40,037 | 33 | 39,513 |
| Clothing and Clothing Accessories Stores | 62 | 10,754 | 82 | 10,773 | 315 | 75,099 | 127 | 5,057 |
| General Merchandise Stores | 8 | 5,925 | 6 | 12,073 | 29 | 56,403 | 49 | 29,736 |
| Food Services and Drinking Places | 139 | 27,275 | 80 | 12,442 | 247 | 53,102 | 226 | 30,012 |
| Other Retail Group | 433 | 17,934 | 204 | 15,383 # | 1,507 | 26,871 | 461 | 57,615 |
| Total Retail and Food Services | 870 | 162,809 | 436 | 83,231 | 2,444 | 434,926 | 1,128 | 289,758 |
| All Other Outlets | 723 | 39,491 | 122 | 7,908 | 1,471 | 158,015 | 1,000 | 135,095 |
| Totals All Outlets | 1,593 | 202,301 | 558 | 91,139 | 3,915 | 592,941 | 2,128 | 424,853 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | CATHEDRAL CITY | | CERES | | CERRITOS | | CHICO | |
|---|----------------|----------------------|--------------|----------------------|--------------|----------------------|----------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 64 | 69,829 | 35 | 6,035 | 36 | 195,648 | 95 | 38,994 |
| Home Furnishings and Appliance Stores | 54 | 3,638 | 35 | 696 | 91 | 19,066 | 108 | 19,066 |
| Bldg. Matrl. and Garden Equip. and Supplies | 14 | 1,721 | 15 | 12,428 | 12 | # | 54 | 32,848 |
| Food and Beverage Stores | 36 | 8,205 | 37 | 7,127 | 29 | 4,274 | 63 | 20,181 |
| Gasoline Stations | 16 | 23,939 | 15 | 22,577 | 10 | 10,878 | 33 | 39,095 |
| Clothing and Clothing Accessories Stores | 38 | 1,079 | 28 | 1,240 | 131 | 54,090 | 148 | 19,735 |
| General Merchandise Stores | 9 | 6,980 | 10 | # | 24 | 44,477 | 28 | 60,510 |
| Food Services and Drinking Places | 115 | 13,195 | 77 | 10,050 | 153 | 32,580 | 326 | 40,252 |
| Other Retail Group | 338 | 5,116 | 159 | 24,056 # | 430 | 38,653 # | 951 | 33,442 |
| Total Retail and Food Services | 684 | 133,702 | 411 | 84,208 | 916 | 399,667 | 1,806 | 304,123 |
| All Other Outlets | 305 | 20,630 | 193 | 28,836 | 599 | 92,159 | 788 | 70,652 |
| Totals All Outlets | 989 | 154,332 | 604 | 113,044 | 1,515 | 491,826 | 2,594 | 374,775 |
| Type of business | CHINO | | CHINO HILLS | | CHULA VISTA | | CITRUS HEIGHTS | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 86 | 18,203 | 27 | 4,253 | 191 | 52,816 | 59 | 9,860 |
| Home Furnishings and Appliance Stores | 114 | 5,174 | 74 | 9,200 | 205 | 36,741 | 73 | 12,381 |
| Bldg. Matrl. and Garden Equip. and Supplies | 41 | 9,993 | 13 | # | 69 | 27,066 | 20 | 15,859 |
| Food and Beverage Stores | 47 | 10,630 | 36 | 12,465 | 141 | 31,988 | 55 | 13,023 |
| Gasoline Stations | 21 | 33,524 | 11 | 26,056 | 51 | 79,971 | 18 | 17,981 |
| Clothing and Clothing Accessories Stores | 112 | 26,100 | 99 | 8,862 | 333 | 30,398 | 133 | 14,679 |
| General Merchandise Stores | 47 | 56,715 | 33 | # | 84 | 152,366 | 35 | 76,444 |
| Food Services and Drinking Places | 166 | 26,586 | 125 | 25,071 | 433 | 74,348 | 176 | 27,976 |
| Other Retail Group | 543 | 22,075 | 406 | 49,136 # | 1,207 | 47,298 | 576 | 24,287 |
| Total Retail and Food Services | 1,177 | 208,999 | 824 | 135,042 | 2,714 | 532,993 | 1,145 | 212,490 |
| All Other Outlets | 1,145 | 139,824 | 331 | 15,402 | 1,381 | 59,932 | 357 | 16,801 |
| Totals All Outlets | 2,322 | 348,823 | 1,155 | 150,444 | 4,095 | 592,925 | 1,502 | 229,291 |
| Type of business | CLAREMONT | | CLOVIS | | COACHELLA | | COLTON | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 11 | # | 98 | 49,660 | 23 | 3,468 | 66 | 20,950 |
| Home Furnishings and Appliance Stores | 23 | 476 | 104 | 10,983 | 13 | 887 | 38 | 8,783 |
| Bldg. Matrl. and Garden Equip. and Supplies | 8 | 839 | 36 | 29,325 | 5 | 980 | 10 | # |
| Food and Beverage Stores | 21 | 5,836 | 51 | 18,171 | 28 | 8,610 | 46 | 8,738 |
| Gasoline Stations | 9 | 13,450 | 28 | 33,065 | 9 | 31,405 | 16 | 22,523 |
| Clothing and Clothing Accessories Stores | 65 | 1,815 | 145 | 12,449 | 27 | 1,936 | 42 | 2,508 |
| General Merchandise Stores | 12 | # | 27 | 67,179 | 3 | # | 14 | # |
| Food Services and Drinking Places | 95 | 14,376 | 223 | 34,803 | 60 | 7,120 | 108 | 11,693 |
| Other Retail Group | 328 | 21,014 # | 591 | 28,304 | 102 | 2,616 # | 219 | 21,929 # |
| Total Retail and Food Services | 572 | 57,806 | 1,303 | 283,939 | 270 | 57,022 | 559 | 97,124 |
| All Other Outlets | 216 | 7,905 | 669 | 35,877 | 94 | 19,196 | 298 | 29,677 |
| Totals All Outlets | 788 | 65,711 | 1,972 | 319,816 | 364 | 76,219 | 857 | 126,802 |
| Type of business | COMMERCE | | COMPTON | | CONCORD | | CORONA | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 25 | 6,841 | 88 | 5,908 | 126 | 108,633 | 223 | 64,968 |
| Home Furnishings and Appliance Stores | 42 | 2,997 | 59 | 9,106 | 137 | 33,499 | 215 | 22,606 |
| Bldg. Matrl. and Garden Equip. and Supplies | 25 | 16,710 | 20 | # | 71 | 58,939 | 79 | 34,522 |
| Food and Beverage Stores | 26 | 2,396 | 104 | 18,058 | 101 | 22,558 | 87 | 24,710 |
| Gasoline Stations | 14 | 29,046 | 21 | 22,099 | 44 | 45,116 | 40 | 89,163 |
| Clothing and Clothing Accessories Stores | 138 | 45,610 | 194 | 7,750 | 189 | 27,241 | 283 | 21,077 |
| General Merchandise Stores | 16 | 30,113 | 69 | 9,259 | 44 | 69,742 | 78 | 80,531 |
| Food Services and Drinking Places | 84 | 12,304 | 174 | 15,118 | 300 | 40,903 | 318 | 53,607 |
| Other Retail Group | 145 | 7,429 | 583 | 17,253 # | 792 | 43,159 | 1,231 | 31,372 |
| Total Retail and Food Services | 515 | 153,446 | 1,312 | 104,550 | 1,804 | 449,789 | 2,554 | 422,557 |
| All Other Outlets | 864 | 199,550 | 536 | 44,009 | 1,032 | 79,610 | 1,491 | 271,867 |
| Totals All Outlets | 1,379 | 352,996 | 1,848 | 148,559 | 2,836 | 529,400 | 4,045 | 694,425 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND 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 | 8 | 12,514 | 298 | 128,601 | 64 | 29,949 | 43 | 34,376 |
| Home Furnishings and Appliance Stores | 18 | 8,008 | 472 | 69,196 | 53 | # | 136 | 28,637 |
| Bldg. Matrl. and Garden Equip. and Supplies | 5 | 1,336 | 131 | 29,420 | 21 | 15,171 | 41 | 7,737 |
| Food and Beverage Stores | 13 | 3,552 | 134 | 33,422 | 44 | 7,755 | 55 | 13,324 |
| Gasoline Stations | 2 | # | 37 | 64,703 | 13 | 16,245 | 15 | 26,771 |
| Clothing and Clothing Accessories Stores | 59 | 31,349 | 1,178 | 210,713 | 88 | 3,064 | 197 | 32,236 |
| General Merchandise Stores | 4 | 9,185 | 233 | 88,323 | 34 | 13,617 | 35 | 87,970 |
| Food Services and Drinking Places | 28 | 9,517 | 464 | 86,141 | 151 | 22,391 | 228 | 46,530 |
| Other Retail Group | 120 | 20,591 # | 4,354 | 61,549 | 476 | 31,048 # | 655 | 34,394 |
| Total Retail and Food Services | 257 | 96,052 | 7,301 | 772,068 | 944 | 139,240 | 1,405 | 311,974 |
| All Other Outlets | 151 | 22,058 | 2,510 | 141,345 | 549 | 20,827 | 670 | 53,187 |
| Totals All Outlets | 408 | 118,111 | 9,811 | 913,413 | 1,493 | 160,067 | 2,075 | 365,161 |
| Type of business | CUPERTINO | | CYPRESS | | DALY CITY | | DANA POINT | |
| | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 12 | 728 | 50 | 3,603 | 35 | 24,786 | 20 | 2,262 |
| Home Furnishings and Appliance Stores | 87 | 65,161 | 90 | 3,511 | 66 | 3,843 | 62 | 1,269 |
| Bldg. Matrl. and Garden Equip. and Supplies | 22 | 4,769 | 26 | # | 20 | # | 15 | 4,561 |
| Food and Beverage Stores | 36 | 6,943 | 33 | 5,333 | 54 | 9,970 | 30 | 10,309 |
| Gasoline Stations | 12 | 19,861 | 11 | 17,540 | 18 | 35,021 | 13 | 16,967 |
| Clothing and Clothing Accessories Stores | 73 | 8,242 | 193 | 3,558 | 120 | 21,015 | 88 | 2,635 |
| General Merchandise Stores | 27 | 26,297 | 89 | 44,768 | 22 | 26,933 | 21 | 890 |
| Food Services and Drinking Places | 155 | 30,912 | 134 | 16,556 | 200 | 37,736 | 103 | 22,064 |
| Other Retail Group | 673 | 8,670 | 1,477 | 77,374 # | 447 | 29,172 # | 456 | 9,843 |
| Total Retail and Food Services | 1,097 | 171,582 | 2,103 | 172,243 | 982 | 188,477 | 808 | 70,800 |
| All Other Outlets | 435 | 314,542 | 491 | 89,888 | 401 | 17,042 | 389 | 33,264 |
| Totals All Outlets | 1,532 | 486,125 | 2,594 | 262,131 | 1,383 | 205,519 | 1,197 | 104,064 |
| Type of business | DANVILLE | | DAVIS | | DELANO | | DIAMOND BAR | |
| | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 19 | 894 | 26 | 28,753 | 23 | 7,174 | 36 | 1,329 |
| Home Furnishings and Appliance Stores | 61 | 6,724 | 40 | 1,905 | 22 | 1,300 | 93 | 2,106 |
| Bldg. Matrl. and Garden Equip. and Supplies | 22 | 3,378 | 19 | 4,560 | 13 | 16,735 | 15 | 963 |
| Food and Beverage Stores | 23 | 7,776 | 39 | 11,452 | 46 | 9,885 | 32 | 3,938 |
| Gasoline Stations | 11 | 18,321 | 12 | 19,552 | 12 | 15,046 | 16 | 32,500 |
| Clothing and Clothing Accessories Stores | 84 | 6,627 | 59 | 3,747 | 28 | 1,528 | 54 | 576 |
| General Merchandise Stores | 6 | # | 6 | # | 11 | 7,283 | 33 | 8,736 |
| Food Services and Drinking Places | 104 | 17,653 | 155 | 23,659 | 60 | 6,318 | 116 | 11,948 |
| Other Retail Group | 498 | 37,672 # | 455 | 20,074 # | 104 | 2,591 | 370 | 4,483 |
| Total Retail and Food Services | 828 | 99,044 | 811 | 113,702 | 319 | 67,858 | 765 | 66,579 |
| All Other Outlets | 407 | 8,835 | 277 | 8,020 | 137 | 28,021 | 471 | 10,534 |
| Totals All Outlets | 1,235 | 107,879 | 1,088 | 121,722 | 456 | 95,879 | 1,236 | 77,113 |
| Type of business | DINUBA | | DIXON | | DOWNEY | | DUARTE | |
| | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 30 | 10,853 | 22 | 12,083 | 90 | 51,894 | 23 | 40,667 |
| Home Furnishings and Appliance Stores | 19 | # | 12 | 61 | 82 | 12,574 | 18 | # |
| Bldg. Matrl. and Garden Equip. and Supplies | 5 | # | 13 | 1,411 | 25 | 16,238 | 9 | 1,117 |
| Food and Beverage Stores | 21 | 2,589 | 14 | 2,578 | 78 | 12,260 | 17 | 2,506 |
| Gasoline Stations | 6 | 8,391 | 10 | 16,323 | 30 | 47,431 | 3 | # |
| Clothing and Clothing Accessories Stores | 34 | 510 | 12 | # | 184 | 27,185 | 30 | 202 |
| General Merchandise Stores | 6 | # | 3 | # | 54 | 30,863 | 13 | 22,097 |
| Food Services and Drinking Places | 44 | 4,989 | 55 | 6,452 | 260 | 44,798 | 65 | 7,768 |
| Other Retail Group | 69 | 64,993 # | 136 | 16,671 # | 834 | 17,005 | 135 | 16,272 # |
| Total Retail and Food Services | 234 | 92,325 | 277 | 55,579 | 1,637 | 260,250 | 313 | 90,629 |
| All Other Outlets | 111 | 11,995 | 129 | 51,708 | 636 | 38,968 | 151 | 8,382 |
| Totals All Outlets | 345 | 104,321 | 406 | 107,287 | 2,273 | 299,217 | 464 | 99,011 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | DUBLIN | | EL CAJON | | EL CENTRO | | EL CERRITO | |
|---|--------------|----------------------|--------------|----------------------|-----------------|----------------------|--------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 42 | 89,957 | 130 | 91,390 | 53 | 23,038 | 14 | # |
| Home Furnishings and Appliance Stores | 75 | 22,906 | 95 | 18,045 | 27 | 8,035 | 25 | 2,677 |
| Bldg. Matrl. and Garden Equip. and Supplies | 23 | 15,184 | 50 | 34,630 | 27 | 14,950 | 9 | 3,668 |
| Food and Beverage Stores | 20 | 6,106 | 93 | 16,796 | 32 | 6,340 | 18 | 5,111 |
| Gasoline Stations | 16 | 29,489 | 50 | 61,654 | 17 | 16,708 | 5 | 5,417 |
| Clothing and Clothing Accessories Stores | 52 | 13,787 | 164 | 20,070 | 87 | 22,880 | 42 | 6,052 |
| General Merchandise Stores | 6 | # | 27 | 33,395 | 20 | 54,003 | 6 | # |
| Food Services and Drinking Places | 145 | 31,075 | 217 | 30,963 | 124 | 21,249 | 67 | 7,658 |
| Other Retail Group | 299 | 37,440 # | 672 | 27,000 | 180 | 8,847 | 260 | 25,407 # |
| Total Retail and Food Services | 678 | 245,943 | 1,498 | 333,943 | 567 | 176,050 | 446 | 55,990 |
| All Other Outlets | 355 | 49,890 | 861 | 106,267 | 370 | 40,173 | 147 | 4,622 |
| Totals All Outlets | 1,033 | 295,834 | 2,359 | 440,210 | 937 | 216,223 | 593 | 60,611 |
| Type of business | EL MONTE | | EL SEGUNDO | | ELK GROVE | | EMERYVILLE | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 175 | 121,278 | 16 | 1,471 | 81 | 100,957 | 9 | 1,079 |
| Home Furnishings and Appliance Stores | 79 | 4,431 | 52 | 20,933 | 112 | 21,361 | 44 | 37,801 |
| Bldg. Matrl. and Garden Equip. and Supplies | 41 | 23,262 | 8 | 2,060 | 36 | 17,061 | 10 | # |
| Food and Beverage Stores | 115 | 10,226 | 15 | 6,473 | 61 | 23,356 | 19 | 3,960 |
| Gasoline Stations | 20 | 28,178 | 9 | # | 24 | 43,533 | 4 | 7,265 |
| Clothing and Clothing Accessories Stores | 141 | 3,333 | 69 | 7,837 | 172 | 13,690 | 58 | 22,177 |
| General Merchandise Stores | 61 | # | 13 | # | 35 | 36,470 | 3 | # |
| Food Services and Drinking Places | 235 | 17,883 | 156 | 27,455 | 229 | 39,704 | 108 | 20,545 |
| Other Retail Group | 477 | 26,773 # | 248 | 62,347 # | 919 | 32,605 | 185 | 35,363 # |
| Total Retail and Food Services | 1,344 | 235,365 | 586 | 128,577 | 1,669 | 328,738 | 440 | 128,189 |
| All Other Outlets | 828 | 41,570 | 430 | 140,936 | 609 | 53,172 | 288 | 35,785 |
| Totals All Outlets | 2,172 | 276,935 | 1,016 | 269,512 | 2,278 | 381,910 | 728 | 163,974 |
| Type of business | ENCINITAS | | ESCONDIDO | | EUREKA | | FAIRFIELD | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 37 | 24,308 | 193 | 154,555 | 57 | 28,942 | 75 | 43,778 |
| Home Furnishings and Appliance Stores | 108 | 13,753 | 137 | 11,862 | 47 | 5,946 | 81 | 13,404 |
| Bldg. Matrl. and Garden Equip. and Supplies | 62 | 22,914 | 71 | 46,222 | 35 | 14,126 | 30 | 13,085 |
| Food and Beverage Stores | 56 | 19,569 | 118 | 32,583 | 32 | 9,042 | 61 | 13,345 |
| Gasoline Stations | 21 | 38,735 | 40 | 84,079 | 20 | 13,398 | 32 | 41,441 |
| Clothing and Clothing Accessories Stores | 166 | 9,317 | 266 | 43,998 | 71 | 7,225 | 132 | 19,210 |
| General Merchandise Stores | 17 | # | 39 | 31,546 | 20 | 37,112 | 32 | 55,557 |
| Food Services and Drinking Places | 214 | 36,823 | 321 | 44,445 | 136 | 15,405 | 219 | 38,079 |
| Other Retail Group | 1,261 | 47,633 # | 1,364 | 35,223 | 444 | 17,535 | 729 | 17,806 |
| Total Retail and Food Services | 1,942 | 213,053 | 2,549 | 484,512 | 862 | 148,730 | 1,391 | 255,704 |
| All Other Outlets | 859 | 25,639 | 1,281 | 111,700 | 383 | 34,648 | 641 | 89,716 |
| Totals All Outlets | 2,801 | 238,692 | 3,830 | 596,212 | 1,245 | 183,378 | 2,032 | 345,421 |
| Type of business | FOLSOM | | FONTANA | | FOUNTAIN VALLEY | | FREMONT | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 38 | 66,240 | 214 | 115,906 | 45 | 14,104 | 155 | 113,444 |
| Home Furnishings and Appliance Stores | 102 | 13,991 | 150 | 4,165 | 106 | 26,327 | 306 | 35,047 |
| Bldg. Matrl. and Garden Equip. and Supplies | 28 | 21,886 | 61 | 30,258 | 25 | 4,605 | 52 | 30,132 |
| Food and Beverage Stores | 63 | 17,047 | 112 | 27,593 | 63 | 9,376 | 121 | 20,684 |
| Gasoline Stations | 17 | 19,729 | 55 | 96,441 | 26 | 38,447 | 48 | 74,053 |
| Clothing and Clothing Accessories Stores | 150 | 31,227 | 338 | 13,483 | 70 | 4,821 | 151 | 15,722 |
| General Merchandise Stores | 23 | 63,461 | 91 | 62,334 | 19 | 62,416 | 54 | 61,693 |
| Food Services and Drinking Places | 201 | 33,612 | 299 | 45,149 | 165 | 23,153 | 427 | 55,010 |
| Other Retail Group | 711 | 29,904 | 1,697 | 42,232 | 465 | 25,494 | 1,262 | 72,304 |
| Total Retail and Food Services | 1,333 | 297,097 | 3,017 | 437,561 | 984 | 208,743 | 2,576 | 478,089 |
| All Other Outlets | 548 | 26,225 | 987 | 129,976 | 636 | 30,279 | 2,008 | 199,750 |
| Totals All Outlets | 1,881 | 323,322 | 4,004 | 567,537 | 1,620 | 239,021 | 4,584 | 677,839 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | FRESNO | | FULLERTON | | GARDEN GROVE | | GARDENA | |
|---|---------------|----------------------|--------------|----------------------|---------------|----------------------|--------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 596 | 196,186 | 165 | 32,153 | 169 | 61,364 | 104 | 19,890 |
| Home Furnishings and Appliance Stores | 570 | 59,923 | 117 | 17,091 | 193 | 7,315 | 66 | 4,047 |
| Bldg. Matrl. and Garden Equip. and Supplies | 193 | 87,990 | 33 | 15,918 | 63 | 22,354 | 32 | 23,748 |
| Food and Beverage Stores | 450 | 88,572 | 114 | 20,734 | 186 | 18,861 | 65 | 11,867 |
| Gasoline Stations | 175 | 194,223 | 31 | 59,019 | 39 | 70,942 | 16 | 32,846 |
| Clothing and Clothing Accessories Stores | 983 | 84,801 | 205 | 13,731 | 187 | 8,528 | 119 | 1,745 |
| General Merchandise Stores | 163 | 191,975 | 65 | 59,160 | 68 | 47,599 | 43 | 16,729 |
| Food Services and Drinking Places | 1,190 | 167,700 | 341 | 53,918 | 440 | 57,101 | 273 | 26,202 |
| Other Retail Group | 2,668 | 127,488 | 900 | 28,906 | 1,072 | 55,468 | 479 | 8,449 |
| Total Retail and Food Services | 6,988 | 1,198,857 | 1,971 | 300,631 | 2,417 | 349,531 | 1,197 | 145,523 |
| All Other Outlets | 3,789 | 353,113 | 1,300 | 99,056 | 1,375 | 60,800 | 919 | 36,563 |
| Totals All Outlets | 10,777 | 1,551,969 | 3,271 | 399,687 | 3,792 | 410,332 | 2,116 | 182,086 |
| Type of business | GILROY | | GLENDALE | | GLENDORA | | GOLETA | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 71 | 25,488 | 195 | 124,187 | 68 | 30,138 | 33 | 17,246 |
| Home Furnishings and Appliance Stores | 53 | 12,197 | 287 | 16,317 | 73 | 10,596 | 49 | 16,438 |
| Bldg. Matrl. and Garden Equip. and Supplies | 26 | 17,651 | 68 | 24,003 | 31 | # | 25 | 20,152 |
| Food and Beverage Stores | 57 | 8,780 | 203 | 31,357 | 29 | 7,971 | 38 | 8,376 |
| Gasoline Stations | 21 | 40,787 | 35 | 53,567 | 10 | 10,769 | 12 | 20,329 |
| Clothing and Clothing Accessories Stores | 160 | 60,703 | 491 | 85,720 | 89 | 2,711 | 33 | 3,266 |
| General Merchandise Stores | 18 | 43,115 | 98 | 47,980 | 65 | 32,131 | 9 | 22,286 |
| Food Services and Drinking Places | 141 | 24,739 | 537 | 72,485 | 122 | 18,256 | 104 | 19,055 |
| Other Retail Group | 379 | 17,336 | 1,759 | 46,854 | 787 | 24,808 # | 430 | 12,371 |
| Total Retail and Food Services | 926 | 250,796 | 3,673 | 502,470 | 1,274 | 137,378 | 733 | 139,517 |
| All Other Outlets | 406 | 35,261 | 1,799 | 119,024 | 406 | 15,292 | 516 | 38,188 |
| Totals All Outlets | 1,332 | 286,058 | 5,472 | 621,494 | 1,680 | 152,671 | 1,249 | 177,704 |
| Type of business | GRASS VALLEY | | HANFORD | | HAWTHORNE | | HAYWARD | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 46 | 10,427 | 42 | 28,431 | 81 | 47,182 | 220 | 47,626 |
| Home Furnishings and Appliance Stores | 34 | 3,778 | 46 | 3,172 | 54 | 13,962 | 149 | 9,565 |
| Bldg. Matrl. and Garden Equip. and Supplies | 23 | 15,254 | 23 | 15,599 | 25 | 31,174 | 79 | 32,786 |
| Food and Beverage Stores | 25 | 12,196 | 40 | 10,577 | 57 | 8,467 | 118 | 17,730 |
| Gasoline Stations | 11 | 14,620 | 16 | 18,469 | 15 | 23,492 | 48 | 63,082 |
| Clothing and Clothing Accessories Stores | 49 | 1,431 | 112 | 10,310 | 85 | 8,485 | 193 | 17,785 |
| General Merchandise Stores | 15 | 9,354 | 23 | 32,435 | 25 | # | 61 | 73,342 |
| Food Services and Drinking Places | 99 | 11,190 | 131 | 18,031 | 171 | 18,434 | 378 | 40,418 |
| Other Retail Group | 309 | 13,221 | 383 | 11,794 | 294 | 69,548 # | 836 | 31,496 |
| Total Retail and Food Services | 611 | 91,471 | 816 | 148,818 | 807 | 220,743 | 2,082 | 333,830 |
| All Other Outlets | 293 | 16,243 | 300 | 25,855 | 454 | 34,585 | 1,665 | 237,793 |
| Totals All Outlets | 904 | 107,714 | 1,116 | 174,673 | 1,261 | 255,327 | 3,747 | 571,623 |
| 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 | 13,244 | 67 | 48,377 | 11 | 2,304 | 127 | 8,750 |
| Home Furnishings and Appliance Stores | 18 | 721 | 66 | 3,384 | 23 | 4,860 | 70 | 1,631 |
| Bldg. Matrl. and Garden Equip. and Supplies | 19 | 5,979 | 24 | 17,023 | 7 | 3,286 | 35 | 5,235 |
| Food and Beverage Stores | 33 | 5,447 | 48 | 10,172 | 23 | 5,527 | 49 | 12,817 |
| Gasoline Stations | 7 | 8,685 | 24 | 33,752 | 2 | # | 36 | 64,644 |
| Clothing and Clothing Accessories Stores | 37 | 2,300 | 89 | 6,925 | 93 | 2,281 | 63 | 3,930 |
| General Merchandise Stores | 4 | 656 | 30 | 27,616 | 19 | 31 | 29 | 13,500 |
| Food Services and Drinking Places | 55 | 10,367 | 174 | 22,820 | 123 | 20,789 | 130 | 19,562 |
| Other Retail Group | 252 | 4,536 | 516 | 12,601 | 340 | 11,432 # | 518 | 6,999 |
| Total Retail and Food Services | 439 | 51,936 | 1,038 | 182,670 | 641 | 50,508 | 1,057 | 137,068 |
| All Other Outlets | 283 | 23,962 | 393 | 19,675 | 219 | 3,699 | 504 | 36,546 |
| Totals All Outlets | 722 | 75,898 | 1,431 | 202,345 | 860 | 54,207 | 1,561 | 173,614 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | HOLLISTER | | HUNTINGTON BEACH | | HUNTINGTON PARK | | INDIO | |
|---|--------------|----------------------|------------------|----------------------|-----------------|----------------------|---------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 41 | 8,480 | 232 | 94,489 | 44 | 22,044 | 80 | 39,291 |
| Home Furnishings and Appliance Stores | 20 | 469 | 288 | 75,656 | 54 | 6,164 | 90 | 9,121 |
| Bldg. Matrl. and Garden Equip. and Supplies | 20 | 5,261 | 106 | 35,788 | 16 | # | 50 | 13,891 |
| Food and Beverage Stores | 23 | 6,371 | 150 | 37,829 | 93 | 7,301 | 54 | 13,443 |
| Gasoline Stations | 12 | 14,613 | 50 | 70,648 | 7 | 10,354 | 11 | 16,436 |
| Clothing and Clothing Accessories Stores | 26 | 339 | 483 | 22,769 | 243 | 10,020 | 253 | 5,811 |
| General Merchandise Stores | 9 | 8,446 | 157 | 40,444 | 62 | 9,333 | 54 | 11,354 |
| Food Services and Drinking Places | 78 | 7,851 | 493 | 82,997 | 192 | 16,404 | 210 | 19,387 |
| Other Retail Group | 210 | 4,005 | 2,742 | 57,742 | 401 | 21,400 # | 1,438 | 9,249 |
| Total Retail and Food Services | 439 | 55,835 | 4,701 | 518,362 | 1,112 | 103,021 | 2,240 | 137,983 |
| All Other Outlets | 263 | 13,035 | 2,267 | 148,179 | 399 | 22,745 | 510 | 30,996 |
| Totals All Outlets | 702 | 68,870 | 6,968 | 666,541 | 1,511 | 125,766 | 2,750 | 168,980 |
| Type of business | INDUSTRY | | INGLEWOOD | | IRVINE | | LA HABRA | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 100 | 73,057 | 91 | 32,529 | 141 | 137,451 | 81 | 7,429 |
| Home Furnishings and Appliance Stores | 179 | 70,194 | 69 | 2,710 | 553 | 78,197 | 43 | 5,888 |
| Bldg. Matrl. and Garden Equip. and Supplies | 56 | 22,893 | 16 | # | 76 | 22,629 | 36 | 18,493 |
| Food and Beverage Stores | 45 | 3,458 | 113 | 14,266 | 150 | 37,030 | 64 | 10,852 |
| Gasoline Stations | 16 | 24,814 | 23 | 30,025 | 28 | 67,454 | 16 | 19,124 |
| Clothing and Clothing Accessories Stores | 359 | 15,810 | 218 | 13,387 | 426 | 46,103 | 54 | 6,459 |
| General Merchandise Stores | 156 | 63,531 | 54 | 32,908 | 94 | 70,866 | 25 | 62,618 |
| Food Services and Drinking Places | 160 | 31,635 | 247 | 30,048 | 571 | 123,449 | 165 | 21,317 |
| Other Retail Group | 2,365 | 23,094 | 550 | 37,569 # | 1,857 | 71,311 | 353 | 10,577 |
| Total Retail and Food Services | 3,436 | 328,485 | 1,381 | 193,442 | 3,896 | 654,490 | 837 | 162,757 |
| All Other Outlets | 1,320 | 328,734 | 492 | 54,507 | 3,082 | 423,780 | 476 | 26,011 |
| Totals All Outlets | 4,756 | 657,219 | 1,873 | 247,948 | 6,978 | 1,078,270 | 1,313 | 188,767 |
| Type of business | LA MESA | | LA MIRADA | | LA PUENTE | | LA QUINTA | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 59 | 49,629 | 22 | 4,180 | 66 | 8,482 | 15 | 14,160 |
| Home Furnishings and Appliance Stores | 69 | 8,758 | 37 | # | 59 | # | 51 | 9,584 |
| Bldg. Matrl. and Garden Equip. and Supplies | 16 | 5,963 | 14 | 11,763 | 16 | 1,846 | 14 | 14,455 |
| Food and Beverage Stores | 48 | 12,770 | 22 | 4,903 | 50 | 6,124 | 23 | 12,390 |
| Gasoline Stations | 18 | 23,989 | 13 | 38,247 | 9 | 8,570 | 4 | 9,751 |
| Clothing and Clothing Accessories Stores | 100 | 8,599 | 33 | 2,625 | 120 | 2,288 | 69 | 6,084 |
| General Merchandise Stores | 14 | 47,617 | 16 | 2,001 | 65 | 1,702 | 14 | 52,072 |
| Food Services and Drinking Places | 172 | 31,735 | 104 | 13,241 | 113 | 9,069 | 97 | 22,183 |
| Other Retail Group | 573 | 22,491 | 286 | 70,150 # | 718 | 11,653 # | 604 | 10,332 |
| Total Retail and Food Services | 1,069 | 211,551 | 547 | 147,111 | 1,216 | 49,735 | 891 | 151,011 |
| All Other Outlets | 498 | 19,467 | 358 | 62,830 | 248 | 4,217 | 337 | 18,394 |
| Totals All Outlets | 1,567 | 231,018 | 905 | 209,941 | 1,464 | 53,952 | 1,228 | 169,405 |
| Type of business | LA VERNE | | LAGUNA BEACH | | LAGUNA HILLS | | LAGUNA NIGUEL | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 18 | 567 | 13 | 1,361 | 40 | 4,125 | 41 | 34,953 |
| Home Furnishings and Appliance Stores | 34 | 6,621 | 81 | 1,446 | 104 | 11,495 | 144 | 7,273 |
| Bldg. Matrl. and Garden Equip. and Supplies | 9 | 2,375 | 24 | 3,723 | 22 | 1,281 | 30 | 14,542 |
| Food and Beverage Stores | 11 | 3,853 | 26 | 6,684 | 33 | 5,354 | 32 | 14,311 |
| Gasoline Stations | 7 | 15,714 | 9 | 6,178 | 11 | 13,988 | 10 | 19,661 |
| Clothing and Clothing Accessories Stores | 34 | 2,116 | 168 | 7,213 | 115 | 12,863 | 107 | 6,473 |
| General Merchandise Stores | 18 | 12,494 | 19 | 143 | 19 | 17,243 | 26 | 73,020 |
| Food Services and Drinking Places | 83 | 12,308 | 112 | 31,418 | 84 | 17,940 | 129 | 22,714 |
| Other Retail Group | 268 | 11,435 | 844 | 12,786 | 413 | 10,309 | 650 | 14,376 |
| Total Retail and Food Services | 482 | 67,482 | 1,296 | 70,952 | 841 | 94,599 | 1,169 | 207,323 |
| All Other Outlets | 279 | 16,278 | 452 | 22,320 | 523 | 23,618 | 609 | 29,374 |
| Totals All Outlets | 761 | 83,761 | 1,748 | 93,272 | 1,364 | 118,217 | 1,778 | 236,697 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND 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 | 20,740 | 76 | 15,752 | 39 | 29,316 | 150 | 57,997 |
| Home Furnishings and Appliance Stores | 44 | 1,877 | 152 | 17,920 | 51 | 6,454 | 113 | 3,716 |
| Bldg. Matrl. and Garden Equip. and Supplies | 20 | 11,685 | 32 | 23,331 | 24 | 15,302 | 41 | 22,562 |
| Food and Beverage Stores | 36 | 8,504 | 60 | 15,414 | 59 | 11,157 | 76 | 15,959 |
| Gasoline Stations | 15 | 29,007 | 20 | 38,845 | 20 | 33,273 | 36 | 45,351 |
| Clothing and Clothing Accessories Stores | 113 | 9,982 | 103 | 7,391 | 144 | 27,395 | 190 | 8,423 |
| General Merchandise Stores | 24 | 36,548 | 26 | 17,208 | 38 | 68,538 | 55 | 66,822 |
| Food Services and Drinking Places | 119 | 16,628 | 215 | 35,080 | 179 | 36,185 | 281 | 37,622 |
| Other Retail Group | 467 | 9,787 | 713 | 30,563 | 554 | 17,050 | 749 | 20,476 |
| Total Retail and Food Services | 897 | 144,759 | 1,397 | 201,504 | 1,108 | 244,670 | 1,691 | 278,928 |
| All Other Outlets | 351 | 14,394 | 874 | 91,828 | 268 | 12,015 | 839 | 86,504 |
| Totals All Outlets | 1,248 | 159,153 | 2,271 | 293,332 | 1,376 | 256,686 | 2,530 | 365,432 |
| Type of business | LAWNSDALE | | LEMON GROVE | | LINCOLN | | LIVERMORE | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 37 | 5,341 | 28 | 19,544 | 20 | 2,385 | 85 | 48,403 |
| Home Furnishings and Appliance Stores | 38 | 1,878 | 17 | 665 | 21 | 530 | 102 | 6,166 |
| Bldg. Matrl. and Garden Equip. and Supplies | 10 | 6,135 | 12 | # | 16 | 10,778 | 52 | 27,170 |
| Food and Beverage Stores | 29 | 3,241 | 20 | 6,264 | 16 | 8,349 | 55 | 12,602 |
| Gasoline Stations | 11 | 18,537 | 11 | 13,956 | 5 | 9,858 | 31 | 47,774 |
| Clothing and Clothing Accessories Stores | 27 | 896 | 27 | 1,854 | 44 | 2,577 | 77 | 3,192 |
| General Merchandise Stores | 10 | # | 6 | # | 7 | # | 22 | 47,778 |
| Food Services and Drinking Places | 71 | 7,860 | 60 | 7,444 | 64 | 8,897 | 206 | 31,192 |
| Other Retail Group | 139 | 5,393 # | 165 | 27,057 # | 254 | 9,912 # | 621 | 19,343 |
| Total Retail and Food Services | 372 | 49,282 | 346 | 76,784 | 447 | 53,286 | 1,251 | 243,620 |
| All Other Outlets | 179 | 6,513 | 157 | 7,873 | 194 | 10,523 | 939 | 215,377 |
| Totals All Outlets | 551 | 55,795 | 503 | 84,657 | 641 | 63,809 | 2,190 | 458,997 |
| Type of business | LODI | | LOMPOC | | LONG BEACH | | LOS ALTOS | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 108 | 19,130 | 30 | 11,035 | 320 | 69,320 | 3 | # |
| Home Furnishings and Appliance Stores | 56 | 3,201 | 22 | 1,406 | 356 | 22,393 | 51 | 2,518 |
| Bldg. Matrl. and Garden Equip. and Supplies | 32 | 17,168 | 13 | # | 107 | # | 10 | 3,512 |
| Food and Beverage Stores | 78 | 11,021 | 49 | 12,025 | 463 | 66,457 | 24 | 6,842 |
| Gasoline Stations | 25 | 27,880 | 10 | 12,160 | 113 | 176,783 | 8 | 12,904 |
| Clothing and Clothing Accessories Stores | 74 | 4,885 | 21 | 2,329 | 614 | 41,112 | 68 | 3,314 |
| General Merchandise Stores | 18 | 25,959 | 6 | # | 307 | 69,899 | 4 | # |
| Food Services and Drinking Places | 176 | 20,173 | 85 | 9,901 | 1,126 | 177,147 | 74 | 11,420 |
| Other Retail Group | 457 | 11,975 | 305 | 21,170 # | 3,474 | 333,784 # | 402 | 6,868 # |
| Total Retail and Food Services | 1,024 | 141,393 | 541 | 70,026 | 6,880 | 956,894 | 644 | 47,379 |
| All Other Outlets | 529 | 49,122 | 252 | 8,802 | 2,440 | 274,800 | 331 | 3,829 |
| Totals All Outlets | 1,553 | 190,514 | 793 | 78,829 | 9,320 | 1,231,694 | 975 | 51,209 |
| Type of business | LOS ANGELES | | LOS BANOS | | LOS GATOS | | LYNWOOD | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 3,066 | 788,191 | 27 | 3,243 | 21 | 12,313 | 56 | 3,895 |
| Home Furnishings and Appliance Stores | 4,508 | 383,423 | 25 | 924 | 73 | 3,751 | 55 | 1,270 |
| Bldg. Matrl. and Garden Equip. and Supplies | 1,310 | 480,266 | 9 | 6,663 | 22 | 3,148 | 18 | # |
| Food and Beverage Stores | 3,614 | 563,438 | 20 | 7,428 | 36 | 9,889 | 74 | 8,853 |
| Gasoline Stations | 778 | 1,346,992 | 11 | 13,515 | 11 | 16,397 | 9 | 19,825 |
| Clothing and Clothing Accessories Stores | 10,244 | 666,464 | 34 | 888 | 94 | 8,104 | 110 | 3,395 |
| General Merchandise Stores | 2,235 | 629,831 | 11 | 13,872 | 7 | # | 33 | 2,941 |
| Food Services and Drinking Places | 10,508 | 1,523,869 | 78 | 9,447 | 126 | 24,943 | 143 | 13,715 |
| Other Retail Group | 29,222 | 882,195 | 156 | 4,211 | 489 | 17,681 # | 311 | 9,487 # |
| Total Retail and Food Services | 65,485 | 7,264,667 | 371 | 60,190 | 879 | 96,226 | 809 | 63,382 |
| All Other Outlets | 34,851 | 2,250,137 | 150 | 11,390 | 474 | 122,835 | 280 | 12,805 |
| Totals All Outlets | 100,336 | 9,514,805 | 521 | 71,580 | 1,353 | 219,060 | 1,089 | 76,187 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | MADERA | | MALIBU | | MANHATTAN BEACH | | MANTECA | |
|---|--------------|----------------------|---------------|----------------------|-----------------|----------------------|---------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 57 | 16,094 | 4 | # | 14 | # | 57 | 22,847 |
| Home Furnishings and Appliance Stores | 40 | 1,767 | 34 | 783 | 47 | # | 44 | 6,113 |
| Bldg. Matrl. and Garden Equip. and Supplies | 17 | 11,181 | 13 | 670 | 8 | # | 24 | 12,375 |
| Food and Beverage Stores | 55 | 8,925 | 15 | 5,615 | 34 | 13,708 | 55 | 8,210 |
| Gasoline Stations | 26 | 16,991 | 9 | 7,843 | 4 | 9,506 | 30 | 20,989 |
| Clothing and Clothing Accessories Stores | 122 | 2,168 | 105 | 8,657 | 127 | 15,662 | 47 | 6,490 |
| General Merchandise Stores | 24 | # | 13 | 826 | 20 | 24,799 | 17 | 41,947 |
| Food Services and Drinking Places | 122 | 12,844 | 53 | 20,726 | 144 | 37,765 | 155 | 19,589 |
| Other Retail Group | 301 | 21,112 # | 256 | 7,218 # | 396 | 48,176 # | 322 | 17,955 |
| Total Retail and Food Services | 764 | 91,082 | 502 | 52,337 | 794 | 149,615 | 751 | 156,516 |
| All Other Outlets | 303 | 40,841 | 225 | 5,886 | 350 | 51,107 | 365 | 31,069 |
| Totals All Outlets | 1,067 | 131,923 | 727 | 58,224 | 1,144 | 200,723 | 1,116 | 187,584 |
| Type of business | MARTINEZ | | MENIFEE | | MENLO PARK | | MERCED | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 26 | 1,518 | 31 | 2,907 | 5 | # | 76 | 35,169 |
| Home Furnishings and Appliance Stores | 31 | 298 | 35 | 9,156 | 64 | 6,005 | 56 | 6,329 |
| Bldg. Matrl. and Garden Equip. and Supplies | 13 | 9,652 | 24 | # | 16 | 3,687 | 23 | 17,581 |
| Food and Beverage Stores | 24 | 6,581 | 22 | 10,655 | 27 | 13,904 | 62 | 10,930 |
| Gasoline Stations | 16 | 14,873 | 11 | 22,941 | 11 | 16,746 | 24 | 27,280 |
| Clothing and Clothing Accessories Stores | 37 | 699 | 46 | 6,987 | 59 | 3,591 | 109 | 7,853 |
| General Merchandise Stores | 6 | # | 14 | 13,221 | 3 | # | 29 | 42,609 |
| Food Services and Drinking Places | 86 | 7,547 | 60 | 12,579 | 106 | 18,175 | 174 | 22,652 |
| Other Retail Group | 356 | 18,105 # | 363 | 15,561 # | 396 | 33,635 # | 401 | 14,658 |
| Total Retail and Food Services | 595 | 59,274 | 606 | 94,008 | 687 | 95,744 | 954 | 185,060 |
| All Other Outlets | 286 | 49,400 | 234 | 12,715 | 461 | 41,960 | 405 | 35,035 |
| Totals All Outlets | 881 | 108,674 | 840 | 106,723 | 1,148 | 137,704 | 1,359 | 220,095 |
| Type of business | MILPITAS | | MISSION VIEJO | | MODESTO | | MONROVIA | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 36 | 31,363 | 82 | 48,432 | 189 | 36,907 | 44 | 46,578 |
| Home Furnishings and Appliance Stores | 111 | 32,639 | 164 | 25,360 | 214 | 27,720 | 56 | 13,667 |
| Bldg. Matrl. and Garden Equip. and Supplies | 20 | 12,809 | 39 | 12,722 | 64 | 35,124 | 18 | # |
| Food and Beverage Stores | 60 | 9,807 | 54 | 14,618 | 182 | 38,491 | 30 | 7,067 |
| Gasoline Stations | 17 | 25,493 | 23 | 44,191 | 57 | 54,068 | 7 | 12,978 |
| Clothing and Clothing Accessories Stores | 167 | 60,508 | 229 | 44,581 | 287 | 46,352 | 91 | 6,879 |
| General Merchandise Stores | 23 | 22,670 | 37 | 29,503 | 60 | 93,163 | 31 | 5,950 |
| Food Services and Drinking Places | 296 | 51,293 | 207 | 31,366 | 471 | 70,127 | 115 | 18,032 |
| Other Retail Group | 450 | 19,990 | 892 | 31,070 | 1,070 | 51,914 | 490 | 33,212 # |
| Total Retail and Food Services | 1,180 | 266,572 | 1,727 | 281,843 | 2,594 | 453,867 | 882 | 144,364 |
| All Other Outlets | 725 | 119,015 | 815 | 58,281 | 1,131 | 183,745 | 459 | 47,421 |
| Totals All Outlets | 1,905 | 385,588 | 2,542 | 340,124 | 3,725 | 637,612 | 1,341 | 191,785 |
| Type of business | MONTCLAIR | | MONTEBELLO | | MONTEREY | | MONTEREY PARK | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 103 | 49,746 | 57 | 19,357 | 24 | # | 42 | # |
| Home Furnishings and Appliance Stores | 76 | 12,090 | 47 | 9,396 | 59 | 4,312 | 46 | 1,110 |
| Bldg. Matrl. and Garden Equip. and Supplies | 22 | 4,425 | 15 | 15,837 | 16 | 1,701 | 16 | 463 |
| Food and Beverage Stores | 35 | 3,318 | 58 | 7,650 | 42 | 8,302 | 55 | 7,176 |
| Gasoline Stations | 8 | 12,619 | 19 | 29,870 | 10 | 14,111 | 9 | 14,479 |
| Clothing and Clothing Accessories Stores | 201 | 30,312 | 120 | 24,654 | 92 | 10,227 | 77 | 3,468 |
| General Merchandise Stores | 70 | 50,577 | 44 | 29,383 | 14 | # | 45 | 1,241 |
| Food Services and Drinking Places | 106 | 17,615 | 171 | 23,116 | 194 | 40,387 | 168 | 25,726 |
| Other Retail Group | 816 | 15,644 | 379 | 13,867 | 551 | 44,456 # | 436 | 24,461 # |
| Total Retail and Food Services | 1,437 | 196,346 | 910 | 173,130 | 1,002 | 123,496 | 894 | 78,125 |
| All Other Outlets | 402 | 27,589 | 515 | 67,918 | 459 | 36,858 | 410 | 20,124 |
| Totals All Outlets | 1,839 | 223,935 | 1,425 | 241,048 | 1,461 | 160,353 | 1,304 | 98,249 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND 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 | 5,016 | 92 | 34,144 | 34 | 18,870 | 44 | 21,774 |
| Home Furnishings and Appliance Stores | 20 | 3,678 | 111 | 5,512 | 42 | 1,818 | 112 | 25,524 |
| Bldg. Matrl. and Garden Equip. and Supplies | 16 | 1,911 | 43 | 21,661 | 25 | 11,606 | 32 | 8,331 |
| Food and Beverage Stores | 25 | 4,834 | 70 | 21,552 | 28 | 6,467 | 70 | 16,484 |
| Gasoline Stations | 7 | 14,615 | 34 | 53,331 | 10 | 27,861 | 18 | 32,759 |
| Clothing and Clothing Accessories Stores | 28 | 2,485 | 241 | 15,608 | 41 | 4,557 | 81 | 7,645 |
| General Merchandise Stores | 9 | 9,729 | 50 | 59,568 | 13 | 10,352 | 17 | 50,712 |
| Food Services and Drinking Places | 76 | 10,003 | 263 | 40,584 | 121 | 16,060 | 273 | 46,355 |
| Other Retail Group | 229 | 8,919 | 789 | 17,547 | 333 | 9,231 | 629 | 32,276 |
| Total Retail and Food Services | 430 | 61,191 | 1,693 | 269,506 | 647 | 106,822 | 1,276 | 241,860 |
| All Other Outlets | 322 | 19,216 | 505 | 19,349 | 495 | 27,819 | 847 | 99,391 |
| Totals All Outlets | 752 | 80,407 | 2,198 | 288,856 | 1,142 | 134,642 | 2,123 | 341,251 |
| Type of business | MURRIETA | | NAPA | | NATIONAL CITY | | NEWARK | |
| | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 89 | 18,506 | 53 | 28,764 | 103 | 97,279 | 77 | 25,211 |
| Home Furnishings and Appliance Stores | 120 | 21,814 | 88 | 5,261 | 65 | 3,805 | 41 | 3,447 |
| Bldg. Matrl. and Garden Equip. and Supplies | 44 | 19,333 | 49 | 28,243 | 35 | 5,107 | 22 | 16,728 |
| Food and Beverage Stores | 53 | 12,491 | 146 | 20,936 | 79 | 7,837 | 36 | 7,163 |
| Gasoline Stations | 23 | 36,664 | 21 | 38,329 | 16 | 23,080 | 12 | 14,197 |
| Clothing and Clothing Accessories Stores | 121 | 4,765 | 108 | 19,160 | 222 | 32,346 | 99 | 13,388 |
| General Merchandise Stores | 27 | 47,597 | 15 | 27,292 | 35 | 38,048 | 15 | 21,306 |
| Food Services and Drinking Places | 170 | 26,233 | 212 | 39,750 | 194 | 31,011 | 170 | 18,313 |
| Other Retail Group | 747 | 20,793 | 787 | 24,481 | 556 | 14,654 | 247 | 39,572 |
| Total Retail and Food Services | 1,394 | 208,195 | 1,479 | 232,216 | 1,305 | 253,166 | 719 | 159,326 |
| All Other Outlets | 666 | 34,160 | 928 | 38,202 | 426 | 37,331 | 394 | 30,198 |
| Totals All Outlets | 2,060 | 242,355 | 2,407 | 270,418 | 1,731 | 290,497 | 1,113 | 189,524 |
| Type of business | NEWPORT BEACH | | NORCO | | NORWALK | | NOVATO | |
| | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 89 | 122,342 | 60 | 18,829 | 60 | 33,853 | 33 | 17,261 |
| Home Furnishings and Appliance Stores | 287 | 9,292 | 34 | 2,501 | 50 | 1,067 | 60 | 3,015 |
| Bldg. Matrl. and Garden Equip. and Supplies | 43 | 12,956 | 16 | 4,184 | 14 | 6,353 | 22 | 5,276 |
| Food and Beverage Stores | 90 | 24,161 | 26 | 5,282 | 68 | 11,221 | 33 | 11,532 |
| Gasoline Stations | 17 | 37,310 | 12 | 23,053 | 22 | 38,107 | 14 | 23,889 |
| Clothing and Clothing Accessories Stores | 357 | 57,350 | 31 | 927 | 99 | 5,446 | 59 | 8,879 |
| General Merchandise Stores | 39 | 42,015 | 9 | # | 43 | 42,778 | 7 | 34,730 |
| Food Services and Drinking Places | 363 | 99,368 | 87 | 12,157 | 192 | 22,076 | 127 | 18,737 |
| Other Retail Group | 1,258 | 34,891 | 296 | 13,688 # | 539 | 9,339 | 588 | 19,276 |
| Total Retail and Food Services | 2,543 | 439,684 | 571 | 80,621 | 1,087 | 170,240 | 943 | 142,594 |
| All Other Outlets | 1,513 | 155,288 | 291 | 14,301 | 444 | 21,584 | 655 | 22,955 |
| Totals All Outlets | 4,056 | 594,972 | 862 | 94,922 | 1,531 | 191,825 | 1,598 | 165,549 |
| Type of business | OAKDALE | | OAKLAND | | OCEANSIDE | | ONTARIO | |
| | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 35 | 9,907 | 262 | 86,500 | 136 | 30,065 | 254 | 205,293 |
| Home Furnishings and Appliance Stores | 19 | 990 | 330 | 26,107 | 162 | 20,972 | 274 | 43,943 |
| Bldg. Matrl. and Garden Equip. and Supplies | 18 | 3,740 | 128 | 42,650 | 63 | 29,639 | 141 | 36,651 |
| Food and Beverage Stores | 25 | 4,800 | 515 | 62,160 | 97 | 27,179 | 119 | 26,234 |
| Gasoline Stations | 9 | 16,078 | 117 | 154,714 | 42 | 67,302 | 70 | 135,254 |
| Clothing and Clothing Accessories Stores | 20 | 336 | 752 | 16,959 | 279 | 11,840 | 543 | 89,649 |
| General Merchandise Stores | 8 | # | 150 | 34,904 | 50 | 53,838 | 141 | 36,734 |
| Food Services and Drinking Places | 58 | 6,614 | 1,235 | 134,866 | 366 | 56,558 | 445 | 74,265 |
| Other Retail Group | 143 | 8,416 # | 3,749 | 70,047 | 1,846 | 32,371 | 2,357 | 176,472 |
| Total Retail and Food Services | 335 | 50,881 | 7,238 | 628,908 | 3,041 | 329,765 | 4,344 | 824,497 |
| All Other Outlets | 215 | 13,967 | 3,046 | 307,889 | 1,164 | 54,225 | 2,055 | 500,963 |
| Totals All Outlets | 550 | 64,848 | 10,284 | 936,796 | 4,205 | 383,990 | 6,399 | 1,325,460 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND 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 | 87,002 | 35 | 8,113 | 125 | 91,444 | 57 | 4,790 |
| Home Furnishings and Appliance Stores | 237 | 25,809 | 31 | 1,243 | 119 | 31,939 | 162 | 21,884 |
| Bldg. Matrl. and Garden Equip. and Supplies | 90 | 48,422 | 26 | 8,475 | 39 | 23,468 | 58 | 15,576 |
| Food and Beverage Stores | 110 | 27,093 | 24 | 5,673 | 155 | 23,839 | 44 | 13,113 |
| Gasoline Stations | 45 | 66,440 | 15 | 15,254 | 38 | 68,567 | 11 | 24,118 |
| Clothing and Clothing Accessories Stores | 280 | 32,383 | 30 | 659 | 185 | 20,010 | 386 | 47,989 |
| General Merchandise Stores | 66 | 42,328 | 8 | # | 56 | 66,105 | 45 | 85,434 |
| Food Services and Drinking Places | 433 | 75,394 | 76 | 8,881 | 347 | 51,680 | 208 | 41,172 |
| Other Retail Group | 1,423 | 49,117 | 198 | 19,110 # | 1,110 | 26,881 | 1,439 | 33,261 |
| Total Retail and Food Services | 2,901 | 453,988 | 443 | 67,407 | 2,174 | 403,932 | 2,410 | 287,336 |
| All Other Outlets | 1,920 | 287,338 | 222 | 16,137 | 1,286 | 124,992 | 738 | 50,024 |
| Totals All Outlets | 4,821 | 741,326 | 665 | 83,544 | 3,460 | 528,924 | 3,148 | 337,361 |
| Type of business | PALM SPRINGS | | PALMDALE | | PALO ALTO | | PARAMOUNT | |
| | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 45 | # | 76 | 35,253 | 24 | 39,474 | 67 | 4,875 |
| Home Furnishings and Appliance Stores | 68 | 2,682 | 117 | 13,597 | 132 | 41,739 | 118 | 759 |
| Bldg. Matrl. and Garden Equip. and Supplies | 27 | 19,528 | 34 | 22,125 | 32 | 5,594 | 32 | 17,779 |
| Food and Beverage Stores | 43 | 12,537 | 57 | 20,411 | 40 | 8,789 | 57 | 12,317 |
| Gasoline Stations | 17 | 26,537 | 31 | 44,863 | 13 | 20,209 | 12 | 24,008 |
| Clothing and Clothing Accessories Stores | 120 | 9,379 | 215 | 20,987 | 155 | 69,198 | 490 | 5,849 |
| General Merchandise Stores | 21 | # | 77 | 73,185 | 16 | 39,276 | 173 | # |
| Food Services and Drinking Places | 240 | 46,916 | 238 | 42,192 | 265 | 66,882 | 113 | 10,058 |
| Other Retail Group | 828 | 47,865 # | 778 | 22,389 | 804 | 28,389 | 2,648 | 19,938 # |
| Total Retail and Food Services | 1,409 | 165,444 | 1,623 | 295,002 | 1,481 | 319,549 | 3,710 | 95,584 |
| All Other Outlets | 564 | 56,111 | 579 | 31,150 | 776 | 133,097 | 740 | 74,536 |
| Totals All Outlets | 1,973 | 221,555 | 2,202 | 326,152 | 2,257 | 452,646 | 4,450 | 170,121 |
| Type of business | PASADENA | | PASO ROBLES | | PERRIS | | PETALUMA | |
| | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 137 | 84,950 | 49 | 24,081 | 57 | 12,665 | 52 | 47,545 |
| Home Furnishings and Appliance Stores | 316 | 44,811 | 44 | 4,588 | 42 | 1,684 | 72 | 3,555 |
| Bldg. Matrl. and Garden Equip. and Supplies | 83 | 19,580 | 26 | 15,718 | 25 | # | 33 | 7,863 |
| Food and Beverage Stores | 122 | 34,433 | 46 | 7,557 | 42 | 13,270 | 56 | 15,157 |
| Gasoline Stations | 28 | 45,005 | 22 | 29,752 | 14 | 29,015 | 19 | 29,140 |
| Clothing and Clothing Accessories Stores | 498 | 52,457 | 39 | 5,080 | 101 | 862 | 85 | 14,458 |
| General Merchandise Stores | 122 | 51,992 | 16 | 24,694 | 31 | # | 7 | 7,960 |
| Food Services and Drinking Places | 550 | 100,994 | 144 | 19,636 | 95 | 11,694 | 193 | 22,927 |
| Other Retail Group | 2,672 | 122,552 | 400 | 10,759 | 399 | 28,901 # | 829 | 19,654 |
| Total Retail and Food Services | 4,528 | 556,773 | 790 | 141,866 | 806 | 98,090 | 1,346 | 168,259 |
| All Other Outlets | 1,518 | 120,604 | 458 | 29,831 | 269 | 61,814 | 730 | 44,014 |
| Totals All Outlets | 6,046 | 677,377 | 1,248 | 171,697 | 1,075 | 159,904 | 2,076 | 212,272 |
| Type of business | PICO RIVERA | | PINOLE | | PITTSBURG | | PLACENTIA | |
| | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 32 | 2,061 | 13 | 1,947 | 44 | 21,199 | 47 | 16,185 |
| Home Furnishings and Appliance Stores | 45 | 4,908 | 16 | # | 27 | 4,986 | 55 | 3,739 |
| Bldg. Matrl. and Garden Equip. and Supplies | 16 | 13,668 | 5 | 4,648 | 15 | # | 19 | 1,446 |
| Food and Beverage Stores | 56 | 9,698 | 19 | 6,394 | 41 | 9,614 | 33 | 5,958 |
| Gasoline Stations | 13 | 20,001 | 8 | 9,996 | 12 | 17,448 | 9 | 16,514 |
| Clothing and Clothing Accessories Stores | 76 | 6,519 | 18 | 1,563 | 50 | 3,096 | 44 | 2,450 |
| General Merchandise Stores | 23 | 28,683 | 7 | 10,178 | 22 | 14,759 | 8 | 1,240 |
| Food Services and Drinking Places | 158 | 20,833 | 71 | 13,231 | 105 | 15,598 | 110 | 14,395 |
| Other Retail Group | 352 | 6,770 | 158 | 15,205 # | 219 | 16,660 # | 302 | 10,558 |
| Total Retail and Food Services | 771 | 113,141 | 315 | 63,161 | 535 | 103,361 | 627 | 72,485 |
| All Other Outlets | 355 | 45,209 | 128 | 4,344 | 281 | 31,237 | 520 | 39,964 |
| Totals All Outlets | 1,126 | 158,349 | 443 | 67,506 | 816 | 134,598 | 1,147 | 112,449 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | PLACERVILLE | | PLEASANT HILL | | PLEASANTON | | POMONA | |
|---|------------------------|----------------------|---------------|----------------------|----------------|----------------------|------------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 15 | 14,024 | 23 | 2,054 | 88 | 64,163 | 293 | 15,652 |
| Home Furnishings and Appliance Stores | 22 | 1,606 | 58 | 22,700 | 126 | 12,439 | 155 | 2,547 |
| Bldg. Matrl. and Garden Equip. and Supplies | 13 | # | 29 | 6,098 | 43 | 13,021 | 82 | 18,628 |
| Food and Beverage Stores | 19 | 3,937 | 28 | 7,965 | 55 | 14,053 | 133 | 16,506 |
| Gasoline Stations | 9 | 6,757 | 12 | 15,641 | 20 | 27,098 | 50 | 59,392 |
| Clothing and Clothing Accessories Stores | 22 | 725 | 38 | 8,372 | 205 | 45,436 | 299 | 3,174 |
| General Merchandise Stores | 8 | 1,325 | 11 | 16,670 | 28 | 52,932 | 128 | 10,676 |
| Food Services and Drinking Places | 75 | 7,847 | 111 | 22,074 | 253 | 37,288 | 350 | 26,731 |
| Other Retail Group | 246 | 19,529 # | 311 | 18,067 | 947 | 26,217 | 1,841 | 21,425 |
| Total Retail and Food Services | 429 | 55,750 | 621 | 119,641 | 1,765 | 292,647 | 3,331 | 174,732 |
| All Other Outlets | 151 | 12,337 | 273 | 17,277 | 881 | 132,541 | 1,318 | 84,780 |
| Totals All Outlets | 580 | 68,087 | 894 | 136,918 | 2,646 | 425,188 | 4,649 | 259,512 |
| Type of business | PORTERVILLE | | POWAY | | RANCHO CORDOVA | | RANCHO CUCAMONGA | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 54 | 12,878 | 45 | 32,688 | 170 | 17,007 | 145 | 8,293 |
| Home Furnishings and Appliance Stores | 47 | 2,790 | 53 | 3,700 | 108 | 28,550 | 162 | 33,176 |
| Bldg. Matrl. and Garden Equip. and Supplies | 22 | 11,534 | 29 | 12,507 | 57 | 30,299 | 71 | 22,906 |
| Food and Beverage Stores | 28 | 7,443 | 26 | 5,921 | 49 | 7,217 | 93 | 26,015 |
| Gasoline Stations | 26 | 15,899 | 12 | 19,926 | 27 | 27,532 | 38 | 55,480 |
| Clothing and Clothing Accessories Stores | 95 | 2,324 | 43 | 1,544 | 52 | 2,868 | 262 | 33,055 |
| General Merchandise Stores | 28 | 25,778 | 16 | 64,327 | 21 | 36,667 | 72 | 87,203 |
| Food Services and Drinking Places | 105 | 12,838 | 128 | 14,586 | 182 | 19,660 | 350 | 78,759 |
| Other Retail Group | 332 | 6,129 | 507 | 20,196 | 442 | 24,225 | 1,233 | 57,439 |
| Total Retail and Food Services | 737 | 97,614 | 859 | 175,394 | 1,108 | 194,024 | 2,426 | 402,325 |
| All Other Outlets | 233 | 13,222 | 645 | 65,408 | 726 | 104,209 | 1,359 | 128,613 |
| Totals All Outlets | 970 | 110,836 | 1,504 | 240,802 | 1,834 | 298,234 | 3,785 | 530,938 |
| Type of business | RANCHO SANTA MARGARITA | | RED BLUFF | | REDDING | | REDLANDS | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 30 | 25,061 | 18 | 4,271 | 133 | 60,952 | 63 | 47,956 |
| Home Furnishings and Appliance Stores | 83 | 2,760 | 14 | 1,102 | 115 | 17,125 | 70 | 4,649 |
| Bldg. Matrl. and Garden Equip. and Supplies | 18 | # | 18 | # | 74 | 37,966 | 32 | 26,133 |
| Food and Beverage Stores | 21 | 6,695 | 16 | 4,382 | 59 | 22,187 | 53 | 15,718 |
| Gasoline Stations | 6 | 14,493 | 15 | 17,109 | 50 | 58,615 | 16 | 24,753 |
| Clothing and Clothing Accessories Stores | 98 | 2,484 | 12 | 429 | 95 | 13,257 | 126 | 7,511 |
| General Merchandise Stores | 21 | 14,114 | 3 | # | 20 | 60,736 | 25 | 17,866 |
| Food Services and Drinking Places | 75 | 14,742 | 68 | 7,128 | 303 | 37,366 | 198 | 27,472 |
| Other Retail Group | 414 | 19,580 # | 193 | 22,911 # | 1,073 | 38,013 | 864 | 16,903 |
| Total Retail and Food Services | 766 | 99,930 | 357 | 57,333 | 1,922 | 346,216 | 1,447 | 188,961 |
| All Other Outlets | 410 | 25,143 | 194 | 7,674 | 1,092 | 85,432 | 535 | 32,949 |
| Totals All Outlets | 1,176 | 125,072 | 551 | 65,007 | 3,014 | 431,648 | 1,982 | 221,910 |
| Type of business | REDONDO BEACH | | REDWOOD CITY | | RIALTO | | RICHMOND | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 36 | 13,099 | 72 | 80,446 | 107 | 6,339 | 90 | 36,673 |
| Home Furnishings and Appliance Stores | 99 | 13,673 | 104 | 18,439 | 48 | 1,025 | 54 | 4,058 |
| Bldg. Matrl. and Garden Equip. and Supplies | 24 | 2,527 | 35 | 19,715 | 20 | 11,522 | 21 | # |
| Food and Beverage Stores | 75 | 19,343 | 66 | 18,274 | 62 | 10,988 | 82 | 8,351 |
| Gasoline Stations | 13 | 19,990 | 26 | 36,512 | 28 | 45,100 | 31 | 65,920 |
| Clothing and Clothing Accessories Stores | 245 | 34,830 | 94 | 10,138 | 85 | 3,948 | 138 | 8,463 |
| General Merchandise Stores | 49 | 22,541 | 20 | 47,586 | 22 | # | 29 | 57,062 |
| Food Services and Drinking Places | 252 | 41,009 | 248 | 32,641 | 128 | 17,043 | 168 | 15,187 |
| Other Retail Group | 837 | 16,843 | 571 | 25,709 | 380 | 31,504 # | 545 | 25,337 # |
| Total Retail and Food Services | 1,630 | 183,856 | 1,236 | 289,460 | 880 | 127,469 | 1,158 | 221,051 |
| All Other Outlets | 572 | 21,563 | 787 | 101,787 | 420 | 93,486 | 642 | 60,457 |
| Totals All Outlets | 2,202 | 205,419 | 2,023 | 391,247 | 1,300 | 220,954 | 1,800 | 281,508 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | RIDGECREST | | RIVERBANK | | RIVERSIDE | | ROCKLIN | |
|---|--------------|----------------------|----------------|----------------------|--------------|----------------------|---------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 32 | 7,894 | 26 | 1,825 | 364 | 215,264 | 51 | 22,226 |
| Home Furnishings and Appliance Stores | 26 | 1,674 | 11 | # | 335 | 33,331 | 75 | 33,724 |
| Bldg. Matrl. and Garden Equip. and Supplies | 12 | # | 8 | # | 153 | 58,392 | 33 | 5,736 |
| Food and Beverage Stores | 16 | 5,442 | 16 | 3,483 | 204 | 51,400 | 35 | 5,929 |
| Gasoline Stations | 16 | 8,766 | 5 | 7,660 | 67 | 108,281 | 20 | 25,990 |
| Clothing and Clothing Accessories Stores | 21 | 423 | 19 | 1,039 | 588 | 52,416 | 48 | 1,638 |
| General Merchandise Stores | 9 | # | 6 | 13,010 | 177 | 94,702 | 13 | 3,762 |
| Food Services and Drinking Places | 60 | 8,195 | 47 | 6,363 | 646 | 96,302 | 112 | 15,812 |
| Other Retail Group | 239 | 22,719 # | 66 | 19,272 # | 3,230 | 69,153 | 420 | 14,875 |
| Total Retail and Food Services | 431 | 55,113 | 204 | 52,652 | 5,764 | 779,241 | 807 | 129,691 |
| All Other Outlets | 183 | 5,326 | 75 | 3,701 | 2,302 | 234,726 | 426 | 38,594 |
| Totals All Outlets | 614 | 60,439 | 279 | 56,353 | 8,066 | 1,013,968 | 1,233 | 168,285 |
| Type of business | ROHNERT PARK | | ROSEMEAD | | ROSEVILLE | | SACRAMENTO | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 18 | 2,928 | 61 | 4,547 | 154 | 240,461 | 508 | 73,262 |
| Home Furnishings and Appliance Stores | 32 | 7,913 | 65 | 2,394 | 224 | 54,081 | 456 | 54,382 |
| Bldg. Matrl. and Garden Equip. and Supplies | 13 | # | 19 | 335 | 81 | 36,109 | 185 | 87,471 |
| Food and Beverage Stores | 30 | 8,270 | 43 | 4,434 | 101 | 30,017 | 399 | 73,581 |
| Gasoline Stations | 10 | 11,376 | 10 | 11,678 | 37 | 60,992 | 118 | 151,247 |
| Clothing and Clothing Accessories Stores | 18 | 1,734 | 33 | 336 | 404 | 70,900 | 823 | 78,806 |
| General Merchandise Stores | 9 | 46,529 | 31 | 33,227 | 109 | 113,765 | 154 | 117,049 |
| Food Services and Drinking Places | 113 | 17,174 | 140 | 17,509 | 396 | 72,472 | 1,342 | 181,727 |
| Other Retail Group | 284 | 22,690 # | 249 | 4,809 | 1,899 | 63,217 | 3,670 | 115,471 |
| Total Retail and Food Services | 527 | 118,614 | 651 | 79,269 | 3,405 | 742,014 | 7,655 | 932,997 |
| All Other Outlets | 314 | 24,212 | 303 | 7,974 | 1,071 | 112,100 | 3,450 | 405,233 |
| Totals All Outlets | 841 | 142,826 | 954 | 87,243 | 4,476 | 854,114 | 11,105 | 1,338,230 |
| Type of business | SALINAS | | SAN BERNARDINO | | SAN BRUNO | | SAN CARLOS | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 130 | 76,682 | 264 | 78,246 | 27 | 14,289 | 31 | 3,443 |
| Home Furnishings and Appliance Stores | 100 | 16,916 | 221 | 20,586 | 39 | 8,860 | 59 | 22,698 |
| Bldg. Matrl. and Garden Equip. and Supplies | 40 | 33,760 | 72 | 35,828 | 8 | # | 48 | 31,698 |
| Food and Beverage Stores | 128 | 26,625 | 195 | 31,163 | 32 | 5,037 | 16 | 3,628 |
| Gasoline Stations | 45 | 78,393 | 58 | 80,940 | 15 | 29,007 | 8 | 8,442 |
| Clothing and Clothing Accessories Stores | 223 | 22,401 | 553 | 24,808 | 78 | 11,783 | 50 | 7,971 |
| General Merchandise Stores | 40 | 58,378 | 198 | 102,711 | 12 | 25,993 | 6 | 950 |
| Food Services and Drinking Places | 309 | 43,274 | 487 | 64,328 | 136 | 24,477 | 113 | 14,414 |
| Other Retail Group | 782 | 26,425 | 2,948 | 36,330 | 242 | 25,785 # | 390 | 21,640 |
| Total Retail and Food Services | 1,797 | 382,853 | 4,996 | 474,940 | 589 | 145,232 | 721 | 114,884 |
| All Other Outlets | 868 | 124,106 | 1,160 | 90,235 | 290 | 12,077 | 656 | 38,553 |
| Totals All Outlets | 2,665 | 506,959 | 6,156 | 565,175 | 879 | 157,309 | 1,377 | 153,437 |
| Type of business | SAN CLEMENTE | | SAN DIEGO | | SAN DIMAS | | SAN FERNANDO | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 47 | 3,450 | 1,253 | 470,303 | 27 | 1,141 | 44 | 2,870 |
| Home Furnishings and Appliance Stores | 134 | 7,911 | 1,701 | 291,132 | 35 | 3,360 | 95 | 1,655 |
| Bldg. Matrl. and Garden Equip. and Supplies | 33 | # | 457 | 213,551 | 13 | # | 20 | # |
| Food and Beverage Stores | 49 | 13,620 | 995 | 225,129 | 26 | 5,983 | 34 | 4,072 |
| Gasoline Stations | 15 | 35,003 | 324 | 486,931 | 11 | 15,770 | 7 | 5,173 |
| Clothing and Clothing Accessories Stores | 159 | 2,985 | 2,575 | 380,425 | 47 | 5,560 | 350 | 2,449 |
| General Merchandise Stores | 43 | 13,471 | 442 | 369,457 | 19 | 31,890 | 143 | 9,223 |
| Food Services and Drinking Places | 185 | 25,602 | 3,815 | 724,028 | 73 | 10,650 | 95 | 10,886 |
| Other Retail Group | 768 | 26,970 # | 12,813 | 376,953 | 327 | 15,800 # | 1,074 | 20,261 # |
| Total Retail and Food Services | 1,433 | 129,012 | 24,375 | 3,537,908 | 578 | 90,154 | 1,862 | 56,589 |
| All Other Outlets | 755 | 28,110 | 11,573 | 1,352,082 | 404 | 44,627 | 360 | 15,994 |
| Totals All Outlets | 2,188 | 157,122 | 35,948 | 4,889,990 | 982 | 134,782 | 2,222 | 72,583 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | SAN FRANCISCO | | SAN GABRIEL | | SAN JOSE | | SAN JUAN CAPISTRANO | |
|---|---------------|----------------------|-----------------|----------------------|---------------|----------------------|---------------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 238 | 115,270 | 33 | # | 558 | 316,426 | 31 | 39,083 |
| Home Furnishings and Appliance Stores | 1,064 | 180,483 | 76 | 3,729 | 1,010 | 125,161 | 54 | 6,246 |
| Bldg. Matrl. and Garden Equip. and Supplies | 318 | 102,969 | 24 | 3,691 | 327 | 181,759 | 23 | 12,067 |
| Food and Beverage Stores | 1,196 | 154,409 | 48 | 3,306 | 657 | 111,603 | 22 | 3,910 |
| Gasoline Stations | 122 | 170,208 | 11 | 15,956 | 208 | 361,067 | 8 | 10,433 |
| Clothing and Clothing Accessories Stores | 2,300 | 400,992 | 101 | 9,628 | 1,250 | 197,517 | 76 | 6,207 |
| General Merchandise Stores | 256 | 176,863 | 31 | 125 | 195 | 268,127 | 23 | # |
| Food Services and Drinking Places | 4,313 | 789,865 | 190 | 19,130 | 2,105 | 334,238 | 85 | 13,988 |
| Other Retail Group | 7,802 | 366,238 | 423 | 11,894 # | 6,486 | 224,759 | 521 | 25,605 # |
| Total Retail and Food Services | 17,609 | 2,457,298 | 937 | 67,459 | 12,796 | 2,120,657 | 843 | 117,541 |
| All Other Outlets | 9,327 | 1,186,224 | 394 | 12,941 | 6,720 | 979,629 | 436 | 21,448 |
| Totals All Outlets | 26,936 | 3,643,522 | 1,331 | 80,400 | 19,516 | 3,100,287 | 1,279 | 138,988 |
| Type of business | SAN LEANDRO | | SAN LUIS OBISPO | | SAN MARCOS | | SAN MATEO | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 78 | 53,646 | 64 | 46,805 | 60 | 19,390 | 77 | 19,943 |
| Home Furnishings and Appliance Stores | 103 | 8,626 | 86 | 15,787 | 101 | 47,013 | 159 | 17,489 |
| Bldg. Matrl. and Garden Equip. and Supplies | 63 | 30,675 | 39 | 23,110 | 58 | 35,421 | 46 | 20,251 |
| Food and Beverage Stores | 77 | 12,496 | 49 | 15,181 | 45 | 12,456 | 94 | 20,402 |
| Gasoline Stations | 33 | 32,151 | 17 | 28,031 | 18 | 30,513 | 32 | 47,991 |
| Clothing and Clothing Accessories Stores | 153 | 31,944 | 111 | 18,835 | 72 | 12,198 | 221 | 42,037 |
| General Merchandise Stores | 30 | 72,472 | 14 | 31,169 | 14 | 20,547 | 29 | 37,286 |
| Food Services and Drinking Places | 270 | 28,865 | 188 | 33,010 | 206 | 31,754 | 353 | 50,704 |
| Other Retail Group | 505 | 25,319 | 579 | 30,956 | 699 | 20,124 | 1,006 | 40,767 |
| Total Retail and Food Services | 1,312 | 296,192 | 1,147 | 242,884 | 1,273 | 229,418 | 2,017 | 296,870 |
| All Other Outlets | 997 | 139,380 | 656 | 47,199 | 926 | 60,552 | 1,163 | 51,691 |
| Totals All Outlets | 2,309 | 435,572 | 1,803 | 290,083 | 2,199 | 289,969 | 3,180 | 348,561 |
| 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 | 81,299 | 30 | 7,400 | 314 | 121,610 | 70 | 30,954 |
| Home Furnishings and Appliance Stores | 130 | 25,590 | 88 | 6,743 | 344 | 30,146 | 144 | 21,970 |
| Bldg. Matrl. and Garden Equip. and Supplies | 46 | 49,149 | 22 | 24,555 | 117 | 51,818 | 80 | 24,677 |
| Food and Beverage Stores | 61 | 17,930 | 26 | 11,178 | 315 | 49,400 | 122 | 32,403 |
| Gasoline Stations | 21 | 25,287 | 22 | 28,891 | 57 | 89,465 | 32 | 38,941 |
| Clothing and Clothing Accessories Stores | 124 | 9,404 | 74 | 2,779 | 452 | 53,836 | 254 | 44,474 |
| General Merchandise Stores | 18 | 13,673 | 13 | # | 125 | 57,423 | 52 | 17,957 |
| Food Services and Drinking Places | 239 | 26,473 | 153 | 22,071 | 732 | 81,312 | 405 | 79,556 |
| Other Retail Group | 852 | 35,573 | 453 | 27,079 # | 1,470 | 58,227 | 1,731 | 41,530 |
| Total Retail and Food Services | 1,584 | 284,378 | 881 | 130,695 | 3,926 | 593,238 | 2,890 | 332,461 |
| All Other Outlets | 1,129 | 68,860 | 563 | 65,625 | 2,919 | 248,806 | 1,519 | 87,354 |
| Totals All Outlets | 2,713 | 353,238 | 1,444 | 196,319 | 6,845 | 842,044 | 4,409 | 419,814 |
| Type of business | SANTA CLARA | | SANTA CLARITA | | SANTA CRUZ | | SANTA FE SPRINGS | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 150 | 135,256 | 173 | 114,683 | 44 | 15,493 | 124 | 19,763 |
| Home Furnishings and Appliance Stores | 252 | 53,424 | 262 | 18,811 | 78 | 5,416 | 150 | 6,244 |
| Bldg. Matrl. and Garden Equip. and Supplies | 60 | 19,071 | 97 | 40,520 | 38 | 10,521 | 69 | 9,100 |
| Food and Beverage Stores | 103 | 20,319 | 129 | 29,313 | 78 | 15,841 | 38 | 6,104 |
| Gasoline Stations | 28 | 45,720 | 47 | 91,708 | 15 | 18,900 | 11 | 18,492 |
| Clothing and Clothing Accessories Stores | 114 | 17,870 | 497 | 28,682 | 127 | 12,083 | 387 | 4,137 |
| General Merchandise Stores | 27 | 45,760 | 150 | 103,559 | 12 | # | 176 | 16,876 |
| Food Services and Drinking Places | 451 | 73,940 | 442 | 74,682 | 233 | 40,617 | 138 | 15,380 |
| Other Retail Group | 897 | 31,155 | 2,348 | 42,768 | 972 | 50,613 # | 2,699 | 22,316 |
| Total Retail and Food Services | 2,082 | 442,514 | 4,145 | 544,725 | 1,597 | 169,484 | 3,792 | 118,412 |
| All Other Outlets | 2,101 | 456,075 | 1,789 | 103,983 | 626 | 30,349 | 1,862 | 360,645 |
| Totals All Outlets | 4,183 | 898,589 | 5,934 | 648,709 | 2,223 | 199,833 | 5,654 | 479,057 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | SANTA MARIA | | SANTA MONICA | | SANTA ROSA | | SANTEE | |
|---|--------------|----------------------|------------------|----------------------|---------------------|----------------------|----------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 100 | 53,818 | 86 | 113,749 | 127 | 92,349 | 69 | 7,744 |
| Home Furnishings and Appliance Stores | 76 | 8,859 | 220 | 32,022 | 175 | 39,549 | 50 | 7,067 |
| Bldg. Matrl. and Garden Equip. and Supplies | 49 | 32,763 | 49 | 15,686 | 82 | 43,116 | 26 | 20,772 |
| Food and Beverage Stores | 93 | 21,288 | 85 | 25,174 | 128 | 40,037 | 31 | 8,288 |
| Gasoline Stations | 21 | 42,042 | 18 | 34,668 | 49 | 73,559 | 13 | 15,232 |
| Clothing and Clothing Accessories Stores | 116 | 9,506 | 519 | 101,572 | 240 | 37,493 | 62 | 7,000 |
| General Merchandise Stores | 37 | 50,869 | 75 | 15,094 | 33 | 81,826 | 19 | 50,553 |
| Food Services and Drinking Places | 225 | 30,907 | 466 | 125,179 | 447 | 56,307 | 112 | 18,384 |
| Other Retail Group | 544 | 18,567 | 1,629 | 88,773 | 1,766 | 61,175 | 439 | 14,754 |
| Total Retail and Food Services | 1,261 | 268,620 | 3,147 | 551,918 | 3,047 | 525,412 | 821 | 149,792 |
| All Other Outlets | 793 | 88,972 | 1,368 | 164,703 | 1,663 | 108,996 | 423 | 27,050 |
| Totals All Outlets | 2,054 | 357,591 | 4,515 | 716,621 | 4,710 | 634,408 | 1,244 | 176,842 |
| Type of business | SEAL BEACH | | SEASIDE | | SELMA | | SHAFTER | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 12 | # | 45 | 47,421 | 28 | 29,199 | 11 | 3,279 |
| Home Furnishings and Appliance Stores | 24 | 4,610 | 28 | 1,554 | 21 | 1,189 | 8 | # |
| Bldg. Matrl. and Garden Equip. and Supplies | 7 | 423 | 10 | # | 8 | # | 6 | # |
| Food and Beverage Stores | 15 | 5,629 | 26 | 3,626 | 23 | 4,621 | 15 | 1,252 |
| Gasoline Stations | 8 | 13,299 | 7 | 7,411 | 5 | 5,601 | 9 | 9,606 |
| Clothing and Clothing Accessories Stores | 50 | 6,669 | 26 | 186 | 64 | 457 | 12 | 69 |
| General Merchandise Stores | 18 | 14,190 | 6 | 1,200 | 11 | # | 7 | 467 |
| Food Services and Drinking Places | 83 | 20,266 | 63 | 7,888 | 57 | 8,008 | 24 | 1,779 |
| Other Retail Group | 218 | 7,850 # | 157 | 19,295 # | 134 | 21,785 # | 50 | 62,231 # |
| Total Retail and Food Services | 435 | 72,936 | 368 | 88,581 | 351 | 70,859 | 142 | 78,685 |
| All Other Outlets | 163 | 37,760 | 161 | 12,956 | 123 | 9,896 | 78 | 98,972 |
| Totals All Outlets | 598 | 110,696 | 529 | 101,537 | 474 | 80,755 | 220 | 177,657 |
| Type of business | SIMI VALLEY | | SONOMA | | SONORA | | SOUTH EL MONTE | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 83 | 42,677 | 10 | 3,054 | 19 | 1,902 | 101 | 5,514 |
| Home Furnishings and Appliance Stores | 99 | 11,672 | 22 | 1,494 | 22 | 866 | 80 | 4,092 |
| Bldg. Matrl. and Garden Equip. and Supplies | 42 | 28,773 | 8 | # | 21 | 13,590 | 51 | 6,926 |
| Food and Beverage Stores | 73 | 20,600 | 29 | 7,518 | 11 | 5,637 | 35 | 3,327 |
| Gasoline Stations | 32 | 48,934 | 6 | 6,860 | 6 | 6,846 | 9 | 28,192 |
| Clothing and Clothing Accessories Stores | 140 | 11,279 | 34 | 2,358 | 34 | 1,715 | 145 | # |
| General Merchandise Stores | 40 | 63,327 | 6 | 1,115 | 4 | # | 54 | 362 |
| Food Services and Drinking Places | 256 | 41,355 | 58 | 10,933 | 54 | 4,487 | 69 | 5,968 |
| Other Retail Group | 962 | 24,735 | 248 | 13,201 # | 203 | 19,526 # | 684 | 4,600 # |
| Total Retail and Food Services | 1,727 | 293,353 | 421 | 46,531 | 374 | 54,569 | 1,228 | 58,981 |
| All Other Outlets | 1,167 | 49,227 | 254 | 7,062 | 173 | 4,377 | 855 | 32,524 |
| Totals All Outlets | 2,894 | 342,580 | 675 | 53,593 | 547 | 58,947 | 2,083 | 91,504 |
| Type of business | SOUTH GATE | | SOUTH LAKE TAHOE | | SOUTH SAN FRANCISCO | | STANTON | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 129 | 20,891 | 22 | 3,630 | 53 | 7,203 | 57 | 7,531 |
| Home Furnishings and Appliance Stores | 60 | 715 | 24 | 940 | 58 | 10,605 | 25 | # |
| Bldg. Matrl. and Garden Equip. and Supplies | 27 | 592 | 21 | 3,808 | 31 | 13,661 | 19 | 11,679 |
| Food and Beverage Stores | 86 | 8,450 | 36 | 9,324 | 57 | 9,220 | 43 | 5,023 |
| Gasoline Stations | 22 | 25,138 | 11 | 7,845 | 26 | 29,279 | 11 | 16,262 |
| Clothing and Clothing Accessories Stores | 89 | 4,515 | 57 | 5,239 | 41 | 502 | 43 | 558 |
| General Merchandise Stores | 48 | 24,418 | 7 | # | 14 | # | 16 | # |
| Food Services and Drinking Places | 164 | 15,210 | 131 | 13,785 | 189 | 27,460 | 103 | 10,359 |
| Other Retail Group | 406 | 5,316 | 238 | 10,355 # | 299 | 74,772 # | 120 | 11,674 # |
| Total Retail and Food Services | 1,031 | 105,244 | 547 | 54,927 | 768 | 172,702 | 437 | 63,086 |
| All Other Outlets | 571 | 32,036 | 249 | 10,003 | 796 | 88,373 | 290 | 14,627 |
| Totals All Outlets | 1,602 | 137,280 | 796 | 64,930 | 1,564 | 261,076 | 727 | 77,713 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | STOCKTON | | SUNNYVALE | | TEMECULA | | THOUSAND OAKS | |
|---|--------------|----------------------|--------------|----------------------|--------------|----------------------|---------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 270 | 95,861 | 61 | 85,732 | 111 | 92,893 | 110 | 126,188 |
| Home Furnishings and Appliance Stores | 203 | 20,092 | 160 | 31,821 | 143 | 19,519 | 164 | 30,538 |
| Bldg. Matrl. and Garden Equip. and Supplies | 81 | 56,786 | 34 | 40,827 | 58 | 28,798 | 47 | 26,888 |
| Food and Beverage Stores | 267 | 44,266 | 95 | 18,268 | 65 | 19,084 | 80 | 30,474 |
| Gasoline Stations | 77 | 91,742 | 30 | 40,292 | 26 | 64,708 | 30 | 54,912 |
| Clothing and Clothing Accessories Stores | 356 | 32,086 | 108 | 9,711 | 237 | 30,695 | 226 | 40,726 |
| General Merchandise Stores | 80 | 101,289 | 13 | 46,502 | 43 | 89,417 | 52 | 34,898 |
| Food Services and Drinking Places | 586 | 70,909 | 382 | 56,675 | 322 | 63,046 | 326 | 65,978 |
| Other Retail Group | 1,507 | 83,192 | 906 | 31,540 | 1,089 | 37,400 | 1,344 | 53,982 |
| Total Retail and Food Services | 3,427 | 596,225 | 1,789 | 361,369 | 2,094 | 445,561 | 2,379 | 464,584 |
| All Other Outlets | 1,529 | 194,665 | 1,303 | 298,002 | 1,033 | 144,154 | 1,515 | 109,513 |
| Totals All Outlets | 4,956 | 790,890 | 3,092 | 659,371 | 3,127 | 589,715 | 3,894 | 574,097 |
| 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 | 154,071 | 62 | 42,764 | 18 | 1,809 | 56 | 17,995 |
| Home Furnishings and Appliance Stores | 347 | 52,143 | 67 | 25,470 | 28 | 2,812 | 47 | 1,546 |
| Bldg. Matrl. and Garden Equip. and Supplies | 92 | 41,487 | 29 | 14,915 | 25 | 8,712 | 29 | 15,285 |
| Food and Beverage Stores | 124 | 30,211 | 58 | 12,124 | 16 | 3,916 | 37 | 9,486 |
| Gasoline Stations | 39 | 65,552 | 19 | 49,417 | 10 | 8,521 | 28 | 45,146 |
| Clothing and Clothing Accessories Stores | 842 | 54,931 | 116 | 10,676 | 45 | 1,640 | 132 | 14,117 |
| General Merchandise Stores | 310 | 103,855 | 28 | 41,137 | 3 | # | 20 | 21,468 |
| Food Services and Drinking Places | 488 | 89,425 | 163 | 25,732 | 65 | 7,597 | 140 | 15,914 |
| Other Retail Group | 3,717 | 82,413 | 408 | 13,999 | 234 | 6,715 # | 324 | 8,323 |
| Total Retail and Food Services | 6,105 | 674,088 | 950 | 236,233 | 444 | 41,722 | 813 | 149,281 |
| All Other Outlets | 2,003 | 178,450 | 415 | 28,880 | 182 | 7,996 | 343 | 37,000 |
| Totals All Outlets | 8,108 | 852,538 | 1,365 | 265,113 | 626 | 49,718 | 1,156 | 186,281 |
| Type of business | TURLOCK | | TUSTIN | | UKIAH | | UNION CITY | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 94 | 14,832 | 39 | 86,554 | 26 | 9,044 | 21 | 2,642 |
| Home Furnishings and Appliance Stores | 66 | 3,371 | 140 | 31,993 | 18 | 1,930 | 56 | 11,448 |
| Bldg. Matrl. and Garden Equip. and Supplies | 32 | 20,229 | 26 | 18,939 | 16 | 17,834 | 23 | 33,673 |
| Food and Beverage Stores | 65 | 11,936 | 66 | 19,891 | 21 | 6,681 | 47 | 7,876 |
| Gasoline Stations | 27 | 40,720 | 18 | 35,306 | 11 | 10,885 | 12 | 14,656 |
| Clothing and Clothing Accessories Stores | 95 | 8,997 | 143 | 24,186 | 29 | 3,184 | 51 | 1,151 |
| General Merchandise Stores | 19 | 50,791 | 32 | 63,532 | 6 | 16,724 | 18 | # |
| Food Services and Drinking Places | 167 | 24,644 | 219 | 43,104 | 82 | 9,475 | 126 | 20,929 |
| Other Retail Group | 421 | 16,783 | 653 | 39,828 | 264 | 8,920 | 310 | 30,946 # |
| Total Retail and Food Services | 986 | 192,303 | 1,336 | 363,333 | 473 | 84,676 | 664 | 123,320 |
| All Other Outlets | 491 | 48,954 | 893 | 60,487 | 232 | 9,038 | 463 | 65,278 |
| Totals All Outlets | 1,477 | 241,257 | 2,229 | 423,821 | 705 | 93,714 | 1,127 | 188,598 |
| Type of business | UPLAND | | VACAVILLE | | VALLEJO | | VENTURA | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 128 | 24,085 | 62 | 45,389 | 89 | 39,753 | 131 | 67,854 |
| Home Furnishings and Appliance Stores | 97 | 6,132 | 71 | 13,819 | 68 | 10,341 | 165 | 18,602 |
| Bldg. Matrl. and Garden Equip. and Supplies | 50 | 29,977 | 33 | 24,530 | 25 | 20,297 | 85 | 37,596 |
| Food and Beverage Stores | 53 | 10,121 | 57 | 14,031 | 86 | 14,146 | 101 | 23,364 |
| Gasoline Stations | 20 | 29,405 | 32 | 34,647 | 38 | 38,786 | 40 | 54,220 |
| Clothing and Clothing Accessories Stores | 107 | 4,390 | 162 | 54,685 | 91 | 8,526 | 259 | 22,446 |
| General Merchandise Stores | 28 | 31,739 | 22 | 49,043 | 16 | 35,419 | 97 | 45,225 |
| Food Services and Drinking Places | 186 | 25,085 | 186 | 35,210 | 214 | 28,254 | 390 | 53,865 |
| Other Retail Group | 643 | 24,981 | 547 | 21,606 | 738 | 18,947 | 2,266 | 39,007 |
| Total Retail and Food Services | 1,312 | 185,916 | 1,172 | 292,959 | 1,365 | 214,468 | 3,534 | 362,180 |
| All Other Outlets | 721 | 42,255 | 474 | 42,549 | 515 | 37,112 | 1,615 | 82,270 |
| Totals All Outlets | 2,033 | 228,171 | 1,646 | 335,508 | 1,880 | 251,579 | 5,149 | 444,450 |

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

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| Type of business | VICTORVILLE | | VISALIA | | VISTA | | WALNUT CREEK | |
|---|--------------|----------------------|--------------|----------------------|----------------|----------------------|-----------------|----------------------|
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 130 | 77,675 | 121 | 49,668 | 80 | 31,545 | 73 | 86,371 |
| Home Furnishings and Appliance Stores | 138 | 16,678 | 136 | 18,257 | 77 | 3,176 | 112 | 17,909 |
| Bldg. Matrl. and Garden Equip. and Supplies | 31 | 22,807 | 65 | 29,678 | 57 | 32,481 | 32 | 8,938 |
| Food and Beverage Stores | 84 | 19,783 | 58 | 19,692 | 63 | 15,966 | 44 | 16,488 |
| Gasoline Stations | 33 | 48,438 | 38 | 33,640 | 26 | 44,739 | 27 | 32,849 |
| Clothing and Clothing Accessories Stores | 252 | 17,080 | 229 | 23,461 | 81 | 5,092 | 173 | 61,358 |
| General Merchandise Stores | 72 | 60,607 | 39 | 80,651 | 29 | 53,308 | 20 | 32,792 |
| Food Services and Drinking Places | 232 | 34,463 | 292 | 46,213 | 209 | 25,521 | 230 | 46,422 |
| Other Retail Group | 1,180 | 22,754 | 765 | 39,539 | 747 | 19,023 | 796 | 31,614 |
| Total Retail and Food Services | 2,152 | 320,284 | 1,743 | 340,800 | 1,369 | 230,852 | 1,507 | 334,741 |
| All Other Outlets | 538 | 32,525 | 948 | 186,452 | 1,000 | 92,056 | 782 | 59,294 |
| Totals All Outlets | 2,690 | 352,809 | 2,691 | 527,252 | 2,369 | 322,908 | 2,289 | 394,035 |
| Type of business | WATSONVILLE | | WEST COVINA | | WEST HOLLYWOOD | | WEST SACRAMENTO | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 41 | 19,289 | 57 | 65,609 | 24 | # | 79 | 10,298 |
| Home Furnishings and Appliance Stores | 33 | 2,291 | 100 | 9,353 | 148 | 26,927 | 37 | # |
| Bldg. Matrl. and Garden Equip. and Supplies | 27 | 13,749 | 18 | # | 27 | 6,499 | 32 | 19,212 |
| Food and Beverage Stores | 62 | 9,818 | 68 | 12,098 | 56 | 27,853 | 44 | 12,523 |
| Gasoline Stations | 17 | 19,592 | 19 | 30,827 | 7 | 9,539 | 21 | 26,323 |
| Clothing and Clothing Accessories Stores | 80 | 4,243 | 174 | 23,848 | 221 | 20,046 | 43 | # |
| General Merchandise Stores | 15 | # | 49 | 38,958 | 23 | # | 10 | 24,008 |
| Food Services and Drinking Places | 127 | 15,339 | 219 | 36,264 | 230 | 78,731 | 108 | 11,270 |
| Other Retail Group | 341 | 24,029 # | 552 | 25,544 # | 560 | 55,853 # | 240 | 31,735 # |
| Total Retail and Food Services | 743 | 108,351 | 1,256 | 242,501 | 1,296 | 225,448 | 614 | 135,368 |
| All Other Outlets | 420 | 29,423 | 427 | 30,876 | 604 | 38,050 | 560 | 174,457 |
| Totals All Outlets | 1,163 | 137,774 | 1,683 | 273,377 | 1,900 | 263,498 | 1,174 | 309,825 |
| Type of business | WESTMINSTER | | WHITTIER | | WINDSOR | | WOODLAND | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 84 | 47,946 | 71 | 9,747 | 10 | 2,141 | 45 | 16,656 |
| Home Furnishings and Appliance Stores | 136 | 19,854 | 74 | 2,579 | 14 | 787 | 46 | 4,901 |
| Bldg. Matrl. and Garden Equip. and Supplies | 32 | 18,767 | 41 | 13,652 | 11 | # | 32 | 19,417 |
| Food and Beverage Stores | 130 | 14,333 | 67 | 16,065 | 18 | 4,030 | 38 | 10,529 |
| Gasoline Stations | 21 | 36,822 | 15 | 24,130 | 6 | 8,592 | 17 | 21,143 |
| Clothing and Clothing Accessories Stores | 276 | 19,436 | 127 | 7,883 | 19 | 152 | 54 | 3,611 |
| General Merchandise Stores | 46 | 55,421 | 65 | 22,149 | 2 | # | 16 | 33,673 |
| Food Services and Drinking Places | 286 | 27,652 | 220 | 28,967 | 55 | 7,170 | 131 | 13,653 |
| Other Retail Group | 617 | 20,035 | 1,054 | 18,238 | 204 | 30,759 # | 324 | 14,344 |
| Total Retail and Food Services | 1,628 | 260,265 | 1,734 | 143,409 | 339 | 53,631 | 703 | 137,925 |
| All Other Outlets | 655 | 25,986 | 613 | 30,894 | 237 | 20,380 | 425 | 67,220 |
| Totals All Outlets | 2,283 | 286,251 | 2,347 | 174,304 | 576 | 74,011 | 1,128 | 205,145 |
| Type of business | YORBA LINDA | | YUBA CITY | | YUCAIPA | | YUCCA VALLEY | |
| | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions | Permits | Taxable transactions |
| Retail and Food Services | | | | | | | | |
| Motor Vehicle and Parts Dealers | 36 | 2,234 | 77 | 27,057 | 58 | 6,378 | 37 | 7,362 |
| Home Furnishings and Appliance Stores | 84 | 22,031 | 59 | 5,525 | 38 | 629 | 25 | 848 |
| Bldg. Matrl. and Garden Equip. and Supplies | 38 | 3,261 | 26 | 24,866 | 27 | 2,672 | 11 | # |
| Food and Beverage Stores | 20 | 7,120 | 62 | 12,667 | 26 | 6,799 | 15 | 7,690 |
| Gasoline Stations | 7 | 12,776 | 25 | 15,963 | 12 | 18,483 | 11 | 13,350 |
| Clothing and Clothing Accessories Stores | 81 | 2,266 | 84 | 10,558 | 41 | # | 23 | 566 |
| General Merchandise Stores | 18 | # | 23 | 52,024 | 10 | 1,604 | 6 | # |
| Food Services and Drinking Places | 90 | 15,452 | 150 | 21,428 | 81 | 8,757 | 46 | 6,789 |
| Other Retail Group | 494 | 34,003 # | 402 | 19,592 | 385 | 7,412 # | 356 | 26,672 # |
| Total Retail and Food Services | 868 | 99,144 | 908 | 189,680 | 678 | 52,733 | 530 | 63,277 |
| All Other Outlets | 553 | 20,838 | 446 | 40,095 | 248 | 6,108 | 174 | 3,091 |
| Totals All Outlets | 1,421 | 119,982 | 1,354 | 229,775 | 926 | 58,841 | 704 | 66,367 |

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, SECOND 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 | 146 | 10,664 | 254 | 25,067 | GALT | 1,308 | 26,893 | 1,502 | 35,193 |
| ALBANY | 324 | 37,688 | 478 | 46,248 | GONZALES | 83 | 5,111 | 125 | 15,590 |
| ALTURAS | 101 | 8,220 | 160 | 10,509 | GRAND TERRACE | 146 | 9,461 | 195 | 22,201 |
| AMADOR | 20 | # | 22 | 195 # | GREENFIELD | 123 | 16,530 | 172 | 23,718 |
| AMERICAN CANYON | 216 | 39,775 | 343 | 44,424 | GRIDLEY | 126 | 18,742 | 172 | 21,200 |
| ANDERSON | 282 | 40,809 | 429 | 48,641 | GROVER BEACH | 220 | 17,715 | 375 | 22,426 |
| ANGELS CAMP | 127 | 13,554 | 174 | 14,835 | GUADALUPE | 48 | 3,488 | 72 | 6,638 |
| ARCATA | 525 | 36,163 | 748 | 48,803 | GUSTINE | 71 | 3,476 | 101 | 4,964 |
| ARTESIA | 385 | 37,284 | 517 | 43,014 | HALF MOON BAY | 404 | 40,471 | 593 | 50,349 |
| ARVIN | 109 | 8,442 | 138 | 18,900 | HAWAIIAN GARDENS | 170 | 13,187 | 244 | 15,508 |
| ATHERTON | 109 | # | 181 | 9,217 # | HERCULES | 184 | 19,134 | 240 | 28,328 |
| ATWATER | 291 | 48,735 | 405 | 59,169 | HIDDEN HILLS | 37 | 158 | 44 | 223 |
| AVALON | 164 | 14,864 | 212 | 16,282 | HIGHLAND | 425 | 44,950 | 569 | 48,185 |
| AVENAL | 74 | 4,275 | 89 | 5,382 | HILLSBOROUGH | 135 | 347 | 209 | 1,459 |
| BANNING | 323 | 36,648 | 448 | 40,159 | HOLTVILLE | 47 | 3,797 | 67 | 9,079 |
| BELL | 416 | 30,961 | 609 | 42,574 | HUGHSON | 71 | 3,443 | 103 | 9,202 |
| BELL GARDENS | 406 | 47,131 | 629 | 52,832 | HURON | 53 | 2,858 | 69 | 3,475 |
| BELMONT | 357 | 42,016 | 616 | 56,858 | IMPERIAL | 95 | 25,098 | 162 | 43,268 |
| BELVEDERE | 37 | 253 | 77 | 1,489 | IMPERIAL BEACH | 248 | 17,236 | 333 | 18,283 |
| BIG BEAR LAKE | 404 | 30,652 | 523 | 32,769 | INDIAN WELLS | 140 | 9,173 | 209 | 22,958 |
| BIGGS | 7 | 389 | 13 | 537 | IONE | 78 | 1,797 | 104 | 3,352 |
| BISHOP | 253 | 34,509 | 377 | 43,551 | IRWINDALE | 266 | 35,589 | 619 | 95,855 |
| BLUE LAKE | 22 | 187 | 33 | 379 | ISLETON | 30 | 597 | 37 | 3,709 |
| BLYTHE | 159 | 30,991 | 263 | 35,958 | JACKSON | 194 | 12,975 | 275 | 15,012 |
| BRADBURY | 12 | # | 15 | 55 # | KERMAN | 137 | 21,689 | 186 | 29,940 |
| BRAWLEY | 153 | 27,424 | 281 | 44,178 | KING CITY | 219 | 18,634 | 310 | 29,381 |
| BRISBANE | 97 | 21,991 | 236 | 103,651 | KINGSBURG | 153 | 15,994 | 233 | 21,209 |
| BUELLTON | 144 | 30,898 | 275 | 36,637 | LA CANADA-FLINTRIDGE | 346 | 47,786 | 530 | 53,162 |
| CALIFORNIA CITY | 97 | 6,829 | 127 | 7,063 | LA HABRA HEIGHTS | 53 | 66 | 78 | 712 |
| CALIMESA | 111 | 13,893 | 151 | 15,088 | LA PALMA | 167 | 111,329 | 261 | 127,381 |
| CALIPATRIA | 16 | 1,854 | 29 | 5,070 | LAFAYETTE | 563 | 47,877 | 890 | 57,202 |
| CALISTOGA | 175 | 14,055 | 272 | 20,197 | LAGUNA WOODS | 146 | 17,946 | 190 | 19,638 |
| CANYON LAKE | 178 | 3,007 | 231 | 3,318 | LAKEPORT | 196 | 24,483 | 290 | 27,446 |
| CARMEL | 432 | 39,574 | 573 | 42,901 | LARKSPUR | 297 | 38,120 | 480 | 43,857 |
| CARPINTERIA | 320 | 29,848 | 495 | 40,738 | LATHROP | 132 | 44,808 | 206 | 58,100 |
| CHOWCHILLA | 152 | 16,028 | 220 | 20,504 | LEMOORE | 202 | 26,293 | 287 | 42,413 |
| CLAYTON | 118 | 7,029 | 157 | 7,940 | LINDSAY | 142 | 14,953 | 192 | 17,843 |
| CLEARLAKE | 178 | 27,442 | 244 | 28,734 | LIVE OAK | 68 | 4,716 | 88 | 5,627 |
| CLOVERDALE | 151 | 12,698 | 227 | 13,758 | LIVINGSTON | 92 | 24,534 | 116 | 26,783 |
| COALINGA | 104 | 15,563 | 170 | 21,813 | LOMA LINDA | 214 | 68,532 | 311 | 89,878 |
| COLFAX | 101 | 8,760 | 141 | 12,327 | LOMITA | 398 | 32,208 | 550 | 36,666 |
| COLMA | 101 | 148,076 | 163 | 159,409 | LOOMIS | 183 | 9,757 | 296 | 18,511 |
| COLUSA | 113 | 19,070 | 176 | 32,249 | LOS ALAMITOS | 389 | 39,367 | 668 | 58,810 |
| CORCORAN | 101 | 10,005 | 165 | 21,120 | LOS ALTOS HILLS | 104 | 434 | 158 | 2,096 |
| CORNING | 138 | 65,607 | 190 | 68,435 | LOYALTON | 16 | 711 | 23 | 866 |
| CORONADO | 380 | 30,460 | 559 | 54,493 | MAMMOTH LAKES | 249 | 24,211 | 365 | 31,000 |
| COTATI | 207 | 34,324 | 311 | 38,263 | MARICOPA | 14 | # | 15 | 775 # |
| CRESCENT CITY | 155 | 19,589 | 241 | 24,152 | MARINA | 225 | 40,187 | 343 | 43,097 |
| CUDAHY | 341 | 13,229 | 435 | 24,604 | MARYSVILLE | 253 | 31,811 | 356 | 43,784 |
| DEL MAR | 931 | 32,562 | 1,179 | 38,675 | MAYWOOD | 251 | 20,511 | 367 | 25,939 |
| DEL REY OAKS | 25 | 6,159 | 46 | 7,527 | MC FARLAND | 78 | 4,451 | 102 | 5,780 |
| DESERT HOT SPRINGS | 325 | 25,914 | 428 | 28,158 | MENDOTA | 91 | 7,754 | 117 | 13,661 |
| DORRIS | 15 | 442 | 23 | 494 | MILL VALLEY | 475 | 48,276 | 787 | 55,398 |
| DOS PALOS | 61 | 3,234 | 88 | 9,491 | MILLBRAE | 343 | 45,409 | 491 | 51,526 |
| DUNSMUIR | 58 | 1,525 | 78 | 1,661 | MONTAGUE | 37 | 895 | 47 | 921 |
| EAST PALO ALTO | 119 | 62,358 | 163 | 67,662 | MONTE SERENO | 40 | 144 | 56 | 181 |
| EASTVALE | 223 | 61,141 | 340 | 82,125 | MORAGA | 221 | 20,183 | 323 | 22,348 |
| ESCALON | 108 | 11,985 | 161 | 16,229 | MORRO BAY | 393 | 29,112 | 523 | 31,976 |
| ETNA | 35 | 1,139 | 49 | 1,340 | MOUNT SHASTA | 212 | 14,704 | 305 | 19,032 |
| EXETER | 155 | 13,065 | 217 | 15,004 | NEEDLES | 72 | 8,355 | 112 | 9,075 |
| FAIRFAX | 204 | 10,024 | 309 | 10,803 | NEVADA CITY | 265 | 10,921 | 366 | 18,222 |
| FARMERSVILLE | 100 | 10,097 | 125 | 11,300 | NEWMAN | 82 | 5,736 | 115 | 9,343 |
| FERNDALE | 77 | 2,379 | 107 | 2,800 | OAKLEY | 269 | 25,716 | 397 | 34,632 |
| FILLMORE | 166 | 19,147 | 245 | 21,338 | OJAI | 372 | 19,175 | 553 | 25,467 |
| FIREBAUGH | 71 | 7,249 | 108 | 17,996 | ORANGE COVE | 56 | 3,117 | 71 | 3,710 |
| FORT BRAGG | 268 | 28,914 | 389 | 34,369 | ORINDA | 322 | 17,515 | 495 | 20,004 |
| FORT JONES | 35 | 2,085 | 51 | 2,316 | ORLAND | 158 | 16,018 | 225 | 18,805 |
| FORTUNA | 259 | 26,373 | 377 | 33,455 | PACIFIC GROVE | 451 | 25,653 | 626 | 30,352 |
| FOSTER CITY | 356 | 49,482 | 595 | 93,092 | PACIFICA | 491 | 37,197 | 740 | 39,380 |
| FOWLER | 84 | 13,562 | 138 | 26,066 | PALOS VERDES ESTATES | 196 | 2,328 | 280 | 4,410 |

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, SECOND QUARTER 2011
(Taxable transactions in thousands of dollars)

| City | Retail and food services | | Total outlets | | City | Retail and food services | | Total outlets | |
|-----------------------|--------------------------|----------------------|---------------|----------------------|------------------|--------------------------|----------------------|---------------|----------------------|
| | Permits | Taxable Transactions | Permits | Taxable Transactions | | Permits | Taxable Transactions | Permits | Taxable Transactions |
| PARADISE | 601 | 34,780 | 838 | 38,139 | SOLANA BEACH | 538 | 49,611 | 825 | 66,764 |
| PARLIER | 92 | 7,071 | 112 | 8,113 | SOLEDAD | 136 | 13,803 | 183 | 15,055 |
| PATTERSON | 181 | 28,586 | 246 | 34,892 | SOLVANG | 272 | 18,621 | 377 | 23,926 |
| PIEDMONT | 122 | 2,921 | 198 | 3,230 | SOUTH PASADENA | 449 | 33,804 | 660 | 39,441 |
| PISMO BEACH | 342 | 52,300 | 431 | 55,298 | ST. HELENA | 275 | 33,959 | 523 | 53,003 |
| PLYMOUTH | 41 | 2,655 | 69 | 3,203 | SUISUN | 231 | 23,946 | 313 | 24,866 |
| POINT ARENA | 40 | 1,734 | 47 | 1,879 | SUSANVILLE | 168 | 27,319 | 272 | 29,518 |
| PORT HUENEME | 189 | 18,074 | 271 | 19,791 | SUTTER CREEK | 118 | 4,705 | 154 | 5,235 |
| PORTOLA | 60 | 2,584 | 93 | 3,785 | TAFT | 164 | 21,991 | 239 | 40,888 |
| PORTOLA VALLEY | 83 | 2,291 | 143 | 3,932 | TEHACHAPI | 312 | 46,098 | 419 | 48,048 |
| RANCHO MIRAGE | 422 | 71,731 | 577 | 92,669 | TEHAMA | 5 | # | 5 | 47 # |
| RANCHO PALOS VERDES | 482 | 25,956 | 662 | 41,998 | TEMPLE CITY | 473 | 33,143 | 714 | 37,440 |
| REEDLEY | 236 | 27,205 | 383 | 35,556 | TIBURON | 183 | 8,077 | 318 | 9,331 |
| RIO DELL | 44 | 2,810 | 57 | 3,876 | TRINIDAD | 27 | # | 37 | 2,246 # |
| RIO VISTA | 117 | 11,855 | 187 | 21,041 | TULELAKE | 12 | 420 | 19 | 6,163 |
| RIPON | 165 | 45,511 | 247 | 51,432 | TWENTYNINE PALMS | 215 | 24,680 | 304 | 27,826 |
| ROLLING HILLS | 29 | # | 40 | 85 # | VERNON | 249 | 15,871 | 1,039 | 98,639 |
| ROLLING HILLS ESTATES | 323 | 23,527 | 442 | 25,670 | VILLA PARK | 75 | 2,893 | 131 | 3,224 |
| ROSS | 41 | 507 | 83 | 782 | WALNUT | 556 | 28,324 | 985 | 39,556 |
| SAN ANSELMO | 378 | 21,363 | 606 | 24,125 | WASCO | 157 | 22,398 | 215 | 27,103 |
| SAN JACINTO | 404 | 42,123 | 599 | 49,357 | WATERFORD | 74 | 6,376 | 97 | 9,655 |
| SAN JOAQUIN | 21 | 1,779 | 29 | 6,723 | WEED | 87 | 19,892 | 120 | 20,054 |
| SAN JUAN BAUTISTA | 146 | 2,994 | 171 | 3,149 | WESTLAKE VILLAGE | 395 | 50,846 | 705 | 63,017 |
| SAN MARINO | 217 | 7,043 | 334 | 8,865 | WESTMORLAND | 16 | # | 19 | 3,743 # |
| SAN PABLO | 324 | 34,242 | 440 | 37,757 | WHEATLAND | 38 | 2,901 | 47 | 4,028 |
| SAND CITY | 67 | 43,117 | 137 | 48,109 | WILDOMAR | 344 | 27,448 | 455 | 30,081 |
| SANGER | 252 | 32,923 | 369 | 38,191 | WILLIAMS | 74 | 12,158 | 100 | 13,785 |
| SANTA PAULA | 290 | 35,196 | 496 | 46,383 | WILLITS | 202 | 32,687 | 297 | 38,722 |
| SARATOGA | 379 | 18,770 | 579 | 22,808 | WILLOWS | 119 | 18,885 | 177 | 29,706 |
| SAUSALITO | 476 | 29,428 | 791 | 35,962 | WINTERS | 98 | 8,299 | 140 | 9,099 |
| SCOTTS VALLEY | 334 | 34,536 | 525 | 43,039 | WOODLAKE | 69 | 3,408 | 93 | 5,164 |
| SEBASTOPOL | 399 | 27,344 | 576 | 30,630 | WOODSIDE | 117 | 9,251 | 195 | 11,042 |
| SHASTA LAKE | 113 | 5,824 | 188 | 10,709 | YOUNTVILLE | 75 | 18,133 | 138 | 21,487 |
| SIERRA MADRE | 239 | 5,181 | 330 | 5,898 | YREKA | 248 | 29,920 | 383 | 34,414 |
| SIGNAL HILL | 377 | 193,057 | 752 | 233,439 | | | | | |

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 second quarter self-assessed taxable sales by the population estimates of the State Department of Finance for July 1. The populations used were 37,318,481 for 2010 and 37,578,616 for 2011.

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

Notes concerning permits:

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

Table 3 to Table 5 Conversion Chart

| <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 |